

Alliance Bank X Golden Screen Cinema Usage Offer Campaign

Terms and Conditions

General Terms and Conditions

1. The “Alliance Bank X Golden Screen Cinema Usage Offer” (“**Campaign**”) is organised by Alliance Bank Malaysia Berhad (“**Bank**”) shall run from 1 October 2025 to 31 March 2026 inclusive of both dates, unless as stated otherwise (“**Campaign Period**”).
2. By participating in this Campaign, the Eligible Cardholders (as defined hereunder) are reminded to thoroughly read and fully understand all the Terms and Conditions herein before agreeing to be fully bound by and accept all the Terms and Conditions.
3. The Campaign shall end when either the Bank has achieved the reward capping as per **Table A** and **Table D** or at the end of the Campaign Period, whichever comes first.

Campaign Eligibility

4. This Campaign is open to all new and existing Alliance Bank Credit Cardholders and/ or Debit Cardholders (“**Eligible Cardholders**”) during the Campaign Period.
5. The Eligible Cardholders must hold an Alliance Bank Debit Card (“Debit Card”) linked to a Current Account and/ or Savings Account (“CASA”) and/ or Alliance Bank Credit Card (“Credit Card”). The Credit Card, Debit Card and CASA (“Eligible Products”) must be valid, active and payment can be made at the point of transaction during the Campaign Period, as may be determined by the Bank as per the Bank’s internal policies.
6. Notwithstanding the abovementioned, the following individuals are **NOT eligible** to participate in this Campaign:
 - a) Cardholders below the age of 18 years; or
 - b) Cardholders whose account(s) with the Bank are dormant or inactive or who have breached any agreements with the Bank; or
 - c) Sole-proprietors, Partnerships, Charitable/Non-profit Organisations/Societies, Corporate and Commercial Customers, Cardholders of any Business Card(s); or
 - d) Cardholders whose account(s) with the Bank are, as per the Bank’s internal policies, unsatisfactorily conducted; or
 - e) Any other persons as determined by the Bank to be excluded according to its internal policy (ies).
7. To be eligible for the reward specified in **Table A/B/C/D** below (“Campaign Rewards”), Eligible Cardholders must hold for the Eligible Participating Products during the Campaign Period and meet the minimal requirements specified in **Table A/B/C/D**.

Table A:
GSC Movie Ticket 50% off Offer (Velvet x Alliance Bank)

Eligible Participating Products	Offer 1	Conditions	Reward Capping
Credit Card, Visa Virtual Credit Card and/or Debit Card	50% off Velvet x Alliance Bank movie ticket offer.	Purchase of movie tickets via Golden Screen Cinema’s (“GSC”) website or GSC mobile app at Velvet Theatre using Alliance Bank Debit/Credit Card or Visa Virtual Credit Card via SamsungPay and GooglePay.	Limited to the first 1,000 Eligible Cardholders.

Table B:
20% off Offer for Dine-in at Velvet

Eligible Participating Products	Offer 2	Conditions
Credit Card, Visa Virtual Credit Card and/or Debit Card	20% off for dine-in at Velvet using the Alliance Bank Debit/Credit Card or Visa Virtual Credit Card via SamsungPay and GooglePay.	For all food and beverages except concession items. Exclude alcohol drinks, service charge and prevailing government taxes in single receipt if required to avail the discount. No split payment is allowed.

Table C:
5% off Offer for Keepsake Merchandise at Velvet*

Eligible Participating Products	Offer 3	Conditions
Credit Card, Visa Virtual Credit Card and/or Debit Card	5% off Offer for Keepsake Merchandise at Velvet* using the Alliance Bank Debit/Credit Card or Visa Virtual Credit Card via SamsungPay and GooglePay.	For minimum spend of RM50 on Keepsake Merchandise at Velvet Cinemas, Sunway 163.

*This offer is valid from 1 October 2025 until 31 December 2025.

