

**FUJIFILM**  
X | GFX

OFFER ENDS 30 APRIL

# €500

## TRADE-IN BONUS

WHEN YOU BUY THE NEW GFX100S AND TRADE  
IN ANY WORKING FULL-FRAME OR MEDIUM  
FORMAT DIGITAL CAMERA



[FUJIFILM-CONNECT.COM/PROMOTIONS](https://www.fujifilm-connect.com/promotions)

The GFX100S and GF50mmF3.5 lens shown are sold separately.  
See in-store or online for details. Terms and conditions apply



# €500 TRADE-IN BONUS

WHEN YOU BUY THE NEW GFX100S AND TRADE IN ANY WORKING FULL-FRAME OR MEDIUM FORMAT DIGITAL CAMERA

HASSELBLAD		NIKON	
HASSELBLAD A5D-50C		NIKON D3	NIKON D800
HASSELBLAD A5D-80		NIKON D3S	NIKON D800E
HASSELBLAD H4D-31		NIKON D3X	NIKON D810
HASSELBLAD H4D-40		NIKON D4	NIKON D850
HASSELBLAD H4D-60		NIKON D4S	NIKON D810A
HASSELBLAD H5D-200C		NIKON DF	NIKON Z5
HASSELBLAD H5D-50C		NIKON D600	NIKON Z6
HASSELBLAD H5X		NIKON D610	NIKON Z6 II
HASSELBLAD H6D-100C		NIKON D700	NIKON Z7
HASSELBLAD H6D-50C		NIKON D750	NIKON Z7 II
HASSELBLAD X1D-50C			
HASSELBLAD X1D II 50C			
HASSELBLAD CFV II 50C			
LUMIX			
	LUMIX S1		LUMIX S1H
	LUMIX S1R		LUMIX S5
SONY			
SONY A7	SONY A7R III	SONY A9 II	
SONY A7 II	SONY A7R IV	SONY A99	
SONY A7 III	SONY A7S	SONY A99 II	
SONY A7C	SONY A7S II	SONY A850	
SONY A7R	SONY A7S III	SONY A900	
SONY A7R II	SONY A9		

To claim your trade-in bonus, simply fill out the details over the page.

The bonus will be paid directly into your bank account after the claim has been validated by FUJIFILM UK. Once validated, the bonus will be paid within 14 days.

CANON	PHASE ONE
CANON EOS-1D C	PHASE ONE XF 100MP
CANON EOS-1D MKII	PHASE ONE 645DF+
CANON EOS-1D MKII N	PHASE ONE IQ1 100MP
CANON EOS-1D MKIII	PHASE ONE IQ140
CANON EOS-1D MKIV	PHASE ONE IQ150
CANON EOS-1D X	PHASE ONE IQ160
CANON EOS-1D X MKII	PHASE ONE IQ180
CANON EOS-1D X MKIII	PHASE ONE IQ250
CANON EOS-1DS	PHASE ONE IQ260
CANON EOS-1DS MKII	PHASE ONE IQ280
CANON EOS-1DS MKIII	PHASE ONE IQ3 50MP
CANON EOS 5D	PHASE ONE IQ3 60MP
CANON EOS 5D MKII	PHASE ONE IQ3 80MP
CANON EOS 5D MKIII	PHASE ONE P20+
CANON EOS 5D MKIV	PHASE ONE P21+
CANON EOS 5DS	PHASE ONE P25+
CANON EOS 5DS R	PHASE ONE P30+
CANON EOS 6D	PHASE ONE P40+
CANON EOS R	PHASE ONE P45+
CANON EOS RP	PHASE ONE P65+
CANON EOS R5	
CANON EOS R6	
LEICA	MAMIYA
LEICA S	MAMIYA 645DF
LEICA M	MAMIYA LEAF CREDO 40
LEICA M-P (TYP 240)	MAMIYA LEAF CREDO 50
LEICA SL (TYP 601)	MAMIYA LEAF CREDO 60
	MAMIYA LEAF CREDO 80
	MAMIYA ZD
FUJIFILM	PENTAX
FUJIFILM GFX 50S	PENTAX 645Z
FUJIFILM GFX 50R	PENTAX 645D
FUJIFILM GFX100	PENTAX K-1

