

Samsung 'The Flavour Lab' Promotion (Promotion)

Terms and Conditions

Promoter	Samsung Electronics Australia Pty Ltd (ABN 63 002 915 648), 3 Murray Rose Avenue, Sydney Olympic Park NSW 2127 (Samsung).
When & where will the competition run?	<p>The competition will run at Samsung stores (Stores) located in Victoria and Queensland as follows:</p> <ul style="list-style-type: none"> • From 12pm - 3pm AEDT on 15/11/2025 at Chadstone Shopping Centre, 1341 Dandenong Rd, Malvern East VIC 3145 (Samsung Chadstone); • From 12pm - 3pm AEDT on 16/11/2025 at Westfield Chermside, 395 Hamilton Rd, Chermside QLD 4032 (Samsung Chermside); and • From 12pm - 3pm AEDT on 16/11/2025 at High Point Shopping Centre, 120-200 Rosamond Rd, Maribyrnong VIC 3032 (Samsung Highpoint). <p>(each, an Activation) (Competition Period)</p>
Who can enter?	<p>Only Australian residents who:</p> <p>(a) are aged 18 or over; and</p> <p>(b) are present in the Store at the time of the draw.</p>
Who can't enter?	<p>Directors, officers, management and employees (and their immediate families) of:</p> <p>(a) the Promoter; and</p> <p>(b) the agencies, companies or participating premises associated with this competition.</p>
Entry instructions	<p>To enter, you must visit an Activation at a Samsung Store and see a Samsung store staff member, and then, during the Activation:</p> <p>(a) after being asked by a Samsung store staff member, pick your favourite ice-cream flavour (based on the 3 flavour cards available);</p> <p>(b) use the matching Samsung device (as provided by a Samsung store staff member) to take a hands-free palm selfie and use Gemini AI to customise an ice-cream inspired background;</p> <p>(c) show your selfie to the ice-cream cart staff in-Store to receive your free cup of ice cream (subject to availability, while stocks last); then</p> <p>(d) check your ice-cream lid to see if you have either won an instant win prize, or if the ice-cream lid contains a unique number.</p> <p>(i) If your ice-cream lid contains an instant win message, see a Samsung Store staff member in-Store during the relevant Activation to collect your instant win prize. 1 in 5 ice-cream lids reveal an instant win message.</p> <p>(ii) If your ice-cream lid contains a unique number, see a Samsung store staff member to record your unique number to enter the major prize draw for the relevant Store/Activation. You must retain your unique number to be eligible for the major prize draw (and in order to claim a major prize, if you are drawn as a winner). 4 in 5 ice-cream lids reveal a unique code.</p> <p>Ice-cream flavours may vary. The Promoter is not responsible if you do not get your preferred ice-cream flavour. Allergens may be present.</p> <p>The Promoter is not responsible if your mobile device/desktop is not sufficiently capable for the purpose of submitting an entry.</p>
How many winners will there be and how will they be chosen?	<p>There will be up to 203 winners determined in respect of this competition – up to 200 instant prize winners and 3 major winners (1 major winner per Store).</p> <p>Instant win prizes</p> <p>There will be up to 200 instant win prizes in total. 1 in 5 ice-cream lids reveal an instant win prize.</p>

	<p>For clarity, there will be, per Store:</p> <p>Chadstone – 500 ice-cream lids and 100 instant win prizes.</p> <p>Highpoint – 250 ice-cream lids and 50 instant win prizes.</p> <p>Chermside – 250 ice-cream lids and 50 instant win prizes.</p> <p>Major prizes</p> <p>There will be 3 draws conducted – 1 draw per Store.</p> <p>Each draw will be held at 3pm (AEDT) at each Store as follows:</p> <ul style="list-style-type: none"> • 15/11/2025 for Samsung Chadstone; and • 16/11/2025 for Samsung Chermside and Samsung Highpoint. <p>The first valid entry drawn randomly in each draw from the entries received (from entrants whose ice-cream lid contained a unique number) during an Activation in the relevant Store will each win a major prize. To be a major prize winner, you must be present in the Store relevant to your entry at the time of the draw.</p> <p>For clarity, if your ice-cream lid revealed an instant win message (and not a unique code), you will not receive an entry into a major draw and will not be eligible to win a major prize.</p>
What can I win?	<p>There are up to 203 prizes available – up to 200 instant win prizes and 3 major prizes (1 major prize per Store)</p> <p>Instant win prizes</p> <p>Each instant win prize is a \$10 Shopping Centre Voucher (as relevant to the Store where you entered).</p> <p>For example, if you win an instant win prize at Samsung Chermside, you will receive a \$10 Westfield voucher.</p> <p>Voucher terms and conditions:</p> <p>Any ancillary costs associated with redeeming the Shopping Centre Vouchers are not included. Redemption of the Shopping Centre Vouchers is subject to the terms and conditions associated with the Shopping Centre Vouchers located as follows:</p> <p>Chadstone - https://a.storyblok.com/f/62672/x/c8386bba6e/vicinity-gift-cards-terms-and-conditions-october-2022.pdf</p> <p>Westfield Chermside - www.westfield.com.au/terms-and-conditions#gift-card-product-terms-and-conditions</p> <p>Highpoint - www.highpoint.com.au/gift-cards</p> <p>Major prizes</p> <p>Each major prize is a Samsung Galaxy Z Flip7 256GB phone in Coral Red valued at \$1799.</p> <p>You can only win max. 1 instant win prize or max. 1 major prize in total.</p>
Total prize pool	<p>The instant win prize pool is valued at up to \$2,000.</p> <p>The major prize pool is valued at \$5397.</p> <p>The overall total prize pool is valued at up to \$7397</p>
How many times can I enter?	<p>You can only enter once in total during the Competition Period.</p>
How and when will the winner/s be informed?	<p>Instant win prize winners will be notified immediately on the ice-cream lid.</p> <p>If you win an instant win prize, you must collect your prize on the same day from the Store where you made your entry and received your ice-cream lid.</p> <p>Major prize winners</p> <p>If you are a major prize winner:</p> <ul style="list-style-type: none"> • Your name will be announced verbally at the relevant Store at the time of the relevant draw. The Promoter can't guarantee that all announcements can be heard at the draw or in all parts of the Store. You must also present yourself to the in-Store staff member (see further details in the "Unclaimed prize/s" Section below).

