

# Referral Campaign

## Terms and Conditions

The BMO (the “**Bank**”) Referral Offer (the “**Offer**”) is available from February 2024 until **June 30, 2024** (the “**Offer Period**”).

For the purposes of this Offer, the following definitions apply:

1. “**Friend or family member**” refers to known friends or family members with whom the Referrer has a close personal or family relationship which includes direct, voluntary, two-way communications.
2. “**Referrer**” refers to an existing BMO client who refers a friend or family member under the Offer.
3. “**Referee**” refers to a person who does not currently have any active BMO products, services or accounts and who has been referred by the Referrer under the Offer.

Each time a Referrer refers a Referee, the Referrer represents and warrants that they have a close personal or family relationship (as defined above) with the Referee. The Referrer must have each Referee’s consent to share their name and email address with BMO in connection with the Offer.

### Eligibility:

The Offer is available to BMO Clients who have received a communication from BMO inviting them to participate in the offer, and the Referees they refer. Both Referrer and Referee must be the age of majority in their jurisdiction of residence.

### How to Make a Referral:

Selected BMO Clients (Referrers) will be directed to a website where they will be required to input their name, email and last 4-digits associated with their Canadian Dollar Primary Chequing Account. BMO Clients (Referrers) will then be able to provide the names and email address of the friends or family members they wish to refer to BMO.

Identified friends and family members (Referees) will then be sent a personalized email inviting them to open a chequing account with BMO. Upon account opening, the Referee will be required to revisit the personalized email to be directed to a page to confirm the email address and last 4-digits associated with the new chequing account they have opened (this is not the debit card number).

Details provided by the Referrer and Referee will be used by BMO to verify compliance with the offer terms and reward the Referrer and Referee for their participation.

### Referee Reward Conditions:

A \$50 digital E-Gift card or E-Promo card (the “**Reward**”) will be given to both the Referrer and the Referee provided all conditions set out in these Terms and Conditions are met.

Both the Referrer and the Referee will be given a choice of Reward. They may select a Reward from the following options: Ultimate Dining E-Promo Card, Indigo E-Gift Card or Amazon.ca Gift Card.

For both the Referrer and Referee to earn the Reward, the Referee must complete the following actions before **June 30, 2024 (“All Actions”)**:

1. Open and fund an eligible new Canadian Dollar Primary Chequing Account with one of the following plans: Premium, Performance, or Plus Plan. This must be done with BMO by either visiting a branch convenient to them or online through [bmo.com](https://bmo.com). A deposit of any amount must be made to that same chequing account.
2. Confirm the email used to open the new chequing account as well as the last 4-digits of the new chequing account at the personalized URL provided in the Referee invitation to participate.

Upon successfully completing All Actions, both Referrer and Referee will each be sent a Reward redemption email with instructions for how to redeem their respective Rewards. The Reward redemption email will be sent by **July 31, 2024 or earlier**.

Referrer and Referee will have 30 days from the date of their Reward redemption email to redeem their Reward by visiting the Reward redemption website at the unique link provided in their email. After 30 days, this unique link will expire and will no longer be accessible. Once the Referrer and Referee redeem their Reward on the redemption website, they will receive another email within approximately 5 business days with a downloadable version of their selected Reward. The Reward must be downloaded within 30 days or the Reward will expire. Once downloaded, E-Gift cards do not expire. E-Promo cards expire within 90 days of download. In those cases in which a Referrer or Referee has a unique link or downloadable Reward that has expired, they may request a new link at BMO's discretion at [info@bmoreferral.com](mailto:info@bmoreferral.com).

Referrers may refer up to ten (10) friends or family members by **June 30, 2024. Rewards will be paid to the Referrer for up to ten (10) successful referrals** (e.g., up to a maximum of \$500 in Rewards).

Referees must complete All Actions (i.e., open an eligible chequing account with BMO) before **June 30, 2024**. Referees who successfully complete All Actions prior to that date may be eligible to receive a Reward.

#### **Limitations:**

A Referee's assigned referral code is unique to them and is not transferable and may not be sold or mass distributed. Once the Referee's unique code has been submitted, it can't be reversed or cancelled. Each Referee may only use the referral code once.

Referees may only receive one referral code regardless of the number of Referrers that may have referred them. If a Referee has already received a referral code from another Referrer, the Referrer will not be eligible for a Reward.

This Offer can only be used for personal, non-commercial purposes.

Customers who closed their chequing account within the last 12 months, and subsequently open a new chequing account are not eligible.

Employees of Bank of Montreal are not eligible to receive a digital E-Gift card or E-Promo card.

The Bank reserves the right at its absolute discretion to vary, delete or add to any of these Terms and Conditions from time to time without prior notice. In the event of conflict, these Terms and Conditions will prevail over any of the contents of any brochure, promotional materials or statements, or any other communication regarding this Offer, whether written or oral from the Bank, except where otherwise stated.

The Bank reserves the right at its sole discretion to, without advance notice, terminate or suspend the Offer, in whole or in part, or modify it in any way.

The Bank reserves the right, at its sole discretion, to suspend, disqualify, limit or revoke this Offer for any person it finds or believes to be manipulating or otherwise abusing the process, fairness, or integrity of the Offer or otherwise becomes ineligible. Rewards earned through fraudulent activities or activities in violation of these Terms and Conditions will be null and void and repayment may be requested by BMO.

#### **Privacy:**

By participating in this Offer and accepting a Reward, the Referee understands and agrees that while the Referrer will not receive any of the Referee's confidential banking details, the Referrer will know that the Referee has successfully completed the Reward conditions and has opened an eligible account with BMO.

Communications regarding the selection and receipt of your digital reward offer will be managed by our partner, ARM Marketing Inc. Your information will be used exclusively for the purposes of fulfilling the offer. To view BMO's Privacy Code, visit [bmo.com/privacy](https://bmo.com/privacy).

By accepting this Offer, you agree that you have read and understood these Terms and Conditions and agree to be bound by them. Any notice offered by us with respect to this Offer is deemed to be provided on the day it is posted on our website.