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SAMSUNG ELECTRONICS (UK) LIMITED
SAMSUNG HEA AI CASHBACK PROMOTION
UK 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/ai-cashbackUK 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 commence at 00:01 (BST) on 17th June 2026 and close at 23:59 (BST) on 19th July 2026 (the "**Promotion Period**").

Eligibility

3. To be eligible to participate in the Promotion you ("**Participant**") must be a lawful resident (aged 18+) ("**Individual Participant**") of the United Kingdom including Isle of Man and Channel Islands ("**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. This Promotion is only available to end users of the Promotion Product. 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 Participants.

Offer

6. Samsung is offering a promotion (the "**Promotion**") whereby Participants will be eligible to claim a corresponding cashback reward as shown at Table 1 (the "**Reward**") by redemption when they purchase a qualifying selected new (i.e. not second hand, refurbished or ex-display) Samsung product listed in Table 1 ("**Promotion Product**") from a retailer shown at the following link: https://samsungoffers.claims/ai-cashbackUK (each, a "**Participating Retailer**") within the Promotion Period, subject to full compliance with these Promotion Terms and Conditions ("**Promotion Terms**").

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7. **Table 1 – Promotion Products and Corresponding Reward values**

Qualifying Television Models			
Technology	**Size**	**Model SKU**	**Cashback Amount/ Reward Value**
Micro RGB	85	MRE85R95HATXXU	£1,000
	75	MRE75R95HATXXU	£600
	65	MRE65R95HATXXU	£400
	100	MRE100R85HUXXU	£1,000
	85	MRE85R85HAUXXU	£600
	75	MRE75R85HAUXXU	£400
	65	MRE65R85HAUXXU	£250
	55	MRE55R85HAUXXU	£150
OLED 4K	83	QE83S99HAEXXU	£1,000
	77	QE77S99HATXXU	£600
	65	QE65S99HATXXU	£400
	55	QE55S99HATXXU	£250
	77	QE77S95HFTXXU	£ 600
	65	QE65S95HFTXXU	£400
	55	QE55S95HFTXXU	£250
	48	QE48S95HHEXXU	£150
	83	QE83S93HAEXXU	£800
	77	QE77S93HATXXU	£500
	65	QE65S93HAEXXU	£300
	55	QE55S93HAEXXU	£200
	48	QE48S93HAEXXU	£150
	42	QE42S93HAEXXU	£100
	83	QE83S90HAEXXU	£800
	77	QE77S90HATXXU	£500
	65	QE65S90HAEXXU	£300
	55	QE55S90HAEXXU	£200
	48	QE48S90HAEXXU	£150
	42	QE42S90HAEXXU	£100
	83	QE83S85HAEXXU	£500
	77	QE77S85HAEXXU	£300
	65	QE65S85HAEXXU	£200
	55	QE55S85HAEXXU	£150
	48	QE48S85HAEXXU	£100
	77	QE77S83HAEXXU	£300
	65	QE65S83HAEXXU	£200

