

CE 2026 GONGXI RAYA PROMOTION

CE 2026 GONGXI RAYA PROMOTION REDEMPTION PROCESS & FAQs

Promotion Period: 1 January 2026 – 31 March 2026

Redemption Period: 1 January 2026 - 15 April 2026

For redemption of “CE 2026 Gongxi Raya Promotion” (“**the Promotion**”), customer is required to have a Samsung account in order to make redemption at Samsung Sell-out Boosting Tool (SBT) redemption system. If you have an existing account, please proceed with the redemption submission process. For new customer, please refer to below account registration steps.

Samsung Account Registration

Q1: What is Samsung Sell-out Boosting Tool (SBT) redemption system?

Samsung Sell-out Boosting Tool (SBT) redemption system (“**SBT**”) is customer redemption portal for you to submit your redemption claim, keep track on your redemption status and view your redemption history.

Please note that you are required to register a Samsung account in order to proceed with online redemption claim.

Q2: How to register a Samsung account?

You are required to register a Samsung account in order to proceed online redemption claim. Log on to <https://samsung-redemption.com/customer/#/sasso/MY-unified-363> and click on “Sign up here”. Complete the registration form and you will receive an email notification to complete your account activation. Once the account is successfully activated, you may proceed to log into Samsung Redemption Portal for redemption submission.

Q3: I forgot my ID/password. How do I reset it?

Go to <https://samsung-redemption.com/customer/#/sasso/MY-unified-363> and click on ‘Find ID or Reset password?’

1. Find ID: The system will prompt you to fill up your information that you filled in during the account registration. System will show your email ID based on the detail(s) provided.
2. Set a password: The system will prompt you to enter your email address to reset password and you will receive email to reset password in the inbox of the email address you entered. Click the ‘Reset Password’ link in the email and you will be taken to the page where you can create a new password. Once you have completed the reset process, you will be able to sign in using your new password.

Free Gift and Touch 'n Go ("TNG") Credit Redemption Process

Q4: How to redeem my Free Gift and TNG eWallet credit after purchasing the promotional products?

Free Gift and/or TNG eWallet credit redemption shall be done upon the purchase of the selected Promotional Products during the Redemption Period from the participating stores.

Please refer to illustration below.

Customer	Promotional Product(s) Purchased	TNG eWallet Credit/Free Gifts	Mode of Purchase	Redemption of free gift
Customer A	1 unit of OLED S85F 4K Samsung Vision AI Smart TV (QA77S85FAEXXM)	a. TNG eWallet credit worth RM1,500	In-store	Customer is required to redeem the TNG eWallet credit through SBT.
			Online Store	TNG eWallet credit will be delivered directly to customer via mobile number within 90 working days from the date of purchase.
Customer B	1 unit of The Frame QLED 4K Smart TV (QA65LS03FWKXXM)	a. TNG eWallet credit worth RM500 b. Customisable Frame Teak Bezel (VG-SCFF65TKBXY) (worth RM699)	In-store	Customer is required to redeem the TNG eWallet credit through SBT.
				For Bezel and/or Slim Fit Wall Mount (if applicable) redemption should be made on the spot at retail store.
			Online Store	TNG eWallet credit will be delivered directly to customer via mobile number within 90 working days from the date of purchase.
				For Bezel and/or Slim Fit Wall Mount (if applicable) will reflect automatically at the cart.
Customer C	1 unit of Neo QLED QN70F 4K Samsung Vision AI Smart TV (QA85QN70FAKXXM) AND 1 unit of Bespoke AI Refrigerator SBS 9"LCD AI Home Black (RS90F65DNFME)	a. TNG eWallet credit worth RM1,200 b. Slim Fit Wall Bracket (WMN-B50EB/XY) (worth RM499) c. Free Premium Gift: Samsonite NIAR Spinner 20" (worth RM 1,299) d. TNG eWallet credit from Buy More Get More Promotion worth RM200	In-store	Customer is required to redeem the TNG eWallet credit & free gift through SBT.
				For Bezel and/or Slim Fit Wall Mount (if applicable) redemption should be made on the spot at retail store.
			Online Store	TNG eWallet credit will be delivered directly to customer via mobile number within 90 working days from the date of purchase.
				The free gift will be delivered directly to the customer's provided delivery address, as stated in purchase order, within 90 working days from the date of purchase.

