

Existing Customers – T&Cs

Terms & Conditions Governing the 2025 DBS SME Banking Lunar New Year Existing Customer Promotion (“**Promotion**”).

Participation in the Promotion constitutes acceptance of these Terms & Conditions.

1. The Promotion sign up period shall be from 17 January 2025 to 28 February 2025, both dates inclusive (“**Sign Up Period**”).
2. The Promotion is only open to existing small-to-medium enterprise entities (“**SMEs**”) (as determined by the Bank in its sole and absolute discretion) customers of DBS Bank Ltd. (the “**Bank**”) who have received an electronic direct mailer (“**EDM**”) in relation to the Promotion from the Bank (“**Customers**”).
3. To participate in the Promotion, Customers must:
 - (a) have received a personalised electronic direct mailer (“**EDM**”) from the Bank informing the SME of their eligibility to participate in the Promotion;
 - (b) click on the registration button in the EDM before the end of the Sign Up Period
4. There will be **no penalty** for Customers who register for the campaign but do not meet the reward eligibility criteria.

Eligibility

5. To qualify for the Rewards (as defined below), a Customer must:
 - (a) make a Fresh Funds Deposit of SGD and/or USD into their DBS Business Account(s);
 - (b) maintain an Incremental Average Account Balance that is at least equal to S\$18,000 (in SGD equivalent)(each such Customer, a “**Qualifying Customer**”).
6. “**Average Account Balance**”, in relation to a Customer, means an amount determined by the Bank which is calculated by:
 - (a) computing the aggregate sum of all of the day-end account SGD and USD balances during the Calculation Period across all of that Customer’s DBS Business Accounts in SGD equivalent (the “**Aggregate Sum**”); and
 - (b) dividing the Aggregate Sum by the number of calendar days in the Calculation Period.For the purposes of the Promotion, all deposit balances will be calculated in SGD equivalent. USD balances will be calculated in SGD equivalent at a fixed rate of 1 USD:1.35 SGD (the “**Campaign Exchange Rate**”).
7. “**Incremental Average Account Balance**”, in relation to a Customer, means an amount determined by the Bank which is calculated by subtracting the Baseline Average Account Balance from the Average Account Balance.
8. “**Baseline Average Account Balance**”, in relation to a Customer, means the end-of-day sum of SGD and USD balances (in SGD equivalent) in the Customer’s DBS Business Account(s) on 31 December 2024.

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9. **“Calculation Period”** means the period from 15 February 2025 to 15 May 2025 (both dates inclusive).
10. All balances above exclude balances in Fixed Deposit accounts.
11. **“Fresh Funds Deposit”** means: (i) funds transferred from non-DBS/POSB accounts; or (ii) funds deposited through cheque(s), cashier’s order(s), demand draft(s) or MEPS receipt, provided however that such expression excludes any funds from any DBS/POSB account and any funds deposited via any DBS/POSB cheque(s), DBS/POSB cashier’s order(s), or DBS/POSB demand draft(s).
12. **“Third Party Accounts”**, in relation to a Customer, means any bank account that is not held in the name of that Customer or its related entities or corporations.

Rewards

13. Each Qualifying Customer will be eligible for a cash reward (**“Cash Reward”**) according to their Incremental Average Account Balance.

Tier	Incremental Average SGD/USD Balances (SGD Equivalent)	Cash Reward
1	\$18,000	S\$18
2	\$58,000	S\$58
3	\$88,000	S\$88
4	\$288,000	S\$288
5	\$588,000	S\$588
6	\$888,000	S\$888

14. Qualifying Customers may qualify for the Prize Draw (to win up to S\$18,000) by achieving at least S\$100,000 Incremental Average Account Balance (or equivalent, based on the Campaign Exchange Rate). Every S\$100,000 (or equivalent) Incremental Average Account Balance entitles the customer to 1 additional Prize Draw chance.
 - (a) The Prize Draw pool comprises one (1) S\$18,000, two (2) S\$5,000 and five (5) S\$1,000 prizes, where a total of eight (8) winners will be chosen. Refer to the Prize Draw T&Cs for more details.
15. Only Customers that have qualified for rewards will be informed of their eligibility to receive a Reward. If a Customer closes all of its DBS SGD Business Accounts before the relevant Reward is credited, the Bank is entitled to forfeit such Reward for that Customer.
16. The Cash Reward will be credited to Qualifying Customers by 31 July 2025.
17. If a Qualifying Customer has multiple DBS SGD Business Accounts, the Bank has the sole discretion to determine which account to credit a Reward to. In addition, if a Qualifying Customer closes each of its DBS Business Accounts prior to the crediting of any Reward, such Reward will be forfeited.
18. The Bank reserves the right to withdraw any Reward, or substitute or replace any Reward with another reward of similar value, without giving prior notice.
19. The Bank may vary the terms and conditions or discontinue the Rewards at any time without any notice or liability to any party.

