

Samsung Unveils Samsung Concierge – the First Ever Comprehensive Service Programme for Consumers in Singapore

The first-of-its-kind in Singapore, the new premium service offers consumers all round convenience and peace of mind throughout their smartphone usage

Singapore – 2 March, 2016 – Samsung Electronics Singapore today unveiled **Samsung Concierge** – a first-of-its-kind service programme, developed specifically for its customers in Singapore. Samsung Concierge offers customers a suite of premium value added services, giving them all-round convenience and assurance to enhance their everyday mobile usage experience. This service which includes benefits such as yearly device upgrade, on-site servicing or repair, discounted out-of-warranty repairs and data switching assistance, is a key part of Samsung’s ongoing strategy to build a holistic ecosystem of services for consumers on top of its portfolio of innovative products.

“At Samsung, we are dedicated in our commitment to delivering the best of innovation through products and services to our customers who are the heart of our business.” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. In a recent consumer research commissioned by Samsung¹, consumers shared that smartphone post-sale services such as yearly device upgrades and on-site servicing were among the most desired value added services for their smartphones. Data switching assistance was also seen to provide consumers with greater convenience when purchasing a new phone.

“In Singapore, we have taken the time to listen to our customers to understand their needs, which is why we have developed Samsung Concierge – a curated value-added service that elevates their mobile experience and addresses those needs,” added Eugene.

Exclusive Offerings of Samsung Concierge

Samsung Concierge provides all-round convenience for Galaxy smartphone users and will include five different elements worth up to \$960 available exclusively for customers who purchase the Samsung Concierge Service:

- **New Phone Yearly**

Customers can get a new Samsung Galaxy smartphone every year just by returning the Samsung Galaxy smartphone bought with Samsung Concierge from the 12th month onwards. Customers who purchase with contract can enjoy an early upgrade fee waiver (worth up to \$350). Customers who purchase without contract can enjoy \$350 off their next Galaxy smartphone.

- **All-Round Convenience**

Customers will receive a complimentary one-time on-site personalized assistance and repair right at their doorstep (worth up to \$110), for use in the first 12 months from the date of purchase of their Galaxy smartphone.

¹ Based on a qualitative consumer focus group discussion study - Smartphone Value Added Services Research to uncover what Singaporeans want - conducted by Consulting Group - Asia Insight from 28 Dec 2015 - 4 Jan 2016

- **Greater Coverage with 50% Off on Out-of-warranty Repairs**
Customers can enjoy a one-time 50% discount on any out-of-warranty repairs such as cracked screen and liquid damages (worth up to \$500 in value), during the first 12 months from the date of purchase of their Galaxy smartphone.
- **Total Assurance with 30-day 1-to-1 Exchange**
Customers can benefit from the 30-day exchange promise, where a 1-to-1 exchange will be provided in the first month from the date of purchase if they experience any functional defects with their Galaxy smartphone.
- **Hassle-Free Data Transfer**
Customers can enjoy dedicated assistance from Customer Service Consultants on data transfer when switching to a new Galaxy smartphone, using Samsung Smart Switch.

Local Pricing and Availability

Samsung Concierge will be available in the first half of 2016 for purchase with the Samsung Galaxy S7 4G+ and/or S7 edge 4G+ at the price of \$38 (inclusive GST). More Samsung Galaxy models will be included in the programme in future.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at <http://news.samsung.com>.

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