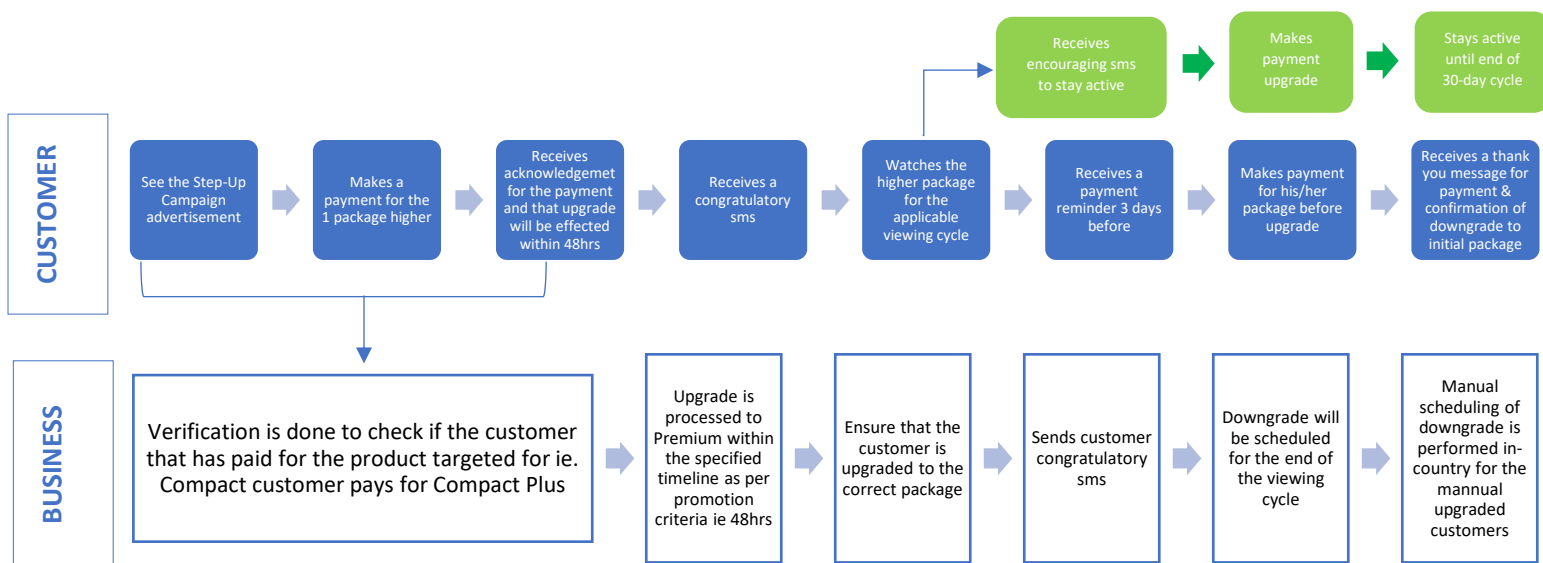




Step Up Promotion – ATL
Kenya Customer Core Messages and FAQs
14 January 2021 to 31 March 2021

CORE MESSAGES:

- At MultiChoice, our mission is to deliver value to our customers by making great entertainment more accessible.
- Our key priority is to put our customers' needs at the heart of everything we do. We listen to our customers to understand their changing lives, the economic pressures they face and what matters most to them.
- MultiChoice is delighted to launch the Step-Up promotion whereby customers get upgraded to a second higher package when paying for a package higher than their last active subscription. Once payment is made, customers may be upgraded to the next higher package within 48 hours. This promotion is valid for all active, disconnected and new DStv customers. For an example:



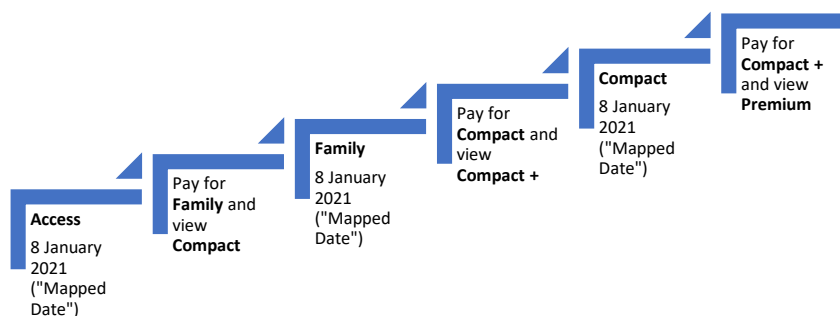
- The Step-Up promotion will give customers a new viewing experience and access to great entertainment at great value.
- This is our way of thanking our valued DStv customers for their continuous support, and we want to reassure them of our commitment to deliver the best video entertainment experience.
- This is a **LIMITED PROMOTION**. Terms and conditions apply (refer to <https://www.multichoice.com/multichoice-africa-subscriber-ts-cs/competitions-campaigns-and-promotions/> for more information).

