

Terms and Conditions of Entry

Competition Details

Competition Name	Samsung Australia's 2026 Samsung The First Look Influencer Social Competition – own channel (the “Competition”)
Promoter	Samsung Electronics Australia Pty Ltd ABN 63 002 915 648 of 3 Murray Rose Avenue, Sydney, Olympic Park, NSW 2127.
Eligible Entrants	18 years or older and must be a resident of Australia. The Promoter’s employees, their family members and any agents of the Promoter are not permitted to enter the Competition. Entrants are only eligible where they permit the Promoter to share their Instagram Or TikTok handle for the purpose of choosing and announcing them as the winners of the Competition (“Winner”) by consenting to these Terms and Conditions.
Competition Period	5:00pm AEST on Tuesday the 21st April until 5:00pm AEST on the 28th of April 2026 (the “Competition Period”).
Eligibility Criteria/Entry Method	During the Competition Period, Eligible Entrants must: 1. In the comments section of the relevant Social Post(s) a. Tell us what you would watch/listen to first on your new entertainment set b. Tag @samsungau and use the hashtag #seetherealityau 2. Like the Social Post 3. Follow @SamsungAU on the platform where you’re entering the competition, post will be live on: a) @samsungau Instagram page from 20 April b) @samsungau TikTok page from 20 April The Promoter (and its agents) will determine the one (1) most creative response, who will be deemed the Winner. There will be one (1) Winner across the Competition Period, provided the entrant satisfies the Eligibility Criteria. There is no limit on the number of entries which an Eligible Entrant can/might make.
Winner Notification	Following the conclusion of the Competition Period, on the 29th April 2026 (Notification Date), the Winners will be notified via the Instagram direct message chat function or the direct message chat function of any other relevant platform. Once contacted, winners will have 7 days to respond. If they do not respond within 7 days, a new winner will be selected. Following the confirmation from the winners, they will be announced within 30 days. Entrants who entered via the Promoter social accounts as outlined above, will be reached out to by the Promoter’s own social channels (@SamsungAU).

	The Winners will be announced via the Promoter's social media accounts here: https://instagram.com/samsungau
Total Prize Value	Samsung Micro RGB 55" TV + Q990H soundbar (The Prize) The (1) winning entry picked from the Promoter will receive the following: Samsung Micro RGB 55" TV + Q990H soundbar Total value of the prizes is estimated to be \$2,800RRP + \$1,999RRP = \$4,799RRP in total.
Delivery of Prize	a) Eligible Entrants should allow at least 90 days from the Announcement Date for delivery of the Prize. The Promoter will use reasonable endeavours to deliver the Prize within 90 days from the Announcement Date, but it may be subject to delay in some circumstances. b) Prizes will be delivered to the mailing address submitted at the time of contact and will be delivered by a courier partner of the Promoter's choosing and must be signed for at the time of delivery. Please note that delivery method will be Standard Delivery + Drop Off Service only and will not include Initial Setup or Wall Mount Installation. c) A parcel collection card will be left at the Eligible Entrant's delivery address if no one is present at the time of attempted delivery. The Prize will then be delivered to a local Australia Post Office for collection.

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- Information on how to enter and about the prizes form part of these Terms and Conditions. Participation in this Competition is deemed acceptance of these Terms and Conditions.
- This Competition will be conducted during the Competition Period.
- The Prize(s) are as stated in the Prize Details.
- All entries must comply with these Terms and Conditions, any Eligibility Criteria and be submitted in accordance with the Entry Method described in the Competition Details.
- There is no limit on the number of times a person may enter the competition. Each entry will be judged separately and at the sole discretion of the Promoter. Any form of automated entry using any other devices or software is invalid. Any entry made by way of another person's account or details will be invalid. Any entrants found to create multiple accounts for the purposes of entering the Competition, will also be ineligible.
- Employees, agents and affiliates (and their immediate families) of the Promoter are ineligible to enter the Competition. Immediate family means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or first cousin.
- The Winner will be notified in accordance with the Winner Notification and on the Announcement Date set out in the Competition Details.
- The Promoter may require the Winner to provide proof of identity, proof of age and proof of residency. Identification considered suitable for verification is at the Promoter's discretion.

