

## Terms and Conditions: Mega Consumer Promotion

1. These terms and conditions govern the promotional offer (the “**Offer**”) entitling a limited number of eligible customers (the “**Customer(s)**”) who purchase certain models of Samsung smartphones as listed in these Terms (the “**Eligible Product Models**”) during the Offer Period (defined below) to receive:
  - 1.1. a Gift Voucher (the “**Gift**”) after activating their device and setting up a ‘Samsung Account’; and
  - 1.2. a chance to participate in one Weekly Lucky Draw and one Mega Draw organised by Samsung.
2. The provision of the Gift and the chance to participate in the Lucky Draws shall be in accordance with these terms but in the absolute discretion of Samsung.
3. The Offer will be available on the Eligible Product Model(s) purchased between **13<sup>th</sup> April’2026 till 3<sup>rd</sup> May’2026** only (the “**Offer Period**”) from the channels/sources mentioned herein.
4. The Gift offered under these Terms and Conditions depend on the channel/source of purchase. A different Gift may apply, depending on the source of purchase. Under this Offer, purchases made from three different sources are covered:
  - 4.1. Designated Physical Stores of retailers appointed by Samsung’s authorized Distributors in Pakistan and Samsung Authorised Brand Stores where official stock is available (“**Designated Stores**”);
  - 4.2. Samsung E-store in Pakistan <https://www.samsung.com/pk> (“**Estore**”);
  - 4.3. Online retailers namely, Priceoye <https://priceoye.pk> and Daraz <https://www.daraz.pk> (“**Online Retailers**”).
5. **Gifts offered on purchase of Eligible Product Models from Designated Stores or the E-store:**
  - 5.1. On purchase of the Eligible Product Models mentioned in the table below, the Customers will be entitled to receive either (i) an E-store Voucher, or (ii) a PSO Fuel Voucher, as per the table below:

<b>Eligible Product Models for Designated Stores and Samsung E-Store Gift Offer</b>	<b>Gift</b>	<b>Voucher Value</b>
S25FE	E-store Voucher	Rs. 25,000
A56	E-store Voucher	Rs. 15,000
A36	E-store Voucher	Rs. 10,000
A26	E-store Voucher	Rs. 7,500
A17	PSO Fuel Credit	Rs. 5,000
A07	PSO Fuel Credit	Rs. 3,000

- 5.2. The Gifts mentioned above will be retrievable through Samsung Members App and PSO Fuel App, as explained below. The PSO Fuel Credit will entitle the eligible Customers to receive free fuel from Pakistan State Oil Limited’s designated retail outlets/stations (“**PSO**”) of the value mentioned in the table above, while the E-store

Voucher will entitle the relevant eligible Customers to get a discount of equivalent value on their next purchase from the Samsung E-store.

5.3. The Offer is only available to Customer(s) who purchase the Eligible Product Model through the Designated Stores or Samsung E-store, as detailed above within the Offer Period. In case of confusion about the Designated Stores, the Customer may contact Samsung Helpline [0800-7267864]

5.4. Redemption Process for the E-store Voucher: Once the Customer purchases and receives their device of the Eligible Product Model mentioned in the table above which entitles them to receive an E-store Voucher. The Customers may obtain/retrieve the E-store Voucher by following the steps mentioned below:

- i). Activate the Eligible Product Model and set it up;
- ii). If the Customer already has a Samsung Account, then they should log into the Samsung Members Application (a pre-loaded Application on the Eligible Product Model);
- iii). If the Customer does not have a Samsung Account, the Customer must set up their Samsung account and log in to the Samsung Members Application;
- iv). Within the Samsung Members Application, the Customer should click on “Benefits” (visible on the home page of the Samsung Members Application). Within the Benefits section, the Customer will see Offer banner for the E-store Voucher. It may take between 24 to 48 hours for this Offer Banner to become visible after the activation of the device.
- v). The Customer must then click the Offer banner which will redirect them to a page where a E-store Voucher code will be visible (the “**E-store Voucher Code**”). The Customer should note down the E-store Voucher Code. **The Voucher Code must be retrieved by or before 19 May 2026.**
- vi). This E-store Voucher Code may then be used for any future purchase from Samsung E-Store. In order to avail the benefit of this Voucher Code, the Customer must put in the Voucher Code at checkout while making their next purchase from the E-store. No benefit can be claimed if the Voucher Code is not properly used or applied.
- vii). The E-store Voucher Code has a limited validity and must be used before 31<sup>st</sup>-December-2026.
- viii). Samsung shall not be liable for the inability or failure of the Customer to avail the Offer, retrieve or utilise the Voucher Code for any reason whatsoever.

