Samsung Online Consumer Electronics November to December 2026 Human & AI Live Commerce Campaign

Terms and Conditions

1. Introduction

1.1 The Samsung Online Consumer Electronics November to December 2026 Human & AI Live Commerce Campaign ("**Promotion**") is organized by Samsung Malaysia Electronics (SME) Sdn Bhd [Company No. 200301026766(629186-D)] ("**Samsung**").

1.2 The sales transaction in the Promotion is between the Participating Stores (as defined below) and Customer. Samsung only provides the recommended retail price ("**RRP**") and/or redemption guidance on this site.

1.3 Customer agrees to comply with all the terms and conditions when accessing or using this site. The scope of these Terms and Conditions is limited to Samsung's role of hosting this site and organizing this Promotion only.

1.4 The Promotion is on a first come first served basis, and while stocks last.

2. Promotion Period

2.1 The Promotion will run for the period as stated below or while promotion stocks last, whichever is earlier ("**Promotion Period**")

Promotion Title	Promotion Period
Samsung Online Consumer Electronics November to December 2026 Human & AI Live Commerce Campaign	1 November 2026 – 31 December 2026

2.2 Samsung reserves the right to shorten, extend or cancel the Promotion Period at its sole discretion without prior notice.

3. Eligibility

3.1 The Promotion is open to all Malaysian Citizens or residents of Malaysia of 18 years old and above (as of 1 November 2026) with Malaysia Identity Card or valid passport respectively; except Samsung's employees (and their immediate families), its related agencies, retailers and dealers.

3.2 Eligible Customers are as defined herein in relation to the Campaign and/or Promotion.

4. Participating Stores ("Dealer")

No.	Participating Stores
a.	Samsung Online Store (https://www.samsung.com/my and Samsung Shop App)

5. Promotion Mechanics

5.1 Voucher Rebate by Cart Spending

5.1.1 By participating in the Promotion, Customers who purchase any of the Promotional Products stated in **Appendix 1** via Live Commerce session(s) at the Participating Stores and apply the particular voucher code(s) stated in table below during the respective validity period will be entitled to direct rebate in a single transaction/receipt. The rebate amount shall be determined based on the minimum spending tier applicable to the products as follows:

a) Eligible TV and Monitor Products for 2025 models

Minimum Spend	Rebate Value
RM1,000	RM150
RM1,500	RM250

RM3,000	RM500

b) Eligible TV and Monitor Products for 2026 models

Minimum Spend	Rebate Value
RM1,000	RM100
RM1,500	RM150
RM3,000	RM300

Human Live Commerce Voucher Codes Validity Period

Validity Period	Voucher Code
1 November	LS-LIKE11
2 November - 8 November	LS-FRESH11
9 November - 15 November	LS-SLEEK11
16 November - 22 November	LS-TREND11
23 November - 29 November	LS-FOCUS11
30 November - 6 December	LS-FRESH12
7 December - 13 December	LS-SLEEK12
14 December - 20 December	LS-TREND12
21 December - 27 December	LS-FOCUS12
28 December - 31 December	LS-LIKE12

AI Live Commerce Voucher Codes Validity Period

Validity Period	Voucher Code
1 November	AI-LIKE11
2 November - 8 November	AI-FRESH11
9 November - 15 November	AI-SLEEK11
16 November - 22 November	AI-TREND11
23 November - 29 November	AI-FOCUS11
30 November - 6 December	AI-FRESH12
7 December - 13 December	AI-SLEEK12
14 December - 20 December	AI-TREND12
21 December - 27 December	AI-FOCUS12
28 December - 31 December	AI-LIKE12

5.1.2 How to enjoy the Promotion:

Step 1:	Visit Live Commerce sessions at the Participating Stores.

Step 2:	Add any Promotional Products stated in the **Appendix 1** to the cart at Participating Stores.
Step 4:	In the cart page, enter a valid Voucher code in the voucher code box and select "Redeem". The rebate will be reflected in the cart and total bill. Note: All purchases must be in a single receipt/transaction.
Step 5:	Checkout and make payment accordingly

5.2 Direct Voucher Discount

5.2.1 Soundbar Direct Voucher Discount

5.2.1.1 By participating in the Promotion, Customers who purchase any of the Soundbar Promotional Products stated in **Appendix 2** by applying the particular voucher code(s) stated in Clause 5.1 above during the respective validity period, will be entitled up to 40% discount in a single transaction/receipt.