	<ul style="list-style-type: none"> You will also be notified in writing and your first name initial, last name and postcode will be published on https://www.samsung.com/au/samsungstore/winners/ on 22/11/2025 for a period of 28 days. Allow up to 28 days for delivery.
Unclaimed prize/s	<p>Instant win prizes</p> <p>Any un-won or unclaimed instant win prizes remaining at any Store at the end of the Competition Period will be randomly distributed to patrons at the relevant Store.</p> <p>Major prizes</p> <p>You must be present at the draw location at the time of the relevant draw in order to be eligible to win any major prize. If you are drawn as a winner you will have 5 minutes from the time of the draw to come forward and claim the prize (by showing a staff member your unique number from the ice-cream lid received during your entry). If, despite all reasonable efforts, you cannot be located within this timeframe, your entry will be discarded and another winner will be drawn. This redraw process will continue until a valid winner comes forward and claims the prize in accordance with this section within the specified timeframe.</p>
Collection and use of your personal information	<p>The Promoter may ask you to consent to take part in all publicity, photography and other promotional activity as the Promoter requires, without any compensation. In this case, you will be asked to consent to the Promoter using your names and images in any promotional or advertising activity before such activity takes place. Participation in any of the above promotional activity is not mandatory and you may opt-out at any time.</p> <p>The Promoter (and/or third parties on the Promoter's behalf) collect personal information in order to conduct and manage this competition and may, for these purposes, disclose such information to third parties, including, but not limited to, agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Some of these parties may be located outside of Australia, including in South Korea, the Philippines, Singapore, Malaysia, the United States of America, Germany, China, the Netherlands, Vietnam, India, Japan, Denmark, Mexico or Canada. The validity of an entry is conditional on providing this information. The Promoter may use the information for (subject to this collection notice and the details below) promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning a winner.</p> <p>By entering this competition, and ticking the "opt-in" box on the entry form, you consent to the Promoter keeping your personal information on its database to use for future marketing purposes, including contacting you by electronic messaging provided that where required by the <i>Spam Act 2003</i> (Cth), the Promoter includes a functional unsubscribe facility in each direct marketing communication it sends you that you may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the <i>Spam Regulations 2021</i> (Cth). By entering, you consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of this competition.</p> <p>You can submit any request to access, update or correct your personal information held by the Promoter, or otherwise make any privacy enquiry or complaint by emailing the Promoter at privacy.au@samsung.com. These Terms and Conditions incorporate the Promoter's privacy policy and by entering the competition, you accept the terms and conditions of the Promoter's privacy policy. For further details see https://www.samsung.com/au/info/privacy/.</p>

1 These Terms and Conditions incorporate and must be read together with the details outlined in the table above. Information about prizes and how to enter forms part of these Terms and Conditions. By entering, you accept these Terms and Conditions.

Entry

2 Your entry must be received during the Competition Period and will be deemed to be received only when received by the Promoter. Where relevant, entry forms/entry cards from any other competition cannot be used for this competition, and are void if copied, forged, stolen or interfered with. Where relevant, submitted entry forms are the Promoter's property. The Promoter is not liable for any problems with communications networks outside its reasonable control. You are responsible for your own costs associated with entering. If you enter using automatically generated entries or multiple phone numbers/email addresses/addresses/aliases, you may be disqualified.

Prizes

- 3 Prizes and all elements of prizes must be taken as specified, as and when offered and cannot be altered or changed in any way by you or will be forfeited, and if forfeited, the Promoter will not be liable. If you forfeit the prize or any element of the prize for whatever reason, you will not be given cash or any alternative prize as a substitute. Prize/s are subject to any additional terms and conditions imposed by the relevant supplier or the Promoter, including, as relevant validity period/s.
- 4 You are responsible for all other unspecified costs related to the prize, including insurance (including excesses), mobile or data plans, installation costs, costs associated with ongoing use of the prize, etc.
- 5 The Promoter is not responsible for any dispute between you and any person with whom you choose to, or choose not to, share a prize.

