



APPLICATION TOKEN  
SPS1300NL0KNOSN

APPROVAL LETTER  
(No Advertising Material Released / Promo Not Yet Started)

March 31, 2026

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

Sir/Madam:

With reference to your application received 2026-03-30 regarding your promo entitled "ESTORE SAMSUNG VD TRADE UP" with DTI Fair Trade Permit No. FTEB-252386 Series of 2026, please be informed that request for changes on the following has been approved provided the changes as well as the fact of approval shall be published, announced or advertised at least twice before such change is effected in the same manner and medium that the sales promotion campaign was announced, published or advertised by the promoter or sponsor.

CHANGE OF PROMO MECHANICS, CHANGE OF PROMO PERIOD

AMENDMENT CHANGES	
FROM	TO
CHANGED PROMO START DATE	
2026-04-01	2026-04-07
CHANGED PROMO END DATE	
2026-06-30	2026-07-06

Other provisions of your aforementioned sales promotion remain in effect



Documentary Stamp Tax Paid Php 30.00

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

## **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 DTI-Fair Trade Permit No. FTEB-\_\_\_\_\_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](mailto: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

March 27, 2026

This is to inform you of the **Samsung VD Trade Up. Promotion period will be from April 7-July 6, 2026.**

ACTIVITY	AV Trade Up Promo																																																				
<b>Coverage</b>	Samsung Online Store (Samsung.com/ph), Samsung Online Shop App, Samsung Enhanced Partnership Program/EPP (all verticals).																																																				
<b>Promo duration</b>	April 7- July 6, 2026																																																				
<b>Offer</b>	<p>Maximum discount value for Trade-in of TV</p> <table border="1"> <thead> <tr> <th>Trade In Item</th> <th>Customer Purchase: 55" and Above Neo QLED/ OLED/ Lifestyle/MicroRGB</th> <th>Customer Purchase: All Mini LED/QLED &amp; 65" Above CUHD</th> <th>Customer Purchase: 55" UHD (S.com only)</th> </tr> </thead> <tbody> <tr> <td colspan="4"><b>Size</b></td> </tr> <tr> <td>55" and Up</td> <td>P8,000</td> <td>4,000</td> <td>1,000</td> </tr> <tr> <td>50" and Below</td> <td>P5,000</td> <td>2,000</td> <td>500</td> </tr> <tr> <td colspan="4"><b>Top Up Brand</b></td> </tr> <tr> <td>Samsung</td> <td>P2,000</td> <td>2,000</td> <td>2,000</td> </tr> <tr> <td>Non Samsung</td> <td>P1,000</td> <td>1,000</td> <td>1,000</td> </tr> </tbody> </table> <p>Maximum discount value for Trade-in of AV</p> <table border="1"> <thead> <tr> <th>Trade In Item</th> <th>Customer Purchase: Q-Soundbar (Q800 and up), Music Frame, Ultra Slim Soundbar, Sound Towers</th> <th>Customer Purchase: Q-sound bar + Music Frame + MX-T70 + MX-ST50F</th> <th>Customer Purchase: MX-T50 + MX-ST40F</th> </tr> </thead> <tbody> <tr> <td colspan="4"><b>Speaker Type</b></td> </tr> <tr> <td>Radio, Home Theater, Soundbar, Portable Speaker, Sound Tower, Amplifier, Subwoofer</td> <td>P2,000</td> <td>2,000</td> <td>1,000</td> </tr> <tr> <td colspan="4"><b>Top Up Brand</b></td> </tr> <tr> <td>Samsung</td> <td>P2,000</td> <td>2,000</td> <td>1,000</td> </tr> <tr> <td>Non Samsung</td> <td>P1,000</td> <td>1,000</td> <td>500</td> </tr> </tbody> </table>	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)	<b>Size</b>				55" and Up	P8,000	4,000	1,000	50" and Below	P5,000	2,000	500	<b>Top Up Brand</b>				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	<b>Speaker Type</b>				Radio, Home Theater, Soundbar, Portable Speaker, Sound Tower, Amplifier, Subwoofer	P2,000	2,000	1,000	<b>Top Up Brand</b>				Samsung	P2,000	2,000	1,000	Non Samsung	P1,000	1,000	500
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<b>Customer Mechanics</b>	<p><b>Consumer Mechanics on Trade Up Direct Discounts:</b></p> <ol style="list-style-type: none"> <li>Customers may trade-up old Non-Samsung and Samsung TVs/Sound Devices to purchase a new Samsung TVs/Sound Devices via Samsung online store (samsung.com/ph or EPP channels).</li> <li>Customer must select trade-up option in the product Buy Now page or Cart page.</li> <li>Trade-in pop up will appear and customer to input the following details under "Select your TVs/Sound Devices             <ol style="list-style-type: none"> <li>AV Size: 55Inches and up, 50 Inches and Below TVs</li> <li>SD: Speaker Type: Radio, Home Theater, Soundbar, Portable Soundbar, Sound Tower, etc.</li> <li>Brand: Samsung or Others</li> <li>Condition of Old TVs/Sound Devices</li> </ol> </li> <li>Customer must accurately answer the questionnaire based on the condition of the old device to obtain the estimated trade-up discount.</li> <li>Customer must confirm and agree to the terms and conditions of the program to proceed.</li> <li>The initial trade-up discount will be reflected as instant discount on the eligible new TVs/Sound Devices</li> <li>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.</li> <li>The customer will receive top-up discount with a value depending on the brand.</li> <li>Discounts and bundles are not convertible to cash</li> <li>This promotion is valid for purchases made in Samsung.com only or EPP sites only</li> <li>The promo can be combined with any other online promotions unless stated otherwise.</li> </ol>																																																				