5.2.1.2 For the avoidance of doubt, the minimum spend voucher tier in Clause 5.1 above is not applicable for the purchase of Soundbar Promotional Product.

5.2.2 How to enjoy the Promotion:

Step 1:	Visit the Participating Stores.
Step 2:	Add any Soundbar Promotional Products stated in the **Appendix 3** to the cart at Participating Stores.
Step 3:	In the cart page, enter a valid Voucher code in the voucher code box and select "Redeem". The discounted price will be reflected in the cart and total bill.
Step 4:	Checkout and make payment accordingly

5.3.2 Digital Appliances Direct Voucher Discount

5.3.2.1 Customers who purchase any of the Promotional Products stated in **Appendix 3** by applying the particular voucher code(s) stated in Clause 5.1 above during the respective validity period, will be entitled to direct discount value stated in a single transaction/receipt.

5.3.2.2 This Promotion is stackable with the Live Commerce voucher as stated clause 5.1 for the purchase of selected products during the promotional period. A maximum of two (2) vouchers will be stackable in single transaction at the cart.

5.3.3 How to enjoy the Promotion:

Step 1:	Visit the Participating Stores.
Step 2:	Add any Promotional Products stated in the **Appendix 3** to the cart at Participating Stores.
Step 3:	In the cart page, enter a valid Voucher code in the voucher code box and select "Redeem". The discounted price will be reflected in the cart and total bill.
Step 4:	Checkout and make payment accordingly

5.4 The Promotion and Promotional Products are on first come first served basis and while stocks last.

5.5 Voucher code under this Promotion is not stackable with other ongoing promotions at Participating Stores unless otherwise stated herein.

5.6 Samsung reserves the right to suspend, terminate, cancel or amend the Promotion(s) and Promotional Products at any time without any prior notice.

6. Payment

6.1 Customer acknowledges, understands and agrees that all transactions are between Customer and Dealer only. Samsung only acts as the coordinating party and is not involved or a party of any monetary/sale and purchase of this order transaction.

6.2 Customer is not allowed to cancel the order, change the selected device colour or model, or the selected outlet once Customer has successfully completed and confirmed the payment transaction.

6.3 Customer shall pay the full amount for the order directly to Dealer only.

7. Delivery

7.1 The fulfilment and delivery of the product is handled by Samsung SDS Malaysia Sdn Bhd (“SDS”).

7.2 SDS reserves the right to appoint a third (3rd) party vendor or service provider to handle the fulfilment or making available of the product and delivery of the product to you. By providing your personal information including name, delivery address, contact numbers, email address and other information to SDS, SDS can use and/or disclose to such third (3rd) party vendor or service provider for the purposes of delivery service.

7.3 To accept the item, the Customer or the authorised representative or the recipient is required to present identification, i.e. NRIC or Passport to the delivery personnel, failing which the delivery personnel have the right to refuse delivery and will return the product to SDS as “unclaimed”.

7.4 The proof of delivery of product must be in the form of written acknowledgement of receipt of the product by the Customer, the authorised representative or the recipient. If the delivery address is an office address, an acknowledgement by any office staff will be treated as good acknowledgement of the item.

7.5 The time for delivery of the product is between the Customer and SDS. Samsung shall not be liable for any delay in delivery of the product howsoever caused.

8. Customer's Covenants

In connection to this Promotion, Customer will not use this site:

8.1 To submit fraudulent order, false, inaccurate, misleading, defamatory, or libelous information;

8.2 To distribute viruses or any other technologies that may harm Samsung, or the interests or property of other users;

8.3 To export the unit purchased except in compliance with the export control laws of relevant jurisdictions and in accordance with posted rules and restrictions;

8.4 In the event if Samsung suspects or discovers that the Customer is abusing this Promotion and/or Samsung in any of the ways mentioned above or otherwise, Samsung may, at our sole discretion, take necessary steps to prevent and mitigate such abuse such as limiting, suspending, or terminating the Customer's user account(s) and access to this site, delaying or removing hosted content, removing any special status associated with Customer account(s), reducing or eliminating any discounts, and taking technical and/or legal steps to prevent Customer from using this site.

