
TERMS AND CONDITIONS FOR THE SAFARICOM CHANUA BIZ 4.0 PROMOTION

The following terms and conditions apply to the Safaricom *Chanua Biz 4.0* Promotion (the Promotion) and by taking part in the Promotion you will be deemed to have read, understood and accepted these terms and conditions.

1 The Promotion

This Promotion seeks increase visibility of Safaricom's retailers of airtime using the Dealer Sales Agent (DSA) channel, by on-boarding more DSAs on the Lipa Na M-Pesa (LNM) platform for airtime distribution.

2 Eligibility

The Promotion is only open to registered Safaricom retailers, dealers and DSAs.

3 Promotion Period

This Promotion will run for:

- a. Dealers: **thirty (30) days** from **0000hrs on 24th November 2020** to **2359hrs on 24th December 2020**.
- b. Dealers Sales Agents (DSAs) and Retailers: **ninety (90) days** from **0000hrs on 24th November 2020** to **2359hrs on 22nd February 2021**.

4 How to participate in the Promotion

4.1 Dealer Sales Agent

- (a) Dial *244*1# to register.
- (b) You will have the option to register as a dealer sales agent.
- (c) Proceed to enter your DSA fill number.
- (d) Proceed to enter dealer branch code.
- (e) You will receive an SMS confirming successful registration to participate in the Promotion.

4.2 Retailer

- (a) Dial *244*1# to register.
- (b) You will have the option to register as a retailer.

- (c) Select your channel type.
- (d) Enter your Merchant Till Number (Enter 0 if no till).
- (e) Enter your shop's name and confirm the details.
- (f) You will receive an SMS confirming successful registration to participate in the Promotion.

5. Reward Matrix

- (a) Each transaction done by the retailer to the registered DSA till, generates points as indicated in the table below:

TRANSACTION BAND IN (KSHS)	DEALER REWARD	DSA REWARD	RETAILER REWARD
0 - 474	0	0	0
475 - 949	2	3	20
950 - 1424	2	5	50
1425 - 2374	2	7	75
2375 - 4749	2	9	100
4750 - 7124	2	11	100
7125 - 9499	2	13	100
Above 9500	2	15	100

- (b) A retailer earns points on their registered MSISDN for only one transaction per day (the first transaction of the day).
- (c) A dealer sales agent earns points on their registered MSISDN for transactions paid to whitelisted / registered tills. This will be the first transaction per retailer per day.
- (d) Retailer or dealer sales agent redemption will be initiated by the whitelisted / registered MSISDN.

5 Prizes & Redemption

- (a) Accumulated point will earn only airtime as indicated in the table above.
- (b) Dealer redemption will be done automatically every Tuesday i.e. their accounts will be credited with the value of points accumulated during that week.
- (c) Incentives are awarded from Lipa na M-Pesa every Tuesday, between 5:00am and 10:00pm.
- (d) The credit value to be redeemed expires **sixty (30) days** after the last day of the Promotion.

6. Other terms and conditions

- (a) Eligible dealers will be required to facilitate their staff (DSAs) with tills to participate in this Promotion.
- (b) DSAs who register a retailer will earn a recruitment/activation commission of Kshs. 20/- to be paid after at least 3 LNM transactions done by the registered retailer on different days.

- (c) Any dealer found to be engaging in any fraudulent activity in an attempt to gain points in the Promotion illegally will be subjected to disciplinary action by Safaricom.
- (d) Points awarded for a transaction that is later reversed will be deducted from the total accumulated points.
- (e) Safaricom reserves the right to vary or amend any feature of the Promotion or to amend these terms and conditions at any time. Such changes shall be advertised on Safaricom's website www.safaricom.co.ke and may also be published in the local press.