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<b>ACTIVITY</b>	<b>MON Trade Up Promo</b>	
<b>Coverage</b>	Samsung Online Store (Samsung.com/ph), Samsung Online Shop App	
<b>Promo duration</b>	April 7-July 6, 2026	
<b>Offer</b>	<b>Trade In Item</b>	<b>Customer Purchase: 27" and above (select participating models)</b>
	<b>Size</b>	
	<b>27" and up</b>	P3,000
	<b>Below 27"</b>	P2,000
	<b>Top Up Brand</b>	
	<b>Samsung</b>	P2,000
<b>Non Samsung</b>	P1,000	
<b>Participating Products</b>	See Annex II	
<b>Customer Mechanics</b>	<b>Consumer Mechanics on Trade Up Direct Discounts:</b> <ol style="list-style-type: none"><li>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)</li><li>2. Customer must select trade-up option in the product Buy Now page or Cart page.</li><li>3. Trade-in pop up will appear and customer to input the following details under "Select your Display/Monitors":<ol style="list-style-type: none"><li>a) Type: 27inches and Up Display Monitors</li><li>b) Brand: Samsung or Others</li><li>c) Condition of Old Display Monitors</li></ol></li><li>4. Customer must accurately answer the questionnaire based on the condition of the old device to obtain the estimated trade-up discount.</li><li>5. Customer must confirm and agree to the terms and conditions of the program to proceed.</li><li>6. The initial trade-up discount will be reflected as instant discount on the eligible new Display Monitors device in the customer's cart.</li><li>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.</li><li>8. Discounts and bundles are not convertible to cash</li><li>9. This promotion is valid for purchases made in Samsung.com only.</li><li>10. The promo can be combined with any other online promotions unless stated otherwise.</li></ol>	

Thank you very much.

Sincerely,

Alexandra Gana  
Business Development Manager



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ANNEX I  
AV SKU's for Trade Up

