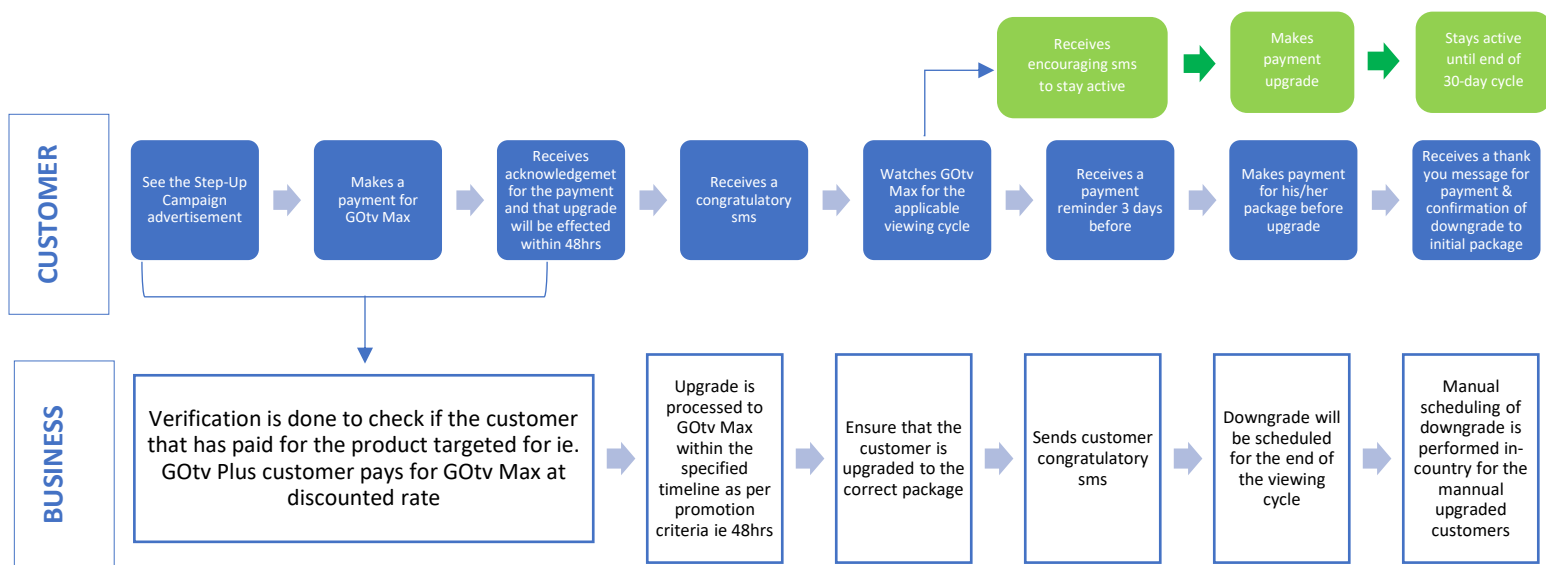




Step Up Promotion – ATL
Kenya Customer Core Messages and FAQs
14 January 2021 to 31 March 2021

CORE MESSAGES:

- At GOtv, 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.
- GOtv is delighted to launch the Step-Up promotion whereby customers get upgraded to GOtv Max at a discounted rate. Once payment is made, customers may be upgraded to GOtv Max within 48 hours. This promotion is valid for all active and non-active GOtv customers. For an example:



- The Step-Up promotion will give customers a new viewing experience and access to great entertainment at a great value.
- This is our way of thanking our valued GOtv 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 active, disconnected and new GOtv customers the opportunity to pay for GOtv Max at a discounted rate. This promotion will run for a limited time.

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 through its GOtv platform 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 active, disconnected and new GOtv Plus, Value, Lite customers. Customers will be mapped to the package that they view in month 1 of having joined. GOtv customers can view GOtv Max at a discounted rate for a limited time only.

5. Which customers do not qualify for this promotion?

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

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

- Customers that pay annually or in advance;
- Customers that are already on GOTv Max;
- Customers that downgrade during the Promotion Period.

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

This promotion is open to all disconnected GOTv Plus, Value and Lite customers from 14 January 2021. It does not matter how long the customer's account has been disconnected at the start of the subscription. All customers who are connected or disconnected on GOTv stand a chance to participate.