5.5. Redemption Process for the PSO Fuel Credit: Once the Customer purchases and receives their device of the Eligible Product Model mentioned in the table above which entitles them to PSO Fuel Credit. The Customer may obtain the PSO Fuel Credit by following the steps mentioned below:

- i). Activate the Eligible Product Model and set it up;
- ii). If the Customer already has a Samsung Account, then they should log into the Samsung Members Application (a pre-loaded Application on the Eligible Product Model);
- iii). If the Customer does not have a Samsung Account, the Customer must set up their Samsung account and log in to the Samsung Members Application;

- iv). Within the Samsung Members Application, the Customer should click on “Benefits” (visible on the home page of the Samsung Members Application). Within the Benefits section, the Customer will see Offer banner for the PSO Fuel Voucher. It may take between 24 to 48 hours for this Offer Banner to become visible after the activation of the device.
- v). The Customer must then click the “Offer” Banner which will redirect them to an electronic form (the “**PSO Form**”).
- vi). The Customer will be required to complete and fill the PSO Form with their details (Name, CNIC, Email, Phone number, Gender, Age).
- vii). In order to avail this Offer, the Customer must fill this PSO Form before **19<sup>th</sup> May 2026**.
- viii). The Customer must separately sign up on PSO Fuel App (available at Google Play Store) with the same Name, CNIC, and Contact details, as used on the PSO Form. In case they already have a PSO Fuel account, they will be required to submit the same details on the PSO Form. **To avail this Offer, it is necessary that the name, CNIC and Phone Number of the Customer on PSO Fuel App and the PSO Form (filled within Samsung Member App) must be exactly the same and there should be no errors or spelling inconsistencies.**
- ix). The data filled in by the Customer on PSO Form shall be used and processed by Samsung in accordance with its Privacy Policy <https://www.samsung.com/pk/info/privacy/> . By filling in this PSO Form, the Customers permit Samsung to share their data with PSO. PSO shall use the Customer’s data in accordance with its own privacy policy.
- x). Samsung shall share the Customer’s details with PSO, which will then credit the value of the relevant voucher to the Customer’s PSO Fuel App. The Customer shall then be able to use the credit value in the PSO Fuel App to purchase fuel from the relevant designated outlets/stations of PSO using the QR Code.
- xi). The credit provided by PSO is only valid up to one year from the date of provision. Any credit not utilized within the said period shall lapse and no claim shall be entertained in that regard after the said period.

5.6. Samsung and PSO shall not be responsible for any failure on the part of the Customer to avail the Offer or to receive or use the credit from PSO for any reason, including incomplete, incorrect, or outdated account information provided by the Customer.

5.7. PSO Fuel App and PSO Fuel Credit are provided by PSO as per its own terms and conditions, for which Samsung has no liability. The Customers must comply with PSO’s standard terms of service and privacy policy. Failure to comply may result in immediate termination of the Gift benefits.

6. **Gift offered on purchase of Eligible Product Models from specified Online Retailers (Daraz and Priceoye):**

6.1. On purchase of the Eligible Product Models mentioned in the table below from specified Online Retailers (Daraz and Priceoye), the Customers will be entitled to receive a Voucher issued by the relevant retailer (through Samsung Members App), entitling them to receive an equivalent discount on future purchase(s) from the same retailer, for the value mentioned in the table below:

<b>Eligible Product Models for Samsung E-Store Gift Offer</b>	<b>Gift</b>	<b>Voucher Value</b>
S25FE	Retailer's Voucher	Rs. 25,000
A56	Retailer's Voucher	Rs. 15,000
A36	Retailer's Voucher	Rs. 10,000
A26	Retailer's Voucher	Rs. 7,500
A17	PSO Fuel Credit	Rs. 5,000
A07	PSO Fuel Credit	Rs. 3,000

