

PROMOTION NOTICE – Black Friday 2019

Products in the Promotion	Start Date	End Date	Claim Method
List Below	25 November 2019	08 December 2019	Dealer PromoPlace

The Offer:

Discounts when selling to end Users for Black Friday. The discount should be applied to the end-user by participating Sony Dealers direct on invoice when at the moment of sale. Then Dealer will claim credit note back to Sony via [PromoPlace](#)

- Important: participation on [PromoPlace](#) must be done by 31 January 2020

Model	Discount for End-User Purchasing between 25 November and 08 December
HXR-NX5R	400
PXW-X70/4K	300
PXW-Z190	400
PXW-FS5	300
PXW-FS5M2	300
PXW-FS5M2K	300
PXW-FS7	1500
PMW-300K1	1000

Exchange Rates effective from 01/10/2019 to 31/12/2019 and subject to change without notice:

EUR	CHF	DKK	GBP	NOK	PLN	SEK	TRY
300	330	2245	241	2853	1296	2796	900
400	440	2994	321	3804	1728	3728	1200
1000	1099	7485	802	9509	4320	9319	3000
1500	1648	11227	1203	14263	6480	13979	4500

Terms and Conditions Sony to Dealer

- Sony Europe B.V. ("Sony") are providing a promotion to Authorised Sony Professional Solutions Specialists – SPSS and Sony Professional Video Specialist – SPVS ("Dealers") whereby Dealers will receive an account credit via a credit note on the sale of any of the products shown on the table above on the condition that Dealers run a promotion direct to end customers ("Eligible End-Users"), who purchase Sony Products whereby Eligible End-Users will receive a minimum discount off of the Dealer's standard published price for the Sony Products of the amount of the account credit Sony pays to the Dealer.
- All Dealers will receive the credit note in the same currency they have bought the product from Sony (Dealers standard trade currency with Sony). The amounts paid in each currency are shown in table above
- The Dealer must submit their claim via the "PromoPlace", which is the online platform hosted by Customs Solutions on behalf of Sony. Customs Solutions will request Sony Sales office to issue the credit note on the approved claims. The Dealer will be able to follow up the status of their claim on the "PromoPlace" online platform.
- The end customer promotion operated by the Dealer must state that in order to qualify for the Dealer's discount the end-customer must be a state recognised public or private university/colleges/schools providing full-time study.
- This promotion is only available to Sony Professional Solutions Specialists in the EEA, Albania, Bosnia and Herzegovina, Macedonia, Serbia, Montenegro, Moldova, Kosovo, Switzerland, Israel and Turkey.
- The promotion is limited to above models only and is subject to availability.
- Dealer demo products, auction products, grade A and grade B products are excluded from this promotion and will not be

accepted as a valid claim.

8. Dealers must submit a claim to within 15 days of the invoice date between Dealer and Eligible End User.
9. This promotion must not be used in conjunction with any other Sony promotion unless specified.
10. This promotion must not be used on products linked to strategic price support (SMDR).
11. No other credit or cash alternative available.
12. Sony reserves the right to withhold the issue of the credit note where it is suspected that a false or fraudulent claim is being made, or where a claim has been made which does not comply with these terms.
13. Sony reserves the right to change the terms of the Promotion, or to terminate the Promotion at any time and without prior notice.
14. By registering your claim you agree that you have read these terms and conditions and agree to be bound by them.
15. These terms and conditions shall be governed by and construed in accordance with the laws of England. Any dispute arising under these terms and conditions shall be subject to the exclusive jurisdiction of the English courts
16. The promoter of this promotion is Sony Europe B.V. Business Register Hoofddorp (Netherlands) No. 71682147 whose central office is at The Heights, Brooklands, Weybridge, Surrey, KT13 0XW, United Kingdom the promotion will be administered on Sony's behalf by Qwamplify Activation Ltd (a company registered in France under company number 832 225 122) who will pay the cashback amount to the claimant on Sony's behalf.