

## TERMS AND CONDITIONS FOR THE SAFARICOM SHINE KENYA NATIONAL CAMPAIGN (SHINDA MAMILIONI KAMA BINGWA) PROMOTION

### 1. Scope

- (a) The following terms and conditions (the “**Terms and Conditions**”) apply to the Safaricom Shine Kenya National Campaign Promotion (the “**Promotion**”).
- (b) By participating in the Promotion, you will be deemed to have read, understood and accepted these Terms and Conditions.

### 2. The Promotion and the Promotion Period

- (a) The Promotion aims to encourage Safaricom subscribers to engage more with Safaricom's services, namely: voice, mobile data, SMS and M-PESA and stand a chance of winning prizes.
- (b) The Promotion will run from **0000 hours May 31<sup>st</sup>, 2024**, to **2359 hours August 28<sup>th</sup>, 2024** (“**Promotion Period**”) and will be conducted nationwide.

### 3. Eligibility

- (a) The Promotion is open to all new and existing individual Safaricom subscribers who are eighteen (18) years and above.
- (b) The Promotion will not be open to the following subscribers:
  - i. All corporate and SME subscribers
  - ii. Roaming subscribers
  - iii. Safaricom employees
  - iv. Safaricom Dealers and their employees,
  - v. Safaricom Key Accounts,
  - vi. 3verse Limited, Field Helms Limited, Betting Control and Licensing Board, VISA and any other supplier or third party directly involved with the facilitation of this Promotion and their immediate families and dependants shall not be eligible.

### 4. How to participate in the Promotion

- (a) All subscribers defined in clause 3 (a) above will automatically be enrolled into the Promotion by:
  - i. Purchasing a bundle with either voice, data OR SMS for Kshs. 20/= by dialling \*444#, \*544#, or through the MySafaricomApp, and purchase a bundle via top-up airtime, M-PESA or Okoa Jahazi airtime; or
  - ii. Making a single chargeable M-PESA transaction of Kshs. 200/= and above either through send money, Lipa na M-PESA (PayBill, Buy Goods, Pochi la Biashara) except those listed in (d) and (e).
  - iii. Any transaction on M-PESA Global pay.



- (b) All eligible subscribers will gain 1 entry for bundle purchases worth Kshs. 20/= and above; either Voice, SMS or Data offer with an hourly, daily, weekly or monthly validity period.
- (c) Purchase of airtime or withdrawal via M-PESA does not qualify for entries.
- (d) All M-PESA to Bank paybill transactions via USSD or Sim toolkit or MySafaricom app or M-PESA app are ineligible for awarding entries.
- (e) All eligible subscribers will gain \_ entry for making a single chargeable M-PESA transaction of Kshs. 200/= and above either through send money, Lipa na M-PESA (PayBill, Buy Goods, Pochi la Biashara) except those listed in (d) and (e)

## 5. Details of the Promotion

- (a) The subscriber will dial **\*444#** or **\*544#** or open MySafaricomApp or the M-PESA App and buy any voice, data or SMS offer worth 20 bob and above.
- (b) The subscriber will dial **\*234#** or **\*334#** or open MySafaricom App or the M-PESA App or use SIM toolkit to make an eligible M-PESA transaction.
- (c) Each entry will enable the subscriber to enter the daily and weekly draws. The more entries the subscriber has, the more the chance they have to win.
- (d) You can check the number of entries accumulated by dialling **444#** or **\*544#** or opening the MySafaricomApp or the M-PESA App.
- (e) You acknowledge that the entries accumulated represent chances of winning and not Bonga points.
- (f) There is no restriction to the number of entries you can have per day.
- (g) The entries into the Promotion must be made from a Safaricom line.

## 6. Validity of the Entries

- (a) All entries shall expire at the end of the Promotion period once the grand draw is finalized.

## 7. Other terms of the Promotion

- (a) All eligible subscribers will receive promotional notifications and messages unless they have activated Do Not Disturb.
- (b) Subscribers must be eighteen (18) years and above to participate in the Promotion.
- (c) There is no restriction to the number of Safaricom lines that you can enter into the Promotion. The lines must be registered in your name. Any prize won will be transmitted to the line that won the prize and cannot be transferred to another line.

