

Trade in

Guaranteed Trade-in Value Promotion
for Galaxy Z Fold5/ Z Flip5

Guaranteed tariff Trade-in Overview



Offer

- Save from R500pm on your Galaxy Z Fold5 / Z Flip5 tariff **selected Cell C stores only*

Device Range:	Device Model:
Samsung S Series	S10, S10 Plus, S10e, S20, S20 FE, S20 Plus, S20 Ultra, S21, S21 FE, S21 Plus, S21 Ultra, S22, S22 Plus, S22 Ultra, S23, S23 Plus, S23 Ultra
Samsung Note Series	Note 9, Note 10, Note 10 Lite, Note 10 Plus, Note 20, Note 20 Ultra
Samsung Z Series	Z Fold, Z Fold 2, Z Fold 3, Z Fold 4, Z Flip, Z Flip3, Z Flip 4
Galaxy A Series	A31, A32, A33, A34, A51, A52, A53, A54, A71, A72, A73
Apple iPhone	SE, 8, 8 Plus, X, XR, Xs, Xs Max, 11, 11 Pro, 11 Pro Max, 12, 12 Mini, 12 Pro, 12 Pro Maxi, Maxi, 13, 13 Mini, 13 Pro, 13 Pro Max, 14, 14 Plus, 14 Pro, 14 Pro Max
Huawei Series	P30, P30 Pro, P40, P40 Pro, P50, P50 Pocket, P50 Pro, P60, P60 Pro, Mate 20 Pro, Mate Mate 30, Mate 30 Pro, Mate 40 Pro, Mate 50 Pro, Mate X, Mate X2, Mate X3, Mate XS

Communication

- Digital online website, social media
- Connector book
- In store POSM collateral (leaflet)

Guaranteed R10 000 Trade-in Overview



Offer

- Get R10 000 when you trade in for your Galaxy Z Fold5 / Z Flip5 tariff

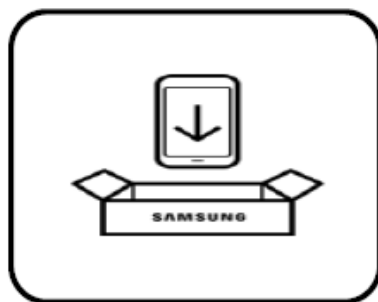
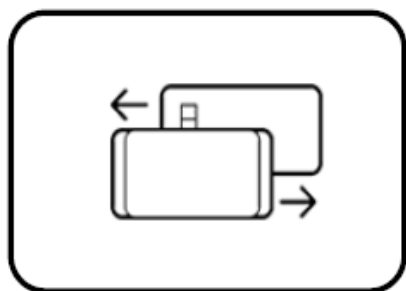
Device Range:	Device Model:
Samsung S Series	S20, S20 FE, S20 Plus, S20 Ultra, S21, S21 FE, S21 Plus, S21 Ultra, S22, S22 Plus, S22 Ultra, S23, S23 Plus, S23 Ultra
Samsung Note Series	Note 20, Note 20 Ultra
Samsung Z Series	Z Fold, Z Fold 2, Z Flip, Z Fold3, Z Flip3, Z Flip4, Z Fold4
Apple iPhone	11, 11 Pro, 11 Pro Max, 12, 12 Mini, 12 Pro, 12 Pro Maxi, 13, 13 Mini, 13 Pro, 13 Pro Max, 14, 14 Plus, 14 Pro, 14 Pro Max
Huawei Series	Mate X, Mate X2, Mate X3, Mate XS, Mate 40 Pro, Mate 50 Pro, P40, P40 Pro, P50 Pocket, P50 Pro, P50, P60, ProP60

Communication

- Digital online website, social media
- Connector book
- In store POSM collateral (leaflet)

Online Customer Journey

R 10 000 Guaranteed value- Online Process



Step 1 : Purchase the ZF5

- Purchase the Galaxy Z Fold5/ Z Flip5 device at a participating Cell C store or through their online store
- Log onto the Guaranteed value redemption page
<https://www.samsung.com/za/trade-in/>

Step 2 : Apply for Trade-in

- Search for your pre-owned device to start the application process
- Apply to trade in by completing the grading criteria, to qualify for R10 000
- Input Galaxy Z Fold5/ Z Flip5 Series IMEI number
Note: To find your IMEI – (1) Dial *#06# or (2) Go to your Phone Settings then select "About Phone"
- Supply your banking details
- Provide a location of where your old device will be collected within 2 or 3 days

