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SAMSUNG DISPLAY



Investor Presentation

2017

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KEY TAKEAWAYS

2016 RESULT

Highest Profitability in the Display Industry

FY 2016 Net Revenue	Market Share		
	Revenue	Profit	
\$23B	OLED 58%	99%	99%
	LCD 42%	16%	24%

OLED : OPENING FLEXIBLE ERA

The frontier of New Display Wave

EDGE

New Form Factor



ROUND

Upgrading Lifestyle

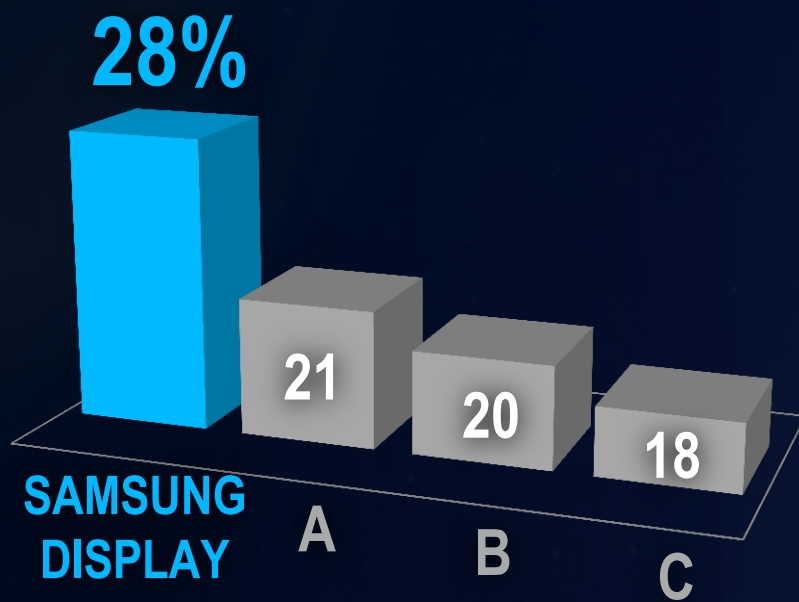


LCD : DRIVING PREMIUM TV

Trendsetter of TV industry

UHD/LARGE SIZE

Market Leader



Source : IHS

CURVED

Creating Value



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DISPLAY EVERYWHERE

Display Centric World is Coming

Personalization

Lifestyle	<p>Sharing</p> 	<p>Personal</p> 	<p>Display of Things</p> 
Technology	CRT	LCD	OLED
Infra-structure	2G Analog	3G HD/FHD	4G ~ UHD

