

# Staff Rewards Platform

**Sony**  
**27.10.25 – 11.01.26**

**We are pleased to announce that we will be running a staff rewards scheme with Sony.**

## What is the Staff Rewards Programme?

A programme managed by CIH designed to reward those staff members who are able to sell selected products from participating brands.

If you haven't yet participated in one of our reward schemes, all the details you need are on the Euronics B2B platform [here](#), along with current live programmes. Plus, check out the handy [Helpful Information](#) document for FAQs and information on how to claim.

**Please note that this is intended as a reward scheme for individual staff, so please ensure you do not have a single person claiming within your business on anyone else's behalf.**

## How does the programme work?

The Sony rewards programme will run from 27.10.25 to 11.01.26 inclusive. During this time, if a staff member sells one of the qualifying products (listed on pages [2](#) and [3](#)), they can claim the reward value.

**Please note that staff must claim for their own sales within 14 days of the customer transaction.** For this reason, online sales do not qualify. Additional T&Cs do apply; you can read these in full on pages [3](#), [4](#), and [5](#).

*Participation in the programme will be taken as acceptance of these T&Cs.*

## Qualifying Products

If you are not already logged in to the B2B platform, any links will take you to the login page. Once successfully logged in, you should be taken to the relevant product description page (PDP). If you're not, click the link again to be redirected to the right place.

Description	Model	Reward
OLED TV	<a href="#">XR77A95LPU</a>	£20
Bravia 8 4K OLED TV	<a href="#">K65XR8M25B.UKA</a>	£25
QD-OLED TV	<a href="#">K55XR8M25BP.UKA</a>	£20
OLED TV	<a href="#">XR48A90KU</a>	£10
OLED TV	<a href="#">XR42A90KU</a>	£10
OLED TV	<a href="#">K77XR80PU</a>	£25
OLED TV	<a href="#">K65XR80U</a>	£20
OLED TV	<a href="#">K55XR80PU</a>	£15
*NEW* OLED Bravia 8 TV	<a href="#">K77XR8APU</a>	£25
*NEW* OLED Bravia 8 TV	<a href="#">K65XR8AU</a>	£20
*NEW* OLED Bravia 8 TV	<a href="#">K55XR8APU</a>	£15
QLED (XR   Mini LED) TV	<a href="#">K85XR90PU</a>	£20
QLED (XR   Mini LED) TV	<a href="#">K75XR90PU</a>	£15
QLED (XR   Mini LED) TV	<a href="#">K65XR90PU</a>	£10
QLED (XR   Mini LED) TV	<a href="#">K85XR70PU</a>	£15
QLED (XR   Mini LED) TV	<a href="#">K75XR70PU</a>	£10
QLED (XR   Mini LED) TV	<a href="#">K65XR70U</a>	£10
QLED (XR   Mini LED) TV	<a href="#">K55XR70PU</a>	£10
Bravia 4K LED TV	<a href="#">K98XR55BP.UKA</a>	£30
Bravia 4K LED TV	<a href="#">K85XR55BP.UKA</a>	£15
Bravia 4K LED TV	<a href="#">K75XR55BP.UKA</a>	£10
Bravia 4K LED TV	<a href="#">K65XR55B.UKA</a>	£10
Bravia 4K LED TV	<a href="#">K55XR55B.UKA</a>	£10
Home Theatre	<a href="#">HTA9M2.CEK</a>	£15
Soundbar	<a href="#">HTA9000.CEK</a>	£10
Soundbar	<a href="#">HTA8000.CEK</a>	£10

Description	Model	Reward
Soundbar	<a href="#">HTA3000.CEK</a>	£10
Soundbar	<a href="#">HTB600.CEK</a>	£10
Home Theatre	<a href="#">HTS60.CEK</a>	£10

## Terms & Conditions

1. The Promotion is for eligible employees at participating agents to collect rewards when they sell selected qualifying Sony appliances within the promotional period (The "Promotion"). Stock must be sourced from CIH/Euronics.
2. The Promotion runs from **27.10.25** to **11.01.26**, and rewards can be claimed against selected appliances (shown below) sold during this period.
3. Staff must claim **their own sales within 14 days of the customer transaction**. For this reason, online sales do not qualify. **There should not be a single staff member claiming on anyone else's behalf**. It is your responsibility to stay apprised of the latest rules, terms and conditions. If there is any reason to believe that there has been a breach of these terms and conditions, the Promoter may, at its sole discretion, reserve the right to exclude you from participating in the promotion (or future promotions). If there is any reason to suspect that any submitted claims are fraudulent, or that any invoices have been altered in any way, all accounts, including payments and Mastercard from the agent, will be deactivated pending further investigation. If any claims are found to be fraudulent, then appropriate steps will be taken to reclaim the rewards.

