

# “Fidelity Sika Bumm” Promo

## Frequently Asked Questions

### 1. What is the Fidelity Sika Bumm Promo?

The Fidelity Sika Bumm Promo is an initiative of Fidelity Bank Ghana Limited aimed at rewarding customers who grow/increase their average deposit balance in their Fidelity current or savings account.

### 2. When does the Promo start?

25 August 2022.

### 3. How long is the Promo expected to run?

The Promo will run over a period of 6 months, starting from 25 August and ends on 28 February 2023.

### 4. Which category of customers qualify to participate in the Fidelity Sika Bumm Promo?

The Promo is open to New and Existing customers of the bank who operate current or savings (CASA) accounts as Individuals or Sole Proprietors under the Inclusive and Personal Banking segments of the Bank.

### 5. What happens if a customer has both Current and Savings account?

All fresh deposits on both accounts will be treated individually as defined under the qualifying criteria

### 6. Are there any specific customers exempted from participating in the Promo?

Customers who fall under the following categories are exempted from participating in the Promo.

1. Fidelity Agent Network, Prestige customers, Corporate customers as well as Commercial and SME customers
2. Staff of the Bank and their relatives
3. Accounts held in trust for minors
4. Customers who do not abide by Promo Ts and Cs

## 7. How do customers participate in the Promo?

1. Eligible customers must deposit and maintain fresh deposits of GHS 300 minimum or its multiples in their CASA over the Promo period to qualify
2. Every GHS 300 in fresh deposits will earn the eligible customer a ticket calculated based on average deposit growth in the account at the end of each month.
3. The qualifying number of tickets will be entered into the monthly and grand draws on specified dates communicated by the Bank

## 8. How will customers know they have qualified for the monthly or grand draw?

Qualifying customers will be notified by the Bank via SMS on the number of ticket allocations which will be pooled in monthly draws and during the grand finale. The SMS will include the venue and date on which the related draw will be held.

## 9. What rewards will be awarded during monthly and grand draws?

Monthly Draws (to be held on specific dates in October 2022 to February 2023 only)

- Five (5) randomly selected customers will each be awarded cash prizes of GHS 10,000.

Grand Draw (to be held in March 2023)

- Fifteen (15) randomly selected customers will each be awarded cash prizes as follows:
  - › 1<sup>st</sup> – GHS 100,000
  - › 2<sup>nd</sup> and 3<sup>rd</sup> – GHS 50,000 each
  - › 4<sup>th</sup> and 5<sup>th</sup> – GHS 30,000 each
  - › 6<sup>th</sup> to 15<sup>th</sup> – GHS 10,000 each

## 10. Will a customer qualify for subsequent monthly draws if they don't make additional deposits?

If there is average deposit growth on the account, it qualifies for subsequent monthly draws. Customers who wish to increase their chances of winning during the entire Promo period must endeavor to deposit more fresh funds as applicable through-out the period.

## 11. What sort of deposits are classified as fresh funds?

1. Inward Interbank transfers
2. Collection and payment of cheques drawn on such other bank(s) and/or liquidation of wealth assets held with those Banks
3. Transfers received from digital wallets/payment platforms not already held with Fidelity

## 12. Which type of deposits do not qualify under the Promo?

1. Funds transferred from other current and/or savings or including maturity and/or liquidation of Fixed Deposit account within FBGL or Term Deposit/ Treasury Bills/Telco Integrated Investments with the Bank.

2. Loan disbursements
3. Funds held in foreign currency accounts

### 13. Are the cash rewards taxable?

The cash rewards under this Promo are not taxable.

### 14. What happens if the winner is a joint account holder?

The primary account holder as per records of the Bank will be acknowledged to receive the cash reward on their behalf.

### 15. Who can I contact to know more about the Promo?

1. Relationship Officers in any branch of the Bank
2. The Fidelity Contact Center
3. The Promo Terms and Conditions can also be found on the Bank's website.