APPLICATION TOKEN
SPS1300PEYDTDSN

PREMIUM
(NATIONWIDE)

June 26, 2026

AARON ELVIS AVILA
ACOUNT MANAGER
SAMSUNG ELECTRONICS PHILIPPINES
CORPORATION
CITY OF TAGUIG NCR - NATIONAL CAPITAL REGION

Sir/Madam:

Please be informed that your application for permit to conduct Sales Promotion entitled: ESTORE SAMSUNG ONLINE EXCLUSIVE PROMOTION for the period 2026-07-01 to 2026-09-30 is hereby granted under DTI Fair Trade Permit No. FTEB-260912 Series of 2026, subject to the attached conditions, for your strict compliance.

ATTY. REGINO D. MALLARI JR.
Assistant Secretary and Supervising Head
DTI - Fair Trade Group

THIS LETTER SERVES AS YOUR PERMIT

Documentary Stamp Tax Paid Php 30.00

TERMS AND CONDITION FOR THE ISSUANCE AND VALIDITY OF DTI-FTEB SALES PROMOTION PERMIT

1. All the activities and public disclosures relative to the Sales Promotion shall be consistent with that disclosed in the application and approved by DTI-FTEB;
2. Any and/or all changes in the mechanics, prizes, starting dates, termination dates or schedules shall require the prior approval of DTI-FTEB; Processing of the same shall be done within fifteen (15) days from receipt of the complete documents and/or requirements for such; The foregoing changes shall be announced in the same manner as the announcement of the sales promotion before the expiration of the original schedule at least twice before the change is effected;
3. A DTI representative shall be invited to witness the pre-validation of entries, printing and seeding of winning articles and determination of winners; verify t:he game/contest paraphernalia. Transportation and other necessary expenses of DTI representative who shad witness, verify, and/or certify as to certain aspects of the sales promotion, shall be borne by the sponsor/s of the promotion;
4. A list of winners and their corresponding addresses and prizes shall be submitted to DTI-FTEB immediately after the winners are determined or selected;
5. All winners shall be announced and/or published in the same manner that the sales promotion was announced/or published not later than two weeks after the determination of winners; In all cases where the amount of the prize is five hundred pesos (P500) or more, the winners shall also be notified in writing by registered mail or any communication where proof of notice can be verified;
6. All subsequent advertisements, collateral materials and announcements containing the approved mechanic shall require the prior approval of DTI-FTEB and shall further carry in visible print the phrase, "Per #office_code_whole_permit _____Series of____. Other published announcement shall refer to the advertising materials with complete mechanics "See _____ for details"
7. A copy of the approved mechanics and other pertinent documents shall be submitted to the DTI Regional Office/s covering the area/s where the Sales Promotion is being conducted; The sponsor shall send an invitation to the DTI Regional/Provincial Office at least one (1) week before the scheduled sales promotional activity requiring presence, verification and/or certification of DTI representative;
8. Final list of winners and proof of awarding of prize/s shall be submitted to DTI-FTEB Sales Promotion Division thru fteb_salespromotion@dti.gov.ph within 60 days from the last draw date Proof of awarding of prize/s to winners/s shall be submitted to DTI-FTEB.

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www.samsung.com.ph

June 25, 2026

This is to inform you of the **Samsung Online Exclusive Promotion from July 1 to September 30, 2026.**

