

Appendix 1 – Promotion Terms and Conditions

SAMSUNG ELECTRONICS (UK) LIMITED SAMSUNG A57/A37 BACK TO SCHOOL 2026 GWP PROMOTION TERMS AND CONDITIONS

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/BackToSchool2026> form part of the Terms and Conditions.

The Promoter

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

Promotion Period

2. The Promotion will begin at 00:01 (BST) on 19th August 2026 and run until 23:59 (BST) on 6th October 2026 (the “**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be an individual and legal resident (aged 18+) (“**Individual Participant**”) of the United Kingdom (including Channel Islands and Isle of Man) or the Republic of Ireland (“**Territories**”) or a business with an address in the Territories (“**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. 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.
5. 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.
6. Network providers, retailers, distributors, resellers and any person who purchases a Promotion Product (defined below) for resale or otherwise not as the end user of the Promotion Product, may not participate in this Promotion and are specifically excluded as ineligible. Any use of a staff discount on the purchase of a Promotion Product will render the purchase ineligible for the Promotion.

Offer

7. Participants who purchase (during the Promotion Period), a selected new (i.e. not second hand, refurbished or ex-display) premium Samsung smartphone listed at Table 1 below (“**Promotion Product**”) from a retailer listed in Table 2 below and at <https://samsungoffers.claims/BackToSchool2026> (each, a “**Participating Retailer**”) by phone, in-store or online, in the Territory will be eligible to claim a free gift as described in Table 1 below (the “**Reward**”) via redemption subject to full compliance with these Promotion Terms and Conditions.

Table 1 – Key Facts: Promotion Products and Corresponding Rewards

Promotion Products (all colours and variants)	SKU	Reward
Galaxy A57 Smartphone	SM-A576B	Galaxy Tab A11 64GB in Grey RRP £169/£179
Galaxy A37 Smartphone	SM-A376B	

		SKU: (SM-X130NZAAEUB)
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Table 2 – Participating Retailers

United Kingdom	EE, EE Business, BT, BT Business, BT Enterprise, O2, O2 Business, Sky Mobile, Tesco, Argos, Asda, Amazon.co.uk (sold by Amazon UK or Amazon EU Sarl UK branch only), AO, Lebara, Mobile Phones Direct, affordablemobiles.co.uk, buymobiles.net, Currys plc, Carphone Warehouse, Currys Business, idmobile.co.uk, e2save, mobiles.co.uk, JoyBuy, JT Global LTD, Harvey Norman UK, John Lewis, N Brown, Simply Be, Jacamo, Home Essentials, JD Williams, Ambrose Wilson, Maristoa, Fashion World, Premier Man, QVC, Very, Littlewoods & WHSmith International (InMotion).
Republic of Ireland	Sky Ireland, Harvey Norman, Tesco Ireland, Currys Ireland LTD, Very Ireland & DID.

8. To qualify for this Promotion, the Promotion Product must be purchased from a Participating Retailer located within the corresponding Territories. For the avoidance of doubt the Promotion Product must be purchased, not received as a gift which will not qualify for the Promotion.
9. Purchases from any other channel outside of a Participating Retailer auction websites (e.g. eBay) or from third party sellers (e.g. Amazon Marketplace) are specifically excluded from this Promotion.
10. Rewards are non-transferable and there is no cash alternative. In the event of unforeseen circumstances, the Promoter may offer a substitute Reward of equal or greater value for the Reward listed in these Promotion Terms.
11. Participants may submit a maximum of one (1) Claim per Promotion Product purchased up to a maximum of one (1) Claim per Individual Participant and four (4) Claims per household at the same residential address. Company Participants may submit a maximum of one (1) Claim per Promotion Product purchased and receive up to ten (10) Rewards in total.

Claims

12. After purchasing a Promotion Product, Participants must visit <http://samsungoffers.claims/BackToSchool2026> (the “**Website**”), and complete the presented claim form by providing their contact details and requested information (including (but not limited to) the IMEI number of the purchased Promotion Product and if requested the proof of purchase in order to make an application for their Reward under the Promotion (a “**Claim**”). The required additional information for a completed Claim will include the proof of purchase and IMEI number of the Promotion Product purchased.
13. Claims must be submitted within thirty (30) days of the date of purchase of the Promotion Product (the “**Claim Period**”) meaning that the final date to submit a Claim against a Promotion Product purchased on 6th October 2026 as the last day of the Promotion Period, is by 4th November 2026 (23:59 – GMT). For the avoidance of doubt, the date of purchase as shown on the relevant proof of purchase shall be considered day one (1). Claims received outside the Claim Period will be marked as invalid and will not be accepted.
14. Participants will be sent an email to confirm their Claim has been received by the Promoter instantly upon completed entry of a Claim. Please note that processing of Claims received may take up to seven (7) days

from the date of receipt of the 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 of the Claim has not been received, it is the Participant's responsibility to contact the Promoter's customer service team by email at: BackToSchool2026@samsungoffers.claims or by phone at +44 0330 551 3804 (UK) or +353 1800 903 382 (ROI).
16. If a Claim is deemed to have been submitted incorrectly, the Participant will be notified via email and/or SMS 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 and/or SMS, then the Claim shall be marked as invalid and the Participant will no longer be eligible to receive the Reward.
17. Subject to making a valid Claim in accordance with the Terms and Conditions, the Reward will be delivered via recorded delivery and accompanied by a despatch notification email within forty-five (45) days of the Claim being validated to the postal address provided in the Claim form.
18. 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.
19. A Claim must be made by the Participant, and must not be made through agents, third parties or in bulk.
20. The Promoter reserves the right in its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
21. 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. This process may involve the Promoter sharing your information with third parties. In the event your information is linked to fraudulent claims or abuse of the terms and conditions of previous promotions offered by the Promoter, you will be unable to participate in this Promotion and your Claim will be rejected.
22. If a Participant returns the Promotion Product, 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 invalidated, and the Participant must cancel the Claim immediately by calling the relevant contact number in Condition 15. The Promoter reserves the right to check with the Participating Retailer whether a Promotion Product has been returned or delivery cancelled and by submitting a Claim the Participant provides consent to the Promoter to do so. Where the Reward has already been sent then the Promoter shall seek to recover the Reward from the Participant which where necessary may involve legal action being carried out against the Participant.
23. Should you wish to raise a dispute regarding a Reward delivery, you must do so no later than 30 days from the date the despatch notification email referred to in Condition 17 above has been sent to you.

Privacy and Data Protection

24. The Promoter will use personal information submitted by the Participant for the purposes of administering the Promotion and managing the Reward redemption process, including verifying eligibility and fulfilling Rewards. Such processing is carried out on the basis of the Promoter's legitimate interests in operating and administering the Promotion. The Participant hereby consents to such 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.
25. Personal information provided by Participants will only be used for the purposes set out in these Terms and Conditions. The Promoter may share such information with third party service providers and partners where necessary to administer the Promotion, validate Claims and fulfil Rewards. All such third parties are required to process personal data only on the Promoter's instructions and in accordance with applicable data protection laws.

General

26. 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.
27. 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.

28. 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.
29. 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.
30. 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.
31. The Promotion is governed by the laws of England and Wales.