

SAMSUNG ELECTRONICS (UK) LIMITED

SAMSUNG SHINEBRIGHT 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/shinebrightIE> 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 the 4th June 2025 and close on at 23:59 (BST) on the 24th June 2025 (“**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be a legal 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 must register for or login to a Samsung Account when they submit their Claim. Except for purchases from SKY, all Promotion Products must be purchased SIM-free to be eligible for Rewards (purchases on contract from other mobile networks do not qualify).

Offer

7. Samsung is offering the Promotion whereby Participants will be eligible to claim a corresponding cashback or gift reward 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 product listed in Table 1 (“**Promotion Product**”) from a retailer shown at the following link: <https://samsungoffers.claims/shinebrightIE> (“**Participating Retailer**”) within the Promotion Period, subject to full compliance with these Terms and Conditions (“**Promotion Terms**”). The gift Rewards (“**Gift Rewards**”) shall include either a Tab S10 Ultra Slim Book Cover Keyboard for purchases of a SIM-free Galaxy Tab S10 Ultra, or a Galaxy Watch7 for purchases of a SIM-free Galaxy S24, S24 FE or A56 5G (as shown in Table 1 for such Promotion Products marked with an *), and with full details of all Rewards given at Table 1 below. Gift Rewards that are successfully claimed shall be delivered to the postal address as specified the Claim form.

Table 1 – Promotion Products and Corresponding Rewards

Product Name	SKU	Reward (€)
S24*	SM-S921B	€ 100.00 + Galaxy Watch7
S24FE*	SM-S721B	€ 100.00 + Galaxy Watch7
A56*	SM-A556B	€ 100.00 + Galaxy Watch7
A36	SM-A366B	€ 75.00
XCOVER7	SM-G556B	€ 75.00
A26	SM-A266B	€ 50.00

TAB S10 ULTRA (WiFi / LTE)*	SM-X920N / SM-X926B	€ 300.00 + Tab S10 Ultra Slim Book Cover Keyboard in black (EF- DX910BBEGGB) RRP: €199
TAB S10 PLUS	SM-X820N / SM-X826B	€ 200.00
TAB S9	SM-X710N	€ 200.00
WATCH ULTRA	LM-L705F	€ 100.00
WATCH6 CLASSIC	SM-R950N / SM-R955F / SM-R960N / SM-R965F	€ 75.00
WATCH7	SM-L315F / SM-L300N / SM-L310N / SM-L395N	€ 50.00
RING	SM-Q5	€ 75.00
990 PRO 4TB	MZ-V9P4T0BW	€ 50.00
9100 PRO 2TB	MZ-VAP2T0BW	€ 50.00
9100 PRO 4TB	MZ-VAP4T0BW	€ 75.00
870 EVO 4TB	MZ-77E4T0B/EU	€ 50.00
T7 SHIELD 4TB	MU-PE4T0S/EU	€ 50.00
T9 4TB	MU-PG4T0B/EU	€ 75.00
T7 GREY 4TB	MU-PC4T0T/WW	€ 50.00
Buds3 Pro	SM-630N	€ 50.00
Buds 3	SM-9530N	€ 30.00

Table 2 – Participating Retailers

Republic of Ireland	Alpha Communications, Amazon.co.uk (sold & dispatched by Amazon only) , Arnott's (Expert), Brown Thomas (Expert), Currys Ireland Ltd, DID Electrical, EMPS, Electro City, Euronics, Exertis Ireland, Expert, Harvey Norman, Irish Mobile, Irwins Ltd , VERY (Littlewoods), PG Communications, Power City, Samsung IRE Shop Online (fulfilled by Exertis), Shaw & Sons Dungarvin, Shaws Department Store, Soundstore Ireland, South West Communications, Talk to Me, Telfords Portlaoise, Tecca (Expert) , The Smartphone Company, ThePhoneStores.ie, Touchcom , Uparty, Vision iD, MPRS Ltd & Elara Online, Ccktech, Scan Computers International Ltd, Ebuyer (UK) Limited, Jessops, Protape Ltd t/a DataStores.
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8. 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.
9. 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

10. After purchasing a Promotion Product from a Participating Retailer during the Promotion Period, Participants must visit <https://samsungoffers.claims/shinebrightIE>. 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 their delivery address (for Gift Rewards) 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.

11. 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 24th June 2025 is no later than 23:59 (BST) on the 23rd July 2025 (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).
12. Maximum of one (1) Reward (or set of Rewards where eligible for a cashback and Gift Reward combination) 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.
13. 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**").
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 shinebright@samsungoffers.claims or by phone on 1800 901 763 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 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 SMS, 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. Subject to making a valid Claim in accordance with the Terms and Conditions, the Reward will be dispatched 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.
18. The Promoter reserves the right at its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
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 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 14 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.
21. Should you wish to raise a dispute regarding a Gift Reward delivery, you must do so no later than 30 days from the date the despatch notification described under Condition 17 above was sent to you.

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 the law of the Republic of Ireland.