

SAFARICOM ETHIOPIA SMS TRIVIA CAMPAIGN TERMS AND CONDITIONS

Welcome to Safaricom.

These terms and conditions govern and provide information on Safaricom's SMS Trivia Campaign (the "Campaign") and constitute an agreement between You (Customer) and Safaricom. By participating in the Campaign, you acknowledge that you have read, understood, and accepted the terms and conditions set out herein.

1. Definition

- 1.1 "MSISDN" means the mobile number assigned to you by Safaricom and registered in your name.
- 1.2 "Out of Bundle Rates" means rates charged for using Safaricom services when You do not have an active SMS bundle/package.
- 1.3 "SMS Trivia" means a service that allows Customers to subscribe to and stand a chance to win a variety of prizes by answering trivia questions correctly.
- 1.4 "Safaricom" means Safaricom Ethiopia Telecommunications PLC.

2. Eligibility

- 2.1 The Campaign is available to all Safaricom Customers located in Ethiopia.
- 2.2 Safaricom and its subsidiary employees are ineligible to use the Campaign or win any associated prizes.

3. The Campaign mechanics

- 3.1 The Campaign shall deliver multiple questions in which Safaricom Customers will participate via Short Message Service (SMS) daily for the duration of the Campaign.
- 3.2 Winners shall be selected from customers who answered all questions correctly and within the shortest possible time. In the unlikely event of multiple customers start and complete all the questions at the same time, the winner (s) will be randomly selected from the pool with same time by Safaricom Ethiopia. Eligible customers stand a chance to win daily and weekly prizes in this campaign.

4. The Campaign Duration

The Campaign shall commence from June 23rd, 2023 and shall end on August 22nd, 2023. Safaricom reserves the right to extend or shorten the duration of the Campaign without prior notice to You.

5. How to subscribe and participate in the Campaign

- 5.1** You can subscribe to the Campaign by sending a message with the text “START” to the short code 799.
- 5.2** For customers participating in Amharic, they can subscribe to the Campaign at any time by sending a text message with the word “ጀምር” to the short code 799.
- 5.3** Upon subscription, You will receive a notification followed by ten (10) questions which you will have to respond to in a form of a multiple choice quiz.
- 5.4** The ten (10) daily questions will be sent to you in ten (10) individual SMSs daily under the Campaign. Each question is sent to you at no cost and upon response the next question is provided. You will be required to have sufficient airtime to respond back to each question at a time.
- 5.5** You will be charged zero point five (0.50) ETB as an Out of Bundle Rate for each SMS or answer you send in response to the provided quiz irrespective of whether you answer correctly or not.
- 5.6** You cannot use any bundles or packages to access or participate the Campaign.
- 5.7** Safaricom shall notify You of your performance in the Campaign daily through SMS. You will be able to see the correctly answered questions.
- 5.8** You can unsubscribe from the Campaign at any time by sending a text message with the word “STOP” to the short code 799.
- 5.9** For customers participating in Amharic, they can unsubscribe from the Campaign at any time by sending a text message with the word “አቋርጥ” to the short code 799.
- 5.10** Upon unsubscribing, you will not receive the daily quizzes unless you elect to opt back into the service.

6. The operation and award of prizes:

6.1 Daily prizes

- 6.1.1** Daily winners will be those who have answered all ten (10) questions correctly in the fastest time.
- 6.1.2** Up to the top one hundred and fifty (150) Customers who have answered all ten (10) questions correctly in the fastest time shall be eligible for the daily prize.

6.1.3 For the purposes of this Campaign, a day will be interpreted to run from 12.00 am to 11.59 pm for twenty-four (24) hours each day.

6.1.4 All daily winners will be awarded fifty (50) ETB Airtime credited into their mobile numbers.

6.2 Weekly prizes

6.2.1 Weekly winners shall be Customers who have answered all the daily questions in the said week in the fastest time.

6.2.2 The top three (3) customers with the fastest average time on weekly performance will be selected weekly winners.

6.2.3 For the purposes of this Campaign, a week will be interpreted to run from Friday to Thursday of each week including weekends during between the promotion period and the hours will be as set out in clause 6.1.3 hereof.

6.2.4 The weekly winners will be awarded in the following order.

- First place winner will be awarded Samsung A03 Core,
- Second place winner will be awarded Nana 4G Smartphone and
- Third place winner will be awarded MiFi (Kimem D623).

6.2.5 Weekly winners who have not claimed their prize within thirty (30) calendar days of being notified of their win by Safaricom will be considered to have forfeited the prize and are no longer eligible to receive it.

6.2.6 One MSISDN can be awarded a daily prize or a weekly prize only once throughout the duration of this Campaign.

6.2.7 Customers shall not be restricted from participating in the Campaign using different MSISDN that are registered in their name however a customer shall only qualify to enter using a maximum of five (5) MSISDNs which MSISDNs must be registered on their personal name in order to qualify as a eligible winning customer.

6.2.8 In the event that an Eligible Customer enters using more than five (5) MSISDNs, only the first five (5) MSISDNs that Safaricom received responses from will qualify and any entries and/or responses after the fifth MSISDN will be automatically disqualified, in which case any prize will be awarded to the runner up which decision is not appealable and will be at the sole discretion of Safaricom.

7. Disbursement of Prizes and Notification

7.1 Safaricom will notify prize winners.

7.2 Weekly winners will be notified via phone calls only from Safaricom Head Office, using the following number +251700700700.

7.3 Daily winners will receive an SMS notification.

7.4 An authorized Safaricom representative shall physically hand over the weekly prize at Safaricom Headquarters (HQ), or any other collection point as communicated by Safaricom to the customer.

7.5 The winners will bear all costs of collecting the award from Safaricom HQ.

8. Other terms and conditions

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

8.2 The prizes are non-transferable, non-exchangeable, non-refundable and no cash or other alternative shall be offered in place for the prizes.

8.3 By accepting the prize, You will be deemed to have granted Safaricom the right to use and publish your name and picture in such media as Safaricom may choose (including but not limited to the internet) for information, advertising and promotional purposes without additional consideration. Personal data related to voice, images, names or address and any other relevant information obtained in connection with the Campaign will be used in a manner and in line with the Safaricom Privacy Policy available on the Safaricom website.

8.4 Notwithstanding the above, Safaricom shall not release personal information about participants of the Campaign to third parties unless required to do so in compliance with any applicable law or customary practice.

8.5 Safaricom reserves the right to suspend or terminate the Campaign 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 www.safaricom.et

9. Disclaimer of warranties

9.1 Safaricom's decision in relation to every aspect of the Campaign including but not limited to the prize 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.

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

9.3 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 Eligible Customer participating in the Campaign or as a result of accepting the prize.

- 9.4** Safaricom strictly advises customers not to send airtime, money, or any other consideration in order to secure any of the prizes and will not be liable for any losses or other damage incurred by customers who do not heed this caution.
- 9.5** Prizes will be awarded to eligible winning customers in accordance with the terms and conditions set out herein and at the sole discretion of Safaricom. Decisions will be final and will not be appealable.