SKU Code	Model Name	SRP
QA85QN900AGXXP	85" Neo QLED 8K QN900A Smart TV	699,999
SP-LFF3CLAXXP	The Freestyle 2nd Gen LFF3CL Portable Projector (2024)	49,999
QA43LS01DAGXXP	43" The Serif LS01D QLED 4K Smart TV (2024)	58,999
QA115QN90FGXXP	115" NEO QLED 4K QN90F Vision AI Smart TV	799,999
QA100QN80FGXXP	100" NEO QLED 4K QN80F Vision AI Smart TV	349,999
QA98QN90FAGXXP	98" NEO QLED 4K QN90F Vision AI Smart TV	399,999
QA85QN950FGXXP	85" NEO QLED 8K QN950F Vision AI Smart TV	499,999
QA85QN90FAGXXP	85" NEO QLED 4K QN90F Vision AI Smart TV	299,999
QA85QN70FAGXXP	85" NEO QLED 4K QN70F Vision AI Smart TV	259,999
QA83S95FAEXXP	83" OLED S95F Vision AI Smart TV	299,999
QA77S95FAGXXP	77" OLED S95F Vision AI Smart TV	204,999
QA75QN90FAGXXP	75" NEO QLED 4K QN90F Vision AI Smart TV	204,999
QA75QN70FAGXXP	75" NEO QLED 4K QN70F Vision AI Smart TV	189,999
QA65QN950FGXXP	65" NEO QLED 8K QN950F Vision AI Smart TV	264,999
QA65QN90FAGXXP	65" NEO QLED 4K QN90F Vision AI Smart TV	142,999
QA65QN70FAGXXP	65" NEO QLED 4K QN70F Vision AI Smart TV	109,999
QA65S95FAGXXP	65" OLED S95F Vision AI Smart TV	142,999
QA65S90FAEXXP	65" OLED S90F Vision AI Smart TV	129,999
QA65S85FAEXXP	65" OLED S85F Vision AI Smart TV	109,999
QA55QN90FAGXXP	55" NEO QLED 4K QN90F Vision AI Smart TV	122,999
QA55QN70FAGXXP	55" NEO QLED 4K QN70F Vision AI Smart TV	89,999
QA55S95FAGXXP	55" OLED S95F Vision AI Smart TV	122,999
QA55S85FAEXXP	55" OLED S85F Vision AI Smart TV	89,999
QA75Q8FAAGXXP	75" QLED 4K Q8FA Vision AI Smart TV	122,499
QA75Q7FAAGXXP	75" QLED 4K Q7FA Vision AI Smart TV	114,999
QA75Q7F4AGXXP	75" QLED 4K Q7F4 Vision AI Smart TV	114,999
QA75QEF1AGXXP	75" QLED 4K QEF1 Vision AI Smart TV	112,999
QA65LS03FAGXXP	65" THE FRAME LS03F QLED 4K Art Mode AI TV	104,999
QA65Q8FAAGXXP	65" QLED 4K Q8FA Vision AI Smart TV	67,999
QA65Q7FAAGXXP	65" QLED 4K Q7FA Vision AI Smart TV	62,999
QA65Q7F4AGXXP	65" QLED 4K Q7F4 Vision AI Smart TV	62,999
QA65QEF1AGXXP	65" QLED 4K QEF1 Vision AI Smart TV	60,999
QA55LS03FAGXXP	55" THE FRAME LS03F QLED 4K Art Mode AI TV	79,999
QA55Q8FAAGXXP	55" QLED 4K Q8FA Vision AI Smart TV	52,999
QA55Q7FAAGXXP	55" QLED 4K Q7FA Vision AI Smart TV	49,999
QA55Q7F4AGXXP	55" QLED 4K Q7F4 Vision AI Smart TV	49,999
QA55QEF1AGXXP	55" QLED 4K QEF1 Vision AI Smart TV	47,999
UA98DU9000GXXP	98" Crystal UHD DU9000 4K Smart TV (2024)	199,999
UA85U8000FGXXP	85" Crystal UHD U8000F 4K Smart TV	159,999
UA85UE100FGXXP	85" Crystal UHD UE100F 4K Smart TV	156,999
UA75U8000FGXXP	75" Crystal UHD U8000F 4K Smart TV	79,999



