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British Gas x Samsung

'Samsung Weekend Saver Fix Tariff' Toolkit

October 2025

Objectives

Primary Objective

Increase conversion of DA customers in store and online with Energy proposition

Secondary Objectives

1. Drive attention to DA energy saving appliances
2. Provide additional reason to buy DA
3. Create "always on" Tariff proposition to garner loyalty with additional benefits and promotions.

Campaign Overview

Buy any Samsung appliance to access exclusive Samsung Weekend Saver Fix Tariff

20th October 2025 – 30th September 2026

- Samsung Weekend Saver Fix Tariff proposition:
- Fixed-rate tariff
- Half-price electricity on Saturdays and Sundays from 11am to 4pm
- (Half-price discount on the unit rate used on Saturday and Sunday between 11am to 4pm)
- The tariff is available to new Samsung customers who purchase an eligible product from
20th Oct 2025- 30th Sept 2026
- Customers who have purchased a Promotion Product during the Promotion Period or who already own a Promotion Product must set up a Samsung Account and be logged into their Samsung Account when they visit the Samsung Tariff page on Samsung.com to access.
- Applicable to ALL Samsung SKUs across domestic appliances (exclude accessories)
- Applicable to UK customers only (excluding NI but including Isle of Man or Channel Islands)

Key Messages

Half-price electricity

Samsung has partnered with British Gas to give our customers an exclusive tariff.

With Samsung Weekend Saver Fix Tariff you get half-price electricity every Saturdays and Sundays from 11am -4pm

Standard PeakSave for non-Samsung tariff customers only available on Sundays 11am-4pm

Exclusive Tariff Rate

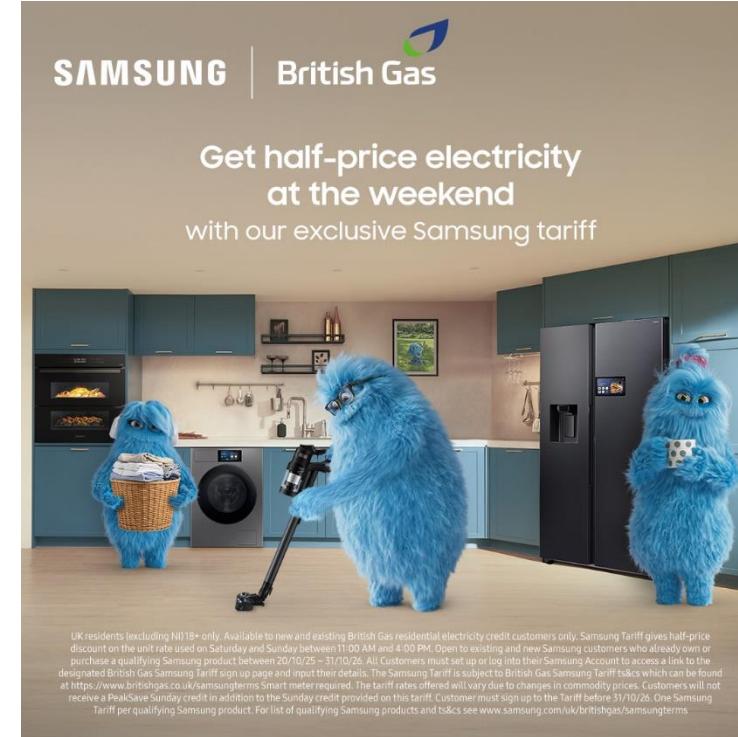
Competitive fixed rate tariff in the market.

Available to new & existing British Gas customers.

Green Flex Events

British Gas will also let you know when there's a Green Flex event coming up - so you can opt in and save more.

Key Visual



SKUs in the visual

- Bespoke AI Series 9 Side-by-Side Fridge Freezer with AI Home RS90F64EDFEU
- 9KG Bespoke AI Series 9 Laundry Front-Load Washing Machine with AI Home WF90F09C4SU1
- Bespoke AI Jet Ultra VS90F40DEK/EU
- Bespoke Single Oven Series 4 Dual Cook Flex™ NV7B4355VAK/U4



Campaign Support

Samsung Owned Channels

- 2 x Samsung CRM
- Piccadilly OOH
- Social Posts
- S.com activation
- Press Release
- Launch offer competition supplied by BG
Chance to win free energy for your household for 1 year when you sign up the Samsung Weekend Saver Fix Tariff
- Experiential event @ Samsung KX

SmartThings Users

- SmartThings In App (banner advertising and signposting)

Samsung Members

- Samsung Members (banner advertising)

British Gas Paid Media

- PPC, Social & Display

Short Form T&C's

UK residents (excluding NI) 18+ only. Available to new and existing British Gas residential electricity credit customers only. Samsung Tariff gives half-price discount on the unit rate used on Saturday and Sunday between 11:00 AM and 4:00 PM. Open to existing and new Samsung customers who already own or purchase a qualifying Samsung product between 20/10/25 – 31/10/26. All Customers must set up or log into their Samsung Account to access a link to the designated British Gas Samsung Tariff sign up page and input their details. The Samsung Tariff is subject to British Gas Samsung Tariff ts&cs which can be found at <https://www.britishgas.co.uk/samsungterms>.

Smart meter required. The tariff rates offered will vary due to changes in commodity prices. Customers will not receive a PeakSave Sunday credit in addition to the Sunday credit provided on this tariff. Customer must sign up to the Tariff before 31 October 2026. One Samsung Tariff per qualifying Samsung product. For list of qualifying Samsung products and ts&cs see www.samsung.com/uk/britishgas/samsungterms

Customer Journey

Step 1

Customers purchases eligible Samsung appliance between **20th Oct 2025 – 30th Sept 2026**

Step 2

Customer sets up Samsung user account and signs in.

Customer visits tariff page hosted on Samsung.com.

Customer clicks referral link to British Gas tariff sign-up page.

Step 3

On the British Gas website the customer will need to input postcode and select address. Confirming if they are existing British Gas customer or new customer.

Step 4

Existing British Gas customers confirm the switch; whilst new customer will require registration before confirming the switch to the **Samsung Weekend Saver Fix Tariff**.

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