

# MAISHA NI M-PESA TU PROMOTION TERMS AND CONDITIONS

The following terms and conditions apply to the Maisha Ni M-PESA Tu Promotion (the "Promotion") and by participating in the Promotion, you will be deemed to have read, understood and accepted the same:

## 1. The Promotion and the Promotion Period

- (a) The Promotion will run from **0000 hours 18<sup>th</sup> June, 2018 to 2359 hours 26<sup>th</sup> August, 2018 ("Promotion Period")**.
- (b) The Promotion will be conducted on a regional basis. The regions are as follows:
- Nairobi
  - Mt. Kenya
  - Nyanza
  - Western
  - Rift Valley
  - Coast
  - Eastern
  - North Eastern
- (c) The subscriber's region of participation will be determined at the start of the Promotion, based on the favourite location of the subscriber in the past three (3) months.

## 2. Eligibility

The Promotion is open to all Safaricom subscribers (PrePay and PostPay) who are registered on M-PESA.

- (a) The Promotion is available on all tariffs.
- (b) Subscribers must be eighteen (18) years and above to participate in the Promotion.

## 3. Entry into the Promotion

- (a) Eligible subscribers will automatically be opted into the Promotion upon transacting on M-PESA.
- (b) The following transactions are eligible and will earn you points in this Promotion:

### (i) For individual customers:

- Person to person "send money";
- Person to person "receive money";
- Business to customer transactions;
- PayBill transactions on "Lipa Na M-PESA";
- Buy Goods transactions on "Lipa Na M-PESA."

### (ii) For M-PESA Agents:

- Agent deposit transactions.

- (c) The individual customers' transactions will earn **10 points for every KShs. 100** transacted and will be entered into the daily, weekly or grand draws to win various prizes.
- (d) M-PESA Agent transactions will earn **1 point for every KShs. 100** deposited and will be entered into the daily, weekly or grand draws to win various prizes.
- (e) The following transactions are exempted from eligibility and shall not earn points in the Promotion:
- All M-PESA customer or Agent transactions of KShs. 100 and below;
  - Off-net "send money" (interoperability and "send voucher" transactions);
  - M-PESA customer and Agent withdrawals;
  - M-PESA balance inquiries;
  - Purchase of airtime for self and others on M-PESA;
  - Generation of M-PESA mini statements;
  - Changing of M-PESA PIN;
  - Changing of M-PESA menu language;
  - Updating of M-PESA customer menu;
  - All M-Shwari and KCB M-PESA transactions; and
  - All transactions by M-PESA Agents and customers whose accounts are suspended or frozen.
- (f) Customers may check points and Promotion winnings and check or change region at any time during the Promotion period by dialling \*444# and selecting Option 2.
- (g) Agents may dial \*234\*3# and select option 4 to check points and Promotion winnings.

## 4. Prizes

- (a) By entering the Promotion you stand to win the prizes shown in the matrix below:

Agent Prizes	Frequency	Winners Per Region	No. of Regional Winners	Weekly Regional Winners	Total No. of Weeks	Total No. of Winners
<b>Agent Float Cash Prizes</b>	Weekly	40	8	320	10	3,200
<b>Airtime Prizes</b>	Weekly	40	8	320	10	3,200
<b>Cash KShs. 1 Million</b>	Grand	1	8	8	1	8
Customer National Prizes	Frequency	Winners per Region	No. of Regional Winners	Weekly Regional Winners	Total No. of Weeks	Total No. of Winners
<b>7 Apartments</b>	Weekly	N/A	N/A	1	7	7
Customer Weekly Prizes	Frequency	Winners per Region	No. of Regional Winners	Weekly Regional Winners	Total No. of Weeks	Total No. of Winners
<b>Weekly Cash Prizes KShs. 1,000</b>	Weekly	100	8	800	10	8,000
<b>Weekly Cash Prizes KShs. 2,000</b>	Weekly	100	8	800	10	8,000
<b>Weekly Cash Prizes KShs. 5,000</b>	Weekly	20	8	160	10	1,600
<b>Weekly Cash Prizes KShs. 10,000</b>	Weekly	10	8	80	10	800
Customer Daily Prizes	Frequency	Winners per Region	No. of Regional Winners	Weekly Regional Winners	Total No. of Weeks	Total No. of Winners
<b>Daily Cash Prizes KShs. 200</b>	Daily	400	8	3,200	70	224,000
<b>Daily Cash Prizes KShs. 100</b>	Daily	600	8	4,800	70	336,000

- (b) The number of prizes to be awarded daily may be varied by Safaricom in consultation with the Betting Control and Licensing Board (BCLB).
- (c) Prizes will be awarded daily and weekly as indicated and based on region, with the exception of apartments, which will be awarded nationally from week 3 of the Promotion i.e. beginning on Monday, 2<sup>nd</sup> July, 2018.
- (d) To check the surprise rewards allocated to you, dial \*444# and select option 1 then select "M-PESA Tu Promotion."
- (e) Allocation of surprise rewards will be dependent on their availability, which will be determined at all times by Safaricom.

