

EASTER WIN-WIN CARD USAGE CAMPAIGN

CAMPAIGN DYNAMICS

1. The Campaign will be dubbed "**WIN WIN**" campaign.
2. The campaign runs from **3rd April, 2023 and end on 12th May 2023 (6 weeks)**
3. Cardholders must be existing subscribers of Fidelity rewards or must register onto the Fidelity rewards program via the Bank's website **www.fidelitybank.com.gh** or **Mobile App** (In-app bottom sliding Banner)
4. Card Product types in scope: **Gh-link, Classic, Gold, Platinum GHS, Platinum USD and Visa Prepaid** (Orange Xperience – Melcom)
5. All cards in scope except **Gh-link** must necessarily sign-on to Fidelity Rewards to be eligible.
6. Cardholders must earn a minimum of **300** points in their Fidelity Rewards profile within the transaction period in the schedule in item 9
7. Cardholders get extra Bonus points within the Campaign period for the following transactions – **Travel purchases, Supermarkets, Car rentals, Hotel Payments, Delivery Services and Fuel Purchases.**
8. Gh-link cardholders must perform a minimum Transaction count of **5** with a cumulative transaction value of GHS **1,000** within a transaction period to be eligible for reward (point earning rule not applicable to gh-link cardholders)
9. The announcement of prize winners will be based on the schedule below;

Batch	Transaction Period	Duration
1 st	April 3 – Thursday April 13	2 weeks
2 nd	April 14 – Thursday April 27	2 weeks
3 rd	April 28 – Thursday May 11	2 weeks

10. Only **ETB** Cardholders who have not transacted with their cards within the period **January 1, 2023 to March 31, 2023** as well **NTB** issued from **January 1, 2023** will be eligible for the ultimate prizes
11. There will be 3 batches of Prize winners through out the campaign. Five (5) winners will be rewarded for each batch.
12. The Top 5 point earning cardholders within each of the Transaction periods stated in item 9 above will be rewarded.

13. The Winners will be rewarded with the prizes below;

Rank	Prize	Value
1 st	Shopping & Fuel Voucher	GHS 5,000
2 nd	Shopping & Fuel Voucher	GHS 3,000
3 rd	Shopping Voucher	GHS 1,500
4 th	Shopping Voucher	GHS 1,500
5 th	Shopping Voucher	GHS 1,000

14. Cardholders can additionally redeem their earned points for items on the Fidelity rewards portal i.e. Souvenirs, cashbacks, phones, flight tickets, Hotel bookings etc

15. Winners would be announced on social media

16. The main determinant of the winners is accrued number of points within the Transaction period.

17. For Visa Products - Where there is a tie in points, transaction count will be used in determining the winner.

18. For Gh-link card product - Where there is a tie in transaction count, Transaction Value will be used in determining the winner and vice versa.

19. Where there is still a tie in both points earned, transaction count and value, tie will be broken by customer who achieved qualification criteria first per transaction time stamp.

20. The transactions in scope include Domestic purchases (POS & Online), contactless, Mail Order Telephone Order (MOTO), digital payments as well as cross border transactions (POS & Online).

21. ATM Cash Withdrawal transactions performed on Fidelity and Non-Fidelity Terminals Locally are excluded from the Campaign.

22. No customer will be rewarded on more than one occasion for the entire campaign period.

23. Staff are excluded from this campaign.