

# **Alliance Bank SME 3-Month Step Up Fixed Deposit Campaign**

## **Terms and Conditions**



**ALLIANCE BANK**

1. The **“SME 3-Month Step-Up Fixed Deposit Campaign”** (“Campaign”) is organised by Alliance Bank Malaysia Berhad (“the Bank”).
2. This Campaign shall run from **1 June 2019 to 30 June 2019**, both dates inclusive unless notified otherwise by the Bank, or upon reaching the Campaign target, whichever comes first (“Campaign Period”).
3. This Campaign is open to all new SME customers of Alliance Bank making a Fixed Deposits placement during the Campaign Period (“Eligible Customers”).
4. Notwithstanding the foregoing, the following party (ies) shall however not be eligible for this Campaign:
  - a. Customers whose account(s) with the Bank are, at the Bank’s discretion, deemed to be unsatisfactorily conducted;
  - b. Any customers as the Bank may decide to exclude at its discretion without assigning any reason therefore; and
  - c. Current accounts that are Savelink/Housing Development Account (HDA)/Debt Service Reserve Account (DSRA)/Project/Escrow/Overdraft Account/Foreign Currency Account/Share Margin Financing (SMF) Account
5. To participate in this Campaign:
  - a. Eligible Customers need to open a new Alliance Bank Business Current Account (“New Account”) at any Alliance Bank branch during the Campaign Period

**AND**

- b. Maintain a minimum deposit of **Ringgit Malaysia Twenty Thousand (RM20,000)** to be earmarked in the New Account for six (6) months commencing from the date of deposit placement

**AND**

- c. All fixed deposit placement must be made with Fresh Funds of a minimum value of **Ringgit Malaysia One Hundred Thousand (RM100,000)** and not exceeding **Ringgit Malaysia Two Million (RM2 million)**

6. For the avoidance of doubt, Fresh Funds can be defined as:

“Cash, Financial Process Exchanges (“FPX”), instant transfer, interbank GIRO, new funds received via telegraphic transfer from other banks, local cheque or banker’s cheque issued by other banks which are deposited into the new Fixed Deposit Accounts of the Eligible Customers opened with the Bank. Fresh funds must be placed and deposited into the Eligible Customers’ new Fixed Deposit Account within seven (7) days of the transfer to the Bank. All amounts that are not Fresh Funds will not be eligible for this Campaign.”

7. The Promotional Interest Rate for the 1<sup>st</sup> Cycle of 3-Month Step-Up Fixed Deposit and the next rollover (2<sup>nd</sup> Cycle) is as follows:

<b>1<sup>st</sup> Cycle (June 2019 to August 2019)</b>	<b>Promotional Interest Rate</b>
Month 1	3.80% p.a.
Month 2	4.05% p.a.
Month 3	4.30% p.a.

<b>2<sup>nd</sup> Cycle (September 2019 to November 2019)</b>	<b>Promotional Interest Rate</b>
Month 4	3.80% p.a.
Month 5	4.05% p.a.
Month 6	4.30% p.a.

8. The Promotional Interest Rates are applicable for placement of Fixed Deposit for two (2) Cycles.
9. Upon completion of each monthly maturity, interest will be added to the Principal Amount and rolled over to the following month.