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

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

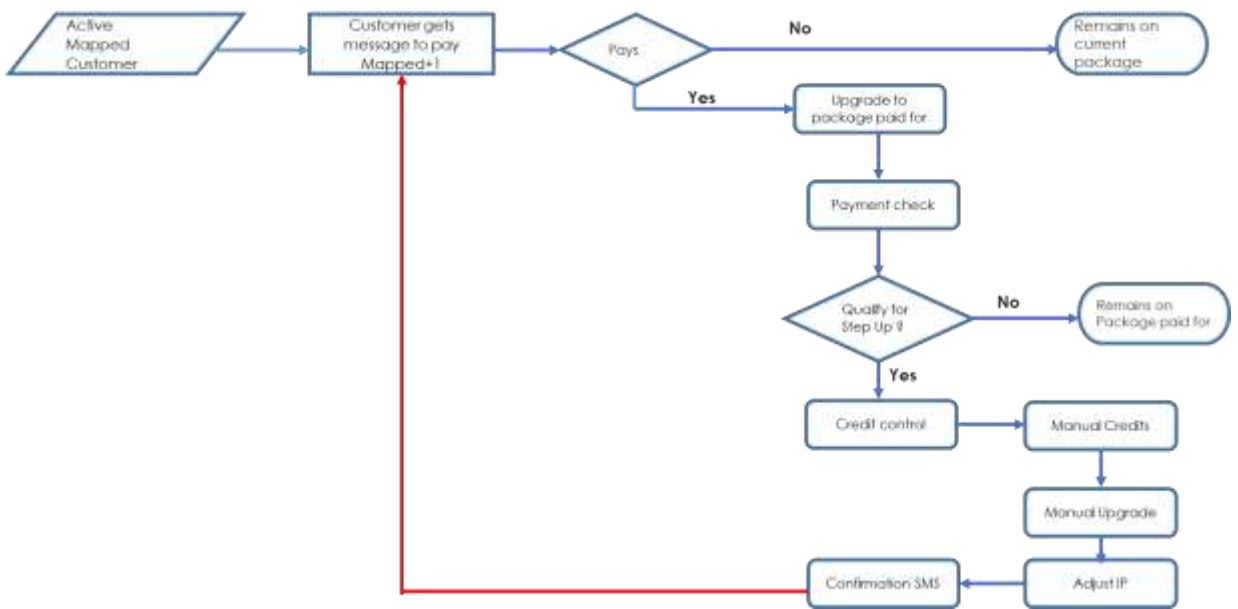
8. Can a GOTv Max customer downgrade during the promotion period and still enjoy the promotion?

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 GOTv Max package on the Mapped Date cannot downgrade to the Value package to participate in this promotion.

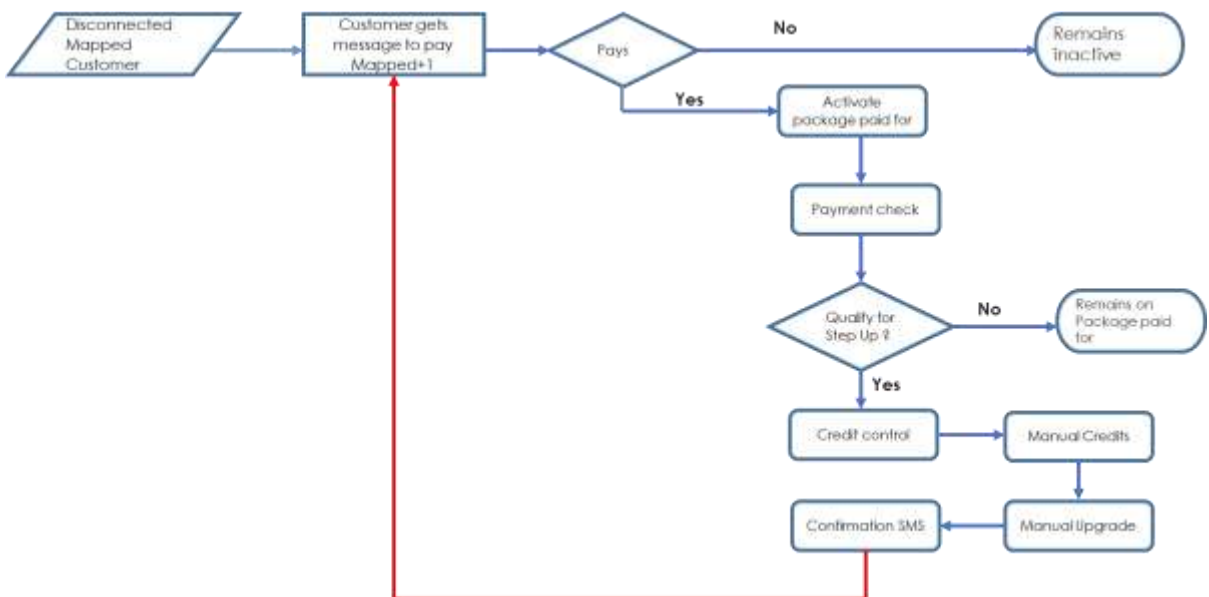
9. How does it work, and how do I benefit from the next highest package?

This promotion gives customers the opportunity to pay for GOTv Max on at a discounted rate for a limited time only. The promotion works as follows: -

ACTIVE CUSTOMER



DISCONNECTED CUSTOMER



10. 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 participate in the promotion.

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

To participate in this promotion, you must pay the full discounted amount on 14 January 2021 or at any time during the Promotion Period.

- 12. Will new GOtv customers qualify for this promotion?**

Yes, a new customer joining on or after 8 January 2021, who makes full payment within the Promotion Period is eligible to participate in this promotion within their first month of viewing.

- 13. What about GOtv Max customers – how will they benefit from this promotion?**

GOtv Max customer will not be eligible to participate in this promotion.

- 14. 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 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.

- 15. I am currently an active customer and I have paid already 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 pay right now, and you may be upgraded to GOtv Max within 48 hours. Your next invoice date/disconnect date will change to ensure you are able to view for 30 days.

- 16. 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.

17. What happens to debit order customers?

Debit order payments will not be accepted.

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

If the customer has made short payment towards the promotion, 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.

ENDS