

SAMSUNG ELECTRONICS BALTICS

RULES OF PROMOTION

“Buy a Samsung Galaxy S23, Galaxy S24+, Galaxy S24 Ultra, Galaxy-A55 5G, Galaxy Z Flip5, Galaxy Z Fold5 and Tab S9 FE Series smartphone or tablet and receive cashback in your bank account”

The following terms apply to the Promotion (hereinafter - **Terms**).

Organiser

1. “Samsung Electronics Baltics” SIA, registration No. 40003963909, located at Dunties Street 6, Riga, LV-1013, Latvia (hereinafter - **Organiser**), for the purpose of promotion of certain Samsung devices, organizes “Buy a Samsung Galaxy S23, Galaxy S24+, Galaxy S24 Ultra, Galaxy-A55 5G, Galaxy Z Flip5, Galaxy Z Fold5 and Tab S9 FE Series smartphone or tablet and receive cashback in your bank account” promotion (hereinafter - **Promotion**).

Duration and territory

2. The Promotion is in effect during the time period from 01.05.2024. to 31.05.2024. (hereinafter - **Promotion period**).
3. The territory of Promotion – Latvia, Lithuania and Estonia (hereinafter – **Promotion territory**).
4. Promotion is in effect in the online and offline shops of the sellers listed in the Annex I, as well as the Organiser’s online shop located in the following addresses: <https://www.samsung.com/lv/> in Latvia; <https://www.samsung.com/lt/> in Lithuania; <https://www.samsung.com/ee/> in Estonia (hereinafter - **Shop**).

Participants

5. The Promotion is intended for natural persons only, who have purchased the goods mentioned in Clause 7 of these Terms for personal use.
6. Participants under the age of 18 may participate in the Promotion and receive prizes only upon the receipt of a parental consent.

Promotion

7. Promotion goods are Samsung Galaxy S23, Galaxy S24, Galaxy-A55 5G, Galaxy Z Flip5, Galaxy Z Fold5 and Galaxy TAB S9 FE Series smartphones or tablets as indicated in Annex II (hereinafter – **Promotion good**).
8. For each Promotion good purchased within the Promotion period in the Shop, where the purchase of such goods is advertised to come with the Cashback service, the buyer (hereinafter – **Participant**) is entitled to participate in the Organiser’s Promotion in accordance with these Terms. Products, which are not being advertised to come with the Cashback offer in the Shop, are not valid for this Promotion.
9. During the Promotion, there may be certain Shops which may not provide certain Promotion goods during this Promotion. Any such exceptions are listed in Annex I next to

the respectable Shop in Column "Promotion goods that do not ensure participation in Promotion".

10. The Promotion offer is valid only for those Promotion goods that have been distributed by the Organiser and sold within the Shops. This Promotion does not apply to those Samsung goods, that have been distributed by other third parties. The buyer must make sure that his selected goods upon purchase are available and eligible for the Promotion in the Shop. The buyer shall carefully examine these Terms and Annex I to avoid any potential misunderstandings.
11. In physical retail stores the Shops display information regarding the Promotion, while in online stores the Shops display information regarding the Promotion and a link to the Terms in the Promotion good purchase page.
12. This Promotion is exclusively applicable only to new Promotion goods and is not valid for refurbished products, re-sold or previously used products, products that have been used as demonstration or display items, or otherwise utilized for commercial purposes before.
13. If the Participant has any questions regarding the colour, technical parameters, or other details regarding the respective Promotion goods and the Gift, they should contact Samsung Call centre mentioned in Clause 41 of these Terms or the representatives of a Shop directly.

Cashback

14. The Cashback programme foresees payment of amounts indicated in the Annex II by the Organiser to the Participant's personal bank account in the Promotion territory upon the purchase of a Promotion good made in accordance with these Terms and registration for the Cashback (previously and hereinafter – **Cashback**).
15. In order to receive Cashback for the newly purchased Promotion good as indicated in Annex II of these Terms, the Participant must register for Cashback using "Samsung Members" application installed on the newly purchased Promotion good. It is advised to apply for Cashback while geographically located in the Promotion territory. If the Participant has any difficulties in accessing the Cashback registration form within the "Samsung Members" application, it is advised to contact the Samsung call centre mentioned in Clause 41 of these Terms.
16. The Participant must register for Cashback in the first 14 days as of the day of purchase of the Promotion Good. Upon Cashback registration, the Participant will be required to indicate the Participant's address, contact information, device purchase details, proof of ownership, photo of the device box, and bank details in order to register for Cashback (hereinafter – **Registration data**). The Registration data input must be made by the Participant.
17. Participants must indicate their personal bank account, namely, the bank account recipient name must match the name of the Participant.
18. After submitting the Registration data, the Participant will receive a confirmation e-mail and other notifications from the Organiser, containing further instructions and the current state of the Cashback payment procedure. The Participants acknowledge that the review of Registration data and the execution of compliance checks may take up to 14 days.
19. In the event that the Participant's indicated Registration data is found to be incomplete or incorrect, Organiser will inform the Participant via e-mail on the necessity to correct the Registration data. Participant is required to cooperate with the Organiser in rectifying any