General Terms and Conditions

20. The Bank may vary the terms and conditions or discontinue this Promotion at any time without any notice or liability to any party.
21. In the event of any inconsistency between these terms and conditions and any brochures, marketing or promotional materials relating to this Promotion and the Rewards, these terms and conditions shall prevail.
22. The Bank's decision on all matters relating to this Promotion (including the Rewards) shall be final. No correspondence or claims will be entertained.
23. By clicking on the registration button in the EDM to participate in this Promotion, each Customer:
 - (a) confirms that it is lawfully providing its data and the information submitted in the Sign-up Form or any information as may be requested by the Bank from time to time in relation to the Promotion (including any Personal Data), for the Bank to collect, use, disclose, process and store for the purposes of: (i) promoting, conducting and administering the Promotion, including any communications relating to the Promotion, whether to the Customer or otherwise; (ii) providing digital solutions, products or services to that Customer, whether in connection with this Promotion, the Rewards or its business account with the Bank; (iii) meeting the operational, administrative and risk management requirements of DBS Group Holdings Ltd. and its related corporations ("**DBS Group**"); and (iv) complying with any requirement, as DBS Group reasonably deems necessary, under any law or of any court, government authority or regulator; and
 - (b) undertakes, represents, and warrants to the Bank that in relation to any Personal Data that the Customer is disclosing to the Bank, the Customer has notified such individual of the purposes for which the Bank may use his/her Personal Data and has obtained such individual's consent for the collecting, processing, use and disclosure of his/her Personal Data by the Bank in accordance with the terms and conditions of the Promotion.

For the purposes of this Clause, "**Personal Data**" means personal data as defined in the Personal Data Protection Act 2012 of the Republic of Singapore and its amendments from time to time.

24. These terms and conditions are governed by, and shall be construed in accordance with, the laws of Singapore.

Deposit Insurance Scheme

Singapore dollar deposits of non-bank depositors and monies and deposits denominated in Singapore dollars under the Supplementary Retirement Scheme are insured by the Singapore Deposit Insurance Corporation, for up to S\$100,000 in aggregate per depositor per Scheme member by law. Monies and deposits denominated in Singapore dollars under the CPF Investment Scheme and CPF Minimum Sum Scheme are aggregated and separately insured up to S\$100,000 for each depositor per Scheme member. Foreign currency deposits, dual currency investments, structured deposits and other investment products are not insured.

New Accounts – T&Cs

Terms & Conditions Governing the 2025 DBS SME Banking Lunar New Year New Account Promotion (“**Promotion**”).

1. The Promotion period shall be from 17 January 2025 to 28 February 2025, both dates inclusive (“**Sign Up Period**”).
2. The Promotion is only open to small-to-medium enterprise entities (“**SMEs**”) (as determined by the Bank in its sole and absolute discretion) who do not have an existing corporate relationship with DBS Bank Ltd. (the “**Bank**”).
3. To participate in the Promotion, an SME must:
 - (a) apply for and successfully open a DBS Business Multi-Currency Account or Business Multi-Currency Account (Starter) using the online application form located at <https://smeportal.dbs.com/sg/accounts/#/> within the Sign Up Period; and
 - (b) enter the campaign code “CNY2025” in the reference code field within the online account application form. Incorrect or incomplete input of the campaign code may result in ineligible campaign registration.
4. There will be **no penalty** for Customers who register for the campaign but do not meet the reward eligibility criteria.

(such SME, a “**Customer**”).

Eligibility

5. To qualify for the Rewards (as defined below), a Customer must:
 - (a) make a Fresh Funds Deposit of SGD and/or USD into their DBS Business Account(s); and
 - (b) maintain an Average Account Balance that is at least equal to S\$18,000 (in SGD equivalent)

(each such Customer, a “**Qualifying Customer**”).

6. “**Average Account Balance**”, in relation to a Customer, means an amount determined by the Bank which is calculated by:
 - (a) computing the aggregate sum of all of the day-end account SGD and USD balances during the Calculation Period across all of that Customer’s DBS Business Accounts in SGD equivalent (the “**Aggregate Sum**”); and
 - (b) dividing the Aggregate Sum by the number of calendar days in the Calculation Period.

For the purposes of the Promotion, all deposit balances will be calculated in SGD equivalent. USD balances will be calculated in SGD equivalent at a fixed rate of 1 USD:1.35 SGD (the “**Campaign Exchange Rate**”).

7. “**Calculation Period**” means the period from 15 February 2025 to 15 May 2025 (both dates inclusive).
 - (a) If a Customer has opened an account on a date later than 15 February 2025, the Average Account Balance will still be tabulated from 15 February 2025.

