

**Samsung Galaxy S25 Edge Pre-order Promotion 2025 (Promotion)****Terms and Conditions (T&Cs)****Offer**

Eligible Customers who purchase a Participating Product during the Promotional Period and otherwise comply with these T&Cs will:

- have the Bonus Storage Upgrade applied to their selected Participating Product when completing their purchase on the Samsung Online Store (<https://shop.samsung.com/au/>); or
- receive the Bonus Storage Upgrade at the time of purchase (if their purchase was made at a Participating Retail Store).

Please note that the Promotional Period end date is different for Optus and Optus Partners and the other Participating Retail Stores and the Samsung Online Store.

**Bonus Storage Upgrade**

Eligible Customers who purchase a Participating Product during the Promotional Period will receive the Samsung Galaxy S25 Edge 512GB (ROM) variant at the recommended retail price (**RRP**) of the 256GB(ROM) variant of the Samsung Galaxy S25 Edge.

Eligible Customers must first select the Participating Product they wish to purchase and the Bonus Storage Upgrade will adjust the product's price as follows:

| Participating Product | RRP     | Storage Upgrade Value | Purchase Price |
|-----------------------|---------|-----------------------|----------------|
| Galaxy S25 Edge 512GB | \$2,049 | \$200                 | \$1,849        |

**Eligible Customers**

Australian residents who purchase a Participating Product from the Samsung Online Store or a Participating Retail Store during the Promotional Period.

**Participating Products**

| Product Name            | SKU            | Storage (ROM) | Memory | Colour            |
|-------------------------|----------------|---------------|--------|-------------------|
| Samsung Galaxy S25 Edge | SM-S937BZSEATS | 512GB         | 12GB   | Titanium Silver   |
|                         | SM-S937BLBEATS | 512GB         | 12GB   | Titanium Icyblue  |
|                         | SM-S937BZKEATS | 512GB         | 12GB   | Titanium Jetblack |

Note: Please note that non-genuine or non-Australian models of the Participating Products and Excluded Products are not eligible for this Promotion. Samsung recommends that, prior to purchasing a Participating Product, customers verify that the product is a genuine and Australian model that is eligible for this Promotion. Further information on the benefits of purchasing Australian models can be found at [www.samsung.com/au/made-for-australia](http://www.samsung.com/au/made-for-australia)

**Excluded Products**

Participating Product expressly excludes "C grade" or "seconds" products, second-hand, refurbished or demonstration products, and any costs, fees, expenses or liability of any description to pay any amount for installation, insurance, warranty or extended warranty, financing, delivery or any other cost which is, at the determination of the Promoter in its absolute discretion, additional or ancillary to the models listed in the table above.

**Samsung Online Store and Enhanced Partnership Portals****Samsung Online Store and Enhanced Partnership Portals (EPP)**

- The "Samsung Online Store" means Samsung's official e-store accessible via the URL <https://shop.samsung.com/au/> and "Enhanced Partnership Portals" means selected partnership portals that are a part of the Enhanced Partnership Portals ("EPP") program.
- The following Enhanced Partnership Portals are participating in this promotion: Samsung's Government Store ([https://shop.samsung.com/au/multistore/aepp/government\\_au/login/multistore](https://shop.samsung.com/au/multistore/aepp/government_au/login/multistore)), Samsung

