

Frequently Asked Questions (FAQs)

Program

Q1. What is the name of this Program?

A1: The name of this Program is called Digital Advertising For SMEs Program.

Q2. Is this Program applicable nationwide?

A2: The Program is only applicable at Klang Valley, Johor Bahru and Penang HLB Branches. Kindly refer to Appendix 1 annexed to the Terms and Conditions of Digital Advertising For SMEs Program for the list of participating branches for this Program.

Q3. When is the commencement date of this Program?

A3: This Program commences on 29 May 2017 to 31 December 2018, both dates inclusive. (“Program Period”)

Eligibility

Q4. Who is eligible for this Program?

A4: New and existing HLB Malaysian micro Small and Medium-sized Enterprises (SME) customers, i.e. sole proprietorships, partnerships and private limited companies (i.e. companies with “Sdn Bhd” in their names) (“**Accountholders**”). Individual customers of Hong Leong Bank (HLB) or Hong Leong Islamic Bank Berhad (HLISB) are not eligible to participate in this Program. Accountholders who are employees of HLB or HLISB whether on permanent or on contractual basis, employees of any partners, representatives or agents (including external auditors, vendors, suppliers, advertising and promotion agents) and their respective immediate family members (e.g. spouse, children, parent, brother and/or sister) who are directly and/or indirectly involved in the organization of the Program shall NOT be eligible to participate in the Program. The ineligibility shall also be extended to joint accountholders.

Program Mechanics

Q5. How to participate in this Program?

A5: In order to participate in this Program, the Accountholders are required to be Hong Leong Community Business Banking customer by fulfilling any one (1) of the following:-

- (a) for new HLB Accountholders, to open either HLB BizOne Current Account, HLB PowerSME Current Account, HLB Conventional Current Account or HLISB Islamic Current Account (“**Eligible Accounts**”) at the Participating Branches (Appendix 1 in the terms and conditions) and sign up to Hong Leong Connect First (e-payment module only) and have the Hong Leong Connect First successfully registered during the Program Period; or

- (b) for existing HLB Accountholders who has the Eligible Accounts but do not have Hong Leong Connect First (e-inquiry or e-payment module), the Accountholders is required to sign up to Hong Leong Connect First (e-payment module only) and have the Hong Leong Connect First successfully registered during the Program Period; or

- (c) for existing HLB Accountholders who has the Eligible Accounts and Hong Leong Connect First (e-inquiry or e-payment module), the Accountholders must take up any one (1) or the following products or services;
 - (i) apply for Merchant terminal(s) and have the terminal(s) successfully deployed; or
 - (ii) apply for BizOne Overdraft facility against Fixed Deposit and have the loan accepted; or
 - (iii) apply for Business Cash Loan and have the loan accepted; or
 - (iv) apply for Business Mortgage Loan and have the loan accepted; or
 - (v) apply for Business Auto Loan and have the loan accepted; or
 - (vi) apply for Business Complete Shield

For the purpose of this Program, Accountholders who have fulfilled any one (1) of the criteria specified under Q5,A5 above shall be referred to as the **Eligible Accountholders**.

Program Offering

Q6. What do the Eligible Accountholders get from this Program?

A6: The Eligible Accountholders will be able to advertise from as low as RM288 per week* across a network of over 3,500 digital screens in Klang Valley, Penang and Johor Bahru.

*Terms and Conditions apply.

Digital Screens Network

Q7. Where are the locations of the digital screens network?

A7: The digital screens network will be in Klang Valley, Penang and Johor Bahru during the Program Period. The Accountholders are required to log on to www.hlb.com.my/SMEad (“HLB’s Website”) to view the latest list of digital screens networks made available for this Program.

How to Sign up?

Q8. How to sign up or register for this Program?

A8: The Eligible Accountholders are required to log on to www.hlb.com.my/SMEad to sign up for this Program.

Contact Details

Q9. Who do we call in the event if we have query regarding this Program?

A9: You may visit any of HLB branches or call 03-7661 7777 or log on to www.hlb.com.my/SMEad.

Q10. Who will call back once we submit our sign up form via HLB’s website?

A10: MediaVest Worldwide (“Agent”) from HLB will only approach the Eligible Accountholders after the receipt of the name and contact details of the Eligible Accountholders pursuant to this Program.

Advertisement Related

Q11. Can the Agent assist in developing the advertisement visual content? How much is the charges?

A11: In the event if the Eligible Accountholders would require content development from the Agent, additional cost of about RM800 not inclusive of GST will incur for 10 to 15 seconds of content.

Q12. Can we use my existing advertisement created by my own creative agency?

A12: Eligible Accountholders may appoint their own creative agency at their own cost to develop the advertisement content and thereafter to be provided to the Agent prior to the live advertisement.

Q13. Once we submit the form on my selected program package of the digital screens network, is it deemed confirmed that it is available?

A13: No, the Agent shall notify the Eligible Accountholders via telephone calls or emails or any other method deemed appropriate on the availability of the selected program package as the digital screens spots and screens are based on is based on first-come, first-served basis.

Q14. How do we perform payment upon confirmation of the availability of the selected program package?

A14: Upon confirmation of the availability of the selected program package, the Agent will provide the payment account details to the Eligible Accountholders via email and the Eligible Accountholders shall make payment by way of Interbank GIRO (IBG) or Cash Deposit via ATM to the Agent’s Current Account for the selected program package and the additional cost incur for the content development by the

Agent (if applicable) within 24 hours from the time of receiving the payment account details via email or the time frame as may be determined by the Agent, failing which HLB and the Agent shall not be responsible in the event of non-availability of the selected program package due to the delay of full payment by the Eligible Accountholders. The Eligible Accountholders will need to submit proof of payment to customerservice@brandxcess.com.

Q15. Will we get a reminder in within the 24 hours from the time I receive the payment account details of the Agent via telephone calls or emails?

A15: Yes, there will be a reminder by way of telephone calls or emails sent to the Eligible Accountholders prior to the expiry of the selected program package.