## YOUR DETAILS

NAME

ADDRESS

EMAIL ADDRESS

## CAMERA DETAILS

CAMERA MODEL TRADED IN

SERIAL NUMBER TRADED IN

Every attempt has been made to ensure this list is comprehensive. If you feel you have an eligible camera that is not listed, please add the model name here:



CAMERA MODEL PURCHASED

SERIAL NUMBER PURCHASED

## TRADE-IN BONUS APPLIES TO PURCHASES FROM 4 MARCH 2021 TO 30 APRIL 2021

Customers who purchase a NEW GFX100S ("Qualifying Products") between 4 March 2021 and 30 April 2021 ("Promotional Period") and Trade In an applicable camera ("Qualifying Trade-In Products") will be eligible to claim a Trade-In Bonus Cashback.

Second-hand or refurbished FUJIFILM products are excluded from this promotion. The Cashback amount will vary by Qualifying Products purchased. The Qualifying Products, cashback amounts and Promotional Periods are detailed on the Qualifying Products page.

### FUJIFILM TRADE-IN BONUS CASHBACK PROMOTION

1. Purchases must be made from a Qualifying Retailer as detailed on the 'Qualifying Retailers' page on [fujifilm-connect.com/promotions](https://fujifilm-connect.com/promotions). Your Trade-In Product must be handed to the retailer at the point of purchase of your new product. Please ensure that the retailer provides you with the FUJIFILM Trade-In Bonus leaflet detailing your Trade-In Product information. Online claims submitted without this leaflet will be rejected.
2. Only consumers who are at least 18 years of age, who live in the European Economic Area (or the UK) and have purchased a Qualifying Product online or in-store from a Qualifying Retailer in the United Kingdom are eligible to participate in this promotion. For a list of Qualifying Retailers in the UK, or to make a claim, please visit [fujifilm-connect.com/promotions](https://fujifilm-connect.com/promotions). Other claims will be rejected. For purchases made in other countries, please visit the relevant country page (different conditions may apply). Only genuine qualifying NEW FUJIFILM cameras and lenses detailed on the 'More Info' page are eligible for this promotion.
3. Claims for purchases made during the Promotional Period can be submitted immediately after the Qualifying Product has been purchased and must be submitted no later than 31 May 2021. A valid purchase invoice or receipt showing the Trade-In is necessary to make a claim. An order confirmation is not a valid proof of purchase. Claims received outside of this period will be rejected.
4. The Claim Form can be found on the promotions tab within [fujifilm-connect.com](https://fujifilm-connect.com) website ("Claim Now").
5. Fake, altered or doctored invoices or receipts will be rejected and the related claims treated as Fraudulent Claims.
6. A maximum of two Trade-In Bonus Cashback claims per person can be accepted during the Promotional Period. Please note that only one trade-in camera will count towards one trade-in bonus claim.
7. The Value of the Trade-In Bonus is £500/€500 for the GFX100S. FUJIFILM has no influence over the valuation you receive for your camera.
8. The Qualifying Trade-In Products are detailed on the Qualifying Trade-In page on [fujifilm-connect.com/promotions](https://fujifilm-connect.com/promotions).