flaws in the Registration data within a 10 working - day period. If the Participant does not rectify flaws in this time - period or repeatedly provides flawed Registration data, Organiser has the right to permanently reject the incomplete Registration data and exclude the Participant from the Promotion at its sole discretion.

20. Payment of Cashback is performed only to a Participants bank account, if the relevant bank is established or working under relevant licence or other similar document within the Promotion territory. The Cashback payment is made within 35 days from successful Registration data validation, in accordance with these Terms and the Organizers instructions.
21. The Participant shall register for Cashback only if it has adopted a final decision to keep the respective Promotion good (i.e. the Participant will not use its withdrawal rights in the event of online purchase and Promotion good will not be returned to the Shop).
22. The Cashback programme foresees the following limitations:
 - 22.1. Each Participant is limited to register for only one Cashback during this Promotion.
 - 22.2. Irrespective of fulfilment of other requirements under these Terms, only maximum amount of Cashback's indicated in Clause 22.1 of these Terms can be approved for one Participant's e-mail address and/or contact information indicated upon registration and/or bank account information indicated upon registration.
 - 22.3. Irrespective of fulfilment of other requirements under these Terms, only two Cashbacks can be approved for one address indicated upon registration.
23. If the Participant has registered for receipt of Cashback and afterwards has decided to exercise its rights of withdrawal and return the Promotion good to the Shop, the Participant is obliged to immediately cancel its registration for Cashback either by calling or writing to Samsung call centre mentioned in Clause 41 of these Terms.
24. If the Participant has received Cashback in its bank account and afterwards has exercised its withdrawal rights, the Participant is obliged to immediately pay back received Cashback to the Organiser's bank account, including in the payment details its Cashback registration number and IMEI number of the Promotion good.

Personal data

25. The Organiser will use the Participants personal data for the purposes of the execution of the Cashback and compliance with accountancy laws. It shall be noted that the Organiser is not operating or maintaining the Samsung Members platform or the Samsung Account linked with this platform, that may be used for participation in this Promotion pursuant to these Terms. Accordingly, any personal data of the Participants gathered pursuant to these Terms are not processed by the Organiser. Please view the Privacy Notice describing personal data processing matters available at: <https://account.samsung.com/membership/policy/privacy>.
26. The decision to provide personal data in order to participate in the Promotion is voluntary. However, if the Participant does not provide the required information, he will not be able to receive Cashback.
27. Personal data of the Participants are processed on the following legal basis: point (a) of Article 6(1) of the General Data Protection Regulation (consent) (hereinafter - **GDPR**); point (c) of Article 6(1) of the GDPR (compliance with legal obligation); point (f) of Article 6(1) of the GDPR (legitimate interest to promote Samsung brand and products).

28. Where personal data of Participants is processed on the basis of their consent, they are entitled to withdraw their consent at any time. It will not affect the lawfulness of processing based on consent before its withdrawal.
29. Personal data will be shared only with third-party service providers and/or group companies of the Organiser who provide services to the Organiser, such as campaign organisation, maintaining and operating the Samsung Members app and the Samsung Account, and other similar services. These third parties will have access to personal data for the purpose of providing services to the Organiser and/or executing this Promotion.
30. Participants' personal data will be stored only as long as necessary for the execution of the Cashback. If a legal action is initiated, the personal data may be stored until the end of such action. If the regulatory enactments require mandatory storage of personal data, the Organiser will follow the respective rules.
31. The Organiser acts as a data controller. To request access, corrections, erasure, restriction of processing, object to processing of Participants personal data, use right to data portability, or raise other concerns about handling of their personal data, Participants may make a request to the European data protection officer through GDPR support page, the link of which is available in Privacy Policy available at <http://www.samsung.com/lv/> (in Latvian), <https://www.samsung.com/lt/> (in Lithuanian) <https://www.samsung.com/ee/> (in Estonian). Participants may also raise complaints about the handling of their personal data to data protection supervisory authority.

