



Mastercard Usage Campaign 2025 – Spend & Win iPhone Air

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

- Mastercard has launched a campaign to offer cardholders to win the latest iPhone while shopping with their Mastercard. 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 **September 17 to October 31, 2025.**

3. What are the Rewards?

- The top 5 Mastercard debit, credit, or prepaid card spenders during the campaign period will win 1 iPhone Air each.

4. Who is eligible to participate?

To participate, cardholders must:

- Make cross-border & domestic transactions using a Mastercard debit, credit, or prepaid card issued by any Mastercard-issuing bank or NBF 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