## 8. Opting Out of the Promotion

- (a) The subscribers can opt out of the Promotion by dialling **\*444#** or **\*544#** or **\*234#** or **\*334#** or through the MySafaricomApp or M-PESA App, access the Promotion GAME page and select "Opt Out". They will receive a notification that opt out was successful.
- (b) They can also opt in again by using the same method and select "Opt In".

## 9. Prizes and prize mechanics



- (a) By participating in the Promotion, you stand to win any of the prizes indicated below, subject to the restrictions listed in these Terms and Conditions:

PRIZES	Amounts	Applicable offers	FREQUENCY	NUMBER OF WINNERS
Instant randomized rewards (voice, data, SMS bundles)	<b>Data:</b> 50Mb, 100Mb, 500Mb <b>Voice:</b> 2minutes, 5minutes, 10minutes <b>SMS:</b> 20sms, 50sms, 100smsM-PESA	Spend 20bob and buy a bundle from *444#, *544#, mySafaricom App, M-PESA App	Daily	2,000,000
Small M-PESA cash prizes	50bob 100bob 500bob	Use qualified M-PESA transactions via *234#, *334#, mySafaricom app, M-PESA App	Daily	434,000 28,000 14,000
Weekly Draw	Kshs. 1,000,000/-	Buy a qualified offer or use a qualified M-PESA transaction	Weekly	30
Weekly draw Community prizes	Kshs 250,000		Weekly	30
Grand Draw	Kshs. 5,000,000/=	Buy a qualified offer or use a qualified M-PESA transaction	Once	1
Grand draw community prize	Kshs. 1,000,000/=		Once	1
Olympics 2024 draw	Kshs 30,000,000 /=(Sponsorship to Paris for the Olympics)	Transact via M-PESA Global on M-PESA app or mySafaricom App	Weekly	4

- (b) The weekly prize winners and the grand prize winner will also win community awards which will be implemented in conjunction with Safaricom Foundation as follows:

- i. Each of the 1M winners will also get the opportunity to suggest a community project to the tune of Kshs. 250,000/=.
- ii. The 5M grand draw prize winner will also recommend a community project to the tune of Kshs. 1,000,000/=.

- (c) For avoidance of doubt, the community award **will not** be awarded to the individual winners but will be used for a community project in conjunction with Safaricom Foundation.

- (d) The small cash prizes will be won via M-PESA random automatic draws to customers who use qualified M-PESA transactions during the promotion period. If a subscriber wins, the cash prize will be sent directly into their M-PESA account. The winner will receive an M-PESA notification message and can check balance from M-PESA account. Each qualified subscriber can win the small cash prize once (1 time) only during the promotion. However, they will also be qualified to win the weekly 1M prize or the 5M grand prize or the Olympics prize.

- (e) The Airtime prizes will be won via an automatic Nth draw: every 100<sup>th</sup> customer to buy a Voice, Data or SMS bundle via \*444# or \*544# or mySafaricom App or M-PESA app will automatically win a Voice, Data or SMS bundle. The prize will be randomly assigned and will be independent of the initial bundle type the customer has bought. Winner will receive a notification from SAFARICOM and can check balance from their airtime account. Each qualified subscriber can win the airtime prize once (1 time) only during the promotion. However, they will also be qualified to win the weekly 1M prize or the

- (f) 5M grand prize or the Olympics prize.  
The airtime won cannot be shared to another a third party via the Sambaza service.
- (g) Below is the prize matrix and validity for the airtime prizes:

No	Resource and Validity	COUNT
1	20 sms valid midnight	20,000
2	50 sms valid midnight	10,000
3	100 sms valid midnight	5,000
4	50 Mb valid 1hr	10,000
5	100 Mb valid 1hr	5,000
6	500 Mb valid 1hr	1,000
7	2 minutes valid 1hr	10,000
8	5 minutes valid 1hr	5,000
9	10 minutes valid 1hr	1,000
10	Free Baze radio	50,000
11	Free Games	50,000
12	Free Digital Newspaper for the day	All participants
		167,000

