

### **Visa Small Business Incentive Program Terms**

1. Merchant must first register and sign-up on <http://visa.com.ng/run-your-business/small-business-tools/wherewithyoushopmatters.html> to be selected for the Ad booster program
2. Merchant must set up their e-commerce store via our Fintech partners using the set-up link on the portal
3. Upon successful enrolment for e-commerce, You will be notified by the Fintech partner via your registered business email if you are one of the first 100 Merchants to benefit from the free online Ad booster programme
4. The Ad booster program will include Facebook (Instagram) ad campaign setup and targeting to the value of \$200, per merchant which would be payable to Facebook.
5. The Ad booster program will run monthly from June-August 2020. The offer automatically ends once the threshold is achieved each month. A new cycle starts every new month with the campaign duration
6. Visa will cover the cost of the Ad booster program
7. The ad boost support will be, administered by Visa's media agency partner- Media Perspective (Starcom)
8. Then chosen businesses will be required to:
  - a. Link their social media accounts or provide account access to Visa's media agency, Media Perspective (Starcom) in order to for the tailored ad boost to be delivered; and
  - b. Agree to Media Perspective (Starcom) providing reports to Visa in relation to traffic driven to <https://www.visa.com.ng/wherewithyoushopmatters> from the boosted post.
9. The boosted post will be required to include references to Visa (e.g. "in partnership with Visa") and the #WhereYouShopMatters small business campaign (<https://www.visa.com.ng/wherewithyoushopmatters>).
10. Chosen businesses may be required to enter into further agreements with Visa or Media perspective (Starcom Media)
11. One or more businesses to be feature on our merchant wall of fame on our social media handles (these businesses may, but will not necessarily, be chosen from the 100 businesses referred to above).
12. I acknowledge that Visa will have ultimate discretion to select the businesses that participate in various aspects of the Ad Booster Program, and that in its decision-making process, Visa will assess each business on its individual merit.
13. Visa will consider each business that opts in to be considered for the Visa Ad Booster Program, including having regard to whether each business is based in Nigeria, each business' existing social media presence and suitability for ad booster support Visa's decision is final and no correspondence will be entered into.
14. If a chosen business is not willing to comply with Visa's requirements for participation in the Ad Booster program, then Visa is permitted to select an alternate business, based on the criteria above