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	55	QE55S83HAEXXU	£150
	48	QE48S83HAEXXU	£100
Neo QLED 4K	100	QE100QN80HUXXU	£1,000
	85	QE85QN80HAUXXU	£500
	75	QE75QN80HAUXXU	£300
	65	QE65QN80HAUXXU	£200
	55	QE55QN80HAUXXU	£150
	50	QE50QN80HAUXXU	£100
	75	QE85QN1EHAUXXU	£350
	75	QE75QN1EHAUXXU	£250
	65	QE65QN1EHAUXXU	£100
	55	QE55QN1EHAUXXU	£75
	85	QE85QN73HAUXXU	£400
	75	QE75QN73HAUXXU	£300
	65	QE65QN73HAUXXU	£150
	55	QE55QN73HAUXXU	£100
	50	QE50QN73HAUXXU	£ 75
	43	QE43QN73HAUXXU	£50
	85	QE85QN70HAUXXU	£400
	75	QE75QN70HAUXXU	£300
	65	QE65QN70HAUXXU	£150
	55	QE55QN70HAUXXU	£100
	50	QE50QN70HAUXXU	£75
	43	QE43QN70HAUXXU	£50
Mini LED	100	UE100M90HUXXU	£ 500
	85	UE85M80HAUXXU	£250
	75	UE75M80HAUXXU	£150
	65	UE65M80HAUXXU	£100
	55	UE55M80HAUXXU	£75
	75	UE75M1EHAUXXU	£150
	65	UE65M1EHAUXXU	£75
	55	UE55M1EHAUXXU	£50
	50	UE50M1EHAUXXU	£40
	43	UE43M1EHAUXXU	£30
	85	UE85M72HAKXXU	£200
	75	UE75M72HAKXXU	£150
	65	UE65M72HAKXXU	£75
	55	UE55M72HAKXXU	£50
	50	UE50M72HAKXXU	£40
	43	UE43M72HAKXXU	£30
	85	UE85M70HAKXXU	£200
	75	UE75M70HAKXXU	£150

OPIA

	65	UE65M70HAKXXU	£75
	55	UE55M70HAKXXU	£50
	50	UE50M70HAKXXU	£40
	43	UE43M70HAKXXU	£30
The Frame Pro	85	QE85LS03HWUXXU	£700
	75	QE75LS03HWUXXU	£500
	65	QE65LS03HWUXXU	£300
The Frame	65	QE65LS03HAUXXU	£200
	55	QE55LS03HWUXXU	£250
	55	QE55LS03HAUXXU	£150
	43	QE43LS03HEUXXU	£100
The Terrace	75	QE75LST7DATXXU	£600
	65	QE65LST7DATXXU	£400
	55	QE55LST7DATXXU	£250
The Movingstyle	27	UE27LSM7FAXXXU	£150
The Premiere	9-Series	SP-LPU9DSAXXXU	£500
	7-Series	SP-LPU7DSAXXXU	£300
	5-Series	SP-LPF5DSAXXXU	£250

Qualifying Monitor Models			
Technology	**Size**	**Model SKU**	**Reward Value**
	55	LS55CG970NUXXU	£300
	27	LS27DG602SUXXU	£100
	49	LS49DG954SUXXU	£200

Qualifying Appliance Models		
Technology	**Model SKU**	**Reward Value**
Refrigeration	RM70F67RDREU	£200
	RM90F67CECEU	£300
	RS90F64EETEU	£100
	RS90F66BETEU	£100
	RS90F64EDTEU	£200
	RB53DG703ES9EU	£100
	RB53DG706AS9EU	£200
	RS90F64EEFEU	£100
	RS90F66BEFEU	£100
	RS90F64EDFEU	£200
Cooking	NV7B7997AAK/U4	£150
	NQ5B7993AAK/U4	£100
Dishwasher	DW90H79G1I0U4	£100
	DW90H79LAFFU4	£100
	DW80H77YBFFU4	£100

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Vacuum Cleaners	VS90F40DEK/EU	£ 80
	VS90F40DEM/EU	£80
	VS80F28DGS/EU	£80
	VS80F28DES/EU	£80
	VS80F28DLP/EU	£60
	VR7MD97714G/EU	£100
Washing Machines	WF90H09C4ST1	£100
	WF90F09C4SU1	£100
	WW11DB8B95GBU1	£ 100
	WW11DB8B95GHU1	£100
	WW90DB8U95GBU1	£75
	WW90DB8U95GHU1	£75
	WW11DB7B94GBU1	£ 75
	WW11DB7B94GEU1	£75
	WW90DB7U94GBU1	£75
	WW90DB7U94GEU1	£75
Tumble Dryers	DV90BB9545GBS1	£100
	DV90BB9445GBS1	£100
	DV90BB9445GHS1	£100
	DV90T6240LB/S1	£75
	DV90T6240LN/S1	£75
	DV90T6240LE/S1	£75
WasherDryer	WD11DB7B85GBU1	£100
	WD11DB7B85GWU1	£100
	WD11DG5B15BBEU	£100
	WD11DG5B15BEEU	£75
	WD10HG6U94BEU1	£75
	WD10HG6U34BEU1	£75

8. Rewards shall be paid by bank transfer and Participants must have a valid bank account in GBP (with details exactly matching their personal information or the business information entered on the Claim form) in order to receive the Reward.

