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SAMSUNG CONSUMER ELECTRONICS



Investor Presentation

2017

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BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong Financial Performance with Full range of Product Portfolio

FY 2016 Net Revenue

KRW
47tn

VISUAL
DISPLAY 61%

HOME
APPLIANCE 34%

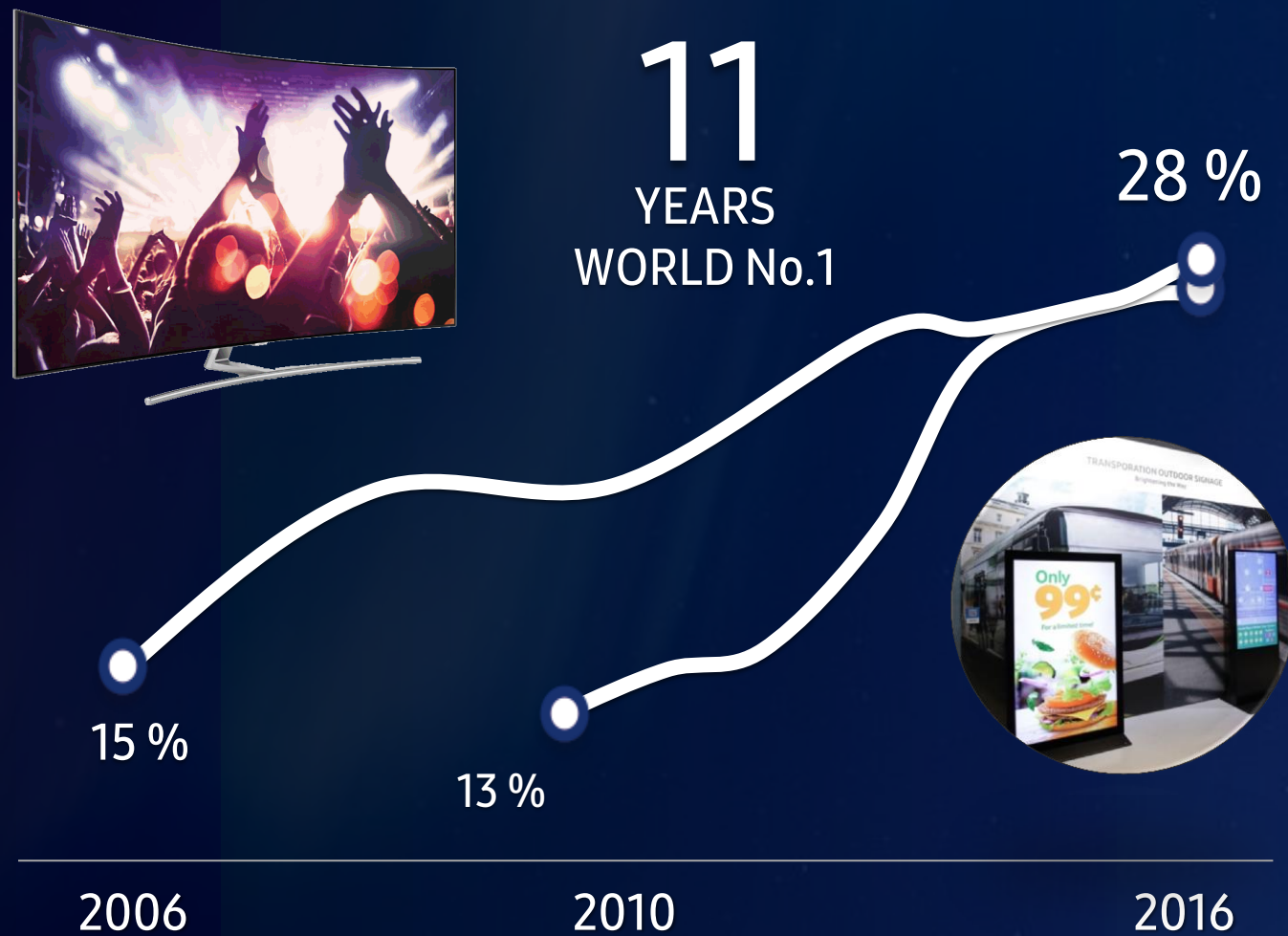
Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 11 consecutive years

Global Market Share



TV (Rev.) / Smart Signage (Unit)



Home Appliance (Rev.)

