

SAMSUNG

2026 Home Appliance "Ready2Fit™ Built-In Promo" Retail Toolkit

Promotion: 1/1/26 – 12/31/26



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Welcome to the Samsung Home Appliance 'Ready2Fit™ Built-in Promo' 2026 promotional visual identity toolkit.

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The toolkit will help us support Home Appliances during 2026. Use this document to guide and inspire. Its contents will help us build a successful promotional partnership.

Promotion Overview

Messaging

Rebate	Promotional Headline	Offer	Legal Disclaimer
Mail-in Rebate	Ready2Fit™ Guarantee	<p>If your new 30" or 36" Samsung Built-In appliance doesn't fit the cabinet cutout or countertop that houses your Cooktop or Wall Oven of the same width, enjoy up to \$300* on us to cover any modification costs.</p> <p>Valid Purchase Dates: 1/1/26 – 12/31/26</p>	<p>*Must be an eligible legal resident of the 50 US/DC & at least 18 years old to participate. Terms and conditions apply. Qualifying product must be a 30" built-in wall oven or 30" or 36" cooktop, purchased between 1/1/2026 and 12/31/2026, and must replace existing oven or cooktop of same size and configuration. Offer valid for professional cabinet modifications only; installation costs excluded. Offer awarded as a Samsung Prepaid Mastercard®. Photographic and other proof required. One claim per household. Offer cannot be combined with other offers, promotions or discounts. Offer not valid on bulk purchases, new construction, remodels, or first-time oven installations. Your payment will be delivered via email with instructions for claiming your Mastercard Prepaid Card. Please note that access to your payment expires 3 months from the date it is issued. You must claim your card within that timeframe. Use your Mastercard Prepaid Card everywhere Mastercard is accepted in the U.S. Card issued by The Bancorp Bank pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. The Bancorp Bank; Member FDIC. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card.</p> <p>©2026 Samsung Electronics America, Inc. Samsung is a registered trademark of Samsung Electronics Co., Ltd.</p>

*The environment at Samsung is dynamic and always changing. Due to PM roadmap changes, please always refer to their latest promotional roadmap before releasing any promo creative to shoppers. The files available on EasyAds are PSDs, allowing retailers to easily make updates to creative.

2026 Ready2Fit™ Built-In Promo Digital Elements

Web Banners

Mail-in Rebate

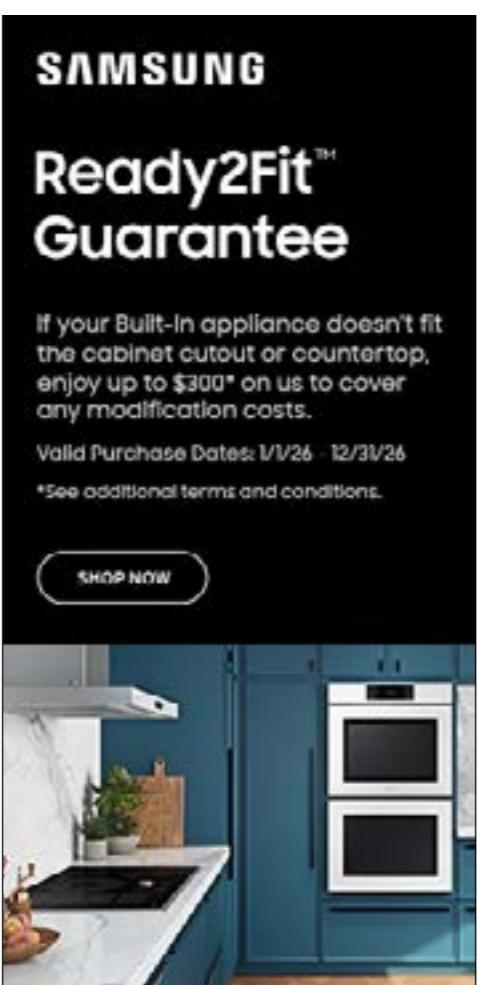
Web banners have been created in two sizes and can be picked up and resized for various online and digital placements as needed.