9. The Winner must permit the Promoter to share, publish, or otherwise announce the details of the Winner on each of its social media platforms. Ordinarily this will be done by tagging the Winners' Instagram or TikTok handle.

10. If a winning entry is not deemed to comply with these conditions of entry, the entry will be discarded and a new Winner of that Prize will be determined in accordance with paragraph 4.

11. The Promoter may, at its sole discretion, disqualify any and all entries from, and prohibit further participation in this Competition by, any person (including without limitation a Winner) who tampers with or benefits from any tampering with the entry process or with the operation of the Competition or acts in violation of these conditions, acts in a disruptive manner or acts with intent or effect of annoying, abusing, threatening or harassing any other person or behaves in a manner which may diminish the good name or reputation of the Promoter or any of its related bodies corporate or the agencies or companies associated with this Competition, in contrary to law or is otherwise inappropriate.

12. This Competition is a game of skill, and chance plays no part in determining the prize winners. All valid entries received during the Competition Period will be judged on their literary and/or creative merit. The Promoter's decision is final and binding, and no correspondence will be entered into.

13. The Prize is not transferable, changeable or exchangeable and cannot be redeemed for cash. The Promoter accepts no responsibility for any variation in prize value. If a Prize or any element of a Prize is unavailable for any reason, the Promoter may substitute for that Prize or element of that Prize another item of equal or higher value as determined by the Promoter.

14. The specifications and details of the Prize may, where reasonable, be changed by the Promoter.

15. By entering this Competition, each Eligible Entrant accepts full responsibility for the decision to participate in the Competition and take the Prize should they be selected as a Winner. The Winner releases the Promoter, its related bodies corporate, affiliates, officers, agents, employees and suppliers (the "Released Parties") from all liability, direct and indirect loss or damage of any kind arising out of or in connection with the acceptance of, and participation in, any Prize. Without limiting the foregoing, the Released Parties will not be liable for any direct and indirect loss or damage whatsoever which is suffered (including but not limited to direct or consequential loss) or for any personal injury suffered or sustained in connection with the Prize(s) which cannot be excluded by law.

16. Without limiting the previous paragraph, the Promoter and its associated agencies and companies will not be liable for any damage, direct and indirect loss or delay in transit of a Prize or be liable for any damage that occurs to the Prize.

17. The Promoter may communicate or advertise this Competition using X (previously Twitter), Facebook, YouTube, Instagram or other social media platforms (the Platforms). However, the Competition is in no way sponsored, endorsed or administered by, or associated with any of these Platforms and Entrants are providing their information to the Promoter and not the Platforms. Each entrant completely releases the Platforms and their associated entities from any and all liability.

18. If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law and subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the Competition as appropriate.

19. The Promoter is not liable for any tax implications arising from the prize winnings. Independent financial advice should be sought. Where this Competition involves, for GST purposes, supplies being made for non-monetary consideration, entrants will 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.

20. Entrants' details may be used for contacting you via Twitter or any other Platform, to verify your eligibility if you are selected as a winner.

21. Nothing in these Terms and Conditions is intended to exclude, restrict or modify any consumer rights under the Competition and Consumer Act 2010 (Cth) or any other legislation which may not be excluded, restricted or modified by agreement.

22. The personal information submitted in an entry is collected by the Promoter and will be used for the purpose of conducting the Competition. Personal information supplied by entrants may be provided to related bodies corporate or agencies of the Promoter and third parties involved in promoting or conducting the Competition and future marketing and publicity communications. Some of these entities may be located outside Australia, including in Singapore, Korea and the Philippines. An entrant can gain access to, update or correct any personal information held by the Promoter by contacting the Promoter by calling 1300 362 603. A copy of the Promoter's Privacy Policy in relation to the treatment of personal information collected may be obtained by contacting the Promoter or by visiting the following link <https://www.samsung.com/au/info/privacy/>.

23. These T&Cs are governed by the laws of New South Wales. Entrants submit to the non-exclusive jurisdiction of the courts of New South Wales.