

## April 2024 Alliance Bank Credit Cards Flash Deal Campaign Terms & Conditions

1. The **April 2024 Alliance Bank Credit Cards Flash Deal Campaign** (hereinafter referred to as “**CCFD2404AB2-Campaign**”) is organized by Compargo Malaysia Sdn. Bhd. [201301020939 (1050769-U)] for CompareHero (hereinafter referred to as “**CompareHero**” or “we”) and in partnership with Alliance Bank Malaysia Berhad [198201008390 (88103-W)] (hereinafter referred to as “**Alliance**”) as a Service Provider for bank products that are being applied for.
2. Alliance credit cards eligible for **CCFD2404AB2-Campaign** are Visa Infinite Card, Visa Signature Card, Visa Platinum Card (hereinafter referred to as “**Eligible Credit Cards**”).

### Campaign Period

3. The **CCFD2404AB2-Campaign** comprises of the following periods:
  - a. “**Sign-Up Period**” runs from **16 April 2024** to **30 April 2024**, both dates inclusive;
  - b. “**Approval Period**” is defined as either of the following:
    - i. For Eligible Credit Card applications - from the date of application to **31 May 2024**, both dates inclusive; OR
    - ii. For Balance Transfer/ Fast Cash applications - from the date of approval of the Eligible Credit Card to **30 June 2024**, both dates inclusive.
  - c. “**Spend Period**” is defined as earlier of:
    - i. **thirty (30) days** from the date of approval of the Eligible Credit Card; OR
    - ii. until **30 June 2024**;
  - d. “**Redemption Period**” runs from **15 July 2024** to **15 October 2024**, both dates inclusive.

### Campaign Eligibility

4. The **CCFD2404AB2-Campaign** is open to individuals who:
  - a. are 21 years old and above; and
  - b. are either New-to-Bank, which includes individuals or Alliance customers who do not have any credit card issued by Alliance in Malaysia, but excluding those individuals who fall under Clause 6 of these Terms & Conditions; and
  - c. register their interest, during the Sign-Up Period, for any of the Eligible Credit Cards on CompareHero website; and
  - d. completes the Alliance Credit Card online application process within the Sign-Up Period; and
  - e. has their application for the **Eligible Credit Card** approved by Alliance within the Approval Period as defined under clause 3b(i) (hereinafter referred to as “**Cardholder/s**”), activates and performs one (1) transaction qualifying as a “**Retail Spend**” (as defined below) within the Spend Period using the Eligible Credit Card.
5. Retail Spend of the **CCFD2404AB2-Campaign** is defined as spends of any amount on any goods and/or services with the use of the Eligible Credit Card and subject to the following conditions:
  - a. Includes:
    - i. Local and overseas retail transactions (including online transactions); and
    - ii. Standing instructions/non-online auto-billing.
  - b. Excludes the following retail transactions:

| Transactions / Fees and Charges | MCC Code   |
|---------------------------------|--|
| Insurance Payment               | 5960-Direct Marketing Insurance Services<br>6300- Insurance Underwriting, Premiums |
| E-wallet top up                 | 6540-Non-Financial Institutions - Stored Value Card Purchase/Load                  |

|   |   |
|---|---|
| Retail transactions in relation to payment of services related to government  | 9211-Court Costs, Including Alimony and Child Support - Courts of Law<br>9222-Fines - Government Administrative Entities, 9223-Bail, Bond Payments<br>9311-Tax Payments - Government Agencies, 9399-Government Services (Not Elsewhere Classified)<br>9402- Postal Services - Government Only and 9405-U.S. Federal Government Agencies or Departments) |
| Cash Advance, any fees and charges such as Finance Charges, Late Charges, Annual Fee, Balance Transfer or Fast Cash will not be entitled to any cashback. | NIL   |

It is clarified that the determination of what is classified as a Retail Spend is determined by Alliance's internal policies.

