

Our Ref: TRACKIT 55396  
Contact Officer: Susan Philp  
Contact Number: 02 6243 1351



**Australian  
Competition &  
Consumer  
Commission**

1 August 2014

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Dear Ms Downes

### **Third line forcing notification N97606 lodged by Samsung Electronics Australia**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 July 2014. The notification has been placed on the ACCC's public register.

Under the notification Samsung proposes to offer a Bonus Gift for no or minimal charge to consumers and third party resellers on condition that such persons or entities acquire the Participating Product(s) from a participating third party reseller or participating third party distributor.

Legal protection conferred by the notification will commence on 18 August 2014.

On the basis of the information that you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Samsung and any other relevant party will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Susan Philp on 02 6243 1351.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick  
General Manager  
Adjudication Branch