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|---|--|---|
|   | Business Store <a href="https://shop.samsung.com/au/business/login/business">https://shop.samsung.com/au/business/login/business</a> , Samsung Education Store ( <a href="https://shop.samsung.com/au/multistore/aepp/samsung_education_au/login/multistore">https://shop.samsung.com/au/multistore/aepp/samsung_education_au/login/multistore</a> ) , Samsung Staff Sales Portal ( <a href="https://shop.samsung.com/au/multistore/aepp/samsung_au/">https://shop.samsung.com/au/multistore/aepp/samsung_au/</a> ) and other Samsung Enhanced Partnership Portals.  |   |
| Participating Retail Stores                             | <b>Participating Retail Stores (PRS)</b>   |   |
|   | Samsung Retail Stores  | Harvey Norman                           |
|   |  | JB Hi-Fi                                |
|   | Optus and Optus Partners   | Domayne                                 |
|   | Amazon Australia<br>( <a href="https://www.amazon.com.au/samsung">https://www.amazon.com.au/samsung</a> )<br>Note: Amazon Marketplace is excluded from the Promotion   | Joyce Mayne                             |
|   | a) "Samsung Retail Stores" means the Samsung-branded physical stores or studios in Australia, a list of which is available at the URL <a href="http://www.samsung.com/au/samsungstore">www.samsung.com/au/samsungstore</a><br>b) For the avoidance of doubt "Samsung Retail Stores" does not include the "Samsung Online Store", Samsung's official e-store accessible via the URL <a href="https://shop.samsung.com/au/">https://shop.samsung.com/au/</a> .<br>c) Samsung recommends that, prior to purchasing a Participating Product, Eligible Customers verify with the retailer that the retailer is a Participating Retail Store for the purposes of this Promotion.   |   |
| Promotional Period (excluding Optus and Optus Partners) | Start Time and Date  | 10:00 AM AEST 13 <sup>th</sup> May 2025 |
|   | End Time and Date  | 11:59 PM AEST 29 <sup>th</sup> May 2025 |
| Promotional Period (for Optus and Optus Partners only)  | Start Time and Date  | 10:00 AM AEST 13 <sup>th</sup> May 2025 |
|   | End Time and Date  | 11:59 PM AEST 25 <sup>th</sup> May 2025 |
| Other Matters   | (a) Participation in this Promotion is deemed acceptance of these T&Cs.<br>(b) This Promotion is not valid in conjunction with any other Samsung offer or promotion, unless expressly advised.<br>(c) This Promotion is available to individuals only and is not open to companies, businesses, commercial ventures, organisations or anyone acting on their behalf. This does not prevent an individual on a business phone plan from entering the Promotion.<br>(d) There is a limit of five (5) claims for the Bonus Storage Upgrade under this Promotion per Eligible Customer.<br>(e) The Bonus Storage is not transferable, exchangeable or redeemable for cash.<br>(f) If this Promotion is interfered with or cannot be conducted as planned, Samsung may disqualify any customer and/or modify, suspend or terminate the Promotion as applicable.<br>(g) The Promotional Period may be extended in Samsung's absolute discretion.<br>(h) The Promoter reserves the right, at any time, to verify the validity of claims and customers (including a customer's identity, contact number and place of residence or other Proof of Purchase and serial number) using all other information available to the Promoter, and to disqualify any customer who does not comply with these Terms and Conditions or who tampers with the offer. The Promoter's decision is final and no correspondence will be entered into. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.<br>(i) Eligible Customers are responsible for ensuring their correct contact number, email address and address details are provided (if requested) and any updated details are notified to the Promoter. The Promoter accepts no responsibility should an Eligible Customer fail to receive their Participating Product because of a failure to provide correct details.<br>(j) Subject to paragraph (k), the Promoter (including its officers, employees and agents) will not be liable for the following: (a) any technical difficulties or equipment malfunction associated with the Promotion; (b) any theft, unauthorised access or third party interference; (c) any claim, original purchase documentation or Participating Product that is late, lost, or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any tax liability incurred by a customer. |   |

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|                                      | <p>(k) Nothing in these Terms and Conditions is intended to exclude, restrict or modify any consumer rights under the <i>Competition and Consumer Act 2010</i> (Cth) ("<b>CCA</b>") or any other legislation which may not be excluded, restricted or modified by agreement.</p> <p>(l) These Terms and Conditions are governed by the laws of New South Wales. Customers submit to the non-exclusive jurisdiction of the courts of New South Wales. The Participating Products are subject to stock availability at each individual Participating Retailer Store</p>  |
| <b>Privacy</b>                       | <p>Samsung (or third parties on its behalf) may collect personal information to conduct the Promotion and disclose such information to third parties for this purpose, including agents, contractors, service providers and offer suppliers. Validity of an eligible claim is conditional on providing this information. Some of these entities may be outside Australia, including in Singapore, Korea and the Philippines. Customers acknowledge that by consenting to this disclosure, Samsung is not obliged to take reasonable steps to ensure overseas recipients do not breach Australian privacy law. All customers consent to their personal information being collected and stored for this purpose in accordance with Samsung's privacy policy available at <a href="http://www.samsung.com/au">www.samsung.com/au</a>, which forms part of these T&amp;Cs.</p> |
| <b>Samsung/<br/>the<br/>Promoter</b> | <p>Samsung Electronics Australia Pty Ltd (ACN 002 915 648)<br/>3 Murray Rose Avenue, Sydney Olympic Park NSW 2127, Australia</p>   |
| <b>Promotion<br/>Support</b>         | <p>For purchases made on the Samsung Online store and Samsung Retail stores: contact Samsung Customer service, email: <a href="mailto:onlinesupport@samsung.com">onlinesupport@samsung.com</a> or phone: 1300 362 603 (Option 1 then 3)<br/>For purchases made from any other Participating Retailer: contact the retailer who sold you the Participating Product directly.</p>  |

Version Updated: 12 May 2025

**Short/ Long form T&C**

\* Bonus storage upgrade offer applies to the purchase of a Participating Product from 13<sup>th</sup>-25<sup>th</sup> May 2025 for Optus and Optus Partners or 13<sup>th</sup>-29<sup>th</sup> May 2025 for the Samsung Online Store and all other Participating Retail Stores (excluding Optus and Optus Partners). Visit <https://www.samsung.com/au/terms/galaxy-s25-edge> for full T&Cs.