

Terms and Conditions

- The Samsung “**#DoBiggerThings**” Campaign (“**Campaign**”) is primarily intended to create awareness for the new Galaxy Note8 (the “**Device**”) to all customers (“**Customer(s)**”) present in the market in the United Arab Emirates (“**UAE**”); and shall take place between 5th September 2017 and end on 31st December 2017 (the “**Campaign Period**”).
- The Campaign will encourage Customers to share their biggest aspirations in life (the “**Contents**”) for a chance to have them illustrated on Samsung Biggest Billboard in Sheikh Zayed Road (the “**Billboard**”).
- Customers are welcome to participate in the Campaign and share the Contents in various forms including text, pictures, animated image (GIF), boomerang image and videos across Samsung Website and social platforms including Facebook, Instagram and Twitter using #DoBiggerThings.
- Once their Contents are shared, customers shall automatically become eligible to enter the Campaign.
- Among all submissions, Customers’ entries will be selected by Samsung whom shall have the full discretion to decide the shortlisted Customers based on the best Contents provided (the “**Shortlisted Customers**”). Shortlisted Customers shall be determined by Samsung sole discretion and will have their Contents visualized by Samsung artist on the Billboard prior to their posting.
- Among all Shortlisted Customers, only three (3) of them will be selected by an influencer or more who shall be appointed by Samsung to have the full discretion to decide the three (3) winners (the “**Winners**”) based on the best Contents provided; each of the Winners will win the Device and be part of the brand video content creation which includes introduction and Contents (“**Videos**”).
- Each Winner will be part of the Videos that will be filmed in Dubai where the Winners will present their stories integrating the Device in their Videos.
- If the Winners did not accept to be part of the Videos or be present during the filming in Dubai then they will not be eligible of receiving the Device.

Eligibility to Participation

- Samsung and Samsung associates' employees are not eligible to participate in the Campaign.
- In order to be a Shortlisted Customer or Winner, the Customer (aged Eighteen (18) years and above) shall participate in the Campaign by following instructions mentioned in Samsung website and Samsung social media channels to become eligible ("**Eligible Customer**"), by the following:
 - (i) Logging to Samsung Gulf website on the following link:

<http://www.samsung.com/> ; OR
 - (ii) Answering the required question(s) captured on the Samsung Social media post that includes the Campaign question.
- The Eligible Customer shall answer all mandatory questions and provide the required personal details mentioned in Samsung website and social media channels.
- In the event the Eligible Customer fails to provide his/her: (1) full name as it appears on national identification or passport; (2) email address; and (3) mobile number, Samsung may select another Shortlisted Customer at its sole discretion.

Shortlisted Customers and Winners Terms

- Shortlisted Customers shall be informed through contacting them on their accounts of Social Media, Email, SMS or Telephone (the "**Message**"). The Message shall be sent to the Shortlisted Customer including the draft Content which was agreed by Samsung.
- Within 24 hours of receiving the Message, Shortlisted Customer should revert back to Samsung with their written consent to have the Content shared on the Billboard on the dates defined by Samsung. Samsung has the right to finalize their Content material and put it live on the Billboard.
- The Billboard Content will be built up in three stages: Stage 1) 13th September, Stage 2) 21st September and Stage 3) 28th September. The stages are subject to change without prior notice.
- Winners shall be informed via Social Media, Email, SMS or Telephone (the "**Winner Message**"). The Winner Message shall include the filming date for the Videos that will take place in Dubai as well as the Device collection details.

- Once informed, Winners shall revert to Samsung to claim the Device within a maximum period of Seven (7) days and have their Content included in the Videos. Failing in which Samsung may select another winner at its sole discretion.

General Terms

- The Device is not exchangeable for cash or other Samsung products.
- No reissue or reimbursement for any lost Device.
- Upon selecting the Customer as Winner, the Customer shall receive the Device at his/her own responsibility and understands that Samsung shall not be liable to him/her for any loss and/or damages of any kind whatsoever, that he/she may suffer from, which may render him/her unable to collect the Device or which may arise out of the loss of his/her Device, or from the Device being forgotten, or from the Device being void for any other reason whatsoever.
- Samsung shall be entitled at its sole and absolute discretion to terminate or modify the Campaign or to modify, vary, delete or add to any of these Terms and Conditions at any time prior to or during the Campaign Period.
- Any dispute of whatever nature, which is directly or indirectly related to these Terms and Conditions or to the Customer or Winner participation in the Campaign, shall be governed by the laws of the United Arab Emirates, and shall be resolved by the competent courts in the Emirate of Dubai, United Arab Emirates.