

GXBANK X GSC CAMPAIGN TERMS AND CONDITIONS

1. General

- 1.1 The GXBank X GSC Campaign (“**Campaign**”) is organised by GX Bank Berhad (formerly known as A5-DB Operations (M) Berhad) (“**GXBank**”) in collaboration with Golden Screen Cinema (“**GSC**”) and will run from **1 April 2024** to **30 September 2024** (both dates inclusive) or such other dates as may be determined by GXBank from time to time with prior notice to you (“**Campaign Period**”).
- 1.2 By participating in this Campaign, you agree to be bound by these GXBank X GSC Campaign Terms and Conditions (“**Terms and Conditions**”) and agree that any decisions made by GXBank in respect of this Campaign shall be final and binding. This Campaign is also subject to any terms and conditions imposed by GSC and by participating in this Campaign you agree to be bound by such terms and conditions imposed by GSC.
- 1.3 These Terms and Conditions shall be read together with GXBank’s [Terms and Conditions Governing Retail Banking Products and Services](#).

2. Eligibility

- 2.1 This Campaign is open to all new and existing individual customers of GXBank (“**Eligible Participant**”, “**you**”, or “**your**”) with a savings account with GXBank (“**GX Account**”) and who have applied for and activated a GX debit card (“**GX Card**”).
- 2.2 The following persons shall **not** be eligible to participate in this Campaign:
- (a) customers whose GX Account or GX Card is terminated, closed, suspended, delinquent or unsatisfactorily conducted during the Campaign Period (as determined by GXBank in accordance with GXBank’s internal policies);
 - (b) individuals who are or become mentally unsound, deceased, adjudicated bankrupt or have legal proceedings of any nature instituted against them;
 - (c) individuals below the age of eighteen (18) years.

3. Campaign Mechanics and Qualifying Criteria

- 3.1 To be eligible for the Campaign Reward (as set out under Clause 4.1 below), Eligible Customers must meet the following qualifying criteria during the Campaign Period (“**Qualifying Criteria**”):
- (a) you must have an active GX Card (either virtual or physical, where applicable); and
 - (b) you must spend a minimum of RM50 on any GSC items in a single receipt on Fridays to Sundays only, and pay using your GX Card (“**Eligible Spend**”).

3.2 The Campaign Reward may be redeemed with Eligible Spend purchases made:

- (a) via the e-kiosk machines at GSC outlets nationwide (except for all Aurum Theatres and Velvet Cinemas); or
- (b) via GSC's website or mobile application.

4. Campaign Reward

4.1 Eligible Customers who have fulfilled the Qualifying Criteria set out under Clause 3 above shall be eligible to receive the following Campaign Reward on the Campaign Reward Offer Days set out below (subject to the Reward Capping):

Campaign Reward	Campaign Reward Offer Days / Redemption of Campaign Reward
<p>Free Regular Popcorn Combo Set worth RM14.50</p>	<p><u>Campaign Reward Offer Days</u> Fridays to Sundays only during the Campaign Period.</p>
	<p><u>Redemption of Campaign Reward</u> To redeem the Campaign Reward, Eligible Customers must add any variation of any regular popcorn combo set (worth RM14.50) to cart prior to completing a purchase at checkout via the e-kiosk machine at GSC outlets, GSC's website or mobile application. The Campaign Reward cannot be redeemed after a purchase is completed.</p>
	<p><u>Reward Capping</u> Limited to only 900 Regular Popcorn Combo Sets (worth RM14.50 each) per week.</p>

4.2 GXBank is not the supplier of the Campaign Reward provided by GSC and makes no representation in connection with the quality of the Campaign Reward provided by GSC.

4.3 In relation to the Reward Capping, Eligible Customers will be eligible for the Campaign Reward on a first come, first served basis and subject to the Campaign Reward availability. GXBank has no obligation to inform Eligible Customers if the Campaign Reward has been fully redeemed for a particular week.