DAILY LIFE OF TOMORROW

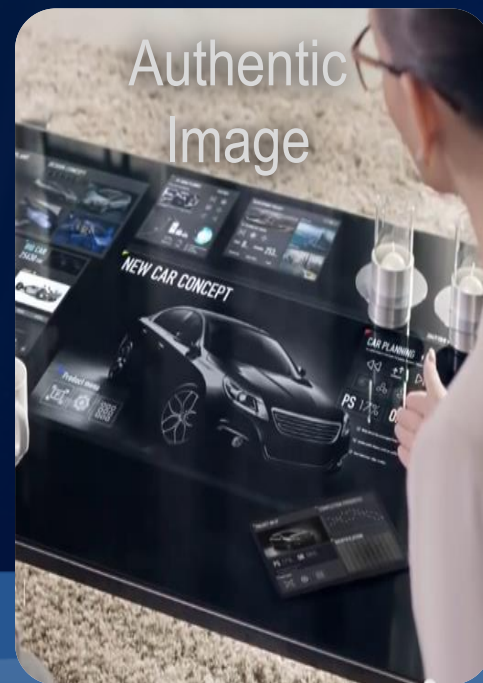
Display of Things 24/7

Refresh



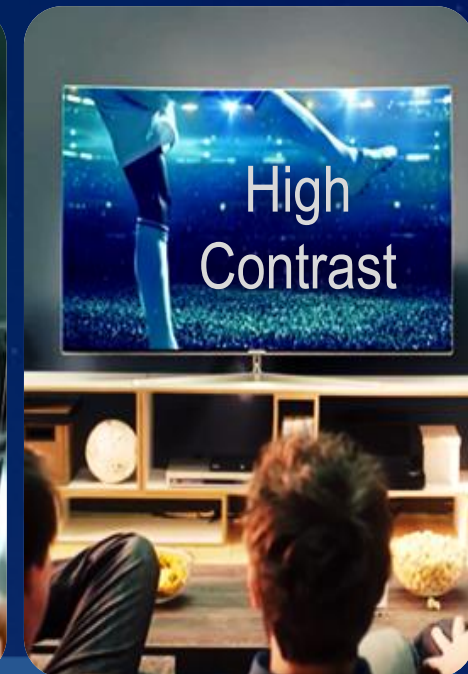
Morning

Active and Dynamic



Mid-Day

Relax and Enjoy



Night

One Day in Display Centric World

FLEXIBLE OLED BIG BANG

The Birth of Next Generation Devices

Authentic Image
Vivid Color
Free Design
Big Bang
High Contrast
Seamless Design

2017



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SAMSUNG SUPERIORITY

Unrivaled, Cutting Edge Capabilities

Highly Advanced
Technology



Manufacturing
Knowhow

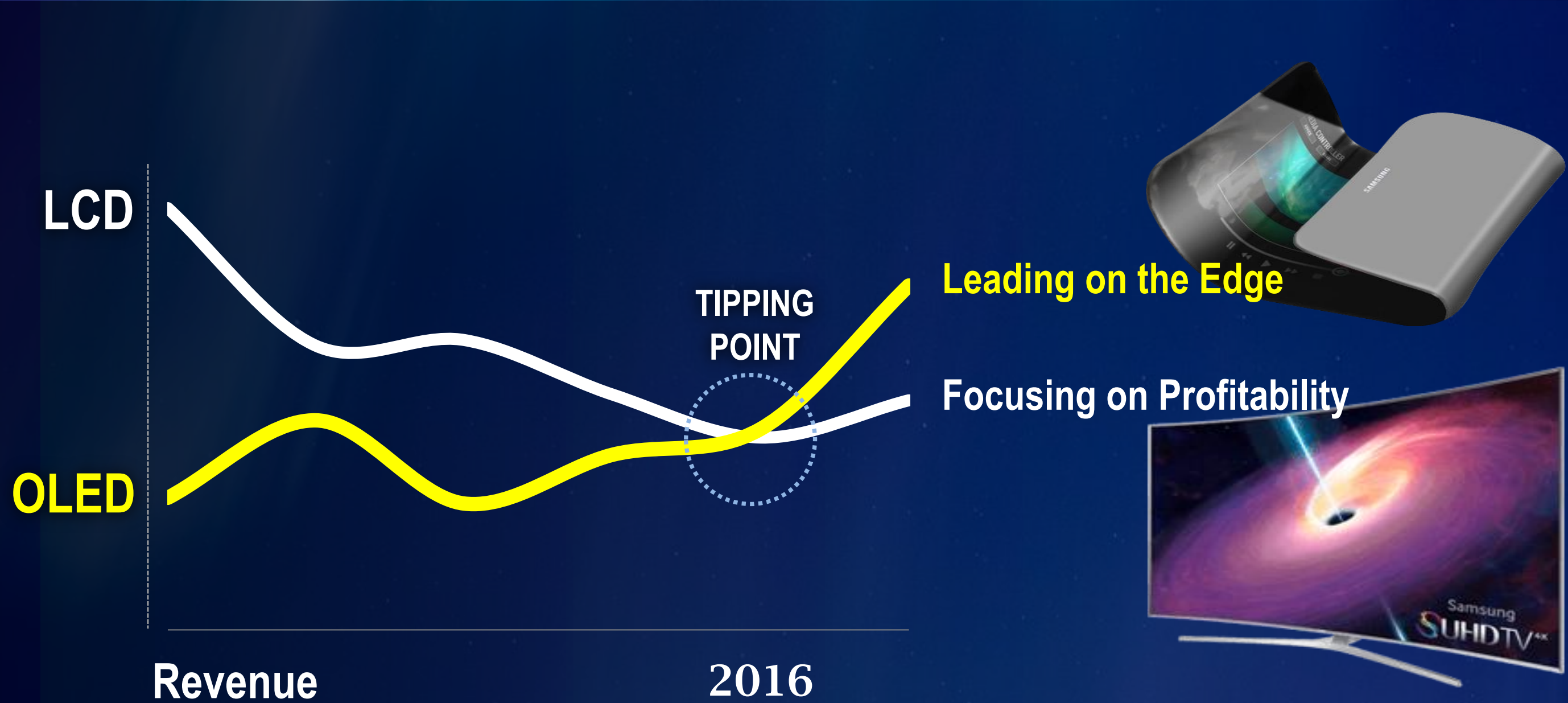


Experienced
Experts



SMART TRANSITION

Proactively Creating New Opportunities for the Upcoming Future



OLED BUSINESS

TECHNOLOGY INITIATIVE

OPPORTUNE INVESTMENT

MARKET DIVERSIFICATION

TECHNOLOGY INITIATIVE

Continuous Effort for Technical Leadership

World First and Best

SAMSUNG

First Mover

- ✓ Free Design
- ✓ Low Power Consumption
- ✓ High Resolution & Real Color
- ✓ Light Weight & Slim
- ✓ Fast Response Touch

『 Rigid 』



『 Flexible 』