Step 3 : Collect device

- Customer prepares the device for collection by doing the following;
- Back-up data
 - Remove memory card
 - Disable theft protection
 - Reset to factory settings

Step 4 : Review & Payment

- Pre-owned device will be inspected to confirm that it switches on without an external power source and is not blacklisted
- Upon successful inspection, R 10 000 will be transferred into your bank account after the 10 day cooling off period

Consumer

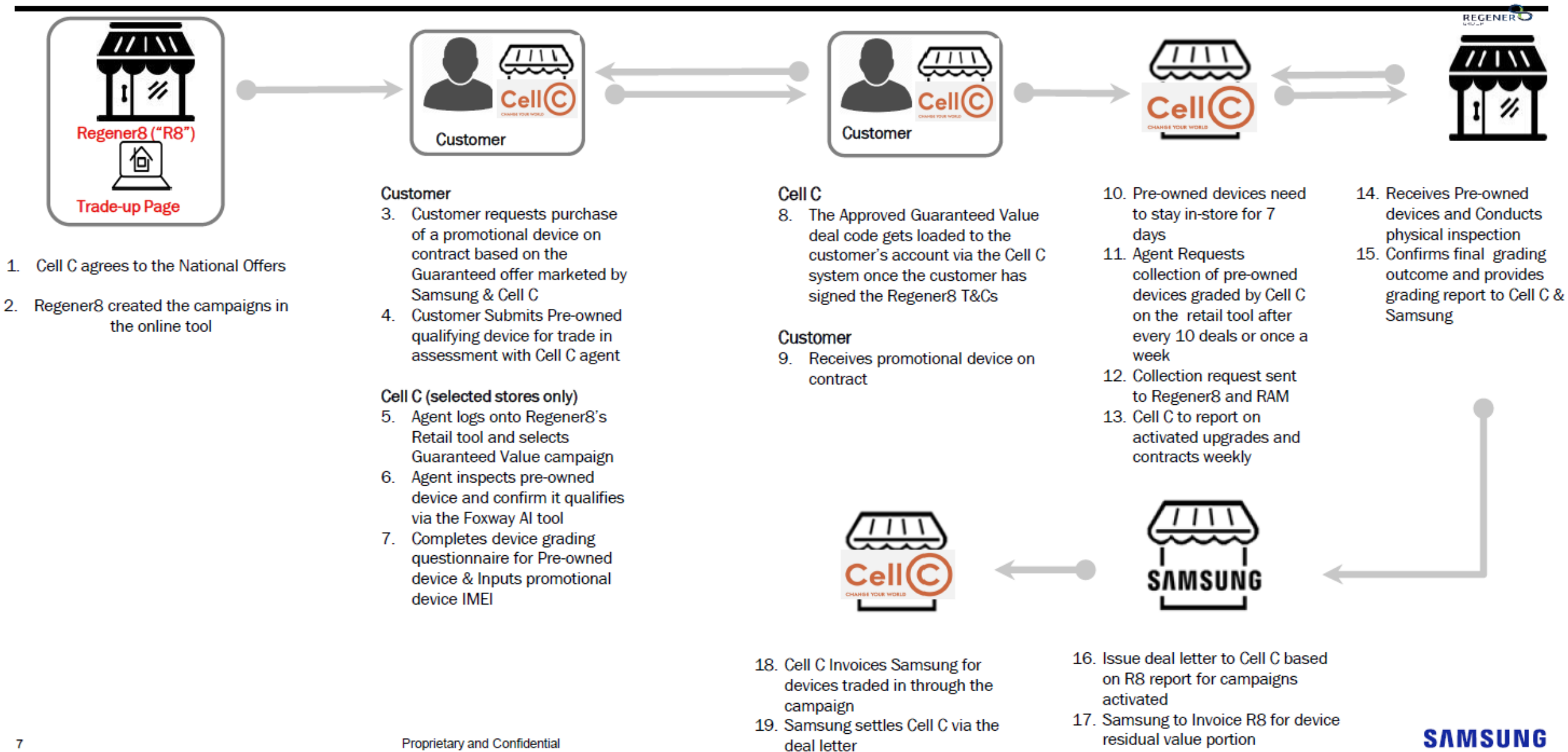
Consumer

Regener8 & RAM couriers

Regener8

In-store Customer Journey

Store Journey- Step by Step



Store list

Cell C Eastrand Mall	Pinehurst Communications (Pty) Ltd
Cell C Festival Mall	Pinehurst Communications (Pty) Ltd
Cell C Mall@Carnival	Pinehurst Communications (Pty) Ltd
Cell C Eastgate	Actebis486 CC
Cell C Davenport Square	Xenathabo 2014 Investments CC
Cell C Galleria Mall	Xenathabo 2014 Investments CC
Cell C Game City	Xenathabo 2014 Investments CC
Cell C Liberty Midlands Mall	Xenathabo 2014 Investments CC
Cell C The Workshop	Xenathabo 2014 Investments CC
Cell C Victoria Road	Xenathabo 2014 Investments CC
Cell C Britannia Centre	Xenathabo 2014 Investments CC
Cell C Chatsworth Centre	Xenathabo 2014 Investments CC
Cell C Hillcrest Centre	Xenathabo 2014 Investments CC
Cell C Phoenix Plaza	Xenathabo 2014 Investments CC
Cell C Sasolburg Square	A-Tech Mobile (Pty) Ltd
Cell C Times Square	A-Tech Mobile (Pty) Ltd
Cell C President Square Krugersdorp	A-Tech Mobile (Pty) Ltd
Cell C Ilanga Mall	Show Down Trading 98 CC
Cell C Mall of the North	Show Down Trading 98 CC
Cell C Riverside Mall	Show Down Trading 98 CC
Cell C Savannah Mall	Show Down Trading 98 CC
Cell C Middelburg.	Show Down Trading 98 CC
Cell C Highveld Mall	Show Down Trading 98 CC
Cell C Loch Logan	Excodor Forty Two CC
Cell C Matlosana Mall	Excodor Forty Two CC
Cell C Mooi River Mall	Excodor Forty Two CC
Cell C Mega City Shopping Centre	Excodor Forty Two CC
Cell C Rustenburg	Excodor Forty Two CC
Cell C Waterfall Mall	Excodor Forty Two CC

Cell C Nevana Court	Prytanya (Pty) Ltd
Cell C River Square	Amroz Communications CC
Cell C Vaal Mall	Amroz Communications CC
Cell C Cavendish Square	Cavendish Cell CC
Cell C Long Beach Mall	Cavendish Cell CC
Cell C Promenade Mall	Cavendish Cell CC
Cell C Somerset Mall	Cavendish Cell CC
