

SAMSUNG DISPLAY



Investor Presentation

2021

Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

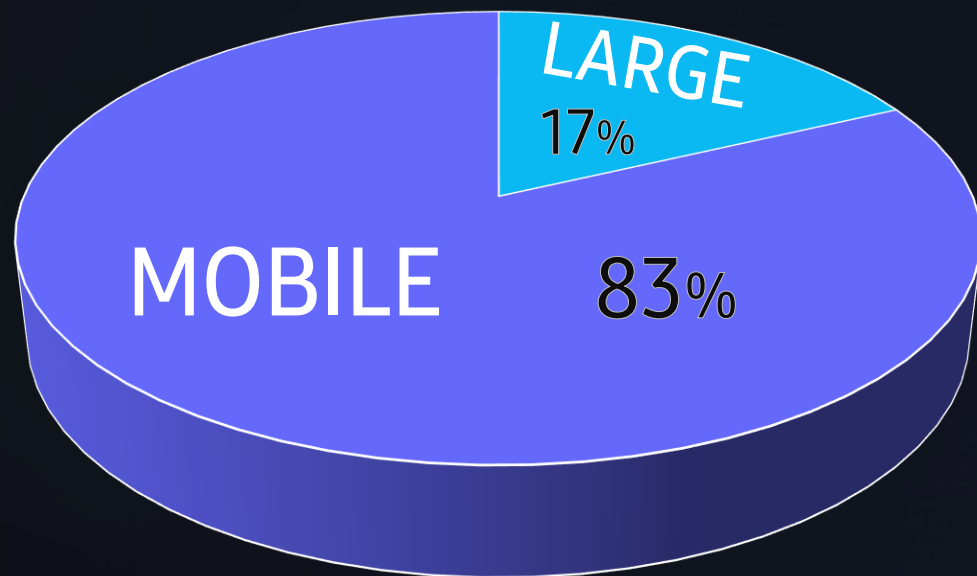
SAMSUNG STRATEGY

KEY TAKEAWAYS

DISPLAY OVERVIEW

FY 2020 Net Revenue

\$26B



Business Accomplishment

[Market Share]

