

Samsung Mobile Vision & Strategies

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DISCLAIMER

The materials in this report include forward-looking statements which can generally be identified by phrases such as Samsung Electronics (SEC) or its management "believes," "expects," "anticipates," "foresees," "forecasts," "estimates" or other words or phrases of similar implications. Similarly, such statements that describe the company's business strategy, outlook, objectives, plans, intentions or goals are also forward-looking statements. All such statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those in the presentation files above.

For us, particular uncertainties which could adversely or positively affect our future results include:

- The behavior of financial markets including fluctuations in exchange rates, interest rates and commodity prices
- Strategic actions including dispositions and acquisitions
- Unanticipated dramatic developments in our major businesses including CE (Consumer Electronics), IM (IT & Mobile communications), DS (Device Solutions)
- Numerous other matters at the national and international levels which could affect our future results

These uncertainties may cause our actual results to be materially different from those expressed in this report.



Contents

- **Business Highlights**
- **Market Opportunities**
- **Samsung Strategies**
- **Vision**



Business Highlights

Global leader in handset & smartphone



SHIPMENTS

Smartphone 2011-
Handset 2012-

No.1



REVENUE

Smartphone 2013
Handset 2013

GALAXY S & Note series

100,000,000+

units in 2013



A light gray world map is centered in the background of the slide.

