



OFFICIAL RULES – BACK TO SCHOOL 2025 CAMPAIGN

1- RECITALS

Mobile Telephone Networks Cameroon (MTNC), public limited company with a share capital of 4,400,000,000 CFA francs, whose registered office is located at 360 Rue Drouot Akwa, P.O Box 15574 Douala, the **Back-To-School 2025** campaign from 14 August to 14 September 2025, nationwide.

This operation marks MTN Cameroon's 25th anniversary and aims to support families and reward academic excellence, offering **2025 scholarships**, including **10 Excellence Scholarships**.

1. ELIGIBILITY

1.1 General eligibility

To participate, you must:

- Be a subscriber to the MTN Cameroon network
- Reside in Cameroon
- Be at least 15 years old (minors require duly legalized parental authorization)
- Not be among the excluded people listed in Article 7.

1.2 Participation channels

- **YAMO Back To School:** Be part of the YaMo community via *220# and register in the YaMo web platform via www.yamo.mtn.cm, stating your university and a valid MTN number.

2. CAMPAIGN MECHANICS

2.1 Rewards via MTN YAMO

- Each week, the **first 260 registered users** on yamo.mtn.cm win a **XAF 50,500 scholarship** (XAF 50,000 tuition + XAF 500 withdrawal fees covered by MTN).
- Each week, **2 Excellence Scholarships** worth **XAF 2,000,000** are awarded to the top new high school graduates who upload proof of their Bacc/GCA admission (For Bacc, share the Ayoba proof)
- Each Excellence Scholarship winner also receives a **YAMO Excellence Pack**:
 - 1 Laptop
 - 1 4G Internet key with 9 months of free connection
 - 1-year ChatGPT Plus subscription.

3. WINNER SELECTION

Winners are determined by MTNC based on:

- Registration order on YaMo platform (scholarships of XAF 50,500);
- Bacc/GCA scores (Excellence Scholarships)

4. PRIZE DELIVERY

- Winner's identity must match the YaMo database records.
- 50.500F Scholarships are credited via MTN MoMo.
- Excellence scholarships and Packs are delivered in person during celebration.

5. ACCEPTANCE OF THE RULES



Participation constitutes full and unconditional acceptance of these rules and any amendments.

6. IMAGE RIGHTS

Winners authorize MTNC to freely use their name, image, voice and number in any communication related to the campaign.

7. EXCLUSIONS

The following are excluded:

- Permanent or temporary MTNC staff and affiliates, as well as their immediate family members.
- Any person directly or indirectly involved in organizing the campaign.

8. LIMITATION OF LIABILITY

MTNC shall not be held liable in the event of force majeure or circumstances beyond its control requiring modification, postponement or cancellation of the campaign.

9. RULES PUBLICATION

These rules are available on www.mtn.cm.

10. APPLICABLE LAW & JURISDICTION

Any dispute shall be subject to the exclusive jurisdiction of the competent courts of Douala.

Riadh MEZI

Chief Marketing Officer

Riad Mezi

[Riad Mezi \(Aug 13, 2025 10:50:02 GMT+1\)](#)







Rules B2S

Final Audit Report

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