

TERMS AND CONDITIONS

“Customer Campaign – Step Up to 3 Campaign by Sterling”

1. INTRODUCTION

1.1. The ‘Step Up to 3’ 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 a reward initiative that encourages customers to utilize at least three Sterling Bank products to enhance their banking experience and earn transaction-based rewards.

1.3. These Terms and Conditions govern the Campaign as promoted through emails, SMS, digital channels, and other media. In the event of any inconsistency between promotional materials and these Terms, these Terms shall prevail.

1.4. Participation in the Campaign constitutes acceptance of these Terms. Sterling's interpretation and decisions regarding the Campaign shall be final and binding.

2. ELIGIBILITY

The Campaign is open to:

- Existing and new individual savings and current account holders aged 18 years or older.
- Customers utilizing fewer than three eligible Sterling products as at the Campaign start date.

The following are excluded:

- Sterling employees and their immediate family members.
- Accounts that are dormant, restricted, under investigation, or not in good standing.

Sterling reserves the right to verify eligibility and disqualify any participant who does not meet regulatory, KYC, AML, or internal compliance requirements.

3. ENTRY AND CLOSING DATES

The Campaign will run from June 2026 - December 2026, though the Bank reserves the right to extend, shorten, or modify the period at its sole discretion.

Sterling shall not be liable where the Campaign is modified, suspended, or cancelled due to regulatory directives, system issues, fraud concerns, force majeure events, or any circumstances beyond its reasonable control.

4. HOW TO ENTER

To qualify, participants must complete the following within thirty (30) days from their opt-in date:

(a) Opt-In

Register via the designated portal. Failure to opt-in automatically disqualifies participation.

(b) Product Activation

Activate at least three (3) eligible Sterling products, including but not limited to:

- OneBank App
- Sterling Debit Card
- Target Savings
- Kids & Teens Account
- Sterling Loan Offer (subject to credit approval)

Where applicable:

- Customers currently on two products must activate at least one additional product.
- Customers currently on one product must activate at least two additional products.
- New customers must activate at least three products.

Sterling reserves the right to determine which products qualify.

(c) Mandatory App Use

Where the participant is not already an active OneBank user, activation and use of the OneBank App shall be mandatory.

(d) Transaction Requirement

Participants must complete at least one valid, successful, and non-reversed transaction on each of the three products within the 30-day qualifying period.

Sterling reserves the right to:

- Exclude internal transfers, reversed transactions, fraudulent transactions, or system-generated entries.
- Audit all transactions for compliance.

5. REWARDS AND BENEFIT

Cashback Reward

Eligible participants shall earn 10% cashback on qualifying OneBank debit transactions conducted within the 30-day qualifying period.

Reward Cap

Cashback is capped at N5,000 per participant.

Disbursement

Rewards will be credited within 7–14 business days after verification of eligibility and completion of internal compliance checks.

Sterling reserves the right to:

- Withhold or reverse rewards where fraud, abuse, regulatory concerns, or breach of these Terms is detected.
- Substitute the reward with another benefit of similar value.
- Decline reward payment where the participant's account is not in good standing at the time of disbursement.
- Rewards are non-transferable and not redeemable for cash beyond the stated benefit.

6. GENERAL TERMS

- Sterling may amend, suspend, or cancel the Campaign at any time without prior notice to the extent permitted by law.
- Notification of qualification does not guarantee reward disbursement until full compliance verification is completed.
- Publication of winners (including roll of honor) shall be subject to applicable data protection laws.
- Sterling may disqualify any participant engaged in fraud, manipulation, abuse, or regulatory breach.
- Failure by Sterling to enforce any provision shall not constitute a waiver.

7. LIMITATION OF LIABILITY

To the fullest extent permitted by law:

1. Sterling shall not be liable for any indirect, incidental, consequential, special, or punitive damages arising out of or in connection with this Campaign.
2. Sterling's total aggregate liability shall not exceed the maximum cashback cap (N5,000) per participant.
3. Sterling shall not be liable for:
 - System downtime or app malfunction.
 - Network failures.
 - Regulatory directives.
 - Force majeure events.
 - Unauthorized third-party interference.

Nothing herein excludes liability that cannot lawfully be excluded.

8. PRIVACY AND DATA PROTECTION

Participants consent to the collection and processing of personal data for:

- Campaign administration.
- Fraud prevention.
- Regulatory compliance.
- Marketing communications (subject to opt-out rights).

Sterling shall process personal data in accordance with applicable Nigerian data protection laws and its Privacy Policy.

Refusal to provide required information may result in disqualification

9. GOVERNING LAW AND DISPUTE RESOLUTION

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