



## Mastercard Usage Campaign 2025 – Spend & Win with MINISO.

### 1. What is the Mastercard Spend & Win Campaign 2025?

- Mastercard has launched a campaign to offer cardholders to win a grand prize of 4-day 3-night Trip to Sri Lanka for 2 persons, while shopping with their Mastercard at MINISO outlets. The campaign encourages everyday spending via Mastercard debit, credit, and prepaid cards, making the season more exciting and rewarding.

### 2. What is the campaign duration?

- The campaign will run from **20th September – 31st October 2025.**

### 3. What are the Rewards?

The top Mastercard debit, credit, or prepaid card spenders will win the following

- Grand Prize: A 4-day, 3-night getaway to Sri Lanka for two persons
- 9 MINISO Shopping Vouchers (consolation reward bundle)

### 4. Who is eligible to participate?

To participate, cardholders must:

- Customers who shop at MINISO using their Mastercard during the campaign period will automatically qualify for the “Spend & Win” contest.
- Make transaction with Mastercard debit, credit, or prepaid card issued by any Mastercard-issuing bank or NBFIs in Bangladesh.

### 6. What transactions are ineligible?

- Repetitive transactions of the same amount at a single outlet for commercial purposes.
- Only one transaction will be considered in such cases.
- Commercial Transactions are not allowed.

### 7. How will winners be selected?

- Winners will be selected based on the total Spend Volume during the campaign period, cardholders with the highest spend volume will be eligible.
- If multiple participants have the same spending volume, transaction count will be considered.
- If transaction counts are also identical, the winner will be determined based on the earliest transaction.

### 10. Who is NOT eligible to participate?

- Any permanent and contractual employees of Mastercard.
- Employees of advertising & PR agencies and concerned vendors of Mastercard.
- Employees from the card business or associated teams/departments of participating issuer banks and NBFIs.
- Cardholders who are permanent residents abroad.

### 11. Are all transactions eligible for this campaign?

- Only retail transactions are eligible.
- Transactions performed for commercial purposes will not be considered.
- Cash purchases are not eligible for participation.

\*Mastercard reserves the right to disallow any transaction performed for commercial purposes.

\*\*\*Mastercard reserves the right to modify, extend, or suspend the campaign at its discretion.

**Ends**