1

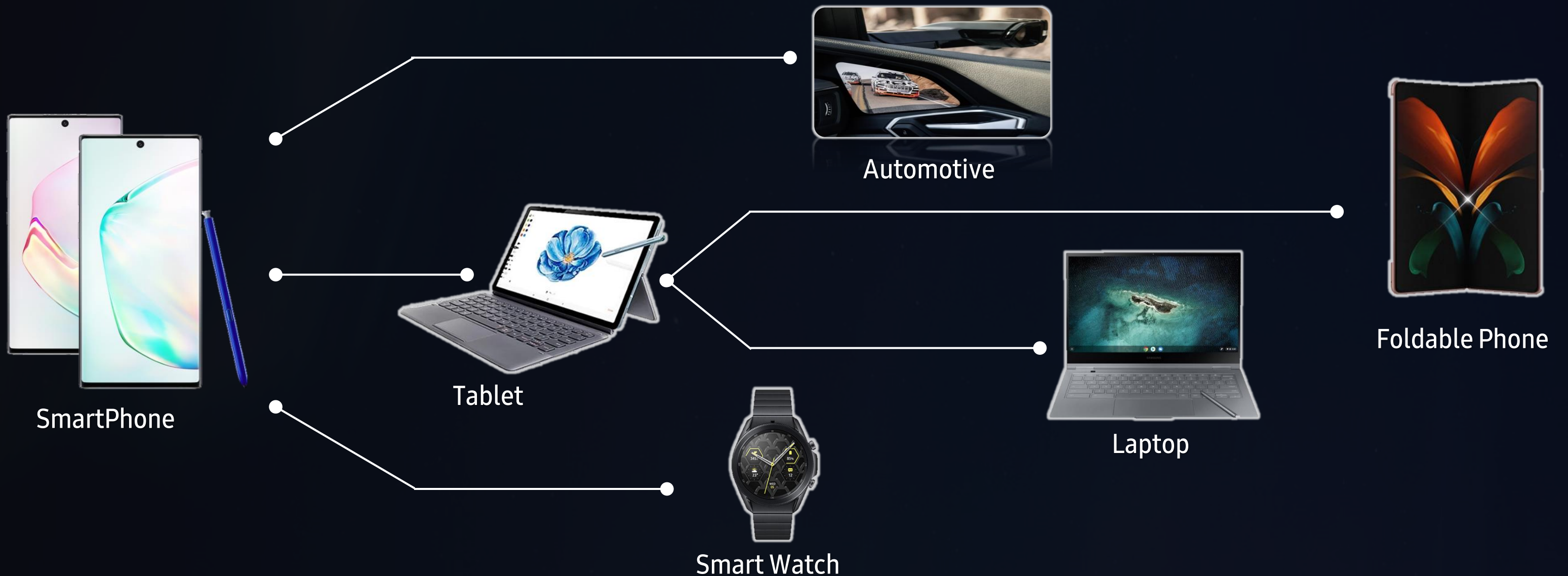
Display Market 20%

Smartphone AMOLED Display 77%

(Revenue base, OMDIA)

LEADERSHIP : MOBILE DISPLAY

Mainstream in the Small-Medium Display Market



LEADERSHIP : LARGE DISPLAY

Driving Premium Products

TV



8K
Quantum-Dot
Ultra Large Size

Monitor



Curved
32:9 Super Ultra wide

PID



Extremely Narrow Bezel

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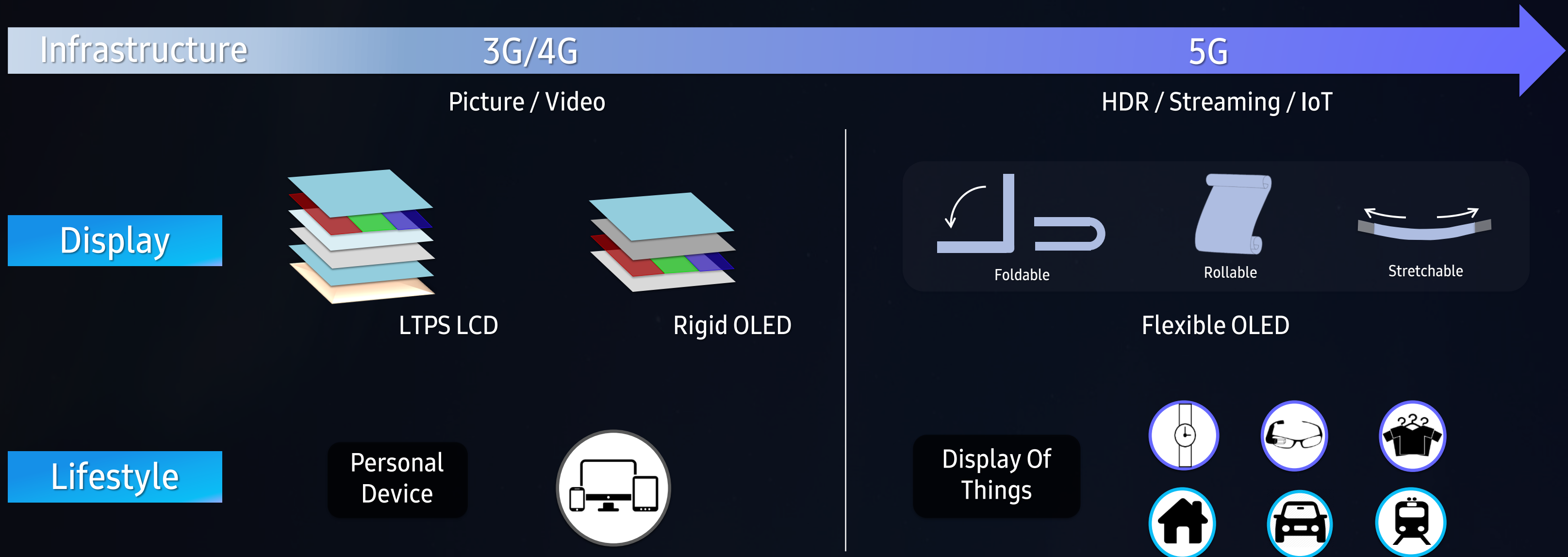
BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