PRODUCT SUPERIORITY

Leading technology innovation



2006

Bordeaux TV



2009

LED TV



2012

Smart TV



2014

Curved UHD TV



2016

SUHD TV
(Quantum Dot)



2017

QLED TV

PRODUCT SUPERIORITY

Leading technology innovation

“Best of the year 2016”

by US Leading Consumer Magazine



Family Hub
RF28K9580SR



NX58F5700W



POWERbot SR20H9051

Honored at

CES 2017 Innovation Awards



Wind-Free
Room Air Conditioner



Family Hub 2.0



Flex Wash & Flex Dry



POWERbot Slim

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BUSINESS UPDATE

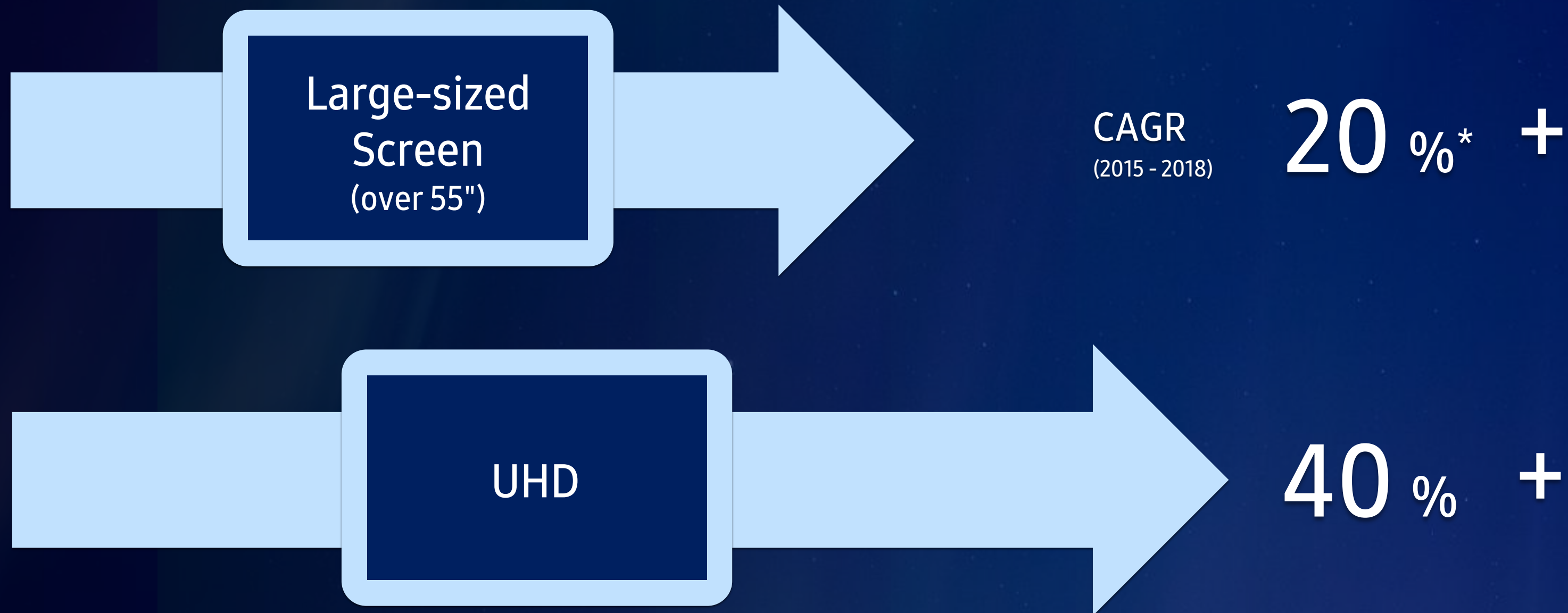
MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