9. Limitation of Liability

9.1 Samsung uses its reasonable effort to keep its site safe, secure, and functioning properly, but Samsung does not guarantee the continuous operation of or access to this site.

9.2 Customer agrees that he/she is making use of this site at his/her own risk, and that it is being provided to Consumer on an "AS IS" and "AS AVAILABLE" basis.

9.3 To the extent permitted by applicable law, Samsung excludes all express or implied warranties, terms and conditions including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

9.4 Customer shall assume full responsibility in case of any accident, damage or claim resulting from participating in this Promotion.

9.5 Customer shall be deemed to be able to perform legally binding contract upon his/her submission of the order and there shall not be any refund or costs whatsoever arising from his/her violation of the minimum age stated herein.

9.6 Warranty of the Promotional Product is subject to standard product warranty coverage as per terms and conditions stated in the official corporate website at http://www.samsung.com/my/support/warranty. Customer is advised to check the website from time to time and stay informed for any changes on the terms and conditions of the warranty.

10. General

10.1 In the event Customer has queries with regard to this Promotion, please call Samsung Consumer Service at 1-800-88-9999.

10.2 By participating in this Promotion, Customer fully and unconditionally agrees to and accepts the Terms and Conditions stated herein and the decisions of Samsung on every aspect of this Promotion shall be final and binding.

10.3 This Promotion is not valid in conjunction with other promotions, vouchers or discounts.

10.4 All pictures and/or images of the Promotional Products found in any advertising, marketing materials are for illustration purposes only, and actual item or colour may vary.

10.5 The indicated price is Recommended Retail Price (RRP). Both RRP and Promo RRP (if any) are subject to change without prior notice.

10.6 Free Gift(s), Rebate(s) and E-Voucher(s) if any, are on first come first served basis and while stocks last.

10.7 Free Gift(s), Rebate(s) and E-Voucher(s) if any, are not redeemable for cash, not exchangeable or transferable and cannot be used in conjunction with other promotional offers.

10.8 Free Gift(s), Rebate(s) and E-Voucher(s) if any, are only applicable for the purchase made under the Participating Stores during the Promotion Period.

10.9 Product display sets purchases, B2B purchases, staff purchases, EPP purchases, Customer Retention Program (CRP) purchase are not entitled to any Free Gift(s), Rebate(s) and/or E-Voucher(s).

10.10 Samsung reserves the right to disqualify or reject any submissions/ redemptions for Order or Free Gift(s), Rebate(s) and/or E-Voucher(s) in its sole discretion without prior notice, limit or cancel quantities purchased per person or per order. These restrictions may include order placed by or under the same Customer's account or orders that use the same billing address or delivery address.

10.11 Samsung reserves the right to amend these Terms and Conditions without prior notice to the extent permitted by law. Changes to the Terms and Conditions shall become effective as soon as they are displayed in Samsung's website.

10.12 Samsung reserves the rights to change the Free Gift(s) if any, with products of similar value without any prior notice.

10.13 Samsung and/or Dealer reserves the right to cancel any order without any prior notice. For the avoidance of doubt, any cancellation of orders will not entitle the Customer to any compensation against Samsung and/or Dealer for any losses or damages directly or indirectly that may be suffered or incurred by the Customer as a result of the cancellation.

10.14 In the event any Free Gift(s) are being awarded to the Customer having provided false or mistaken identity or information, Samsung reserves the right to revoke the Customer's eligibility for the said Free Gift(s) and recover any damages from such Customer to the fullest extent permitted by law.

10.15 In the event Customer returns the Promotional Products purchased, subject to Samsung's standard product warranty coverage and return policy, Customer shall return any Free Gift(s) received together with the purchase of the Promotional Products.

10.16 In the event of any electronic, computer, operational and/or technical error affecting the details or pricing or quantity of the product or any promotion on the website, Samsung or Dealer reserves the absolute rights to rectify such error and/or cancel any transaction which has been entered into in reliance of the said error.

10.17 Samsung shall not be liable in any way for any costs, expenses, damages, liability or injury arising out of or in any way connected with the Promotion.