General

- 6 By participating in the Promotion, you agree to your photograph being altered using Gemini AI to alter the background during the Competition Period.
- 7 Any material failure by you to comply with the conditions imposed by the prize supplier(s) may result in the prize being cancelled or withdrawn without liability for the Promoter or the prize supplier(s).
- 8 You must, if required by the Promoter, sign disclaimer and release forms provided by the Promoter in favour of the Promoter and other parties before taking the prize. If you do not sign, your entry will be deemed invalid and you will lose any entitlement to a prize.
- 9 If you or your entry are deemed by the Promoter to breach these Terms and Conditions materially your entry (or at the Promoter's discretion, all of your entries) may be discarded. The Promoter may, at any time, require you to produce documentation to establish to the Promoter's reasonable satisfaction the validity of your entries and/or verifying your identity (including documentation establishing your identity, age, place of residence and place of employment). Failure by the Promoter to enforce any of its rights at any stage does not waive those rights.
- 10 You must not:
 - (a) tamper with the entry process (including but not limited to manipulating the system via bots, script use, or any other means to circumvent the entry process);
 - (b) engage in any conduct that may jeopardise the fair and proper conduct of the competition;
 - (c) act in a disruptive, annoying, threatening, abusive or harassing manner;
 - (d) do anything that may diminish the good name or reputation of the Promoter or any of its related entities or of the agencies or companies associated with this competition;
 - (e) breach any law; or
 - (f) behave in a way that is otherwise inappropriate.
- 11 If you in the reasonable opinion of the Promoter are intoxicated, under the influence of alcohol or any other drug, behave aggressively or offensively, or behave in a manner which may diminish the good name or reputation of the Promoter or any of its related entities or the agencies or companies associated with this competition, is contrary to law or is otherwise inappropriate, the Promoter may cancel the prize or restrict you (and your companion/s) from participating in any elements of the prize, at its discretion.
- 12 The Promoter is not liable for entries, prize claims or correspondence that are misplaced, misdirected, delayed, lost, incomplete, illegible or incorrectly submitted for reasons outside the Promoter's reasonable control, including failure of any third parties to forward entry forms for inclusion in the draw, where relevant.
- 13 If any dispute arises between you and the Promoter concerning the conduct of this competition or claiming a prize, the Promoter will take reasonable steps to consider your point of view, taking into account any facts or evidence you put forward, and to respond to it fairly within a reasonable time. In all other respects, the Promoter's decision in connection with all aspects of this competition is final.
- 14 Prizes cannot be transferred or exchanged nor redeemed for cash. Without limiting any other term of these Terms and Conditions, all prizes (and elements of prizes) must be taken as and when specified, or will be forfeited with no replacement. The prize values are correct as at the date of preparing these Terms and Conditions and include any applicable GST. The Promoter is not responsible for any change in prize value. You agree that if a prize (or element of a prize) is unavailable for any reason the Promoter may provide another item of equal or higher value.
- 15 Printing and other quality control errors outside the Promoter's control will not invalidate an otherwise valid prize claim. Every instant win prize claim in excess of the advertised prize pool will be honoured, unless the claim is rejected due to fraud or ineligibility under these Terms and Conditions.
- 16 If this competition cannot run as planned for any reason beyond the Promoter's control (for example due to software, hardware or communications issues, unauthorised intervention, tampering, fraud or technical

failure, government directives, a pandemic, public health orders and the like), the Promoter may end, change, suspend or cancel the competition or disqualify affected entries/entrants.

- 17 The Promoter is not responsible for any tax implications arising from you winning a prize. You should seek independent financial advice. If for GST purposes this competition results in any supply being made for non-monetary consideration, you must follow the Australian Taxation Office's stated view that where the parties are at arm's length, goods and services exchanged are of equal GST inclusive market values.

Liability

- 18 You may have consumer rights under statute including under the *Competition and Consumer Act 2010* (Cth), which may be relevant to any issue or problem you encounter in relation to this competition and cannot be excluded or restricted. Nothing in these Terms and Conditions excludes or restricts those rights. See www.accc.gov.au for more information about those rights.
- 19 Subject to the previous paragraph, the Promoter and the agencies and companies associated with this competition are not liable (including in negligence) for any loss (including indirect, special or consequential loss or loss of profits), expense, damage, personal injury (including allergies, skin conditions or other reactions, as relevant), illness or death suffered in connection with this competition or any prize, except for any liability which under statute cannot be excluded (in which case that liability is limited to the greatest extent allowed by law).
- 20 Without limiting the previous paragraphs, the Promoter and the agencies and companies associated with this competition are not liable for any loss of, damage to or delay in delivery of prize/s, or for any damage that occurs to displayed prize/s (where relevant), due to circumstances beyond the Promoter's reasonable control. Unless otherwise specified, prize/s will only be delivered to addresses in Australia.
- 21 This competition is in no way sponsored, endorsed or administered by, or associated with any social media platform, including Facebook, Instagram and X. You provide your information to the Promoter and not to any social media platform. You completely release any relevant social media platforms from any and all liability.