

TERMS AND CONDITIONS

"Customer Campaign – Level Up to ₦50k Campaign by Sterling"

1. INTRODUCTION

1.1. The "Level Up to N50k" Campaign is promoted by Sterling Bank Ltd ("We," "Us," "Our," "Sterling") with its registered office at Sterling Towers, 20 Marina, Lagos.

1.2. The Campaign is designed to encourage customers to increase and maintain savings balances in line with responsible financial behavior.

1.3. Participation in the Campaign is voluntary and subject to these Terms and Conditions.

1.4. By opting into the Campaign through the designated digital channel, participants agree to be bound by these Terms.

2. ELIGIBILITY

2.1. The Campaign is open to individual account holders of Sterling aged 18 years and above whose personal account balance is below ₦10,000 as at the official Campaign start date.

2.2. Employees of Sterling and their immediate family members are not eligible.

2.3. Only one entry per eligible customer shall be permitted.

2.4. The Bank reserves the right to verify eligibility at its sole discretion.

3. CAMPAIGN PERIOD

3.1. The Campaign shall run through December 2026.

3.2. Sterling reserves the right to extend, suspend, modify or terminate the Campaign at its discretion.

3.3. Rewards are subject to availability and the approved campaign budget.

4. HOW TO QUALIFY

4.1. To qualify, an eligible participant must:

- a. Opt into the Campaign via the designated channel;
- b. Increase their savings account balance to at least ₦50,000 within a 30-day qualification window;
- c. Maintain a minimum balance of ₦50,000 for thirty (30) consecutive days after reaching the threshold.

4.2. The "Savings Boost Amount" means the net incremental increase between the participant's opening balance at campaign start date and the balance maintained above ₦50,000.

4.3. Funds must represent new net deposits. Transfers between Sterling accounts owned by the same customer or temporary balance cycling may be disqualified at the Bank's discretion.

4.4. The Bank reserves the right to exclude accounts showing suspicious, artificial, or fraudulent funding patterns.

5. REWARD STRUCTURE

5.1. Eligible participants shall receive a reward equal to five percent (5%) of the Savings Boost Amount maintained for the required 30-day period.

5.2. The reward shall be capped at ₦2,000 per eligible customer.

5.3. Rewards shall be credited within 30 days after verification of eligibility.

5.4. Rewards are subject to applicable tax deductions where required by law.

5.5. Reward eligibility is subject to available campaign budget and compliance with these Terms.

6. DISQUALIFICATION

Sterling reserves the right to disqualify any participant who:

- Engages in fraudulent, deceptive or abusive conduct.
- Manipulates account balances to artificially qualify.
- Breaches any applicable account terms.
- Provides false or misleading information.
- The Bank's decision shall be final.

7. PUBLICITY

7.1 Participation does not require consent for public disclosure of participant details.

7.2 Sterling may publish anonymised campaign results.

7.3 Any publication of a participant's identity shall be subject to separate consent.

8. LIMITATION OF LIABILITY

8.1 Sterling shall not be liable for technical failures beyond its reasonable control.

8.2 Nothing in these Terms excludes liability for fraud, gross negligence, or any liability which cannot be excluded under applicable law.

8.3 Sterling shall not be liable for indirect or consequential loss arising from participation.

9. PRIVACY AND DATA PROTECTION

9.1 Personal data shall be processed in accordance with the Nigeria Data Protection Act and the Bank's Privacy Policy.

9.2 Data shall be used solely for campaign administration and related banking communications.

10. GOVERNING LAW

This Campaign and any dispute arising therefrom shall be governed and construed in accordance with the laws of the Federal Republic of Nigeria.