

DIGITAL DORMANCY REACTIVATION CAMPAIGN

TERMS AND CONDITIONS

This Agreement sets out the specific terms and conditions on which SBM Bank (Kenya) Limited (“SBM Bank”) is running a promotion dubbed ‘**Re!Activate!**’ to reward its Customers for reactivation of dormant accounts digitally on the SBM Bank Mfukoni App (hereinafter referred to as the “Campaign”).

The Terms and Conditions governing the Campaign are as stipulated herein below:

1. Definitions

- 1.1 “**Campaign Period**” means the running period of the promotion being 7th November 2025 to 6th February 2026, both days inclusive.
- 1.2 “**Customer**” means SBM Bank account holders with dormant accounts.
- 1.3 “**SBM Bank Mfukoni App**” means Mfukoni Mobile Banking Service which the Customer is supposed to register in order to enjoy the SBM Mfukoni Digital Banking Services.
- 1.4 “**SBM Bank**” means SBM Bank (Kenya) Limited, a company incorporated under the Companies Act licensed under the Banking Act to provide banking and financial services in the Republic of Kenya, whose address is care of Post Office Box Number 34886-00100, Nairobi including but not limited to its successors in title and permitted assigns (whether immediate or derivative).
- 1.5 “**Reward**” shall mean a Reactivation of a dormant account Reward that shall be awarded to a Winner as set out hereunder.
- 1.6 “**Valid transaction**” means any deposit, withdrawal, transfer, payment, or purchase completed through SBM Bank channels (branch, card, Mfukoni, or internet banking).
- 1.7 “**Winner**” means the Customer who reactivates their dormant account.

2. Campaign Period

- 2.1 The Campaign will run from 0000 hours 7th November 2025 to 6th February 2026 at 2359 hours, or such other extended period as SBM Bank shall in its sole discretion determine (“Campaign Period”).
- 2.2 The period includes Sundays and Public Holidays.

3. Campaign Eligibility

- 3.1 The Campaign is open to existing SBM Bank customers with dormant retail accounts as defined by the Bank’s Dormancy Policy.
- 3.2 Dormant customers must reactivate their accounts digitally via the Mfukoni App or at an SBM Branch during the campaign period.
- 3.3 The campaign is open to both local and diaspora customers.
- 3.4 Each customer is eligible to receive only one reward tier during the campaign period.
- 3.5 The Customers shall only be eligible to participate in this Campaign on the specified days and within the Campaign Period.

- 3.6 SBM Bank staff members directly involved in customer reactivation efforts (branch teams, relationship officers, contact centre, digital service support, etc.) are eligible to participate in the Campaign.
- 3.7 Staff must be in active employment of SBM Bank during the campaign period and at the time of reward issuance.

4. Participation and Reward

4.1 Customer Reward Structure and Conditions

4.1.1 Reward Structure

Incentive Type	Reward	Qualification Criteria	Quantity Available
Cashback – Tier 1	KES 2,000	Reactivate account via Mfukoni and transact a minimum of KES 10,000 and 5 transactions within the first month of activation	150
Cashback – Tier 2	KES 1,000	Reactivate account and complete any valid transaction (of any amount)	200
Airtime/Data Bundle	Worth KES 500	Reactivate via the Mfukoni App and transact	400
Merchandise Giveaway	Up to KES 1,500 value	First 100 successful reactivations (3 per branch)	100
Testimonial Reward	KES 5,000	Submit a ‘Why I Came Back’ story selected by SBM Bank for publication	70

4.1.2 Reward Conditions

- 4.1.2.1 Cashback and airtime/data rewards will be credited within one week, after verification of eligibility.
- 4.1.2.2 Merchandise rewards are available while stocks last and will be distributed at selected branches.
- 4.1.2.3 Testimonial rewards will be issued after shortlisting and confirmation by SBM Bank’s Marketing & Communications Department.
- 4.1.2.4 Rewards are non-transferable and cannot be exchanged for cash or other items.
- 4.1.2.5 SBM Bank reserves the right to verify transactions and eligibility prior to reward issuance.
- 4.1.2.6 Any fraudulent activity or misrepresentation will result in disqualification from the campaign.

