

Ally Customer Referral Program

Terms and Conditions for New Friends

Effective February 26, 2025

Summary of Changes Effective February 26, 2025

- Updated the enrollment deadline to 12/31/25
- Removed Ally Invest Self-Directed Trading as an eligible account option from the program
- Updated program eligibility to all current, active Ally Bank customers

Overview: Get \$100 when you open an Eligible Account and make the required transfers for the Eligible Account type. Review our three (3) Eligible Products to see which one is right for you. Note that you're only eligible for one Welcome Bonus, so carefully review your choices and only pick one. Also note if you are already an Ally customer (with any Ally product), or has had any Ally account open since January 1, 2024, you are not eligible to participate in this Program as a New Friend.

Eligibility Requirements

Initial steps to earn your Welcome Bonus – these steps are the same for either product option:

1. Using the Personal Link shared with you, submit your Enrollment with your name and email address. Make sure to complete this step no later than December 31, 2025 – this is how we can make sure both you and your friend ("Referrer") who shared their Personal Link with you can get rewarded.
2. Open a new Eligible Account within 30 days of enrollment (subject to approval). When opening your Eligible Account, make sure you use the same email address you enrolled with. Within 30 days after your initial funding (which needs to be within 30 days after opening your Ally Bank Savings or Spending Accounts), your Referrer may receive \$50 for inviting you.

Notes:

- You will only be eligible to earn one Welcome Bonus, even if you open more than one Eligible Account and meet the Eligibility Requirements for more than one Eligible Account. If you open more than one Eligible Account, Ally will pay you one Welcome Bonus based on which Eligibility Requirements are fully met first.
- You can only enroll using one (1) Personal Link – if more than one person shares their link with you, only choose one. If you enroll using more than one Personal Link, your enrollment will be based on the first one you submit, and the subsequent enrollments will be void.
- Your Enrollment expires after 30 days if you do not open an Eligible Account; after 30 days, you may enroll again (you will not be able to enroll more than once within 30 days).

Additional steps specific to each respective Eligible Account type:

Ally Bank Savings Account

1. Once your Savings Account is open, setup (within your new account) a monthly automated recurring transfer of any amount and have it start within 30 days of account opening.
2. Complete an automated recurring transfer at least once a month for at least three months in a row.
3. Your \$100 Welcome Bonus will be deposited within 30 days of receiving your third consecutive monthly recurring transfer. To be paid, make sure you keep your Savings Account open and in Good Standing through the Payout Date.

Ally Bank Spending Account

1. Fund your new Spending Account, with any amount, within 30 days (otherwise it may automatically close).
2. Set up and receive a Qualifying Direct Deposit (QDD) within 60 days of account opening.

3. Your \$100 Welcome Bonus will be deposited within 30 days of receiving your QDD. To be paid, make sure you keep your Spending Account open and in Good Standing through the Payout Date.

Please note you will NOT get paid this bonus if any of (but not limited to) the following are true:

- If you do not successfully submit your Enrollment information using the Personal Link from your Referrer
- If you open an Eligible Account but do not fund it (trial deposits do not count)
- If you are not approved during the account opening process to open an Eligible Account
- If you have, or have had, any type of account at Ally since January 1, 2024, whether you are a primary account owner or non-primary joint account owner (see "Excluded Friends").

For this Program offer, you're receiving this information because you're enrolling as a New Friend with Ally, using a Personal Link that was provided to you. The Personal Link expires on December 31, 2025 (which Ally may change at its sole discretion).

Definitions

Ally – Inclusive of Ally Bank, Ally Invest and Ally Auto.

Automated Recurring Transfer – An ACH transfer of funds from an external account (meaning not an Ally Bank account) into your Ally Bank Savings account that is setup to automatically recur on a monthly basis. This MUST be setup within Ally Bank Online Banking to move money from an external account into your Ally Bank Savings Account. Note: If you initiate a recurring transfer from within your external bank account, Ally will not receive the data it needs to confirm the Automated Recurring Transfer requirement.

Eligibility Requirements – The steps a New Friend must complete (see Additional steps specific to each respective Eligible Account type above) in order to earn the Welcome Bonus, as long as they are not an Excluded Friend and meet all other conditions described in these Terms & Conditions.

Eligible Account(s) – New account for the following: Ally Bank Savings Account and Ally Bank Spending Account with standard ownership structure (formal trust, Uniform Gift to Minors Act (UGMA) accounts, Uniform Transfer to Minors Act (UTMA) accounts, and other fiduciary ownership are excluded). See Excluded Accounts for more details on what accounts are NOT eligible.

Enrollment – Using the Personal Link that was shared with you, enrollment is completed by submitting your name (first & last) and email address on the web page (www.ally.com/referral/unique-referral-code). Enrollment is valid for 30 days; if you do not open an Eligible Account within 30 days after enrollment, your enrollment is no longer valid, however you may attempt to enroll again (while the Program is still available). Your enrollment is only applicable to one Eligible Product.