Not for print use.

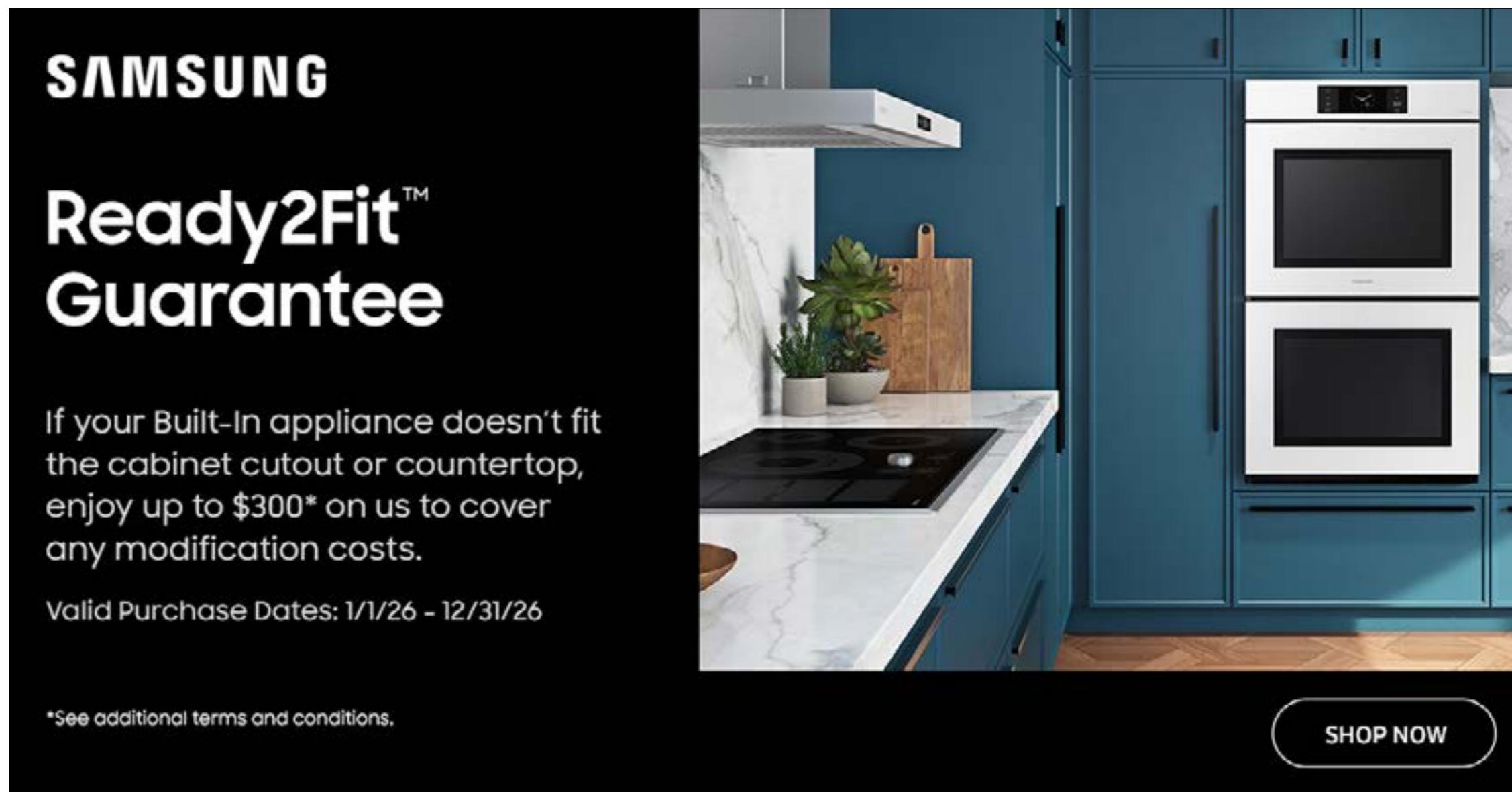
Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com.

