Terms and Conditions

Campaign
SME Digital Channels Boost Campaign ("the Campaign")

Promoter/Organizer
Sterling Bank Limited ("Sterling" or "the Bank")

About The Campaign
The SME Digital Channels Boost Campaign is a promotional campaign scheduled to run from **September 2026 to December 2026** (the "Campaign Period"), designed to encourage eligible SME customers to adopt and actively utilise the Bank's eligible digital channels, including Banca and the Corporate Internet Banking platform (collectively, the "Digital Channels"), while qualifying for applicable rewards based on increased transaction activity, subject to these Terms and Conditions.
Participation in the Campaign is voluntary and shall be subject to the customer's express opt-in to the Campaign. By opting into the Campaign, the customer confirms that the customer has read, understood, and agreed to be bound by these Terms and Conditions.

Eligible Channels
For the purpose of this Campaign, the eligible digital channel include:

- Corporate Digital Banking and Internet Banking platforms
- Such other digital channels as may be expressly designated by the Bank and communicated to eligible customers during the Campaign Period.

Any other channel designated by the Bank during the Campaign Period. (Collectively, the "Digital Channels").

<u>Eligibility Criteria/Participation</u>

Participation in the Campaign is open only to customers who satisfy all of the following conditions throughout the Campaign Period:

1. Maintain an active business account with the Bank in good standing and operated in compliance with all applicable laws and the Bank's account terms and conditions;
2. Have satisfied all applicable Know Your Customer (KYC) and onboarding requirements of the Bank;
3. Fall within any of the following customer categories as determined by the Bank using its internal transaction and customer data:
   a. Customers Not on Digital Channels: customers who are not currently enrolled or onboarded on any eligible Digital Channel;

   b. Onboarded but Not Transacting Customers: customers who are enrolled or onboarded on an eligible Digital Channel but have not recorded qualifying transaction activity during the applicable period preceding the relevant Campaign month; or

   c. Low Transaction Customers: customers who have recorded fewer than five (5) qualifying transactions in the relevant calendar month preceding the applicable Campaign month.

<u>Additional Conditions</u>

1. Eligibility for the Campaign does not guarantee entitlement to any reward or incentive. Rewards shall be subject to satisfaction of the applicable campaign

criteria, verification by the Bank, and availability within the approved campaign budget.
2. The Bank reserves the sole right to determine customer segmentation, eligibility status, qualification thresholds, and applicable rewards for the Campaign.
3. Accounts that are dormant, restricted, under investigation, delinquent, suspended, closed, or otherwise not in good standing at any time during the Campaign Period shall not be eligible to participate or receive rewards.
4. Directors, employees, agents, and contractors of the Bank may be excluded from participation at the Bank's discretion.
5. Transactions that are reversed, failed, disputed, fraudulent, artificial, self-funded, circular, or otherwise considered irregular by the Bank shall not qualify for the Campaign.

Reward Structure

Eligible customers may qualify for rewards during each calendar month of the Campaign Period based on their customer category and completion of the applicable qualifying transaction thresholds, as set out below:

Customer Category	***Requirements and Rewards***
New to Digital (Not Yet Using Channels)	• **Lower Biz:** A customer who is not enrolled on any eligible Digital Channel and who successfully registers on Banca or Corporate Internet Banking Platform or any eligible digital channel and completes at least five (5) qualifying transactions within a calendar month shall be eligible to receive ₦1,000 airtime, subject to these Terms and Conditions. • **Upper Biz:** A customer who is not enrolled on any eligible Digital Channel and who successfully registers on Banca or Corporate Internet Banking Platform or any eligible digital channel and who completes at least ten (10) qualifying transactions within a calendar month shall be eligible to receive ₦500 cashback for each block of ten (10) qualifying transactions, subject to these Terms and Conditions.
Onboarded but Not Transacting Customers	• **Lower Biz**: A customer who is enrolled on an eligible Digital Channel but has not recorded qualifying transaction activity before he campaign period shall be eligible to receive ₦500 cashback for each block of ten (10) qualifying transactions completed within a calendar month, subject to these Terms and Conditions. • **Upper Biz:** A customer who is enrolled on an eligible Digital Channel but has not recorded qualifying transaction activity before the campaign period shall be eligible to receive ₦1,000 cashback for each block of thirty (30) qualifying transactions completed within a calendar month, subject to these Terms and Conditions. • **Borrowing Customers:** A qualifying borrowing customer who is enrolled on an eligible Digital Channel but has not recorded qualifying transaction activity before the campaign period shall be eligible to receive ₦1,000 cashback for each block of thirty (30) qualifying transactions completed within a calendar month, together with a free POS terminal, free data subscription and waiver of the applicable POS caution fee, subject to credit approval, device availability and the applicable POS and merchant requirements of the Bank.

