CONSUMER ELECTRONICS OVERVIEW

Strong Financial Performance with Full range of Product Portfolio

**FY 2020 Net Revenue**

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue (KRW)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Display</td>
<td>48.2tn</td>
<td>58%</td>
</tr>
<tr>
<td>Digital Appliances</td>
<td>42%</td>
<td></td>
</tr>
</tbody>
</table>

**Product Portfolio**

- Samsung Neo QLED 8K TV
- Various digital appliances
MARKET LEADERSHIP

Global No.1 TV for 15 consecutive years. No.1 Ref. for 9 consecutive years.

Global Market Share

- **TV (Revenue) / Smart Signage (Unit)**
  - 2006: 15%
  - 2009: 13%
  - 2020: 32%
- **Home Appliances (Rev.)**
  - 2012: 14%
  - 2020: 21%
PRODUCT SUPERIORITY – TV
Outstanding design and engineering in products

Honored at CES 2021 Innovation Awards

110-inch Micro LED
Offer users total control over space as well as experiences

85-inch Neo QLED
Upgraded Quantum Processor, All-new light source technology

The Premiere
World’s 1st HDR10+ certified, Ultra-short throw projector

The Terrace Soundbar
Slim design for wall mounting, Powerful & crisp sound
PRODUCT SUPERIORITY

Leading technology innovation

Honored at CES 2021 Innovation Awards
- WF8800A
- JetBot AI
- SmartThings Cooking
- Slim OTR MWO
- Slide-in Flex Duo Induction
- BESPOKE Water Purifier

Honored at iF Design Awards 2020
- BESPOKE
- AirDresser
- European Oven Package
- AC (Wind-Free)
- Refrigerator
- Wine Cooler
- VC
- Induction Plate
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- SAMSUNG STRATEGY
- KEY TAKEAWAYS
OPPORTUNITIES - TV
Rapid growth expectation in Big-sized/High Resolution TV

Big-sized Screen (80"+): CAGR (2020 – 2024) 13%

High Resolution (8K Ultra HD): 34% Revenue
OPPORTUNITIES - B2B DISPLAY

High growth expectation in Smart Signage

Signage Market

- LCD
- LED

CAGR 13%

- 2020
- 2021
- 2022
- 2023
- 2024

9M

※ LCD/LED Signage Unit
OPPORTUNITIES - HOME APPLIANCES

Continuously Growing Market

CAGR 3%

Source: Euromonitor, GfK, BSRIA, AHAM, Internal Analysis
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BUSINESS UPDATE
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NEO QLED 8K - PREMIUM LEADERSHIP

Advanced technology with superior design for a compelling experience

Exceptional Picture Quality

AI-powered processor combined with Quantum mini LED

Truly Immersive Sound

Dynamic sound corresponding to object’s movement on screen

Aesthetically pleasing Design

Nearly bezel-less
LIFESTYLE TV

Push the boundaries of TV while transforming customers’ living space

The TV that matches lifestyle

The Serif
Unconditionally beautiful

The Sero
Mobile entertainment better on TV

The Frame
Make your own TV

The Premiere
Launch your private cinema in 4K triple laser

The Terrace
Samsung QLED experience, now outdoors
NEXT-LEVEL SERVICE

Ensure the maximum possible viewing experience with TV

Samsung Health AI trainer gives different workout routines while simultaneously monitoring users’ performance.

Smart Screen

Samsung TV Plus gives viewers instant access to top news, sports, entertainment for 100% free.
B2B BUSINESS EXPANSION

Provide innovative products to meet and exceed customer expectations

- Interactive Signage + Video Conferencing Solution
- Outdoor Signage With high visibility
- Online meeting In Corporate/Public
- Digital Transformation In QSR/Retail

Strengthen Solution for Untact Trend
GOING GREEN

Eco-Friendly initiative towards a better tomorrow

- Eco-Packaging Design
- Solar-Powered Remote control
- Reduce Carbon footprint
LIFESTYLE CHANGING PRODUCT
For Seamless Customer Experience

Smart Kitchen Solution
- Order Ingredients
- Recommend Recipe
- Auto Cooking

Living Care Solution
- Order consumables
- Washer
- Dryer
- Air-Dresser

Air Care Solution
- Temp. Control
- Monitoring Air-Quality
- Humidity Control
- Ventilation
LIFESTYLE INNOVATION
Improving Experience with BESPOKE

BESPOKE Ecosystem

Product Solutions based on New Tech/Consumer Needs
Collaboration with Design/Furniture Companies
Content Service with IoT/Food Industries
B2B BUSINESS EXPANSION
Providing Customized Solutions with Full Package

Builder
System AC
Built-in

Home Appliances
Offer unparalleled customer experience by improving the quality of life through innovative products
THANK YOU