

## SAVE > EARN > WIN. Frequently Asked Questions

### 1. What is the Save > Earn > Win promotion?

Customers who fund their AED Current or Savings account with new to bank funds during the acquisition period will be eligible to earn up to 6.8% interest/profit per annum on the new funds deposited during the acquisition period, subject to meeting terms & condition of the campaign.

### 2. What is the duration of this promotion?

The promotion will run from 1 March 2024 to 31 July 2024. Promotion will be based on 2 phases:

**Phase 1:** 1 March 2024 to 31 May 2024 – promotion acquisition period,

**Phase 2:** 1 June 2024 to 31 July 2024 – promotion retention period.

### 3. What is the offer?

- 6.8% per annum interest on incremental eligible average balance calculated for the promotion acquisition period (3 months - 1 March 2024 to 31 May 2024).
- Entry to a lucky draw to win an AED 2,000 gift voucher per customer, which will be held on 10 May 2024 & 10 June 2024 to pick (15 lucky winners).
- Entry to a mega draw for the cash prize of AED 1 million as a grand prize which will be held on 15 Aug 2024.

### 4. Who is eligible to participate in this promotion?

Existing and new-to-bank Individual & SME customers are eligible to participate in this promotion.

### 5. Is there an enrolment process to be included in this promotion?

Yes, customers must opt-in to the promotion through SMS by sending WIN to 4266.

### 6. What is the eligibility criteria to get the interest as per the promotion.

During the promotion acquisition period (1 March 2024 to 31 May 2024), customers must have Incremental new funds average for a minimum of AED 50,000 for individual and AED 150,000 for SME customers & retain the incremental average balance of AED 50,000 minimum for individual and AED 150,000 for SME customers during promotion retention period (2 months).

### 7. To qualify for the promotion interest under this offer, the following conditions are required:

A. Incremental acquisition period average balance growth of AED 50,000 minimum for individual customers and AED 150,000 for SME customers to be met.

**Incremental acquisition period average balance means:** Difference between average current and savings accounts balance during the acquisition period and its base as of the cut-off date & difference between average relationship balance during the acquisition period and its base as of the cut-off date, whichever is lower.

B. Retention period incremental average balance of at least AED 50,000 and AED 150,000 for SME customers to be met.

**Incremental retention period average balance means:** Difference between average current and savings accounts balance during the retention period and its base as of the cut-off date & difference between average relationship balance during the retention period and its base as of the cut-off date, whichever is lower.

The balance on 29 February 2024 (cut-off date) is considered the base balance.

C. The interest rate of 6.8% per annum will be applied to incremental eligible average balance for the tenor of promotion acquisition period (1 March 2024 until 31 May 2024 - 3 months) and will be credited within 15 business days of completion of full campaign period (i.e. 15 business days post 31<sup>st</sup> July 2024)

**Incremental eligible average balance means:** incremental acquisition period average balance or incremental retention period average balance, whichever is lower.

**8. How to qualify for the lucky draw to win AED 2,000 gift vouchers (15 lucky winners)?**

Eligibility criteria to become a participant of the lucky draw, CBD customer must opt-in for the promotion and remain as an active CBD customer until the end of promotion acquisition period (1 March 2024 until 31 May 2024). Customers opted-in for the above-mentioned promotion will be eligible to participate in the below two draws.

**1<sup>st</sup> Lucky Draw:** will take place on 10 May 2024, 10 Lucky winners will be awarded with a gift voucher of AED 2,000/- each.

**2<sup>nd</sup> Lucky Draw:** will take place on 10 June 2024, 5 Lucky winners will be awarded with a gift voucher of AED 2,000/- each. This draw will still include customers from Draw 1 but exclude the winners of draw 1.

**9. How to qualify for grand mega draw for AED 1 million cash prize?**

At the end of full promotion period (acquisition period + retention period), customers will earn 1 entry for a grand mega draw with each incremental eligible average balance of AED 50,000 for individual customers and AED 150,000 for SME's customers.

Grand mega draw will be held on 15 Aug 2024.

**10. When will the interest/profit be paid out?**

Interest/profit will be credited within 15 business days post completion of full campaign period (i.e. 15 business days post 31 July 2024).