Enrollment & Account Opening Period – To receive the bonus you must complete your Enrollment by December 31, 2025, and open your Eligible Account within 30 days of Enrollment. While some Eligibility Requirements include a minimum funding amount to earn the Welcome Bonus, there is no minimum funding amount to keep your Eligible Account open. Ally Bank Savings and Spending Accounts must be funded with any amount within thirty (30) days of account opening to ensure it does not automatically close. Note a trial deposit may be required when setting up the transfer from your other financial institution – this is not considered a funding transaction. And remember you must use the same email address for Enrollment and account opening.

Excluded Account(s) – Accounts that aren't eligible for the Welcome Bonus are any account other than an Eligible Account as noted above. Excluded Account(s) include but are not limited to Ally Bank Money Market Accounts, Certificates of Deposit (CDs), Individual Retirement Accounts (IRAs – for both Ally Bank and Ally Invest), Ally Invest Self-Directed Trading accounts, Ally Invest Robo Portfolio accounts, Ally Invest Simply accounts, accounts owned by a trust, Uniform Gift to Minors Act (UGMA) accounts, Uniform Transfers to Minors Act (UTMA) accounts, and other fiduciary accounts. Additionally, Ally Credit Card, Ally Home, and Ally Auto are all Excluded Accounts.

Excluded Friend(s) – Someone who already has an existing Eligible Account(s) and/or Excluded Account(s) (includes both primary account owners and non-primary joint-owners) or someone who has had any Ally

account open since January 1, 2024. Excluded Friends includes those customers that have, or had since January 1, 2024, an account with Ally Bank, Ally Invest, Ally Auto, Ally Credit Card, and Ally Home. Referrer will not receive a referral reward for Excluded Friends. Excluded Friends are not eligible for this Welcome Bonus.

Good Standing – Your Eligible Account must be open and not restricted (e.g., not flagged for fraud) to be considered in Good Standing.

New Friend – You, the person with whom a Referrer shared their unique Personal Link for purposes of opening an Eligible Account. A New Friend can be anyone who receives a Personal Link, as long as they are not an Excluded Friend (see definition below).

Payout Date – The date on which you will receive the Welcome Bonus (if, and only if, you meet all Eligibility Requirements) – which will be no later than 30 days after you meet all Eligibility Requirements.

Personal Link – Referrer's personal link is a unique URL which includes a unique code that can be shared by Referrer with New Friends.

Program – This Customer Referral Program, which is being offered through December 31, 2025, but subject to early termination at Ally's sole discretion.

Qualifying Direct Deposit (QDD) – For the Ally Bank Spending Account Eligibility Requirements, your Qualifying Direct Deposit needs to be an electronic deposit from an employer payroll, payroll provider service, or benefits payer (such as Social Security or Military Pay) and must be clearly identifiable by Ally as such. Person to Person payments (such as Zelle®) are not considered a QDD. Electronic check deposits made via your device (eCheck) are not considered a QDD.

Referrer – The current Ally Bank who shared their unique Personal Link with their New Friend(s).

Welcome Bonus – \$100 bonus paid into your new Eligible Account. Welcome Bonus will be paid into your Ally Eligible Account on the Payout Date. If you open more than one Eligible Account, we'll pick an account to fulfill. You will only be eligible to earn one Welcome Bonus, even if you open more than one Eligible Account and meet the Eligibility Requirements for more than one Eligible Account. If you open more than one Eligible Account, Ally will pay you one Welcome Bonus based on which Eligibility Requirements are fully met first.

Rules

Only new Ally customers who complete Enrollment in this Program as a New Friend, and open and fund one type of Eligible Account are qualified to participate. The offer is limited to one (1) bonus per New Friend (even if you open more than one (1) Eligible Account, you can only earn one (1) bonus). A joint owner on the same Eligible Account(s) will not receive a separate, additional bonus.

You must complete your Enrollment by December 31, 2025, and open your Eligible Account within 30 days of Enrollment. During the account opening process, the email address you provide must match the email address you used during the Enrollment step.

Your Eligible Account must be open and in Good Standing at the time of the Payout Date to receive your bonus. If you've followed the Eligibility Requirements, we'll pay your bonus to your Eligible Account on the Payout Date. If you open more than one of the same type of Eligible Account, we'll pick an account to pay. You will receive an email with your bonus details closer to the Payout Date.

We won't pay your bonus by check or by transfer to another financial institution. We reserve the right to refuse to open an account or pay out a bonus at any time, without notice, and for any reason. This Program offer is subject to change and may be cancelled at any time without notice. Any disputes relating to these Terms & Conditions must be made within 150 days after the Payout Date.

By participating in this Program offer, we reserve the right to consider you ineligible for other offers or bonuses that involve opening an Eligible Account, both presently and in the future through December 31, 2025. If you participate in more than one active Ally offer or bonus at the same time, we reserve the right to consider you eligible for only one of those offers or bonuses, at our sole discretion. If we believe you're trying to game or abuse this offer or any other offers, we reserve the right to revoke your eligibility for this offer and any future offers or bonuses.

This is an online offer only—there are no in-person, mail-in, call-in, or other offline methods to participate.

The account opening process is confidential; as such, we will not share information with Referrer or any other New Friend regarding who has applied, nor will we share information regarding whether any application(s) are approved or declined.

We'll treat the bonus as interest for tax reporting purposes. You should talk to your tax advisor about potential impacts to your tax liability.