



ALLIANCE BANK

**Alliance Bank
allianceonline Mobile Campaign
Terms and Conditions**

1. The “**allianceonline** Mobile Campaign” (“Campaign”) is organised by Alliance Bank Malaysia Berhad and Alliance Islamic Bank Berhad (“Bank”) shall run from **3 August 2020 to 31 October 2020** (both dates inclusive) or such other time period as may be notified by ABMB from time to time (“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 all the Terms and Conditions herein and fully agree to be bound by and accept all Terms and Conditions.
3. This Campaign is open to New-to-Bank and Existing-to-Bank customers who have downloaded the **allianceonline** mobile application (“AOM”) (“Eligible Customers”) during the Campaign Period.
4. Notwithstanding the foregoing, the following individuals **are not** eligible to participate in this Campaign:
 - 4.1. Customers whose account(s) are dormant or inactive or who have breached any agreements with the Bank;
 - 4.2. Customers whose account(s) are unsatisfactorily conducted, invalid or cancelled and/or;
 - 4.3. Customers whose account(s) are terminated, suspended, cancelled or closed during the Campaign Period;
 - 4.4. Customers who has cancelled the AOM for the past 6 months prior to the Campaign Period
 - 4.5. Individuals who are financially insolvent or who have been adjudicated a bankrupt or have any legal proceedings instituted against them;
 - 4.6. Persons who are of unsound mind, minors; and/or
 - 4.7. Any other person(s) as the Bank may decide to exclude according to its policies.
 - 4.8. Permanent and/or contract employees of ABMB (including its subsidiaries and related companies).
5. Eligible Customers will be entitled to receive a RM50 e-vouchers pack and entries to the lucky draw to win the Cash Prizes as per the Table below:

Category	Eligibility Criteria	Entitlement	Cash Prizes	Number of Winners
First Time Reward	Download, Register and Login AOM for first time	RM50 e-voucher pack	-	-
Monthly Special Prize*	Perform Prepaid Reloads/JomPay/ DuitNow/ DuitNow QR/ Instant Transfer at any amount via AOM of the month	Cash prizes	RM500	First 20 customers per month
Monthly Consolation Prize*			RM50	First 200 customers per month (after 20 monthly Special prize winner)

*Monthly Prize refers to the following months during the Campaign Period

- (a) Month one – 3 August 2020 to 31 August 2020
- (b) Month two – 1 September 2020 to 30 September 2020
- (c) Month three – 1 October 2020 to 31 October 2020

6. The Eligible Customers will receive the e-vouchers pack worth RM50 and win Cash Prizes when they download, register and login to the AOM for the first time during the Campaign Period on first come first serve basis.

- 6.1. Download refers to the Eligible Customers downloading the AOM from Google Play Store or App Store on the Eligible Customers' mobile device.

- 6.2. Register refers to the Eligible Customers linking the AOM to the registered **allianceonline** account. Please refer to the FAQs at <https://www.alliancebank.com.my/eservices/allianceonline-mobile.aspx> on how to register for allianceonline.
- 6.3. Login refers to when the Eligible Customers has successfully logon to AOM for any banking transactions such as account balance enquiry.
7. Eligible Customers will be entitled for Cash Prizes by performing the following banking transactions; Prepaid Reloads, JomPay, DuitNow ("Eligible Transactions") with any amount through AOM during the Campaign Period. Please refer the description of each Eligible Transactions below:

Eligible Transactions	Description
Prepaid Reloads	A successful prepaid reload for own smart phone or for other mobile phone number via Prepaid Reload during the Campaign Period.
JomPay	A successful payment of any bills or invoices to JomPay billers via JomPay during the Campaign Period.
DuitNow and/or DuitNow QR	<p>A successful outward fund transfer to a unique third party's DuitNow ID and/or receive money by generating own DuitNow QR code for others to scan via DuitNow and/or DuitNow QR during the Campaign Period.</p> <p>The Eligible Customers must maintain at least 1 (One) active DuitNow ID linked to Alliance Bank Current/Savings Account ("CASA"). All the entries earned through DuitNow and/or DuitNow QR will be forfeited if the DuitNow ID is switched to another financial institution during the Campaign Period.</p>

8. In order to be entitled for the Monthly Special Prize or Monthly Consolation Prize in the particular month, only the first 220 Eligible Customers that performed Eligible Transactions during the respective months and cannot be carried forward to the following months, throughout the Campaign Period.
 Example: On August 2020, the Eligible Customers performed the Eligible Transactions customer will entitle for the Monthly Special Prize and Monthly Consolation Prize consideration in August 2020 if he is one of the first 220 customers.
9. Any Eligible Transactions that are subsequently cancelled voided or reversed at any time and/or any reasons will be excluded from this Campaign.
10. Each Eligible Customers is only entitle for one (1) e-vouchers pack and/or Cash Prize.
11. Eligible Customers will receive e-vouchers pack and/or Cash Prizes twenty-one (21) weeks after the Campaign ended.
12. The e-vouchers pack will be sent to the winner through an Electronic Direct Mailer ("eDM") to the Eligible Customers' email address as maintained in ABMB's banking system.

13. ABMB will send out a push notification via AOM to notify the winners of the Monthly Special Prize and Monthly Consolation Prize. The Cash Prizes will be credited into the winners' Alliance Bank Current or Savings Account.
14. For winners with more than one (1) ABMB Current Account and/or Savings Account ("CASA"), the Cash Prize will be credited into the CASA with the highest frequency of banking transactions performed during the Campaign Period.
15. This Campaign is not valid in conjunction with other offers and promotions (if any) offered by ABMB in relation to any of the banking transactions stated in Clause 6 and 7 above.
16. ABMB 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 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.
17. ABMB reserves the right to disqualify any Eligible Customers or forfeit the rewards in circumstances where there is a fraudulent, unauthorised or reversal of transaction(s) or breach or potential breach of this Campaign Terms and Conditions at its discretion. All records of ABMB on the transaction(s) made shall be conclusive and final.
18. For any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Customers to any claims or compensations against ABMB for any losses, damages, costs or expenses.
19. By participating in this Campaign, the Eligible Customers 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
20. ABMB 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.
21. 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.
22. Fixed Deposits, Current Account and Savings Account and Bancassurance Products are protected by Perbadanan Insurance Deposit Malaysia ("PIDM") up to RM250,000 for each customer.