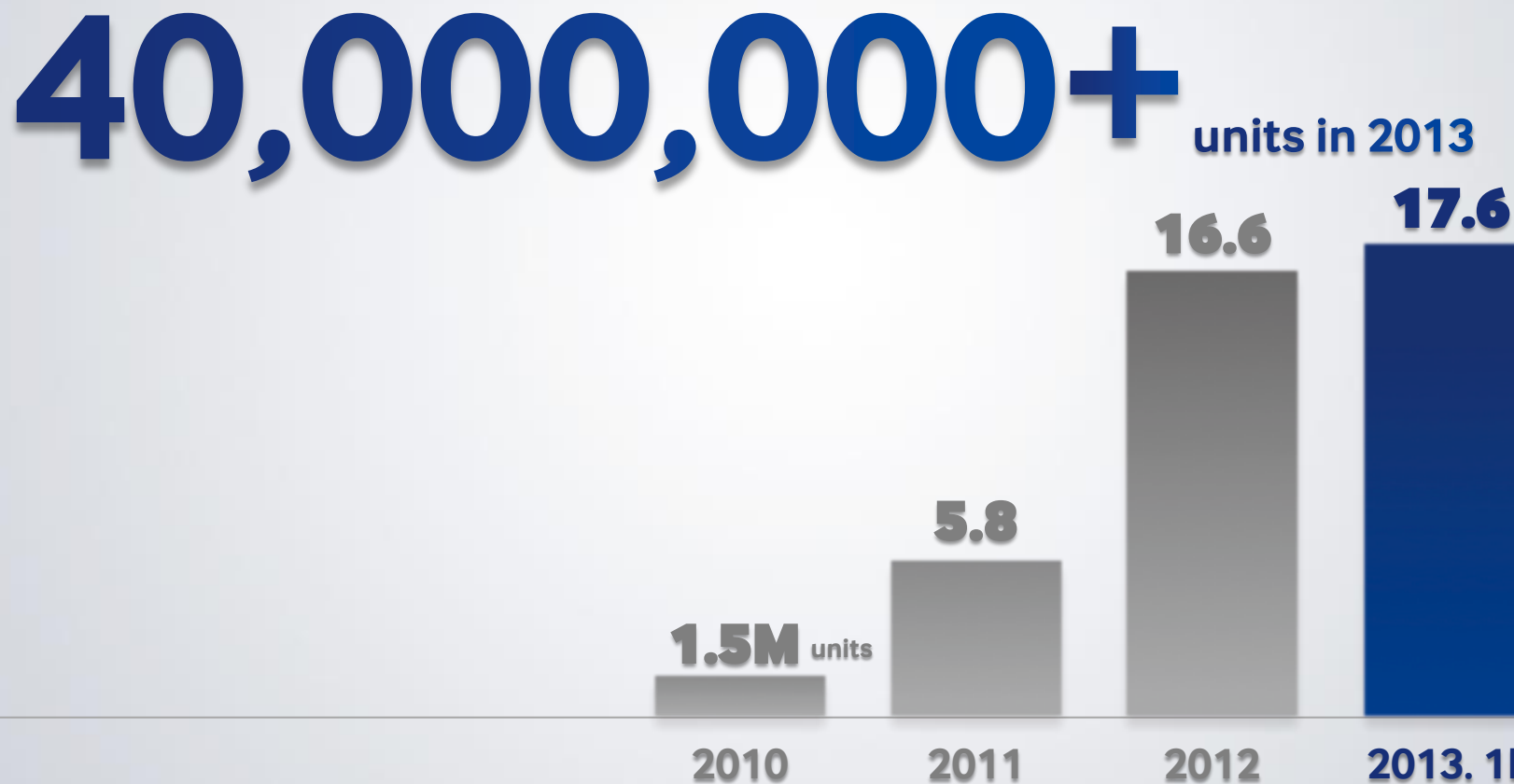
M/S No.1 in all regions

Global LTE Leader



The world's first to commercialize

Rapid tablet growth since 2012. 2H



Well-balanced M/S growth in all regions



NA	9%P ↑ *
WE	11%P ↑
CEE	16%P ↑
APAC	10%P ↑
CALA	14%P ↑
MEA	12%P ↑

* M/S growth YoY

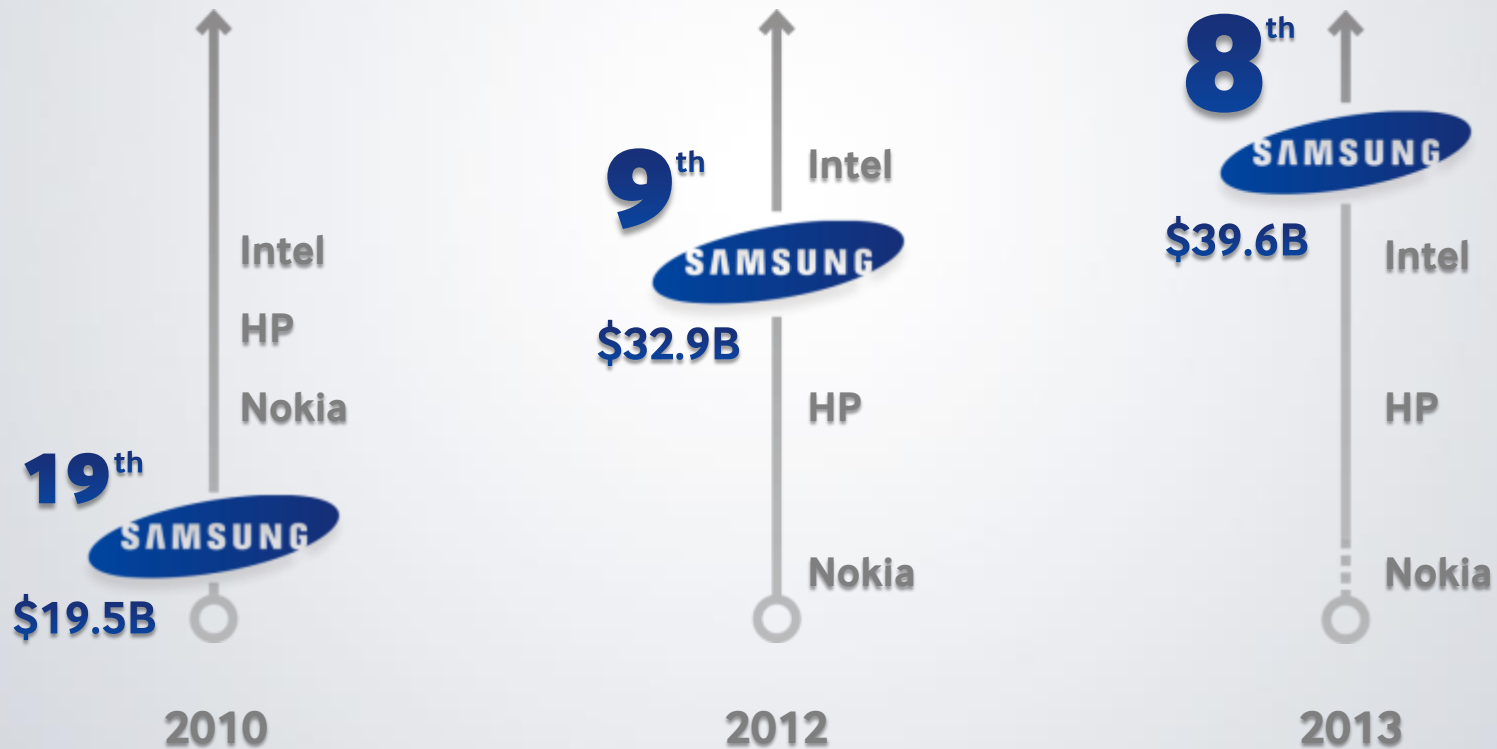
Strategy Analytics (Shipments)

