

LANDBANK Open, Pay and Win Promo*(MBA Straight Through Account Opening Promotional Campaign)***PROMO MECHANICS**

PROMO DESCRIPTION	Raffle promo for opening a LANDBANK account via the Mobile Banking Application (MBA) Straight Through Account (STAO) and making bills payment transactions through MBA, iAccess or Link.BizPortal Facilities.									
SCOPE	The raffle entries will be given only to individuals who opted to open their LANDBANK account via the MBA STAO and pay bills through MBA, iAccess or Link.BizPortal Facilities.									
ELIGIBILITY CRITERIA	Participants must meet the following criteria: <div><div>1.</div><div>Must open an account via the LANDBANK MBA STAO and;</div></div> <div><div>2.</div><div>Must have at least one (1) bills payment transactions of a minimum payment of P100.00 through MBA, iAccess or Link.BizPortal within the promo period.</div></div> <div><div>3.</div><div>Succeeding qualifying bills payment transactions within the promo period will earn the account holder another raffle entry</div></div>									
PROMO PERIOD	April 1, 2025 to August 31, 2025 , until 11:59 PM of the last day of the monthly promo period									
RAFFLE PRIZES	Monthly Draws: Five (5) monthly raffle draws. <div><div>•</div><div>Monthly Prize: P1,000.00 per winner.</div></div> <div><div>•</div><div>Number of Winners: 75 winners per monthly draw.</div></div>									
BUDGET ALLOCATED	Total Budget: P420,000.00 inclusive of permits, DTI honoraria, withholding tax, and other incidental expenses with breakdown as follows: <table><tr><th>Particulars</th><th>Amount</th></tr><tr><td>Monthly Prizes (P1,000 x 75 winners x 5 months)</td><td>P375,000.00</td></tr><tr><td>Miscellaneous (DTI Permits, honoraria, and other incidental expenses)</td><td>P45,000.00</td></tr><tr><td>TOTAL</td><td>P420,000.00</td></tr></table>		Particulars	Amount	Monthly Prizes (P1,000 x 75 winners x 5 months)	P375,000.00	Miscellaneous (DTI Permits, honoraria, and other incidental expenses)	P45,000.00	TOTAL	P420,000.00
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SOURCE OF BUDGET	LANDBANK Corporate Fund									

SCHEDULE OF THE RAFFLE DRAWS	<p>Monthly Draws: Theraffle draws will be held at the LANDBANK Plaza, 1598 MH Del Pilar corner Dr. J. Quintos Streets, Malate, Manila to be witnessed by a DTI representative after each month's period with the schedule below:</p> <table><tr><th>Monthly Promo Period</th><th>Deadline of Registration</th><th>Schedule of Raffle Draw</th></tr><tr><td>April 1-30, 2025</td><td>April 30, 2025, 11:59 PM</td><td>May 14, 2025</td></tr><tr><td>May 1-31, 2025</td><td>May 31, 2025, 11:59 PM</td><td>June 13, 2025</td></tr><tr><td>June 1-30, 2025</td><td>June 30, 2025, 11:59 PM</td><td>July 11, 2025</td></tr><tr><td>July 1-31, 2025</td><td>July 31 2025, 11:59 PM</td><td>August 13, 2025</td></tr><tr><td>August 1-31, 2025</td><td>August 31 2025, 11:59 PM</td><td>September 12, 2025</td></tr></table>	Monthly Promo Period	Deadline of Registration	Schedule of Raffle Draw	April 1-30, 2025	April 30, 2025, 11:59 PM	May 14, 2025	May 1-31, 2025	May 31, 2025, 11:59 PM	June 13, 2025	June 1-30, 2025	June 30, 2025, 11:59 PM	July 11, 2025	July 1-31, 2025	July 31 2025, 11:59 PM	August 13, 2025	August 1-31, 2025	August 31 2025, 11:59 PM	September 12, 2025
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PRIZE REDEMPTION	<ul style="list-style-type: none">• Monthly Draws: Winners will receive a prize of P1,000.00 each (75 winners per draw).• Prize Credit: Prizes will automatically be credited to the winners' LANDBANK account, used to participate in the raffle, within 3-5 banking days after the raffle draw.• Notification: Raffle Winners will be informed via SMS and letter.• Posting: The names of the raffle winners will be posted on LANDBANK's official social media channels, subject to client's consent.																		
SELECTION PROCESS	<ol style="list-style-type: none">1. Entry Pool: Individuals who:<ul style="list-style-type: none">- Opened their LANDBANK accounts via the MBA STAO, and:- Make at least one (1) bills payment transactions of a minimum payment of P100 through MBA, iAccess or Link.Biz Portal before the monthly cut-off will be automatically entered into the pool for the corresponding monthly draw.- Succeeding qualifying bills payment transactions will earn the account holder another raffle entry.2. Raffle Entries: Each qualifying account earns one raffle entry during the promo period. Non-winning entries are still eligible for the succeeding monthly draws.3. Winner Selection: Winners are randomly chosen through an automated raffle draw based on their User ID registered to their MBA.4. Winning Limitation: Participants can only qualify and win once during the entire promo period.																		
OTHER TERMS	<ol style="list-style-type: none">1. Account Status: Winner's LANDBANK account must be active and not closed during the raffle draw date.2. Tax: Not applicable3. Disqualification: Employees of Land Bank of the Philippines, its promo partners, organizers, including their relatives up to the																		

	second degree of consanguinity or affinity are disqualified from participating in the promo.
PREPARATION ACTIVITIES	<ol style="list-style-type: none"> 1. Secure LANDBANK Management Approval to launch the promotional campaign. 2. Secure DTI Permit for the Amendment of the Promo Mechanics
LOGISTICAL AND DOCUMENTARY REQUIREMENTS	<ol style="list-style-type: none"> 1. DTI Permit 2. Marketing Collaterals to be posted and uploaded in the following: <ul style="list-style-type: none"> - Official social media pages (Facebook, Workplace, Twitter, TikTok, YouTube, and Viber Community) of LANDBANK - ATM idle screen; MBA link - Soft copies of posters to be provided to LANDBANK branches within the vicinity for posting on LANDBANK premises
PROMO COMMUNICATION PLAN	<ol style="list-style-type: none"> 1. LANDBANK Corporate affairs to post social media cards in various platforms to promote the campaign (ATM, iAccess and MBA Advisory, FB, Instagram and X). 2. Send out SMS notifications and email newsletter to existing clients informing them about the promo.

TERMS AND CONDITIONS

- The offer under the LANDBANK Open, Pay and Win ("Promo") is valid from April 1, 2025 – August 31, 2025 (both dates inclusive) ("Offer Period").
- The seventy-five (75) winners will be drawn electronically per monthly draw.
- The winning accountholder's LANDBANK account which was used to participate in the promo will receive the cash prize within 3 to 5 banking days following the announcement of winners. This cash prize will be visible on the cardholder's Statement of Account (SOA) and accessible through LANDBANK's online banking facilities.
- The winners will be directly contacted and notified SMS and letter.
- Each qualified participant can win only once during the entire offer period.
- LANDBANK cardholders may have multiple raffle entries. There is no maximum limit as to the number of entries.
- The cash prize won from the Promo cannot be exchanged for other services, products, or discounts.
- LANDBANK reserves the right to disclose and publish winners' names, photos, and other information as deemed appropriate, subject to client's consent.
- Promotion is open to all LANDBANK accountholders aged 18 and above, **excluding** LANDBANK employees, family members, and their relatives up to the second degree of consanguinity or affinity.