Low Transaction Customers (customer who has recorded fewer than five (5) qualifying digital transactions in the relevant calendar month immediately preceding the applicable Campaign month, or such other basis of segmentation as may be expressly communicated by the Bank to the relevant customer.)	• **Lower Biz**: A Low Transaction Customer who completes at least twenty (20) qualifying transactions within a calendar month shall be eligible to receive ₦500 cashback for each block of twenty (20) qualifying transactions, subject to these Terms and Conditions. • **Upper Biz:** A Low Transaction Customer who completes at least thirty (30) qualifying transactions within a calendar month shall be eligible to receive ₦1,000 cashback for each block of thirty (30) qualifying transactions, subject to these Terms and Conditions. • **Borrowing Customers**: A qualifying borrowing customer who completes at least 30 qualifying transactions will be eligible for ₦1,000 cashback, for each qualifying block of transactions. Eligible customers will also receive a free POS terminal, free data subscription and waiver of the applicable POS caution fee, subject to credit approval, device availability, and the Bank's applicable POS and merchant requirements.

<u>Other Conditions</u>

1. Customers must meet the applicable number of qualifying digital transactions (as stipulated in the reward structure) within each calendar month of the Campaign Period to qualify for rewards for that month.
2. Customers must expressly opt into the Campaign through the designated Opt-in form on the Bank's website. Customers who have successfully completed the required opt-in form shall be eligible to participate in the Campaign and qualify for any applicable rewards.
3. Unless otherwise determined by the Bank, only the following successfully completed transactions shall count as qualifying transactions:
   - transfers; and
   - bill payments processed through eligible Digital Channels.
4. Only transactions initiated and successfully completed during the Campaign Period shall be considered.
5. Only transactions of ₦50,000 and above will count toward qualification.
6. Failed, reversed, cancelled, refunded, disputed, fraudulent, duplicate, fictitious, artificially generated, circular, or otherwise irregular transactions, including transactions undertaken primarily for the purpose of generating Campaign Rewards, shall not qualify as qualifying transactions.
7. Cashback shall be calculated based on the applicable transaction threshold achieved by the customer within the relevant calendar month. Each completed block of qualifying transactions shall constitute one qualifying block for the applicable Reward. Any qualifying transactions remaining after the completion of a qualifying block shall not count towards a Reward unless they form part of a subsequent qualifying block within the same calendar month.
8. Airtime/data rewards shall be issued to eligible customers in such form, denomination, network, and manner as may be determined by the Bank.
9. POS-related incentives shall apply only to qualifying borrowing customers, subject to:
   - credit approval (where applicable);
   - satisfactory account conduct;
   - device availability;
   - execution of applicable POS documentation; and
   - continued compliance with the Bank's lending and merchant requirements.
10. Rewards shall be credited or delivered within such timeline as may be determined by the Bank after internal verification of eligibility.
11. The Bank reserves the right, at its sole discretion and subject to applicable law, to:
    - verify the eligibility of customers and qualifying transactions

- withhold or decline a Reward where the Bank reasonably determines that a customer has engaged in fraud, abuse, irregular activity or conduct contrary to these Terms and Conditions;
- substitute any non-cash reward with a reward of similar value;
- modify, suspend, withdraw, or terminate the Campaign or any reward structure; and
- amend these Terms and Conditions or the Campaign where reasonably necessary, provided that any such amendment shall not retrospectively deprive a customer of a Reward already validly earned, except where the Reward was obtained through fraud, error or a transaction subsequently determined to be non-qualifying.