- 6.2. The Offer is only available to Customer(s) who purchase the Eligible Product Model from the specified Online Retailers (Daraz and Priceoye), within the Offer Period.
- 6.3. It is clarified that the discount voucher will be issued by the retailer from whose website/app the Eligible Product Model is purchased and the discount voucher issues by a particular retailer shall only be usable on the website/app of that retailer.
- 6.4. Retailer's Vouchers are provided by the relevant retailer as per their own terms and conditions, for which Samsung has no liability. The Customers must comply with relevant retailer's standard terms of service and privacy policy. Failure to comply may result in non-provision of benefits under this Offer.
- 6.5. Redemption Process for the Retailer's Voucher: Once the Customer purchases and receives their device of the Eligible Product Model mentioned in the table above, the Customer will be eligible to obtain the relevant Retailer's Voucher by following the steps mentioned below:
- i). Activate the Eligible Product Model and set it up;
  - ii). If the Customer already has a Samsung Account, then they should log into the Samsung Members Application (a pre-loaded Application on the Eligible Product Model);
  - iii). If the Customer does not have a Samsung Account, the Customer must set up their Samsung account and log in to the Samsung Members Application;
  - iv). Within the Samsung Members Application, the Customer should click on "Benefits" (visible on the home page of the Samsung Members Application). Within the Benefits section, the Customer will see Offer banner for the relevant Retailer's Voucher. It may take between 24 to 48 hours for this Offer Banner to become visible after the activation of the device.
  - v). The Customer must then click the Offer banner which will redirect them to a page where a voucher code will be visible (the "**Retailer Voucher Code**"). The Customer should note down the Retailer Voucher Code. **The Retailer Voucher Code must be retrieved by or before 19 May 2026.**
  - vi). This E-store Voucher Code may then be used for any future purchase from the relevant retailer. In order to avail the benefit of this Voucher Code, the Customer must put in the Retailer Voucher Code at checkout while making their next purchase from the relevant retailer's website. No benefit can be claimed if the Voucher Code is not properly used or applied.

- vii). The relevant Retailer's Voucher Code has a limited validity and must be used before 31<sup>st</sup>-Decemeber-2026.

6.6. Redemption process for PSO Fuel Credit. Redemption process for obtaining PSO Fuel Credit shall be same as described in the previous section above.

- 7. Any Gift/credit/voucher provided under these terms is non-transferable, non-refundable, and cannot be exchanged for cash or any other benefit.
- 8. Samsung shall not be responsible for any technical issues, delays, or failures preventing redemption or usage of the Gift.

## 9. LUCKY DRAWS

9.1. **Weekly Lucky Draw:** During the continuance of the Offer Period, a lucky draw will be held each week.

- i). From amongst the Customers who have purchased and activated their Eligible Product Models mentioned in this Offer, and have taken steps to avail this Offer (i.e., to receive/retrieve PSO Fuel Credit, E-store Voucher or a Retailer's Voucher) during that particular week, a lucky draw will be held.
- ii). 5 lucky winners will be announced who will be given additional gifts from Samsung, for each of the Gifts mentioned below.
- iii). The lucky draw will be held via a non-biased, systematic, software randomiser method, and finalised by the management of Samsung, to ensure fairness:
- iv). Once Samsung determines the names of the winners in any Lucky Draw, Samsung shall contact them through their official Number 0800-7267864 and get their contact and other details. Samsung will also request a pictures for marketing purposes. Once the winner provides their details, their Gift will be delivered within a reasonable time. Customers are advised to follow Samsung's official channels for updates and results of Lucky Draws and not to give information to any unverified source. Samsung will only contact its Customers/winners through the above official number. Samsung shall not be responsible if the Customers/winners relies on or provide their information to any unverified or unofficial source.

Weekly Lucky Draw		
Items	SKU CODE	No. Of Winners Per week
Samsung LED TV 98 inches UHD	UA98DU9000USMM	5
Air Conditioner 1.5 Ton	AR60F18C1UW2PM	5
Washing Machine - Front Load Combo - 11.5 KGS	WD11BB944DGBGU	5

- v). No Customers from one week shall be carried forward to the draw for the next week.