Table D:
Buy 1 Free 1 on Premiere Hall and Standard Hall Movie Ticket on every Thursday (all GSC outlets)

Eligible Participating Products	Offer 4	Conditions	Reward Capping
Credit Card, Virtual Credit Card and/or Debit Card	Buy 1 Free 1 for any purchase of GSC Premiere Hall and Standard Hall Movie Ticket using the Alliance Bank Credit Card, Virtual Credit Card and/or Debit Card on Thursdays during Campaign Period.	Purchase of adult-type standard movie tickets via GSC's website or GSC mobile app and self-service kiosk/using Alliance Bank Debit/Credit Card or Visa Virtual Credit Card via SamsungPay and GooglePay.	<ul style="list-style-type: none"> Limited to the first 300 Eligible Cardholders every Thursday during the Campaign Period for Premiere Hall; and Limited to the first 400 Eligible Cardholders every Thursday during the Campaign Period for Standard Hall.

8. Eligible Cardholders must purchase Buy 1 Free 1 movie tickets on Thursday. Tickets may be used for screenings on any day at Premiere and Standard Halls, subject to availability.
9. In terms of Campaign Reward capping, Eligible Cardholders will be rewarded on a first-come, first-served basis and subject to Campaign Reward availability. If the Campaign Reward has been fully redeemed, the Bank is not required to notify the Eligible Cardholders.

Other Terms and Conditions

10. Campaign Movie Offers do not include the booking fee charged by GSC for each movie ticket purchased via GSC's website or GSC Mobile App, i.e. Ringgit Malaysia Two (RM2) for a Velvet x Alliance Bank ticket and Ringgit Malaysia One (RM1) for a Premiere Class x Alliance Bank ticket, and such booking fee shall be borne by the Eligible Cardholders.
11. The Campaign Movie Offers are applicable to 2D movies all day at all Premiere, Velvet and Standard Hall Cinemas only.
12. GSC applies 12 tickets limit per transaction for each customer purchase. No limitation is set on the number of tickets Eligible Cardholders can purchase per day or per card.
13. The Bank reserves the right to change the duration and/or the commencement and/or expiry dates of the Campaign Period with prior notice via the Bank's official website.
14. The Campaign Movie Offers cannot be exchanged for cash or other credit alternatives.
15. The Bank shall not accept any responsibility for claims not credited within the fulfilment period due to incorrect or incomplete details provided by the Eligible Cardholders. It is the Eligible Cardholders' responsibility to ensure that the correct details are provided for claims to be processed. The Bank will not be liable for any traffic congestion or internet inaccessibility.
16. Eligible Cardholders acknowledge and accept that failure to comply with the provision of the documentation and information in accordance with the Terms and Conditions of this Campaign will cause the Eligible Cardholders to lose the right to receive the Campaign Movie Offers without liability incurred by the Bank.
17. By participating in this Campaign, the Eligible Cardholders shall have read, understood and accepted the Terms and Conditions.
18. The Bank reserves the right to decide which campaigns or promotions is applicable to the relevant Eligible Cardholders.
19. The Eligible Cardholders shall be responsible to pay any tax, incidental cost and/or charges relating to any of the Campaign Movie Offer. The Bank shall not be held liable for any tax, incidental cost, charges and/or damage caused by any of the Campaign Movie Offers and/or non-fulfilment by any of its agents/suppliers/distributors.
20. The Bank shall not be responsible or liable for any damages incurred or suffered by the Eligible Cardholders when an unauthorised use of the Campaign Movie Offer by any person(s) was not approved by the Eligible Cardholders.
21. The Terms and Conditions shall be supplemental to and not be in derogation of any one or more of the existing terms, conditions and/or guidelines governing and/or regulating the operation and/or maintenance of the Eligible Accounts or otherwise.
22. The Eligible Cardholders further agree to co-operate and comply with requests from the Bank for the purpose of organising, promoting and conducting this Campaign.
23. The Bank reserves the right to disqualify any Eligible Cardholders or forfeit the Campaign Movie Offers in circumstances where there is a fraudulent, unauthorised or reversal of transaction(s) or breach or potential breach of this Campaign Terms and Conditions as per the bank's internal policies. All records of the Bank on the transaction(s) made shall be conclusive and final.