ACTIVITY	**Double day/ Payday offer for Galaxy Tablets**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 6 to 9, 2026 July 15 to 19, 2026 July 24 to 31, 2026
Offer	Get additional 5% off the purchase of selected Galaxy Tablets
Participating Products	Galaxy Tab S10 FE+ 5G/ Wifi Galaxy Tab S11 5G/ Wifi Galaxy Tab S11 Ultra 256/ 512GB Galaxy Tab A11+ LTE/ Wifi
Customer Mechanics	1. Customers who purchase any Galaxy Tablets as mentioned in Participating products in Samsung.com/ph or Shop App will get 5% discount from RRP. 2. The discount will be automatically applied at checkout page during the promo duration only. 3. The promo can be combined with any other prevailing online promotions, unless otherwise specified. 4. Customer can avail this together with 0% Installment and Trade-in. 5. The discount is not convertible to any other product. 6. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**2X Samsung Rewards (Burn)**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Burn Boost: Customers who purchase from the Samsung Online Store or Shop App and apply or use their Samsung Rewards as partial payment upon checkout will receive an additional 2x Rewards Boost discount (See details below for the maximum of additional discount)
Participating Products	Galaxy Tab S10 FE Series Galaxy Tab S11 Series Galaxy Tab A11/A11+ Galaxy Fit3 Galaxy Watch8 Series Galaxy Watch Ultra Series Galaxy Buds4 Series
Customer Mechanics (Burn)	1. Customers must be enrolled in the Rewards Program with a valid Samsung Account ID. Conditions that must satisfy for a customer to be eligible for Rewards Boost Discount are: ○ Customer has Samsung Reward Points ○ Customer must use their Samsung Reward points for payment to be eligible for Rewards Boost 2. Rewards **boost value of 2x or 100% (maximum of additional discount of ₱1,000)** will only apply when they purchase any Participating products. 3. Customer must redeem and burn their existing Rewards Points by selecting Samsung Rewards on payment page and input amount to redeem during promotion duration mentioned. 4. Once customer use rewards to partially pay for their order, customer will receive a Rewards Boost discount. 5. Rewards boost additional discount will be added automatically upon checkout. 6. Points are strictly not transferable and not for sale. 7. The promo can be combined with Online pre-order promotions unless otherwise specified. 8. Customer may avail this together with 0% Installment and Trade in promotions. 9. The final purchase amount must be at least ₱1 after applying all discounts.

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ACTIVITY	**eStore Exclusive: Livestream Promotion for Galaxy S26 Series**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Exclusive promo code redeemable during livestream runs and replays only Use code "AI-PHGALAXYS26" or "LS-PHGALAXYS26" to get: **Models** / **Applicable freebie + discount** Galaxy S26 — Free 25W travel adapter + Anti-reflecting film + Clear Magnet Case + ₱3,000 discount Galaxy S26+ — Free 25W travel adapter + Anti-reflecting film + Clear Magnet Case + ₱4,000 discount Galaxy S26 Ultra — Free 25W travel adapter + Anti-reflecting film + Clear Magnet Case + ₱5,000 discount
Participating Products	Galaxy S26 Series
Customer Mechanics	1. Customers who join Live Commerce / Selling via Samsung Facebook Live will receive a discount plus freebies as mentioned in Offer section with the purchase of any Participating products from Samsung.com/ph or Samsung Shop App. 2. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the discount + freebie. *- During 1hour of the actual date of live selling or live replay of the same day, customers must input the corresponding promo code upon checkout to avail of the additional freebie items.* 3. The promo can only be combined with Welcome offer, unless otherwise specified. No other combinations are allowed. Voucher will not work with Trade-in. 4. Customer may avail this together with 0% Installment payment scheme or Straight payment. 5. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash. 6. The promo code can only be used when purchasing any of the participating products and can only be redeemed during the 1 hour of actual date of live selling or live replay. There can be multiple runs during the promo period. 7. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**Exclusive Galaxy Tab S10 FE/ Tab S11 Series bundle offer**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Exclusive bundle offers for Galaxy Tab S10 FE or Tab S10 FE+ or Galaxy Tab S11 Series and Galaxy Buds4 Pro Black, including: • 10% off Galaxy Tab • 40% off Galaxy Buds4 Pro • Free Buds case (random color) • Free Wireless Battery pack • Free 60W travel adapter (applicable for Tab S11 Series only)
Participating Products	Galaxy Buds4 Pro Black Galaxy Tab S10 FE Series Galaxy Tab S11 Series
Customer Mechanics	1. Customers who purchase any Galaxy Tab S10 FE Series/ Tab S11 Series together with Galaxy Buds4 Pro in Black (as mentioned in Offer section) on Samsung Online Store or Samsung Shop App will get 40% off the Galaxy Buds4 Pro Black and 1 (one) buds case random color and 1 (one) wireless battery pack and 1 (one) 60W travel adapter (applicable for Tab S11 Series only). 2. The discount and freebies will be automatically applied at checkout page during the promo duration only when customers choose the product named 'Galaxy Tab S10 FE Special Edition' or 'Galaxy Tab S11 Special Edition'. 3. Promotion cannot be combined with any other promotions/ vouchers. 4. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**Exclusive Galaxy A57/ A27 5G bundle offer**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Exclusive bundle offers for Galaxy A57 5G (256GB/ 512GB) or Galaxy A27 5G 256GB and Galaxy Fit3, including: • 40% off Galaxy Fit3 • Free 25W travel adapter • Free Clear case for Galaxy A57 5G • Free 1-year extended warranty for Galaxy A57 5G • Free Jisufan for Galaxy A27 5G
Participating Products	Galaxy Fit3 Galaxy A57 256GB or 512GB Galaxy A27 5G 256GB
Customer Mechanics	1. Customers who purchase any Galaxy A57 5G or Galaxy A27 5G together with Galaxy Fit3 (as mentioned in Offer section) on Samsung Online Store or Samsung Shop App will get 40% off the Galaxy Fit3 and freebies as mentioned in Offer section. 2. The discount and freebies will be automatically applied at checkout page during the promo duration only when customers choose the product named 'Galaxy A57 Special Edition' or 'Galaxy A27 Special Edition'. 3. Promotion cannot be combined with any other promotions/ vouchers. 4. The final purchase amount must be at least ₱1 after applying all discounts.

