

TERMS AND CONDITIONS
FOR
Promotional Offer: 20% Discount for 6 Months on the Unlimited Plan Only
(Valid from 16 July 2025 – 09 September 2025)
(New Superdrug Mobile Customers Only)

1. **Promoter:** Superdrug Head Office, trading as Superdrug Mobile (company no. 00807043), registered at 51 Sydenham Road, Croydon, Surrey, CR0 2EU, United Kingdom.
2. **Promotional Offer:** New Superdrug customers will receive a 20% discount code off the full price of the Superdrug Mobile monthly SIM-only unlimited plan, which includes unlimited data, calls, and texts (the “**Eligible Plan**”), for six consecutive months when the **Eligible Plan** is purchased during the Promotion Period (the “**Promotional Offer**”). Under this **Promotional Offer**, the standard price of £20 per month will be reduced to **£16 per month** for six (6) consecutive months (the “**Promotional Price**”).
3. **Promotion Period:** The Promotional Offer is valid from 00:00 GMT on 16 July 2025 to 23:59 GMT on 09 September 2025 (the “**Promotion Period**”), but may be withdrawn, amended, or extended at any time and without notice (see Section 14 regarding variations to these terms and conditions).
4. **Eligibility:** To be eligible for the Promotion Offer, you must:
 - a. be a new Superdrug Mobile customer, resident in the UK, and aged 16 or over to have an account.
 - b. purchases the **Eligible Plan** instore, online via superdrugmobile.com or [Superdrug.com](https://superdrug.com) during the **Promotion Period**; and
 - c. Activate your SIM online via Superdrug Mobile’s website by 23:59 GMT on 30 September 2025 using the code **E82025**
5. Eligible Customers will receive the **Promotional Price** from the date they activate their SIM online, provided they have followed all steps outlined in Section four (4).
6. **General Requirements:** Customers must also comply with the [Superdrug Mobile Terms and Conditions](#) in addition to these promotional terms.
7. The **Promotional Price** is valid for a maximum of six (6) consecutive months on the **Eligible Plan**, after which the standard monthly plan price of £20 will apply. To maintain the **Promotional Price** throughout this period, **Eligible Customers** must:



- a. either enables auto-renewal on their account or manually renew the **Eligible Plan** within 12 hours of the end of their monthly billing cycle; and
 - b. remains subscribed to the **Eligible Plan** continuously for the six-month promotional period.
8. This **Promotional Offer** is only available while Superdrug Mobile continues to offer the **Eligible Plan** in its current form. Superdrug Mobile reserves the right to withdraw or modify the **Eligible Plan** at its sole discretion.
9. **Change of Plan:** If you switch to another plan or experience a break in your subscription at any point (e.g. by failing to auto-renew or renew manually within 12 hours of your plan ending), you will no longer be eligible for the **Promotional Offer**. You will only receive the **Promotional Price** for the months prior to the break or change.
10. The **Promotional Price** applies only to the monthly cost of the **Eligible Plan** and excludes any other charges, including but not limited to: out-of-bundle usage, additional services, administrative fees, or reconnection charges.
11. This **Promotional Offer** cannot be combined with any other promotional offers or discounts.
12. We accept no responsibility for any promotional codes or discounts that are lost, corrupted, or delayed. To the fullest extent permitted by law, we (including our parent, subsidiary, and affiliated companies) accept no liability for losses, damages, or expenses arising from errors, interruptions, or delays related to this **Promotional Offer**.
13. **Governing Law:** These terms and conditions are governed by and construed in accordance with English law.
14. **Variations to These Terms:** Superdrug Mobile may withdraw, amend, extend, or otherwise vary these terms and conditions at any time. Any changes will be published on the Superdrug Mobile website.
15. **Definitions:** All capitalised terms not defined in these terms will have the meanings given to them in the [Superdrug Mobile Terms and Conditions](#).