FREQUENTLY ASKED QUESTIONS

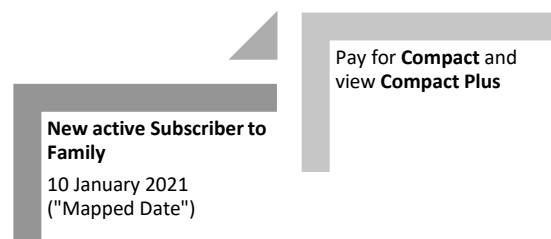
1. What is this Promotion all about?

This promotion gives eligible active, disconnected and new DStv customers the opportunity to pay for the next higher package above their normal package and view the second higher package. This promotion will run for a limited time. The upgrade is dependent on the package which the customer was on as at 8 January 2021 or the join date after 8 January 2021. For example: If a customer is on Compact but pays for a Compact Plus subscription on or after 14 January 2021, that customer will be upgraded to Premium for free at a limited period of 30 days.

Active/Disconnected Subscriber



New Subscriber



2. How long is this Step-Up Promotion valid for?

This is a limited offer period that will start on 14 January 2021 and may end on **31 March 2021** (“**Promotion Period**”).

3. Why is MultiChoice bringing this promotion to customers?

MultiChoice remains committed to delivering the best video entertainment experience by telling the best local and international stories, giving access to thrilling/nail-biting sporting action and up-to-the-minute news, as well as leading international series, movies, documentaries and children’s entertainment.

4. Who qualifies for this Step-Up Promotion?

This promotion is open to:

- 4.1 a consumer in Kenya; and
- 4.2 an eligible active or disconnected DStv customer who makes full payment in cash of at least one package higher from the last active package you are on as at 8 January 2021 (“**Mapped Date**”); or
- 4.3 a new subscriber joining on or after 8 January 2021, who makes full payment of at least one package higher from the package that they are on from their join date (“**Mapped Date**”), to be upgraded to the next higher DStv package for their market, within a 48-hour period from payment. Any upgrade based on the payment which you made will only be valid for the duration of the Promotion Period and for 1 billing cycle.

For avoidance of doubt, customers need to pay for the package higher than the package that they were on at the Mapped Date in order to access and view the next higher package.

5. How do customers qualify for this Step-Up Promotion?

New, active and disconnected customers who pay for the next package higher than their usual package will qualify for an upgrade. A customer may participate in this promotion at any time during the Promotion Period on condition that he/she pays the full amount for the next higher package. Should a customer opt to participate in this promotion midway through his/her existing billing cycle he/she may pay the fee for the next higher package to start a new billing cycle. The customer will then receive a credit for any days left on his/her existing billing cycle.

6. Which customers do not qualify for this promotion?

DStv customers who have paid for a year subscription already receive 1 month free of viewing and therefore do not qualify for this promotion.

The following customer will not qualify to participate in the promotion:

- Customers that pay annually or in advance;
- Customers that are on DStv Premium and Compact Plus on the Mapped Date;
- Customers who downgrade during the Promotion Period when they were originally mapped i.e. DStv Compact Plus customer who downgrades to Compact during the promotion will not be able to participate in the promotion. However, an Access customer who pays for Family, is upgraded to Compact and is downgraded back to Access at the end of their viewing cycle, is still eligible for participation in the campaign.

7. I have been disconnected for months; how long must I be connected for in order to qualify for this promotion?

This promotion is open to all disconnected DStv Compact, Family and Access customers from 14 January 2021. It does not matter how long the customer's account has been disconnected for, all disconnected DStv Compact, Family and Access customers stand a chance to participate.

8. What happens to remaining days I had on my existing package before the upgrade to a higher package?

The customer's account will be credited with the amount equal to the days not viewed.

