

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.									
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.									
ELIGIBILITY CRITERIA	<p>Participants must meet the following criteria:</p> <ol style="list-style-type: none"> 1. Must open an account via the LANDBANK MBA STAO and; 2. Must have at least two (2) bills payment transactions of a minimum payment of P100.00 through MBA within the promo period. 3. Succeeding sets of two (2) qualifying bills payment transactions within the promo period will earn the account holder another raffle entry 									
PROMO PERIOD	March 1, 2025 to August 31, 2025, until 11:59 PM of the last day of the monthly promo period									
RAFFLE PRIZES	<p>Monthly Draws: Six (6) monthly raffle draws.</p> <ul style="list-style-type: none"> • Monthly Prize: P1,000.00 per winner. • Number of Winners: 75 winners per monthly draw. 									
BUDGET ALLOCATED	<p>Total Budget: P500,000.00 inclusive of permits, DTI honoraria, withholding tax, and other incidental expenses with breakdown as follows:</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Monthly Prizes (P1,000 x 75 winners x 6 months)</td> <td>P450,000.00</td> </tr> <tr> <td>Miscellaneous (DTI Permits, honoraria, and other incidental expenses)</td> <td>P50,000.00</td> </tr> <tr> <td>TOTAL</td> <td>P500,000.00</td> </tr> </tbody> </table>		Particulars	Amount	Monthly Prizes (P1,000 x 75 winners x 6 months)	P450,000.00	Miscellaneous (DTI Permits, honoraria, and other incidental expenses)	P50,000.00	TOTAL	P500,000.00
Particulars	Amount									
Monthly Prizes (P1,000 x 75 winners x 6 months)	P450,000.00									
Miscellaneous (DTI Permits, honoraria, and other incidental expenses)	P50,000.00									
TOTAL	P500,000.00									
SOURCE OF BUDGET	LANDBANK Corporate Fund									

<p>SCHEDULE OF THE RAFFLE DRAWS</p>	<p>Monthly Draws: The raffle 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 border="1" data-bbox="512 365 1380 853"> <thead> <tr> <th>Monthly Promo Period</th> <th>Deadline of Registration</th> <th>Schedule of Raffle Draw</th> </tr> </thead> <tbody> <tr> <td>March 1-31, 2025</td> <td>March 31, 2025, 11:59PM</td> <td>April 11, 2025</td> </tr> <tr> <td>April 1-30, 2025</td> <td>April 30, 2025, 11:59 PM</td> <td>May 13, 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> </tbody> </table>	Monthly Promo Period	Deadline of Registration	Schedule of Raffle Draw	March 1-31, 2025	March 31, 2025, 11:59PM	April 11, 2025	April 1-30, 2025	April 30, 2025, 11:59 PM	May 13, 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
Monthly Promo Period	Deadline of Registration	Schedule of Raffle Draw																				
March 1-31, 2025	March 31, 2025, 11:59PM	April 11, 2025																				
April 1-30, 2025	April 30, 2025, 11:59 PM	May 13, 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																				
<p>PRIZE REDEMPTION</p>	<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. 																					
<p>SELECTION PROCESS</p>	<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 two (2) bills payment transactions of a minimum payment of P100 through MBA before the monthly cut-off will be automatically entered into the pool for the corresponding monthly draw. - Succeeding sets of two (2) 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. 																					
<p>OTHER TERMS</p>	<ol style="list-style-type: none"> 1. Account Status: Winner's LANDBANK account must be active and not closed during the raffle draw date. 																					

	<ol style="list-style-type: none"> 2. Tax: Not applicable 3. 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
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 March 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 refund 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.
- Participants who have completed only one (1) transaction within the previous cut-off period will only be eligible for one raffle entry provided that they complete one (1) more bills payment transaction on the succeeding cut-off within the promo period.
- 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.