9. Purchases must be made from a Participating Retailer in order to be eligible for a Reward. Purchases from auction websites (e.g. eBay) or from third party sellers on online retailers' websites (e.g. Amazon Marketplace) and non-Samsung approved resellers (non-direct accounts) are specifically excluded from this Promotion. Purchases from Amazon.co.uk must be sold and dispatched by Amazon UK directly, not Amazon EU or other non-UK branches.

Claims

10. After purchasing a Promotion Product from a Participating Retailer during the Promotion Period, Participants must visit https://samsungoffers.claims/ai-cashbackUK, log into or register for a

Samsung Account, complete the Claim form with their name, contact information, email and postal address, and bank account details along with any other requested information and submit it together with scanned copies of their proofs of purchase showing their purchase of one or more Promotion Products (a "**Claim**"). Participants will be required to upload an image of the serial number(s) from the product itself (rather than the packaging) of the Promotion Product. For the avoidance of doubt the Promotion Product(s) must be purchased in order to be eligible for Rewards in this Promotion; Promotion Product(s) received for free or as part of a giveaway do not qualify.

11. Claims may only be submitted between thirty (30) to sixty (60) days after the Participant's purchase of the relevant Promotion Product (the **"Claim Period**"). This means the Claim Period opens on 16th July 2026 and the final date of the Claim Period for purchases made on the last day of the Promotion Period (19th July 2026) is no later than 23:59 (BST) on 16th September 2026. Claims received after the close of the Claim Period will not be eligible for any Reward. Notwithstanding the foregoing, in the event of late delivery by the Participating Retailer of the Promotion Product which prevents the Participant from obtaining the serial number(s) to complete a Claim, the Participant is advised to contact the Promoter's customer service team (under the details listed in Condition 14 below), to request an extension link to complete their Claim after the Claim Period has expired.
12. Participants registered at the same residential address are entitled to submit a maximum of five (5) Claims and Company Participants may submit up to five (5) Claims per business, in all cases with each Claim corresponding to the purchase of one (1) Promotion Product. There is a maximum of one (1) Reward per Promotion Product purchased in all cases. Participants who have purchased a TV Promotion Product from Samsung.com, will also not be eligible to claim the Reward if they selected to receive a free of charge Soundbar as part of a separate promotion run by the Promoter at the point of purchase.
13. Participants will be sent an email to confirm their Claim has been received by the Promoter instantly upon entry of a Claim. Providing that the Claim is found to be valid in accordance with these Promotion Terms, Participants will be sent an email within seven (7) days to confirm whether their Claim has been successful and validated ("**Claim Validation**").
14. 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 ai-cashback@samsungoffers.claims or by phone on 0330 551 3937 within seven (7) days of a Claim being submitted.
15. 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.
16. 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.
17. 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.
18. The Promoter reserves the right at its absolute discretion to disqualify Claims which it considers do not comply with these Promotion Terms.
19. 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.

20. 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 invalidated and the Participant must cancel the Claim immediately by calling the contact number in Condition 14 above. The Promoter reserves the right to check with Participating Retailers whether a Promotion Product has been returned or the order cancelled and by submitting a Claim the Participant provides consent to the Promoter to do so.

Privacy and Data Protection

21. 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. 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.
22. 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

23. 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.
24. 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.
25. 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.
26. Participants will be solely responsible for any and all applicable taxes and any other relevant costs or expenses which are not stated in these Promotion Terms as being included.
27. 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.
28. The Promotion is governed by the laws of England and Wales.