OPPORTUNITIES - TV

Rapid growth in premium TV market, especially large-sized screen and UHD

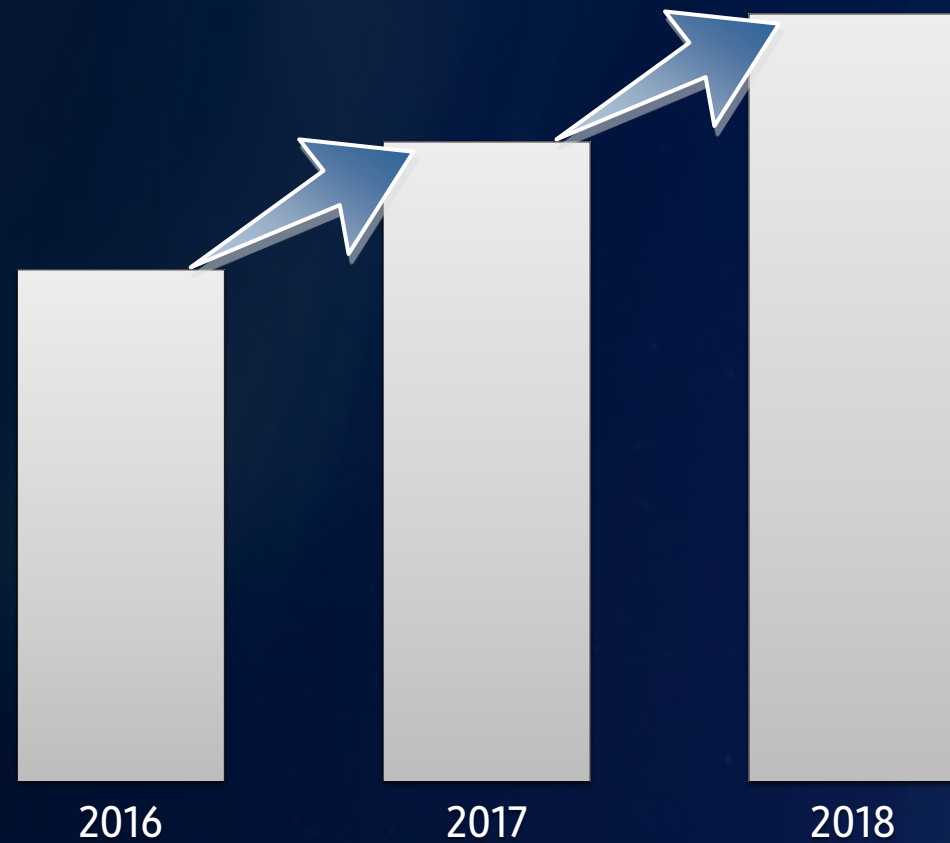


* Unit

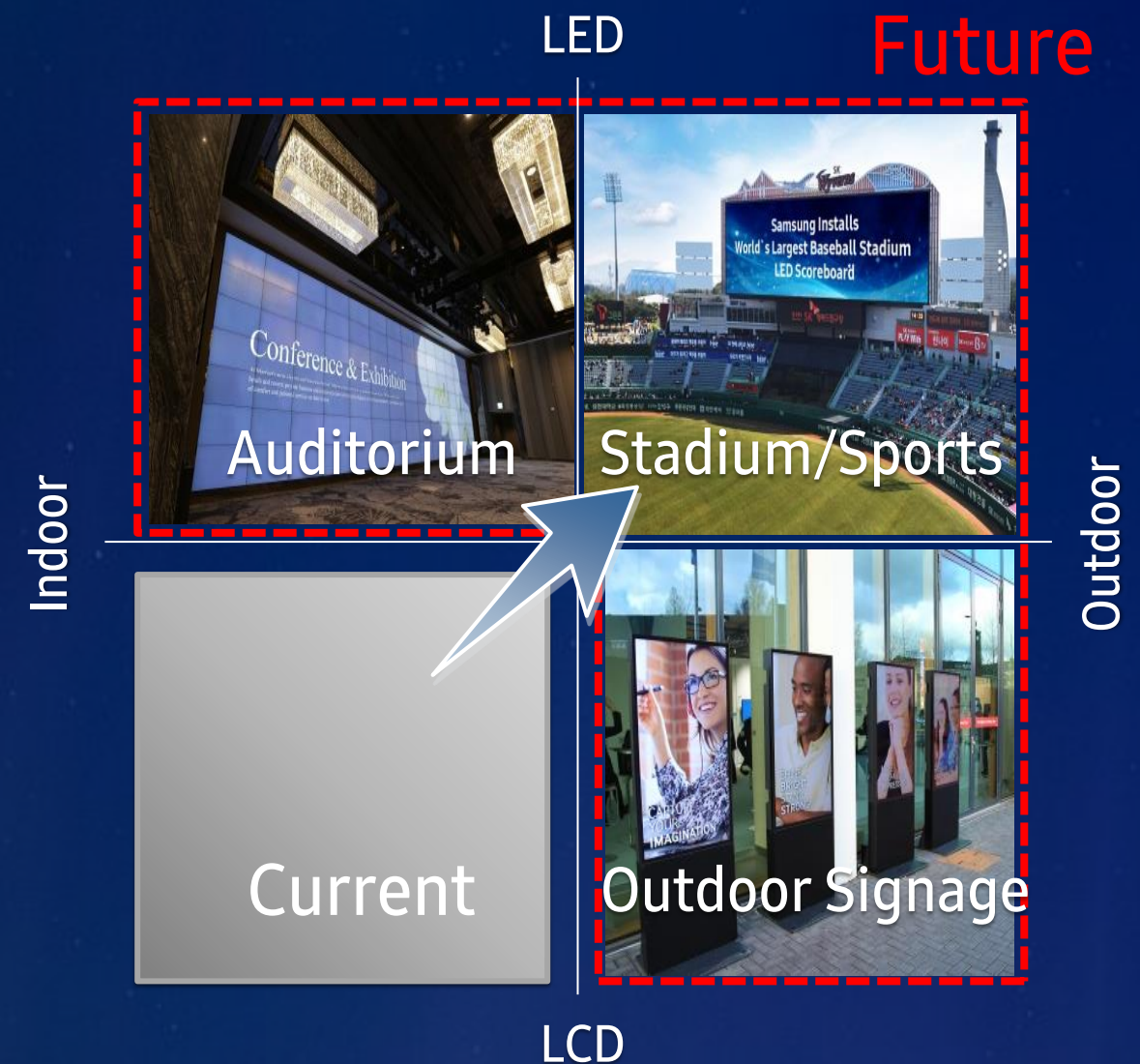
OPPORTUNITIES - B2B DISPLAY

High growth expectation in Smart Signage

B2B Display Market

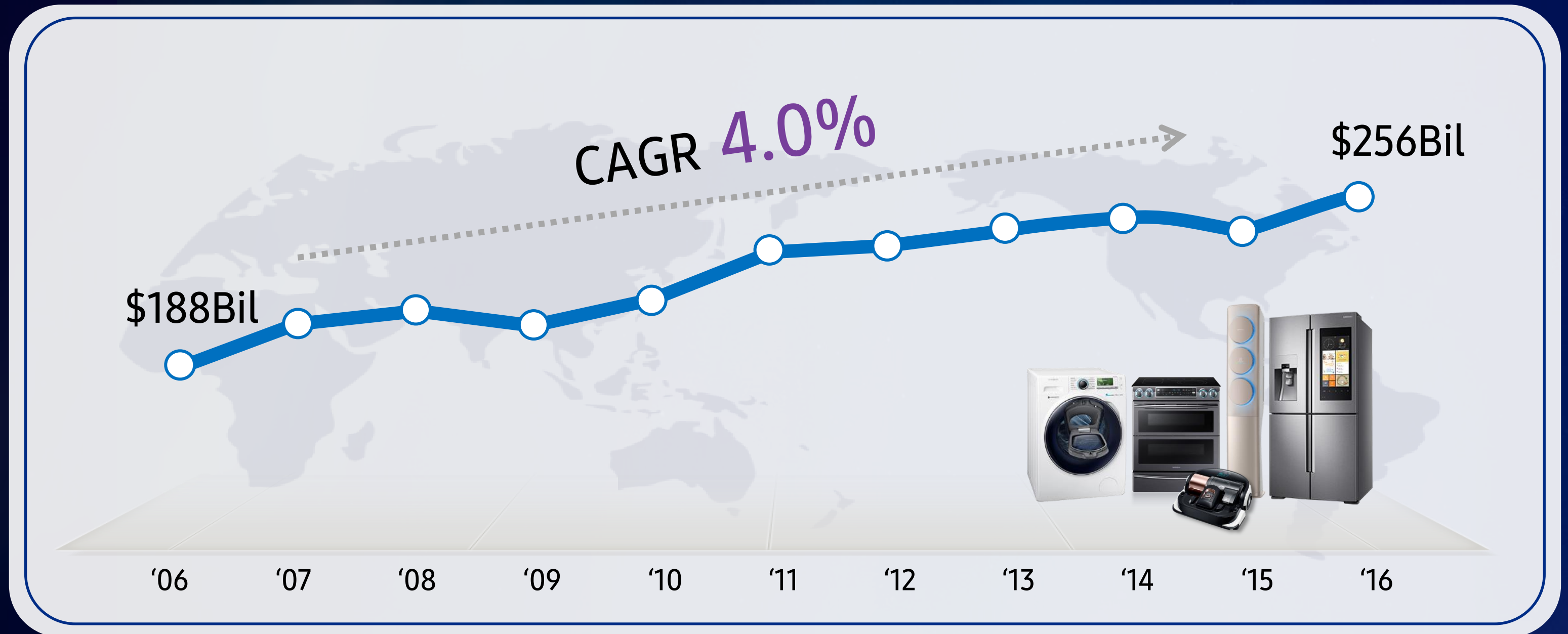


※ B2B Display Revenue : LCD/LED Signage, Hotel Display



OPPORTUNITIES - HOME APPLIANCE

Continuously Growing Market



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KEY TAKEAWAYS

PREMIUM PRODUCT LEADERSHIP

Cutting-edge technologies, revolutionary design and seamless user experience



Picture Quality

