

## Terms and Conditions

### UAE E-Store Trade-In Offer

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- This Samsung Trade-In Offer (the “**Offer**”) is available to customers (“**Customer(s)**”) in the United Arab Emirates.
- This Offer comprises a trade in (“**Trade-In**”) by which Customers are welcome to trade-in their current device (“**Old Device(s)**”), the list of the devices can be found on Samsung website: [www.samsung.com.ae](http://www.samsung.com.ae) (“**Website**”) with a new Samsung device (“**New Device(s)**”) for a certain value payable by the partner and get an up-front discount (“**Up-Front Discount**”) . The Trade-In operation will be handled by Samsung business partner (“**Northladder**”).
- New Devices shall be limited to the following:
  - Samsung Smartphones, or
  - Samsung Tablets, or
  - Samsung Wearables, or
  - Samsung Televisions
- Pre order for S24 series: Customer can trade in up to 3 Old Devices while ordering S24 series from the Website or on Samsung selected enhanced partnership program sites (like student, corporate, government, VIP). The preorder period is from 17<sup>th</sup> January – 30<sup>th</sup> January 2024 (“**Pre Order Period**”).
- Customers can opt for the Trade In operation by following the Trade-In website link (“**Trade-In Website**”) [www.samsungtradein.ae](http://www.samsungtradein.ae) and complete their Trade-In process for up to 30 days from purchase by visiting the Trade-in Website.
- Trade In process from the Website: Up-Front Discount, the following process applies:
  - Customers can select “Trade in” while placing orders for their new S24 series. While placing the Trade-In, an Up-Front Discount of AED 367 for S24 and AED 499 for S24 Plus and S24 Ultra.
  - Customer should select the New Device and grade their Old Device while applying for the Trade-In on the Website. The Customer also needs to ensure that the Old Device can be switched on. Old Devices that do not switch on are not eligible for the Trade In.
  - In the event that Customer does not complete the Trade-In process by handing over their Old Device, or due to a grade mismatch, Northladder will contact the Customer to recover the Up-Front Discount provided

at the time of purchase of the New Device. The Customer will receive an email with the payment link and the payment needs to be completed within three (3) days of the purchase of the New Device (“Payment Grace Period”). In such case, Samsung reserves the right to refuse to take any new orders from the Customer; Samsung will also review any activity in relation to existing orders under the Customer name.

- Please note that if the Customer fails to return the Old Device(s) to Northladder, Samsung will try to reach out to the Customer by email, phone or from Samsung call center to remind the Customer of the pending payment. If Samsung is unable to recover the payment from the Customer through Northladder, Samsung reserves the right to remotely disable the New Device. If Samsung takes this action, it shall take place on or after 14 days after the Payment Grace Period.
- Samsung also reserves the right to take any further legal action before any competent law enforcement authorities against the Customer civil and criminal liabilities for any pending payment or any case of non-returning the New Device.
- If the Customer is trading in a Smartphone, Tablet or Wearable during the Preorder of S24 series and not availing the Up-Front Discount, the following process applies:
  - After 5 to 7 business days of receiving the New Device, Northladder will do a doorstep evaluation directly at the Customer’s address to check the quality of the Old Devices(s). Upon agreeing on the value of the Old Devices(s), the Customer will be paid directly in cash by Northladder.
- Standard Trade in Process for Televisions: If the Customer is trading in a Television, the following process applies:
  - After 5 to 7 business days of receiving the New Television, a partner associated with Samsung will do a doorstep evaluation directly at the Customer’s address to check the quality of the Old Television(s). Upon agreeing on the value of the Old Television(s), the customer will receive the amount through a Bank Transfer after 3 to 4 business days from agreement. The customer will receive a secure link to add their Bank Account details.

**For Trade-In, the below conditions apply:**

- The Offer is available only at [Samsung.com/ae](https://samsung.com/ae)
- If the Customer does not want to avail the Up-Front Discount, the Customer can opt for the cash or bank transfer from [www.Samsungtradein.ae](https://www.Samsungtradein.ae)
- The Offer is only available for Completed and Delivered online orders from [samsung.com/ae](https://samsung.com/ae). Any canceled or returned orders are not eligible for trade-in.