General

32. The benefits provided under this Promotion may be used in conjunction with other Organizers campaigns, promotions, and contests, except where expressly provided otherwise.
33. The Promotion is intended only for buyers in retail sales and is not related to goods acquired with a purpose of further sale.
34. General terms of sale and delivery of the Shop apply, except where these Terms expressly provide otherwise.
35. The Participants shall not be entitled to benefit from the Promotion, if it is established that the Participant has disregarded the Terms, or the Participant has unfairly or maliciously used the Promotion.
36. The Organiser reserves the right to change or terminate the Terms at any given time without a prior notice, provided that the changes are made reasonably and in accordance with the applicable requirements of the regulatory enactments.
37. The Organiser is not responsible for the suspension of the Promotion due to force majeure, international and national sanctions or other circumstances which the Organiser cannot control. If any targeted sanctions risks are identified, the Organiser is entitled to request additional information from the Participant.
38. The Participants agree that the Organiser is not liable for any injury, loss or damage incurred during participation in the Promotion, or in relation to the Promotion, to the extent permitted by the applicable laws.
39. The Organiser shall not be responsible for: (a) e-mails and Registration data not received due to system errors and other reasons beyond the control of the Organiser; (b) any computer network errors or omissions; (c) any interference, damage and loss resulting

from circumstances beyond the control of the Organiser; or (d) any mistakes (technical or other) made by the Participant.

40. The execution of the Promotion is regulated by the regulatory enactments of the Republic of Latvia. Any disputes relating to the Promotion shall be settled in the courts of the Latvian Republic.

41. If the Participant has any questions or claims regarding the Promotion, they can be submitted until **31.08.2024.**, by calling or writing to the Samsung call centre.

Latvia

Tel. no.: 8000 7267

info@samsung.lv

Lithuania

Tel. no.: 8800 7777

info@samsung.lt

Estonia

Tel. no.: 800 7267

info@samsung.ee

[Annexes in the next pages]

ANNEX I

List of Shops

LATVIA	Promotion goods that ensure participation in Promotion
1. SIA "Samsung Electronics Baltics", registration No.: 40003963909, legal address: Dunties iela 6, Rīga, LV- 1013; online store: www.samsung.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
2. LATVIJAS MOBILAIS TELEFONS SIA, registration No.:LV50003050931, legal address: Ropažu iela 6, Riga, LV-1039; online store: www.lmt.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
3. BITE LATVIJA SIA, registration No.:40003742426, legal address: Uriekstes iela 2A - 24, Rīga, LV-1005; online store: www.bite.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
4. MK TRADE SIA, registration No.:40103299982, legal address: Maskavas iela 493, Rumbula, Stopiņu pagasts, Ropažu novads, LV-2121; online store: www.rdveikals.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
5. TET SIA, registration No.:40003052786, legal address: Dzirnavu iela 105, Rīga, LV-1011; online store: www.tet.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
6. EURONICS LATVIA SIA, registration No.:40003829397, legal address: Ieriķu iela 5B, Rīga, LV-1084; online store: www.euronics.lv	All Promotion goods
7. TELE2 SIA, registration No.:40003272854, legal address: Dēļu iela 5, Rīga, LV-1004; online store: www.tele2.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
8. Kesko Senukai Digital UAB, registration No.:304144008, legal address: Kareivių g. 11B, LT-09109 Viļņa; online store: www.1a.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
9. Kesko Senukai Latvia AS, registration No.:40003311719, legal address: Mazā Rencēnu iela 1, Rīga, LV-1073; online store: www.ksenukai.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
10. Electronic Trade UAB, registration No. 302662379, address: Savanorių pr. 441B, LT-49185 Kaunas, www.bigbox.lv	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
LITHUANIA	Promotion goods that ensure participation in Promotion
1. UAB "PREMIUMSTORE", registration No.:304288706, legal address: Krokuvos g. 13, LT-09314 Viļņa, online store: www.samsung.lt	Galaxy Z Fold5, Galaxy Z Flip5,

