

SOUND TOWER PRE-ORDER & LAUNCH PROMOTION

SOUND TOWER PRE-ORDER & LAUNCH PROMOTION REDEMPTION PROCESS & FAQs

Pre-Order Promotion Period: 20 October 2025 – 2 November 2025

Launch Promotion Period: 3 November 2025 – 30 November 2025

Pre-Order Redemption Period: 20 October 2025 – 15 December 2025

Launch Redemption Period: 3 November 2025 – 15 December 2025

For redemption of “Sound Tower Pre-Order & Launch Promotion” (“**the Promotion**”), customer is required to have a Samsung account in order to make redemption at Samsung Sell-out Boosting Tool (SBT) redemption system. If you have an existing account, please proceed with the redemption submission process. For new customer, please refer to below account registration steps.

Samsung Account Registration

Q1: What is Samsung Sell-out Boosting Tool (SBT) Redemption system?

Samsung Sell-out Boosting Tool (SBT) redemption system (“**SBT**”) is consumer redemption portal for you to submit your redemption claim, keep track on your redemption status and view your redemption history.

Please note that you are required to register a Samsung account in order to proceed with online redemption claim.

Q2: How to register a Samsung account?

You are required to register a Samsung account in order to proceed online redemption claim. Log on to <https://samsung-redemption.com/customer/#/sasso/MY-unified-316> and click on “Sign up here”. Complete the registration form and you will receive an email notification to complete your account activation. Once the account is successfully activated, you may proceed to log into Samsung Redemption Portal for redemption submission.

Q3: I forgot my ID/password. How do I reset it?

Go to <https://samsung-redemption.com/customer/#/sasso/MY-unified-316> and click on ‘Find ID or Reset password?’

1. Find ID: The system will prompt you to fill up your information that you filled in during the account registration. System will show your email ID based on the detail(s) provided.
2. Set a password: The system will prompt you to enter your email address to reset password and you will receive email to reset password in the inbox of the email address you entered. Click the ‘Reset Password’ link in the email and you will be taken to the page where you can create a new password. Once you have completed the reset process, you will be able to sign in using your new password.

Pre-Order Free Gift Redemption Process

Q4: How to redeem my Pre-Order Free Gift after purchasing the promotional products?

Pre-Order Free Gift redemption shall be done upon the purchase of the selected Promotional Products during the relevant Redemption Period above from the participating stores. Please refer to illustration below.

Customer	Promotional Product(s) Purchased	Pre-Order Free Gifts	Redemption of Free Gift
Customer A purchase via <i>Samsung Online Store</i>	1 unit of Sound Tower (MX-ST50F/XM)	43" Full HD F6000 Smart TV (2025)	Free gift will be delivered together with product for purchase make via online platforms.
Customer B purchase via <i>Samsung Online Store</i>	1 unit of Sound Tower (MX-ST40F/XM)	32" HD H5000 Smart TV (2025)	Free gift will be delivered separately to customer with the promotional products due to late incoming of the free gift.
Customer C purchase via <i>Participating Selected Outlets</i>	1 unit of Sound Tower (MX-ST40F/XM)	32" HD H5000 Smart TV (2025)	Customer is required to redeem the free gift through SBT.
Customer D purchase via <i>Endless Aisle</i>	1 unit of Sound Tower (MX-ST50F/XM)	43" Full HD F6000 Smart TV (2025)	Free gift will be delivered together with product for purchase make via online platforms.
Customer E purchase via <i>Endless Aisle</i>	1 unit of Sound Tower (MX-ST40F/XM)	32" HD H5000 Smart TV (2025)	Free gift will be delivered separately to customer with the promotional products due to late incoming of the free gift.

*Please expect a delay in the delivery of the free gift of 32" HD H5000 Smart TV (2025) for purchase make via online and offline platforms. The expected fulfilment is by end of January 2026.

Launch Free Gift Redemption Process

Q5: How to redeem my Launch Free Gift after purchasing the promotional products?

Launch Free Gift redemption shall be done upon the purchase of the selected Promotional Products during the relevant Redemption Period above from the participating stores. Please refer to illustration below.

Customer	Promotional Product(s) Purchased	Launch Free Gifts	Redemption of Free Gift
Customer A purchase via <i>Samsung Online Store</i>	1 unit of Sound Tower (MX-ST50F/XM)	2 units of Shure SV200 Dynamic Vocal Microphone (SV200-Q)	Free gift will be delivered together with product for purchase make via online platforms.

Customer B purchase via <i>Samsung Online Store</i>	1 unit of Sound Tower (MX-ST40F/XM)	1 unit of Shure SV200 Dynamic Vocal Microphone (SV200-Q)	Free gift will be delivered together with product for purchase made via online platforms.
Customer C purchase via <i>Participating Selected Outlets</i>	1 unit of Sound Tower (MX-ST40F/XM)	1 unit of Shure SV200 Dynamic Vocal Microphone (SV200-Q)	Customer is required to redeem the free gift through SBT.
Customer D purchase via <i>Endless Aisle</i>	1 unit of Sound Tower (MX-ST50F/XM)	2 units of Shure SV200 Dynamic Vocal Microphone (SV200-Q)	Free gift will be delivered together with product for purchase made via online platforms.
Customer E purchase via <i>Endless Aisle</i>	1 unit of Sound Tower (MX-ST40F/XM)	1 unit of Shure SV200 Dynamic Vocal Microphone (SV200-Q)	Free gift will be delivered together with product for purchase made via online platforms.

