



Pump Up Your Protection Campaign 2025 – Terms and Conditions

The Pump Up Your Protection Campaign 2025 (“**Campaign**”) is organised by Malayan Banking Berhad (196001000142), Maybank Islamic Berhad (200701029411) (collectively known as “**Maybank**”), and Etiqa General Insurance Berhad (Company Registration No: 197001000276) and Etiqa General Takaful Berhad (Company Registration No: 201701025031)(collectively referred to as “**Etiqa**”) and shall be subject to the terms and conditions set out herein. By participating in this Campaign, the Eligible Customers (as defined in Clause 1D below) hereby expressly agree to be bound by these terms and conditions set out herein and any decisions made by Maybank in respect of this Campaign shall be final and binding.

1. Eligibility

- A. This Campaign is open to individuals who fulfilled these criteria:
- Sign up for Car, Motorcycle, Personal Lady or Hero15 insurance/takaful plan for the first time via the MAE app or Maybank2u website (“**Eligible Transactions**” / “**New applicants**”).
 - Who has not bought any insurance or takaful plan via the MAE app or Maybank2u website prior to the campaign period.
- B. This Campaign is open to individuals who are eighteen (18) years of age and above with valid identification documents.
- C. Current employees of Maybank and its group of companies who are directly connected to the campaign/ organising committee are NOT eligible to participate in this Campaign.
- D. All individual customers who have fulfilled the above criteria stated in Clauses 1A and 1B, and have carried out successful Eligible Transaction(s) will hereinafter be referred to as “**Eligible Customers**”. Eligible Customers would be automatically eligible to participate in this Campaign.

2. Campaign Mechanics

- A. This Campaign will be held from 25 September 2025 at 12:00:00 AM (MYT) until 31 January 2026 at 11:59:59PM (MYT) [both dates inclusive] (“**Campaign Period**”).
- B. The Campaign Period for the grand prize will be between 25 September 2025 until 31 January 2026.



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C. This Campaign is only valid for transactions made within the MAE app and Maybank2u website. Any transaction made outside the MAE app and Maybank2u website will not contribute towards or be considered for this Campaign. This Campaign is valid for Maybank accounts registered in Malaysia only.

D. The Campaign Mechanics are stipulated in **Table 1**.

Table 1: Campaign Mechanics

Eligible Transactions	Dates	Mechanics
<p>Eligible Customers who sign up for</p> <ul style="list-style-type: none"> • Car • Motorcycle • PesonaLady • Hero15 <p>insurance/takaful for the first time via the MAE app or Maybank2u website.</p>	<p>Eligible Customers can stand to win the monthly prize within the following phases each month.</p> <p>Month 1: 25 September 2025 – 30 September 2025</p> <p>Month 2: 25 October 2025 – 30 October 2025</p> <p>Month 3: 25 November 2025 – 30 November 2025</p> <p>Month 4: 25 December 2025 – 30 December 2025</p> <p>Month 5: 25 January 2026 – 30 January 2026</p>	<p><u>MONTHLY PRIZES:</u></p> <p>Car Insurance/Takaful The first 150 first-time applicants for every Campaign Phase will get RM20 petrol vouchers.</p> <ul style="list-style-type: none"> • Phase 1: 150 winners • Phase 2: 150 winners • Phase 3: 150 winners • Phase 4: 150 winners • Phase 5: 150 winners <p>Motorcycle Insurance/Takaful The first 150 first-time applicants for every Campaign Phase will get RM20 petrol vouchers.</p> <ul style="list-style-type: none"> • Phase 1: 150 winners • Phase 2: 150 winners • Phase 3: 150 winners • Phase 4: 150 winners • Phase 5: 150 winners <p>Personal Accident Plans a) PesonaLady OR Hero15 Insurance/Takaful</p>



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		<p>The first 150 first-time applicants for every Campaign Phase will get RM20 petrol vouchers.</p> <ul style="list-style-type: none"> - First 75 customers for PesonaLady Insurance/Takaful - First 75 customers for Hero15 Insurance/Takaful <ul style="list-style-type: none"> • Phase 1: 150 winners • Phase 2: 150 winners • Phase 3: 150 winners • Phase 4: 150 winners • Phase 5: 150 winners <p>Monthly prize winners will not be eligible to stand to win the grand prize. However, Eligible Customers who purchased a plan within each phase who are not the first 150 for any product will still be eligible to stand to win the grand prize.</p>
	<p>25 September 2025 – 31 January 2026</p>	<p>GRAND PRIZE: Car, Motorcycle, PesonaLady and Hero15 Insurance/Takaful</p> <p>250 winners will get a RM50 petrol voucher through a lucky draw that shall be selected through a randomiser system format, with witnesses present to observe and attest to the fairness and transparency of the draw. The witnesses shall certify that the selection process was conducted in accordance with the rules and regulations of the Campaign.</p>

A total of 2,500 winners will be selected during the Campaign Period. Each Eligible Customer is only entitled to receive maximum of one (1) petrol voucher throughout the Campaign Period, regardless of the type of insurance/takaful purchased or the phase



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entered. This applies even if the Eligible Customer purchases multiple insurance/takaful in more than one phase.

Each Eligible Customer shall not be entitled to receive any other prizes from other ongoing Insurance/Takaful campaigns by Maybank and its group of companies.

