



# AFFIN

## Terms & Conditions for AFFINGEM X NUEWEE Campaign (“T&C”)

1. The AFFINGEM X NUEWEE Campaign (“**Campaign**”) is organized by Affin Bank Berhad and Affin Islamic Bank Berhad (collectively referred to as the “**Bank**”). The Campaign is subject to the respective terms and conditions set out herein.
2. The Campaign will run from **15 April 2024 until 15 July 2024** (both dates inclusive) or such other period(s) as may be determined by the Bank from time to time (“**Campaign Period**”).
3. Eligibility
  - 3.1 This Campaign is open to all potential New-To-Bank and Existing-To-Bank AFFINGEM Customer (as defined in paragraph 3.2 below).
  - 3.2 “**AFFINGEM Customer**” is defined as an entity (non-individual) who has at least one (1) female director or shareholder or ultimate beneficial owner who is a key person that manages the company (hereinafter referred to as “**Eligible Customer(s)**”).
4. The following customer shall NOT be eligible for this Campaign:
  - 4.1 Customer whose account(s) held with the Bank are being suspended, blacklisted, cancelled, or terminated within the Campaign Period or who have breached any other agreements with the Bank;
  - 4.2 Customer whose account(s) held with the Bank that are in delinquent or unsatisfactorily conducted as determined by the Bank during the Campaign Period;
  - 4.3 Customer who has ceased operations, insolvent or have legal proceedings of any nature instituted against them; or
  - 4.4 Any other customer as the Bank may decide to exclude at its discretion, provided that valid reasons are present.

### Campaign Mechanics

5. The Eligible Customer(s) has to fulfill the criteria as illustrated in the table below to be eligible for the reward (“**Reward**”):

Campaign Criteria		
Method	Steps	Reward
One	Step 1: Click on “Sign Up” button at Facebook advertisement	NUEWEE RM30 OFF e-voucher code
	Step 2: Fill in contact details (i.e., name of company, name of company’s representative, contact number and email address) at the AFFIN’s Facebook e-form	
<b>OR</b>		
Two	Step 1: Download SME Colony mobile app	NUEWEE RM30 OFF e-voucher code
	Step 2: Select “AFFINGEM” button	
	Step 3: Fill in contact details (i.e., name of company, name of company’s representative, contact number and email address) at “Contact Us” form	

6. The Eligible Customer(s) is required to fill in contact details via AFFIN’s Facebook e-form or SME Colony mobile app as stipulated in the Campaign Criteria.

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7. The Eligible Customer(s) must complete all information required and ensure:
  - (i) the accuracy of all information provided to the Bank; and
  - (ii) its representatives are authorised to act on behalf of the Eligible Customer
8. Each Eligible Customer(s) can only participate for one (1) time during the Campaign Period.
9. The Reward will be given by the Bank on a first-come, first-served basis subject to availability. The Reward must be redeemed within the Campaign Period.
10. The Reward is not valid if used in conjunction with other promotional offer(s), discount voucher(s) or privilege(s) unless otherwise stated.
11. The Eligible Customer(s) who meets the Campaign Criteria will be eligible to receive the Reward no later than one (1) month after the Campaign Period ended via email.
12. In the event of any conflict, this T&C should prevail over the contents of any other promotional materials advertising this Campaign only insofar as they are relevant and applicable to this Campaign.
13. The Bank does not assume any responsibility for the products and services offered by the merchants under this Campaign. The responsibility for the products and services shall be provided solely by the merchant(s), under such terms and conditions as determined by the merchant(s). Any dispute arising from these products and services shall be resolved with the relevant merchants.
14. The Bank reserves the right to cease the Campaign for valid reasons during the Campaign Period with prior notice. Any extensions thereafter will be decided by the Bank.
15. Notwithstanding the above, the Bank reserves the right to substitute the Reward with other item(s) of equivalent value by giving prior notice via any platform or medium which the Bank deems appropriate. The Reward is non-transferable, refundable nor exchangeable for cash or credit of any kind.