5. Campaign Reward Notification

- 5.1 Winners shall be contacted via SMS and/or phone call from SBM Bank on the next following day from the date of self-registration and/or transaction unless that day falls on a Sunday or a Public Holiday.
- 5.2 The Reward shall be valid only until 6th February 2026 and the Winner must redeem the same within the specified timeframe

6. Privacy and Data Protection

- 6.1 SBM Bank is permitted by law to collect certain personal data and is under no legal obligation to accept your entry into the Campaign if such information is not availed. Apart from the legal obligation mentioned above, SBM Bank also needs to collect your personal data for quality service delivery. Please note that although this is voluntary, without such information we may not be able to provide quality service.
- 6.2 SBM Bank may work with additional third parties in the Campaign and the Customer hereby explicitly and unambiguously consents to the collection, use and transfer of personal data, between SBM Bank and its affiliates/subsidiaries, in relation to this Campaign.
- 6.3 The Customer consents to receiving notifications, SMS', calls, and other forms of communication from SBM Bank in respect of marketing activities of the Campaign.
- 6.4 SBM Bank is committed to respecting and protecting the privacy of the personal data collected from the Customer. SBM Bank Privacy Policy, as updated from time to time, explains how we treat your personal data, who we share your personal information with, and measures taken to protect your privacy when you use our Services. This can be found on SBM Bank (Kenya) Limited Data Privacy Statement found on SBM Bank (Kenya) Limited's website (<https://www.sbmbank.co.ke/privacy-policy>). If unable to access the link or our website, please reach us on any of our Customer Contact Centre channels as provided for in clause 7 below to receive a copy.

7. Customer Contact Centre

- 7.1 Inquiries or complaints may be made in person, in writing, by post, email or by telephone.
- 7.2 For the purpose of making an inquiry or reporting a complaint, any of the following contact channels may be used:
[Tel: +254 \(0\) 709 800 000 / +254 \(0\) 730 175 000](tel:+254709800000)
[WhatsApp Chat: +254 \(0\) 773 758 196](tel:+254773758196)
[Email: atyourservice@sbmbank.co.ke](mailto:atyourservice@sbmbank.co.ke)
- 7.3 You should bring your complaint to our attention with your contact information, and we will aim to deal with any complaints promptly and fairly. A copy of our complaint's procedure is available on request from any branch or our Contact Centre.
- 7.4 SBM Bank will take all measures within its means to resolve your complaints within a reasonable time. All complaints will be handled in accordance with the Bank's complaints handling procedures. Where a notification regarding your complaint or any other matter is expected from the Bank but not received, you may make a further complaint within a reasonable time after non-receipt of such notification.
- 7.5 Applicable tariffs will be charged by your telephone and internet service provider(s) when communicating with the Customer Care Centre.

8. Force Majeure

No party shall have any claim against the other party (the "Affected Party") for any delay or failure by the Affected Party to carry out any of its obligations under these Terms and Conditions arising or attributable to acts of God, fire, epidemic, pandemic, war, terrorism, labour action or unrest, failure of suppliers or contractors, law, government or regulatory requirements, or any other cause whatsoever beyond the control of the Affected Party.

9. Amendment and Termination

- 9.1 SBM Bank reserves the right at its own discretion to amend these Terms and Conditions with or without prior notice.
- 9.2 Termination of the Campaign will occur upon the lapse of the Campaign period or at such earlier or later time as determined by SBM Bank at its sole discretion, with or without prior notice.

10. Exclusion of Liability

- 10.1 No responsibility will be accepted by SBM Bank for failed, partial or garbled computer data transmissions, for the acts or omissions of any service provider, accessibility or availability of information or unauthorized human act during the Campaign.
- 10.2 SBM Bank accepts no liability for the actions or decisions of the Customer during and in relation to the Campaign Period.
- 10.3 All warranties and obligations implied by law are hereby excluded to the fullest extent permitted by law.

11. Governing Law and Dispute Resolution

- 11.1 These Terms and Conditions are governed by the Laws of Kenya, and any disputes will be subject to the Laws of Kenya.
- 11.2 The Customer may contact the Customer Contact Centre, as detailed in clause 7, to report any disputes, claims or Campaign discrepancies.
- 11.3 Any dispute arising out of or in connection with this Agreement that is not resolved by Customer Care Centre representatives may be referred to a court of law in the Republic of Kenya for determination.

12. Other Terms and Conditions

- 12.1 These Terms and Conditions constitute the entire agreement relating to the Campaign and supersede all other oral or written representations, understandings, or agreements.
- 12.2 These Terms and Conditions and any rights or liabilities accruing thereunder may not be assigned to any other person.
- 12.3 These Terms and Conditions and/or any amendments to them are available at <https://www.sbmbank.co.ke/>
- 12.4 Participants to the Campaign are required to keep themselves updated on the Terms and Conditions of this Campaign.
- 12.5 The decision of SBM Bank on all matters relating to this Campaign is final.
- 12.6 The rights and remedies herein provided are cumulative and not exclusive of any rights or remedies Exclusion of Liability provided by law.
- 12.7 If any provision or undertaking of these Terms and Conditions is or becomes illegal, invalid or unenforceable, such provision shall be divisible and be regar
- 12.8 No failure or delay by either a participant of the Campaign or SBM Bank in exercising any right or remedy hereunder shall operate as a waiver thereof, nor shall any single or partial exercise of any right or remedy prevent any further or other exercise thereof or the exercise of any other right or remedy.