



Step Up Campaign – ATL

DStv

Kenya

Core Messages and FAQs

25 January 2023 to 18 March 2023

*** EXTERNAL ***

CORE MESSAGES:

- **05 January 2023** is the “**Designation Date**” for customers to be eligible for an upgrade. New subscribers will have their “**Join Date**” as the “**Designation Date**” to be eligible for an upgrade.
- “**Designated package**” is the DStv package that the customer will be active on as of **05 January 2023**. For new subscribers, the “**Designated Package**” will be the package they subscribe for on the join date (between **05 January 2023 and 18 March 2023**).
- This is a **LIMITED OFFER**. Terms and conditions apply.

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 “Designated Package” and view the second higher package for a limited time only. The upgrade is dependent on the package which the customer was on as of 05 January 2023 or the join date after 05 January 2023. For example: If a customer is on Compact but pays for a Compact Plus subscription, that customer will be upgraded to Premium for free for the duration of their billing cycle.

2. Why is MultiChoice bringing this offer to customers?

This offer is our commitment to delivering the best video entertainment experience by telling the best local and international stories, giving access to thrilling sporting action and up-to-the-minute news, as well as leading international series, movies, documentaries, and children's entertainment. 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 and provide what matters most to them.

3. Who qualifies for this Step-Up Campaign offer?

To qualify for the offer, you must be:

3.1. an active, disconnected or new DStv customer in Kenya; and on DStv Access, DStv Family or DStv Compact on 05 January 2023 ("Designated Date");

3.2. makes full payment of at least one package higher than the package you were on as of 05 January 2023 ("Designated Date"); or

3.3. a new subscriber joining on or after 05 January 2023, who makes full payment of at least one package higher from the package that they are on as at their join date.

4. What if I pay midway through my billing cycle?

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.

5. Which customers do not qualify for this promotion?

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

- Customers that pay annually or quarterly or more than one month at a time
- Debit order customers
- Customers that are on DStv Premium/DStv Compact Plus on the "Designated Date"
- DStv Business customers
- Customers who only subscribe for a standalone package e.g., Muralha da China, French or Indian package

- Customers who only pay for the Designated package or a package lower than the Designated Package.

6. 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 25 January 2023. It does not matter how long the customer's account has been disconnected.

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

The customer's account will be credited with the remaining days on the "Designated Package".

8. Does this Promotion include add-ons?

No, this promotion only applies to the primary package and not add-ons. Customers who have active add-ons and value-added services will need to pay additional at the usual price to continue enjoying these services. Customers with Xtraview or PVR active on their accounts, must make payments for these, 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.

9. Can a customer downgrade from Premium/Compact Plus during the promotion period and still enjoy the offer?

No, all Premium/Compact Plus customers who downgrade from **05 January 2023** will not be eligible to participate in the promotion.

10. How long will the Step-Up Promotion run?

This is a limited offer period that will start on 25 January 2023 and end on 18 March 2023.

11. Can I pay for a higher package to benefit from the next highest package?

Yes, you can. Customers can pay for any qualifying higher package based on his/her “Designated Date” to get upgraded to the next higher package. A customer on Access can choose to pay for Compact and get to view Compact Plus.

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

Yes, you can pay for all 3 decoders and enjoy 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 customer joining on or after 25 January 2023, who makes full payment of at least one package higher from the package that they are on as at their join date, will qualify to be upgraded to the next higher DStv package. Customer will have had to join on a participating package to access the promotion.

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. How long does it take for the upgrade to be effected by MultiChoice?

Subject to system dependencies, the package upgrade may be effected within 48 hours of receipt of payment by MultiChoice. If the upgrade is not effected within this time, the customer should notify MultiChoice, which will effect the upgrade within the shortest time possible after notification.

17. 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.

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

No, you cannot pay for more than one month at a time to enjoy the promotion. The full amount should be paid per billing cycle, e.g., 30 days or as stipulated by MultiChoice.

During the promotion period a customer may participate no more than 3 times, once per billing cycle.

19. What about the customers that are currently enjoying another offer i.e., Pay 1, Get 2: 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.

ENDS