ALLIANCE BANK

Alliance Bank
Business Current Account
Chinese New Year
Campaign
Terms & Conditions

1. The "Alliance Bank Business Current Account Chinese New Year Campaign ("Campaign") is organised by Alliance Bank Malaysia Berhad (referred to as "The Bank") shall run from **1st January 2022, 00:00AM to 28th February 2022, 23:59PM** ("Campaign Period"); inclusive of both dates, unless as stated otherwise.

2. By participating in this Campaign, the Eligible Customers (as defined hereunder) shall have thoroughly read and fully understood the Terms and Conditions herein and fully agree to be bound by and accept all of the Terms and Conditions.

3. Eligible Customers who are eligible to participate in this Campaign refers to SME Banking customers only (Non individual and new customers of the Bank only).

4. Notwithstanding the foregoing, the following individuals are **NOT** eligible to participate in this Campaign:

   4.1. Customers who have breached any agreements with the Bank;
   4.2. Customers whose account(s) are unsatisfactorily conducted, invalid or cancelled and/or;
   4.3. Any other persons as determined by the Bank to exclude according to its internal policies.
   4.4. Permanent and/or contract employees of Alliance Bank Malaysia Berhad (including its subsidiaries and related companies) are NOT eligible to participate.

5. The Eligible Products(s) under the Campaign is the Alliance Bank Business Current Account ("BCA") (Eligible for protection by PIDM).

6. Successful participants will be entitled to RM150 Touch n Go E-Reload Pin ("Reward") upon successful account opening within the campaign period.

7. The RM150 reward will be fulfilled through two separate Touch n Go E-Pins. An example of the reward fulfilment is detailed as below:

Table 1: Reward Fulfilment Example

Reward	**Touch n Go Pin**
RM 50	XXXXXX
RM 100	XXXXXX

8. To be entitled for the reward, the following eligibility criteria is as follows:

   8.1. Eligible customers must apply for a BCA through the Bank's online BCA application form ("BCA on Web") or drop their contact details via the bank's website. *(https://www.alliancebank.com.my/promotions/banking/alliance-business-current-account.aspx)*
   8.2. Eligible customers must have their BCA successfully opened within the campaign period.

9. The reward will be fulfilled within 3 months after the campaign ends.

10. The reward will be based on a first-come-first serve basis & will only be entitled to 120 winners.

11. The reward will be sent to the email registered on the online application form.

12. This Terms and Conditions shall be supplemental to and not be in exemption of any one or more of the existing terms, conditions and/or guidelines governing and/or regulating the operation and/or maintenance of the accounts or otherwise.

13. The Eligible Customers further agree to co-operate and comply with the requests from the Bank for the purpose of organising, promoting and conducting this Campaign.

14. All decisions made by the Bank in respect of this Campaign shall be final and conclusive and no appeals, correspondences or protests shall be considered.

15. The Bank reserves the right at any time to add, delete, vary and/or amend the Terms and Conditions, wholly or in part, at its discretion with prior notice given to the Eligible Customers via the bank's official website, and the Eligible Customers shall by virtue of their participation in this Campaign to have fully read, understand, agreed and accepted the said additions, deletions, variations and/or amendments. For the updated version of this Terms and Conditions, please visit www.alliancebank.com.my from time to time. In the event of any inconsistency between the Terms and Conditions hereunder and the updated version(s), the latter shall prevail but only to the extent of such inconsistency thereof.

16. For any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Customers to any claims or compensations against the Bank for any losses, damages, costs or expenses and Eligible Customers shall be notified.

17. The Bank shall not be responsible nor shall accept any liabilities (including without limitation, loss of income, profits or goodwill, direct or indirect, incidental, consequential, exemplary, punitive, or special damages or proceedings brought by any party including third parties) arising or suffered by the Eligible Customers or other parties, resulting directly or indirectly from this Campaign due to the Eligible Customers' own negligence.

18. All the Terms and Conditions including the additions, deletions, variations and/or amendments as may be made in respect thereof from time to time shall be governed by and construed in accordance with the laws of Malaysia.

19. The Eligible Customers understands and consents to the collection, usage and disclosure of personal data (which includes but is not limited to contact details), by the Bank to its affiliates and service providers as required for the purposes of this program.

20. The Eligible Customers further acknowledges that he/she has read and understood the terms of the Privacy Policy/ Notice of Choice & Principle Statement of the Bank.

    The Eligible Customers hereby understands and consents to the collection of personal data, processing, storing, usage and disclosure of the Eligible Customers personal data (which includes but is not limited to contact details), by ABMB to its affiliates, service providers as required and necessary, for the purposes of effecting and discharging the services of this campaign. For the avoidance of doubt, Personal Data includes all data defined within the Personal Data Protection Act 2010 including all data you had disclosed.

21. By participating in this Campaign, the Eligible Customers agree that they have read the Notice & Choice Principle Statement available at the Bank's website (https://www.alliancebank.com.my/Alliance/media/Pdf/Personal%20Data%20Protection

%20Act%202010/NCP-for-website-ENG.pdf)and hereby give their consent and authorise the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign.

22. The Bank has instituted and maintains policies and procedures designed to prevent bribery and corruption by the Bank and its directors, officers, or employees; and to the best of the Bank's knowledge, neither the Bank nor any director, officer, or employee of the Bank has engaged in any activity or conduct which would violate any anti-bribery or anti-corruption law or regulation applicable to the Bank. The Bank has not, and covenants that it will not, in connection with the conduct of its business activities, promise, authorize, ratify or Campaign Reward to make, or take any act in furtherance of any payment, contribution, gift, reimbursement or other transfer of anything of value, or any solicitation, directly or indirectly to any individual.