BESH

Safaricom
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TERMS AND CONDITIONS FOR SAFARICOM ETHIOPIA BESH NATIONAL CONSUMER PROMOTION

These Terms and Conditions govern and provide information on the Besh National Consumer Promotion and constitute an agreement between You (Customer) and Safaricom when You use this Service.

By using the Service, it means You have read, understood, and accepted the terms and conditions set out herein.

Welcome to Safaricom

1. Definitions and Acronyms

For the purposes of these Terms and Conditions:

1.1 **Award -** means the cash prize granted to a winner selected through a random draw as recognition for their participation in the promotion.

1.2 **Customer -** means Safaricom Ethiopia's individual customers.

1.3 **Dependent/s -** means any person other than an Immediate Family Member currently living with another person or is being supported by such another person for subsistence.

1.4 **Draw Code -** means a number that is unique to a customer and a transaction that will be generated when the customer successfully buys the Besh package through Safaricom line.

1.5 **Discharge Form -** 1.5means an affirmation to be signed by an award winner representing and warranting that he/she is not an immediate family member of or is not dependent on any Safaricom employee, distributor and distributor employees, key account, contractor or any other supplier or vendor to Safaricom, or third party directly involved with the facilitation of the promotion.

1.6 **Know Your Customer ("KYC") -** means a customer identification procedure in which a customer's personal information, such as name, address, and proof of identity, is collected to verify the customer's identity and assess their profile prior to offering any services.

1.7 **Promotion -** means Besh package campaign, where participants accumulate draw codes for a chance to win an award through random draws.

1.8 **Promotion Period-** means a time slot that has been identified by Safaricom Ethiopia to promote the Besh package, running from July 21st – October 21st, 2025,

1.9 **Qualifying products and services -** means the purchase of the Besh package

1.10 **Safaricom Ethiopia" or "Safaricom -** means Safaricom Telecommunications Ethiopia PLC.

1.11 **Winner -** means an individual randomly selected through the draw process conducted by Safaricom, based on the accumulated draw codes.

2. Promotion and Eligibility

2.1 The promotion aims to encourage engagement with Safaricom Telecommunications Ethiopia Plc ("Safaricom") products through purchasing Besh packages. You will then qualify to participate in and stand a chance to win any of the Daily, Weekly, and Mega weekly prizes on offer in the promotion.

2.2 The promotion will cover all Regional States of Ethiopia where Safaricom currently has coverage.

2.3 The promotion period shall run from August 15th – November 15th , 2025.

2.4 The Promotion shall be open to all Safaricom customers who have an active Mpesa account in their own name.

2.5 Customers shall participate in the Promotion using a Safaricom SIM card registered in their own name.

2.6 Customers must be eighteen (18) years and above to participate in the promotion. Minors may only participate if they are accompanied by a parent or legal guardian who provides valid identification.

2.7 Customers will be awarded one (1) draw code upon purchasing a Besh package through USSD and two (2) draw code upon purchasing a Besh package through M-PESA.

2.8 Customers shall only be allowed to draw a maximum of twenty (20) codes per day.

2.9 A customer who has won a weekly and mega weekly award will not be eligible to win the weekly and/or mega weekly award again on the subsequent draws.

2.10 All Safaricom employees, distributors, agents, dealers, their employees, key accounts, contractors, and any other suppliers or third parties directly involved in facilitating the promotion are not eligible to participate.

2.11 Each award winner must declare or affirm in the discharge form that they do not belong to any of the restricted groups mentioned above.

2.12 Customers that have been selected as an award winner of a Daily, Weekly, or Mega Weekly award shall claim their prize within a period of six (6) months from the date of announcement.

2.13 A customer failing to claim his/her winnings within the period specified under Article 2.12 of this Terms and Conditions shall be deemed to have forfeited the award.

2.14 Safaricom reserves the right to verify the validity of entries and to disqualify any entrant who tampers with the entry process, does not meet the eligibility requirements, or engages in fraudulent activity, including but not limited to canvassing or submitting an entry that is not in accordance with these terms and conditions.

2.15 Safricom Ethiopia reserves the right to verify the registration, KYC, and ownership status of the Sim card drawn as a lucky number.

2.16 In the event that there's discrepancy between the user's profile and the registered KYC details of the drawn Sim card, Safaricom Ethiopia reserves the right to transfer the SIM ownership to the actual user following a defined vetting and consent process.

2.17 Up on successful verification, Safaricom Ethiopia will issue the award to the customer who has been verified to be the actual user of the SIM card.