10. The Bank reserves the right, from time to time, to vary the Promotional Interest Rate and/or the 3-Month Step-Up Fixed Deposits tenure requirement, upon giving adequate prior notice.
11. In the event that the Eligible Customers uplifts the 3-month Step-Up Fixed Deposit before completion of the tenure of one (1) full month, the Eligible Customers will not be entitled to enjoy any interest for that month.
12. Upon maturity of the 3-Month Step-Up Fixed Deposit, the Promotional Interest Rates will rollover for the 2<sup>nd</sup> Cycle of the 3-Month Step-Up Fixed Deposit. On completion of the 1<sup>st</sup> and 2<sup>nd</sup> Cycle of the 3-month Step-Up Fixed Deposit, the Eligible Customers hereby agrees and authorises the Bank to automatically renew to a one (1) month conventional fixed deposit and the prevailing Alliance Bank board rate shall apply at the time of renewal.
13. By participating in this Campaign, the Eligible Customers are deemed to have read, fully understood and accepted and agreed to be bound by this Campaign Terms and Conditions including any amendments or variations to it and accept the same in its entirety. This Campaign Terms and Conditions and the Bank's decision on all matters relating to this Campaign shall be final and binding on all Eligible Customers and no correspondences and/or appeal in respect thereof shall be entertained.
14. Any matters which are not covered under this Campaign Terms and Conditions shall be determined by the Bank.
15. This Campaign's Terms and Conditions shall be supplemental to the existing Terms and Conditions governing the Eligible Customers' product and banking accounts maintained with the Bank ("Existing Terms").
16. By participating in this Campaign, the Eligible Customers hereby give their consent and authorises the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign.
17. The Bank shall not be responsible for any technical failures of any kind, whatsoever intervention, interruption, electronic error and/or any failure or delay in the transmission of evidence by postal or telecommunication authorities or any other party which may affect the Eligible Customers' entitlement during the Campaign Period.
18. By participating in this Campaign, the Eligible Customers hereby give their consent and authorise the Bank to use, publish and/or display the names, any photographs taken, any videos recorded and/or other information for current and future advertising and/or promotion purposes in any manner it deems appropriate without any compensation.
19. The accounts of the Eligible Customers must at all times (i) be valid, in good credit standing and not be in breach of any terms of this Terms and Conditions or the Existing Terms; and (ii) not be terminated or closed or be made subject to any attachment, adverse orders made by Court or any authorities sanctioned by laws, delinquent and/or invalid or cancelled as may be determined by the Bank in order to be entitled for the Promotional Interest Rate.
20. The Bank reserves the right to withdraw/cancel, terminate, suspend or extend this Campaign and to add, delete, suspend or vary this Terms and Conditions, wholly or in part at its discretion with prior notice by way of posting on the Bank's website, display at branch premises or advertisements or by any other means of notification which the Bank may select and such shall be binding on the Eligible Customers as from the date of the notification or from such other date as may be specified by the Bank in the notification. Eligible Customers agree to access the Bank's website at regular intervals to view the Terms and Conditions and are deemed to have agreed with and be bound by any addition, deletion, suspension or variation to this Terms and Conditions.
21. The Bank reserves the right to disqualify the participation of any Eligible Customers or forfeit the Promotional Interest Rates in circumstances where there is a fraudulent, unauthorised or reversal of transaction(s) or breach or potential breach of these Terms and Conditions at its discretion. All records of the Bank on the transaction(s) made shall be deemed conclusive and final.
22. For the avoidance of doubt, any cancellation, termination, suspension or extension of this Campaign or disqualification of the Eligible Customers or forfeiture of the Promotional Interest Rates shall not entitle the

Eligible Customers to any claim or compensation against the Bank or for any and all losses or damages suffered or incurred by the Eligible Customers as a direct or indirect result of the act of cancellation, termination, suspension, extension, disqualification or forfeiture.

23. The Bank shall not be responsible nor shall accept any liabilities arising or suffered by the Eligible Customers resulting directly or indirectly from this Campaign. The Bank shall not be liable or held responsible to the Eligible Customers in any manner if the Bank is unable to perform any of its obligations under this Campaign directly or indirectly due to any force majeure event which include but not limited to any act of God, war, strike, riot, industrial dispute, lockout, fire, drought, flood, storm or any event beyond the reasonable control of the Bank.
24. The Eligible Customers shall be personally responsible for all taxes, rates, government fees or any other charges that may be levied against them under applicable laws, if any, in relation to this Campaign.
25. This Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia and the Eligible Customers agree to submit to the exclusive jurisdiction of the Courts of Malaysia.