6. The following individuals are not eligible for the **CCFD2404AB2-Campaign**:
- a. permanent and/or contract employees of Alliance (including its subsidiaries and related companies) and their respective immediate family members; and/or
  - b. representatives and/or agents (including advertising and campaign agents) of Alliance and their respective immediate family members; and/or
  - c. those who had cancelled any of their Alliance credit card within twelve (12) months before the date of application and are re-applying for any Alliance Credit Card under the **CCFD2404AB2-Campaign**; and/or
  - d. present holders of any Alliance credit card(s) whether issued in Malaysia; and/or
  - e. any person who has committed or suspected of committing any misconduct, fraudulent or wrongful acts in relation to their credit card account(s), any facility, service or accommodation granted by Alliance, including Alliance Online (Website); and/or
  - f. those who have registered for a previous credit card Campaign organized by CompareHero within the three (3) months preceding the start date of **CCFD2404AB2-Campaign**. It is clarified that any such individual will not be eligible for this **CCFD2404AB2-Campaign** irrespective of whether their Eligible Credit Card application made under the previous Campaign with CompareHero has been completed and/or approved by Alliance.
7. CompareHero reserves the right to reject information submitted on the CompareHero website and/or social media if we deem it not legible, in non-English alphabets, to use foul language, or suspect it as spam or of a fraudulent nature.

### Campaign Mechanics

8. Cardholders who fulfil the Campaign Eligibility requirements set out in clauses 4 to 5, and their subclauses above, will be considered a **"Successful Cardholder"** of the **CCFD2404AB2-Campaign**.
9. Each Successful Cardholder may be entitled to and shall only receive one (1) Campaign Gift or one (1) Consolation Gift (as defined below), as applicable, regardless of the number of approved and activated Eligible Credit Cards issued by Alliance Bank.
10. Successful Cardholders will be entitled to receive one (1) Campaign Gift, or one (1) Consolation Gift (as defined below) subject to the following terms and conditions.
- a. Successful Cardholders with a residential address in Peninsular Malaysia will be eligible to receive a Campaign Gift A or Campaign Gift B or Campaign Gift C or Consolation Gift A or Consolation Gift B, as applicable and subject to the terms and conditions as set out in clause 11 to 13;
  - b. Successful Cardholders with a residential address in East Malaysia will be eligible to receive a Campaign Gift B or Campaign Gift C or Consolation Gift A or Consolation Gift B, as applicable and subject to the terms and conditions as set out in clause 11 to 13. It is clarified that Successful Cardholders with a residential address in East Malaysia will not be eligible to receive Campaign Gift A.

11. “**Campaign Gift**” is defined as the following:
- a. for Successful Cardholders who have **Balance Transfer/Fast Cash Plan** approved by Alliance within the Approval Period (as defined under clause 3(b)(ii)), successful cardholders can choose from one of the following campaign gift options (Campaign Gift A, Campaign Gift B or Campaign Gift C)–
    - i. **One (1) unit of SONY PlayStation®5 worth RM2,499 (recommended retail value) (“Campaign Gift A”)**;
    - ii. **One (1) unit of R360 credits worth RM 1,000 (recommended retail value) (“Campaign Gift B”)**
  - b. for Successful Cardholders **who have not applied** for or received approval for **Balance Transfer/ Fast Cash Plan** within the Approval Period (as defined under clause 3(b)(ii)) by Alliance - **One (1) unit of R360 credit worth RM300 (“Campaign Gift C”)**

The total number of Campaign Gift to be issued is limited to **ten (10) units** only. No further Campaign Gift shall be issued once the stock has exhausted.

12. Every 20<sup>th</sup> (twentieth) Successful Cardholder who has applied for the Eligible Credit Cards through CompareHero in the following order, chronologically (i.e. from earliest to latest, based on the date and timestamp of their application, as recorded by CompareHero’s internal IT systems): twentieth, fortieth, sixtieth, eightieth, and so on shall be eligible to receive a Campaign Gift until the maximum units of Campaign Gift available, as set out above, have been exhausted. The selection as set out above shall be done by CompareHero, not Alliance and the final determination of such selected applicants shall be made by CompareHero in its absolute discretion based on the application frequency set out above. Successful Cardholders who have selected a particular Campaign Gift as their preferred gift during the application user journey on CompareHero should note that such selection is not final and binding but is subject to these Campaign Terms and Conditions and stock availability.
13. Successful Cardholders who are not eligible to receive a Campaign Gift pursuant to clause 10 to 11 above, will instead be entitled to receive **one (1) Consolation Gift**.