	Galaxy-A55 5G, Galaxy S23
2. TELE2 UAB, registration No.:111471645, legal address: Upės g. 23, LT-08128 Vilņa; online store: www.tele2.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
3. BITE LIETUVA UAB, registration No.:110688998, legal address: Žemaitės g. 15, LT-03118, Vilņa; online store: www.bite.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
4. TELIA LIETUVA AB, registration No.:121215434, legal address: Saltoniškių st. 7A, 03501 Vilņa; online store: www.telia.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
5. TOPO GRUPE UAB, registration No.:134777619, legal address: R. Kalantos g. 32, LT-52494 Kauņa; online store: www.topocentras.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
6. MOBILI PREKYBA UAB, registration No.:125967733, legal address: Kęstučio g. 59, LT-08124, Vilņa; online store: www.mp.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
7. MOBILI LINIJA UAB, registration No.:124273115, legal address: Tarandės g. 30, LT-14188, Vilņa; online store: www.mobili.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
8. VERSLO VARTAI UAB, registration No.:301114554, legal address: Taikos pr. 39, LT-91150 Klaipėda; online store: www.technorama.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
9. AVITELOS PREKYBA UAB, registration No.:142054984, legal address: Taikos pr. 15, LT-91135 Klaipėda; online store: www.avitela.lt, www.elektromarkt.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
10. MK TRADE LT UAB, registration No.:302975413, legal address: S. Konarskio g. 2-99, LT-03122 Vilņa; online store: www.rde.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
11. Kesko Senukai Digital UAB, registration No.:303686899, legal address: Kareivių g. 11B, LT-09109 Vilņa; online store: www.1a.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
12. Electronic Trade UAB, registration No. 302662379, address: Savanorių pr. 441B, LT-49185 Kaunas, www.bigbox.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
13. KESKO SENUKAI UAB, registration No. 234376520, address: Islandijos pl. 32B, LT-474460 Kaunas, www.senukai.lt	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
ESTONIA	Promotion goods that ensure

	participation in Promotion
1. PREMIUMSTORE OÜ, registration No.:14122422, legal address: Harju maakond, Tallina, Kesklinna linnaosa, Pärnu mnt 22, 10141, online store: www.samsung.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
2. Telia Eesti AS, registration No.:10234957, legal address: Harju maakond, Tallina, Kristiine linnaosa, Mustamäe tee 3, 15033; online store: www.telia.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
3. Elisa Eesti AS, registration No.:10069659, legal address: Harju maakond, Tallina, Kristiine linnaosa, Sõpruse pst 145, 13425; online store: www.elisa.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
4. Tele2 Eesti AS, registration No.:10069046, legal address: Harju maakond, Tallina, Lasnamäe linnaosa, Valukoja tn 8/1, 11415; online store: www.tele2.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
5. Sandmani Grupi AS, registration No.:10040727, legal address: Harju maakond, Tallinn, Mustamäe linnaosa, Laki põik 6, 12918; online store: www.euronics.ee	All Promotion goods
6. Wexl Grupp OÜ, registration No.:11792719, legal address: Harju maakond, Tallina, Kesklinna linnaosa, Magdaleena tn 3, 11312; online store: www.onoff.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23
7. MK TRADE BALTIC OÜ, registration No.:12723376, legal address: Kristiine linnaosa, Liimi tn 1, 10621, Tallina; online store: www.rde.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
8. Kesko Senukai Digital UAB, registration No.:304144008, legal address: Kareiviu g. 11B, LT-09109 Vilņa; online store: www.1a.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
9. Kesko Senukai Estonia AS, registration No.:10026621, legal address: Harju maakond, Jalgpalli tn 1, Kesklinna linnaosa, 11312, Tallina; online store: www.k-rauta.ee	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G
10. BIGBOX.EE, OÜ, reg. No. 12457101, legal address: Harju maakond, Tallinn, Kristiine linnaosa, Mustamäe tee 5, 10616; online shop address: www.bigbox.ee.	Galaxy Z Fold5, Galaxy Z Flip5, Galaxy-A55 5G, Galaxy S23

ANNEX II
List of Promotion goods

Samsung Galaxy-A55 5G

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy-A55 5G	SM-A556BLBAEUE	128GB	LIGHT BLUE	EUR 80
Samsung Galaxy-A55 5G	SM-A556BLVAEUE	128GB	LIGHT VIOLET	
Samsung Galaxy-A55 5G	SM-A556BLVCEUE	256GB	LIGHT VIOLET	
Samsung Galaxy-A55 5G	SM-A556BZKAEUE	128GB	BLACK	
Samsung Galaxy-A55 5G	SM-A556BZKAEUE	128GB	BLACK	
Samsung Galaxy-A55 5G	SM-A556BZKCEUE	256GB	BLACK	
Samsung Galaxy-A55 5G	SM-A556BZYAEUE	128GB	YELLOW	

