



Airtel Ghana Limited (“AT”) Cashathon Promotion

(Terms & Conditions)

Introduction to the Promo

The AT Cashathon promotion (herein called promo) is an SMS/web portal promo organized by AT in collaboration with **Kunim Global Limited**, this promotion is a seventeen (17) week promo which offers AT subscribers the opportunity to win weekly cash prizes and a grand prize by answering questions to accumulate points.

Eligibility for the Promo

This promo is valid throughout the entire territory of Ghana. All AT prepaid and hybrid users are eligible to participate with the exception of employees, agents and the entire workforce of both Kunim Global Limited and AT.

Duration

The promo will be in effect from **8th May 2024** to **5th September 2024**. AT reserves the right to cancel, extend or modify the promo duration in whole or in part as well as the terms and conditions.

Promo Mechanics

- AT subscribers can join the promotion by sending the keywords “Start” or “Play” (by SMS) to 4421.
- AT subscribers can also access this promo via <https://cashathon.at.com.gh/>
- Both prepaid and hybrid subscribers will be charged from their main airtime account.
- Customers will be charged a daily renewal fee of GHS 0.70 which will come with 100 points.
- Micro billing rates are as follows:
 - GHS 0.50 for 50 points
 - GHS 0.40 for 40points
 - GHS 0.30 for 30points
 - GHS 0.20 for 20points
 - GHS 0.10 for 10points

When all micro billing fails, SMS will be sent to customers to top-up.

- Customers will be sent a question to answer at the cost of GHS 0.40 per answer.
- A correct answer will be rewarded with 100 points while a wrong answer attracts 50 points.
- Micro billing rates for SMS(MO) will be as follows:
 - GHS 0.40 for 100points
 - GHS 0.30 for 75points
 - GHS 0.20 for 50points
 - GHS 0.10 for 25points
- ***When all micro billing fails, SMS will be sent to customers to top-up.***



- ***However, with the above micro billing, correctly answered questions give full allocated points while wrong answers give half of it.***
- There is no limit to the number of questions to be answered in a day.
- Customers may choose to purchase points at any of the price points as shown below.
 - GHS 5 for 1,000points
 - GHS10 for 2,500points
 - GHS20 for 6,000points
- Top 10 customers with the most points will be selected on a weekly basis and rewarded with cash as indicated below.

| | <u>Weekly Prizes</u> <u>(CASH)</u> | <u>QTY</u> | <u>Total (GHS)</u> |
|------------------|---|-------------------|---------------------------|
| 1 st | 2,000 | 1 | 2,000 |
| 2 nd | 1,500 | 1 | 1,500 |
| 3 rd | 1000 | 1 | 1,000 |
| 4 th | 500 | 1 | 500 |
| 5 th | 500 | 1 | 500 |
| 6 th | 500 | 1 | 500 |
| 7 th | 500 | 1 | 500 |
| 8 th | 500 | 1 | 500 |
| 9 th | 500 | 1 | 500 |
| 10 th | 500 | 1 | 500 |
| | 8,000 | | 8,000 |

- Top 3 winners with the most points will be selected at the end of the promo period and rewarded with cash prizes as indicated below.



| | <u>Final Prizes (GHS)</u> | <u>QTY</u> | <u>Total (GHS)</u> |
|-----|---------------------------|------------|--------------------|
| 1st | 50,000 | 1 | 50,000 |
| 2nd | 30,000 | 1 | 30,000 |
| 3rd | 20,000 | 1 | 20,000 |
| | 100,000 | | 100,000 |

- Cash prizes will be paid via ATM on **“0561484363”**.
- Winners will be contacted on **“0260000100”**.
- Any customer who wins GHc2,000 in a week is ineligible to win same amount in the following week. However, they can win any other amount. This condition applies only the 1st winner.
- In the case of a tie, the time stamp of the SMS will be considered.
- If the time stamp does not resolve the tie, time and date of subscription / enrollment will be used to determine the winner.
- Customers who wish to check their points can send the keyword **“POINT”** to 4421 to get information on all accumulated points over the period.
- Customers can end the promo by sending the keyword **“STOP”** to the short code 4421
- Customers who re-enter the promo will continue playing with their previously accumulated points.

Logistics & Prize Delivery Conditions

All winners will be contacted within a period of two (2) weeks. Prizes will be forfeited if winners cannot be contacted within the stipulated time.

Prize presentation will be held at office of Airtel Ghana Limited or other designated locations in the city of Accra between 9:00am and 4:00pm. The specified date will be announced by AT no later than 30 days after the end of the promo. Cash prizes will be credited to the customer’s wallet upon submission of a testimonial picture.

Authorization

By participating in this promo, participants authorize the public disclosure, transmission, retransmission, reproduction, or publication of their filmed, photographed, or recorded images, voice and personal data for advertising purposes through all means of communication during the promo’s validity period and extended for one (1) year after its completion. Participants acknowledge that they are not entitled to claim any damages or compensation for such use.

Limitation of Liability

The liability of AT and Kunim Global Limited regarding this promo shall be limited solely to the communication of the winner and the subsequent delivery of the prize to the winner. AT and Kunim Global Limited shall not be liable for any loss or damage caused by or suffered by a participant, their person or their property or any third party arising from their participation in this promotion or the use of the prize.

Exception

Should a fugitive or an individual with a pending criminal case (excluding road traffic offenses) before any court in Ghana be declared a winner, or if the winner refuses to accept the terms and conditions of this promo, the prize will be deemed vacant. A new winner will be selected through another draw in such a case.

Participation

By participating in this promo, participants acknowledge and accept all conditions as set forth in these terms. Sending an SMS to the short number (4421) implies full acceptance by the participant of each provision described in these terms and conditions, as well as any decisions made by AT regarding anticipated or unanticipated matters related to the promo, a condition of their participation.

AT reserves the right to cancel, extend or modify the promo in whole or in part, including extending the time, changing the terms and conditions and more. Any modifications, additions or cancellations will be communicated using the same method as the original terms and conditions and shall not hold AT liable for any consequences.

Clarification of Terms and Conditions

Should there be any need for clarification regarding these Terms and Conditions, individuals may seek assistance from AT Customer Service Centres

Governing Law

These Terms and Conditions shall be governed by the laws of Ghana. Any dispute, controversy, or claim arising out of or in connection with this promotion, including any questions regarding its existence, validity, or termination, shall be resolved through amicable negotiations between the parties. If the parties fail to reach a resolution within thirty (30) days of the dispute being raised by either party, the dispute shall be referred to and finally resolved by a Court of competent jurisdiction.