4.4 Illustrations of the eligibility to receive the Campaign Reward is set out in the table below.

Illustration	Eligibility
<p>Eligible Customer A</p> <ul style="list-style-type: none"> - purchases movie tickets and food items worth RM35.50 on Friday - adds a Regular Popcorn Combo Set (worth RM14.50) to cart - pays using GX Card at checkout 	<p>Eligible Customer A is eligible to receive the Campaign Reward as the total checkout price is RM50 (RM35.50 + RM14.50) which meets the Eligible Spend purchase criteria.</p>
<p>Eligible Customer B</p> <ul style="list-style-type: none"> - purchases movie tickets and food items worth RM30 on Saturday - adds a Regular Popcorn Combo Set (worth RM14.50) to cart - pays using GX Card at checkout 	<p>Eligible Customer B is not eligible to receive the Campaign Reward as the total checkout price is RM44.50 (RM30 + RM14.50) which does not meet the Eligible Spend purchase criteria.</p>
<p>Eligible Customer C</p> <ul style="list-style-type: none"> - purchases movie tickets and food items worth RM35 on Sunday - adds a drink and a popcorn (ala carte instead of the Regular Popcorn Combo Set (worth RM14.50)) worth RM15 to cart - pays using GX Card at checkout 	<p>Eligible Customer C is not eligible to receive the Campaign Reward. Although the total checkout price is RM50 (RM35 + RM15) which meets the Eligible Spend purchase criteria, Eligible Customer C did not add the Regular Popcorn Combo Set (worth RM14.50) to cart and is therefore not eligible to receive the Campaign Reward.</p>
<p>Eligible Customer D</p> <ul style="list-style-type: none"> - purchases movie tickets and food items worth RM35.50 on Monday - adds a Regular Popcorn Combo Set (worth RM14.50) to cart - pays using GX Card at checkout 	<p>Eligible Customer D is not eligible to receive the Campaign Reward as Eligible Customer D made the purchase on a Monday which is not a Campaign Reward Offer Day (as set out under Cl. 4.1 above).</p>

4.5 GXBank reserves the right to decline to award the Campaign Reward if GXBank determines that an Eligible Participant has not complied with these Terms and Conditions and/ or GXBank's Terms and Conditions Governing Retail Banking Products and Services including but not limited where:

- (a) an Eligible Participant's GX Account or GX Card has been operated or used in an irregular or improper manner;
- (b) an Eligible Participant has acted fraudulently or dishonestly;
- (c) an Eligible Participant has conducted himself/ herself in bad faith or otherwise in an inappropriate manner to gain an unfair advantage against GXBank, our partners or service providers; or

- (d) an event has occurred which gives rise to GXBank's right to suspend or terminate any or all of our banking agreements for a product, as set out in GXBank's Terms and Conditions Governing Retail Banking Products and Services.