See [Samsung EasyAds](#) link to download these web banners.



225x465



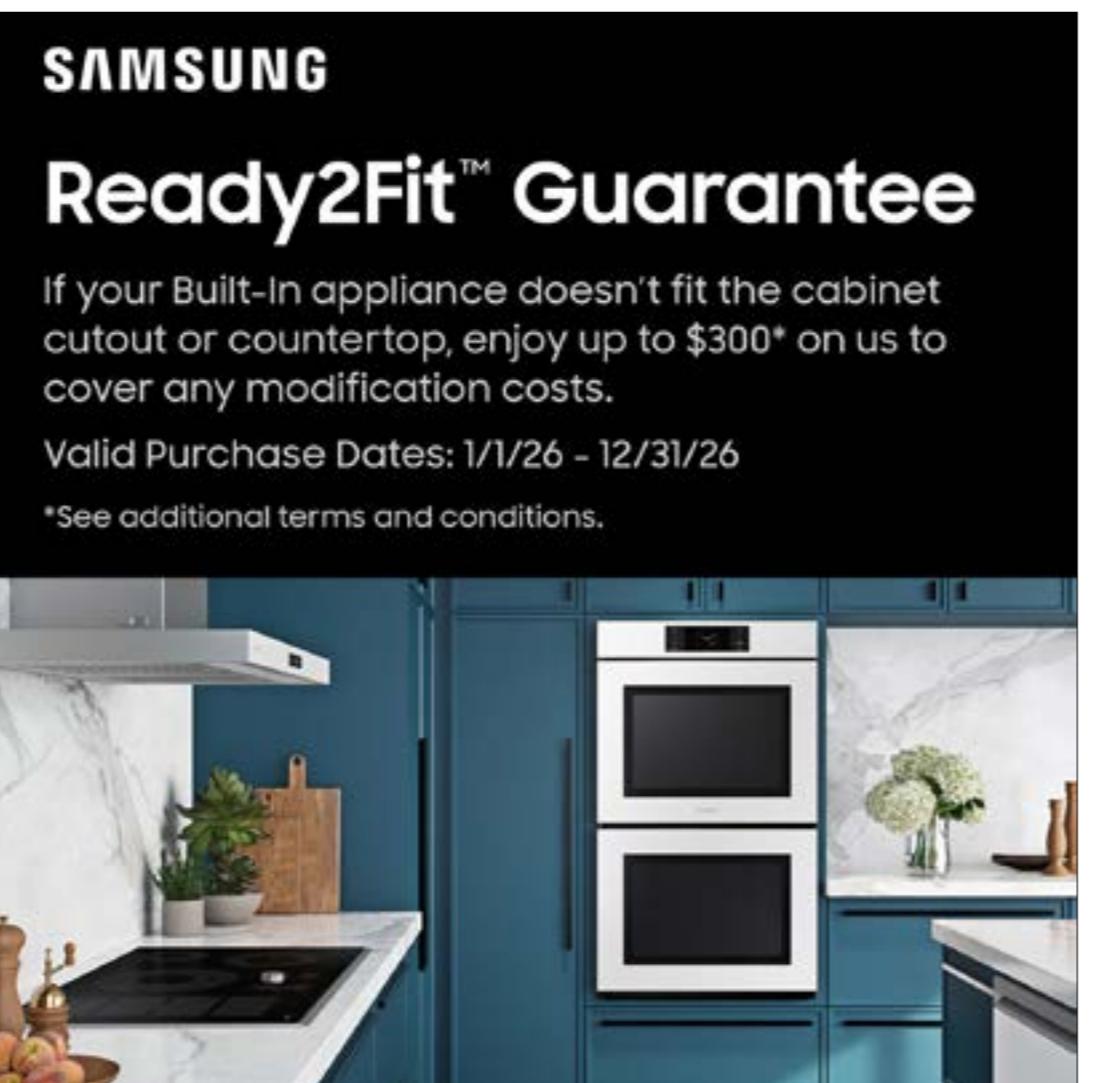
1200x628

Carousel Image

Mail-in Rebate

This carousel image can be placed as one of the images in the product carousels on product display pages. The carousel images are for online and digital placements as needed. Not for print use. Carousel images can be used on retail.com channels to drive awareness and interest.