Color Volume 100%, HDR 10+



Lifestyle

Invisible connection



Smart Experience

One Remote

NEW DEMAND CREATION

Screen everywhere - Discovering new TV concept and market segment



SERIF TV



THE FRAME

B2B CUSTOMER SOLUTION

Providing full support based on strong hardware leadership and customer solutions



GAME CHANGING PRODUCTS

Performance Innovation



Fresh Preservation Capacity



Largest

Convenience / User Experience Innovation



Food Showcase



Flex Wash+Flex Dry



Wind-free



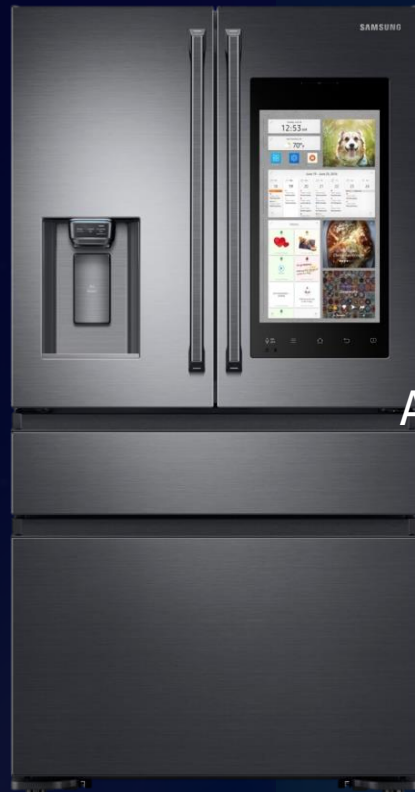
Flex Duo

Internet of Things



GAME CHANGING PRODUCTS

Family Hub Refrigerator



Advanced Voice Functionality



