

LUMIX S Series £300 Trade-In Promotion

Spend £2000 on Lumix Full Frame S Series Cameras or Lenses from Panasonic Direct and get an additional £300 when you sell camera kit to MPB

Terms and Conditions

Promotion Period: 00:01 on 10th December 2025 - 23:59 on 26th February 2026
Claim Deadline: 23:59 on 12th March 2026

PROMOTION TERMS AND CONDITIONS

1. The Additional £300 Trade-In Promotion (hereafter referred to as the “Promotion”) is promoted by Panasonic UK, a branch of Panasonic Marketing Europe GmbH, whose registered address is Panasonic, Maxis 2, Western Road, Bracknell, Berkshire RG12 1RT, UK (the “Promoter”).
2. This Promotion is run in collaboration with MPB Europe Ltd, a company registered in England and Wales with Company number 06510353 and registered address at 64 Ship Street, Brighton, East Sussex, BN1 1AE (“MPB”).

ELIGIBILITY

3. The Promotion is applicable to residents of the UK (excluding Northern Ireland), aged 18 years or over, excluding employees and their immediate families (defined as parents, siblings, children and spouse regardless of where they live) of the Promoter or MPB, its affiliated companies, their agents or anyone professionally connected with the Promotion.
4. In order to qualify for the Promotion, participants must:
 - a. purchase new LUMIX camera equipment, of £2000 or higher from the Panasonic Direct e-shop, [Panasonic Direct](#), UK during the Promotion Period (“Qualifying Purchase”); and
 - b. Sell camera equipment to MPB with a minimum sell value of £300
5. Claims relating to products purchased before or after this Promotion Period will be deemed invalid.

CLAIM PROCESS

6. Where participants are eligible, following a Qualifying Purchase, Panasonic will provide the participant with a unique promotion code (“Unique Code”) to use on the [MPB platform](#) (“MPB Platform”) via email within 7 days of the Qualifying Purchase.
7. To apply their additional £300 promotional payment (“Boost”), participants must generate an MPB quote from the [sell-or-trade page](#) of the [MPB Platform](#) and then click 'Do you have a Promo Code', enter their Unique Code and book MPB's free collection. Codes must be entered at the time of booking and cannot be added later.

8. MPB may adjust the MPB quote if equipment received differs from the descriptions supplied in the quote (for example, lower condition rating or missing accessories). Please see [MPB's General Terms & Conditions](#) for more information on condition ratings and selling to MPB. After MPB's inspection of the equipment, the final MPB quote value must be £300 or more to receive the Boost.
9. If the final MPB quote value is adjusted below £300, the Boost will not apply. Participants may choose to have their kit returned. If you still wish to claim the Boost on a subsequent transaction before the Claim Deadline, please contact MPB Customer Support at sales@mpb.com to request a replacement code (subject to verification of your Qualifying Purchase). Any replacement code will be single-use, linked to the original Qualifying Purchase, and must be redeemed by the Claim Deadline. MPB may refuse or withdraw a replacement code where misuse is suspected.
10. Each Unique Code may only be used once and is valid up until the Claim Deadline. Any claims made after the Claims Deadline will be invalid.
11. All equipment sold to MPB must be genuine products. Products imported from outside the EEA or products which are counterfeit or infringe the intellectual property rights of the Panasonic group of Companies, or any other company or group of companies in any way will not qualify for this Promotion.
12. The Promoter will not be held responsible or liable for any technical, hardware, software, server, website or other failures or damage of any kind, to the extent that this prevents the participant from or otherwise obstructs the participant to enter in the Promotion. Claims made by telephone or email will not be accepted.

PRIVACY & DATA PROTECTION

13. The Promoter has a legitimate interest in collecting personal data for the purposes of this Promotion. All personal data collected will be processed in accordance with relevant and applicable data protection legislation and regulations (including the European Data Protection Regulation). We also work with third parties such as MPB. We may be required to provide your personal data to them for administration and processing purposes. Your personal data will be handled in accordance with [Panasonic's Privacy Policy](#) and [MPB's Privacy Policy](#).

GENERAL CONDITIONS

14. Claims are not valid in respect of products which are returned and the participant exchanges the product or receives a refund, in which case the Promoter will be entitled to claim back any uplift paid.
15. The Promoter reserves the right to verify the eligibility of all claims to protect itself against fraudulent, invalid or repetitive claims. Claims that do not meet these terms and conditions will be invalidated and the Promoter reserves the right to disqualify the participant making such a claim from this and other promotional activities.
16. The Boost offered under this Promotion is non-exchangeable, non-transferable, and there is no credit or product alternative available.

17. The Promoter reserves the right to amend these terms and conditions at any time and to amend or withdraw this promotion at any time.
18. Only one Unique Code may be used on [the MPB Platform](#) per Qualifying Purchase and cannot be used in conjunction with any other offer.
19. This Promotion may be claimed alongside the LUMIX Extended Warranty Promotion.
20. By using the Unique Code on [the MPB Platform](#), participants will be deemed to have read and accepted these terms and conditions.
21. Additional [Terms and Conditions](#) from MPB may apply, and participants should check the position before participation.
22. These terms and conditions are governed by English Law.