

## Terms and Conditions

1. These terms and conditions govern the NEO QLED Lucky Draw promotional offer (the “**Promotion**”) entitling a limited number of eligible Samsung customers (the “**Customer(s)**”) who already own or those who buy any **A series TV** of the Samsung brand (listed in the table below) (“**Eligible Product Model**”) to get a chance to win a Samsung 85” Neo QLED (QA85QN85AAUSMM or QA85QN85AAUSMZ) (the “**Gift**”).

Model Number	Model Number
QA55Q60AAUSMM	UA43AU8000USMM
QA55Q60AAUSMZ	UA43AU8000USMZ
QA55Q70AAUSMM	UA50AU7000USMM
QA55Q70AAUSMZ	UA50AU7000USMZ
QA65Q60AAUSMM	UA50AU8000USMM
QA65Q60AAUSMZ	UA55AU7000USMM
QA65Q70AAUSMM	UA55AU7000USMZ
QA65Q70AAUSMZ	UA55AU8000USMM
QA75Q70AAUSMM	UA55AU8000USMZ
QA75Q70AAUSMZ	UA55AU9000USMM
QA75QN85AAUSMM	UA55AU9000USMZ
QA75QN85AAUSMZ	UA65AU7000USMM
QA75QN900AUSMM	UA65AU7000USMZ
QA85Q70AAUSMM	UA65AU9000USMM
QA85Q70AAUSMZ	UA65AU9000USMZ
QA85QN85AAUSMM	UA70AU7000USMM
QA85QN85AAUSMZ	UA70AU7000USMZ
QA85QN900AUSMM	UA75AU7000USMM
QA85QN900AUSMZ	UA75AU7000USMZ
UA43AU7000USMM	UA85AU8000USMM
UA43AU7000USMZ	UA85AU8000USMZ

2. The Promotion is only applicable to Customers that buy or already own the Eligible Product Model officially launched by Samsung in Pakistan and sold through authorized distributors/retailers of Samsung Gulf FZE in Pakistan.
3. The Offer will be applicable from 28<sup>th</sup> of March 2022 (10:00 am) to the 28<sup>th</sup> of February 2023 (06:00 pm) (the “**Offer Period**”).
4. The Customer can enter the lucky draw being offered under the Promotion through the following two ways:
  - 4.1. Through the form available on the lucky draw page available on Samsung’s e-store (the “**E-Store**”) (<https://www.samsung.com/pk/tv-lucky-draw/>) during the Offer Period; or
  - 4.2. By uploading a selfie with their Eligible Product Model on their **public** Instagram accounts
5. E-store Steps. The Customer will have to complete the following steps:
  - 5.1. Take a creative picture with his/her Eligible Product Model showing a significant or relatable moment (the “**Picture**”);
  - 5.2. Visit the lucky draw page available on the E-Store during the Offer Period;
  - 5.3. Click on the form available (the “**Form**”), fill out the required details which includes the Customer’s name, city, contact number, CNIC number, email address and the Eligible Product Model’s serial number. The Form includes an option to upload the Picture, the Customer must ensure to upload their Picture before submitting their Form. By uploading the Picture on the Form, the Participants agree to give to Samsung their consent to feature the Picture on any online

and offline media channel Samsung deems fit. Sharing the said Picture as aforesaid will grant an open, irrevocable license to Samsung to use the Picture for its own purposes. No compensation will be payable to any participant for such use.

- 5.4. Once the Form is submitted by the Customer, they will, in the complete discretion of Samsung and given that they have filled the form properly and in its entirety, be eligible to participate in the Lucky Draw.
6. Instagram submission steps:
  - 6.1. Take a Picture with their Eligible Product Model;
  - 6.2. Share the Picture on their **public** Instagram page using the Campaign hashtag “**#SamsungPakistan**”, share the serial number for their Eligible Product Model and tag the Samsung Pakistan Instagram page @SamsungPakistan. By posting it on their respective pages with the said hashtag, the Participants agree to give to Samsung their consent to feature the Picture on any online and offline media channel Samsung deems fit. Sharing the said Picture as aforesaid will grant an open, irrevocable license to Samsung to use the Picture for its own purposes. No compensation will be payable to any participant for such use.
7. Only one participation will be accepted per person. Multiple entries from the same person will be disqualified.
8. Out of all the participants, ten (10) participants will be shortlisted by a Samsung Influencer based on the Picture shared. The selection of the Picture will be based on picture quality, creative angle and whether the Picture captures a significant or relatable moment.
9. The shortlisted ten (10) participants will be contacted by Samsung and asked to provide a series of photographs of their Eligible Product Model in which the serial number is clearly visible for the purposes of verification. Within seven (07) calendar days of such a request being made, the participants should revert back to Samsung. If the participant cannot be contacted or if they do not respond to the request within seven (07) calendar days of the issue of the request, Samsung reserves the right to cancel the participants’ entry and pick a replacement participant.
10. Out of the ten participants, whose entries have been verified in the above-mentioned manner, only one (01) participant (the “**Winner**”) will win the Gift. The Winner will be selected by conducting a lucky draw amongst the short-listed participants.
11. The Winner shall be contacted on their Instagram account, or by Email, SMS or Telephone if available, to acquire their personal details and inform them of their win.
12. Within seven (07) calendar days of contacting them, the Winner should revert back to Samsung. If the Winner cannot be contacted or if they do not claim the prize within seven (07) calendar days of the such notification, Samsung reserves the right to withdraw the prize from the Winner and pick a replacement winner.

## **General Terms and Conditions**

13. The Promotion is available to the Customers, provided they meticulously comply with the requirements of the Promotion. No Gift can be claimed under the Promotion by a Customer in cases of an incomplete post or upon submission of an invalid or incomplete Form.
14. The Promotion is provided gratuitously, without any additional/separate consideration and is in the complete discretion of Samsung.
15. The Gift may not be redeemed nor exchangeable for cash or other Samsung products.

16. Samsung shall be entitled at its sole discretion, to terminate or modify the Promotion 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 Promotion.
17. 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 this Promotion or the inability to use this Offer.
18. By availing the Promotion, 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.