

Digital SME 2024 TnG Customer Referral Campaign Terms & Conditions

1. General

1.1 The **Digital SME 2024 TnG Customer Referral Campaign** (“Campaign”) is organised by Alliance Bank Malaysia Berhad. (“the Bank”) and will run from **1 July 2024 to 30 September 2024**, inclusive of both dates, unless stated otherwise (“Campaign Period”).

1.2 The Bank reserves the right to extend or terminate this Campaign earlier in whole by giving prior notice via the Bank’s website (www.alliancebank.com.my).

1.3 By participating in this Campaign, the Eligible Customers (as defined hereunder) are deemed to have read and fully understood all the Terms and Conditions herein and agree to be bound by and accept all the Terms and Conditions including any amendments or variations to it and accept the same in its entirety.

2. Eligibility

2.1 This Campaign is open to (collectively, “Eligible Customer”, “you”, or “your”):

- (a) Alliance Bank ‘s Digital SME existing customers with a Business Current Account.
- (b) Alliance Bank ‘s Digital SME existing customers with a loan/financing facility.

2.2 The following persons shall not be eligible to participate in this Campaign:

- (a) Customers whose Alliance Bank’s Business Current Account is terminated, closed, suspended, delinquent or unsatisfactorily conducted as determined by the bank within the Campaign Period.
- (b) Individuals who are or become mentally unsound, deceased, adjudicated bankrupt or have legal proceedings of any nature instituted against them.
- (c) Customers whose account(s) with the Bank are unsatisfactorily conducted or breached any agreements with the Bank; or

3. Campaign Mechanics

3.1 Pursuant to this Campaign, an Eligible Customer may refer to Alliance Bank’s DSME Sales Specialist and Relationship Managers any number of Referees each of whom shall be an individual and existing customer/newly onboarded customer to the bank. For the avoidance of doubt, an Eligible Customer may not refer himself/ herself for this Campaign.

3.2 By sending out a Referral, an Eligible Customer is deemed to have agreed to assume full responsibility for his/ her own actions and the actions of the Eligible Customer’s Referees or third parties who forward or further forward the Eligible Customer’s Referral.

3.3 By participating in this Campaign, an Eligible Customer agrees to assume full responsibility as to whom the Referral is sent to and the bank shall not be responsible for and shall not accept any liabilities of any nature and however arising or suffered by an Eligible Customer, a Referee or any third parties resulting directly or indirectly from this Campaign.

4. Campaign Reward

4.1 Eligible Customer will be eligible to receive the Campaign Reward multiple times, one (1) for each Successful Referral* during the Campaign Period.

*(A successful referral is defined as when referee accepts the loan offer, and the disbursement is done)

4.2 For each successful referral, the Eligible Customer will be entitled for a referral reward of RM200 TnG eWallet Reload Pin.

4.3 The fulfillment of the Reload Pin will be sent to the Eligible Customer via email the following month after loan disbursement to the successful referral.