12. Participation in the Campaign is customer-specific, personal to the eligible account holder, non-transferable, and may not be combined with any other promotion, incentive, or concession except where expressly approved by the Bank.
13. The Bank shall not be liable for any loss, cost, missed reward, or damage arising from:
    - failure of a customer to satisfy the qualifying criteria;
    - network downtime or service interruption outside the Bank's reasonable control;
    - delayed or unsuccessful transactions;
    - inaccurate customer information; or
    - circumstances requiring suspension or amendment of the Campaign.
14. Where a customer qualifies for multiple reward categories in the same month, the Bank reserves the right to determine the applicable reward and prevent duplicate benefits.
15. All decisions of the Bank in relation to eligibility, qualification, rewards, categorisation, and interpretation of these Terms shall be final and binding, save for manifest error.

Consent to These Terms:

By participating in the Campaign, each participant shall be deemed to have read, understood, and agreed to be bound by these Terms and Conditions, as may be amended from time to time.

Each participant further represents and warrants that:

1. it meets all applicable eligibility requirements for the Campaign;
2. all information provided to the Bank in connection with the Campaign is true, complete, and accurate;
3. participation in the Campaign does not breach any law, regulation, contract, or obligation binding on the participant; and
4. it shall comply with all applicable laws, regulations, and the Bank's applicable account and channel terms and conditions.

The Bank reserves the right to disqualify a participant from the Campaign where the participant is subsequently determined not to have satisfied the applicable eligibility requirements or where the participant has otherwise breached these Terms and Conditions.

Data Protection and Privacy

By participating in the Campaign, participants acknowledge and agree that the Bank may collect, use, process, and retain personal data and account information for the purposes of:

1. administering the Campaign;
2. verifying eligibility;
3. determining qualification for rewards;
4. contacting eligible participants;

5. fraud prevention and compliance checks; and
6. complying with applicable legal and regulatory obligations.

All personal data shall be processed in accordance with applicable data protection laws and the Bank's privacy policy, as may be updated from time to time.

Governing Law and Dispute Resolution:

These Terms and Conditions, and any non-contractual obligations arising out of or in connection with them, shall be governed by and construed in accordance with the laws of the Federal Republic of Nigeria.

The Parties shall use reasonable efforts to resolve any dispute arising from or relating to the Campaign amicably in the first instance.

Where a dispute is not resolved amicably within a reasonable period, such dispute shall be submitted to the exclusive jurisdiction of the courts of competent jurisdiction in the Federal Republic of Nigeria.

Limitation of Liability

To the fullest extent permitted by applicable law, the Bank shall not be liable for any indirect, incidental, consequential, punitive, or special loss or damage arising out of or in connection with the Campaign, including loss of profit, business interruption, or loss of opportunity.

Nothing in these Terms shall exclude any liability that cannot lawfully be excluded under applicable law.

Force Majeure

The Bank shall not be liable for any delay, suspension, failure, or inability to perform any obligation under the Campaign where such delay or failure results from circumstances beyond the Bank's reasonable control, including system outages, telecommunications failures, acts of God, regulatory actions, strikes, civil disturbances, or similar events.

Severability

If any provision of these Terms is held to be invalid, illegal, or unenforceable, the remaining provisions shall continue in full force and effect.

No Waiver

Failure or delay by the Bank to exercise any right or remedy under these Terms shall not constitute a waiver of that right or remedy.

Enquiries And Complaints: If you have any questions, complaints or claims with respect to these terms, please contact us at customercare@sterling.ng or call 0201 8888 822, 0700 822 0000