- The customer can place only one Trade-in order for each unique Samsung Order placed on [samsung.com/ae](https://samsung.com/ae)
- Customers trading a Chinese or Korean Specs device might receive a lower grade.
- The Customers must apply for trade-in within 30 days of receiving their New Device. Trade-in requests for New Devices submitted after 30 days of delivery will be rejected.
- The trade-in partner will contact the customers to schedule a pickup or evaluation of the Old Devices. If the customer is not reachable, the trade-in partner may cancel the trade-in order after 30 days.
- For Old Devices to be eligible for Trade-In (“**Eligible Device(s)**”) must be included in the following list that also includes the price estimates, for more information [click here](#).
- The Online Trade-In partner appointed by Samsung will have the sole discretion in deciding the Eligible Devices.
- This Offer is not applicable to the trade-in of old devices of wearables and tablets.

#### **Trade-In General Conditions:**

- The Customer should visit [www.Samsungtradein.ae](https://www.Samsungtradein.ae) to initiate the Trade-In process.
- The Customer shall be at least 18 years old; or have the permission of his/her parent or his/her legal guardian.
- The Customer must clear the personal data available on the Old Device prior to handing it over. The trade-in partner can do a data wipe at an additional cost as defined by them.
- Customer shall remove any SIM card or memory cards including personal data from the Old Device. A partner associated with Samsung can conduct a data scan at an additional cost as specified by him.
- Customers can Trade – in up to three (3) Old Devices in one transaction.
- Samsung and its online Trade-In partner shall not accept liability for loss of any content, data or any other information contained in the Old Device.
- Customer is aware of the loss of all content including contact numbers stored on the Old Device.
- The Samsung associated partner shall not be liable for any costs or damages that may incur because of the loss thereof.

- The Customer evaluates its Eligible Device via the [www.Samsungtradein.ae](http://www.Samsungtradein.ae) or [Samsung.com/ae](http://Samsung.com/ae) ( during the [purchase journey](#)) in order to provide the initial estimation. The final estimation will be decided by the online Trade-In Samsung associated partner appointed by Samsung upon collection of the Old Device or upon door step grading, then classified as per the grading criteria described on [www.Samsungtradein.ae](http://www.Samsungtradein.ae)
- Samsung may offer an extra top-up value in addition to the residual value provided by the trade-in partner, and such will be valid for customers purchasing from [samsung.com/ae](http://samsung.com/ae) only. The top-up value is not applicable to customers that placed Samsung online orders from a Samsung Enhanced Partnership Program. The top-up value is dependent on the New Device and Old Device selection and varies by product. The top-up value is not available to all products. If a customer is trading in multiple Old Devices for the same New Device, they will receive only one top-up value.
- Customers shall share their identification details and IMEI number of their Old Device to the Samsung associated partner. Samsung shall not be liable for any loss or theft of this data.
- In order to validate the Trade-In and payment, Customers will have to share the IMEI number available on the New Device to the online Trade-In Samsung associated partner Website.
- Samsung shall not be liable to the Customer for any loss and/or damages of any kind suffered in connection with the purchase, redemption and/or use of this Offer or the inability to use this Offer.
- Samsung and its partners shall not be liable in the event of delay and/or non-performance of any of its obligations under these Terms and Conditions in the event of: quarantine restriction caused by the outbreak of any national or international pandemic; any other restriction issued by the federal government of the United Arab Emirates or state Government in any of the emirates; or Force Majeure beyond the control of Samsung to fulfil any of its obligations stated herein.
- Samsung shall be entitled and subject to any applicable law, to terminate or modify the Promotion or to modify these Terms and Conditions at any time prior to the Promotion Period.
- By participating in this Offer, the Customer accepts that any dispute of whatever nature which is directly or indirectly related to these Terms and Conditions or to their or her participation in the Offer, will be subject to, governed and construed by the laws and regulations of the United Arab Emirates and such disputes shall be resolved by the competent courts in the United Arab Emirates.

- This Samsung Trade-In offer (the “**Offer**”) is available to customers (“**Customer(s)**”) in the United Arab Emirates, Kuwait, Bahrain, Qatar and Oman.
- This Offer comprises a trade in (“**Trade-In**”) by which customers are welcome to trade-in their current smartphone, tablet, or wearable devices (“**Old Device(s)**”) with Samsung Galaxy S24 and/or Samsung S24+ and/or Samsung S24 Ultra (“**New Device(s)**”) for a certain value payable by the Customer.