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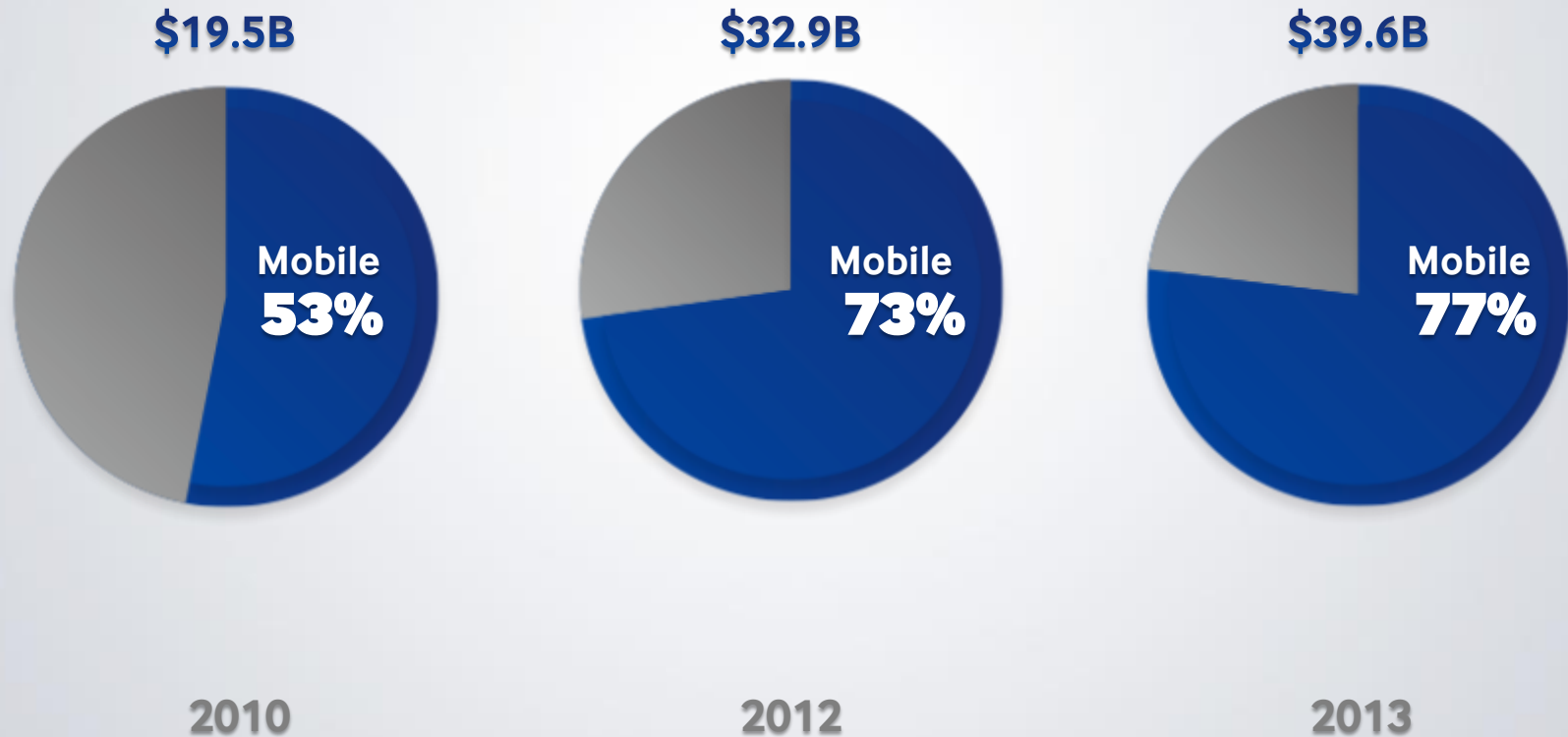
Most preferred smartphone brand since 2012