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ACTIVITY	**Back to School voucher for Galaxy Tablets**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to August 31, 2026
Offer	Get 10% off – max ₱5,000 discount on selected Galaxy Tablets via voucher PHBTS26.
Participating Products	Galaxy Tab S11 Series Galaxy Tab S10 FE Series Galaxy Tab S10 Lite Galaxy Tab A11/ A11+
Customer Mechanics	1. Customers who purchase any participating products in Samsung.com/ph or Shop App will get 10% discount up to ₱5,000 discount. 2. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the discount 3. The promo can only be combined with Welcome offer, unless otherwise specified. No other combinations are allowed. Voucher will not work with Trade-in. 4. Customer may avail this together with 0% Installment payment scheme or Straight payment. 5. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash. 6. The promo code can only be used when purchasing any of the participating products during the mentioned promo duration. 7. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**Payment offers via Straight Payment Methods**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to September 30, 2026
Offer	Get additional 5% off the purchase of Mobile products via straight payment methods
Participating Products	Mobile products including Smartphones, Tablets, Watches, Buds
Customer Mechanics	1. Customers who purchase any Participating products in Samsung.com/ph or Shop App and make straight payment methods via Credit/Debit Card or Online Bank Transfer or E-Wallet at checkout will get correspondily mentioned discount in Offer section. 2. The discount will be automatically applied at checkout page during the promo duration only. 3. The promo can be combined with any other prevailing online promotions, unless otherwise specified. 4. Customer cannot avail this together with 0% Installment. 5. The discount is not convertible to any other product. 6. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**eStore Exclusive: Livestream Promotion for Flagship Smartphones**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Exclusive promo code redeemable during livestream runs and replays only Use code "LS-PHFLAGSHIP" or "AI-PHFLAGSHIP" to get additional freebies as followings: **Models** / **Applicable freebie** Galaxy S25 Series / Galaxy Bud3 FE (random color) Galaxy Z Fold7/ Z Flip7/ Z Flip7 FE / Galaxy Bud3 FE (random color) Galaxy S25 FE / Galaxy Bud3 FE (random color)
Participating Products	Galaxy S25 Series Galaxy Z Fold7/ Z Flip7/ Z Flip7 FE Galaxy S25 FE
Customer Mechanics	1. Customers who join Live Commerce / Selling via Samsung Facebook Live will receive a free Galaxy Buds3 FE with the purchase of any Participating products from Samsung.com/ph or Samsung Shop App. 2. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the freebie. *- During 1hour of the actual date of live selling or live replay of the same day, customers must input the corresponding promo code upon checkout to avail of the additional freebie items.* 3. The promo can only be combined with Welcome offer, unless otherwise specified. No other combinations are allowed. Voucher will not work with Trade-in. 4. Customer may avail this together with 0% Installment payment scheme or Straight payment. 5. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash. 6. The promo code can only be used when purchasing any of the participating products and can only be redeemed during the 1 hour of actual date of live selling or live replay. There can be multiple runs during the promo period. 7. The final purchase amount must be at least ₱1 after applying all discounts.

