

SAMSUNG ELECTRONICS (UK) LIMITED
2026 THE FRAME BEZEL PROMOTION
TERMS AND CONDITIONS

Participants agree to be bound by these terms and conditions (the “**Terms and Conditions**”). Any information or instructions published by the Promoter about the Promotion at <https://samsungoffers.claims/theframe> form part of the Terms and Conditions.

The Promoter

1. The Promoter is Samsung Electronics (UK) Limited, Samsung House, 2000 Hillswood Drive, Chertsey, Surrey, KT16 0RS (the “**Promoter**”).

Promotion Period

2. The Promotion will commence at 00:01 (GMT) on 25th March 2026 and shall close at 23:59 (GMT) on 23rd March 2027 (the “**Promotion Period**”).

Eligibility

3. To be eligible to participate in the Promotion you must be a legal resident (aged 18+) (“**Individual Participant**”) of United Kingdom (including Isle of Man and Channel Islands) or Republic of Ireland (“**Territories**”) or a company with an address in one of the Territories (“**Company Participant**”). To be eligible for a Frame Bezel (subject to making a Qualifying Purchase as outlined below) a (“**Reward**”) under this Promotion you must meet the criteria set forth in these Terms and Conditions. For the avoidance of doubt, within these Terms and Conditions the term “**Participant**” shall be taken to refer to both Individual Participants and Company Participants (and the applicable plural) unless stated otherwise.
4. Employees or agents of the Promoter that are involved in the operation of this Promotion or anyone professionally connected to this Promotion are not eligible to enter.
5. Network providers, retailers, distributors, resellers and any person who purchases a Promotion Product (defined below) for resale or otherwise not as the user of the Promotion Product, may not participate in this Promotion and are specifically excluded as a Participant.

Offer

6. Participants who purchase a new (i.e. not second hand, refurbished or ex-display) Samsung 2023, 2025 or 2026 The Frame TV listed in Table 1 (“**Promotion Product**”) from a retailer listed HERE (“**Participating Retailer**”) either online, by telephone or in-store and within the Promotion Period will subject to full compliance with these Terms and Conditions be eligible to claim one Frame Bezel (“**Reward**”) in variable sizes listed in Table 1 – Promotion Products and Corresponding Rewards, subject to full compliance with these Terms and Conditions. Participants who have otherwise received a free Bezel via any other Samsung promotional offer at the point of purchase of a Promotion Product shall not be eligible for a Reward under this Promotion.

Table 1 – Promotion Products and Corresponding Rewards

SKU	Model Name	Corresponding Reward
QE85LS03HWUXXU	85” The Frame Pro LS03HW Neo QLED 4K TV (2026)	85” Samsung Modern Bezel in White, Teak or Brown

QE75LS03HWUXXU	75" The Frame Pro LS03HW Neo QLED 4K TV (2026)	75" Samsung Modern Bezel in White, Teak or Brown
QE65LS03HWUXXU	65" The Frame Pro LS03HW Neo QLED 4K TV (2026)	65" Samsung Modern Bezel in White, Teak or Brown
QE65LS03HAUXXU	65" The Frame LS03H QLED 4K TV (2026)	65" Samsung Modern Bezel in White, Teak or Brown
QE55LS03HWUXXU	55" The Frame Pro LS03HW Neo QLED 4K TV (2026)	55" Samsung Modern Bezel in White, Teak or Brown
QE55LS03HAUXXU	55" The Frame LS03H QLED 4K TV (2026)	55" Samsung Modern Bezel in White, Teak or Brown
QE43LS03HEUXXU	43" The Frame LS03H QLED 4K TV (2026)	43" Samsung Modern Bezel in White, Teak or Brown
QE85LS03FWUXXU	85" The Frame Pro LS03FW Neo QLED 4K TV (2025)	85" Samsung Modern Bezel in White, Teak or Brown
QE75LS03FWUXXU	75" The Frame Pro LS03FW Neo QLED 4K TV (2025)	75" Samsung Modern Bezel in White, Teak or Brown
QE65LS03FWUXXU	65" The Frame Pro LS03FW Neo QLED 4K TV (2025)	65" Samsung Modern Bezel in White, Teak or Brown
QE65LS03FAUXXU	65" The Frame LS03F QLED 4K TV (2025)	65" Samsung Modern Bezel in White, Teak or Brown
QE55LS03FAUXXU	55" The Frame LS03F QLED 4K TV (2025)	55" Samsung Modern Bezel in White, Teak or Brown
QE50LS03FAUXXU	50" The Frame LS03F QLED 4K TV (2025)	50" Samsung Modern Bezel in White, Teak or Brown
QE43LS03FAUXXU	43" The Frame LS03F QLED 4K TV (2025)	43" Samsung Modern Bezel in White, Teak or Brown
QE32LS03CBUXXU	32" The Frame LS03C QLED Full HD TV (2023)	32" Samsung Modern Bezel in White, Teak or Brown

7. To qualify for this Promotion, the Promotion Product must be purchased from a Participating Retailer located within the Territory in which the Participant resides.
8. Purchases from auction websites (e.g. eBay) or from third party sellers (e.g. Amazon Marketplace) are specifically excluded from this Promotion.
9. Rewards are non-transferable.
10. Participants are entitled to claim on a maximum of four (4) Promotion Products purchased per residential household. Company Participants are entitled to claim on a maximum of ten (10) Promotion Products purchased per company.