*For purchase made during Promotion Period, the collection/delivery period is estimated to be from 20 October 2025 to 31 January 2026, or other timeline as determined by Samsung (“Pre-Order & Launch Collection/Delivery Period”).

*Please refer to the Terms and Conditions for full eligibility details regarding redemption for the Free Gift(s).

Q6: How do I participate in this promotion?

Pre order or purchase one of the promotional products during the relevant Promotion Period set out above at any Participating Stores (please refer to T&Cs for the participating stores). You are required to go through the terms and conditions of the Promotion and thereafter, register or sign in to your Samsung Account to submit the redemption form via SBT. Following your purchase, visit <https://samsung-redemption.com/customer/#/sasso/MY-unified-316> and click “redeem now” to complete the online redemption form and submit within redemption period.

You will need to enter the following information: -

- i. Email address
- ii. Store of purchase
- iii. Date of purchase
- iv. Invoice number
- v. Model purchased Serial Number
- vi. Recipient name
- vii. Malaysia residential delivery address
- viii. Contact number
- ix. Identified card number
- x. Upload a copy of Proof of Purchase (the invoice with model code)
- xi. Upload a copy of Product Serial Number image
- xii. Letter of authorization (If purchaser is appointing a representative to receive a gift on their behalf, the Letter of Authorization template is downloadable from the system.)

Please refer to the Terms and Conditions for full eligibility details at [Terms and Conditions](#) page.

Q7: When is the Redemption Period?

You must complete and submit your redemption form within the relevant Redemption Period set out above. In the event that your submission is incomplete, illegible or incorrect, you will receive a rejection email. You are required to resubmit the redemption request within the relevant Redemption Period to get a new redemption ID. Meantime, the previous submission will be deemed invalid and void.

Q8: How do I find my product serial number?

You can find your Sound Tower Serial Number on the sticker inside “Input” of the Sound Tower.

Q9: How do I prepare my Receipt for upload as part of the redemption process?

- i. Supporting document must be in PDF form or in the form of an image (i.e.: jpg, jpeg or png format). Maximum size of each document is 5MB.
- ii. If you have a scanner, scan your receipt(s) and save to your computer then ready to upload.
- iii. If you do not have a scanner, take a picture with your mobile device and upload the image from your mobile device’s photo library.
- iv. Please ensure all the required details are clearly visible. Blurred or unclear receipt(s) may delay your redemption.

Q10. Can I submit redemption for multiple purchases under same invoice number?

You may submit up to maximum of 5 times submission for Sound Tower under the same invoice number provided each submission is for different products’ serial number(s) under the same invoice (i.e. multiple products purchased under one invoice). Please refer to the illustration below.

Customer	Eligible Model (Qty)	Redemption Submission
Customer A	1 unit of Sound Tower	1
Customer B	5 units of Sound Tower (5 different serial numbers under the same invoice)	5 [Max 5 submissions for Sound Tower product]

Q11: I have submitted a redemption form, what happens next?

- i. An on-screen notification will be displayed confirming that your redemption form has been submitted and you will receive an email detailing your Redemption ID. Please check your email inbox (email address used to log in) for your notification related to this redemption.
- ii. You will receive notification by e-mail to inform you on your successful redemption within 1-5 working days. All communications regarding SBT redemption status will be notified via email.

Q12: How do I keep track of my redemption status?

Please check your email inbox for notification related to this promotion. Alternatively, you can login <https://samsung-redemption.com/customer/#/sasso/MY-unified-316> and click on ‘My Account’ > ‘Redemption History’ to check the redemption status.

Q13: I have entered incorrect details during the redemption process, what should I do?

If you enter incorrect information at any point during the redemption process, please notify the support team immediately, kindly email the support team at sbt_support@samsung.com. Failure to enter correct details may result in your free gift(s) delivery being delayed or your claim being rejected.

Q14: I have received an email/call/WhatsApp message informing me of rejection/on-hold reason due to Incorrect / Incomplete / Illegible Proof of Purchase, what does this mean?

Please refer to the email we have sent you, it may be that the proof of purchase or the receipt(s) uploaded is not sufficient to process your claim due to, including but not limited to one or more of the following:

- i. Receipt does not match your redemption information;
- ii. Receipt does not show purchase date, products or retailer that you purchased from;
- iii. Uploaded document is not a receipt;
- iv. Receipt is not legible;
- v. Incorrect serial number image; and/or
- vi. Missing letter of authorization (LOA).

You can login to SBT to re-upload the valid and complete copy of the incomplete documents by/ before the last day of the relevant Redemption Period, or email sbt_support@samsung.com, otherwise you will no longer be able to redeem your free gift(s).

Q15: My redemption was only on-hold or rejected after the redemption period ended, does this mean my redemption is considered null and void?

All redemption submissions must be made within the redemption period. However, if you have an existing redemption that was rejected or placed on hold due to incomplete documents, you may appeal it by contacting our consumer support team via email (sbt_support@samsung.com) or phone (1-800-88-9999) within the redemption period OR within 14 days after the relevant Redemption Period ends. Any appeals received after 14 days will not be entertained.

Q16: I am entitled for the Free Gift(s), how do I redeem the Free Gift(s)?

Eligible customer will receive notification by e-mail from the appointed fulfilment partner (“**Fulfilment Partner**”). Customer shall then reply to the Fulfilment Partner’s email to provide the necessary information (including name, contact numbers, email address, delivery address) for the purposes of fulfilment.