9. What happens to my add-ons that I had on my previous package?

This promotion only applies to the package and not add-ons; customers will need to pay additional fees for the add-ons at the usual price. Payments made must include add-ons, value added services, etc. that are active on the account, in order for the upgrade to be processed. Should the customer not wish to continue with the viewing of the add-ons or value-added services, they need to cancel these products, before the Step-Up upgrade can be processed.

10. Can a customer downgrade during the Promotion Period and still enjoy the offer?

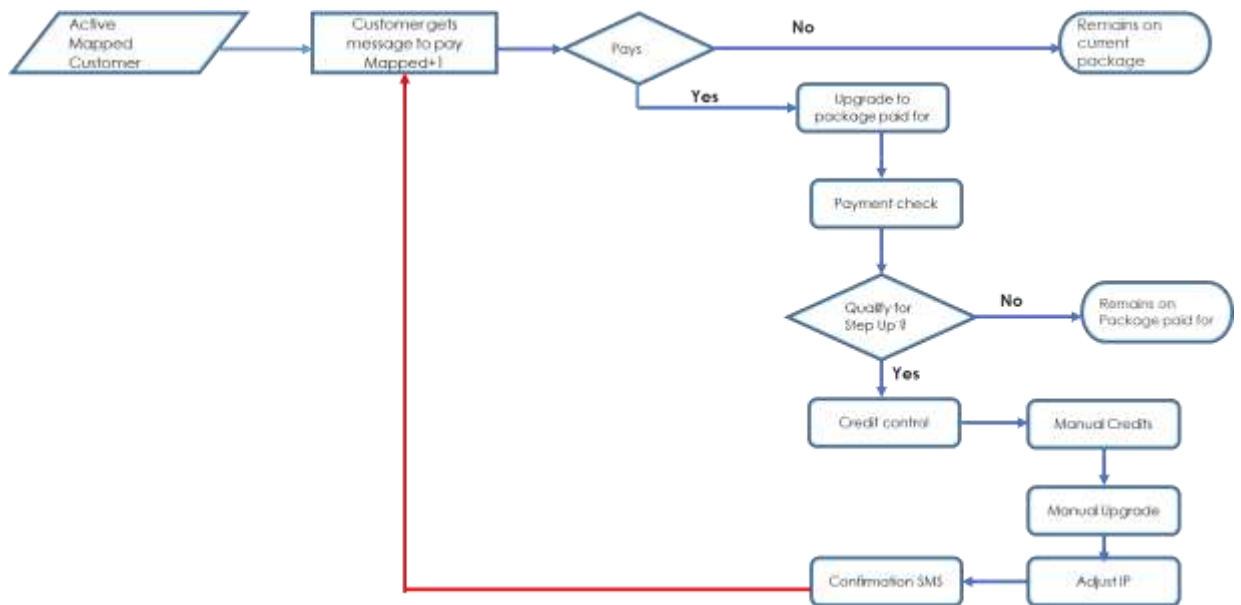
No, a customer who downgrades from an ineligible to an eligible package will not become eligible to participate in the promotion. In example, a customer who is on the Premium

package on the Mapped Date cannot downgrade to the Family package to participate in this promotion.

