

TERMS AND CONDITIONS

“Welcome Back Rewards by Sterling”

1. INTRODUCTION

1.1. The “Welcome Back Rewards” campaign is promoted by Sterling Bank Limited (“We,” “Us,” “Our,” “Sterling”) with its registered office at Sterling Towers, 20 Marina, Lagos.

1.2 The Campaign is designed to encourage eligible customers and, subject to satisfaction of these Terms and Conditions, reward the reactivation and renewed usage of previously inactive or dormant accounts through qualifying banking activities.

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

1.4 By opting into the Campaign through the designated opt-in channel and satisfying the eligibility requirements, participants agree to be bound by these Terms and Conditions.

2. ELIGIBILITY

2.1 Participation in this Campaign is strictly by invitation only, as determined at the sole discretion of the Bank, and is limited to customers identified by the Bank as holding inactive or dormant accounts.

2.2 Eligibility is subject to verification by the Bank, and the Bank reserves the right to confirm, vary, or withdraw eligibility at any time where necessary, including where account status or customer classification is found to be inaccurate or has changed.

2.3 The Campaign is exclusive to invited customers and shall not be open to the general public.

3. CAMPAIGN PERIOD

3.1. The Campaign shall commence on [Campaign Start Date] and continue until 31 December 2026, unless extended, suspended, modified, or terminated earlier by Sterling in accordance with these Terms and Conditions.

3.2 The Bank reserves the right, at its sole discretion, to extend, suspend, modify, or terminate the Campaign at any time. Customers shall not be entitled to any compensation, damages, or claims arising from such modification, suspension, or termination.

3.3 Rewards under the Campaign are subject to availability and are capped at the total budget or reward pool allocated for the Campaign.

4. HOW TO QUALIFY

4.1. To qualify for the Welcome Back Reward, an eligible participant must successfully complete all the following actions:

1. **Reactivate:** Reactivate their **dormant account** at a closest Sterling bank service centre or via customercare@sterling.ng **OR** make a transfer to their **inactive account**.
2. **Activate:** Successfully activate a Sterling Debit Card or activate their Mobile banking (OneBank) profile.
3. **Transact:** Complete at least 5 transactions with total value of more than ₦5,000. This includes Inward transfers, Airtime purchase, Data purchase, and Bill Payments e.g. Electricity, TV Subscription, Internet Subscription etc.

For the avoidance of doubt, the following shall not constitute eligible transactions:

- Reversed or failed transactions;
- Fraudulent or suspicious transactions;
- Internal transfers or circular transactions deemed abusive by the Bank;
- Any transaction that, in the Bank's sole determination, is inconsistent with normal customer behaviour or the intent of this Campaign.

4.2 Completion of the above requirements does not automatically guarantee entitlement to a reward. All rewards are subject to final verification and approval by the Bank.

4.3 The Bank reserves the right to determine, at its sole discretion, whether a customer has satisfied the qualifying conditions and such determination shall be final and binding on participants, subject to applicable law.

5. REWARD STRUCTURE

5.1 Eligible participants who successfully satisfy all conditions set out in Section 4 shall be eligible to receive a one-off Welcome Back Bonus of ₦1,500 (the "Reward"), subject to final verification and approval by the Bank.

5.2 The Reward shall be credited directly into the participant's reactivated account within seven (7) working days from the date the Bank confirms that all eligibility conditions have been satisfied, including verification of qualifying transactions.

5.3 A participant shall be entitled to only one (1) Reward under this Campaign, irrespective of the number of accounts reactivated or transactions performed.

5.4 The Reward is non-transferable, non-exchangeable, and subject to applicable withholding tax or statutory deductions where required by law.

6. DISQUALIFICATION

6.1 The Bank reserves the right to disqualify any participant at any time, in its sole discretion, where the participant:

- engages in fraudulent, deceptive, abusive, or manipulative conduct;
- engages in artificial or structured transactions intended to unfairly qualify for the Reward;
- breaches any applicable account terms or banking regulations;
- provides false, incomplete, or misleading information; or
- attempts to circumvent or exploit the Campaign mechanics.

6.2 Where a participant is disqualified, the Bank may withhold, reverse, or recover any Reward already credited, where applicable.

6.3 The Bank's determination of disqualification shall be final and binding, subject to applicable law.

7. PUBLICITY

7.1 Participation in the Campaign does not automatically grant consent for the publication of a participant's personal information.

7.2 The Bank may publish aggregated, statistical, or anonymised results relating to the Campaign for reporting, marketing, or internal purposes.

7.3 Any use of a participant's name, image, or identifiable information for publicity purposes shall require separate, prior, and express consent.

8. LIMITATION OF LIABILITY

8.1. Sterling shall not be liable for any failure, delay, or inability to administer the Campaign arising from system failures, network interruptions, technical malfunctions, or any event beyond Sterling's reasonable control.

8.2. Sterling shall not be liable for any indirect, incidental, special, or consequential loss or damage arising out of or in connection with participation in the Campaign.

8.3. Nothing in these Terms and Conditions shall exclude or limit Sterling's liability for fraud, gross negligence, or any liability which cannot lawfully be excluded or limited under applicable law.

9. PRIVACY AND DATA PROTECTION

9.1. Personal data collected or processed in connection with the Campaign shall be handled in accordance with applicable data protection laws, including **the Nigeria Data Protection Act, 2023**, and Sterling's Privacy Policy.

9.2. By participating in the Campaign, participants acknowledge that Sterling may process their personal data for the purposes of campaign administration, customer segmentation, eligibility verification, reward fulfilment, customer communication, and other legitimate banking-related purposes, in accordance with applicable law.

10. GOVERNING LAW

10.1 These Terms and Conditions and any dispute or claim arising out of or in connection with the Campaign shall be governed by and construed in accordance with the laws of the Federal Republic of Nigeria.

10.2 The courts of the Federal Republic of Nigeria shall have exclusive jurisdiction over any dispute arising from or relating to the Campaign.