### Participating Agency Models: [See page 2](#)

4. This promotion is only open to agents' staff who have agreed to the terms of use of the reward programme through [www.euronicscihstaffrewards.co.uk](http://www.euronicscihstaffrewards.co.uk). Please note that, as staff need to claim for their own sales only, they will need to register on the site, which involves giving their personal data to take part in this promotion.
5. Only retail sales direct to the consumer qualify for the promotion. Any appliances purchased on a trade or contract are specifically excluded from the promotion. All appliances must be paid in full to qualify. Any appliances on rental or payment plans will not be accepted for the rewards. Purchases of graded, seconds, replacements and imperfect products are excluded from the promotion.
6. Orders cancelled and/or returned will not be eligible for rewards. Orders cancelled or appliances delivered as 'Display Models' are exempt from this promotion and will not be eligible for rewards.
7. **Programme rules:**
  - Every sale needs to be claimed by the staff member of a participating agent via [www.euronicscihstaffrewards.co.uk](http://www.euronicscihstaffrewards.co.uk) who completed the original transaction.
  - The date on the receipt will be used to validate the claim and must be clearly visible on the proof of sale.
  - Every approved claimed sale will be rewarded with a varying amount, detailed on page 2.
  - Rewards balances will be displayed on [www.euronicscihstaffrewards.co.uk](http://www.euronicscihstaffrewards.co.uk).
  - This Promotion cannot be used in conjunction with any other promotion.
  - No sales will be accepted before 27.10.25 or after 11.01.26. Claims must be submitted within 14 days of the customer transaction (by the staff member who made the sale).

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## 8. Claim Process:

### • Step 1: Sell qualifying products.

All available programmes, products and reward amounts are available for approved participants upon logging into [www.euronicscihstaffrewards.co.uk](http://www.euronicscihstaffrewards.co.uk).

### • Step 2: Claim your Sales

Once you have made an eligible sale for an active programme, submit your sale details and an image of the customer receipt online at [www.euronicscihstaffrewards.co.uk](http://www.euronicscihstaffrewards.co.uk). It can take up to 2 business days to approve your claim. You can track your claim status on the 'Activity' tab of your Rewards portal.

### • Step 3: Get Paid

Rewards for approved claims will be issued once a week. You will receive an email when your claims have been paid. Upon receipt of the email, you will be required to click the link and load your funds onto your prepaid Mastercard.

## 9. Payment:

All your approved rewards will be loaded onto a new reloadable Euronics prepaid MasterCard for the duration of your participation in the scheme (up to 5 years, at which time a replacement card will be issued). When your first claim has been approved and paid, you will receive a link via email that you must click on to create a Digital Wallet. This will trigger the issuing of your reloadable Euronics prepaid Mastercard, which can take up to 2-3 weeks to arrive.

Once you have actioned your first payment email and taken receipt of your card (*including any previous staff reward promotions run by CIH Euronics*), all payment emails sent to you will allow you to load your card with the accrued rewards immediately. Please note that your link is valid for 3 months from issuance and must be redeemed within this time. If you do not redeem your link within 3 months, the link will expire, and you will not be able to access those rewards.

10. The promoter reserves the right to withdraw any reward where the sale does not meet the terms and conditions of the promotion.
11. By registering on the promotion website, you accept the promotional terms and conditions and confirm that you have permission from your employer to participate in the promotion and that you will only claim for your own sales.
12. CIH Euronics reserves the right to amend any aspect of the promotion without notification. All decisions are final.
13. No cash alternatives are available. The Promoter will pay basic rate income tax and National Insurance (NI) liability on all rewards in this promotion. For basic rate taxpayers, this means that there is no further tax liability. Contributions to student loan repayments are the sole responsibility of the staff member and are not covered by CIH Euronics. Participants who pay tax at a higher than basic rate will be liable for the balance of tax & NI. The Promoter is obliged to pass the names of all claimants and the basic rate tax paid on behalf of participants by CIH Euronics to HMRC in our annual tax return. The Promoter will, upon request, provide details of the gross benefit in kind.
14. MasterCard reserves the right to initiate a participant validation check when the cumulative total payment reward amount exceeds £150. The participant validation check may require the sales associate to provide documentation to prove their identity, such as a passport or a driver's license. The recipient may choose to provide the required information at the time they are prompted or may opt to return later to provide the information. However, they will not be able to access the funds from the payment that triggered the threshold check or future payments until the information has been provided and the validation check has cleared.
15. Please note that should you leave the employment of our agent, you will be removed from the promotion with immediate effect.

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16. Please note that should you leave the employment of our agent, you will be removed from the promotion with immediate effect.
17. The Promoter is Combined Independent Holdings Ltd (trading as Euronics UK), Euro House, Joule Road, Andover, SP10 3GD, working in partnership with our suppliers.
18. This promotion is governed by English law, and the parties submit to the exclusive jurisdiction of the courts of England and Wales.
19. Use your card everywhere MasterCard is accepted. MasterCard is a registered trademark, and the circles design is a trademark of MasterCard International Incorporated. This card is issued by Transact Payments Limited pursuant to a license by MasterCard International. Transact Payments Limited is authorised and regulated by the Gibraltar Financial Services Commission.