NEW PARADIGM : 5G

Display Centric World is Coming



DAILY LIFE OF TOMORROW

Display of Things 24/7

Refresh



Morning

Active and Dynamic



Mid-Day

Relax and Enjoy

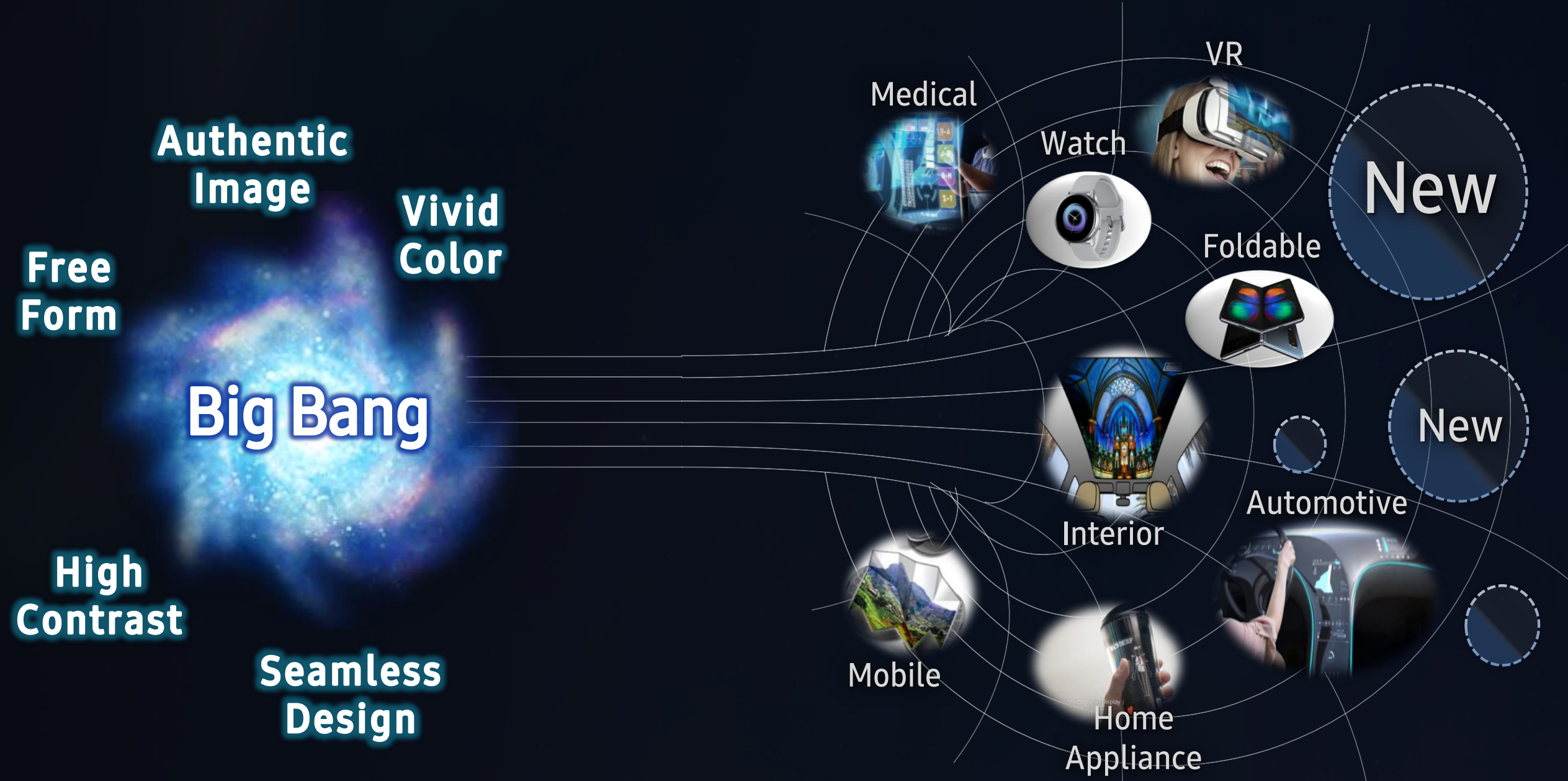


Night

One Day in Display Centric World

DISPLAY BIG BANG

The Birth of Next Generation Devices



CONTINUOUS GROWTH OF PREMIUM TV

Rapid Growth in Ultra Large-sized & High Resolution TVs

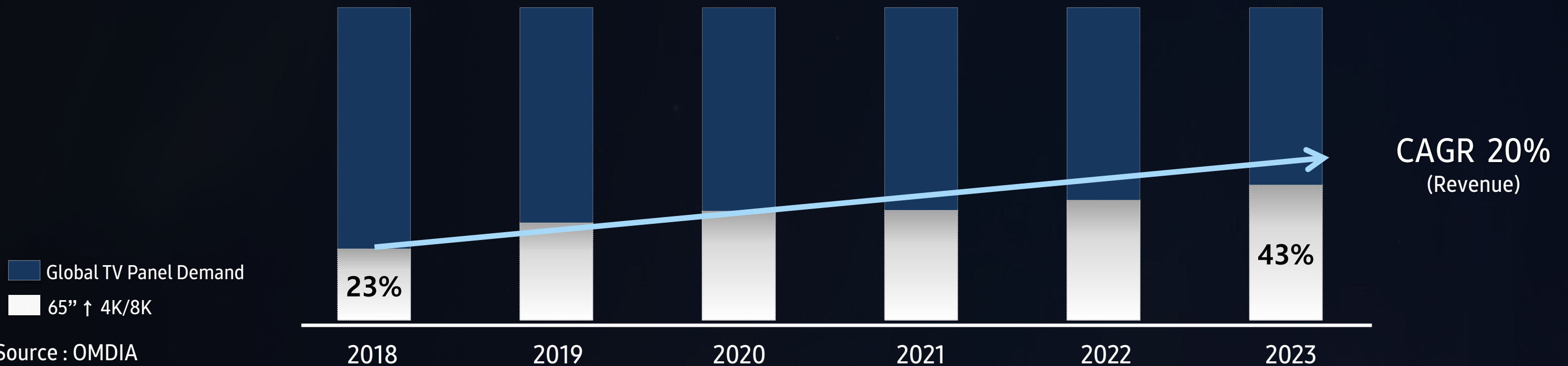
Average TV Size



43"



49"