10.18 By participating in this Promotion, Customer agrees to release and hold Samsung and its employees, officers, directors, shareholders, agents, representatives, parent companies, affiliates, subsidiaries, licensees, advertising, promotion, and fulfilment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Promotion or resulting from acceptance, possession, use or misuse of the Free Gift, or travel to or from any gift-

related activity, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

10.19 In case of any dispute, Samsung reserves the right to make the final decision. Samsung's decision is final and no further correspondence or appeal will be entertained.

10.20 During the Promotion Period, Samsung may collect consumers information including personal information in the form of, among others, survey forms, (whether on our own or by appointed service provided) taken during the Promotion. By participating in the Promotion, you agree that the collection of such information will be processed, handled and use in accordance with the Samsung Privacy Policy at http://www.samsung.com/my/info/privacy.html.

10.21 In the event of inconsistencies between the Terms and Conditions found elsewhere with regard to this Promotion (if any) and the Terms and Conditions herein, the latter shall prevail.

10.22 The Terms and Conditions of the Promotion shall be governed by and interpreted in accordance with Malaysian law and the parties submit to the exclusive jurisdiction of the Malaysian courts.

Appendix 1

Promotional Products

TV & Monitor

Categories	Model	RRP (RM)	Promo Price (RM)	Live Commerce Voucher (RM)
TV Online Exclusive	QA75QN1EFAKXXM	8,999	6,599	500
TV Online Exclusive	QA75QN1EHAKXXM	7,999	7,199	300
TV Online Exclusive	QA65QN1EHAKXXM	4,999	4,499	300
TV Online Exclusive	QA55QN1EHAKXXM	4,199	3,799	300
TV Online Exclusive	UA75M1EHAKXXM	5,999	4,999	300
TV Online Exclusive	UA65M1EHAKXXM	4,199	3,599	300
TV Online Exclusive	UA55M1EHAKXXM	3,199	2,699	150
TV Online Exclusive	UA50M1EHAKXXM	2,799	2,499	150
TV Online Exclusive	UA43M1EHAKXXM	2,199	1,999	150
TV Online Exclusive	QA43Q5FAAKXXM	1,399	1,199	100
TV Online Exclusive	QA40Q5FAAKXXM	1,299	1,099	
Monitor	LS34DG850SEXXS	6,399.00	5,999	500
Monitor	LS57CG952NEXXS	12,999.00	9,999	500
Monitor	LS27FM501EEXXS	1,238.00	1,188	
Monitor	LS32FM500EEXXS	1,388.00	1,288	150
Monitor	LS32FM501EEXXS	1,438.00	1,388	150
Monitor	LS32FM700UEXXS	1,888.00	1,688	150
Monitor	LS32FM701UEXXS	1,988.00	1,788	150
Monitor	LS32FM803UEXXS	3,488.00	3,088	250
Monitor	LS32FM902SEXXS	6,688.00	6,288	500
Monitor	LS43FM702UEXXS	2,488.00	2,288	150
Monitor	LS27FG502EEXXS	1,399.00	899	
Monitor	LS32FG502EEXXS	1,599.00	1,399	
Monitor	LS49DG950SEXXS	7,999.00	7,999	500
Monitor	LS24D300GAEXXS	599.00	419	
Monitor	LS24F320GAEXXS	639.00	439	
Monitor	LS27D300GAEXXS	699.00	529	
Monitor	LS27F320GAEXXS	799.00	559	
Monitor	LS27D360GAEXXS	699.00	699	
Monitor	LS32D390GAEXXS	899.00	899	
Monitor	LS24D400GAEXXS	799.00	699	
Monitor	LS27D400GAEXXS	999.00	899	
Monitor	LS34C650UAEXXS	2,599.00	2,599	250
Monitor	LS55CG970NEXXS	13,999.00	9,999	500
Monitor	LS49DG910SEXXS	6,999.00	5,999	500
Monitor	LS27FG602SEXXS	5,499.00	3,999	