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ACTIVITY	**eStore Exclusive: Livestream Promotion for Tablets**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to 31, 2026
Offer	Exclusive promo code redeemable during livestream runs and replays only Use code "LS-PHTABLET" or "AI-PHTABLET" to get Galaxy Tab S10 FE Series: ₱2,000 discount plus free smart book cover Galaxy Tab S10 Lite: ₱2,000 discount plus free smart book cover Galaxy Tab S11 Series: ₱2,000 discount plus free smart book cover
Participating Products	Galaxy Tab S10 FE Series Galaxy Tab S10 Lite Galaxy Tab S11 Series
Customer Mechanics	1. Customers who join Live Commerce / Selling via Samsung Facebook Live will receive a ₱2,000 discount plus a freebie (as mentioned above) with the purchase of any Participating products from Samsung.com/ph or Samsung Shop App. 2. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the discount and freebie. *- During 1hour of the actual date of live selling or live replay of the same day, customers must input the corresponding promo code upon checkout to avail of the additional discount and freebie items.* 3. The promo can only be combined with Welcome offer and App voucher, unless otherwise specified. Voucher will not work with Trade-in. 4. Customer may avail this together with 0% Installment payment scheme or Straight payment. 5. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash. 6. The promo code can only be used when purchasing any of the participating products and can only be redeemed during the 1 hour of actual date of live selling or live replay. There can be multiple runs during the promo period. 7. The final purchase amount must be at least ₱1 after applying all discounts.

ACTIVITY	**Exclusive Promo Code for Affiliate Club / Affiliate Programs / Ambassadors / Influencer Marketing**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to September 30, 2026
Offer	Use code "GALAXYAIAFF" to get additional 5% discount – up to ₱5,000 discount on selected Galaxy products (see more on Participating products)
Participating Products	Galaxy A26/ A27/ A37/ A57 Galaxy S25/ S25 Ultra/ S25 FE Galaxy S26 Series Galaxy Z Flip7/ Fold7 Galaxy Tab S10 FE Series/ Tab S11 Series/ Tab A11 Series Galaxy Watch8 Series/ Watch Ultra Galaxy Buds4 Series
Customer Mechanics	1. Samsung PH affiliate groups, KOL, ambassadors, influencers will showcase eStore exclusive offers with an exclusive promo code. 2. Customers can avail the promo code in Samsung Online Store (Samsung.com/ph) or Shop App when purchasing any Participating products. 3. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the discount. *-During the pre-order period, customer must input promo code GALAXYAIAFF upon checkout to avail of the discount.* 4. The promo code can only be combined with welcome gift offer, unless otherwise specified. No other combinations are allowed. Voucher will not work with Trade-in. 5. Customer may avail this together with 0% Installment or straight payment methods. 6. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash.

