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SAMSUNG MX / NW BUSINESS

Investor Presentation

2024

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

NW BUSINESS

2023 FINANCIAL SUMMARY

Earnings results*

(trillion won)

112.4
Sales

13.0
Operating profit

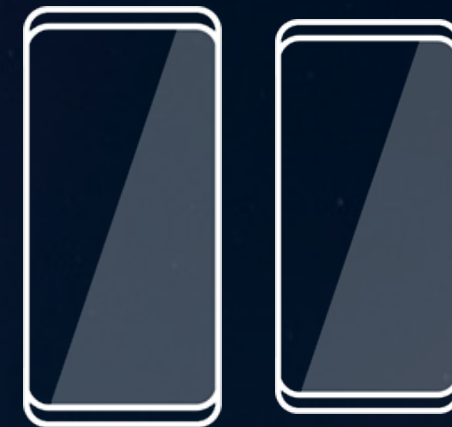
11.6%
Operating profit margin

2023 FINANCIAL SUMMARY

Global number 1



Global market share*



Smartphone
20%
(#1 since 2011)

BUSINESS ACCOMPLISHMENTS

Strengthened premium experience



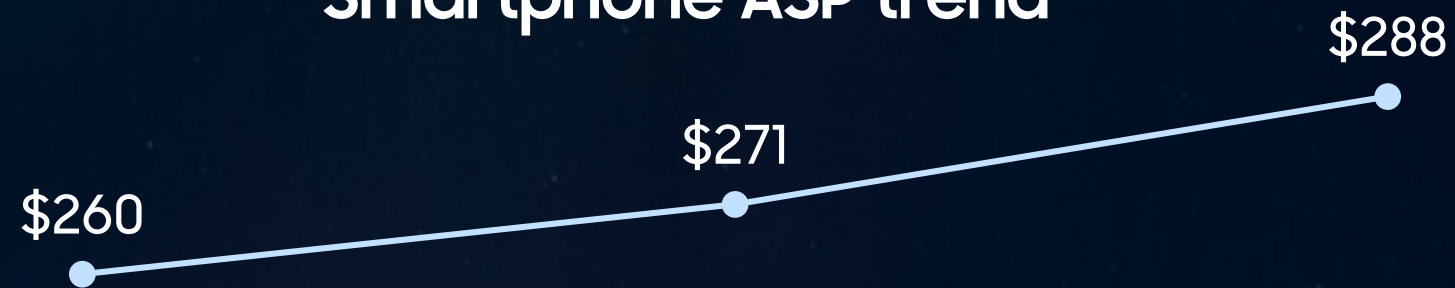
Gradual mainstreaming of foldables



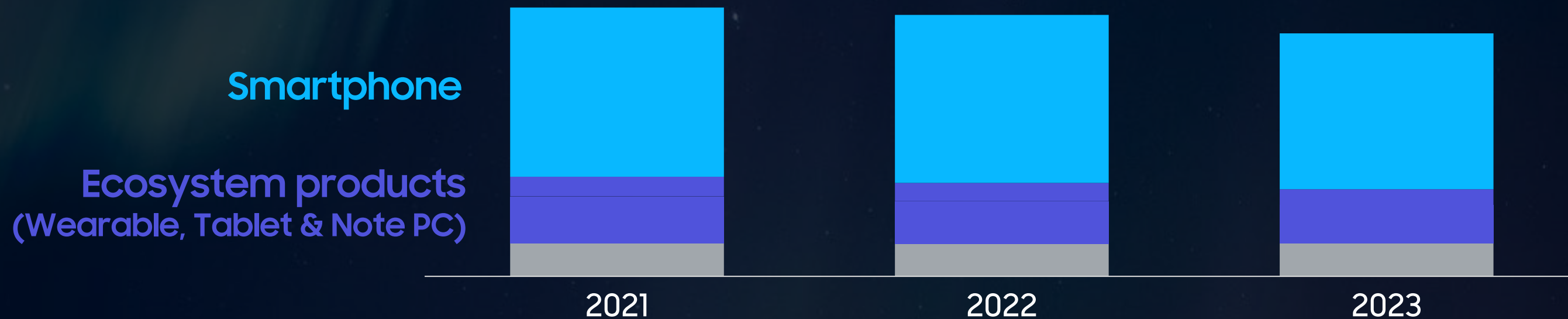
BUSINESS ACCOMPLISHMENTS

Smartphone ASP has increased and we maintained contribution of Galaxy Ecosystem products despite unfavorable business environment