OPPORTUNE INVESTMENT

Capacity Expansion based on the Engagement with Partners



MARKET DIVERSIFICATION

New Customer and Application Driving Growth



LCD BUSINESS

TECHNOLOGY DIFFERENTIATION

PID (Public Information Display) **LEADERSHIP**

OPERATION EXCELLENCE

TECHNOLOGY DIFFERENTIATION

Breaking Boundaries Between Screen and Reality with New QD Display



PID LEADERSHIP

Developing Higher Value Market with Advanced Technology

INDOOR



LOW

E-BOARD



VALUE

VIDEOWALL



Zero Bezel

OUTDOOR



High Durability

HIGH

Advanced Technology

Expanding Customer

Strengthen Leadership

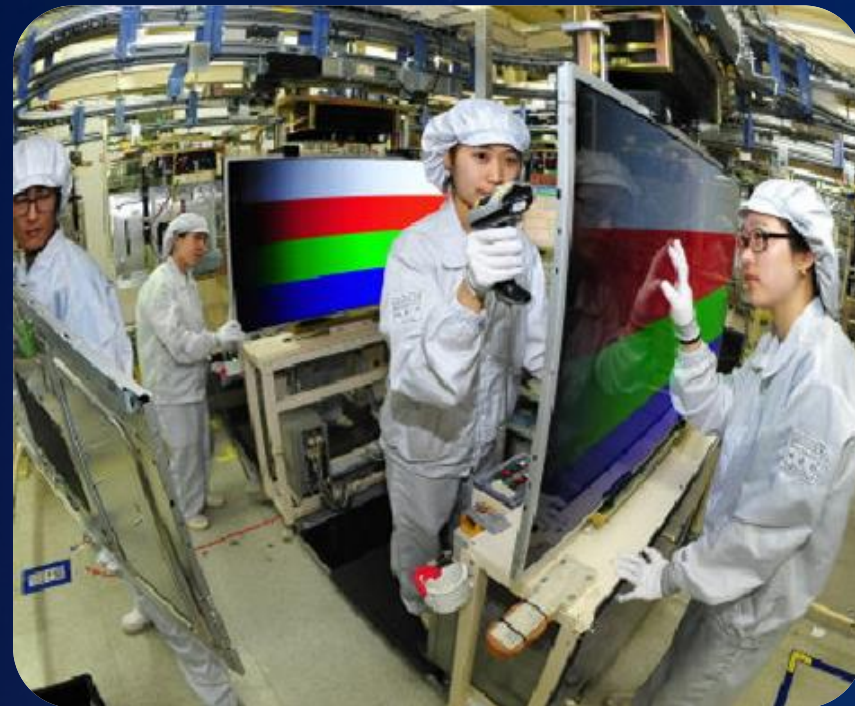
OPERATION EXCELLENCE

Core Competencies Enabling Constant Innovation and Stable Profit

Enhancing
Productivity



Reducing
Assembly Cost



Optimizing
Management



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KEY TAKEAWAYS



Smart Transition Creating New Opportunities



Strengthen Leadership with **Technology Innovation**



Providing **The Best Solution** for Display of Things

Display Beyond Imagination