ACTIVITY	**Exclusive e-Promoter Switching**
Coverage	Samsung Online Store (Samsung.com/ph) Samsung Online Shop App
Promo duration	July 1 to September 30, 2026
Offer	Exclusive Promo Code with additional discounts via e-Promoter & CRP CS Switching: additional 5% discount – up to ₱5,000 discount on selected Galaxy products (see more on Participating products)
Participating Products	Galaxy A26/ A27/ A37/ A57 Galaxy S25/ S25 Ultra/ S25 FE Galaxy S26 Series Galaxy Z Flip7/ Fold7 Galaxy Tab S10 FE Series/ Tab S11 Series/ Tab A11 Series Galaxy Watch8 Series/ Watch Ultra Galaxy Buds4 Series
Customer Mechanics	1. Customers who purchase any participating products in Samsung.com/ph or Shop App driven or referred via our Samsung e-promoters or CRP CS will receive an e-voucher. 2. Customers can avail the promo code in Samsung Online Store (Samsung.com/ph) or Shop App when purchasing any Participating products. 3. The promo code must be entered before check-out. Failing to do so will result in not being entitled to receive the discount. *-During the pre-order period, customer must input promo code GALAXYAIAFF upon checkout to avail of the discount.* 4. The promo code can only be combined with welcome gift offer, unless otherwise specified. No other combinations are allowed. Voucher will not work with Trade-in. 5. Customer may avail this together with 0% Installment or straight payment methods. 6. Vouchers are not convertible to any other product. Voucher cannot be sold, exchanged or refunded for cash.

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<table>
<tr><th>ACTIVITY</th><th>Gift with Purchase</th></tr>
<tr><td>Coverage</td><td>Samsung Online Store (Samsung.com/ph)
Samsung Online Shop App</td></tr>
<tr><td>Promo duration</td><td>July 1 to September 30, 2026</td></tr>
<tr><td>Offer</td><td>Free gift for every purchase of the following products</td></tr>
<tr><td>Participating Products</td><td>
<table>
<tr><th>Model</th><th>Discount</th></tr>
<tr><td>Galaxy Z Flip7</td><td>Free 2 random cases + travel adapter</td></tr>
<tr><td>Galaxy S25 Ultra</td><td>Free 2 random cases + travel adapter</td></tr>
<tr><td>Galaxy S25 FE/ S25</td><td>Free random case + anti-reflecting film + travel adapter</td></tr>
<tr><td>Galaxy Tab S10 FE series</td><td>Free travel adapter</td></tr>
<tr><td>Galaxy Tab S10 Lite</td><td>Free book cover + travel adapter</td></tr>
<tr><td>Galaxy Tab A11 Series</td><td>Free book cover + travel adapter</td></tr>
<tr><td>Galaxy A06/ A07/ A16/ A17</td><td>Free travel adapter</td></tr>
<tr><td>Galaxy Watch8 Series</td><td>Free 2 random straps</td></tr>
<tr><td>Galaxy Watch Ultra</td><td>Free 2 random straps</td></tr>
</table>
</td></tr>
<tr><td>Customer Mechanics</td><td>1. Customers can purchase the participating SKUs and its corresponding freebie/s will be delivered together with the main SKU.
2. Customers are eligible to get one (1) GWP “Gift with Purchase” unit for every purchase of main unit (1:1 basis), unless the promo indicates that there will be multiple freebies.
3. This promotion is valid for purchases made in Samsung Online Store.
4. Freebies are not convertible to cash or any other product.
5. The customer may not choose the color of the freebie.
6. Samsung reserves the right to refuse delivery to locations that it deems unsafe / unreachable. In this case, another delivery address shall be asked of the customer to provide (applicable to Samsung Online Store).
7. The promo can be combined with any other promotions unless otherwise specified.</td></tr>
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Thank you very much.
Sincerely,

Phan Thu Huong
Business Development Manager