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8. All balances above exclude balances in Fixed Deposit accounts.
9. **“Fresh Funds Deposit”** means: (i) funds transferred from non-DBS/POSB accounts; or (ii) funds deposited through cheque(s), cashier’s order(s), demand draft(s) or MEPS receipt, provided however that such expression excludes any funds from any DBS/POSB account and any funds deposited via any DBS/POSB cheque(s), DBS/POSB cashier’s order(s), or DBS/POSB demand draft(s).
10. **“Third Party Accounts”**, in relation to a Customer, means any bank account that is not held in the name of that Customer or its related entities or corporations.

Rewards

11. Each Qualifying Customer will be eligible for a cash reward (**“Cash Reward”**) according to their Average Account Balance.

Tier	Average Account Balance (SGD/USD) (SGD Equivalent)	Cash Reward
1	\$18,000	S\$18
2	\$58,000	S\$58
3	\$88,000	S\$88
4	\$288,000	S\$288
5	\$588,000	S\$588
6	\$888,000	S\$888

12. Qualifying Customers may qualify for the Prize Draw (to win up to S\$18,000) by achieving at least S\$100,000 Average Account Balance (or equivalent, based on the Campaign Exchange Rate). Every S\$100,000 (or equivalent) Average Account Balance entitles the customer to 1 additional Prize Draw chance.
 - (a) The Prize Draw pool comprises one (1) S\$18,000, two (2) S\$5,000 and five (5) S\$1,000 prizes, where a total of eight (8) winners will be chosen. Refer to the Prize Draw T&Cs for more details.
13. Only Customers that have qualified for rewards will be informed of their eligibility to receive a Reward. If a Customer closes all of its DBS SGD Business Accounts before the relevant Reward is credited, the Bank is entitled to forfeit such Reward for that Customer.
14. The Cash Reward will be credited to Qualifying Customers by 31 July 2025.
15. If a Qualifying Customer has multiple DBS SGD Business Accounts, the Bank has the sole discretion to determine which account to credit a Reward to. In addition, if a Qualifying Customer closes each of its DBS Business Accounts prior to the crediting of any Reward, such Reward will be forfeited.
16. The Bank reserves the right to withdraw any Reward, or substitute or replace any Reward with another reward of similar value, without giving prior notice.
17. The Bank reserves the right to claw back any Reward given if the Account is closed within 12 months from the date of being opened.
18. The Bank may vary the terms and conditions or discontinue the Rewards at any time without any notice or liability to any party.

General Terms and Conditions

19. The Bank may vary the terms and conditions or discontinue this Promotion at any time without any notice or liability to any party.
20. In the event of any inconsistency between these terms and conditions and any brochures, marketing or promotional materials relating to this Promotion and the Rewards, these terms and conditions shall prevail.
21. The Bank's decision on all matters relating to this Promotion (including the Rewards) shall be final. No correspondence or claims will be entertained.
22. By participating in this Promotion, each Customer:
 - (c) confirms that it is lawfully providing its data, or any information as may be requested by the Bank from time to time in relation to the Promotion (including any Personal Data), for the Bank to collect, use, disclose, process and store for the purposes of: (i) promoting, conducting and administering the Promotion, including any communications relating to the Promotion, whether to the Customer or otherwise; (ii) providing digital solutions, products or services to that Customer, whether in connection with this Promotion, the Rewards or its business account with the Bank; (iii) meeting the operational, administrative and risk management requirements of DBS Group Holdings Ltd. and its related corporations ("**DBS Group**"); and (iv) complying with any requirement, as DBS Group reasonably deems necessary, under any law or of any court, government authority or regulator; and
 - (d) undertakes, represents and warrants to the Bank that in relation to any Personal Data that the Customer is disclosing to the Bank, the Customer has notified such individual of the purposes for which the Bank may use his/her Personal Data and has obtained such individual's consent for the collecting, processing, use and disclosure of his/her Personal Data by the Bank in accordance with the terms and conditions of the Promotion.

For the purposes of this Clause, "**Personal Data**" means personal data as defined in the Personal Data Protection Act 2012 of the Republic of Singapore and its amendments from time to time.

23. These terms and conditions are governed by, and shall be construed in accordance with, the laws of Singapore.

Deposit Insurance Scheme

Singapore dollar deposits of non-bank depositors and monies and deposits denominated in Singapore dollars under the Supplementary Retirement Scheme are insured by the Singapore Deposit Insurance Corporation, for up to S\$100,000 in aggregate per depositor per Scheme member by law. Monies and deposits denominated in Singapore dollars under the CPF Investment Scheme and CPF Minimum Sum Scheme are aggregated and separately insured up to S\$100,000 for each depositor per Scheme member. Foreign currency deposits, dual currency investments, structured deposits and other investment products are not insured.