A “**Consolation Gift**” is defined as:

- a. for Successful Cardholders who **have Balance Transfer/Fast Cash Plan** approved by Alliance within the Approval Period (as defined under clause 3(b)(ii)) - **one (1) unit of R360 credit worth RM200 (“Consolation Gift A”)**;
  - b. for Successful Cardholders who **have not** applied for or received approval for **Balance Transfer/ Fast Cash Plan** within the Approval Period (as defined under clause 3(b)(ii)) by Alliance - **One (1) unit of R360 credit worth RM100 (“Consolation Gift B”)**
14. Successful Cardholders who receive the Campaign Gift or the Consolation Gift, shall not be eligible to participate in other sign-up card campaigns, promotions or offers by Alliance or its third-party sales agents.

### **Campaign Gift Redemption**

15. For the avoidance of doubt, it is the Successful Cardholder’s responsibility to redeem the Campaign Gift or Consolation Gift within the Redemption Period.
16. CompareHero will contact all Successful Cardholders between **15 July 2024 to 15 September 2024** via:
- a. email (email address in CompareHero’s record); and/or
  - b. SMS (mobile phone number in CompareHero’s record)

With gift redemption instructions (a “**Redemption Message**”) or a notification that the Campaign Gift or Consolation Gift has been credited to the Successful Cardholder’s bank account (a “**Notification Message**”), as applicable.

17. The Campaign Gift or Consolation Gift cannot be transferred to other parties, is not refundable and is strictly not exchangeable for cash, credit, or other goods and/or services.
18. The Campaign Gift or Consolation Gift, as applicable, is considered redeemed when a Successful Cardholder responds to the Redemption Message or receives the Notification Message before the end of the Redemption Period



("Redeemed Date"). Any attempt of gift redemption after the Redemption Period will not be entertained and no Campaign Gift or Consolation Gift will be issued.

19. Delivery or fulfilment of Campaign Gift A is estimated to be four (4) weeks from the Redeemed Date (as applicable and subject always to availability of third-party distribution and supply channels, stock availability and/or merchant delivery schedules, over which we have no control). CompareHero is not responsible for any wrongful or missing delivery of the Campaign Gift A due to any incorrect or incomplete address.
20. The Campaign Gifts or Consolation Gift choice of size, technical specifications and/or colour is at the discretion of CompareHero, based on available stock from the merchant/s. CompareHero can replace the Campaign Gifts with something of equivalent or higher value if the merchant/s runs out of stock.
21. The Campaign Gift or Consolation Gift does not include any accessories or items (unless stated) that may be shown on any marketing materials, as they are for illustration purposes only.
22. The use of the Campaign Gift or Consolation Gift is subject to terms and conditions of the issuing merchant/s. All additional terms and conditions will be stated in full, upon delivery or fulfilment of Campaign Gift or Consolation Gift. Additional terms and conditions may include validity dates, spend requirements, applicable or exclusion products and other conditions. The issuing merchant/s reserves the right to alter, cancel, terminate or suspend the order or any part thereof or any part of the applicable terms and conditions from time to time, with or without any prior notice.
23. The recommended retail value of the Campaign Gift provided above is for reference purposes only and is subject to change by the issuing merchant, over which CompareHero has no control.
24. All servicing or warranty claims should be directed to the merchant, manufacturer or distributor of the Campaign Gift or Consolation Gift. Please refer to the warranty card / box / notification attached with the Campaign Gift.
25. CompareHero and Alliance are not in any way endorsing, sanctioning, approving or supporting the brand/s or merchandise of the Campaign Gift or Consolation Gift and are in no manner responsible for any issues related to the usage of the Campaign Gift or Consolation Gift. Any query and/or dispute on the usage of the Campaign must be directed to, and resolved directly with the issuing merchant/s.
26. The Campaign Gift brand/s or merchandise are not a participant in or sponsor of this **CCFD2404AB2-Campaign**. The brand/s logo and/or trademarks remains the intellectual property of the brand.
27. In order to receive Campaign Gift B, Campaign Gift C, Consolation Gift A or Consolation Gift B for the **CCFD2404AB2-Campaign**, Successful Cardholders must redeem their credit via Reward360 platform in accordance with the following conditions:
  - a. Successful Cardholders will receive a redemption email sent by Reward360 for Campaign Gift B, Campaign Gift C, Consolation Gift A or Consolation Gift B redemption.
  - b. Successful Cardholders to redeem their Campaign Gift B, Campaign Gift C, Consolation Gift A or Consolation Gift B using the redemption code shared by Reward360 in the email.
  - c. Successful Cardholders can redeem & check out the available gift card/credits in Reward360 platform. Please refer to Reward360 platform for individual merchant's brand T&C.
  - d. Redemption expiry period as below:
    - i. Redemption Code Activation: Within 2 months/ 60 days  
(Successful Cardholders that does not activate within 60 days will count as unredeemed)
    - ii. Account Credits platform validity: Within 1 year  
(The credits and link will be available for redemption and viewing up to 1 year. After 1 year, the link will auto expire, any remaining credits not redeemed will be forfeited)
  - e. Any query and/or dispute on the redemption of the Campaign Gift B, Campaign Gift C, Consolation Gift A or Consolation Gift B must be directed to and resolved directly with the Reward360, CompareHero is not responsible for any wrongful or missing delivery of the Campaign Gift B, Campaign Gift C, Consolation Gift A or Consolation Gift B.



