

New Year, New Offer! DStv Delights Customers with Step Up & Boost Campaign.

DStv Customers to get one package higher than what they paid for.

Lagos, Nigeria; 15 January 2019:

The new year is off to a great start for DStv customers as leading video entertainment company, MultiChoice Nigeria, is giving them another reason to stay connected this new year with a brand-new offer tagged 'Step Up & Boost'.

From Tuesday, 15 January till Monday, 15 April, 2019 the Step-Up & Boost campaign offer will give all active and disconnected DStv Compact, Family and Access customers the opportunity to pay for an upgrade package and get a boost to view programming on an even higher package within 48 hours.

DStv customers on the Access package can pay N4,000 for Family package and then get a boost to view programmes on the Compact package, while customers on the Family package can pay N6,800 for Compact package and instead view Compact Plus package programming. Likewise, Compact customers can also pay N10,650 for Compact Plus package and in turn get Premium package programming.

According to Martin Mabutho, the Chief Customer Officer for MultiChoice Nigeria, the offer reiterates the company's commitment to give more value for money to loyal customers as they will enjoy content on a higher package than what they paid for while encouraging them to remain active to enjoy quality entertainment lined up for the year.

He said: *"We are pleased to launch this first-of-its-kind offer that will give our customers the opportunity to experience the exciting programming available across higher packages, at the price of a lower package. With this offer, we are giving a boost on what our customers pay for to enjoy more on DStv. It's our desire to make great content more accessible and we encourage our customers to take advantage of this special offer".*

Mabutho added that the offer will enable more Nigerians to stay connected and keep up to date with the latest news, sports, local content and general entertainment this first quarter.

Some of the exciting programming to look forward to starting January are:

• **FA Cup** – MultiChoice Africa through its SuperSport channels will air matches of the 2018/19 Emirates FA Cup. This boosts MultiChoice's major football title acquisitions which includes the Premier League, Serie A, La Liga and Champions League.

• **UFC®**, the world's premier mixed martial arts (MMA) organisation - With over 40 live events a year and 100 hours of magazine programming, DStv customers will see the world's best mixed martial artists regularly appearing on their screens starting Monday, 28 January.

DStv Step Up & Boost offer is open to both active and disconnected DStv Access, Family and Compact customers.



MULTICHOICE DStv “STEP-UP” PROMOTION Terms and Conditions

1. These are the standard terms and conditions for the DStv “Step Up” Promotion conducted and promoted by MultiChoice Nigeria Limited (“MCN”).
2. The promotion is not open to:
 - 2.1 directors, members, partners, agents, employees or consultants of MCN, its affiliates or any supplier of goods or services in connection with the Promotion;
 - 2.2 the spouse, business partner or associate, parent, natural or adopted child or sibling, of any of the persons specified in 2.1 above.
3. This promotion is available to existing DStv Subscribers as at 13 January 2019, in Nigeria. The promotion however excludes subscribers on the Premium and Compact Plus bouquet of the DStv platform.
4. Existing Subscribers on the DStv Platform – Access, Family and Compact bouquets qualify for the promotion by subscribing to either of the respective bouquets.
5. The payment of subscription on either of the qualified DStv bouquets will automatically entitle the Subscriber to an upgrade on a bouquet one tier higher than the initial subscription bouquet.
6. Additional features such as Xtra View and HD PVR access are not included in the promotion. Subscribers will be required to make separate payments for these add-ons.
7. Annual Subscribers who qualify for the promotion will upon the upgrade forfeit the one month usually extended for annual subscription.
8. Eligible subscribers will be upgraded to the respective bouquets within 48 (Forty-Eight) hours of their subscription. In the event that the automatic upgrade does not occur, MCN will effect the upgrade within the shortest possible time.
9. Your subscription constitutes an entry into the promotion and/or your utilisation of the upgraded bouquet constitutes your binding acceptance of the terms and conditions.
10. The promotion will run from 15 January 2019 to 15 April 2019.

11. The subscription upgrade will be valid for a period of 30 (thirty) days only and may not be suspended.
12. Without limitation, we and our affiliates are not responsible for any issues encountered with third party merchants.
13. Any costs or expenses which you may incur other than in respect of those items specifically included in a prize are for your own account. We and our affiliates will not be responsible for any costs or expenses which you, incur during and for purposes of your entry into the promotion and your acceptance and/or use of the upgrade.
14. We do not make any representations or give any warranties, whether expressly or implicitly, as to a prize, and in particular, but without limitation, make no representations and give no warranty that –
 - 14.1 The bouquet, or any aspect thereof, will meet your, or, if applicable, your requirements, preferences, standards or expectations.
15. Subscription is not transferable and may not be deferred, changed or exchanged for cash or any other item.
16. We and our affiliates will not be responsible, and disclaim all liability, for any loss, liability, injury, expense or damage (whether direct, indirect, incidental, punitive or consequential) of any nature, whether arising from negligence or any other cause, which is suffered by your participation in the promotion or the acceptance and/or use by you, of any prize, or by any action taken by us or any of our affiliates in accordance with the terms and conditions.
17. These terms and conditions will be construed, interpreted and enforced in accordance with the laws of contract and dispute resolution in the Federal Republic of Nigeria.