9.2. **Mega Winner Draw:** At the end of this Offer, after 19 May 2026, there will be a mega lucky draw.

- i). From amongst the Customers who have purchased their phones during the Offer Period, and activated their Eligible Product Models mentioned in this Offer, and have taken steps to avail this Offer (i.e., to receive/retrieve PSO Fuel Credit, E-store Voucher or a Retailer's Voucher) before 19 May 2026, a lucky draw will be held.
- ii). 5 lucky winners will be announced who will be given additional gifts from Samsung, for each of the Gifts mentioned below.

- iii). The lucky draw will be held via a non-biased, systematic, software randomiser method, and finalised by the management of Samsung, to ensure fairness:

Mega Winner		
Items	SKU CODE	Total No. of winners
Samsung LED TV - 83 inches OLED	QA83S85FAESMM	5
Refrigerator - No Frost 635 L Side by side	RS70F64K1TAE	5
Air Conditioner 2 Ton	AR24ASFZGWK2PM	5
Washing Machine - Front Load Combo - 11.5 KGS	WD11BB944DGBGU	5

- 9.3. Only those Customers will be entitled to participate in any lucky draw who have purchased their Eligible Product Models within the Offer Period, have activated the same, and have taken steps to avail this Offer (i.e., to receive/retrieve PSO Fuel Credit, E-store Voucher or a Retailer's Voucher) before 19 May 2026.
- 9.4. The decision of Samsung as to eligibility to participate in a lucky draw and the results of all such draws shall be final.

### General Terms and Conditions

10. This Offer does not include devices purchased from out of Pakistan or devices not intended for Pakistan, or purchased from a source other than the sources mentioned above.
11. As the Offer is gratuitous and does not involve any consideration, the inability of a Customer to avail the Offer or to redeem any Gift/credit/voucher shall not give rise to any claims, vested rights, or expectations against Samsung, any retailers or PSO.
12. Samsung, Online Retailer and PSO shall not be liable for any direct, indirect, incidental, or consequential loss or damage arising from participation in this Offer, including but not limited to system failures, network issues, payment errors, or unauthorized access.
13. Samsung's role is limited in this Offer and it assumes no responsibility for the actual provision, quality, or availability of any services being provided under this Offer by the Online Retailers or PSO.
14. Customers' personal information will be processed in accordance with PSO privacy policy and terms of use, which governs the collection, use, and disclosure of personal data. By availing the Offer, the users are deemed to accept such terms and conditions.
15. Samsung shall be entitled at its sole discretion, to terminate or modify the Offer or to modify, vary, delete or add to any of these Terms and Conditions at any time prior to or during the continuance of this Offer. Such modification or termination shall not create any right to compensation or damages in favour of any Customer or third party.
16. To the fullest extent permitted under applicable laws, Samsung shall not be liable to the Customer for any loss and/or damages of any kind suffered in connection with the purchase and/or use of any of this Offer or the inability to use such Offer
17. By participating in the Offer, the Customer accepts that any dispute of whatever nature, which is directly or indirectly related to these Terms and Conditions or to the Customer, shall be governed by the laws of the Islamic Republic of Pakistan, and shall be resolved by the competent courts at Lahore and the Customer's remedy shall only be against the relevant Online Retailer or PSO, or the relevant authorised distributor of Samsung fulfilling orders on the E-store, and not against Samsung or any of its affiliated entities, as the import/assembly and sale of Samsung Products in Pakistan is exclusively carried out by authorised distributors and not by Samsung itself.

18. If any Form is accepted by system error or any gift/voucher/credit is issued on account of mistake, or after the expiry or lapse of the Offer or the Offer Period or after the stocks have ended, Samsung/its Distributors reserve the absolute discretion to cancel such Forms and withdraw such benefits without affecting the validity of the transaction of sale for the Eligible Product Model.
19. By participating in this Offer, Customers acknowledge and agree to abide by these Terms & Conditions. These Terms & Conditions apply in addition to the terms of sale of the relevant sale channel/source/store. E-store Terms and Conditions apply ( <https://shop.samsung.com/pk/terms-and-conditions> ) to all purchases made on the E-store.