

*Love is in the air
and Guardian
Bank is here to
make your
Valentine's season
even more special!*

Using your Guardian Visa Card at any POS or online this Valentine's Season gives you an opportunity to be a lucky winner!



From February 4th to February 29th, in each of the four weeks, a winner will be selected and rewarded. Simply put, on each day, the 14th spender of the day will be identified and progressed to a second stage where the highest spender of the batch of each week, will be declared the winner and awarded. (The minimum spend for eligibility is Kes 5,000).

14th February Lucky Winner: Be the 14th spender of the day and get rewarded, regardless of the amount you spend with your Guardian Visa Card.

For more information visit www.guardian-bank.com. Terms and conditions apply. Guardian Bank Limited is regulated by The Central Bank of Kenya.

February 2024 Product Campaign

Guardian Visa Cards – Utilization

CAMPAIGN TERMS AND CONDITIONS

This month of love the Guardian Brand is loving you differently.

Spend using your Guardian Visa Card at any POS or online and you could be one of the weekly lucky winners.

Each week, 1 lucky winner will be rewarded with a GBL Valentine's goodie Bag.

The campaign will revolve around the number 14, which is the significant date of the month in celebration - Valentine's Day.

Campaign Mechanics:

1. The campaign will run from **4th Feb to 29th February**. Broken down into 4 weeks. Each week will have a winner.

2. Determining the winners – the potential winners will go through a **two stage** vetting process before they are finally declared winners.

Stage 1- The **14th** person to spend using their card on each day of the week will be selected and progressed to stage 2.

Stage 2: Once the week is over and all stage 1 winners have been determined, they will be subjected to further vetting. The second stage vetting will determine the highest spender from the group, who will then be declared the winner of the week.

3. The campaign weeks will be as below:

- **Week 1 (4th - 10th):** There will be 7 daily winners from stage 1, who will be progressed to stage 2

- **Week 2 (11th - 17th):** There will be 6 daily winners from stage 1, who will be progressed to stage 2

****On 14th February**, there will be one special lucky winner. The 14th Spender will be rewarded, regardless of the amount spent. On this date there will be no one progressing to Stage 2 of the weekly campaign.

- **Week 3 (18th - 24th):** There will be 7 daily winners from stage 1, who will be progressed to stage 2

- **Week 4 (25th - 29th):** This week, only 5 daily winners will go to the second stage to then determine the winner, given it is a 5 day week.

4. Eligibility for this campaign is a minimum spend on **Kes 5,000**. Applicable for all entries except for the for the 14th February winner.

5. Winners will be contacted directly by their respective branches.

6. Photos of winners which may be taken: Photos of winners may be taken in relation to the awards and or the awarding process. Accepting that a photo, video or voice recording be taken as a winner, or as you receive the award constitutes your consent and that you are acceptable that the photos and/or videos taken of you and/or your family may be used in the release of publication, newsletter and exhibition, or reproduction of any and all recorded media of your appearance, voice and name for any purpose whatsoever in perpetuity in connection with Guardian Bank Limited and its initiatives, including, by way of example only, use on websites, in social media, news, promotional videos and advertising.