2.18 Safaricom reserves the right (subject to any direction from National Lottery Services) to suspend or terminate the promotion or amend these terms and conditions at any time for any technical or commercial reason or any other reason. Any amendment to these terms and conditions will be published on the Safaricom website at **www.safaricom.et.**

2.19 Despite any interruption or early termination of the promotion, Safaricom will give out already awarded prizes and execute all other actions required to give effect to such except for the cases when termination or interruption of the promotion resulted from actions or events which are not under Safaricom's control.

3. Draws, Selection of Winners, and Awards

3.1 Safaricom shall randomly select the winners of the Besh package using a draw engine.

3.2 Safaricom shall conduct daily draws and select daily winners. Eligibility for daily draws will be based on draw codes accumulated on the previous day between 00:00HRS and 23:59HRS.

3.3 Safaricom will conduct weekly, and Mega weekly draws for awards and announce the winners weekly. Eligibility for weekly, and mega weekly draws will be based on the draw codes accumulated in the preceding days of the draw.

3.4 Awards cannot be given to someone else (non-transferable), they cannot be swapped for anything else (non-exchangeable), and once awarded, they cannot be returned or refunded (non-refundable).

3.5 By entering the promotion, the customer stands to win the awards shown in the matrix below

Awards	Prize value	Total Winner	Total amount
Daily	100	224,000	22,400,000
Weekly	100,000	25	2,500,000
Mega Weekly	1,000,000	32	32,000,000
Total		**224,057**	**56,900,000**

3.6 Customers that have won an award will be awarded with the cash prizes through their M-pesa or Bank account.

3.7 The number of awards may be varied by Safaricom at its sole discretion following consultation with the National Lottery Services.

3.8 By accepting the award, customers will be deemed to have granted Safaricom the right to use and publish their name, picture, likeness, voice, and video in any form or content of any communication media that Safaricom may choose from time to time (including but not limited to the Internet) for information, advertising, and promotional purposes without additional consideration.

4. Notification and Disbursement of Awards

4.1 Safaricom shall notify the daily, weekly, and mega weekly award winners via phone calls only from Safaricom head office, using the following number (0- 700700700).

4.2 An authorized Safaricom representative shall physically hand over weekly and mega weekly awards to winners at Safaricom Headquarters (HQ), or any other collection point as communicated by Safaricom to the customer.

4.3 The winners will bear all costs of collecting the award from Safaricom HQ or any collection point.

4.4 The disbursement of Weekly and Mega Weekly Awards shall be made via M-PESA or bank transfer. The total award amount of 1,000,000 ETB may be released in multiple disbursements, rather than a single transaction, if required by applicable regulatory limits, M-PESA operational guidelines, or banking procedures. Winners shall be informed of the disbursement method and schedule at the time of award confirmation.

5. Disclaimer of warranties

5.1 Safaricom's decision in relation to every aspect of the promotion including but not limited to the award and the selection of the winner shall be deemed final and conclusive under any circumstance. No further appeal, inquiry, and/or correspondence will be entertained.

5.2 Customers understand and agree that they participate in this promotion at their own risk and willingness and have not been coerced in any manner to enter.

5.3 Safaricom makes no warranty, implied or express, that any part of the promotion will be uninterrupted and error-free.

5.4 Neither Safaricom nor any of its directors, employees, agents, or suppliers shall accept any responsibility for any damage, loss, injury, or disappointment suffered by any entrant participating in the promotion or as a result of accepting the award.

5.5 By entering the promotion, customers agree that no claim relating to such losses or injuries (including special, indirect, and consequential losses) shall be asserted against Safaricom, its parent companies, affiliates, directors, officers, employees, or agents from any and all losses, damages, rights, claims and actions of any kind resulting from acceptance or user of any award, including without limitation, personal injuries, death and property damage.

5.6 Safaricom strictly advises customers not to send airtime, money, or any other consideration in order to get any of the promotion awards and will not be liable for any losses or other damage incurred by customers who do not heed this caution.

6. Privacy

6.1 Safaricom shall protect and keep your personal information and communication private and shall not disclose it to any unauthorized persons.

6.2 Safaricom shall also only process your information in accordance with the law.

6.3 How Safaricom processes your personal information is detailed fully in the Data Privacy Statement available on **www.safaricom.et.**

7. Extension of Other Terms and Conditions

7.1 These Terms and Conditions are supplemental to and subject to the published Safaricom Prepay and Post-pay Terms and Conditions.

7.2 Safaricom reserves the right to amend or vary these terms and conditions or to withdraw from the Services at any time. In any of these events, notice will be given via media advertisements including at Safaricom's discretion on www.safaricom.et and will be effective immediately or as at the date referred to in such notifications.

7.3 The promotion remains subject to the rules and regulations of the National Lottery Administration and any complaints and disputes not regulated by these terms and conditions shall be resolved in accordance with the rules and regulations of the National Lottery Administration.