

REGULATIONS RELATING TO THE GIFT SCHEME/PROMOTION

Promoted by Samsung Electronics Italia S.p.A with Head Office in Cernusco sul Naviglio Milan, Via C. Donat Cattin no. 5, VAT no 11325690151 ("**the Promoter**") in accordance with the following terms and conditions

SAMSUNG ANTICIPA IL NATALE

1. Name of the Gift Scheme/Promotion

"Samsung anticipa il Natale "

"Samsung ahead of Christmas "

2. Type

Gift Scheme

3. Delegated company

ID TIME S.r.l., Sesto San Giovanni Via Monte Grappa n 180 Milano.

4. Period of Offer

Between 25th October 2013 and 1st December 2013 both dates included.

5. Territory

Malta

6. Participants

Consumers, 18 years or over, residing in Malta who purchase from one of the sales points in Malta that carry Samsung's promotion materials or from the website of the said sales points, The Promoted Product.

The participation in the Promotion is not subject to a charge, save for the expenses relating to internet connection or fax transmission which are necessary for the participation thereto.

7. The Promoted washing machines and tumble driers know as GED.

WF1802WFVS
WF1802XEC

WF806U4SAWQ
WF906P4SAWQ
WF80F5E0W2W
WF80F5E5U2W
WF80F5E5W2W
WF81F5E5U4W
WF90F5E5P4W
WF90F5E5W2W
WF1114ZBD
WF1124ZAC
WF0804Y8E
WF1802WPC
WF12F9E6P4W
DV80F5E5HGW
DV90F5E6HGW

in the current promotion distributed in Malta by the authorised agent, Sound Machine Company limited.

In the case of the promotion regarding the PED promo the participating models are the following:

Microwave model CP1395EST
Microwave model MC32F606TCT
Vacuum cleaner model VC20F70HUCC
Vacuum cleaner model VC20F70HNBN
Vacuum cleaner model VCR8950L3B
Robot model VR10F71UCBC
Robot model VCR8980L3K

Each of the above are referred to as "the Promoted Product" and collectively as "the Promoted Products".

8. The Gift

The gifts are divided in 2 sections, section 1 is applicable for the washing machines and tumble driers GED models indicated in clause 7, and section 2 is applicable for the PED models indicated in clause 7.

GED prizes

- Smartphone Samsung Galaxy Core model **GT-I8260** market value 249,00 €,
- Microwave Samsung model **CE107F-S** market value € 199,00;
- Vacuum cleaner Samsung Robot model **VR10ATBATRG** market value € 249,00.

PED prizes

- Smartphone Samsung Galaxy Young model **GT-S6310N** market value € 109,00
- Air purifier Samsung modello **SPI AG-103VCA** market value € 199,00;
- Docking Station Samsung model **DA-E550/ZF** market value € 149,00.

Participants in the 2 promotions will be entitled to receive one Gift per category of prizes.

9. Total Prize Value

It is anticipated that there will be awarded up to 100 prizes with a value of 19.200 €.

10. Operation of the Promotion and request of the Gift

All consumers acquiring one or more Promoted Products during the period of offer of the Promotion will have the right to receive one Gift per category of prizes.

Eligibility for participation in the Promotion is based on the serial number of the Promoted Product.

The consumer must register to participate in the Promotion **within 10 days from the date of purchase** within the period between the 30th of November 2013 and the 8th of December 2013. Registration for participation made after the 8th December 2013 will be considered invalid.

For registration, the participant is requested to fill up a form which can be downloaded from the website www.samsung.it/anticipailnatale, fill up all areas marked with asterisk after having read the privacy policy and provides his/her consent to data processing for the purposes of this Promotion.

When the form is filled up, by pressing the button "Send" the form is sent to Jakala Marketing Solutions Spa. that will verify that the form has been completed correctly.

The participant must :

- Indicate the serial number by which s/he intends to participate in the promotion.
- Register the personal data : name surname id card number or vat number (if available) mobile number address and country.
- Indicate the data of purchase which must be the same as on the proof of purchase.
- Indicate which gift s/he has chosen from the available products.
- Upload on the website www.samsung.it/anticipailnatale the proof of purchase together with a photo of the serial number of the product purchased.

