

TERMS AND CONDITIONS

For

Promotional Offer: Price Reduction on 30GB and Unlimited Plans

(Valid between 26th March 2025 – 20th May 2025)

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: During the Promotional Period, new customers can purchase a Superdrug Mobile SIM for £7 in-store, via Superdrug.com, or directly from Superdrugmobile.com and benefit from the new reduced prices of:

- 30GB data plan for £7 per month
- Unlimited data plan for £16 per month

Promotional Pricing Period: The promotional price will apply for 12 consecutive months from the date of SIM activation. After 12 months, the plan will automatically revert to the original price of:

- 30GB plan: £10 per month
- Unlimited plan: £20 per month

3. Dates: The Promotional Offer will run from 00:00 GMT on 26th March 2025 to 23:59 GMT on 20th May 2025 (the “Promotional Period”) but may be withdrawn or amended at any time and without notice (see Section 15 below regarding variations to these terms and conditions).

4. Eligibility: The Promotional Offer is only valid for new customers who purchase a SIM during the Promotional Period through one of the following channels:

- a. In-store at Superdrug locations
- b. Online at Superdrug.com
- c. Directly from Superdrugmobile.com



Exclusions:

- This offer is not valid for Superdrug staff members.
- Existing Superdrug Mobile customers are not eligible for this Promotional Offer.

5. How to Redeem the Promotional Offer:

- Purchase the SIM for £7 in-store, via Superdrug.com, or from Superdrugmobile.com.
- During the activation process at Superdrugmobile.com, customers must enter the relevant promo code at checkout to access the reduced prices:
 - **30GB Plan:** Promo Code: E41025
 - **Unlimited Plan:** Promo Code: E42025
- Upon entering the promo code:
 - If selecting the 30GB plan, no additional payment will be required, and the activation can be completed immediately.
 - If selecting the Unlimited plan, customers will be required to pay the balance of £9 (to cover the difference between £7 and £16) during the activation process.

6. Redemption Process:

- Customers must activate the SIM on Superdrugmobile.com within the Promotional Period to benefit from the reduced prices.
- Customers have until 23:59 GMT on 31 May 2025 to activate their SIM and take advantage of the promotional price
- Customers selecting the 30GB plan will complete their activation without any additional payment.
- Customers upgrading to the Unlimited plan will be prompted to pay the remaining balance of £9 during the activation journey.

7. Duration of Promotional Price:

- The promotional price for the selected plan will remain valid for 12 consecutive months from the date of activation.



b. After 12 months, the plan will revert to the original pricing of £10 per month for 30GB and £20 per month for Unlimited unless the customer changes or cancels their plan.

8. Compliance: Customers must comply with the Terms and Conditions for using Superdrug Mobile (<https://www.superdrugmobile.com/register/terms>) and follow the activation steps outlined on the website.

9. Plan Changes and Breaks in Subscription:

- a. Customers who change their plan or allow a break in subscription will no longer be eligible for the Promotional Offer.
- b. A break in subscription includes failure to auto-renew or manually renew the plan within 12 hours of the plan's end date.

10. Additional Charges: The Promotional Offer applies only to the monthly charge for the selected plan and does not cover any other charges (including without limitation charges for Out of Bundle Service, Additional Service, account administration fees, fees for Connection and re-connection, and any costs incurred in collecting outstanding payments from you).

11. Exclusions:

- a. This Promotional Offer cannot be combined with any other offers, discounts, or promotions.
- b. Superdrug staff members are excluded from participating in this Promotional Offer.
- c. Existing Superdrug Mobile customers are not eligible for this Promotional Offer.

12. Liability: We cannot accept responsibility for any promotional offers or discounts being lost, corrupted, or delayed in transmission. Under no circumstances will we (or our parent, subsidiaries, and affiliated companies) be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs, or expenses arising from or in any way connected with any errors, defects, interruptions, malfunctions, or delays in the Promotional Offer, and we exclude liability, to the fullest extent permitted by law, for any loss or damage caused to you arising out of this Promotional Offer.

13. Governing Law: These terms and conditions shall be governed by and construed in accordance with English law.

14. Variation to these terms: If we withdraw, amend, extend, or otherwise vary these terms, we will update them on our Superdrug Mobile website.

15. Definitions: All capitalised terms which are not defined herein will have the same meaning ascribed to them in the Terms and Conditions for using Superdrug Mobile, which can be found here: <https://www.superdrugmobile.com/register/terms>



Short Form T&Cs:

Promotion is available for purchase: 26th March 2025 – 20th May 2025. Open to new customers only purchasing a Superdrug Mobile SIM. SIM must be activated by 31st May 2025. Customers selecting the 30GB plan will have nothing to pay at activation, while customers selecting the Unlimited plan will pay the remaining £9 balance during activation. **Promo code required at checkout to access the offer:**

- **30GB Plan:** Promo Code: E41025
- **Unlimited Plan:** Promo Code: E42025

Promotional prices apply for 12 months after activation and will revert to the original plan prices after the 12-month period. Not valid for Superdrug staff or existing customers. Full T&Cs available at: <https://www.superdrugmobile.com/register/terms>. Promoter: Superdrug Stores plc, trading as Superdrug Mobile.