Global Top 10 brand since 2012



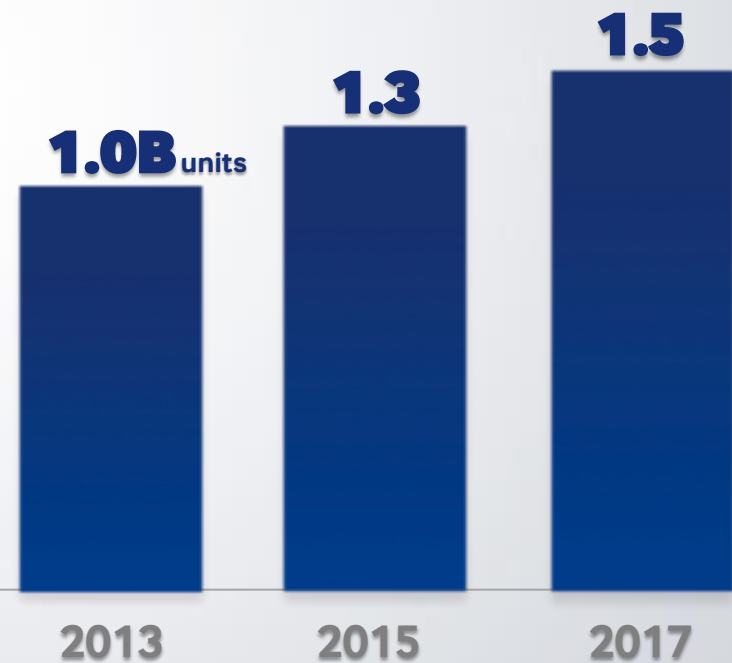
Global Top 10 brand since 2012





Market Opportunities

Continuous growth in smartphone market



Rapidly increasing penetration of smartphones in emerging markets

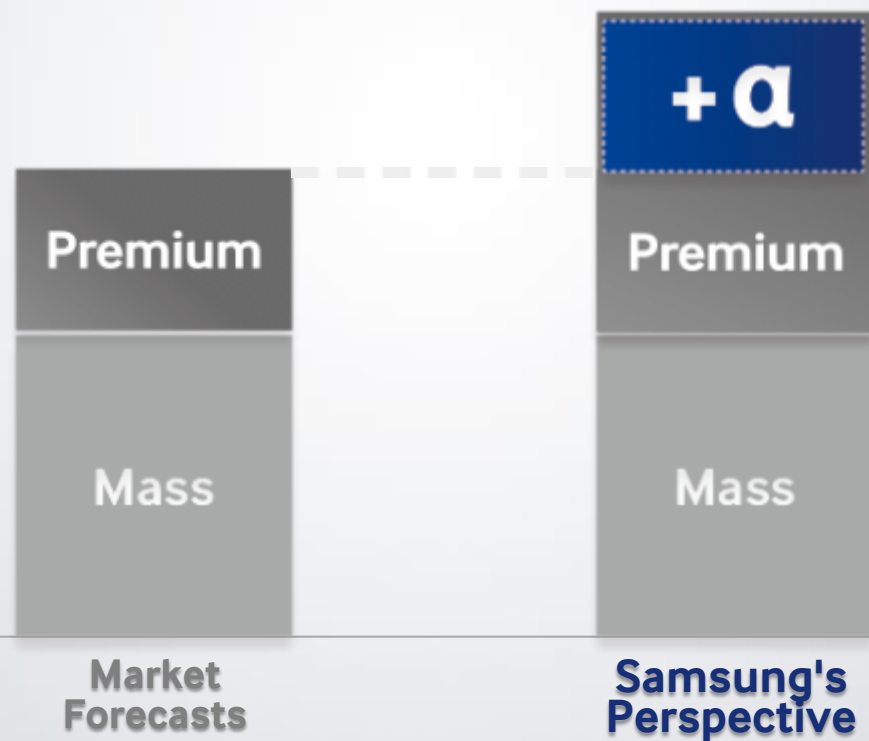


* Portion of emerging market in smartphone market

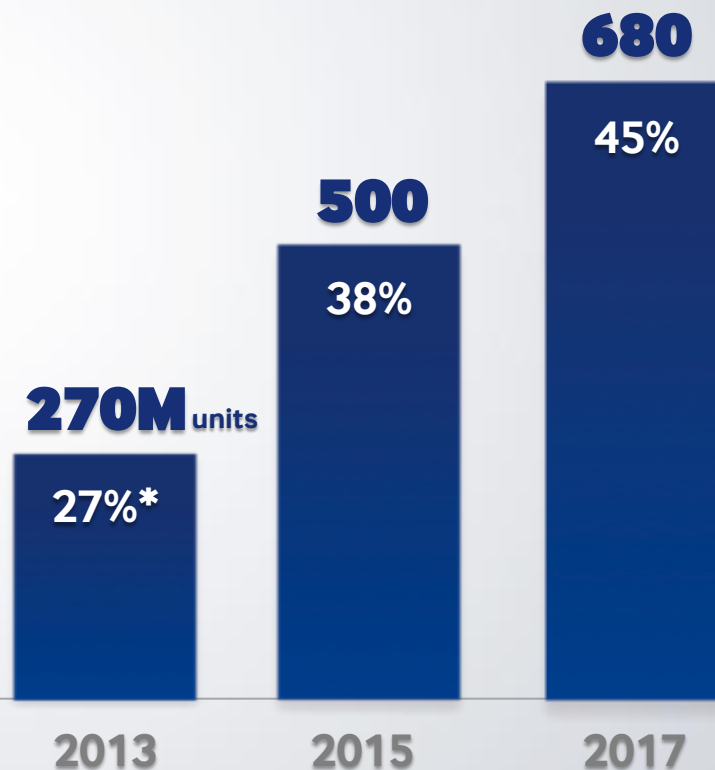
Strategy Analytics

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Premium market to outgrow the forecasts



