

## AB Bank Mastercard Holiday Spend Campaign 2025 – #উৎসব মানেই মাস্টারকার্ড

### 1. What is the Mastercard Holiday Spend Campaign 2025?

- Mastercard has launched a 25-day campaign to offer cardholders priceless experiences while shopping with their Mastercard during the long Eid-ul-Fitr & Pohela Boishakh holidays. The campaign encourages everyday spending via Mastercard debit, credit, and prepaid cards, making the festive season more exciting and rewarding.

### 2. What is the campaign duration?

- The campaign will run from **March 26 to April 19, 2025.**

### 3. What are the Rewards?

- The top 50 Mastercard debit, credit, or prepaid card spenders during the campaign period will win Travel & Home Appliance Vouchers. The reward structure is as follows:

Reward	Value (BDT)	Quantity
Travel Voucher	100,000	1
Travel Voucher	50,000	1
Home Appliance Voucher	15,000	10
Home Appliance Voucher	10,000	38
<b>Total Rewards</b>	<b>50</b>	

### 4. Who is eligible to participate?

To participate, cardholders must:

- Make cross-border & domestic transactions using a Mastercard debit, credit, or prepaid card issued by any Mastercard-issuing bank or NBF in Bangladesh.

### 5. How are points calculated?

#### Cross-Border Transactions:

- Earn 2 points for every \$25 spent.
- Total cross-border transaction volume will be divided by \$25, and the resulting slabs will be multiplied by 2 points.

#### Domestic Transactions:

- Earn 1 point for every BDT 3,000 spent.
- Total domestic transaction volume will be divided by BDT 3,000, and the resulting slabs will be multiplied by 1 point.

Disclaimers:

- Only eligible transactions meeting the minimum thresholds will be considered.
- Mastercard reserves the right to modify or cancel the points structure.
- Additional terms may apply as per campaign guidelines.

#### **6. What transactions are ineligible?**

- Split or multiple transactions at the same outlet on the same day.
- Repetitive transactions of the same amount at a single outlet for commercial purposes.
- Only one transaction will be considered in such cases.

#### **7. How will winners be selected?**

- Winners will be chosen based on their total spending volume using Mastercard-branded cards.
- If multiple participants have the same spending volume, transaction count will be considered.
- If transaction counts are also identical, the winner will be determined based on the earliest transaction.
- Winners will be selected, audited, and validated by a certified chartered accountancy firm.

#### **10. Who is NOT eligible to participate?**

- Any permanent and contractual employees of Mastercard.
- Employees of advertising & PR agencies and concerned vendors of Mastercard.
- Employees from the card business or associated teams/departments of participating issuer banks and NBFIs.
- Cardholders who are permanent residents abroad.

#### **11. Are all transactions eligible for this campaign?**

- Only retail transactions are eligible.
- Transactions performed for commercial purposes will not be considered.
- Cash purchases are not eligible for participation.

\*Mastercard reserves the right to disallow any transaction performed for commercial purposes.

\*\*\*Mastercard reserves the right to modify, extend, or suspend the campaign at its discretion.

*Ends*