See [Samsung EasyAds](#) link to download this carousel image asset.



MIR One Sheet

Mail-in Rebate

The one sheet contains high-level details of the promotion. One sheets can be used for various communication and training purposes.

See [Samsung EasyAds](#) link to download this one sheet asset.

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Ready2Fit™ Guarantee

If your new 30" or 36" Samsung Built-In appliance doesn't fit the cabinet cutout or countertop that houses your Cooktop or Wall Oven of the same width, enjoy up to \$300* on us to cover any modification costs.

Valid Purchase Dates: 1/1/26 - 12/31/26

Visit samsung.com/us/shop/promotions/ready2fit-built-in-2026 for details.

How to Redeem This Offer:

1. Purchase one of the Qualifying Products included on the list of eligible models at the right, between January 1, 2026, and December 31, 2026, and save your receipt.
2. Record the model and serial numbers of the existing wall oven or cooktop and the Qualifying Product. Make sure you photograph your old oven or cooktop (step 3) before uninstalling it to obtain the serial number.
3. Photograph and print before and after shots of the existing wall oven or cooktop and the newly installed Qualifying Product. Both photographs must show the existing and new ovens/cooktop installed, and both must show proof of dimension. For example, you can hold a measuring tape horizontally against the ovens in order to demonstrate that both are 30".
4. Utilize a professional contractor or carpenter to perform any needed modifications to your existing cabinet or countertop cutout, and get a receipt or invoice that includes the following information: (a) date of work performed; (b) name of person or entity performing work; (c) detailed description of work performed; and (d) separate line items for modification and installation costs, if applicable.
5. Visit samsung.com/us/shop/promotions/ready2fit-built-in-2026 to complete the offer claim form.
6. Complete, sign and submit the offer claim form and all other required documentation described in steps 1 through 4 above within 30 days of purchase.

Required documentation includes:

- a. Copy of your sales receipt showing the purchase of the Qualifying Product between January 1, 2026, and December 31, 2026. Sales receipt must include model and serial number.
- b. Proof of your delivery date.
- c. Before and after photographs showing accurate dimensions.
- d. Copy of receipt or invoice showing your professional modification costs.
- e. Model and serial numbers of the existing wall oven/cooktop and Qualifying Product.

Prior to submitting the required documentation, it is strongly recommended that participants print and maintain the original or a photocopy for themselves of all materials submitted. PARTICIPANTS SHOULD NOT SHOW OR GIVE DOCUMENTATION TO ANY STORE EMPLOYEE.

*Must be an eligible legal resident of the 50 US/DC & at least 18 years old to participate. Terms and conditions apply. Qualifying product must be a 30" built-in wall oven or 30" or 36" cooktop, purchased between 1/1/2026 and 12/31/2026, and must replace existing oven or cooktop of same size and configuration. Offer valid for professional cabinet modifications only; installation costs excluded. Offer awarded as a Samsung Prepaid Mastercard®. Photographic and other proof required. One claim per household. Offer cannot be combined with other offers, promotions or discounts. Offer not valid on bulk purchases, new construction, remodels, or first-time oven installations. Your payment will be delivered via email with instructions for claiming your Mastercard Prepaid Card. Please note that access to your payment expires 3 months from the date it is issued. You must claim your card within that timeframe. Use your Mastercard Prepaid Card everywhere Mastercard is accepted in the U.S. Card issued by The Bancorp Bank pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. The Bancorp Bank; Member FDIC. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

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MIR One Sheet

Thank you.