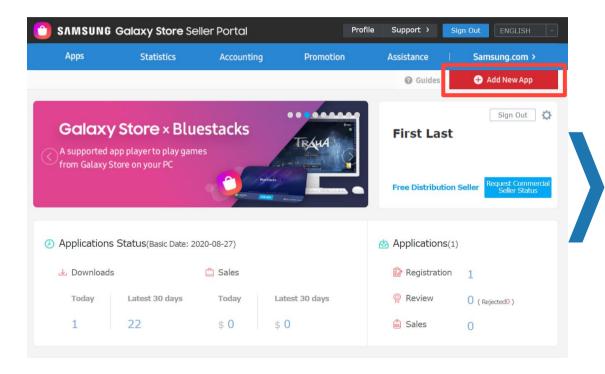
Add New App - Process Overview



Add New App - Free & Paid

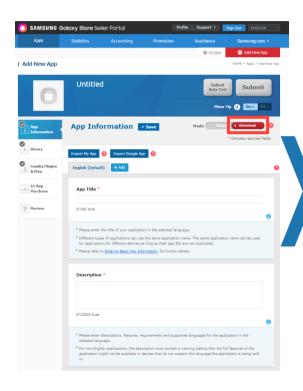




NOTES

- 1. Only Theme approved partners will have this option enabled.
- Please send email if it is not enabled.
 - support@samsungdevelopers.com (US & Canada)
 - <u>Theme.ptn@Samsung.com</u> (Global)

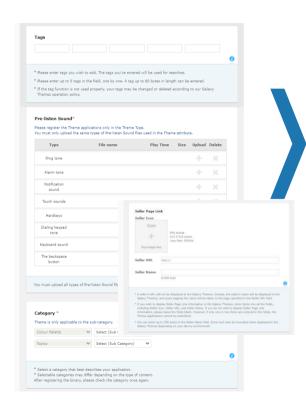
Add New App - App Information: App Title, Description



- 1. Choose "Advanced" mode This includes important information and options for users and exposure in the Galaxy Store
- 2. If selling application to more than one country/region, select English as Default Language. Please note that this is one of evaluation categories
 - Application names and descriptions must be provided in Chinese to sell applications in Chinese app stores
- App Title (Required) This is the name of the app shown to users in the Galaxy Store
 - When users search, the name of the app entered is the most important information for the search result exposure. Therefore, please be mindful of word spacing/typos, etc.
- Description (Required) This is the description of the app provided for users in the Galaxy Store
 - Enter an app description that will deliver to users, including an introduction about the app, characteristics, strengths, etc. This is the information that users check to decide whether to purchase/download the app

Refer to Webpage for Further Details	
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201010000&localeLanguage=en
Registering Specialized Content (Watch, Themes)	https://seller.samsungapps.com/guidePopup.as?numcid=0201050000&localeLanguage=en

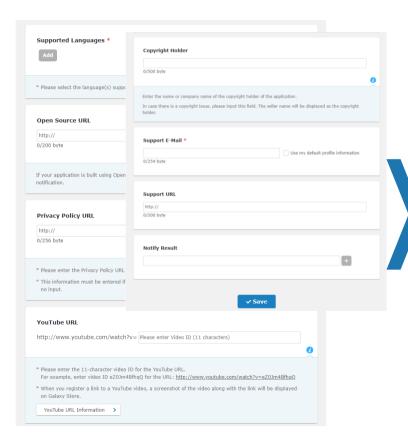
Add New App - App Information: Tags, Pre-listen Sound, Category , Seller Page Link



- Tags (Optional) used for searching the Galaxy Theme Store. For effective promotion, select highly relevant tags that can well represent the characteristics of the content
- 2. Pre-listen Sound (Required)
 - Sound files must be provided for themes with sound elements on it. There are 8 types of sound files that can be uploaded and registered
 - Click the [+] or [X] buttons to upload or delete the sound file respectively.
 - MP3 or OGG file format
- 3. Category (Required)
 - Select the category that best suits your content
 - The name of the category that is actually displayed may differ by country/region
 - If a category that is not suitable for app selected, the category can be adjusted discretionarily
 - Selectable categories may differ depending on the type of content. After registering the binary, please check the category once again
- Seller Page Link (Optional) Link users to company brand page

Refer to Webpage for Further Details		
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid=020101 0000&localeLanguage=en	
Registering Specialized Content (Watch, Themes)	https://seller.samsungapps.com/guidePopup.as?numcid=02010 50000&localeLanguage=en	