New Devices shall be limited to the following:

- Samsung Smartphones, and/or
- Samsung Tablets, and/or
- Samsung Wearables.

- This Offer will be held for the period starting on 17<sup>th</sup> January 2024 until the 31<sup>st</sup> of July 2024 (the “**Offer Period**”).

**For Trade-in, the below conditions apply:**

- The Offer is available in selected Samsung Store [Click Here](#) (“**Stores(s)**”)
- For Devices to be eligible for Trade-In (“**Eligible Devices**”) they shall be included in the following list which also includes the price estimates, [Click Here](#)
- Eligible Devices shall be limited to devices that are in a good quality usable condition. The Samsung Store and the Stores personnel shall have the sole discretion in deciding the Eligible Devices.
- For Pre-order, Customer in UAE can opt for in-store trade-in at the time of collecting New Device at participating partner outlets. Post final evaluation on the value of the Old Device(s), the customer to pay balance amount if any redeeming old device(s) value against purchased amount.
- For Pre-order customers who opt for Buy Now trade-in later, after customer will collect his new device in any emirates of United Arab of Emirates, a trade-in partner associated with Samsung will do a doorstep evaluation directly at the Customer’s address to check the quality of the Old Device(s) within 3 to 7 days. Upon agreeing on the value of the Old Device(s), the Customer will be paid directly in cash or through a bank transfer by the partner. If the Customer refuses the value of the old device(s), the partner will return the Old Device(s) back to the Customer’s address.
- Customers trading-in any Old Mobile Device from the Eligible Devices list for a New Galaxy S24 Series will receive a maximum estimated trade-in value for an Old Mobile Device up to AED 3,700; including an assured trade-in amount of AED 499 for Galaxy S24 Ultra and/or S24 Plus model and an amount of AED 367 for Galaxy S24. The Trade In is applicable on previous Galaxy Foldable, Galaxy S Series and Galaxy Note series models. The above Trade-In top up amounts (if applicable) will be applicable to only one (1) out of the three (3) Old Devices which can be traded in one transaction.

**Trade-In General Conditions:**

- The Customer must physically present Old Devices at any of the Stores.
- The Customer shall be at least 18 years old; or have the permission of his/her parent or his/her legal guardian.
- The personal data available on the Old Device must be cleared by the Customer prior to handing it over.
- Customer shall remove any SIM card or memory cards including personal data from the Old Device.

- Customers can Trade – in up to three (3) Old Devices in one transaction and may get an instant discount on their New Device purchases.
- Samsung and its partner shall not accept liability for loss of any content, data or any other information contained in the Old Device.
- Customer is aware of the loss of all content including contact numbers stored on the Old Devices.
- Samsung and its partner shall not be liable for any costs or damages that may incur as a result of the loss thereof.
- The Old Device shall be assessed and evaluated by the Store personnel and then classified as per the following:

**Check your device eligibility in stores**  
Depending on its condition, your phone could either be a Grade A, B, C or D. See the checklist below to ensure your phone condition qualifies for a trade up.

Grade A	Grade B	Grade C	Grade D
<p>Working</p>  <p>Device is completely functional with minor wear &amp; tear</p>	<p>Faulty</p>  <p>Device is completely functional with dents and cracks</p>	<p>Faulty display</p>  <p>Device is completely functional with damaged display</p>	<p>No power</p>  <p>Device does not switch on</p>

- The Store personnel shall collect the Customer identification details and the IMEI number of the Old Device.
- Samsung shall be entitled at its sole discretion and subject to any applicable law, to terminate or modify the Offer or to modify these Terms and Conditions at any time prior the Offer Period or during the Offer Period.
- Samsung shall not be liable to the Customer for any loss and/or damages of any kind suffered in connection with the purchase, redemption and/or use of this Offer or the inability to use this Offer.
- By participating in this Offer, the Customer accepts that any dispute of whatever nature which is directly or indirectly related to these Terms and Conditions or to his or her participation in the Offer, will be subject to, governed and construed by the laws of the country, where the retail store is domiciled and such disputes shall be resolved by the competent courts in that country.