

SAMSUNG ELECTRONICS (UK) LIMITED

SAMSUNG SEASON OF GIFTING PROMOTION

TERMS AND CONDITIONS (ROI)

Participants agree to be bound by these terms and conditions (the “**Terms and Conditions**”). Any information or instructions published by the Promoter about the Promotion at <https://samsungoffers.claims/WinterCashbackIE> form part of the Terms and Conditions.

The Promoter

1. The Promoter is Samsung Electronics (UK) Limited, Samsung House, 2000 Hillwood Drive, Chertsey, Surrey, KT16 0RS (the “**Promoter**”).

Promotion Period

2. The Promotion will commence at 00:01 (GMT) on the 18th December 2025 and close on at 23:59 (BST) on the 29th January 2026 (“**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be a lawful resident (aged 18+) (“**Individual Participant**”) of the Republic of Ireland (“**Territory**”) or a company registered in the Territory (“**Company Participant**”). For the avoidance of doubt, within these Terms and Conditions the term ‘Participant’ shall be taken to refer to both Individual Participants and Company Participants (and the applicable plural) unless stated otherwise.
4. Employees or agents of the Promoter that are involved in the operation of this Promotion or anyone professionally connected to this Promotion are not eligible to enter. Sales staff at the Participating Retailers are eligible to participate so long as they have not received a staff discount on the Promotion Product.
5. Network providers, retailers, distributors, resellers and any person who purchases a Promotion Product (defined below) for resale or otherwise not as the user of the Promotion Product, may not participate in this Promotion and are specifically excluded as ineligible.
6. Participants will not be eligible to claim the Reward if the Promotion Product has been used to claim cashback or a physical gift reward under any other promotion run by the Promoter.

Offer

7. Samsung is offering the Promotion whereby Participants will be eligible to claim a corresponding cashback as shown at Table 1 (the “**Reward**”) by redemption when they purchase a qualifying new selected (i.e. not second hand, refurbished or ex-display) Samsung premium smartphone listed in Table 1 (“**Promotion Product**”) from a

retailer shown within Table 2 below (“**Participating Retailer**”) during the Promotion Period, subject to full compliance with these Terms and Conditions (“**Promotion Terms**”). Full details of the Promotion Products and the corresponding Rewards are set out in Table 1 below.

Table 1 – Promotion Products and Corresponding Rewards

Promotion Product	Cashback Reward EUR
S25	€ 180.00
S25 EDGE	€ 250.00
S25 FE	€ 150.00
S25 ULTRA	€ 250.00
FLIP7	€ 200.00
FLIP7 FE	€ 200.00
FOLD7	€ 300.00

Table 2 – Participating Retailers

Territories	Participating Retailers
Republic of Ireland	An Post Mobile, Amazon.co.uk (sold by Amazon UK or Amazon EU Sarl UK branch only), Arnott's (Expert), B4B telecoms, Bechtle Direct LTD, Brown Thomas (Expert), C&C Cellular, Currys Ireland Ltd, DCB Group, DID Electrical, EMPS, Egans Mobile Phone Store LTD, Eir, Eolas Technologie, Electro City, Evros, Euronics, Exertis Ireland, Expert, Future Business Intercommunications, Harvey Norman, IT Quotes, Kelco Communications, Kerry Phone Group, King Communications, VERY (Littlewoods), Meteor, Power City, Samsung IRE Shop Online (fulfilled by Exertis), Shaw & Sons Dungarvin, Shaws Department Store, Sky IRELAND, Soundstore Ireland, Synchro, Talk to Me, Telfords Portlaoise, Tecca (Expert), The Mobile Phone Shop , The Smartphone Company, ThePhoneStores.ie,

	Touchcom, Uparty, Vision iD, Vodafone Ireland, Tccl (Virgin), Tesco Mobile Ireland, Virgin Mobile Ireland, MPRS Ltd, Elara Online, Transact Ireland, PFH, Fonua, EirEvo
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8. Rewards shall be paid by bank transfer and Participants must have a valid bank account in EUR (with details exactly matching their personal information on the Claim form) in order to receive the Reward.
9. Purchases from auction websites (e.g. eBay) or from third party sellers on online retailers' websites (e.g. Amazon Marketplace) are specifically excluded from this Promotion. Purchases from Amazon.co.uk must be sold and dispatched by Amazon UK or Amazon EU Sarl UK branch directly.
10. Rewards are non-transferable and there is no cash alternative. In the event of unforeseen circumstances, the Promoter may substitute a Reward with another Reward of equivalent value at its own discretion.