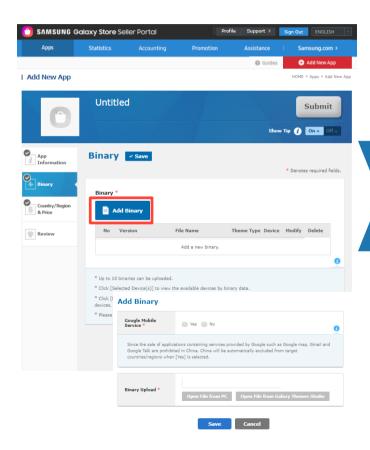
Add New App - App Information: Supported Languages, Open Source URL, & More



- Privacy Policy URL (Required) required if the app falls into the "Kids" category
- YouTube Video (Optional) this will be the first image on the detail page of the app. Rejected if it contains materials unrelated to your application or contains harmful information in violation of Seller Portal's App Review Policy
- 3. Customer support email (Required) Enter the email address to which users can send inquiries and suggestions about your app
- 4. Customer support URL (Optional) Enter the website address of app or company
- 5. Make sure to save before clicking to next tab

Refer to Webpage for Further Details	
Entering Basic Information	https://seller.samsungapps.com/guidePopup.as?numcid= 0201010000&localeLanguage=en
App Review Policy	https://seller.samsungapps.com/guidePopup.as?numcid= 02020200000&localeLanguage=en

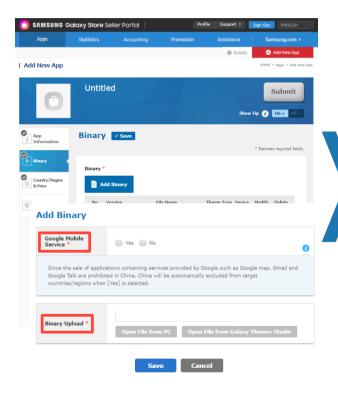
Add New App - Binary



- 1. There are three features when "Add Binary" button is clicked:
 - Google Mobile Service
 - Binary upload
- Special characters, except for underscore (_) and hyphen (-), and spaces are not allowed
- A binary file cannot be registered if it has the same package name of a binary file that was registered by any OTHER Seller Portal Commercial Seller, even after the file was deleted
- 4. After uploading the binary files, click the "Save" button and check the binary details

	Refer to Webpage for Further Details
App Binary	https://seller.samsungapps.com/guidePopup.as?numcid=020
Registration	1020000&localeLanguage=en&viewmore=0201020101

Add New App - Binary: Google Mobile Service, Binary Upload



1. Google Mobile Services (Required)

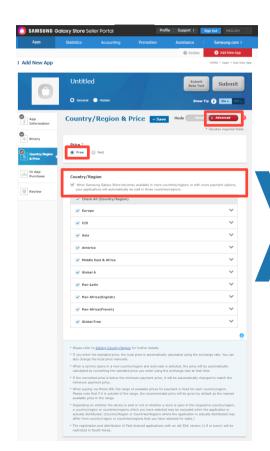
 Please indicate whether the app registering uses services provided by Google (Google map, Gmail, etc.). The app cannot be sold in China if GMS is included

Binary Upload (Required)

- Version Code The version that your theme uses is shown as the Version Code and it is automatically detected from the AndroidManifest.xml file. The Version Code must be in integers. In addition, the version of the theme that was deleted or removed from sales during registration or certification can be used again
- Package Name (App ID) The Package Name or also known as App ID belonging to a theme that was deleted or removed from sales can be used again. The same ID must be used when re-registering or updating binaries
- Signing Key All binary files must include a signing key. When updating or reregistering a binary, you must use the signing key of the binary previously
 registered. (If the registered binary does not have a signing key, the new
 binary to be added must not include a signing key.)