Samsung Galaxy Z Flip5

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy Z Flip5	SM-F731BLGGEUE	256GB	LIGHT GREEN	EUR 200
Samsung Galaxy Z Flip5	SM-F731BLGHEUE	512GB	LIGHT GREEN	
Samsung Galaxy Z Flip5	SM-F731BLIGEUE	256GB	LIGHT PINK	
Samsung Galaxy Z Flip5	SM-F731BLIHEUE	512GB	LIGHT PINK	
Samsung Galaxy Z Flip5	SM-F731BZAGEUE	256GB	GRAY	
Samsung Galaxy Z Flip5	SM-F731BZAHEUE	512GB	GRAY	
Samsung Galaxy Z Flip5	SM-F731BZEGEUE	256GB	BEIGE	
Samsung Galaxy Z Flip5	SM-F731BZEHEUE	512GB	BEIGE	
Samsung Galaxy Z Flip5	SM-F731BZUHEUE	512GB	GRAY	

Samsung Galaxy Z Fold5

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy Z Fold5	SM-F946BLBBEUE	256GB	LIGHT BLUE	EUR 400
Samsung Galaxy Z Fold5	SM-F946BLBCEUE	512GB	LIGHT BLUE	
Samsung Galaxy Z Fold5	SM-F946BLBNEUE	1TB	LIGHT BLUE	
Samsung Galaxy Z Fold5	SM-F946BZEBEUE	256GB	BEIGE	
Samsung Galaxy Z Fold5	SM-F946BZECEUE	512GB	BEIGE	

Samsung Galaxy Z Fold5	SM-F946BZKBEUE	256GB	BLACK	
Samsung Galaxy Z Fold5	SM-F946BZKCEUE	512GB	BLACK	
Samsung Galaxy Z Fold5	SM-F946BZUCEUE	512GB	PLATINUM	

Samsung Galaxy S23

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy S23	SM-S911BLIDEUE	128GB	LIGHT PINK	EUR 100
Samsung Galaxy S23	SM-S911BLIGEUE	256GB	LIGHT PINK	
Samsung Galaxy S23	SM-S911BZEDEUE	128GB	BEIGE	
Samsung Galaxy S23	SM-S911BZEGEUE	256GB	BEIGE	
Samsung Galaxy S23	SM-S911BZGDEUE	128GB	GREEN	
Samsung Galaxy S23	SM-S911BZGGEUE	256GB	GREEN	
Samsung Galaxy S23	SM-S911BZKDEUE	128GB	BLACK	
Samsung Galaxy S23	SM-S911BZKGEUE	256GB	BLACK	
Samsung Galaxy S23	SM-S911BZKGEUE			
Samsung Galaxy S23	SM-S911BZAGEUE			

Samsung Galaxy S24 Series

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy S24+	SM-S926BZADEUE			EUR 100
Samsung Galaxy S24+	SM-S926BZAGEUE			
Samsung Galaxy S24+	SM-S926BZKDEUE			
Samsung Galaxy S24+	SM-S926BZKGEUE			
Samsung Galaxy S24+	SM-S926BZVDEUE			
Samsung Galaxy S24+	SM-S926BZVGEUE			
Samsung Galaxy S24+	SM-S926BZYDEUE			
Samsung Galaxy S24+	SM-S926BZYGEUE			
Samsung Galaxy S24 Ultra	SM-S928BZKGEUE			
Samsung Galaxy S24 Ultra	SM-S928BZKHEUE			
Samsung Galaxy S24 Ultra	SM-S928BZTGEUE			
Samsung Galaxy S24 Ultra	SM-S928BZTHEUE			
Samsung Galaxy S24 Ultra	SM-S928BZTPEUE			
Samsung Galaxy S24 Ultra	SM-S928BZVGEUE			
Samsung Galaxy S24 Ultra	SM-S928BZVHEUE			

Samsung Galaxy S24 Ultra	SM-S928BZYGEUE			
Samsung Galaxy S24 Ultra	SM-S928BZYHEUE			

Samsung Galaxy Tab S9 FE

Product	Model No	Memory capacity	Color	Cashback amount
Samsung Galaxy Tab S9 FE	SM-X510NZSAEUE			EUR 100