Source : OMDIA

SOPHISTICATED CUSTOMER NEEDS

Increasing Demand for Differentiated Monitors



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SAMSUNG STRATEGY

Unrivaled, Cutting Edge Capabilities

Product Performance



New Applications



Customer Portfolio



Operational Excellence



MOBILE DISPLAY BUSINESS

NEW APPLICATIONS

TECHNOLOGY DIFFERENTIATION

CUSTOMER & PRODUCT PORTFOLIO

NEW APPLICATIONS

Securing New Growth Engines



TECHNOLOGY DIFFERENTIATION

Continuous Effort for Technological Leadership

Design



Hole



Full Screen



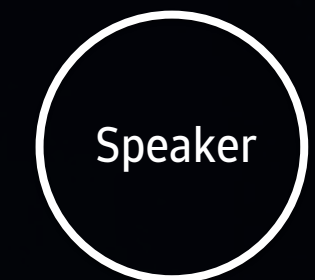
Foldable



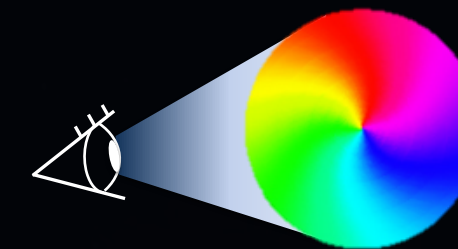
Automotive

UX

Embedded Sensors



Human Friendly



Color Accuracy



Less Blue Light

CUSTOMER & PRODUCT PORTFOLIO

New Customers and Wide Range of Products Driving Growth