28. By accepting the Campaign gift and Consolation Gift, the Successful Cardholder agrees to give CompareHero the discretion to publish their name and masked phone number in a list on all CompareHero's website, social media accounts and communication platforms.

### General Campaign Terms and Conditions

29. The use of the CompareHero website and services constitutes the acceptance of the general [Terms and Conditions](#) and [Privacy Policy](#).
- a. For the avoidance of doubt, during the course of using CompareHero services, individuals that have registered their interest and/or have applied for an Alliance product listed on CompareHero, are deemed to have given explicit consent to the collection, use and sharing of their personal data between CompareHero and Alliance, for the purposes of the administration of this Campaign, including application status, card activation status, and other qualifying criteria.
30. CompareHero reserves the right to (at its own discretion) disqualify any participant and/or withhold or confiscate in full or part any Campaign Gift if:
- a. the participant is found to be, or reasonably suspected of participating in any form of fraudulent practices (including but not limited to false identities, doctoring images, wilful spamming or manipulation of any CompareHero's processes, or website); and/or
- b. the redemption request is found to have been made via other channels, made outside of the Redemption Period, or are fraudulent, against the spirit of the Campaign, or non-compliant with the Campaign terms and conditions.
31. In the event of disputes, CompareHero's decision shall be final.
32. Where we suspect a participant is participating in any form of unlawful and/or fraudulent activity, we reserve the right to report such activity or suspicions to the police or relevant authorities.
33. Applications for the Eligible Credit Cards received after the end of the Sign-Up Period as set out in Clause 3(a) above will not be eligible to participate in the **CCFD2404AB2-Campaign**.
34. Final approval of any Eligible Credit Cards is determined by the relevant banks' internal policies and is subject to the banks' credit and risk processing criteria. Participating in this Campaign does not guarantee the approval of any Credit Card. CompareHero does not guarantee the approval of any Eligible Credit Cards.
35. CompareHero reserves the right as it deems fit to vary or change any of these Campaign terms and conditions from time to time or cancel, terminate, withdraw, suspend and/or replace this Campaign with another similar Campaign with prior notice. Such variation, changes, cancellation, termination, withdrawal, suspension and/or replacement will be notified by posting on CompareHero website, social media or in any other manner as CompareHero deems fit.
36. CompareHero reserves the right to change the Sign-up Period or the Redemption Period if the launch of the Campaign is delayed and shall have no liability for the same.
37. In this respect, the participants of this Campaign also signifies their agreement to access the CompareHero website and/or social media at regular intervals to view these terms and conditions and to ensure that they are kept up-to-date with any variations or changes which CompareHero may effect from time to time. Participants also agree that their continued participation in this Campaign will constitute their acceptance of these terms and conditions (as varied from time to time).
38. Any cancellation, termination, withdrawal or suspension by CompareHero of this Campaign will not entitle participants to any compensation against CompareHero for any and all loss or damage that may be suffered or incurred by the participant as a direct or indirect result of the act of cancellation, termination, withdrawal or suspension.
39. The decisions of CompareHero and Alliance in relation to every aspect of the Campaign, including but not limited to the definition of Successful Cardholders, shall be deemed final and conclusive under any circumstance and no further appeal, enquiry and/or correspondence will be entertained.
40. These Campaign terms and conditions are governed by and construed under the laws of Malaysia.



## **CompareHero's Privacy Policy**

Our goal is to maintain your trust and confidence when handling personal information about you. The security of your personal information is our priority. We protect this information by maintaining procedural safeguards that meet Malaysia's PDPA (Personal Data Protection Act 2010) law. We train our employees in the proper handling of personal information. When we use other companies to provide services for us, we require them to protect the confidentiality of personal information they receive as well.

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