**11. Which are the accounts included & excluded for the promotion?**

**Included:** Current and Savings account in AED currency will be included in the promotion. Only Savings account will be included for CBD Islamic customers.

**Excluded:** E-saver, Mustaqbali Savings Scheme, Gold/Silver currency accounts, foreign currency accounts, Live Now accounts, Save Now accounts, and all types of Time Deposits will be excluded from the promotion.

Participation in any other Liabilities promotion, will render the customer ineligible for this offer. The bank reserves the sole discretion to exclude any customer from interest payouts or the cash prize draw.

### 12. Promotion interest payout Illustration for Individual Customers:

	Base Balance	Acquisition period 2024			Retention Period		Payout Period	Total # of Entries qualified for a mega AED 1 million draw
		March	April	May	June 24	July 24		
	29 Feb 2024 (Cut-off date)							
Customer A	AED 30,000	Incremental average balance of fresh funds AED 82,000			Incremental fresh funds maintained - AED 82,000		Payout = $82,000 * (6.8\%/360) * 92 = \text{AED } 1424.98/-$	One
Customer B	AED 30,000	Incremental average balance of fresh funds AED 50,000			Retention period total average balance AED 110,000, out of which AED 50,000 is incremental fresh funds of acquisition period		Payout = $50,000 * (6.8\%/360) * 92 = \text{AED } 868.89/-$	One
Customer C	AED 30,000	Incremental average balance of fresh funds AED 49,000			Retention period total average balance AED 65,000, out of which AED 49,000 is incremental fresh funds of acquisition period		Payout = Not Eligible	Not Eligible
Customer D	AED 30,000	Incremental average balance of fresh funds AED 60,000			Incremental fresh funds of acquisition period maintained – AED 51,000		Payout = $51,000 * (6.8\%/360) * 92 = \text{AED } 886/-$	One
Customer E	AED 30,000	Incremental average balance of fresh funds AED 100,000			Retention period total average balance AED 49,000		Payout = Not Eligible	Not Eligible
Customer F	AED 30,000	Incremental average balance of fresh funds AED 40,000			Retention period total average balance AED 150,000, out of which AED 40,000 is incremental fresh funds of acquisition period		Payout = Not Eligible	Not Eligible

### 13. Promotion interest payout Illustration for SME Customers:

	Base Balance	Acquisition period 2024			Retention Period		Payout Period	Total # of Entries qualified for a mega AED 1 million draw
		March	April	May	June 24	July 24		
	29 Feb 2024 (Cut-off date)							
Customer A	AED 120,000	Incremental average balance fresh funds AED 182,000			Incremental fresh funds maintained – AED 182,000		Payout = $182,000 * (6.8\%/360) * 92 = \text{AED } 3162.76/-$	One
Customer B	AED 120,000	Incremental average balance of fresh funds AED 150,000			Retention period total average balance AED 210,000, out of which AED 150,000 is incremental fresh funds of acquisition period		Payout = $150,000 * (6.8\%/360) * 92 = \text{AED } 2606.67/-$	One
Customer C	AED 120,000	Incremental average balance of fresh funds AED 149,000			Retention period total average balance AED 165,000, out of which AED 149,000 is incremental fresh funds of acquisition period		Payout = Not Eligible	Not Eligible
Customer D	AED 30,000	Incremental average balance of fresh funds AED 160,000			Incremental fresh funds of acquisition period maintained - AED 151,000		Payout = $151,000 * 6.8\%/360 * 92 = \text{AED } 2624/-$	One
Customer E	AED 30,000	Incremental average balance of fresh funds AED 200,000			Retention period total average balance AED 149,000		Payout = Not Eligible	Not Eligible
Customer F	AED 30,000	Incremental average balance of fresh funds AED 140,000			Retention period total average balance AED 150,000, out of which AED 140,000 is incremental fresh funds of acquisition period		Payout = Not Eligible	Not Eligible

**14. Is CBD staff eligible for SAVE EARN WIN Promotion?**

No.

Note: All calculations provided above are for illustrative purposes only. In the event of any error in illustration computation, the calculation during pay-out will apply.