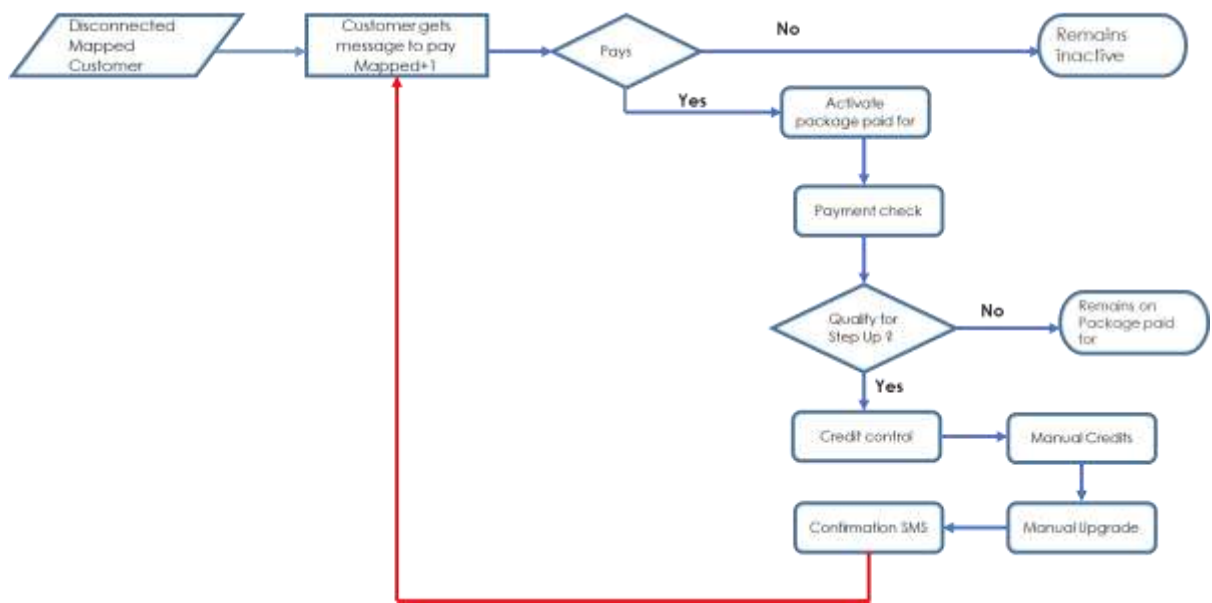
11. I'm an Access Customer, does it mean that I can pay for a higher package to benefit from the next higher package?

Yes, you can. This offer gives customers the opportunity to pay for the next higher package based on his/her Mapped Date to view the next higher package. A customer on Access, pays for Family and they get to view Compact.

ACTIVE CUSTOMER



DISCONNECTED CUSTOMER



12. **I have three decoders in three locations, can I pay for all decoders and enjoy the upgrade on all of them?**

Yes, you can pay for all 3 decoders and may participate in the promotion.

13. **I don't have the full amount to pay for the package I want to get upgraded, can I pay what I have right now?**

To participate in this promotion, you must pay the full amount for the next higher package.

14. **Will new DStv customers qualify for this promotion?**

Yes, a new subscriber joining on or after 8 January 2021 and who makes full payment of at least one package higher from the package that they are on from the join date may be upgraded to the next higher DStv package.

15. **What about DStv Premium/Compact Plus customers – how will they benefit from this promotion?**

Premium and Compact Plus customer will not be eligible to participate in this promotion.

16. Will I get 2 extra viewing days added back for the 48 hours I am waiting for my upgrade?

The **up to 30-day viewing** cycle starts after the higher package upgrade and hence the customer is not inconvenienced by the 48 hours processing period for upgrades. Since this is a promotion, 48 hours is the processing period for the upgrades to take effect so that you enjoy the 30-day viewing cycle on the higher package once the upgrade has been done.

17. I am currently an active customer and I have already paid for a full month viewing, can I still pay to watch an upgraded package and what happens to my NID/ Disconnect date?

Yes, you can. You may participate in this promotion by paying the full amount equal to the next higher package from the package you were on, on your Mapped Date, and you may be upgraded to the next higher package within 48 hours. Your next invoice date/disconnect date will be updated and change to ensure you are able to view for 30 days.

18. Can I pay for 2 consecutive months and view upgraded package for 2 months?

This promotion is available for the limited time of the Promotion Period, i.e. from 14 January 2021 until 31 March 2021. The full amount should be paid per billing cycle, i.e. 30 days or as stipulated by MultiChoice. During the promotion period a customer may participate 3 times, once per billing cycle.

19. What happens to debit order customers?

Debit order payments will not be accepted.

20. What happens in the event of short payment towards the offer once the offer acceptance period has lapsed?

If the customer has made short payment towards an offer, the customer will be notified and advised to make further payments in order to participate in the promotion. The customer will forfeit the chance to participate in this promotion in the event that the payment difference is not received within the specified time period. For disconnected customers, the customer will remain disconnected if full payment is not received and active

customers will remain on the package which matches his/her payment. A full payment constitutes payment for the mapped package as well as any active add-ons and value-added services active on the account.

21. What about the customers that are currently enjoying another offer (i.e. Double-Double, Pay1, Get3 and or 10% discount? Do they qualify for this offer?

Unfortunately, this offer will not apply to the customers who already enjoy other offers. However, customers who wish to take part in the Step-Up promotion will forfeit the current offer.

ENDS