

Terms and Conditions

Prudential Cambodia and ACLEDA Bank 13th Anniversary Campaign

Campaign Objectives

This special promotion celebrates 13 years of empowering partnership between Prudential Cambodia and ACLEDA Bank. For over a decade, we've worked together to bring life insurance and financial protection solutions to Cambodian families. We are deeply grateful for your trust and confidence, and this promotion is our way of saying thank you.

Campaign Period

From 03 August 2026, while stocks last.

Eligibility:

- This campaign is open to all new and existing ACLEDA Bank deposits^[1] customers
- Each customer is eligible for only (1) one gift throughout the entire campaign period.
- Redemption Tiers will be based on the total Accumulated Deposits amount at the point of redemptions time.

Redemptions Tiers:

- The instant gift provided to eligible customers will be determined by their tier, which is based on the accumulated deposit amount of each active customer with ACLEDA Bank.

Tiers	Range USD or equivalent KHR	Exclusive Gift
Tier 1	≤ 15,000	Bucket Hat
Tier 2	15,001 – 49,999	Coffee Cup
Tier 3	≥ 50,000	Tumbler

- The redemption of gifts is subject to availability while stocks last.
- Customers can solely redeem items from their assigned tiers or tiers below.

Gift Redemption Process:

To redeem the instant gift, please follow these four simple steps:

1. Visit the ACLEDA Bank Branch and obtain your gift redemption note^[2] from ACLEDA Bank Staff
2. Go to Prudential counter and present your gift redemption note to Prudential Sales Staff
3. Complete the registration form by presenting your National ID card (virtual or physical) and providing the required information, with the assistance of the Prudential Sales Staff.
4. Claim the instant gift based on your deposit tier.

[1] Deposits refer to deposit account types designated by ACLEDA Bank as eligible for participation in this campaign.

[2] The redemption note refers to the slip provided by the ACLEDA Bank Staff, indicating the customer's qualifying tier and personal information.

Exclusion and Important Notes

- Employees of ACLEDA Bank and Prudential Cambodia are not eligible for this promotion.
- Rewards cannot be redeemed for cash, credit, or any other items of equivalent value, nor valid to use with or exchange for other promotions, discounts, vouchers, and other promotional rates unless stated otherwise.

General Terms

- The National ID card information is solely collected and used for the purpose of verification to prevent duplicate redemptions.
- Prudential Cambodia may at any time at its absolute discretion, without prior notice or assigning any reason thereof or being liable to any person, (i) suspend, cancel or terminate this campaign, or (ii) delete, vary, supplement, amend, modify any one or more of the terms and conditions of the promotion.
- Decisions made by Prudential Cambodia will be final and binding in this regard. Prudential Cambodia may contact customers via email or phone number regarding campaign administration, gift redemption matters, customer engagement activities, marketing campaigns, promotional offers, events, surveys, and other related communications from Prudential Cambodia.
- Personal information collected through the registration form will be used for the above purposes. By participating in the campaign, customers acknowledge and agree to the collection and use of their personal information for such purposes.
- Gift items depicted in the design are intended for promotional illustration only and may vary in color from the actual merchandise.
- If you have any question, please contact our Customer Service Hotline at 023 964 222 / 1800-212223 (Toll free) (Service Hours: Monday to Friday 08:00am - 17:00pm, except Saturday, Sunday, and public holidays), or send message to Prudential Cambodia's Facebook messenger.