Cell C V&A Waterfront	Cavendish Cell CC
Cell C Vangate Mall	Cavendish Cell CC
Cell C Zevenwacht Mall	Cavendish Cell CC
Cell C Blue Route Mall	Cavendish Cell CC
Cell C Sandton City	Y Cell (Pty) Ltd
Cell C Woodmead Retail Park	Y Cell (Pty) Ltd
Cell C Rosebank Mall	Y Cell (Pty) Ltd
Cell C Centurion Mall Upper	Martiq 985 CC
Cell C Hatfield Mall	Martiq 985 CC
Cell C Menlyn Shopping Centre	Martiq 985 CC
Cell C The Boulders	Martiq 985 CC
Cell C The Grove Mall	Martiq 985 CC
Cell C Woodlands Boulevard	Martiq 985 CC
Cell C Kolonade Centre	Martiq 985 CC
Cell C Wonderpark Mall	Martiq 985 CC
Cell C New Park Centre	Verbiplex (Pty) Ltd
Cell C North Cape Mall	Verbiplex (Pty) Ltd
Cell C Alberton City	Cell C Southgate CC
Cell C The Glen	Cell C Southgate CC

Escalation process

Customer Engagement Process Post Application

1. Customer engagement and confirmation of request

- Once a customer has completed a trade-in transaction online, they will receive their trade in confirmation PDF via email no-reply@foxway.com
- Communication is sent to customer from Trade-in@regener8group.com confirming that we have received their trade-in enquiry with a request to arrange collection of their device (address and preferred date) for physical inspection
 - Customer called with 3 attempts if they do not respond to email

2. Device Collection & Inspection

- Courier dispatched to customer to collect the device with secure packaging (1 – 3 days)
- Device received by Trade in Partner who performs an assessment on the device – Confirmation that device switches on and off without a charger
- Re-evaluation outcome communicated to customer
 - Should the customer disagree with the R8 re-evaluation or chooses not to proceed due to the new evaluation trade-in value, the device is shipped back to customer

Note – Based on CPA requirement the device is held for at least 10 days post collection in case customer decides to cancel the transaction

3. Payment to client

- Customer requested to confirm Banking details for payment and Payment Date confirmed
- Transaction concluded

Key Contacts for Escalation

- Gareth Davies – Regener8 Account Lead
 - 078 802 2099
 - gareth@regener8group.com
- Trade-Support
 - Trade-in@regener8group.com
 - 011 027 9318
- David Cronje - Samsung Support
 - 082 821 0544