Food Management



Kitchen Entertainment



Family Communication

Flex Wash + Flex Dry



Small loads & Large loads

“Multiple loads, all at once, Or even separately”

Flex duo Gas/Electric Range

Dual Door & Dual Cook



“Two ovens in One!”

B2B BUSINESS EXPANSION

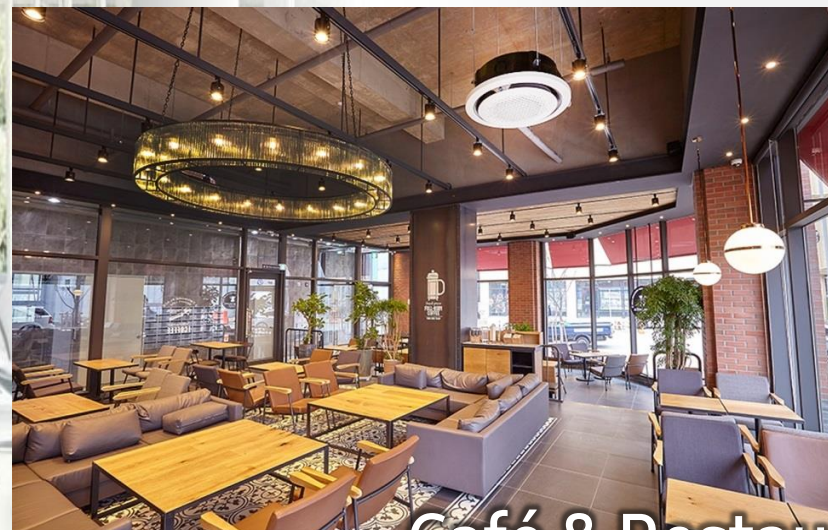
Providing Customized Solutions with Full Package

➤ Commercial Air-Conditioning System

- Flexible Installation
- Space Saving with Large Capacity
- High Energy Efficiency



Residential



Café & Restaurant

➤ Premium Built-in Kitchen Experience

- Offering Full Package of Built-in Appliances
- Collaborating with Builders & Furniture Brands

