

**TERMS AND CONDITIONS**  
**FOR**  
**SUPERDRUG MOBILE REFER-A-FRIEND PROMOTION**  
**(valid from 18 June 2025)**

1. **Promoter:** Superdrug Stores plc, trading as Superdrug Mobile, (company no. 00807043) registered at 51 Sydenham Road, Croydon, Surrey, CR0 2EU, United Kingdom.
2. **Promotional Offer:** Existing Superdrug Mobile customers can receive 20% off the standard price of a monthly SIM only plan with either 30GB or unlimited data (each an “**Eligible Plan**”) (the “**Promotional Offer**”) for three consecutive months by referring a friend to Superdrug Mobile. To qualify, the referred friend must purchase an Eligible Plan using the existing customer’s unique referral link, activate their SIM, and successfully renew their plan after the first month. Once these conditions are met, both the existing customer and the referred friend will receive 20% off their Eligible Plan for the next three consecutive months (the “**Promotional Price**”).
3. **Dates:** The Promotional Offer will start from 00:00 GMT 18 June 2025 (the “Promotion Period”), but may be withdrawn, amended or extended, at any time and without notice (see Section 11 below regarding variations to these terms and conditions).
4. **Eligibility:** An “**Existing Customer**” is defined as someone who has an active Superdrug Mobile plan and who complies with the [Superdrug Mobile Terms and Conditions](#). An **Existing Customer** may refer and invite their personal friends or family members who:
  - a. Are UK residents
  - b. Are aged 18 or over
  - c. Are not already Superdrug Mobile customers
- 4.1 Each referral will furthermore be referred to as a “**Friend**” to take out a Superdrug Mobile plan.
  - a. There are specific steps and terms that both the **Existing Customer** and the **Friend** must complete for a referral to qualify for a Reward. These steps are detailed in the sections below.



b. Any referrals that we believe (in our sole discretion) have been made fraudulently, in bad faith, or in a manner contrary to the spirit of this Promotion may be disqualified. Any associated Rewards may be withheld or withdrawn.

#### 5. How to Refer a Friend (Existing Customer):

a. Once you have activated your Superdrug Mobile plan, you may refer a Friend.

b. Log in to your account at <https://www.superdrugmobile.com/register/login> ('Website') and navigate on your dashboard to Generate a link or from the menu select '**Referrals**' and generate your link. From here you can generate a unique referral link ('**Referral Link**') to copy and share with your Friend.

c. Your Friend must use the **Referral Link** to order a Superdrug Mobile SIM or if already purchased a SIM from store can activate their SIM and complete the purchase journey by selecting a plan of their choice.

d. Each Referral Link is unique to one Friend only and can only be used once, you can generate as many codes as you want. If the **Referral Link** is not used or expires after 90 days, you will need to generate a new one by following the steps above again.

#### 6. How to Accept a Referral (Friend)

6.1 To accept a referral and unlock a reward for both you and the referring **Existing Customer**, you must complete **one of the following journeys** using the **Referral Link** provided:

6.2 **Journey A:** You need to purchase a SIM online

a. Click on the **Referral Link** sent to you by an **Existing Customer**. This link is valid for one-time use and must not be shared publicly.

b. You will be prompted to:

(i) Create a Superdrug account (if you're new), or

(ii) Log in and confirm your details (if you already have a Superdrug account).

c. Once logged in, click on 'Buy a SIM' and complete your purchase journey by selecting your preferred plan.

(i) Note: Your SIM will be delivered within 2–3 working days.





d. After receiving your SIM, follow the activation steps provided and select the plan you want. Once activation is complete, the reward will be applied (subject to all other conditions being met).

6.3 **Journey B:** You already have a SIM purchased in-store

a. Click on the **Referral Link** sent to you and sign in or create an account as per step (b) above.

b. Click on '**Activate SIM**' and enter your activation code found on the back of your SIM pouch.

c. Choose your plan and complete the activation process.

d. Once activation is complete, the reward will be applied (subject to all other conditions being met).

e. **Referral Links** must be used during the Promotion Period. Any activation or purchase completed outside of this period may not qualify for a reward.

f. Both you as the **Friend** and the referring **Existing Customer** must remain active Superdrug Mobile customers, with no cancellations, pauses, or plan lapses until at least the completion of your first monthly renewal following SIM activation. To avoid any interruptions, we recommend enabling auto-renew.

g. Successful completion of all applicable steps in either **Journey A** or **Journey B**, along with conditions outlined in 6.3e and 4f, will constitute a "**Qualifying Acceptance**".

h. The reward for both you as the **Friend** and the referring **Existing Customer** will be determined in accordance with Section 7 of these Terms and Conditions.

i. Once you have completed your referral journey (either A or B), met all other conditions, and remain an active customer, you will be considered an **Existing Customer** and may begin referring your own Friends.

j. If you (as the Friend) complete all the required steps and successfully renew your plan, but the referring **Existing Customer** is no longer an active Superdrug Mobile customer at the time of your first monthly renewal, the friend will still be entitled to their reward.



