

TERMS AND CONDITIONS

“Sterling Debit Card Activation Campaign - Card. Activate. Win.”

1. INTRODUCTION

1.1. The “Card. Activate. Win.” 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 increase debit card adoption, drive card transactions, improve customer engagement, and enhance the overall banking experience for eligible customers.

1.3. These Terms and Conditions (“Terms”) govern your participation in the campaign. By participating in and satisfying the eligibility requirements of this campaign, you acknowledge that you have read, understood, and agreed 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 an uncarded personal account or having an inactive debit card.

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 14 July 2026 and continue until 14 October 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. Uncarded Customers

To qualify for a reward, an invited customer with an uncarded personal account must:

- Request an Afrigo debit card through OneBank or at any Sterling Bank Service Center;
- Successfully activate the debit card; and
- Complete a minimum of five (5) successful debit card transactions during the Campaign Period.

4.2 Customers with Unactivated Cards

To qualify for a reward, an invited customer with an inactive debit card must:

- Successfully activate the debit card through OneBank, *822#, a Sterling Bank ATM, or at any Sterling Bank Service Center; and
- Complete a minimum of five (5) successful debit card transactions during the Campaign Period.

4.3 Qualifying transactions shall include valid debit card transactions carried out through approved payment channels as determined by Sterling. This includes airtime/data purchases, card payments online or in-store, and excludes cash withdrawals via an ATM or POS.

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.

4.4 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.

4.5 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 Customers who satisfy all eligibility and qualification requirements will receive a cashback reward equivalent to 0.1% of the value of their first five (5) qualifying debit card transactions, after card activation, subject to a maximum reward of ₦10,000 per customer. Qualifying card transactions include airtime/data purchases, card payments online or in-store, and exclude cash withdrawals via an ATM or POS.

5.2 Cashback rewards shall be paid out every week to eligible customers' Sterling Bank accounts after verification of qualifying activities.

5.3 A participant shall be entitled to only one (1) Reward under this Campaign, irrespective of the number of cards activated 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 fulfillment, 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.