High growth opportunities in the LTE market

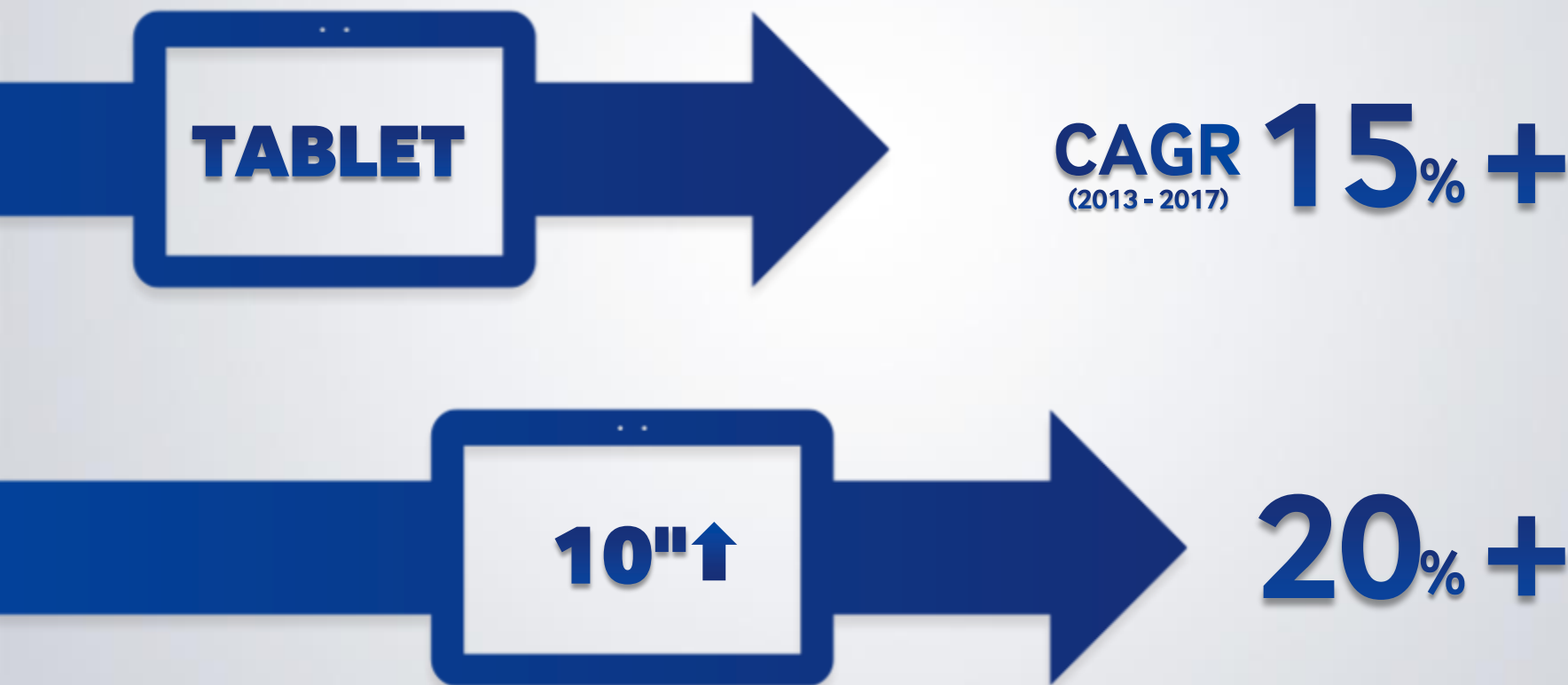


* LTE share in smartphone market

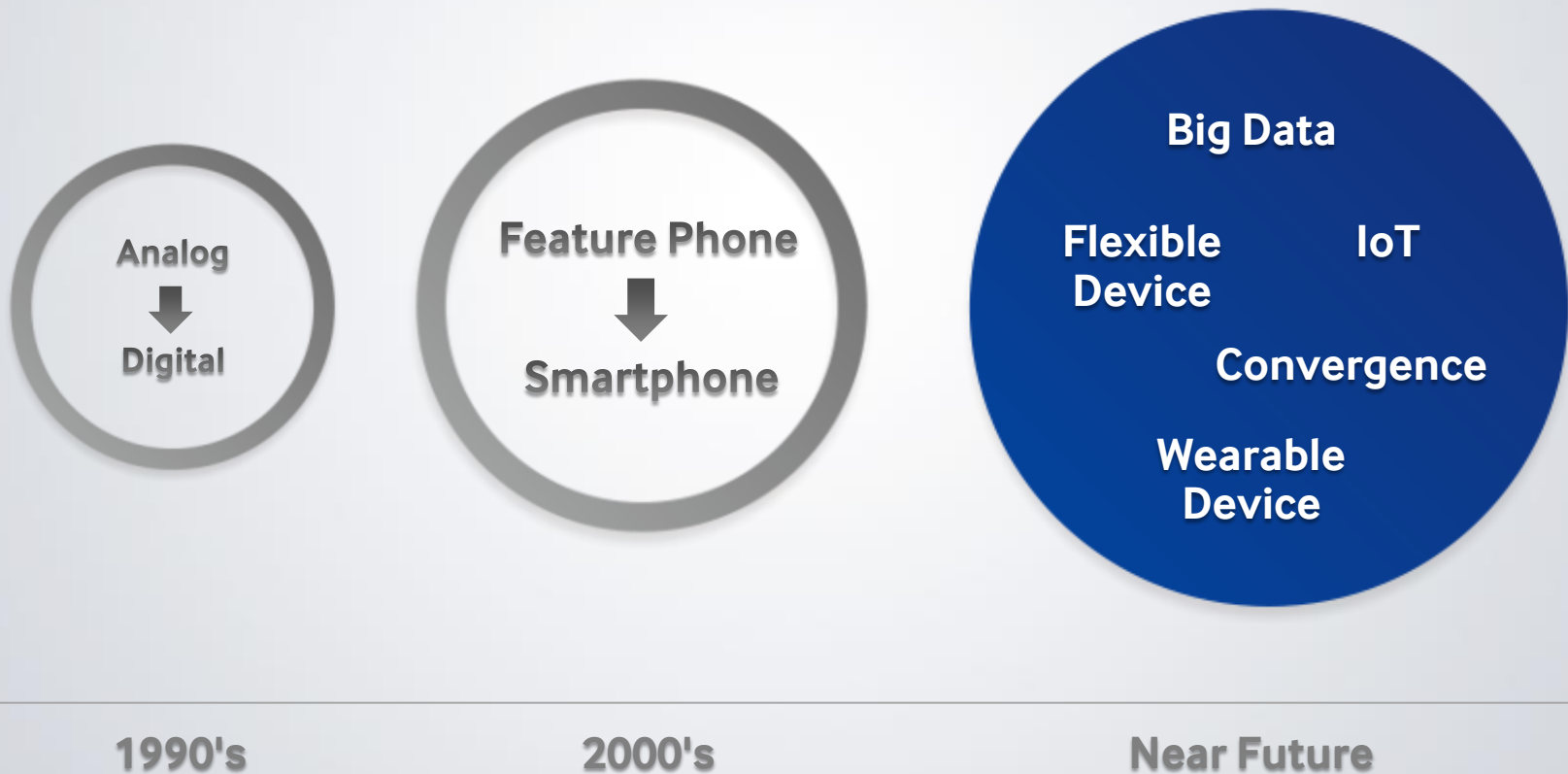
Strategy Analytics

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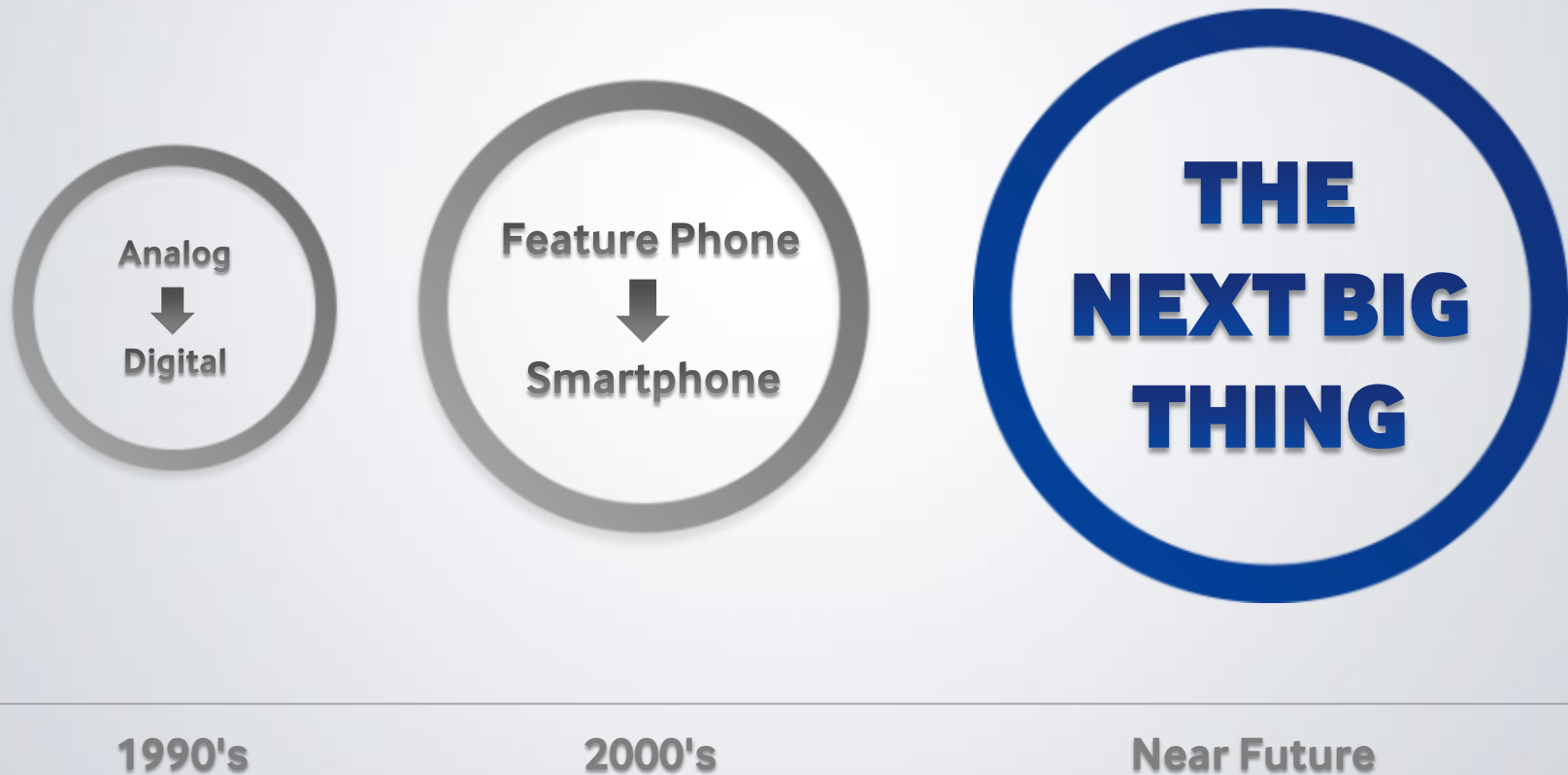
Strong growth in tablet market, especially over 10"



The next big thing is coming...



The next big thing is coming...



Disruptive **INNOVATION**





MARKET OPPORTUNITIES

Growth opportunities for Samsung



SAMSUNG'S OPPORTUNITIES

SAMSUNG
ANALYST DAY 2013



Samsung Strategies

Sustaining healthy growth

Creating new markets

Maintaining stable profitability



PRODUCT

TECH & DESIGN

CONTENT & SERVICES

MARKETING

OPERATION

Reinforcing premium leadership with flagship models



S Series



Note Series



S Family



Companion Device

Responding to market growth by leveraging GALAXY brand



Premium GALAXY Identity

Cost Competitiveness

Localized Features and C&S

Strengthening full line-up & Leading the post-PC era

+ ?