Refer to Webpage for Further Details		
App Binary Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201020 000&localeLanguage=en&viewmore=0201020101	
Google Mobile Services	https://www.android.com/intl/ko_kr/gms/	

Add New App - Country/Region & Price: Free



DETAILED STEPS

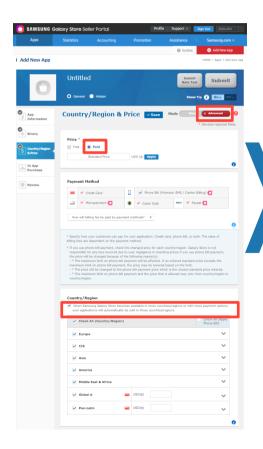
- 1. Choose "Advanced" mode to select countries individually
 - Price (Required) To charge for an application, you must request Commercial Seller Status first - here
- Country/Region (Optional) When Samsung Galaxy Store becomes available in more countries/regions, the application will automatically be made available in those countries/regions

Refer to Webpage for Further Details

Setting the Price Information

https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030102

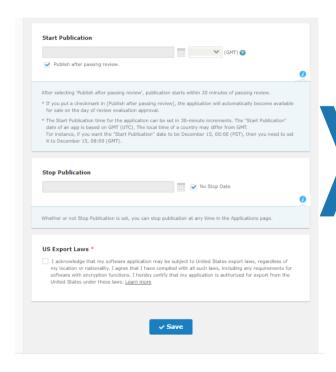
Add New App - Country/Region & Price: Paid



- 1. Choose "Advanced" mode to select countries individually.
- Price (Required) The local price is automatically calculated using the current exchange rate when application is submitted or choose to manually set local price
- Payment Method (Required) Specify how your customers can pay for your application: Credit card, phone bill, or both. The rates of billing fees are dependent on the payment method
- 4. Country/Region (Optional)
 - When Samsung Galaxy Store becomes available in more countries/regions, and autosale is selected, the price will be automatically calculated by converting the standard price you enter using the exchange rate at that time
 - If the converted price is below the minimum payment price, it will be automatically changed to match the minimum payment price
 - When paying via Phone Bill, the range of available prices for payment is fixed for each country/region. Please note that if it is outside of the range, the recommended price will be given by default as the nearest available price in the range

Refer to Webpage for Further Details		
Setting the Price Information	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030102	
Setting Country & Region	https://seller.samsungapps.com/guidePopup.as?numcid=0201030000&localeLanguage=en&viewmore=0201030101	

Add New App - Country/Region & Price: Start & Stop Publication, US Export Laws



DETAILED STEPS

1. Start Publication (Optional)

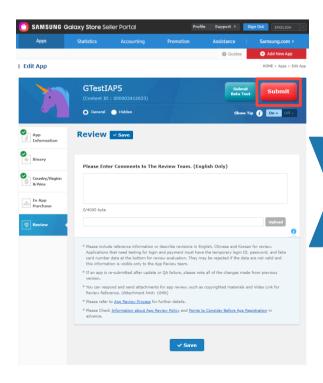
- If you put a checkmark in "Publish after passing review", the application will automatically become available for sale on the day of review evaluation approval
- The "Start Publication" date of an app is based on GMT (UTC). The local time of a country may differ from GMT

2. Stop Publication (Optional)

- If you do not specify the end date for sales, the app will continue to be sold until you manually stop the sales
- Whether or not Stop Publication is set, you can stop publication at any time in the Applications page

Refer to Webpage for Further Details		
Setting Country & Region	https://seller.samsungapps.com/guidePopup.as?numcid=0201030 000&localeLanguage=en&viewmore=0201030101	

Add New App: Review



DETAILED STEPS

1. "Submit" button

- Gray the required fields have not been saved and the application cannot be submitted. If you click the gray Submit button, a window will pop-up showing a list of the required fields that were left blank
- Red The compatibility and consistency of each field will be checked. In some
 cases, you might not be able to submit the application and an alert message
 pops up. Some information may be automatically excluded or you may need
 to make corrections. If there's no alert after clicking the red Submit button, a
 window pops up and asks if you wish to continue with the submission
- The app review policy of the Galaxy Store consists of 3 major categories
 - Performance Functionality, usability, metadata, hardware compatibility
 - App Content and Behavior Sexual content, violence, alcohol, tobacco and drugs, defamation, game and gambling, User-generated content, advertisements
 - Legal Privacy, intellectual property rights, apps for kids, miscellaneous

Refer to Webpage for Further Details	
App Review Policy	https://seller.samsungapps.com/guidePopup.as?numcid=0202 020000&localeLanguage=en
Points to Consider before App Registration	https://seller.samsungapps.com/guidePopup.as?numcid=0201 080000&localeLanguage=en

Application Validation Steps



- Examines:
 - Security issue
 - Contents
 - Basic function test¹
- If android application passes this step, it will be live in Galaxy Store right away²

- Examines application functions
- If application is found to have additional function issue, it may be suspended or device groups in problem can be removed

