

Proof of Impact // Company LetterDate: **7th May 2026**

We are writing to confirm the results of the campaign **“The Supersized VAR screen”** developed in partnership with **brinkertlück creatives switzerland** which ran **on the 9th of November 2025 (live event)**.

The campaign delivered the following verified business and brand outcomes:

1	Claim: 50 million accumulated views on all channels	Source: Jogos dos Famosos (Organizer of the legend match Brazil – Switzerland)	Type of proof: External after match analytics report
2	Claim: 78% rise in sales for Samsung big screen TV.	Source: Samsung	Type of proof: Internal measurement after the Black Friday sales period
3	Claim: Sales record for big screen TVs during Black Friday	Source: Samsung	Type of proof: Internal measurement after the Black Friday sales period
4	Claim: 3min appearance for the brand within a live game worth 4,2 million CHF	Source: analytics conducted by brinkertlueck	Type of proof: According to comparisons with regular paid media budgets (based on 3min live airing and a reach of 50 Mio people)
5	Claim: 200 streamers and influencers on site	Source: Jogos dos Famosos	Type of proof: The organiser of the event, jogos dos famosos, invited all influencers to the match. Streams of the match took place all over the world. The most famous Swiss one was even integrated into the Swiss Legends team (“Modern Goalkeeping”, Michael Bolvin)

6	Claim: 5 official channels streamed the match	Source: Samsung Switzerland	Type of proof: SRF Swiss National Broadcast Blick Live (official media partner ship) Radio Powerup (official partner for an inclusive broadcast) Tele Züri (local TV station) Jogos dos Famosos Live (own broadcasting service of the organiser)
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All results are based on internal sales data, brand tracking study, Google Analytics, Social Views, and have been verified internally by **Samsung Switzerland**.

We confirm that these results are accurate and attributable to the campaign during the stated period.

If further clarification is required, please do not hesitate to contact us.

Kind regards,

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Samsung Electronics Switzerland

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