

DirectD x Maybank Launch Campaign – Terms and Conditions

DirectD x Maybank Launch Campaign (“**Campaign**”) is organised by Malayan Banking Berhad (Registration No.: 196001000142) (“**Maybank**”) and shall be subjected to the Terms and Conditions herein. By participating in this Campaign, Eligible Customers (as defined in Clause 2) hereby expressly agree to be bound by these Terms and Conditions, and any decision made by Maybank in connection with the Campaign shall be final and binding.

1. Campaign Period

- a) The Campaign will run from **15 October 2026** at 12:00:00 AM (MYT) until **15 January 2027** at 11:59:59 PM (MYT) (both dates inclusive) (“**Campaign Period**”).

2. Eligibility

- a) This Campaign is open to individuals who purchase any mobile devices or gadgets at a minimum value of RM1,000.00 via DirectD x Maybank webpage: <https://maybank.directd.com.my> during the Campaign Period and perform payment via Maybank2u Online Banking, Maybank Credit Card, or Maybank Islamic Credit Card-i, subject always to these Terms and Conditions.
- b) Participants must be at least eighteen (18) years of age with valid identification documents. Individuals under the age of eighteen (18) (“**Minors**”) must obtain the consent of their parents and/or legal guardians to participate in this Campaign. By selecting Maybank2u Online Banking as the payment method at checkout, a Minor acknowledges that they have obtained the prior consent of their parents and/or legal guardians. These Terms and Conditions shall apply to their parents and/or legal guardians in lieu of their applicability to the Minor.
- c) All individual customers who meet these criteria and successfully complete Eligible Transactions will be referred to as “**Eligible Customers**”.

3. Campaign Mechanics

- a) This Campaign is only valid for purchases made via the following dedicated DirectD x Maybank webpage: <https://maybank.directd.com.my/>
- b) Eligible Customers who complete the Eligible Transaction will be eligible to stand a chance to win an iPhone 18 Pro (256GB). One (1) winner will be selected.
 - i. purchasing any mobile device or gadget with a minimum value of RM1,000.00; and
 - ii. making payment via Maybank2u Online Banking (FPX), Maybank Credit Card, or Maybank Islamic Credit Card-i within the Campaign Period.

- c) Every purchase amounting to at least RM1,000.00 will equal to one (1) entry to win. There is no cap to the number of entries per Eligible Customer.
- d) The winners will be determined through a randomiser system format through Maybank's Enterprise Data Science Platform, with witnesses present to observe and attest to the fairness and transparency of the randomiser. The witnesses shall certify that the selection process was conducted in accordance with the rules and regulations of the Campaign.
- e) For the avoidance of doubt, (i) completion of checkout does not guarantee entitlement until the Eligible Transaction is successfully processed and validated; and (ii) Maybank and/or DirectD may reject, cancel, reverse and/or claw back the discount where an Eligible Transaction is cancelled, refunded, reversed, is incomplete, or is found to be invalid, fraudulent or in breach of these Terms and Conditions.
- f) The Campaign is not applicable in conjunction with any other promotions, deals and/or vouchers, unless stated otherwise.
- g) Any enquiries, issues, or disputes relating to the fulfilment of the DirectD purchase (including access, delivery and/or DirectD systems) shall be directed to DirectD at online@directd.com.my or 019-691 0000 (Service Hotline) Maybank shall not be responsible for, and shall not be liable in relation to any such matters.
- h) Example / scenario of discount eligibility is stipulated in table below:

Table: Scenario

Scenarios	Eligibility
Eligible Customer purchases an air purifier valued at RM1,200.00 via the DirectD x Maybank dedicated checkout page.	Eligible Customer earns one (1) entry to stand a chance to win an iPhone 18 Pro (256GB).
Eligible Customer purchases headphones valued at RM800.00 via the DirectD x Maybank dedicated checkout page.	Eligible Customer is not entitled to stand a chance to win an iPhone 18 Pro (256GB). Customer did not meet the criteria for minimum purchase value.

Customer purchases an air purifier valued at RM1,200.00 via DirectD's official website.	Customer is not entitled to stand a chance to win an iPhone 18 Pro (256GB). Customer did not make the purchase via the DirectD x Maybank dedicated checkout page.
---	---