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UA75UE100FGXXP	75" Crystal UHD UE100F 4K Smart TV	77,999
UA70U8000FGXXP	70" Crystal UHD U8000F 4K Smart TV	69,999
UA65U8000FGXXP	65" Crystal UHD U8000F 4K Smart TV	59,999
UA65UE100FGXXP	65" Crystal UHD UE100F 4K Smart TV	57,999
UA55U8000FGXXP	55" Crystal UHD U8000F 4K Smart TV	34,499
UA55UE100FGXXP	55" Crystal UHD UE100F 4K Smart TV	32,999
HW-Q990F/XP	Q-series AI Soundbar HW-Q990F 11.1.4 ch Sub Woofer & Rear Speaker (2025)	82,499
HW-Q930F/XP	Q-series AI Soundbar HW-Q930F 9.1.4 ch Sub Woofer & Rear Speaker (2025)	60,499
HW-Q800F/XP	Q-Series AI Soundbar HW-Q800F 5.1.2ch with Wireless Sub Woofer (2025)	33,999
HW-QS700F/XP	Q-Series AI Soundbar HW-QS700F 3.1.2ch with Wireless Sub Woofer (2025)	32,999
HW-S800D/XP	Ultra Slim Soundbar HW-S800D 3.1.2 ch Sub Woofer (2024)	29,999
HW-LS60D/XP	Music Frame HW-LS60D 2.0ch Frame Design Wireless Speaker (2024)	25,999
MX-ST40F/XP	Sound Tower MX-ST40F	18,999
MX-ST50F/XP	Sound Tower MX-ST50F	28,999
MX-T50/XP	Sound Tower MX-T50	15,499
MX-T70/XP	Sound Tower MX-T70	24,999
MX-ST50B/XP	Sound Tower MX-ST50B 240 watts Party Audio	24,999

**ANNEX II**  
**MON SKU's for Trade Up**

SKU Code	Model Name	SRP
LS27FG900EXXP	27" Odyssey 3D G90XF 4K 165Hz Gaming Monitor	130,999
LS49DG950SEXP	49" Odyssey OLED G9 G95SD DQHD Gaming Monitor	124,999
LS57CG952NEXXP	57" Odyssey Neo G9 G95NC VA 240Hz 1ms Gaming Monitor	123,500
LS49DG930SEXP	49" Odyssey OLED G9 G93SD DQHD 240Hz Gaming Monitor	111,399
LS32FM902SEXP	32" Smart Monitor M9 M90SF 4K OLED Samsung Vision AI	98,999
LS34DG850SEXP	34" Odyssey OLED G8 G85SD Ultra WQHD 175Hz Gaming Monitor	78,999
LS32FG812SEXP	32" Odyssey OLED G8 G81SF 4K 240Hz Gaming Monitor	78,199
LS27FG812SEXP	27" Odyssey OLED G8 G81SF 4K 240Hz Gaming Monitor	73,099
LS27HG802SEXP	27" Odyssey OLED G8 G80SH 4K 240Hz Gaming Monitor	69,999
LS32HG732SEXP	32" Odyssey OLED G7 G73SH 4K 165Hz / FHD 330Hz Gaming Monitor	66,999



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LS49FG912EEXXP	49" Odyssey G9 G91F DQHD 144Hz Gaming Monitor	65,999
LS27DG610SEEXXP	27" Odyssey OLED G6 G61SD QHD 240Hz Gaming Monitor	43,699
LS32FM803UEEXXP	32" Smart Monitor M8 M80F 4K Samsung Vision AI	38,999
LS34C650TAEXXP	34" ViewFinity S6 S65TC UWQHD Monitor	34,499
LS37D702EAEXXP	37" ViewFinity S7 S70D UHD Monitor	32,999
LS27HG612SEEXXP	27" Odyssey OLED G6 G61SH QHD 240Hz Gaming Monitor	31,999
LS32BG652EEXXP	32" Odyssey G6 S32BG652EE QHD 240Hz Gaming Monitor	30,999
LS34C650UAEXXP	34" ViewFinity S6 S65UC UWQHD Monitor	30,299
LS27FG502SEEXXP	32" Odyssey G5 G50F QHD 180Hz Gaming Monitor	29,999
LS32FM700UEEXXP	32" Smart Monitor M7 M70F 4K Samsung Vision AI	23,999
LS32FM701UEEXXP	32" Smart Monitor M7 M70F 4K Samsung Vision AI	23,999
LS27BG400EEXXP	27" Odyssey G4 FHD 240Hz 1ms IPS Gaming Monitor	18,999
LS32FG502EEXXP	27" Odyssey G5 G53F QHD 200Hz Gaming Monitor	18,399
LS32H5000FGXXP	32" Smart Monitor TV MH5000F HD	17,999