## 7. Reward:

a. Once a **Qualifying Referral** has been made by an **Existing Customer** and their **Friend** has completed a **Qualifying Acceptance**, both the **Existing Customer** and the **Friend** will each be eligible to receive a Reward.

b. The Reward offered by Superdrug Mobile, as well as the criteria for **Qualifying Referral** and **Qualifying Acceptance**, and the terms of this Promotion, may be amended, updated, or changed at Superdrug Mobile's sole discretion without prior notice. There is no guarantee that the Reward offered will remain the same or of similar value in future promotions. The Reward applicable will be the one available on the Friend's **Qualifying Acceptance Date**.

c. The Reward is as follows:

Both the **Existing Customer** (referrer) and the **Friend** (referred) will receive 20% off the monthly cost of their Superdrug Mobile plan for 3 consecutive months, starting from the Friend's second monthly renewal following SIM activation.

d. Worked Example:

**On 1 July 2025**, Susan signs up for and activates a 1-month 30GB Superdrug Mobile Plan costing £10 per month, becoming an '**Existing Customer**' after activation.

**On 15 July 2025**, Susan generates a unique **Referral Link** from her dashboard to share with her **Friend** Darren.

**On 20 July 2025**, Darren receives Susan's **Referral Link** and uses it to buy, order and sign up for a Unlimited Superdrug Mobile Plan costing £20.

**On 23 July 2025**, Darren receives his SIM and follows the step to activate his SIM on the same day. Darren remains active through his first monthly renewal on 24 August 2025, completing a **Qualifying Acceptance**.

Because Darren completed the **Qualifying Acceptance**, both Darren and Susan become eligible for the Reward.

Important: The 3-month 20% discount period for both Susan and Darren starts from the next renewal date following Darren's first renewal date.

- Darren's discount starts on 23 September 2025, reducing his monthly bill from £20 to £16 for 3 months (23 September to 22 December 2025).
- Susan's discount starts on 30 September 2025 (her next renewal after Darren's renewal), who is on the 30GB plan reducing her monthly bill from £10 to £8 for 3 months (30 September to 29 December 2025).



- The discounts are applied automatically to each account starting from their respective discount start dates.

After 23 July 2025, Darren is also considered an **Existing Customer** and may refer other friends under the same Terms and Conditions.

## 8. Referral Activity Dashboard:

a. **Existing Customer** can access a dedicated Refer-A-Friend (**RAF**) dashboard through their online account at <https://www.superdrugmobile.com/register/login> by selecting 'Referrals' from the menu bar.

b. The **RAF** dashboard provides real-time tracking of your referral activity, including:

- The total number of Pending Rewards – The number of your referral rewards that are pending (awaiting the first renewal). Once the first renewal is met these rewards will become earned rewards.
- The total number of Earned rewards – These are rewards you have earned either by referring or being referred. These rewards will be applied to your account either on your next renewal or when your current promotion has ended.
- The total number of Redeemed rewards – The number of rewards you have already used.

c. This dashboard enables you to monitor your progress in the Promotion and manage your referrals effectively.

d. Reward eligibility and status updates will be reflected on the RAF dashboard as soon as they are confirmed.

e. If you have any questions about the information displayed on your RAF dashboard, please contact Superdrug Mobile customer support for assistance.

## 9. Promotional Stacking:

a. If an Existing Customer or a Friend is already receiving a promotional discount or offer on their Superdrug Mobile plan (such as a new customer promotion or exclusive bundle) and subsequently qualifies for a Reward under this Refer-a-Friend Promotion, the two promotions will be stacked.

b. In such cases, the Reward (e.g. 20% off for 3 months) will be applied in addition to any existing promotion, but only if the Refer-a-Friend Reward results in a greater discount than the current promotion.



c. Where both promotions are eligible and the Refer-a-Friend Reward offers a higher value; it will be applied for the 3-month reward period. After this period, the original promotion (if still valid) will automatically resume for the remainder of its term, if applicable.

d. Superdrug Mobile reserves the right to determine promotional stacking eligibility and priority at its sole discretion. All promotional stacking is subject to system compatibility and availability at the time of renewal.

10. **Privacy:** To administer and facilitate the Promotion and fulfil any Rewards, we will process your personal information internally. By participating in this Promotion, you consent to the use and sharing of your personal data for these purposes in accordance with our Privacy Policy. If you withdraw your consent by contacting us at [DPA@SuperdrugMobile.co.uk](mailto:DPA@SuperdrugMobile.co.uk), you understand that you will forfeit your eligibility to receive the Reward.

11. **Governing law:** These Terms and Conditions shall be governed by and construed in accordance with English law, except where you reside in Scotland, in which case Scottish law applies as required by law. Any legal action relating to these Terms must be brought in a UK court.

12. **Variation to these terms:** We reserve the right to amend, withdraw, or otherwise vary these Terms at any time. Any such changes will be updated on our website. If the Promotion is withdrawn entirely, any Rewards due for Qualifying Acceptances made prior to withdrawal will still be honoured.

