



ALLIANCE BANK

ALLIANCE ISLAMIC BANK

Trade Finance Utilisation Campaign

1 December 2021 – 31 March 2022

Frequently Asked Questions

Q:	Who is eligible to participate in this Campaign?																																																											
A:	This Campaign is open to new and existing trade customers by invitation, who are utilising the Trade Finance products during Campaign Period.																																																											
Q:	Which Trade Finance product is applicable in this Campaign?																																																											
A:	<p>All Trade Finance products offered by Alliance Bank Malaysia Berhad and Alliance Islamic Bank Berhad. For more details, may refer to may refer to Alliance Bank Trade Financing and Trade Financing-i website.</p> <ul style="list-style-type: none">• Banker Acceptance/Accepted Bills-i (BA/AB-i)• Trust Receipt/-i (TR)• Promissory Note (PN)• Foreign Currency Trade Loan (FCTL)• Working Capital Financing-i• Export Bills Discounted/Purchased/-i• Contract Financing• Export Credit Refinancing/-i (ECR) (Pre & Post-shipment)																																																											
Q:	What is this Campaign about and how can my company be entitled to receive the Campaign Reward?																																																											
A:	<p>There'll be 2 Reward Season throughout the Campaign Period for calculation of trade utilisation growth:</p> <table><tr><th>Season</th><th>Baseline</th><th>Trade Assets Utilisation</th></tr><tr><td>1</td><td>Average of Sep'21 – Nov'21</td><td>Average of Dec'21 & Jan'22</td></tr><tr><td>2</td><td>Average of Nov'21 – Jan'22</td><td>Average of Feb'22 & Mar'22</td></tr></table> <p>The Bank will calculate the Trade Assets Growth which is the difference between the Trade Assets Utilisation and Baseline in respective Reward Season.</p> <p>Campaign Reward:</p> <p>For Corporate & Commercial segment</p> <table><tr><th>Reward Tier</th><th>Trade Assets Growth</th><th>Campaign Reward</th><th>Winners per Season</th></tr><tr><td>1</td><td>RM500,000</td><td>Petronas Voucher worth RM500</td><td>20</td></tr><tr><td>2</td><td>RM1,000,000</td><td>1x OPPO Reno6 Z 5G 128GB</td><td>10</td></tr><tr><td>3</td><td>RM2,000,000</td><td>2x Samsung Galaxy A52s 256GB</td><td>5</td></tr><tr><td>4</td><td>RM5,000,000</td><td>2x Apple iPhone 13 Pro 128GB</td><td>3</td></tr><tr><td colspan="3">Grand Total</td><td>38</td></tr></table> <p>For SME segment</p> <table><tr><th>Reward Tier</th><th>Trade Assets Growth</th><th>Campaign Reward</th><th>Winners per Season</th></tr><tr><td>1</td><td>RM150,000</td><td>Petronas Voucher worth RM200</td><td>50</td></tr><tr><td>2</td><td>RM300,000</td><td>1x Samsung Galaxy A32 5G 128GB</td><td>10</td></tr><tr><td>3</td><td>RM500,000</td><td>1x Samsung Galaxy A52s 256GB</td><td>5</td></tr><tr><td>4</td><td>RM1,000,000</td><td>1x Apple iPhone 13 Pro 128GB</td><td>3</td></tr><tr><td colspan="3">Grand Total</td><td>68</td></tr></table> <p><i>Note: The Bank may substitute the actual Campaign Reward with other goods with the same value, depends on the availability.</i></p> <p>Limited Campaign Reward is allocated for each Reward Tier in each Reward Season as stated above. In the event, the total winners have exceeded the available Campaign Reward, the Bank will reward the customers based on the hierarchy stated below, and the remaining of the Eligible Winners shall receive the reward from the subsequent tier or up to the maximum reward allocated:</p> <ul style="list-style-type: none">• The highest Trade Assets Growth			Season	Baseline	Trade Assets Utilisation	1	Average of Sep'21 – Nov'21	Average of Dec'21 & Jan'22	2	Average of Nov'21 – Jan'22	Average of Feb'22 & Mar'22	Reward Tier	Trade Assets Growth	Campaign Reward	Winners per Season	1	RM500,000	Petronas Voucher worth RM500	20	2	RM1,000,000	1x OPPO Reno6 Z 5G 128GB	10	3	RM2,000,000	2x Samsung Galaxy A52s 256GB	5	4	RM5,000,000	2x Apple iPhone 13 Pro 128GB	3	Grand Total			38	Reward Tier	Trade Assets Growth	Campaign Reward	Winners per Season	1	RM150,000	Petronas Voucher worth RM200	50	2	RM300,000	1x Samsung Galaxy A32 5G 128GB	10	3	RM500,000	1x Samsung Galaxy A52s 256GB	5	4	RM1,000,000	1x Apple iPhone 13 Pro 128GB	3	Grand Total			68
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Q:	When and how do I receive my Campaign Reward?																																																																											
	The Bank will courier the Campaign Reward to the registered company address with the bank and/or email the Campaign Reward to one of the Alliance BizSmart® Payment Authoriser(s) with their email address registered with the Bank not later than 90 business days from the end of Campaign Period.																																																																											
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