

Mastercard - Amazon Prime Annual Membership Sales Acquisition Campaign

Terms and Conditions

Promotion period: Valid from 15th Oct 2021 to 15th Dec 2021

- Mastercard - Amazon Prime Annual Membership Sales Acquisition Campaign (the “**Campaign**”) is applicable to newly issued Dubai First Cashback Cards (the “**Card**”) applied for and issued during the promotion period by First Abu Dhabi Bank (FAB) and will be subject to satisfaction of the spend criteria as outlined below.
- To qualify for this campaign, Dubai First Cashback cardholder (the “**Cardholder**”) should activate the card and make a retail spend of any amount within 30 days of card issuance

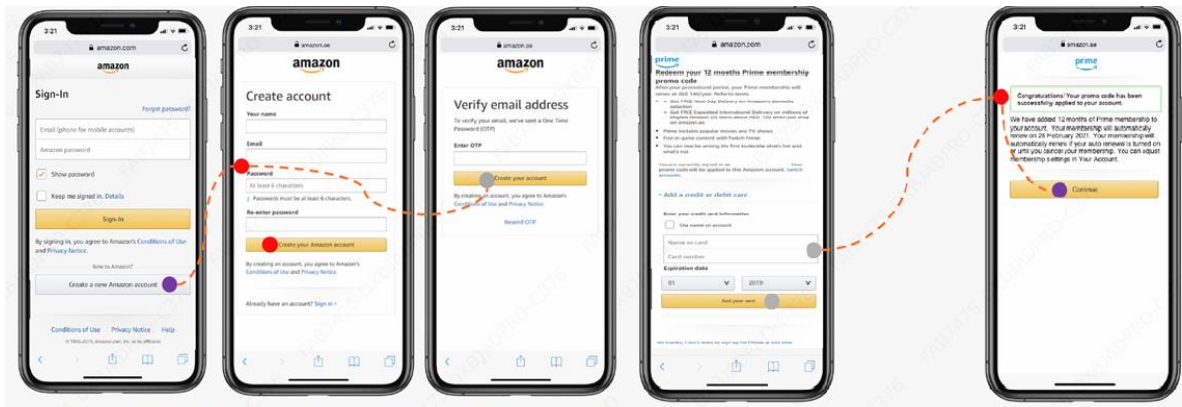
Criteria	Time Period	Reward
Activate the card and make a retail spend of any amount	Within 30 days of card issuance	1 Amazon Prime Annual Membership per Primary Cardholder

- All qualified Cardholders upon meeting the criteria will receive one Amazon Prime Annual Membership, subject to the terms mentioned herein.
- All retail, online and government spend transactions made on the Dubai First Cashback Card will be considered as qualifying spend and the 30 spend days counter will start from the date of card issuance.
- Retail Spends made on supplementary cards (if any) attached to the qualifying Card will also be included towards the total qualifying spends.
- Any transactions made on the Card in the form of Cash withdrawal, Quasi cash, transactions at exchange houses, Dial-a-Cheque, Instalment Plans, Loan on phone, balance transfer, reversals, refunds, disputed purchases, and payment/credits on the Card during the campaign period will be excluded from the qualifying retail spends.
- ‘Retail Spend target’ means the cumulative domestic and international retail spends required to earn rewards.
- Eligible card holders will receive a direct link to the Mastercard - Amazon Prime membership microsite to redeem the benefit.
- The link will be sent to the Cardholder’s email address registered with FAB, i.e., the email address as provided by the Cardholder on the card application form.
- FAB reserves the right to determine the enrolment rights.
- This Campaign is not valid in conjunction with any other campaigns, promotions or offers, except as otherwise decided by FAB.
- Cardholders whose account(s) are blocked or closed or terminated or delinquent or not active due to any reasons at the time of campaign fulfilment will not be eligible for the Rewards under this campaign.
- The campaign fulfilment will start from 30th Nov 2021 and Cardholders who have completed 30 days of issuance will be assessed on a weekly basis in relation to their satisfaction of the Retail Spend Target.