Tab



2010

+ Note



2013

2014-

New growth momentum

Note & S Pen



GALAXY Gear



GALAXY Round



Creator of 'Fonblet' market



Pioneer of wearable device



1999
Watch Phone



2013
Companion Device





PRODUCT

TECH & DESIGN

CONTENT & SERVICES

MARKETING

OPERATION

Maintaining cutting-edge technology leadership



WORLD'S
FIRST



VoLTE

Multi Carrier

Carrier Aggregation

Dual Mode (FDD-TDD)

LTE-A

Developing enhanced enterprise solutions

SECURITIES



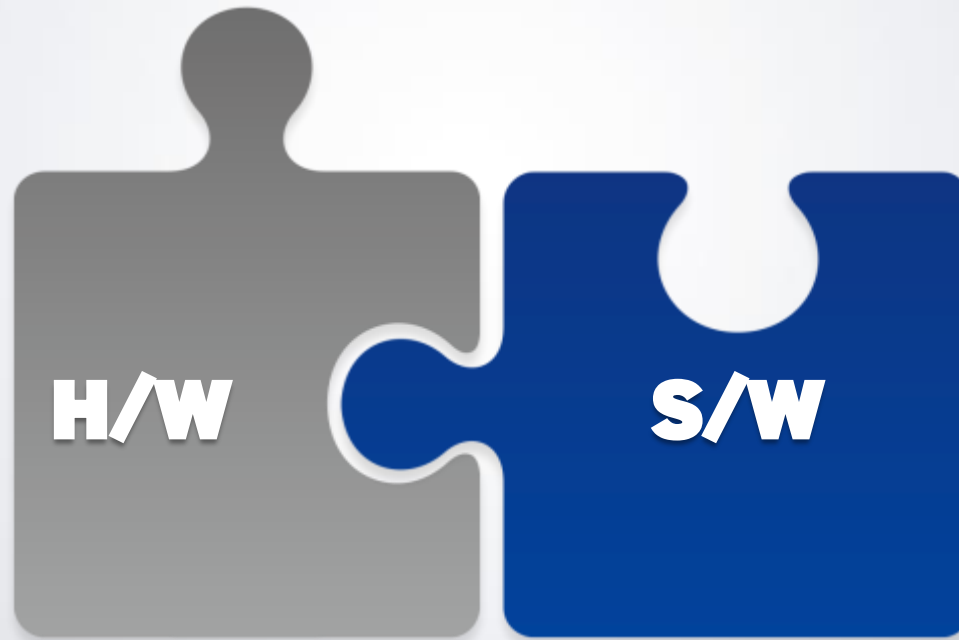
VERTICAL



Adopting the most advanced H/W technology



Dominant H/W leadership with superior S/W expertise



Enrich smarter life with Life Companion



Fostering continuous innovation in design

Iconic & Innovative Design

Premium CMF





PRODUCT

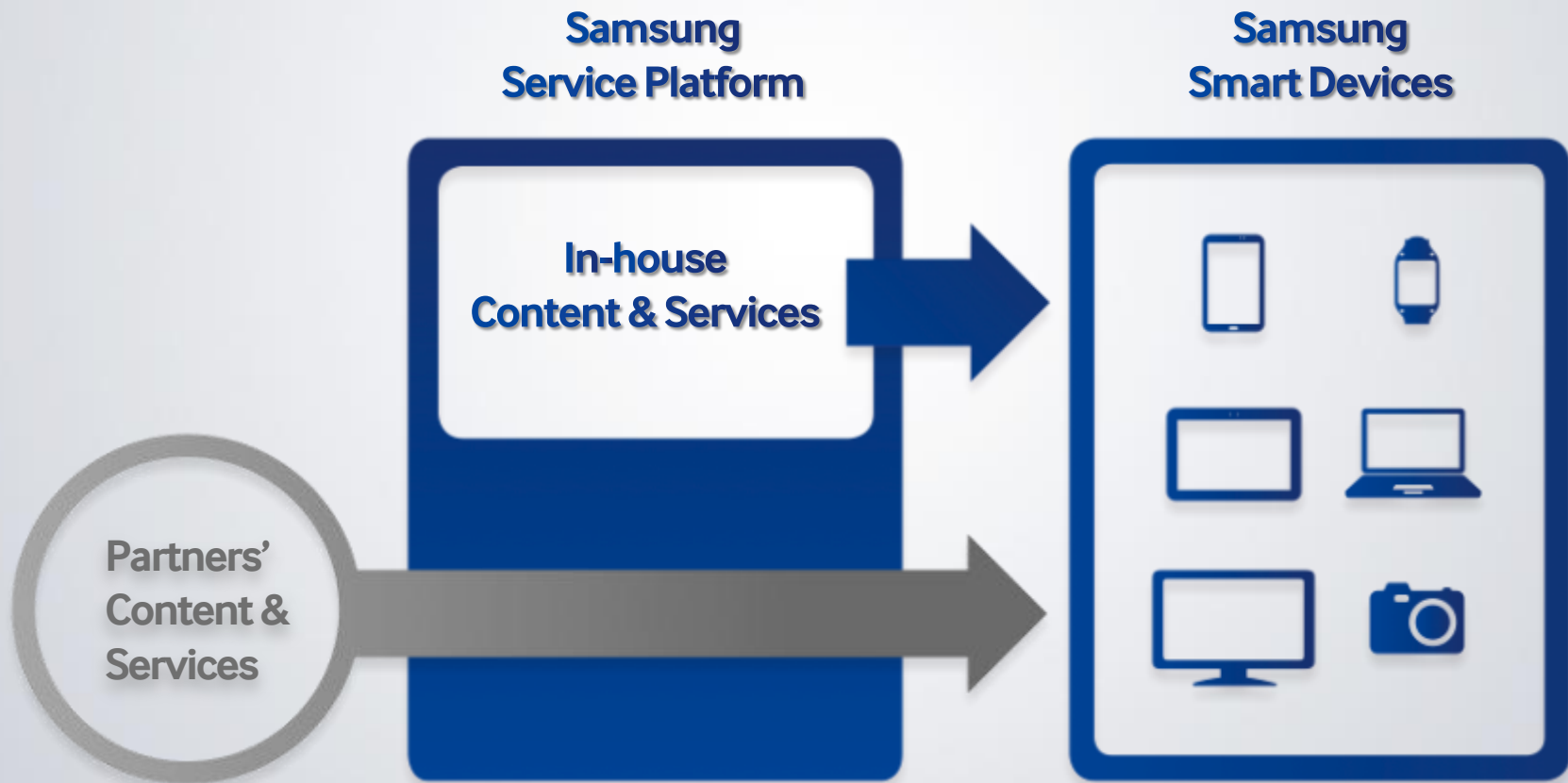
TECH & DESIGN

CONTENT & SERVICES

MARKETING

OPERATION

Reinforcing the service eco with the Samsung platform



Providing personalized services



Differentiating service through multi-device connectivity



Commerce



