

## **iPhone Promotion – Frequently Asked Questions**

### **Q: What is the iPhone promotion?**

Customers will receive a guaranteed iPhone 13 Pro by increasing their Current or Savings Account balance with new-to-bank funds of AED 750,000.

### **Q: What is the duration of this campaign?**

The campaign will run from 1st October 2021 to 31st December 2021 (3 months).

### **Q: Who can apply for this campaign?**

All Individual customers (CBD Private, CBD Elite, CBD Personal and Direct). Joint account and minor account holders are included.

### **Q: What is the applicable account type and currency?**

Funding must be done in an AED current account for conventional customers OR normal AED savings account (excluding Esaver and Mustaqbali Savings Scheme) for conventional and Islamic customers. FCY accounts are not included. Customers can open a new current or savings account, as applicable, during the promotion period.

### **Q: What is the eligibility criteria?**

1. Customers must increase their account balance with a minimum amount of AED 750,000 over and above their liabilities relationship balance, if any, as of 30<sup>th</sup> September 2021 (“cut-off date”) during the campaign period.
2. An opt-in message will be sent to eligible customers at the end of each campaign month.

3. Once a customer opts in to the campaign, an amount of AED 4,500 (per device availed) will be placed on hold in the AED account.
4. The customer must maintain an average balance AED 750,000 (multiplied by the number of devices availed) in addition to the cut-off balance for a period of 1 year.
5. The hold amount will be released after the 1-year holding period based on the average balance maintained.

**Q: Where can the iPhone be collected? Can customers get an iPhone based on individual preferences?**

Etisalat Smiles points worth AED 4,500 will be credited to eligible customers' Smiles account, based on the registered mobile number with CBD, and customers will be able to redeem it through the Smiles app. Device variant and stock will be subject to availability with Etisalat. The Bank will not process any redemption request.

**Q: When will the hold amount be released? What are the criteria to release the hold?**

The hold amount will be released at the end of the 1 year holding period, which will commence based on the campaign month in which the customer becomes eligible. For instance, if the customer funds the savings account in Oct'21 with AED 750,000, the 1-year period will commence from 01-Nov-21 until 31-Oct-22.

Release of hold amount will be done taking into consideration the average balance required to be maintained for the total number of devices availed in addition to the total liabilities relationship balance as of the "cut-off date".

**Q: Can customers choose a device other than the iPhone?**

Etisalat Smiles points will be credited to the Smiles account, and therefore customer have the option to redeem it for any product or service available in the app.

**Q: Can customers make multiple deposits to meet the threshold of AED 750,000?**

Yes, customer can make partial deposits during the campaign period which can sum up to AED 750,000.

**Q: Will eligible customers be automatically enrolled for this promotion?**

An opt-in SMS will be sent to eligible customers and they would have to respond 'YES' to 4266. Once enrolled, an amount of AED 4,500 per device will be kept on hold in the account.

**Q: Will the hold amount be deducted if the relationship balance reduces during the campaign period?**

Customers can withdraw their funds and transaction in their account without any restrictions. However, to release the hold amount at the end of the 1-year holding period, the applicable average relationship balance would have to be achieved by adding new funds to the account.

**Q: Can customers mature their Time Deposit or transfer funds from their business account to the personal account?**

In order to be eligible for the promotion, new-to-bank funds must be credited into the account and not funded through internal transfers (held by same or different

customers) or from affiliated/business accounts. Time Deposit amounts will be factored in the total liabilities portfolio of the customer, and therefore early maturity will not be considered as an incremental amount in customer's portfolio.