5. General Terms and Conditions

- 5.1 By participating in this Campaign, you agree and consent to allow your personal data to be collected, processed and used by GXBank in accordance with GXBank's [Data Privacy Policy](#). In addition and without prejudice to the terms set out in GXBank's Data Privacy Policy, you agree and consent to your personal data or information being collected, processed and used by GXBank for:
 - (a) purposes of this Campaign; and
 - (b) marketing and promotional activities conducted by GXBank, including but not limited to any form of advertising or publicity media and materials such as audio and/ or visual recordings published through newspapers, television networks, radio stations or online and digital media and on the Internet. Marketing and promotion activities include without limitation the use and/ or publication of any details provided in and/or in connection to the entries, interviews material as well responses and related photographs. In this regard, you agree to cooperate and participate in all advertising and publicity activities of GXBank in relation to this Campaign.
- 5.2 Unless specifically mentioned in these Terms and Conditions, this Campaign is not valid with any other campaign of GXBank, and no other special, additional, preferential rates and/ or reward shall be given to you in addition to this Campaign.
- 5.3 The records of transactions maintained by GXBank and GXBank's decision in all matters (including but not limited to any dispute arising therefrom) relating to this Campaign shall be final, conclusive and binding on you. GXBank shall not be obliged to give any reason or entertain any correspondence with any person(s) or any party(ies) on any matter in relation to this Campaign.
- 5.4 To the fullest extent permitted by law and unless due to GXBank's gross negligence or wilful misconduct, GXBank expressly excludes and disclaims any representations, warranties or endorsements, expressed or implied, written or oral, without limitation to those published in any mass media, marketing or advertising materials, including but not limited to, any warranty of quality, merchantability of fitness for a particular purpose.
- 5.5 By participating in this Campaign, you agree that GXBank shall not in any manner whatsoever be liable or held responsible if GXBank is unable to perform in whole or in part any of its obligations herein attributable directly or indirectly to the failure of any mechanical or electronic device, data processing system, transmission line, electrical failure, industrial dispute, war, strike, riot, pandemic, any act of God beyond GXBank's control or due to any factor in a nature of a force majeure which is beyond GXBank's reasonable control.

- 5.6 GXBank and its officers, employees, representatives and/ or agents (including without limitation, any third party service providers engaged by GXBank for purposes of this Campaign) shall not be responsible and shall not accept any liabilities of any nature and however arising or suffered by you or any third parties resulting directly or indirectly from this Campaign, unless due to GXBank's gross negligence or wilful misconduct specifically related to this Campaign.
- 5.7 GXBank shall not be responsible or held liable in respect of technical failures of any kind, intervention, interruptions and/ or electronic or human errors in the administration and/ or processing of a transaction performed via the GX App provided the same is not directly caused by GXBank.
- 5.8 GXBank shall not be responsible for any failure or delay in the transmission of evidence of sales transactions by Visa International Incorporated, MasterCard Worldwide, merchant establishments, postal or telecommunication authorities or any other party which may result in you failing to be entitled to the rewards under this Campaign.
- 5.9 GXBank shall not be liable for any misinterpretation or misrepresentation of facts by any unauthorised third party in respect of this Campaign offered and published in any media, marketing or advertising material.
- 5.10 In the event of any inconsistency between these Terms and Conditions and any advertising, promotional, publicity and the other materials relating to or in connection with this Campaign, these Terms and Conditions shall prevail.
- 5.11 GXBank reserves the right to cancel, withdraw, suspend, extend or terminate this Campaign prior to the expiry of the Campaign Period, wholly or in part, at any time, by providing prior notice to you by posting on GXBank's website at <https://gxbank.my/notices>, through the GX App, or any other manner as determined by GXBank from time to time. For the avoidance of doubt, cancellation, withdrawal, suspension, extension or termination by GXBank of this Campaign shall not entitle you to any claim or compensation against GXBank for any losses or damages suffered or incurred by you whether as a direct or indirect result of such cancellation, withdrawal, suspension, extension or termination.
- 5.12 GXBank reserves the right to add, delete, suspend or vary these Terms and Conditions from time to time, wholly or in part, by providing prior notice to you by posting on GXBank's website at <https://gxbank.my/notices>, through the GX App or any other manner as determined by GXBank from time to time.
- 5.13 These Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia and you agree to submit to the exclusive jurisdiction of the courts of Malaysia.
- 5.14 In the event of any inconsistency between the English version of these Terms and Conditions and other languages including but not limited to the Bahasa Malaysia version of these Terms and Conditions, the English version of these Terms and Conditions will prevail.

5.15 For information, enquiries, feedback and/ or complaints related to this Campaign, please contact us via the chat in the GX App. Alternatively, you may call our Customer Support team at +603 7498 3188 or email us at ask@gxbank.my. If you experience any issues relating to the redemption of the Campaign Reward from GSC, please contact the GSC customer support team via multiple channels available at <https://www.gsc.com.my/contact-us/>.