24. 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.
25. The Bank reserves the right at any time to add, delete, vary and/or amend the Terms and Conditions, wholly or in part, as per the bank's internal policies, with prior notice to the Eligible Cardholders. For the updated version of the Terms and Conditions, please visit www.alliancebank.com.my from time to time. In the event of any inconsistency between the Terms hereunder and the updated version(s), the latter shall prevail but only to the extent of such inconsistency thereof.
26. For any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Cardholders to any claims or compensations against the Bank for any losses, damages, costs or expenses as may be sustained, suffered or incurred by the Eligible Cardholders as a direct or indirect result of the said cancellation, termination, suspension or extension due to the Eligible Cardholders own act.
27. The Bank shall not be responsible nor shall not 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 Cardholders or other parties due to Eligible Cardholder's own act resulting directly or indirectly from this Campaign.
28. 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 and unless as agreed otherwise by the Bank, the Eligible Cardholders hereby agree to submit to the exclusive jurisdiction of the competent courts of Malaysia.
29. Eligible Cardholders hereby give their unequivocal and irrevocable consent and authorise the Bank to process Eligible Cardholders' data for the purpose of the application, to use, publish and/ or display the names, any photographs taken, any videos recorded and/ or other information for advertising and/ or promotion limited to this campaign only, without any compensation to the Eligible Cardholders'.
30. 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 of transactions by MyDebit, Mastercard or Visa International, merchant establishments, postal or telecommunication authorities or any other party which may affect the Eligible Cardholder's entitlement during the Campaign Period.
31. By participating in this Campaign, the Eligible Cardholders agree that they have read the Notice and Choice Principle Statement available at the Bank's website (<https://www.alliancebank.com.my/Notice-and-Choice-Principle-Statement-Personal-Data-Protection-Act-2010>) 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.
32. 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, authorise, ratify or Campaign Movie Offer 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.
33. By virtue of participating in this campaign, Eligible Cardholders hereby acknowledge that they have been made aware of the Bank's anti-bribery and corruption summary of the policy available at <https://www.alliancebank.com.my/Anti-Bribery-and-Corruption-Summary-of-Policy> and further covenants/undertakes that they shall not indulge in such corrupt practices in whatsoever manner whether directly or indirectly with any directors, officers or employees of the Bank.

34. CASA is protected by PIDM up to RM250,000 for each depositor.

Prevention and Mitigation of Banking Fraud and Scam

35. The Bank may from time to time provide the latest update or content to educate the Eligible Cardholders and create awareness that helps prevent or mitigate fraud and scam risk. These may include but not limited to security tips, software/operating system/application/version update, and regulation requirements from any relevant governing bodies.
36. The Eligible Cardholders shall keep in safe custody of all banking instruments, for example cheque books/cheque leaves, security tokens, debit card, telephone banking PIN, internet and mobile banking login credentials, and transaction authorisation code (TAC). The Eligible Cardholders shall notify the Bank immediately when the Eligible Cardholders become aware that any of the above is lost or used without authority or proper authorisation. The Eligible Cardholders shall not be liable for losses resulting from unauthorised transaction(s) occurring after the Eligible Cardholders had notified the Bank in accordance with these Terms and Conditions that the Eligible Cardholders' banking instruments mentioned above have been lost, misused, stolen, compromised or breached.
37. Where any loss or damage suffered by the Eligible Cardholders is solely attributed to the willful negligence of the Bank, the Bank's sole and entire liability (whether in respect of one or more claims) to the Eligible Cardholders in contract or tort shall not exceed the amount of the transaction which gave rise to the claim or claims or the direct damages sustained, whichever is lower. In no event shall the Bank be liable for any loss of business, loss of profits, earnings or goodwill, loss of data, indirect, consequential, special or incidental damages, liabilities, claims, losses, expenses, disbursements, awards, penalties, proceedings and costs regardless of whether the possibilities of such losses or damages were disclosed to, or could have reasonably been foreseen by the Bank.
38. Upon being notified by the Eligible Cardholders of such incident, the Bank shall conduct an investigation and the Eligible Cardholders is required to provide sufficient information and collaboration to facilitate the investigation. The Bank is hereby given the authority to perform the following measures upon detection (with/without prior consent from Cardholders) in order to prevent or mitigate further financial loss while the Bank is performing its investigation:
- i. Suspend or freeze the affected account;
 - ii. Revoke or reset the Cardholders' internet or mobile banking access; and/or
 - iii. Revoke the validity of banking instruments; and the Eligible Cardholders will be notified once the above has been operated.