### **General Terms and Conditions**

16. By participating in this Campaign, the Eligible Customer(s) agrees to be bound by this T&C, including any amendments or variation made hereto.
17. The Generic Terms and Conditions applicable for all Deposit Accounts/Products/Services ("GTC") shall at all-time be applicable. The GTC are available at [AffinAlways.com](https://www.affinalways.com). In the event of any inconsistencies or discrepancies between the GTC and this T&C, this T&C shall prevail only insofar as they are relevant and applicable to this Campaign.
18. The Bank reserves the rights, to change, amend, and/or modify any terms of this T&C, stipulated herein, wholly or in part from time to time, by giving twenty-one (21) calendar days' prior notice to the Eligible Customer(s). Any amendments, alteration, modification, change or variation to this T&C will be notified to the Eligible Customer(s) via [AffinAlways.com](https://www.affinalways.com) or through the Bank's branches.
19. The Bank shall not be responsible and/or liable nor shall it accept any form of liability arising or suffered by the Eligible Customer(s) resulting directly or indirectly from the Eligible Customers' participation in this Campaign or otherwise, unless such loss, damage or injury is caused by the Bank's fault, negligence or misconduct. Furthermore, the Bank shall not be liable for any default of its obligation under this Campaign due to any force majeure event which include but not limited to act of God, war, riot, lockout, industrial action, fire, flood, drought, storm, pandemic, epidemic or any event beyond the control of the Bank.
20. This Campaign ends on 15 July 2024. However, the Bank reserves the right to withdraw, cancel, suspend, or terminate this Campaign earlier than the Campaign Period or to extend the Campaign beyond this Campaign Period by giving twenty-one (21) days' prior notice via [AffinAlways.com](https://www.affinalways.com).

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21. By participating in this Campaign, Eligible Customer(s) agrees to access the Bank's website via [AffinAlways.com](https://www.affinalways.com) at regular basis to view this T&C and ensure to be kept up-to-date on any changes or variations to this T&C.
22. This T&C including any amendments, deletions, or additions, shall prevail over any provisions or representations contained in any other promotional materials advertising this Campaign, only insofar as they are relevant and applicable to the Campaign.
23. The Eligible Customer(s) hereby confirms that he/ she has read, understood and agreed to be bound by the Privacy Notice of the Bank, which is available at the Bank's branches or on the Bank's website at [AffinAlways.com](https://www.affinalways.com). Unless the Eligible Customer(s) expressly opt-out by contacting any of the Bank's branches, the Bank shall be at liberty to market the products of its Group (as defined in the Privacy Notice) or those of its associate/sister companies to the Eligible Customer(s). For the avoidance of doubt, the Eligible Customer(s) agrees that the said Privacy Notice shall be deemed to be incorporated by reference into this T&C.
24. This T&C shall be governed by and construed in accordance with the laws of Malaysia, and subject to the exclusive jurisdiction of the Malaysian Courts.
25. For the avoidance of doubt, any cancellation, termination, suspension or extension of this Campaign or the Campaign Period shall not entitle the Eligible Customer(s) to any claims or compensations against the Bank for any and all losses or damages suffered or incurred by the Eligible Customer(s) as a direct or indirect result of the act cancellation, termination, suspension or extension save and except such losses or damages caused by negligence, default or breach by the Bank.
26. The Bahasa Malaysia version of this T&C is also available at [AffinAlways.com](https://www.affinalways.com). If there is any inconsistency, conflict(s), ambiguity(ies) or discrepancy(ies) between the Bahasa Malaysia and English version or any language of this T&C, the English version will prevail. Notwithstanding the aforementioned, where request is made by the Eligible Customer and it is noted and acknowledged by the Bank in its records that the Bahasa Malaysia version of this T&C shall govern the operation of this Campaign, then the Bahasa Malaysia version of this T&C shall prevail.
27. In the event photographs are taken pursuant to this Campaign, such photographs may be used for internal or external publication. If the Eligible Customer(s) is under the age of eighteen (18) years old, the parent or legal guardian must own the copyright of the image and warrants to the Bank that it has obtained all relevant consents of third persons contained in the image with respect to the use and publication of the image.
28. The Bank's decisions on all matters related to the Campaign and the Reward shall be final, conclusive and binding on all Eligible Customer(s). No further correspondence and/or appeal to dispute the same will be entertained.
29. The Eligible Customer(s) is reminded to read and understand the T&C. If there are any terms and conditions in this T&C that the Eligible Customer(s) does not understand, the Eligible Customer(s) is advised to seek independent advice and/or discuss further with the Bank's representative.

For any assistance and feedback related to this Campaign, Eligible Customer may contact the Bank at [smecare@affingroup.com](mailto:smecare@affingroup.com)

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**Frequently Asked Questions (FAQ)**

**1. What is the definition of AFFINGEM customer?**

*AFFINGEM Customer is defined as an entity (non-individual) who has at least one (1) a female director, or shareholder or ultimate beneficial owner who is a key person and manages the company.*

**2. How do I eligible for the Campaign?**

*Please refer to item no. 3 and no. 4 of the T&C for further details.*

**3. What is the Campaign Criteria?**

Campaign Criteria		
Method	Steps	Reward
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	<b>OR</b>	
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**4. Am I eligible for the e-voucher if I do not provide contact details via AFFIN’s Facebook e-form?**

*Not eligible. Customer must provide complete contact details via AFFIN’s Facebook e-form.*

**5. What if I am an existing AFFINGEM customer would like to participate in this campaign. Am I eligible for the rewards?**

*Eligible. This campaign is open to potential New-to-Bank AFFINGEM and Existing-To-Bank AFFINGEM Customer.*