LARGE DISPLAY BUSINESS

TECHNOLOGY DIFFERENTIATION

NON-TV BUSINESS LEADERSHIP

OPERATIONAL EXCELLENCE

TECHNOLOGY DIFFERENTIATION

Breaking Boundaries Between Screen and Reality through Perfect QD



NON-TV BUSINESS LEADERSHIP

Developing Higher Value Market with PID & Monitor

PID



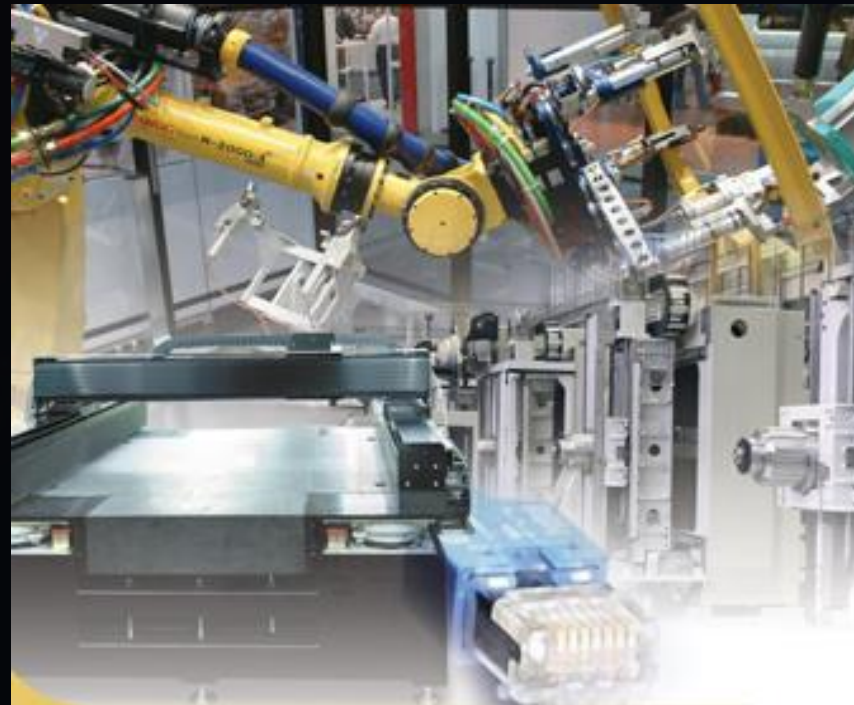
Monitor



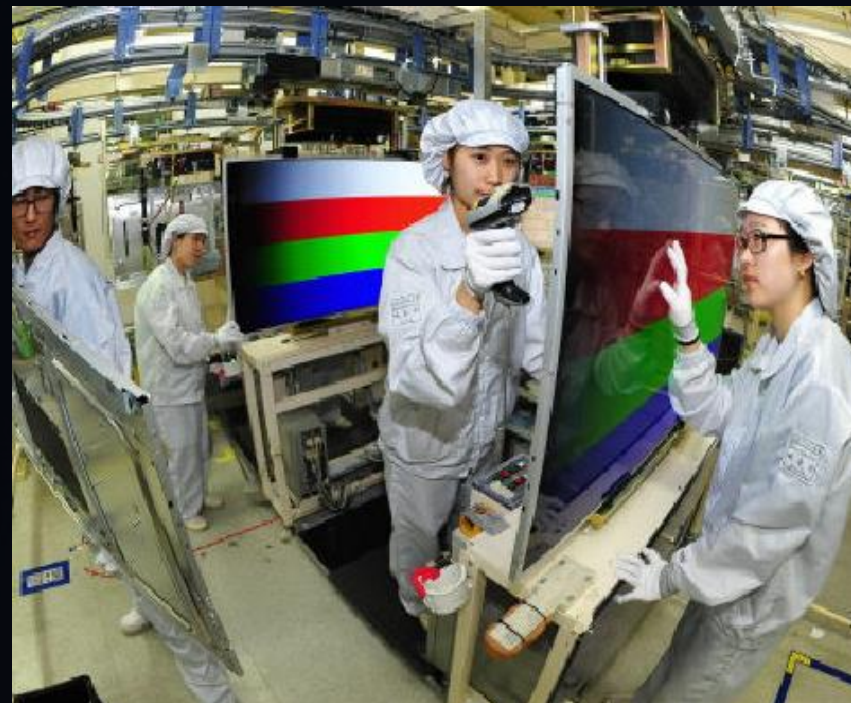
OPERATIONAL EXCELLENCE

Core Competencies Enabling Constant Innovation and Stable Profit

Enhancing
Productivity



Reducing
Assembly Cost



Optimizing
Management



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KEY TAKEAWAYS

KEY TAKEAWAYS



Differentiated Products Creating New Opportunities



Strengthen Leadership with Technology Innovation



Providing The Best Solution for Display of Things

DISPLAY BEYOND IMAGINATION

SUSTAIN BUSINESS GROWTH