## 5. Draws & Selection of Winners

- (a) Draws will be conducted at such a time as may be agreed by Safaricom and BCLB.
- (b) Daily and weekly draws will be run on the entries received in the promotional database as at 2359 hours on the previous day.
- (c) Safaricom and BCLB will select the winners by random computer selection. Any decisions made on the winner by BCLB and Safaricom shall be final and binding. Safaricom may select additional reserve winners to replace any winners of any of the prizes who are subsequently disqualified. The promotional database will pick every winner and associate it with a prize randomly drawn for the available prizes for the day, or grand draw.
- (d) For all prizes except, the daily prizes, draws will be conducted weekly except for weekends and public holidays when the draws will be conducted on the next weekday or working day as the case may be.
- (e) Winners will be published on local daily newspapers, radio, television, Safaricom's website and any other media as Safaricom may choose from time to time.

## 6. Disbursement of Prizes

- (a) Winners of the apartments will be notified through number **0722 000 000** and will collect their Title documentation at Safaricom Headquarters in Nairobi.
- (b) Agent cash winners will receive a telephone call from Safaricom through the promotion number **0722 000 000**.
- (c) The KShs 1 Million Grand Prize for the M-PESA Agents will be collected from Safaricom Regional Headquarters. The winners will meet the costs of collecting the prize from Safaricom.
- (d) Float prizes will be awarded to winning M-PESA Agents weekly and will be sent directly to their M-PESA tills. Winners will be notified of their winnings through the number **0722 000 000**.
- (e) Weekly cash prizes of KShs. 10,000, KShs. 5,000, KShs. 2,000 and KShs. 1,000 will be sent to the winners through M-PESA. The winners will meet the cost of withdrawing the cash sent through M-PESA and the terms and conditions of usage of the M-PESA service apply.
- (f) Daily cash prizes of KShs. 200 and KShs. 100 will also be sent to the winners through M-PESA. The winners will meet the cost of withdrawing the cash sent through M-PESA and the terms and conditions of usage of the M-PESA service apply.
- (g) KShs. 10,000 airtime winners will receive an SMS notifying them of the win and will be topped up by Safaricom over the air.

## 7. Notification of Winners

- (a) If you win any cash Prize, Safaricom will contact you through the number **0722 000 000**.
- (b) Safaricom will make not less than six (6) call attempts over a forty eight (48) hour period to contact you. If you do not answer any of the call attempts within the prescribed period and identify yourself, you will be deemed to have forfeited the chance of winning the prize and Safaricom will thereafter call the reserve number selected.
- (c) For the avoidance of doubt, missed calls and calls diverted to voice mail will not be deemed to have been answered for purposes of the Promotion.

## 8. Other Terms and Conditions

- (a) These Terms and Conditions are supplemental to and subject to the published M-PESA and the Safaricom PrePay and PostPay Terms and Conditions.
- (b) Safaricom, with the prior approval of the Board, reserves the right to verify the validity of entries and to disqualify any entrant who tampers with the entry process, including but not limited to canvassing or submitting an entry that is not in accordance with these terms and conditions.
- (c) The prizes are non-transferable and no cash or other alternative shall be offered for any non-cash prizes.
- (d) By accepting a prize, you will be deemed to have granted Safaricom the right to use and publish your name and picture in such media as Safaricom may choose (including but not limited to the internet) for information, advertising and promotional purposes without additional consideration.
- (e) Safaricom reserves the right (subject to any direction from BCLB) to suspend or terminate the Promotion or amend these terms and conditions at any time for any technical or commercial reason. Any amendment to these terms and conditions will be published on the Safaricom website [www.safaricom.co.ke](http://www.safaricom.co.ke) and published in one daily newspaper.
- (f) Safaricom Dealers and Merchants and their employees, employees of Safaricom Plc., Safaricom Key Accounts, ScanGroup Limited, Betting Control and Licensing Board and any other supplier or third party directly involved with the facilitation of this Promotion and their immediate families and dependants shall not be eligible to participate in this Promotion. Each prize winner will be required to declare or affirm in the Form of Discharge that they do not belong to any of the restricted groups of persons.
- (g) If you are selected as the winner of a prize and notified accordingly and you do not claim the prize within a period of three (3) months from the closing date of the Promotion, you will be deemed to have forfeited the same.
- (h) In the event that there are any taxes applicable to the Prizes, Safaricom will deduct the same and remit to the KRA. The Winners will be presented with the Tax Withholding Certificates where applicable.
- (i) The Promotion remains subject to the provisions of the Betting Lotteries and Gaming Act (Cap 131 Laws of Kenya) and any disputes arising hereunder shall be resolved in accordance with such provisions.

**CAUTION: Safaricom does not require subscribers to send airtime, money or any other consideration in order to award any of the promotion prizes and will not be liable for any losses or other damage incurred by subscribers who do not heed this caution.**