### GENERAL

9. Retailers must not submit claims on behalf of their customers. Any claims submitted by retailers will be rejected.
10. A claim cannot be made if the Qualifying Product is returned to the Qualifying Retailer for a refund or an exchange. If a claim is made for a Qualifying Product that is returned or exchanged, the claim will be rejected, and it will be regarded as a Fraudulent Claim.
11. Claimants must submit the serial number of the Qualifying Product on the Claim Form. The serial number can be found on the box or on the Qualifying Product. The claimant must type in the serial number in the relevant box and also upload a photograph of the same serial number. If a claim is made for a Qualifying Product using a serial number that has been used for a claim under a previous promotion or a previous claim under this promotion or that has been deliberately falsified, the claim will be rejected, and it will be regarded as a Fraudulent Claim.
12. The serial number may be validated against existing records. This includes checking:
  - Shipment records to ensure that the Qualifying Product has been shipped to the relevant Qualifying Retailer;

- Previous claims records to ensure that the serial number on the Claim Form has not been used before for a claim under a previous promotion or a previous claim under this promotion;
  - The serial number with the Qualifying Retailers to ensure that the Qualifying Product has not been refunded or exchanged; and
  - That the serial number follows a certain data logic in the data entry field.
13. FUJIFILM Electronic Imaging Europe GmbH ("FUJIFILM") reserves the right to take legal action against any claimant who deliberately makes a Fraudulent Claim. In all investigations, FUJIFILM will remain fully compliant with all relevant data protection laws including the General Data Protection Regulation (GDPR).
  14. In order to submit a claim, a claimant must submit their personal details, bank details and purchase information online. Proof of purchase must be in the form of an invoice or receipt clearly showing the purchase date, Qualifying Retailer and Qualifying Product(s) purchased. FUJIFILM reserves the right to request the original proof of purchase. If this is requested to be sent via post, it will be returned to the claimant.
  15. A confirmation email will be sent to the claimant upon receipt of an online claim submission.
  16. We aim to validate the claim within a maximum of 14 days and then make the payment within another 14 days (maximum 28 days). However, if there is any reason to check the claim (missing information, unreadable receipt, duplicated serial number etc), then the validation window may need to be extended. Once these claims have been validated, we aim to make payment within 14 days.
  17. A claimant will be notified when an incomplete claim is submitted or an illegible proof of purchase received. Notification of omissions will be sent via email. Claimants will be given the opportunity to supply further information to rectify any errors within 14 calendar days of receipt of the email. Failure to respond within 14 calendar days of receipt of the email will result in the claim being rejected.
  18. FUJIFILM will not be held responsible if emails are blocked or sent to "junk" mail folders. Claimants must ensure that they check their "junk" mail folder regularly to ensure that they do not miss claim status update emails. If a claim is refused because the Terms and Conditions of the offer have not been met, FUJIFILM's decision is final. FUJIFILM reserves the right to withdraw, amend or terminate the promotion without notice.
  19. Hardware, technical, software, server, website, loss or other failures outside our control that prevent the customer participating in the promotion are not the responsibility of FUJIFILM.
  20. FUJIFILM reserves the right to void this promotion at any time and change the Terms and Conditions without incurring any liability.
  21. Email address for correspondence is [fujifilm@promotion-support.com](mailto:fujifilm@promotion-support.com); a claimant should provide their unique Claim ID supplied during the claim process with any correspondence. Further details can be found on the Support page.
  22. By participating in the promotion, each claimant agrees that any personal data provided may be held by FUJIFILM or its agents for the purpose set out in the FUJIFILM Electronic Imaging Europe GmbH privacy policy available at [fujifilm-connect.com](https://fujifilm-connect.com).
  23. The terms of the promotion shall be interpreted and applied on the basis of local laws.
  24. The promoter in respect of this promotion and the data controller in respect of any personal data submitted by any customer in connection with this promotion is FUJIFILM Electronic Imaging Europe GmbH of Fujistrasse 1, 47533 Kleve, Germany. Please do not send any applications to this address.
  25. The administration of the promotion (other than validation of the claim) is carried out on behalf of FUJIFILM by Benamic Unlimited Company of IDA Business & Technology Park, Ring Road, Kilkenny, Ireland ("Benamic"), which acts as FUJIFILM's data processor in respect of any personal data submitted by any customer in connection with this promotion.
  26. FUJIFILM uses the personal data to validate claims and Benamic uses the personal data to otherwise administer the claim and arrange the cashback payment.