Customer	Promotional Product(s) Purchased	TNG eWallet Credit/Free Gifts	Mode of Purchase	Redemption of free gift
				For Bezel and/or Slim Fit Wall Mount (if applicable) will reflect automatically at the cart.
Customer D	1 unit of Neo QLED 4K QN85F Smart AI TV (QA85QN85FAKXXM) And 1 unit of Q-series Soundbar (HW-Q990F/XM)	a. TNG eWallet credit worth RM 1,800 (1,500 + 300) b. TNG eWallet credit from Buy More Get More Promotion worth RM200 C. Additional Reward from TV + Sound Bar Combo Purchase Promotion worth RM300	In-store	Customer is required to redeem the TNG eWallet credit through SBT.
			Online Store	TNG eWallet credit will be delivered directly to customer via mobile number within 90 working days from the date of purchase.
Customer E	1 unit of 25kg Bespoke AI™ Laundry Front-load Washer (WF90F25ADSFAQ) And 1 unit of 17 kg Bespoke AI™ Laundry Front-load Dryer Hybrid Heat Pump (DV90F17CDSFAQ) (1 set of Washer + Dryer Set)	a. TNG eWallet credit worth RM600 (RM300 + RM 300) b. TNG eWallet credit from Buy More Get More Promotion worth RM200 c. Additional Reward from Washer + Dryer Combo Purchase Promotion worth RM 300	In-store	Customer is required to redeem the TNG eWallet credit through SBT.
			Online Store	TNG eWallet credit will be delivered directly to customer via mobile number within 90 working days from the date of purchase.

Notes:

(a) Mode of Purchase:

In-store (Participating Selected Outlet and its online store (if any))
Online Store (Samsung Online Store, Samsung Authorized Online Flagship Store (Tiktok, Shopee, and Lazada) & Endless Aisle)

(b) Please refer to the Terms and Conditions for full eligibility details regarding redemption for the Free Gift(s) or TNG eWallet credit.

(c) The eligibility of TNG eWallet credit from Buy More Get More Promotion will be validated based on redemption submission within the terms and conditions.

Q5: How do I participate in this promotion?

Purchase one of the promotional products during the Promotion Period stated hereinabove at any Participating Stores (please refer to T&Cs for the participating stores). You are required to go through the terms and conditions of the Promotion and thereafter, register or sign in to your Samsung Account to submit the redemption form via SBT. Following your purchase, visit <https://samsung-redemption.com/customer/#/sasso/MY-unified-363> and click “redeem now” to complete the online redemption form and submit within redemption period.

You will need to enter the following information: -

- i. Email address
- ii. Store of purchase
- iii. Date of purchase
- iv. Invoice number
- v. Model purchased Serial Number
- vi. Recipient Name
- vii. Malaysia residential delivery address
- viii. Contact Number (Must be eligible TNG account if redeeming TNG eWallet credit)
- ix. Identification Card Number
- x. Upload a copy of Proof of Purchase (the invoice with Model Code)
- xi. Upload a copy of Product Serial Number or the image of serial number at the back of the product (see Q7 below)
- xii. Letter of authorization (If purchaser is appointing a representative to receive a gift on behalf of the purchaser, the Letter of Authorization template is downloadable from the system.)

Please refer to the Terms and Conditions for full eligibility details at **Terms and Conditions** page.

Q6: When is the Redemption Period?

You must complete and submit your redemption form during the Redemption Period stated hereinabove. In the event that your submission is incomplete, illegible or incorrect, you will receive a rejection email. You are required to resubmit the redemption request within the Redemption Period to get a new redemption ID. Meantime, the previous submission will be deemed invalid and void.

Q7: How do I find my product serial number?

You can find your Television (“TV”) Serial Number in the following ways:

- i. Sticker at the back of the TV.
- ii. You can get the TV information from the TV menu. To get the info, press “**Menu**” on your remote control, choose “**Support**” and then choose “**Contact Samsung**”. The information will be displayed. Use arrow up and down key to find the serial number.
- iii. For selected retailers (e.g. Harvey Norman) serial number image should come from TV menu not sticker at the back of the product

You can find your Digital Appliances (“DA”) Serial Number in the following ways:

- i. Sticker at the back of the product.
- ii. Alternatively, the product serial number can also be found on the sticker outside the packaging box.

Q8: How do I prepare my Receipt for upload as part of the redemption process?

- i. Supporting document must be in PDF form or in the form of an image (i.e.: jpg, jpeg or png format). Maximum size of each document is 5MB.
- ii. If you have a scanner, scan your receipt(s) and save to your computer then ready to upload.
- iii. If you do not have a scanner, take a picture with your mobile device and upload the image from your mobile device’s photo library.
- iv. Please ensure all the required details are clearly visible. Blurred or unclear receipt(s) may delay your redemption.