If there is no reason for suspension or removal, the "For Sale" status is granted

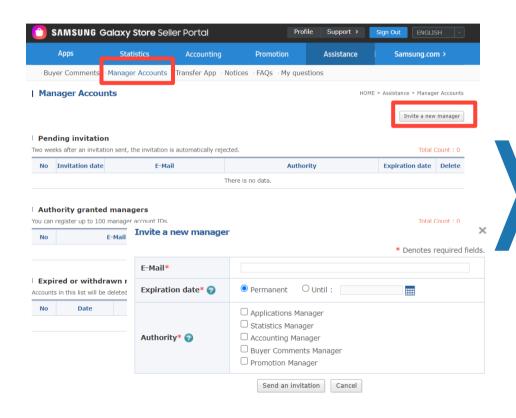
1 Such as installation, execution, uninstallation and etc.

2 All non android app (watch, theme, and stickers) must pass device test to be alive in Galaxy Store

SAMSUNG

Frequently Asked Questions

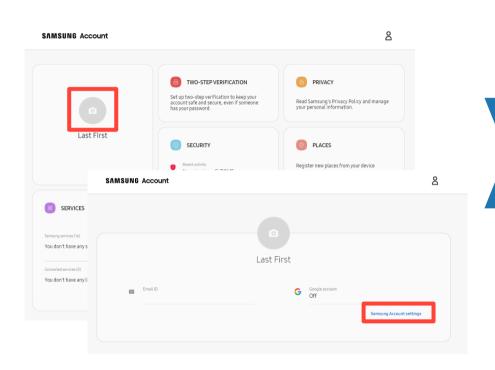
FAQ- How Do You Add a Sub-Account?



- Create a separate Seller Portal Account (Same as creating the master account. Getting partner account approval is not a mandatory step.)
- 2. Log in to master Seller Portal Account
- 3. Go to "Assistance"
- 4. Click on "Invite a new manager"
- 5. Go to "Sub Account Management" section and add sub accounts

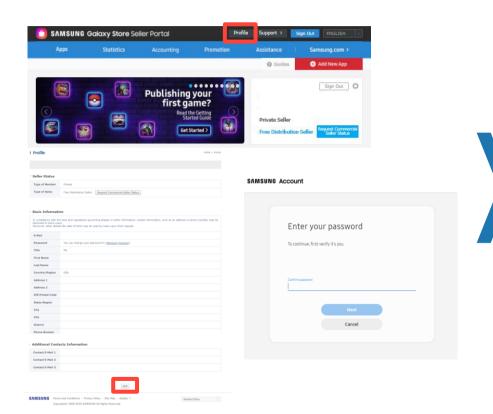
Account Access Level	Description	Account Access Level	Description
Master (Account owner)	Has full access to Seller Portal Can add or remove subaccount permissions	Buyer Comments Manager	Can be given access to buyer comments
Applications Manager	Can be given access to all or specific apps	Order Management Manager	Can be given access to order management
Statistics Manager	Can be given access to statistics		
Accounting Manager	Can be given access to accounting		

FAQ- How Do You Change Seller Portal Account E-Mail?



- 1. Go to and sign in to your account
 - https://account.samsung.com/membership/intro
- 2. Click on the picture with camera icon
- 3. Click on "Samsung Account settings"
- 4. Click on "Email ID" and change Email

FAQ- How Do You Change Information in Seller Portal Account?

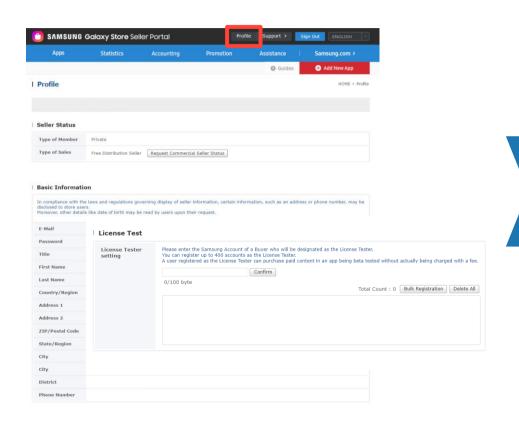


DETAILED STEPS

- 1. Go to and sign in to your seller account
 - https://seller.samsungapps.com
- Click on the "Profile"
- 3. Scroll to bottom and click on Edit
- 4. Re-enter password
- 5. Make changes and save
- If you are a Commercial Seller, there are restrictions on editing your profile. Please contact Customer Support if you need to change your information -

