

**Step Up Promotion
Kenya (GOtv)**

1. These are rules for the Step Up Promotion (“**Promotion**”) as conducted by GOtv Kenya Limited and its affiliates (“**GOtv**”). By participating in the Promotion, you agree that these rules, read together with the [Standard Terms and Conditions \(“**Terms and Conditions**”\)](#) will apply to your participation in the Promotion.
2. The Promotion will run from 00:00 hours on **15 January 2024** to 23:59 hours on **31 March 2024** (“**Promotion Period**”).

Eligibility and Upgrade

3. On 8 January 2024 (“**Designation Date**”), GOtv shall record the GOtv package which you are on (for active Eligible Subscribers) or the last GOtv package which you were on (for disconnected Eligible Subscribers) without any special offers/promotions (“**Designated Package**”). For new subscribers joining after the Designation Date, the Designated Package will be the package subscribed for at the time of joining.
4. To participate in the Promotion and automatically qualify for an upgrade, you must during the Promotion Period (“**Eligible Subscribers**”):
 - 4.1. be an active, disconnected or new GOtv subscriber in Kenya on an eligible Designated Package; and
 - 4.2. make payment in full of subscription for a package that is at least 1 package above your Designated Package.
5. Eligible Subscribers will automatically be upgraded to the next higher package than the package they paid for. Subject to system dependencies, the package upgrade may be effected within 48 hours of receipt of payment by GOtv as set out herein. If the upgrade is not effected, GOtv will endeavour to effect the upgrade within the shortest possible time following notification by you.
6. The packages and corresponding upgrades for purposes of this Promotion are as follows:

Designated Package	Upgrade
GOtv	
Supa Plus/Supa	No offer
Max	Pay for Supa and get upgraded to Supa Plus
Plus	Pay for Max and get upgraded to Supa or pay for Supa and get upgraded to Supa Plus
Value	Pay for Plus or a higher package and get upgraded to Max or the corresponding higher package
Lite	Pay for Value or a higher package and get upgraded to Plus or the corresponding higher package

7. Until indicated otherwise by GOtv, the Promotion is not open to you, if, during the Promotion Period you are:
 - 7.1. a subscriber of a Designated package which has no corresponding offer as indicated in paragraph 6 above;
 - 7.2. an existing GOtv subscriber who, prior to the Promotion Period, made annual subscription payment, debit order payment, quarterly payment or pre-payment for any given period;
 - 7.3. an existing GOtv subscriber who, makes payment for the Designated package or a lower package than the Designated Package; and/or
 - 7.4. an existing GOtv subscriber who is receiving another offer from GOtv under any other campaign, promotion, competition or the like (excluding any package and/or access received when becoming a new subscriber).
8. It is your responsibility to ensure that payment of the subscription fee in respect of any package eligible for upgrade as indicated in paragraph **Error! Reference source not found.** above is received by GOtv. Without limitation, GOtv is not responsible for any difficulties encountered with third party merchants nor for any costs that you may incur to participate in this Promotion.

Other terms

9. GOtv shall not be liable for any failure to comply with its obligations where the failure is caused by circumstances outside its reasonable control.
10. The rule of construction that the Terms and Conditions will be interpreted against the party responsible for drafting of the same will not apply.
11. GOtv may cede, assign or novate any or all of its rights and/or any or all of its obligations set out herein and/or in the Terms and Conditions to any person or entity without notice to you.
12. GOtv reserves the right to suspend or stop your participation in the Promotion if you are involved in fraud or manipulation of the process.
13. The failure by GOtv to enforce any of the rights or provisions of the Promotion or the Terms and Conditions will not be deemed to be a waiver of such right or provision.