Q9. Can I submit redemption for multiple purchases under same invoice number?

You may submit up to maximum of 5 times submission for Air Conditioner Product (include Room Air Conditioner (RAC) and Cassette Air Conditioner (CAC) range) and 5 times submission for Home Appliances product (including Refrigerator (REF), Washing Machine and Dryer (WM), Air Cond Purifier (ACP), Vacuum Cleaner (VC) and Microwave (MWO), and 5 times submission for Television (TV) and Sound Device (AV) provided all the proof of purchase /receipt is valid. The information stated in the redemption form cannot be changed once is submitted. Please refer to the illustration below.

Customer	Eligible Model (Qty)	Redemption Submission
Customer A	1 unit of fridge	1
Customer B	1 unit of fridge + 1 unit of washing machine + 1 unit of vacuum (3 different serial numbers under the same invoice)	3
Customer C	1 unit of fridge + 1 unit of washing machine + 2 units of vacuum + 3 units of air-conditioner (7 different serial numbers under the same invoice)	7 [4 submissions for Home Appliances product (including Refrigerator, Washing Machine, Air Cond Purifier, Vacuum Cleaner or Microwave) and 3 submissions for Air Conditioner Product (include Room Air Conditioner

		and Cassette Air Conditioner range.))]
Customer D	1 unit of fridge + 1 unit of washing machine + 2 units of vacuum + 2 units of microwave + 6 units of air-conditioner (12 different serial numbers under the same invoice)	Max 10 only [Max 5 submissions for Home Appliances product (including Refrigerator, Washing Machine, Air Cond Purifier, Vacuum Cleaner or Microwave) and max 5 submissions for Air Conditioner Product (include Room Air Conditioner and Cassette Air Conditioner range.)]

Q10: I have submitted a redemption form, what happens next?

- An on-screen notification will be displayed confirming that your redemption form has been submitted and you will receive an email detailing your Redemption ID. Please check your email inbox (email address used to log in) for your notification related to this redemption.
- You will receive notification by e-mail to inform you on your successful redemption within 1-5 working days All communications regarding SBT redemption status will be notified via email. Please check your junk mail box.
- In the case of Buy More Get More promotion, the TNG eWallet credits will be credited directly into your TNG eWallet account by the Fulfilment Partner based on the mobile number provided. Please ensure the mobile number provided is registered to a valid TNG eWallet account.

Q11: How do I keep track of my redemption status?

Please check your email inbox for notification related to this promotion. Alternatively, you can login <https://samsung-redemption.com/customer/#/sasso/MY-unified-363> and click on 'My Account' > 'Redemption History' to check the redemption status.

Q12: I have entered incorrect details during the redemption process, what should I do?

If you enter incorrect information at any point during the redemption process, please notify the support team immediately, kindly email the support team at sbt_support@samsung.com. Failure to enter correct details may result in your free gift(s) or TNG eWallet credit delivery being delayed or your claim being rejected.

Q13: I have received an email/call/WhatsApp message informing me of rejection/on-hold reason due to Incorrect / Incomplete / Illegible Proof of Purchase, what does this mean?

Please refer to the email we have sent you, it may be that the proof of purchase or the receipt(s) uploaded is not sufficient to process your claim due to, including but not limited to one or more of the following:

- Receipt does not match your redemption information;
- Receipt does not show purchase date, products or retailer that you purchased from;
- Uploaded document is not a receipt; and/or

- iv. Receipt is not legible.
- v. Incorrect serial number image
- vi. Missing letter of authorization (LOA)

You can login to SBT to re-upload the valid and complete copy of the incomplete documents by/before the last day of Redemption Period, or email sbt_support@samsung.com, otherwise you will no longer be able to redeem your free gift(s) or TNG eWallet credit.

Q14: My redemption was only on-hold or rejected after the redemption period ended, does this mean my redemption is considered null and void?

All redemption submissions must be made within the redemption period. However, if you have an existing redemption that was rejected or placed on hold due to incomplete documents, you may appeal it by contacting our customer support team via email (sbt_support@samsung.com) or phone (1-800-88-9999) within the redemption period OR within 14 days after the redemption period ends. Any appeals received after 14 days will not be entertained.

Q15: I am entitled for the Free Gift(s), how do I redeem the Free Gift(s)?

Eligible customer will receive notification by e-mail from the appointed fulfilment partner (“**Fulfilment Partner**”). Customer shall then reply to the Fulfilment Partner’s email to provide the necessary information (including name, contact numbers, email address, delivery address) for the purposes of fulfilment.