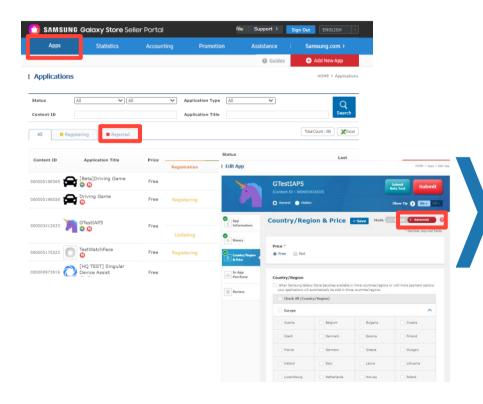
http://help.content.samsung.com/csseller

FAQ- How Do You Add a License Account?



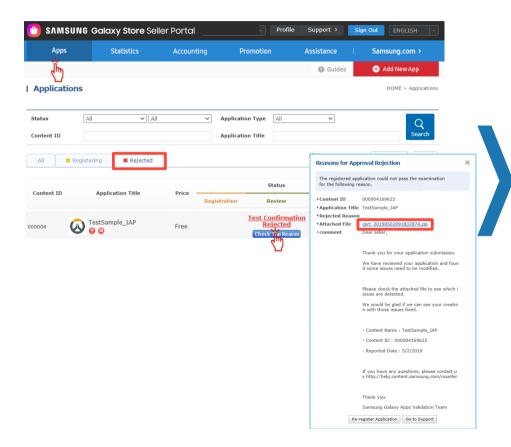
- 1. Go to and sign in to your seller account
 - https://seller.samsungapps.com
- 2. Click on the "Profile"
- 8. Scroll to bottom and click on Edit
- 4. Re-enter password
- 5. In "License Test" Field:
 - Enter up to 400 accounts
 - All accounts must be Samsung Account emails

FAQ- How Do You Restrict the App to be Available Only in the U.S.?



- In Seller Portal, go to "Apps"
- 2. Click on the Status → Registration of the app
- Switch To "Advanced" mode
- 4. Remove all countries, except USA
- 5. Click the "Submit" button

How to Check Validation Rejection Reason



DETAILED STEPS

- 1. Go to seller portal
- Click "Apps"
- 3. For the application that was rejected, go to "Rejected" tab
- 4. Click "Check The Reason" button
- For detailed validation rejection report, click "attached file"

NOTES

- Once the issue is fixed, you can re-register by clicking "Re-register Application" button
- If you have any questions regarding the validation rejection reason, please click "Go to Support" > 1:1 inquiry (Specify content ID of the rejected application)

FAQ

1. What is the official policy from Samsung on the Play Protect prompt for games published exclusively on Galaxy Apps Store?

• We have no specific policy on this Play Protect issue, just detect it as an installation failure issue. Because it caused by Google security policy(OS), and it is impossible to block the message on our end. We recognize it may occur for an application which has no security issue randomly, sometimes it happens in applications that have been updated dozens of times without any issues. However we are not able to ignore it and distribute to our store because of our users. Users strongly trust this play protect message and urge us to suspend this unsecured app. This undermines the reliability of our Galaxy Store, so we reject if the prompt occur while app install. Unfortunately only seller can solve this problem.

2. Why is certification of my app taking so long?

Pre-Review takes approximately 1 business day and will be live in the Galaxy Store immediately if
the app passes Security issue, Contents and Basic function test. During this time, the Review team
will continue to examine the applications functions. If there are any issues or problems, the app
will be suspended and removed from the Galaxy Store. This process is 2 to 4 business days.

FAQ - Additional Resources

FAQ FAQ	
Seller FAQ	https://help.content.samsung.com/csseller/faq/searchFaq.do
In-App FAQ	https://developer.samsung.com/iap/faq.html
Themes FAQ	https://developer.samsung.com/galaxy- themes/overview.html?ts=1600042103607#FAQ
Watch FAQ	https://developer.samsung.com/galaxy-watch-design/studio/faq.html

Contacts & Resources		
Seller Portal	https://help.content.samsung.com/csseller/ticket/createQuestionTicket.do	
Developer Support	https://developer.samsung.com/support	
Developer Forums	https://forum.developer.samsung.com/c/mobile/samsung-iap/20	
Marketing Resources	https://developer.samsung.com/galaxy-store/marketing-resources.html	