Monitor	LS27FG812SEXXS	5,999.00	5,999	500
Monitor	LS32FG812SEXXS	6,499.00	6,499	500
Monitor	LS27D700EAEXXS	1,399.00	1,299	150
Monitor	LS32D700EAEXXS	1,699.00	1,499	150
Monitor	LS37D802EAEXXS	2,498.90	2,299	250
Monitor	LS37D802UAEXXS	2,698.88	2,499	250
Monitor	LS37FG752EEXXS	4,398.56	4,199	
Monitor	LS40FG752EEXXS	4,999.00	4,799	500
Monitor	LS27FG502SEXXS	2,499.00	1,999	250
Monitor	LS27FG602EEXXS	1,999.00	1,999	
Monitor	LS27FG702EEXXS	2,599.00	2,399	
Monitor	LS32H5000FKXXM	999.00	799	
Monitor	LS27HG806EFXXS	3,799.00	3,499	300
Monitor	LS32HG806ESXXS	6,299.00	5,699	300
Monitor	LS40H850TAEXXS	5,499.00	4,999	300
Monitor	LS27HG802SEXXS	5,499.00	4,999	300
Monitor	LS32HG802SEXXS	5,999.00	5,499	300
Monitor	LS32HG732SEXXS	4,599.00	4,399	300
Monitor	LS24HG310EEXXS	435.00	350	
Monitor	LS27HG310EEXXS	531.00	420	

Appendix 2

Promotional Products

Soundbar

Categories	Model	RRP (RM)	Voucher Discount Value on the RRP	Final Live Commerce Price (RM)
Soundbar	HW-Q990H/XM	6,499	30%	4,549
Soundbar	HW-Q930H/XM	4,999	30%	3,499
Soundbar	HW-Q800H/XM	3,999	30%	2,799
Soundbar	HW-QS700F/XM	2,999	40%	1,799
Soundbar	HW-Q600H/XM	2,499	30%	1,749
Soundbar	HW-B750F/XM	2,099	40%	1,259
Soundbar	HW-B650F/XM	1,499	40%	899

Appendix 3

Promotional Products

Home Appliances

Categories	Model	RRP (RM)	Promo Price (RM)	Live Commerce Voucher (RM)
Laundry	WA23A8377GV/FQ	3,819	3,409	50
Laundry	WA70H4000SG/FQ	959	829	50
Laundry	WA80F13S5LFQ	2,369	1,869	50
Laundry	WA80F13S5BFQ	2,309	1,869	50
Laundry	WA80F13S5CFQ	2,189	1,759	50
Laundry	WA80F15S5BFQ	2,549	2,089	50
Laundry	WA80F19B9BFQ	3,039	2,584	50
Laundry	WA80F21B9BFQ	3,399	2,859	50
Laundry	WA40F10E1CFQ	1,399	1,264	50
Laundry	WA40F12E4BFQ	1,579	1,299	50
Laundry	DV10BB9440GBFQ	4,929	4,069	50
Laundry	DV90CGC2A0AEFQ	3,709	3,299	50
Laundry	DV90F17CDSFQ	8,359	7,454	50
Laundry	DV90T6240LB/FQ	4,689	3,629	50
Laundry	WF17T6000GW/FQ	5,249	3,519	50
Laundry	WW10DB7U34GBFQ	3,329	2,599	50
Laundry	WW10DG5U34AEFQ	3,149	2,089	50
Laundry	WW13BB944DGBFQ	5,039	3,354	50
Laundry	WD12DG5B15BBFQ	4,829	3,409	50
Laundry	WD13BB944DGBFQ	5,989	4,289	50
Laundry	WD17T6300GP/SP	6,089	4,069	50
Laundry	WD25DB8995BZFQ	14,999	11,549	50
Laundry	WF90F25ADSFQ	6,999	5,774	50
Laundry	WD10HG5U34BBFQ	4,199	3,299	50
Laundry	WD10HG4U04BBFQ	3,569	2,969	50
Refrigerator	RT20FARVDSA/ME	1,649	1,299	50
Refrigerator	RT22FARADSA/ME	1,749	1,399	50
Refrigerator	RT38CB66448AME	3,299	2,639	50
Refrigerator	RT25M4033S8/ME	1,859	1,599	50
Refrigerator	RT31CG5022B1ME	2,479	1,814	50
Refrigerator	RT35CG5442B1ME	2,679	2,034	50
Refrigerator	RT47CB664422ME	3,509	3,079	50
Refrigerator	RT38CG6444B1ME	2,889	2,419	50
Refrigerator	RT42CB664412ME	3,299	2,859	50
Refrigerator	RT42CG6444B1ME	3,089	2,639	50
Refrigerator	RT47CB66448AME	3,509	3,079	50
Refrigerator	RT47CG6444B1ME	3,299	2,859	50
Refrigerator	RT53DG7A64B1ME	3,919	3,359	50
Refrigerator	RT62K7005BS/ME	4,329	3,517	50
Refrigerator	RS57DG4000B4ME	4,409	3,307	50
Refrigerator	RS70F65KNFME	7,459	5,564	50
Refrigerator	RS70F65QNFME	5,309	4,304	50