Healthcare



Game



LBS





PRODUCT

TECH & DESIGN

CONTENT & SERVICES

MARKETING

OPERATION

Flagship Marketing



**GALAXY Note3
And Gear
@Berlin**

**GALAXY S4
@New York**

**GALAXY Note2
@Berlin**

**GALAXY S3
@London**

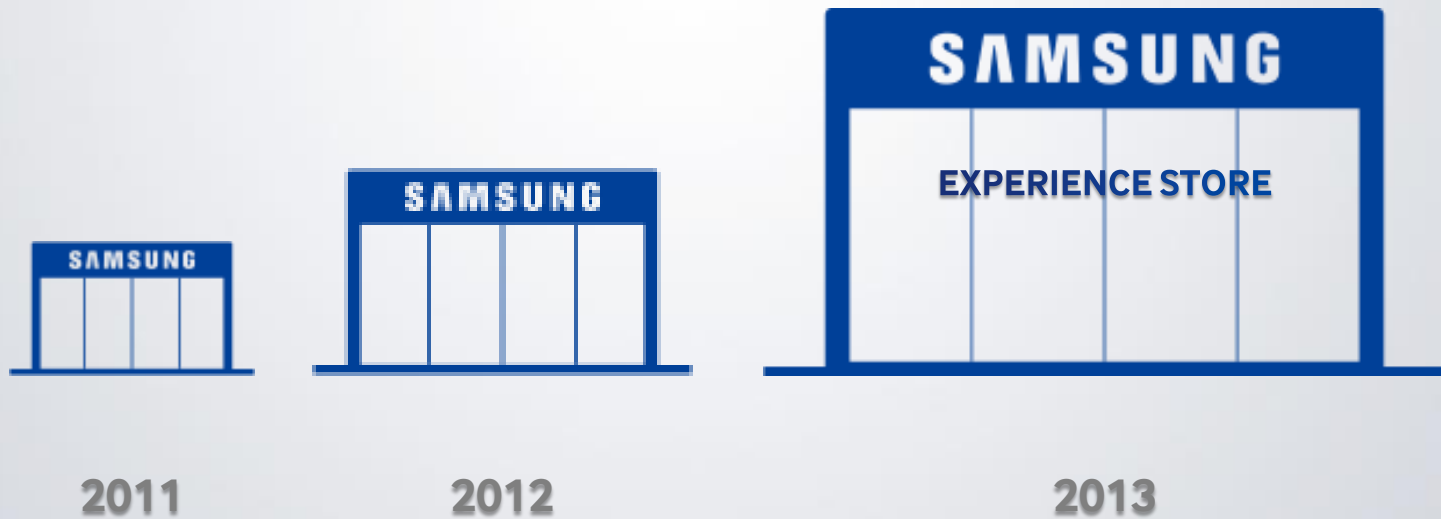
**GALAXY Note
@Berlin**

**GALAXY S2
@Barcelona**

**GALAXY S
@Las Vegas**

Hands-on Experience

Continuous expansion of Samsung experience stores



GALAXY Studio in your life

Expand experience coverage and enhance engagement in real life environments



Creative Marketing



Fashion Week

Aspirational Brand

Beyond preferred brand...





PRODUCT

TECH & DESIGN

CONTENT & SERVICES

MARKETING

OPERATION

Strengthening the world's best SCM competency



Reinforcing global business infrastructure



Strengthening the Win-Win partnership





Vision

THE MOST BELOVED COMPANY

Creating Innovative Value for Customers' Lives

**Solidifying
Smartphone
No. 1**

**Achieving
Tablet
No. 1**

**Creating
New
Businesses**

SAMSUNG
ANALYST DAY 2013



THANK YOU