



Q1'23 AMD Ryzen™ 5000 Series COH3 Game Bundle

Company of Heroes™ 3

AMD 
together we advance_

Q1'23 Ryzen 5000 Series Game Bundle

Channel: Component and SI

DATES:

- Promotion: Jan 10 – April 1, 2023
- Redemption Deadline: May 6, 2023

TOOLKIT:

- Digital Banners: Social, Static, Site skin
- Print: Poster, Monitor Topper, Table Tent
- Landing page
- Email

REGIONAL AVAILABILITY:

APJ; EMEA; INDIA; LATAM; NA; TW/HK
Excluding China, Cuba, Belarus, North Korea, Russia, Syria, Sudan and Iran.

PARTNERS:

APP Etail/ retail component + SIs

DATES:

- EN Asset Release: DEC 5
- Localized Release: DEC 5

MESSAGE:

Get Company of Heroes™ 3 when you buy select AMD Ryzen™ 5000 Series processors*

AMD CODE PROCESS:


- Redeem (1) AMD Ryzen Code and pass product verification at www.amdrewards.com.
- AMD Rewards Redemption process assigns correct promotion per product purchased.
- Select game offer and receive SEGA Key
- Redeem SEGA Key on COH3 Community account for game.

[ASSET LINK](#)
(filter for desired language)

The advertisement features a central image of four soldiers in a desert environment, with the title 'COMPANY OF HEROES 3' overlaid. The AMD Ryzen 5000 Series logo is in the top right, and the SEGA logo is in the bottom right. Below the image, the text reads: 'GET COMPANY OF HEROES™ 3 WHEN YOU BUY SELECT AMD RYZEN™ 5000 SERIES PROCESSORS*'. The website www.amd.com/COH3 is listed. An image of an AMD Ryzen 5000 Series processor box is shown in the bottom right corner.

*ASSETS NOT APPROVED FOR USE IN CHINA OR RUSSIA

CAMPAIGN: PROGRAM OVERVIEW

Ryzen 5000 Series Bundle Program: ROW	
Component (PIB) + SI Launch Jan 10 – April 1	
AMD RYZEN PRODUCTS	Company of Heroes™ 3 Feb 23, 2023
AMD Ryzen™ 9 5950X AMD Ryzen™ 9 5900X AMD Ryzen™ 7 5800X3D AMD Ryzen™ 7 5800X AMD Ryzen™ 7 5700X AMD Ryzen™ 5 5600X AMD Ryzen™ 5 5600 AMD Ryzen™ 5 5500	

AMD Rewards – TOKEN REDEMPTION PROCESS

Customer Purchase Journey

1 Receive AMD Coupon Code

Purchase an eligible AMD Ryzen™ processor to receive an AMD RYZEN TOKEN CODE from participating retailer or e-tailer.

2 Install AMD Product

Make sure the eligible product is installed into the computer from which the redemption is being made.

3 Login to AMDRewards.com

Login or set up your www.AMDRewards.com profile.

4 Enter in AMD Coupon Code

Enter the AMD Token Code(s). Token Code is required to verify installation of the qualifying product with the Product Verification Tool (PVT). The PVT will prompt you to download a file onto your computer. Accepting all terms of the PVT will allow it to run and verify the product.

5 Confirm your Game Reward

Select the Game(s) you wish to redeem by adding to your cart and confirm your selections.

6 Activate your Game Reward

Activate your Game(s) by following the onscreen instructions. You may need to click on the Activation link. You may need to sign up for an account.

If customers have any redemption issues, they can submit a support ticket at www.amdrewards.com/support for assistance.

Note: Games may not be available to activate until game is released, which is determined by the game publisher.

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