Refrigerator	RS70F65QNWME	6,199	5,039	50
Refrigerator	RS80F65GNFME	9,239	6,797	50
Refrigerator	RS80F65MNWME	7,459	5,984	50
Refrigerator	RS90F65DNFME	10,599	7,724	50
Refrigerator	RS90F65ANFME	12,299	10,299	50
Refrigerator	RF48A4000B4/ME	5,249	3,674	50
Refrigerator	RF48A4000M9/ME	5,039	3,359	50
Refrigerator	RF59CB0T08A/ME	8,399	7,209	50
Refrigerator	RB45DG600EB1ME	3,809	3,464	50

Air Conditioners and Air Purifier

Categories	Model	RRP (RM)	Promo Price	Live Commerce Voucher (RM)
Air Conditioner	AR40F18D0AMNME	3,399	2,834	300
	AR40F18D0AMXME			
	F-AR4-0F18D0AM			
Air Conditioner	AR60H10D1HWNME	2,439	2,351	150
	AR60H10D1HWXME			
	F-AR6-0H10D1HW			
Air Conditioner	AR60H13D1HWNME	2,739	2,666	150
	AR60H13D1HWXME			
	F-AR6-0H13D1HW			
Air Conditioner	AR60H18D1HWNME	4,339	4,136	150
	AR60H18D1HWXME			
	F-AR6-0H18D1HW			
Air Conditioner	AR60H24D1HWNME	4,539	4,346	150
	AR60H24D1HWXME			
	F-AR6-0H24D1HW			
Air Conditioner	AR70H10D1GWNME	2,799	2,624	150
	AR70H10D1GWXME			
	F-AR7-0H10D1GW			
Air Conditioner	AR70H13D1GWNME	3,299	3,149	300
	AR70H13D1GWXME			
	F-AR7-0H13D1GW			
Air Conditioner	AR70H18D1GWNME	5,199	4,829	300
	AR70H18D1GWXME			
	F-AR7-0H18D1GW			
Air Conditioner	AR70H24D1GWNME	5,899	5,459	300
	AR70H24D1GWXME			
	F-AR7-0H24D1GW			
Air Conditioner	AR60H10D1JWNME	2,239	2,141	200
	AR60H10D1JWXME			
	F-AR6-0H10D1JW			
Air Conditioner	AR60H13D1JWNME	2,539	2,456	250
	AR60H13D1JWXME			
	F-AR6-0H13D1JW			
Air Conditioner	AR60H18D1JWNME	4,039	3,926	200
	AR60H18D1JWXME			

	F-AR6-0H18D1JW			
Air Conditioner	AR60H24D1JWNME	4,239	4,136	200
	AR60H24D1JWXME			
	F-AR6-0H24D1JW			
Air Conditioner	AR40H09D1ATNME	1,799	1,574	200
	AR40H09D1ATXME			
	F-AR4-0H09D1AT			
Air Conditioner	AR40H12D1ATNME	2,099	1,784	80
	AR40H12D1ATXME			
	F-AR4-0H12D1AT			
Air Conditioner	AR40H18D1ATNME	3,399	2,834	200
	AR40H18D1ATXME			
	F-AR4-0H18D1AT			
Air Conditioner	AR40H24D1ATNME	3,899	3,254	200
	AR40H24D1ATXME			
	F-AR4-0H24D1AT			
Air Purifier	AX32BG3100GBME	999	944	100
Air Purifier	AX46BG5000GSME	2,199	2,099	100