Claims

11. After purchasing a Promotion Product from a Participating Retailer during the Promotion Period, Participants must visit at the following link: <https://samsungoffers.claims/WinterCashbackIE> Participants will need to complete the Claim form with their name, contact information and other requested information including but not limited to the Promotion Product serial number or IMEI1 (as applicable and where requested with a photo directly from the device settings) and submit these together with a scanned copy of their proof of purchase (a "**Claim**"). Participants may be required to upload a photo of the serial number or IMEI1 of their device directly from the settings.
12. Claims must be submitted between one (1) and thirty (30) days after the date of purchase ("**Claim Period**"), meaning the final claim date for purchases made on the 29th January 2026 is no later than 23:59 (GMT) on the 27th February 2026 (the "**End Date**"). Claims received after the End Date or otherwise not within the Claim Period will not be eligible for a Reward. For the avoidance of doubt, the date of purchase as stated on the applicable proof of purchase counts as day one (1).
13. Maximum of one (1) Reward per Promotion Product purchased, and a maximum of four (4) Rewards per household, and a maximum of ten (10) Rewards per Company Participants. For the avoidance of doubt a Claim must be submitted for each Promotion Product purchased.
14. Participants will be sent an email to confirm their Claim has been received by the Promoter instantly upon entry of a Claim. Please note that Claims received may take up to seven (7) days from the date of receipt of a Claim and Participants will be sent an email to confirm whether their Claim has been successful and validated ("**Claim Validation**").
15. If an email acknowledgement has not been received, it is the Participant's responsibility to contact the Promoter's customer service team by email at wintercashback@samsungoffers.claims or by phone on +353 1800 903 103 within seven (7) days of a Claim being submitted.

16. If a Claim is deemed to have been submitted incorrectly, the Participant will be notified via email and offered the opportunity to provide the required information within seven (7) days. If no response is received within seven (7) days of the email, then the Claim shall be marked as invalid and the Participant will no longer be eligible to receive the Reward.
17. Claims that are incomplete or damaged will be deemed invalid. No responsibility is accepted by the Promoter for lost, delayed or damaged data which occurs during any communication or transmission of Claims.
18. The Reward will be paid by bank transfer within thirty (30) days of Claim Validation to the bank account provided by the Participant during the Claim process.
19. The Promoter reserves the right at its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
20. The Promoter shall have the right, where necessary, to undertake all such action as is reasonable to protect itself against fraudulent or invalid Claims including, without limitation, to require further verification as to proof of purchase, as well as the identity, age and other relevant details of a Participant. In the event your information is linked to fraudulent claims or abuse of terms and conditions on previous promotions you will be unable to participate in this Promotion and your Claim will be rejected.
21. If a Participant returns or cancels the delivery of a Promotion Product before submitting a Claim, the Participant must not make a Claim. If a Participant returns or cancels the delivery of a Promotion Product after submitting a Claim, the Claim will be invalid and the Participant must cancel the Claim immediately by calling the relevant telephone number at Condition 15 above. The Promoter reserves the right to check with Participating Retailers whether a Promotion Product has been returned and by submitting a Claim the Participant provides consent to the Promoter to do so.

Privacy and Data Protection

22. The Promoter's use of any personal information submitted by the Participant shall be limited to communications about the Promotion and for managing the redemption process. The Participant hereby consents to its personal information being used for this purpose and confirms that it agrees with the Promoter's privacy policy available at: www.samsung.com/uk/info/privacy.html. The Participant may withdraw consent to such use of personal information by writing to the Promoter or by using the opt-out process outlined in the Promoter's privacy policy.
23. Other than as set out in these Terms and Conditions, the details and information provided by the Participant when entering the Promotion or claiming the Reward will not be used for any other purpose, nor shall they be passed to any third party.

General

24. The Promoter shall not be liable for any interruption to the Promotion whether due to force majeure or other factors beyond the Promoter's control.
25. The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions of the Promotion.

26. The Promoter will not be responsible or liable for: (a) any failure to receive submissions due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost, misrouted, or damaged transmissions or Claims; (c) any computer or communications related malfunctions or failures; (d) any disruptions, losses or damages caused by events beyond the control of the Promoter; or (e) any printing or typographical errors in any materials associated with the Promotion.
27. Participants will be solely responsible for any and all applicable taxes and any other relevant costs or expenses which are not stated in the Terms and Conditions as being included.
28. By participating in this Promotion, you agree, to the maximum extent permitted by applicable laws, to release and hold the Promoter harmless from any and all liability whatsoever for any injuries, losses or damages of any kind arising from participation in or in connection with the Promotion, including without limitation, awarding, acceptance, receipt, possession, use and/or misuse of the Reward. The above limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation), death or personal injury caused as a result of Promoter's negligence.
29. The Promotion is governed by Irish law.