Amazon Prime Annual Membership redemption process:

- The microsite link to redeem the Amazon Prime membership will be sent to the Cardholder’s email address registered with FAB, i.e., the email address as provided by the Cardholder on the card application form.
- Cardholders need to click the URL link and follow the journey thereon for redemption
- Cardholders must enter their details – Name, email and full Dubai First Cashback Primary card number. Upon clicking the “Redeem” button, an eligibility check will be performed.
- Upon successful eligibility check, cardholder is presented with a CTA (embedded with a URL containing a unique promo code) to go to Amazon to complete the redemption process. Cardholder will also receive a confirmation email
- Cardholders must then visit the Amazon site and complete the sign up to activate the Amazon Prime Annual membership as below

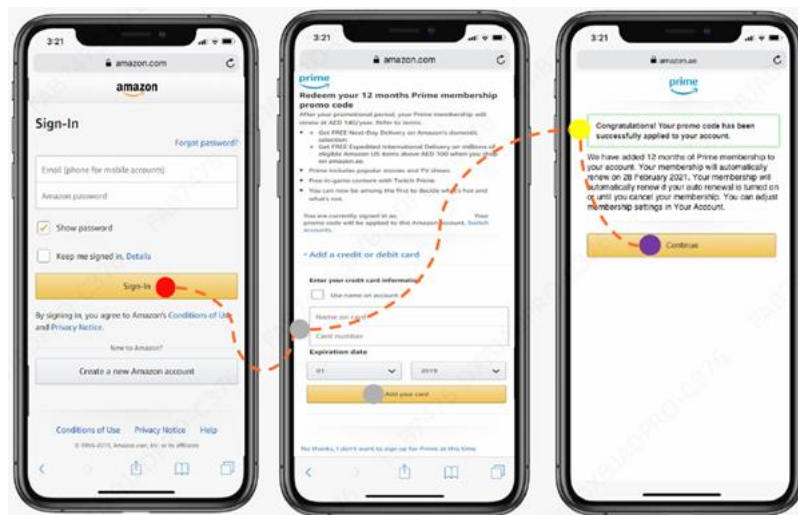
For new to Amazon customers



Cardholder creates Amazon account by giving personal information

Cardholder enters the Dubai First Cashback card in billing details to activate membership

For existing Amazon customers



Cardholder signs into Amazon account and enters the Dubai First Cashback card to activate the membership

General Terms

- FAB may, at its absolute discretion, exclude any credit card account/credit card from the campaign without giving notice and/or reason, including, without limitation, credit card accounts/credit card which it deems, in its absolute discretion, to be doubtful, delinquent or not managed in a satisfactory manner.
- It is the Cardholder's responsibility to ensure that details such as Cardholder's name and mobile number provided to FAB are correct for any communication purposes.
- FAB's decision on all matters relating to campaign or any dispute shall be final and binding on all eligible Cardholder's and no correspondences in relation therewith shall be entertained.
- These Terms and Conditions are in addition to the standard Master Credit Card Conditions. In the event of any inconsistency, these Conditions shall prevail.
- FAB reserves the right, at its absolute discretion, to amend, supplement and/or withdraw, extend this Campaign at any time without any prior notification to the Cardholders. Any such amendments or supplements will be published on the website <http://www.dubaifirst.com>
- FAB does not offer or provide any warranties or accept any responsibility or liability of any kind in respect of this campaign and hereby disclaims any and all express or implied warranties with respect of the same.
- FAB shall not be in breach of its obligations or otherwise be liable to conduct this campaign as a result of any force majeure event. A force majeure event in these terms and conditions, shall mean circumstances beyond the reasonable control of FAB including, amongst other things, acts of God, industrial disputes, acts, and regulations of any governmental or authority in any jurisdiction. In such circumstances, FAB's obligations to the Cardholder shall automatically stand discharged without the need to provide notice.
- These Terms and Conditions are governed by and construed in accordance with the laws of the United Arab Emirates and the Emirate of Dubai.
- Dubai First is a trademark owned by FAB.