- (h) The 1M cash prizes will be won via a weekly draw by Safaricom and BCLB. If a subscriber wins, the cash prize half (500K) will be sent to their M-Pesa account while half (500K) to the winner's bank account and therefore winner will be contacted to furnish Safaricom with valid line registration and bank account details. This winner will NOT be qualified to win any other prize available in the promotion once they win the weekly draw.
- (i) The 5M cash Grand Prize will be won via a Grand draw randomly by Safaricom and BCLB. If a subscriber wins 500K will be sent to their M-Pesa account while 4.5M to their bank account and therefore winner will be contacted to furnish Safaricom with valid line registration and bank account details. This winner will NOT be qualified to win any other prize available in the promotion.
- (j) The Olympics prizes will be awarded via a random draw by Safaricom and BCLB. A subscriber must make a payment via M-PESA Global Pay Visa card on M-PESA app of KSh 1500 and above. The prize will be in form of a sponsorship package to Paris during the Olympic games and will not be converted into cash.
- (k) This will include:
- Access to Visa Everywhere Lounge at hotel.
  - Airport /Train station transfers in Paris (via Motorcoach)
  - Visa prepaid Card \$300 per package
  - Daily breakfast and light snacks available at hotel
  - Paris Metro card for Transport to/from Olympic events
  - Paris tourist pass (e.g Hop-on, Hop-off)
  - Gifts / amenities - \$400 value (per package)
  - Add on experience in Paris (Fashion or food or art)
  - Flights to/from Paris
- (l) Notable exclusions:
- Any meal, event and/or activity outside of the scheduled program itinerary
  - Hotel incidentals
  - Any applicable taxes



- (m) All prizes will be awarded randomly and winning will depend on the subscriber's luck. The more a subscriber spends, the greater the chances of winning any of the available prizes.
- (n) All eligible subscribers stand a chance to win any of the available prizes, as long as they adhere to the rules set for the Promotion.
- (o) The daily prizes can only be won once per subscriber, for example, if a subscriber wins **Kshs. 50**, they will not be eligible to win another small cash prize such as **Kshs. 100**, but they will be eligible to win any other prizes, the weekly prizes & the grand prize.
- (p) The Airtime prizes can only be won once per subscriber, for example, if a subscriber wins **50Mbs** they will not be eligible to win another Airtime prize such as **10 minutes**, but they will be eligible to win any other prizes including the weekly cash prizes, the 1M weekly prize & the 5M grand prize.
- (q) The weekly cash prizes can only be won once per subscriber, for example, if a subscriber wins Kshs. 1,000,000, they will not be eligible to win a subsequent weekly prize neither will they be eligible to win any other prize during the Promotion, including the small cash prizes, the airtime prizes and the grand prize.
- (r) All subscribers will be eligible to win the grand draw prize worth 5M except a subscriber who has won the weekly 1M prize or the Olympics prize.
- (s) All subscribers will be eligible to win the Olympics prize except a subscriber who has won the weekly 1M prize or the 5M prize.
- (t) Any subscriber who opts out of the promotion will not be eligible to win any of the prizes unless the opt back in.
- (u) The phone number a subscriber participates in MUST be registered in their names and the subscriber must be in possession of the original registration document such as ID or Passport.
- (v) All underage (below 18 years) subscribers are not eligible to participate in the Promotion.
- (w) Any incoming roamer (not Safaricom number) is not eligible to participate in the Promotion.
- (x) Any subscriber within demarcated prison sites is not eligible to participate in the Promotion.
- (y) Expired, Inactive and pooled numbers are not eligible to play in the Promotion unless they are reactivated.