4. Prize Fulfilment

- a) Maybank reserves the right to substitute the Prize with any other item(s) of similar market value at its reasonable discretion with twenty-one (21) calendar days' prior notice to the Winners which will be communicated on Maybank2u website and/or other platforms deemed appropriate by Maybank.
- b) Fulfilment of the Prize shall take place within ninety (90) calendar days from the end of the Campaign Period (15 January 2027), and in any event no later than 15 April 2027.
- c) In the event that the selected Winner fails to comply with any Terms and Conditions of this Campaign, Maybank reserves the right to forfeit the Prize of the said Winner.
- d) The Prize will be fulfilled by DirectD, with the option of either delivery or collection at a designated DirectD outlet. The Winner who opts for delivery is required to provide a valid delivery address. Failure to provide a valid delivery address after two (2) attempts by DirectD to arrange for delivery will result in the forfeiture of the Prize. Any Winner whose Prize has been forfeited shall not be entitled to any payment or compensation.
- e) Shortlisted Winner will be informed via push notification from the MAE app or e-mail and will subsequently be contacted via phone call, during which the shortlisted Prize Winner will be required to correctly answer one (1) question only. If the question is not answered correctly after two (2) attempts; OR if Maybank Group Customer Care is unable to contact the Winner after three (3) voice call attempts, the Winner will be disqualified and the next shortlisted Winner in line will be contacted instead. If the shortlisted Winner is a Minor and is unable to answer the question verbally due to disability reasons, a legal guardian or representative may assist in replying to the question.
- f) Shortlisted Winner shall be required to provide their express consent to allow Maybank or DirectD to disclose their name and/or other relevant details for related publicity, promotional, and announcement purposes.
- g) Maybank will NOT provide any replacement or substitute for the Prizes if the

Winner rejects the Prize and /or sent and /or request for alternative option(s).

- h) Winner must ensure that the personal details provided during the purchase process are accurate, valid, and complete. Maybank and DirectD shall not be held responsible for any failure, delay, or inability to fulfil the iPhone 18 Pro (256GB) due to inaccurate or incomplete information provided by the Eligible Customer.
- i) Maybank will not ask for any banking details such as credit card/debit card number and bank Transaction Authorization Code (TAC), account password, PIN or one-time password (OTP) from the Winners to claim the Prize or for any reasons.
- j) Prizes awarded to Winners are non-transferrable and non-exchangeable for cash or other kinds, whether in part or in full.

5. General Terms and Conditions

- a) Maybank shall not be responsible or held liable in respect of technical failures of any kind whatsoever, intervention, interruptions, and/or electronic or human errors in the administration and/or processing of the transaction performed via the MAE app, Maybank2u Biz, Maybank2u, or Maybank2e provided the same is not caused by Maybank.
- b) Maybank reserves the right to withdraw, cancel, suspend, extend or terminate this Campaign earlier in whole or in part and reserves the right to modify any of the terms and conditions contained herein, from time to time by giving at least minimum of twenty one (21) days ("day" shall have the same meaning as calendar day) prior notice. Thereof, the notice of which shall be posted on Maybank2u website at www.maybank2u.com.my or through any other channel determined appropriate by Maybank. It shall be the responsibility of the Eligible Customers to be informed of or otherwise seek out any such notice validly posted.
- c) By participating in this Campaign, Eligible Customers agree to access the Maybank2u website at www.maybank2u.com.my on a regular basis to view the terms and conditions herein and seek clarification from Maybank should any of the Terms & Conditions be not fully understood.
- d) By participating in this Campaign, Eligible Customers agree to be bound by the Terms and Conditions herein and agree and consent to allow his/her personal data being collected, processed and used by Maybank in accordance with the Maybank Privacy Statement, which may be viewed on www.maybank2u.com.my ("Maybank's Privacy Statement") and the PDPA Form for Individual Customers.

In addition and without prejudice to the terms in the Maybank's Privacy Statement and the PDPA Form for Individual Customers, Eligible Customers agree and consent to his/her personal data or information being collected, processed and used by Maybank for:

- i. the purposes of the Campaign; and
- ii. marketing and promotional activities conducted by Maybank, 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 as responses and related photographs. In this regard, Eligible Customers agree to cooperate and participate in all advertising and publicity activities of Maybank in relation to the Campaign.

*Note: "PDPA" refers to Personal Data Protection Act (2010).

- e) Maybank and its officers, servants, employees, representatives and/or agents (including without limitation, any third party service providers engaged by Maybank for the purposes of this Campaign) shall not be liable to Eligible Customers in this Campaign for any direct, indirect, special or consequential loss or damage (including but not limited to, loss of income, profits or goodwill) arising from or in connection with this Campaign unless caused by any negligence or omission by Maybank.
- f) Maybank shall not be liable for any default of its obligation under this Campaign due to any force majeure events which include but not limited to acts of God, civil commotion, acts of war, strike, riot, lockout, industrial action, fire, flood, drought, storm, epidemic and pandemic or any events and circumstances of whatever nature beyond the reasonable control of Maybank.
- g) Maybank may disqualify/reject any Eligible Customer who does not comply with the terms and conditions stated herein and/or are found or suspected to be tampering with the Campaign and/or its process or the operations of this Campaign which includes fraudulent activities involving any act of deceit and/or deception and/or cheating with regards to the Campaign.
- h) These Terms and Conditions shall be governed by the Laws of Malaysia

and subject to the exclusive jurisdiction of the Courts of Malaysia.

For information, enquiries, feedback and/or complaints related to this Campaign, please contact Maybank's Customer Care hotline at 1 300 88 6688 or +603 7844 3696. Alternatively for feedback and/or complaints, Eligible Customers may choose to e-mail Maybank via the feedback form at Maybank2u website www.maybank2u.com.my.