E. Examples / scenarios of prize eligibility are stipulated in **Table 2**.

Table 2: Scenarios

Scenarios	Eligibility to Receive Petrol Voucher
Customer sign up for one (1) Car insurance/takaful plan via the MAE app or Maybank2u website for the first time in Month 1. Eligible Customer was the 25 th customer to make a purchase.	Customer is entitled to receive RM20 petrol voucher, but will be in the running to win the grand prize of RM50 petrol voucher.
Customer signs up for one (1) Motorcycle insurance/takaful plan via the MAE app or Maybank2u website for the first time in Month 1. Eligible Customer was the 800 th customer to make a purchase.	Customer is not entitled to receive RM20 petrol voucher as the customer is not among the first 150 customers. Customer is entitled to win RM50 petrol voucher through lucky draw as customer purchased plan within campaign period.
Customer signs up for one (1) Car insurance/takaful plan via the MAE app or Maybank2u website in Month 1 and has sign up for another Car Insurance/Takaful plan 3 months ago. Customer was the 225 th customer to make a purchase.	Customer is not entitled to receive to receive RM20 petrol voucher and not entitled to win RM50 petrol voucher through lucky draw because the customer is not a first time applicant of Car insurance/takaful.
Customer was the 70 th customer to make a purchase of PesonaLady Insurance/Takaful plan in Month 1 via the MAE app, and the 80 th customer to make a purchase of Hero15 Insurance/Takaful plan in Month 1 via the MAE app.	Customer is only entitled to receive RM20 petrol voucher on PesonaLady insurance/takaful, and not RM50 petrol voucher because the customer is already a monthly prize winner. A monthly prize winner is not eligible to stand to win the grand prize.
Customer was the 100 th customer to make a purchase of Car	Customer is not entitled for the RM20 petrol voucher on Car insurance/takaful



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insurance/takaful plan in Month 1 via Etiqa website and was the 80 th customer to make a purchase of Motorcycle Insurance plan in Month 2.	because the application was not made via the MAE app or Maybank2u website. Customer is not entitled to receive RM20 petrol voucher on their second purchase because it is not made in MAE app or Maybank2u website.
Customer renewed one (1) existing Motorcycle insurance/takaful plan and sign up for one (1) new Hero15 insurance/takaful plan for the first time, both via the MAE app.	Customer is NOT entitled to receive RM20 petrol voucher or win RM50 petrol voucher because the customer has purchased Motorcycle insurance/takaful prior to the Campaign Period.

3. Prize Fulfilment

- A. Maybank reserves the right to substitute the prize with any other item(s) of similar market value at its discretion with thirty (30) days prior notice to the Eligible Customers via push notification from the MAE app and/or Electronic Direct Mail (EDM) or any other method of communications which Maybank deems appropriate.
- B. Winners will be informed in writing via push notification from the MAE app and/or Electronic Direct Mail (EDM) or any other method of communications which Maybank deems appropriate. Winners must keep their contact details up to date, failing which a different Winner would automatically be selected without prior notice.
- C. Winners may be contacted by the Maybank Group Customer Care for verification purposes. Maybank reserves the right to request for documentation or proof of identification, age, and place of residence of any of the Winners.
- D. All Winners' names and their NRIC number (last 4 digits) may be published on the Campaign's promotional page on <http://www.maybank2u.com.my> and/or any other method of communication that Maybank may deem appropriate for transparency purposes upon receiving the Winners' consent.
- E. Maybank will identify the Winners and deliver the petrol vouchers/prize within ninety (90) days after the end of the Campaign Period. The prize will be delivered to the Winners residential address which is registered with Maybank, or Electronic Direct Mail (EDM), or any other method of communications which Maybank deems appropriate.



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F. In the event that the Winner fails to comply with any of the Terms and Conditions of this Campaign, Maybank reserves the right to forfeit the prize for that Winner.

G. In the event that the Winner did not receive the petrol vouchers/prize within ninety (90) days after the end of the Campaign Period, the Winner may contact MGCC at 1300886688 (Malaysia), +603-7844 3696 (Overseas), or email to mgcc@maybank.com.my.

4. General Terms & Conditions

- A. Maybank and Etiqa 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, M2U app, Maybank2u Biz, Maybank2u, or Maybank2e provided the same is not caused by Maybank.
- B. Maybank and Etiqa 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 thirty (30) days (“day” shall have the same meaning as calendar day) prior notice thereof, the notice of which shall be posted through 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 these terms and conditions 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 and Etiqa’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 and Etiqafor:



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- i. the purposes of the Campaign; and
- ii. marketing and promotional activities conducted by Maybank and Etiqa, 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 co-operate 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, Etiqa 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 gross negligence or omission by Maybank and Etiqa.
- F. Maybank and Etiqa 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 and Etiqa.
- G. Maybank and Etiqa 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 this 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 this Campaign.
- H. Etiqa and Maybank are members of Perbadanan Insurans Deposit Malaysia (PIDM).
- I. The benefit(s) payable under eligible products are protected by PIDM up to limits. Please refer to PIDM's TIPS Brochure or contact Etiqa General Insurance Berhad/Etiqa General Takaful Berhad or PIDM (visit www.pidm.gov.my) | Member of PIDM



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J. 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.