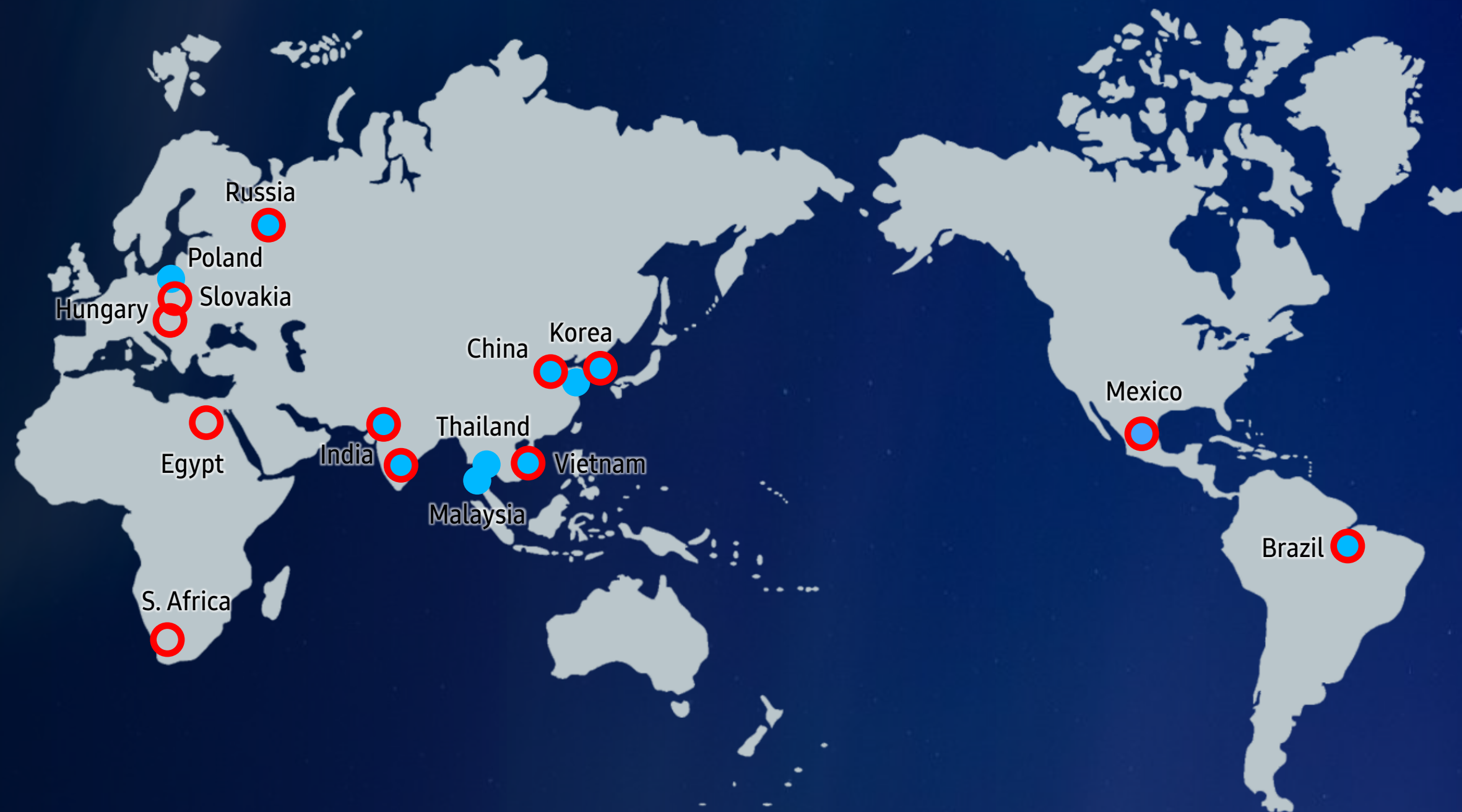


dacor
US Luxury Kitchen Appliances Maker

* Pictures from actual reference sites

ESTABLISHED GLOBAL BUSINESS FOUNDATION

Strong SCM through Global Manufacturing Sites



○ TV
● Home Appliance

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KEY TAKEAWAYS

TOP-TIER INNOVATOR IN CONSUMER ELECTRONICS

- ✓ Reinforcing premium leadership with cutting-edge technologies & revolutionary design
- ✓ Product innovation in seamless User Experience & Life Convenience
- ✓ Transformational growth & Sustainable profitability

THANK YOU