



Samsung competition winners set to be WOWed at a VIP Experience at the Africa Cup of Nations

Monday, 21 January 2013 – Samsung Electronics Co. Ltd., a global leader in digital media and digital convergence technologies, is proud to announce the winners of its Africa Cup of Nations retail promotion. The lucky consumers, along with their respective partners will be treated to a VIP Package Experience for the Orange Africa Cup of Nations (AFCON) SOUTH AFRICA 2013.

“As an official sponsor of the competition since 2008, Samsung has been engaging fans in and around the stadiums to further the excitement surrounding the tournament and this promotion is just another way we are bringing the passion and excitement of African football to our customers,” said Aiden Rousseau, Business Leader for HHP Southern Africa at Samsung. “This promotion aimed to bring the spirit of AFCON and the Samsung brand to the Southern African region and showcase our world class products! As not only do consumers get the benefit from purchasing a Samsung mobile device, but being entered into a draw for the VIP experience prize and possibly being part of the AFCON legacy 2013.”

Consumers in Angola, Zambia, Namibia, Mozambique, Botswana, Zimbabwe, Malawi, Lesotho and Swaziland were able to enter into the competition – which closed on the 20th December 2012. They simply purchased a Samsung Mobile phone at any retail outlet, and submitting their product serial numbers via the online competition site, SMS line or via the entry forms at authorised retail stores.

Aiden Rousseau: “We had an overwhelming response to the competition – with over 30 000 entries across the various regions – and were able to draw our 26 lucky winners in random draws that took place across the various regions during the week. And what a prize they have won – the winners will be flown to South Africa to attend an AFCON game each.”

The winners are:

Ms Malebogo Modimowagae, Ms Kesegofetse Mothibi and Mr Albert Modisatse and their respective partners will be joining them on the trip.

“Samsung Africa is proud to be an official sponsor of the Orange AFCON SOUTH AFRICA 2013. What better way than to allow 26 lucky winners and their partners, 52 customers in total, from all over Africa the opportunity to be part of Africa’s football heritage and join in the excitement surrounding this major event. We continue to strive for excellence in providing the African continent, with products that

are relevant and adapted for the continent and believe that this promotion is no different. Congratulations to our winners!" concludes Rousseau.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

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