## 10. Draws & Selection of Winners

- (a) The draw will be conducted weekly, with the grand prize winner selected on 21<sup>st</sup> June 2024.
- (b) Safaricom may select additional reserve participants to replace any winners of the Promotion who are subsequently disqualified as provided in clause 13 (a) below.
- (c) Safaricom and representatives from BCLB will conduct the 1M & 5M draws. Any decisions made on the winners by BCLB and Safaricom shall be final and binding.
- (d) Safaricom and representatives from Visa & BCLB will conduct the Olympics draws. Any decisions made on the winners by Visa, BCLB and Safaricom shall be final and binding.
- (e) The winners of the weekly prizes as well as the final grand prize and Olympic prizes will be



published on local daily newspapers, radio, television, Safaricom website and any other media as Safaricom may choose. By participating in this Promotion, you hereby consent to Safaricom publishing your picture along with your name as a winner.

Simple • Transparent • Honest FOR YOU

## 11. Disbursement of Prizes

- (a) The winners of the daily prizes will be topped up over the air.
- (b) The winners of the weekly prizes Kshs. 1,000,000 will be announced each week of the Promotion and will be presented with a dummy cheque at a location to be communicated by Safaricom.
- (c) The winners of the Olympics package will be announced each week of the Promotion for 4 weeks and will be presented with a dummy cheque at a location to be communicated by Safaricom.
- (d) The winner of the grand prize of Kshs. 5,000,000 Million will be announced at the end of the Promotion and will be presented with a dummy cheque at a location to be communicated by Safaricom.
- (e) The weekly prizes and grand prize will be disbursed to the winners' bank accounts within Fourteen (14) business days. The winners are required to furnish Safaricom with their bank account details.

## 12. Notification of Contestants

- (a) The winners of the prizes listed in clause 9 (f) and (g) above, will be notified by a Safaricom contact through the number **0722 000 000**.
- (b) Safaricom will make **two (2) call attempts over thirty (30) minutes within a forty-eight (48) hour period** to contact you. If you do not answer any of the call attempts within the prescribed period and identify yourself, you will be deemed to have forfeited the chance of participating in the Promotion.
- (c) Safaricom will thereafter call the reserve number selected in paragraph 10 (b) above.
- (d) For the avoidance of doubt, missed calls and calls diverted to voice mail will not be deemed to have been answered, for purposes of the Promotion.

## 13. Other terms and conditions

- (a) Safaricom reserves the right to verify the validity of entries and to disqualify any subscriber who tampers or otherwise reverse engineers the Promotion, including but not limited to canvassing or submitting an entry that is not in accordance with these terms and conditions.
- (b) The prizes are non-transferable, and no other alternative shall be offered for the prize.
- (c) By accepting the prize, you will be deemed to have granted Safaricom the right to use and publish your name and picture in such media as Safaricom may choose (including but not limited to the internet) for information, publicity and advertising purposes without additional consideration.
- (c) Safaricom reserves the right (subject to any direction from BCLB) to suspend or terminate the Promotion or amend these terms and conditions at any time for any technical or commercial reason. Any amendment to these terms and conditions will be published on the Safaricom website [www.safaricom.co.ke](http://www.safaricom.co.ke) and published in one daily newspaper.
- (d) Safaricom Dealers and their employees, employees of Safaricom PLC, Safaricom Key

The Safaricom logo features a stylized red and green swoosh above the word "Safaricom" in a bold, green, sans-serif font.

Accounts, 3verse Limited, Field Helms Limited, Betting Control and Licensing Board, VISA and any other supplier or third party directly involved with the facilitation of this Promotion and their immediate families and dependants shall not be eligible to participate in this Promotion. The prize winners will be required to declare or affirm in the Form of Discharge that they do not belong to any of the restricted groups of persons.

- (d) If you are selected as the winner of a prize and notified accordingly, and you do not claim the prize within a period of three (3) months from the closing date of the Promotion, you will be deemed to have forfeited the same.
- (e) In the event that there are any taxes applicable to the Prizes, Safaricom will deduct the same and remit to the Tax Collection Agency. The winner will be presented with Tax Withholding Certificate where applicable.
- (e) The Promotion remains subject to the provisions of the Betting Lotteries and Gaming Act (Cap 131 Laws of Kenya) and any disputes arising hereunder shall be resolved in accordance with such provisions.

**CAUTION: Safaricom does not require subscribers to send airtime, money or any other consideration in order to award any of the Promotion prizes and will not be liable for any losses or other damage incurred by subscribers who do not heed this caution.**

