



APPLICATION TOKEN
SPS1300ZWOZZVSN

PREMIUM
(NATIONWIDE)

August 25, 2026

GLEEZA GRACE CARISMA
DIGITAL ACCOUNT 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: SAMSUNG VD TRADE UP PROMO for the period 2026-09-01 to 2026-12-01 is hereby granted under DTI Fair Trade Permit No. FTEB-265823 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 the game/contest paraphernalia. Transportation and other necessary expenses of DTI representative who shall 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.



SAMSUNG ELECTRONICS PHILS. CORP.
9/F Science Hub Tower 4 Building
Mckinley Hill Cyberpark,
Fort Bonifacio
Taguig, Philippines 1634

Phone (632) 7214-7777
www.samsung.com.ph

August 20, 2026

Greetings from Samsung! This is to inform you of the **Samsung Trade Up Offers. Promotion period will be from September 1-December 1, 2026.**

ACTIVITY	VD Trade Up Promo			
Coverage	Samsung Online Store (Samsung.com/ph), Samsung Online Shop App, Samsung Enhanced Partnership Program/EPP (all verticals).			
Promo duration	September 1 - December 1, 2026			
Offer	Trade In Item	Customer Purchase: 55" and Above Neo QLED/ OLED/ Lifestyle/MicroRGB	Customer Purchase: All Mini LED/QLED & 65" Above CUHD	Customer Purchase: 55" UHD (S.com only)
	Size			
	55" and Up	P8,000	4,000	1,000
	50" and Below	P5,000	2,000	500
	Top Up Brand			
	Samsung	P2,000	2,000	2,000
	Non Samsung	P1,000	1,000	1,000
	Trade In Item	Customer Purchase: Q-Soundbar (Q800 and up), Music Frame, Ultra Slim Soundbar, Sound Towers	Customer Purchase: Q-sound bar + Music Frame + MX-T70 + MX-ST50F	Customer Purchase: MX-T50 + MX-ST40F
	Speaker Type			
	Radio, Home Theater, Soundbar, Portable Speaker, Sound Tower, Amplifier, Subwoofer	P2,000	2,000	1,000
	Top Up Brand			
	Samsung	P2,000	2,000	1,000
	Non Samsung	P1,000	1,000	500
Participating Products	See Annex I & II for details			
Customer Mechanics	Consumer Mechanics on Trade Up Direct Discounts: 1. Customers may trade-up old Non-Samsung and Samsung TVs/Sound Devices to purchase new Samsung TVs/Sound Devices via Samsung online store (samsung.com/ph or EPP channels). 2. Customer must select trade-up option in the product Buy Now page or Cart page. 3. Trade-in pop up will appear and customer to input the following details under "Select your TVs/Sound Devices" a) AV Size: 55Inches and up, 50 Inches and Below TVs SD: Speaker Type: Radio, Home Theater, Soundbar, Portable Soundbar, Sound Tower, etc. b) Brand: Samsung or Others c) Condition of Old TVs/Sound Devices 4. Customer must accurately answer the questionnaire based on the condition of the old device to obtain the estimated trade-up discount. 5. Customer must confirm and agree to the terms and conditions of the program to proceed. 6. The initial trade-up discount will be reflected as instant discount on the eligible new TVs/Sound Devices 7. Customer may only trade-up one (1) old TVs/Sound Devices Monitors to purchase one (1) new Samsung. This is for a one time transaction only. 8. Discounts and bundles are not convertible to cash 9. This promotion is valid for purchases made in Samsung.com only or EPP sites only 10. The promo can be combined with any other online promotions unless stated otherwise.			

ACTIVITY	MON Trade Up Promo
Coverage	Samsung Online Store (Samsung.com/ph), Samsung Online Shop App
Promo duration	September 1 - December 1, 2026



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www.samsung.com.ph

Offer	Trade In Item		Customer Purchase: 27" and above (select participating models)
	Size		
	27" and up	P3,000	
	Below 27"	P2,000	
	Top Up Brand		
	Samsung	P2,000	
	Non Samsung	P1,000	
Participating Products	See Annex III		
Customer Mechanics	Consumer Mechanics on Trade Up Direct Discounts: 1. Customers may trade-up old Non-Samsung and Samsung Monitors to purchase a new Samsung Display Monitors (Selected Models Only) via Samsung online store (samsung.com/ph) 2. Customer must select trade-up option in the product Buy Now page or Cart page. 3. Trade-in pop up will appear and customer to input the following details under "Select your Display/Monitors": a) Type: 27inches and Up Display Monitors b) Brand: Samsung or Others c) Condition of Old Display Monitors 4. Customer must accurately answer the questionnaire based on the condition of the old device to obtain the estimated trade-up discount. 5. Customer must confirm and agree to the terms and conditions of the program to proceed. 6. The initial trade-up discount will be reflected as instant discount on the eligible new Display Monitors device in the customer's cart. 7. Customer may only trade-up one (1) old Display Monitors to purchase one (1) new Samsung. This is for a one time transaction only. 8. Discounts and bundles are not convertible to cash 9. This promotion is valid for purchases made in Samsung.com only. 10. The promo can be combined with any other online promotions unless stated otherwise.		

Thank you very much.

Sincerely,

Daniel Alto
Business Development Manager