Claims

11. To claim, Individual and Company Participants must visit the Website directly at <https://samsungoffers.claims/theframe> (the "**Website**"), complete the online claim form and upload

the required information to make an application for their Reward under this Promotion (a “**Claim**”). The required information to successfully complete a Claim includes the proof of purchase and serial number of the Promotion Product(s) purchased. The Participant may be asked to provide a photograph as proof of the serial number.

12. Claims may only be submitted between one (1) and forty-five (45) days after the date of purchase (with the date of purchase counting as Day 1), meaning the final Claim date for purchases made on the last day of the Promotion Period, 23rd March 2027, is the 6th May 2027 (the “**Claim Period**”). Claims received outside the Claim Period will be marked as invalid and will not be eligible for any Rewards. In the event of late delivery of the Participant's Promotion Product, they will be able to register and save their information in the Claim form during the Claim Period and return to complete and submit their Claim within forty-five (45) days of delivery.
13. Participants will be sent an email to confirm their Claim has been received by the Promoter instantly upon completed entry of a Claim. Please note that processing of Claims received may take up to seven (7) days from the date of receipt of the completed Claim form.
14. After processing their Claim, Participants will be sent an approval email (“**Validation**”), the Reward will be dispatched via recorded delivery and accompanied by a despatch notification email, within forty-five (45) days of the Claim being validated to the postal address provided in the Claim. For the avoidance of doubt, when selecting a Reward on the claim form, the Participant will be informed if there are shortages of certain Rewards, which may cause delays in fulfilment.
15. If an email acknowledgement stipulated in Condition 13 has not been received, it is the Participant's responsibility to contact the Promoter's customer service team by email at theframe@samsungoffers.claims or by phone at 0330 808 4668 (UK) or +353 1800 851 242 (ROI) within seven (7) days of a Claim being submitted.
16. If a Claim is deemed to have been submitted incorrectly, the Participant will be notified via email and SMS and offered the opportunity to provide the required information within seven (7) days. If no response is received within seven (7) days of the email and SMS, then the Claim shall be marked as invalid and the Participant will no longer be eligible to receive the Reward.
17. Claims that are incomplete or damaged will be deemed invalid. No responsibility is accepted by the Promoter for lost, delayed or damaged data which occurs during any communication or transmission of Claims.
18. The Promoter reserves the right in its absolute discretion to disqualify Claims which it considers do not comply with these Terms and Conditions.
19. The Promoter shall have the right, where necessary, to undertake all such action as is reasonable to protect itself against fraudulent or invalid Claims including, without limitation, to require further verification as to proof of pre-order and purchase, as well as the identity, age and other relevant details of a Participant. This process may involve the Promoter sharing information with third parties. In the event your information is linked to fraudulent claims or abuse of the terms and conditions of previous promotions, you will be unable to participate in this Promotion and your Claim will be rejected.
20. If a Participant returns a Promotion Product after making a Claim, then the Participating Retailer shall notify the Promoter and the Claim shall be rejected. Where the Reward has already been sent/then the Promoter shall seek to recover the Reward from the Participant which where necessary may involve legal action being carried out against the Participant.

Privacy and Data Protection

21. Other than as set out in these Terms and Conditions or for the purposes of operating the Promotion, the details and information provided by the Participant when entering the Promotion or claiming the Reward will not be used for any promotional purpose, nor shall they be passed to any third party.

22. The Participant may withdraw consent to such use of personal information by writing to the Promoter or by using the opt-out process outlined in the Promoter's privacy policy, available at www.samsung.com/uk/info/privacy.

General

23. The Promoter shall not be liable for any interruption to the Promotion whether due to force majeure or other factors beyond the Promoter's control.
24. The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions of the Promotion.
25. The Promoter will not be responsible or liable for: (a) any failure to receive submissions due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost, misrouted, or damaged transmissions or Claims; (c) any computer or communications related malfunctions or failures; (d) any disruptions, losses or damages caused by events beyond the control of the Promoter; or (e) any printing or typographical errors in any materials associated with the Promotion.
26. Participants will be solely responsible for any and all applicable taxes and any other relevant costs or expenses which are not stated in the Terms and Conditions as being included.
27. By participating in this Promotion, you agree, to the maximum extent permitted by applicable laws, to release and hold the Promoter harmless from any and all liability whatsoever for any injuries, losses or damages of any kind arising from participation in or in connection with the Promotion, including without limitation, awarding, acceptance, receipt, possession, use and/or misuse of the Reward. The above limitation of liability shall not apply to liability arising from fraud (including fraudulent misrepresentation), death or personal injury caused as a result of Promoter's negligence.
28. The Promotion is governed by the laws of England and Wales.