



Mastercard Holiday Spend Campaign 2025

1. What is the Mastercard Holiday Spend Campaign 2025?

- Mastercard has launched a 25-day campaign to offer cardholders priceless experiences while shopping with their Mastercard during the long Eid-ul-Fitr & Pohela Boishakh holidays. The campaign encourages everyday spending via UCB Mastercard debit, credit, and prepaid cards, making the festive season more exciting and rewarding.

2. What is the campaign duration?

- The campaign will run from **March 26 to April 19, 2025.**

3. What are the Rewards?

- The top 50 Mastercard debit, credit, or prepaid card spenders during the campaign period will win Travel & Home Appliance Vouchers. The reward structure is as follows:

| Reward | Value (BDT) | Quantity |
|------------------------|-------------|----------|
| Travel Voucher | 100,000 | 1 |
| Travel Voucher | 50,000 | 1 |
| Home Appliance Voucher | 15,000 | 10 |
| Home Appliance Voucher | 10,000 | 38 |
| Total Rewards | 50 | |

4. Who is eligible to participate?

To participate, cardholders must:

- Make cross-border & domestic transactions using a UCB Mastercard debit, credit, or prepaid card

5. How are points calculated?

Cross-Border Transactions:

- Earn 2 points for every \$25 spent.
- Total cross-border transaction volume will be divided by \$25, and the resulting slabs will be multiplied by 2 points.

Domestic Transactions:

- Earn 1 point for every BDT 3,000 spent.
- Total domestic transaction volume will be divided by BDT 3,000, and the resulting slabs will be multiplied by 1 point.

Disclaimers:

- Only eligible transactions meeting the minimum thresholds will be considered.
- Mastercard reserves the right to modify or cancel the points structure.
- Additional terms may apply as per campaign guidelines.

6. What transactions are ineligible?

- Split or multiple transactions at the same outlet on the same day.
- Repetitive transactions of the same amount at a single outlet for commercial purposes.
- Only one transaction will be considered in such cases.

7. How will winners be selected?

- Winners will be chosen based on their total spending volume using Mastercard-branded cards.
- 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.
- Winners will be selected, audited, and validated by a certified chartered accountancy firm.

8. 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