Prize Draw – T&Cs

Terms & Conditions Governing the 2025 DBS SME Banking Lunar New Year Prize Draw (“**Draw**”).

Participation in the Draw constitutes acceptance of these Terms & Conditions.

1. The Draw is organised and conducted by DBS Bank Ltd. (the “**Bank**”).
2. The Draw is open to small-to-medium enterprise entities (“**SME**”) customers of the Bank (as determined by the Bank in its sole and absolute discretion) who have successfully registered and participated in the following campaigns, and have achieved an Incremental Average Account Balance (for existing customers) or Average Account Balance (for New-to-Bank customers) of at least S\$100,000 (or equivalent, based on the Campaign Exchange Rate):
 - (a) the 2025 DBS SME Banking Lunar New Year Existing Customer Promotion; or
 - (b) the 2025 DBS SME Banking Lunar New Year New Account Promotion(each such customer, an “**Eligible Customer**”).
3. All Eligible Customers will be automatically enrolled for participation in the Draw.
4. The Draw will be conducted on 16 June 2025 at 12 Marina Boulevard, DBS Asia Central @ Marina Bay Financial Centre Tower 3, Singapore 018982 or on such other date or venue (whether physical or virtual) as the Bank may determine without giving any reason or assuming any liability to any person (“**Draw Date**”).
5. Eight (8) unique winners for the Draw (the “**Winners**”) will be drawn at random by the Bank on the Draw Date using such methods and in such manner (which may be manual or computerized) as the Bank may determine.

Prize Draw Amount	S\$18,000	S\$5,000	S\$1,000
Number of Winners	1	2	5

6. Each Winner will receive its respective one-time prize of S\$18,000, S\$5,000, or S\$1,000 respectively (“**Prize**”) which will be credited to that Winner’s DBS SGD Business Account within 30 calendar days after the Draw Date.
7. The Prize is non-exchangeable, non-transferable, non-assignable and non-redeemable for any other items in part or in whole. The Bank reserves the right to replace or substitute the Prize with another prize of a similar value at any time and without prior notice.
8. The Winners will be informed by way of an electronic direct mailer which will be sent to all Eligible Customers within 30 calendar days of the Draw Date.
9. Each Winner is entitled to receive only one (1) Prize. If a Winner closes all of its DBS SGD Business Accounts before the Prize is credited, the Bank is entitled to forfeit the Prize for that Winner.
10. If a Winner has multiple DBS SGD Business Accounts, the Bank has the sole discretion to determine which account to credit the Prize to. In addition, if a Winner closes each of its DBS Business Accounts prior to the crediting of the Prize, the Prize will be forfeited.

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11. A Winner who has been awarded a Prize shall not be entitled to any compensation, benefits or substitution in any form whatsoever should the Prize be forfeited or reclaimed.
12. The Bank shall not be liable in any way to any Eligible Customer participating in the Draw or any other person for any loss, damage or expense arising out of or in connection with the Draw and the Prizes, howsoever arising, including without limitation any loss (including lost opportunities) arising from any late or non-notification, any error in computing changes, any technical, hardware or software breakdown, malfunction or defects, failed, delayed or incorrect transactions, lost or unavailable network connections or any communication that is lost or misdirected and the consequences arising from the nonreceipt of such communication.
13. By participating in the Draw, each Eligible Customer:
 - (a) consents to the Bank disclosing, publishing or otherwise using its name, identification number and other particulars for the purpose of organizing, promoting and conducting the Draw and publishing the results of the Draw. The failure of any Winner to comply with this clause shall result in its disqualification as a Winner to receive the Prize; and
 - (b) agrees to release and hold the Bank harmless from any and all liability whatsoever for any injuries, losses or damages of any kind to any person or property arising from or in connection with, either directly or indirectly:
 - (i) the awarding, acceptance or receipt of the Prize awarded pursuant to the Draw; and
 - (ii) the participation in the Draw.
14. The Bank reserves the right to draw a reserve winner or winners to replace a Winner who is subsequently disqualified or whose Prize is forfeited for any reason whatsoever.
15. Notwithstanding anything herein, the Bank has the absolute discretion to determine the eligibility of an Eligible Customer to participate in the Draw or receive a Prize. The decision of the Bank on all matters relating to and in connection with the Draw, the Winners and the Prizes shall be final and binding on the Eligible Customers. No correspondence or claims will be entertained. The Bank shall not be obliged to disclose any matter relating to the Draw and the results thereof to the Eligible Customers.
16. The Bank may vary these terms and conditions or suspend or terminate the Draw without any notice or liability to any party.
17. In the event of any inconsistency between these terms and conditions and any brochures, marketing or promotional materials relating to the Draw, these terms and conditions shall prevail.
18. These terms and conditions are governed by, and shall be construed in accordance with, the laws of Singapore.