The participant is requested to keep all original documentation at least until the 5th of April 2014 since Samsung might ask for the original documents to be sent again if the form is not properly compiled as instructed above. In addition one must also consent to the processing of personal data for the purposes of registration to Samsung Exclusive and for the participation in the Promotion. Failure to abide by these instructions will exclude the consumer from participating in the Promotion.

N.B. The Participant must ensure that all data required for the registration of the Promoted Product is correctly inserted. Failure to do so or to send the copy of the proof of purchase in time will exclude the Participant from the Promotion.

Requests for the conformity of the proof of purchase:

- 1) Purchase must be effected between the 25th October 2013 and the 1st December 2013**
- 2) model number and description must be on the proof of purchase.**
- 3) only fiscal receipts or invoices are eligible to the promo.**

Validation of the proof of purchase.

Samsung or the delegated company will verify the proof of purchase and the photo of the Serial number received and the conformity for the participation in the promo.

In the case that everything is in conformity the delegated company will send an email of conformity called Validation proof of purchase.

In the case that there is something wrong the email you will receive is an email of NON VALIDITY of the proof of purchase.

In the case where the proof of purchase or the photo are unreadable the participant will receive an email to verify the proof of purchase and within 3

days a new photo and clear proof of purchase must be sent. If the email is sent later the participant will lose the right to participate and will be disqualified.

If the participant doesn't receive a reply to his request he must resend the registration again in time.

In case the participant does not read or receive his email due to his/her negligence or for any other reason not in the control of Samsung the participant will lose the right to participate and will be disqualified.

11. Manner in which the Gift shall be delivered.

The participant eligible for the gift will collect the Gift from Sound Machine when the gift arrives which might take up to **6 months** from the date of purchase.

On collecting the gift the participant must produce his/her ID CARD and also proof of purchase and registration confirmation.

The Participant will be informed via telephone and/or email that the Gift is ready for collection. Participant shall by not later than seven (7) working days collect the Gift from Sound Machine. Failure to make this collection within the stipulated timeframe, will lead to forfeiture of Participant's entitlement to the Gift"

The Promoter reserves the right to verify that everything is in accordance with the requisites of the said Promotion. The Promoter reserves the right to request the following information:

- original proof of purchase
- certification from the reseller who states the product was bought during the period of the Promotion
- copy of the id card of the Participant.

In case of non conformity in the various phases specified in Articles 9 and 10 of these Terms and Conditions and in the proof of purchase and/or in the model code, participation in the Promotion shall not be allowed. This will also happen in case that it will result that the data submitted is incorrect.

Fraudulent tempering and external pressures on the registration site might subject the individual to criminal prosecution

The Promoter will not be held responsible for events out of its control, including but not limited to the following situations: the access, bar to access, the malfunction and difficulties relating to the technical instruments, the computer, the wires, the electronics, the software and the hardware, the transmission and the connection, the telephone line which can bar the Participant from participating in the Promotion and other cases where it is ascertained that there has been fraudulent use of IMEI codes by third parties.

The data collected shall be processed in accordance with the privacy laws indicated in the module of registration. **An indispensable requisite for the participation in the Promotion is the Participant's consent to the processing of his/her personal data for the purposes of this Promotion.**

12. Revocation of the offer or change in the execution thereof.

The Promoter reserves the right during the Promotion to make additional initiatives for the Consumer's benefit: in particular the offers might be prolonged or additional gifts might be added to the existing ones.

The promoter may end the offer or modify it for a specified cause, by communicating this in the same manner as the offer was communicated.

13. Means used to advertise the Gift Scheme

The regulations will be published on the following site www.samsung.it/anticipailnatale and will be available at the head office of both the Promoter and also of the main store in Malta- Sound Machine, Psaila Street, Birkirkara.

14. Methods to advertise the promotion.

The promotion will be advertised on the following sites: www.samsung.it/anticipailnatale and www.soundmachine.com.mt and promotional material at the point of sales who adhere to the Promotion.

15. Declarations

The participation to this Promotion implies the express and unconditional acceptance of the Participant of these Terms and Conditions.

Malta

Sound Machine Limited