Smartphone ASP trend



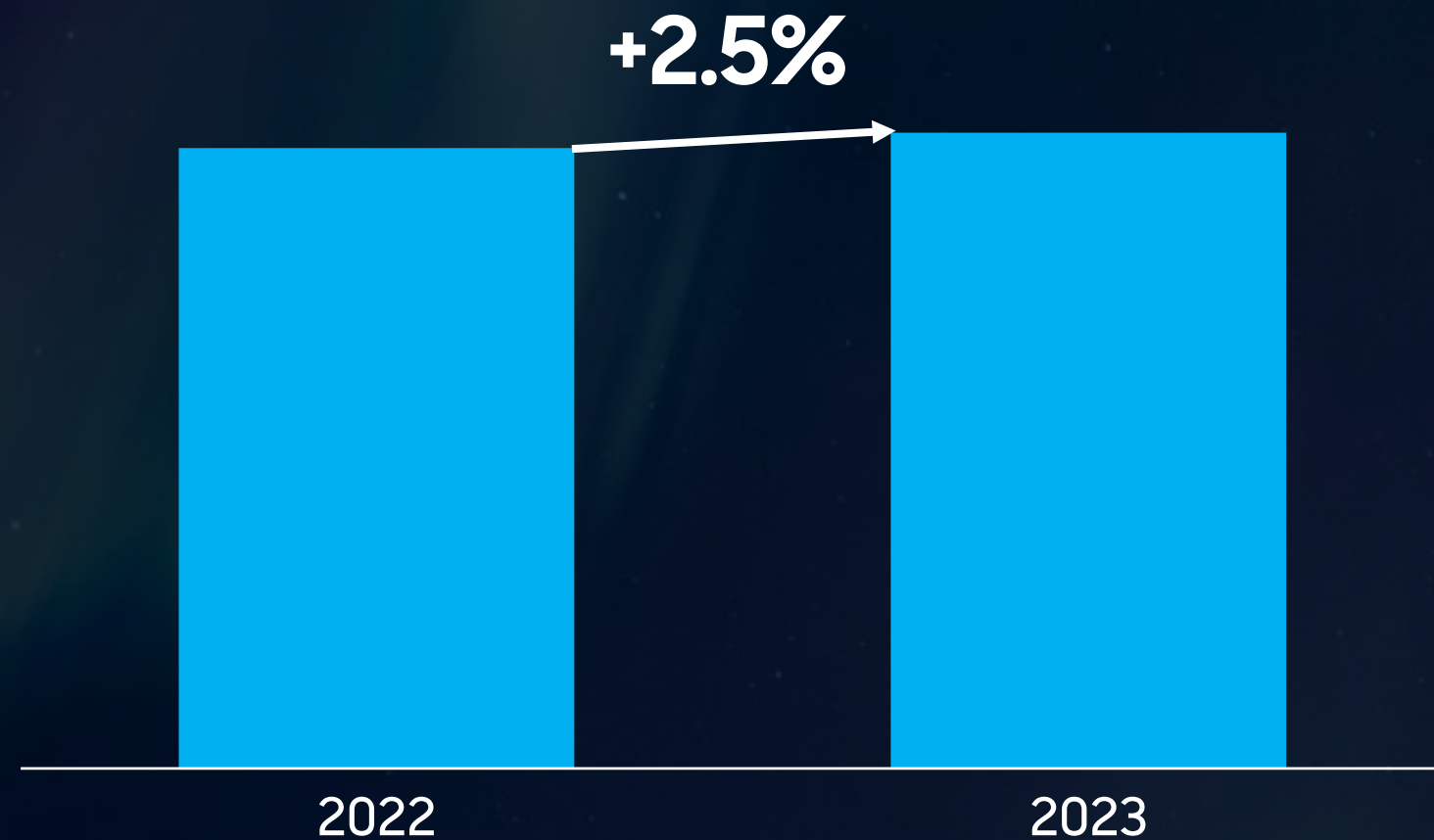
Revenue by product line



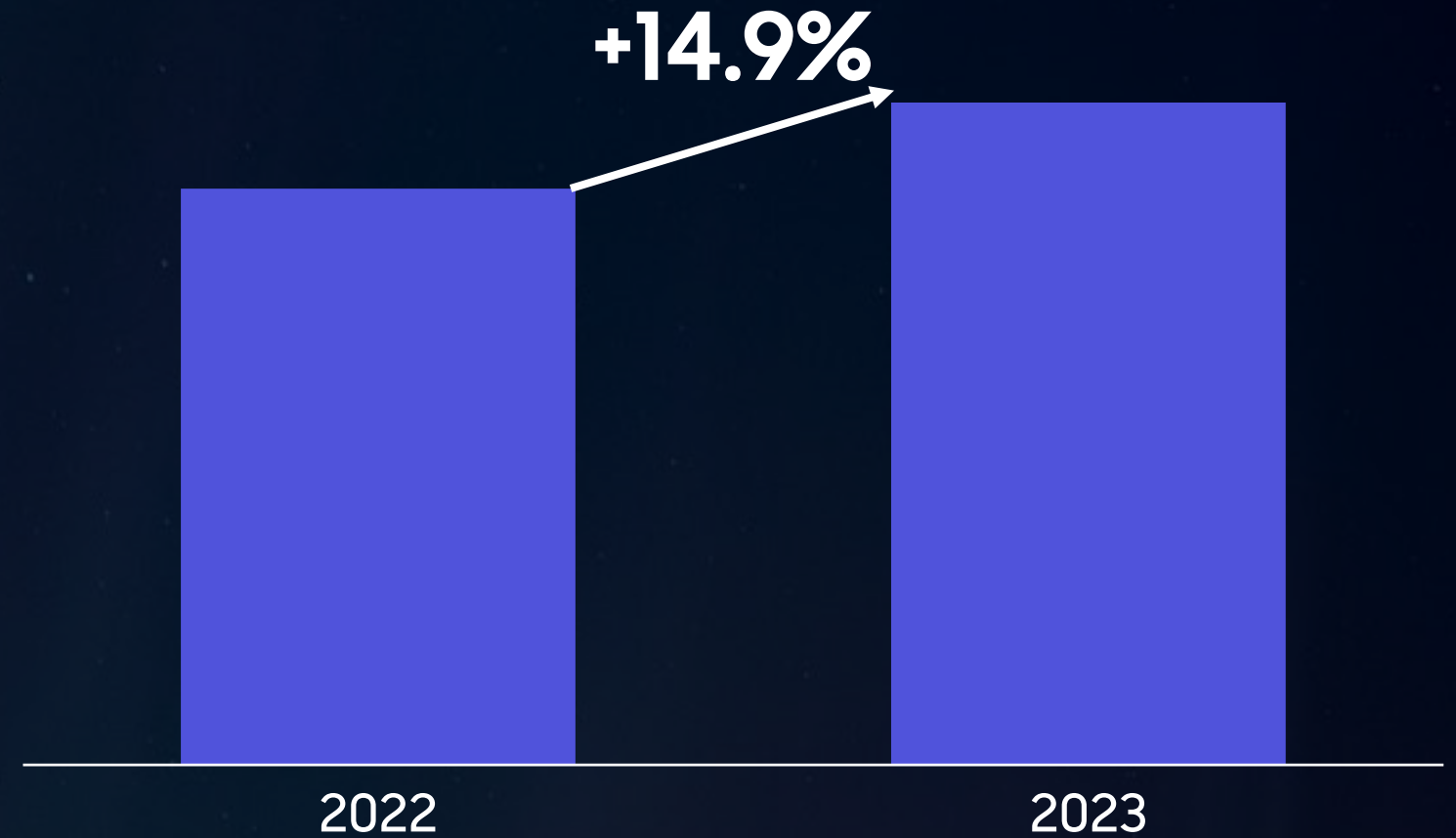
BUSINESS ACCOMPLISHMENTS

Flagship smartphone revenue and 5G shipments increased

Flagship smartphone revenue



5G smartphone shipments



Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

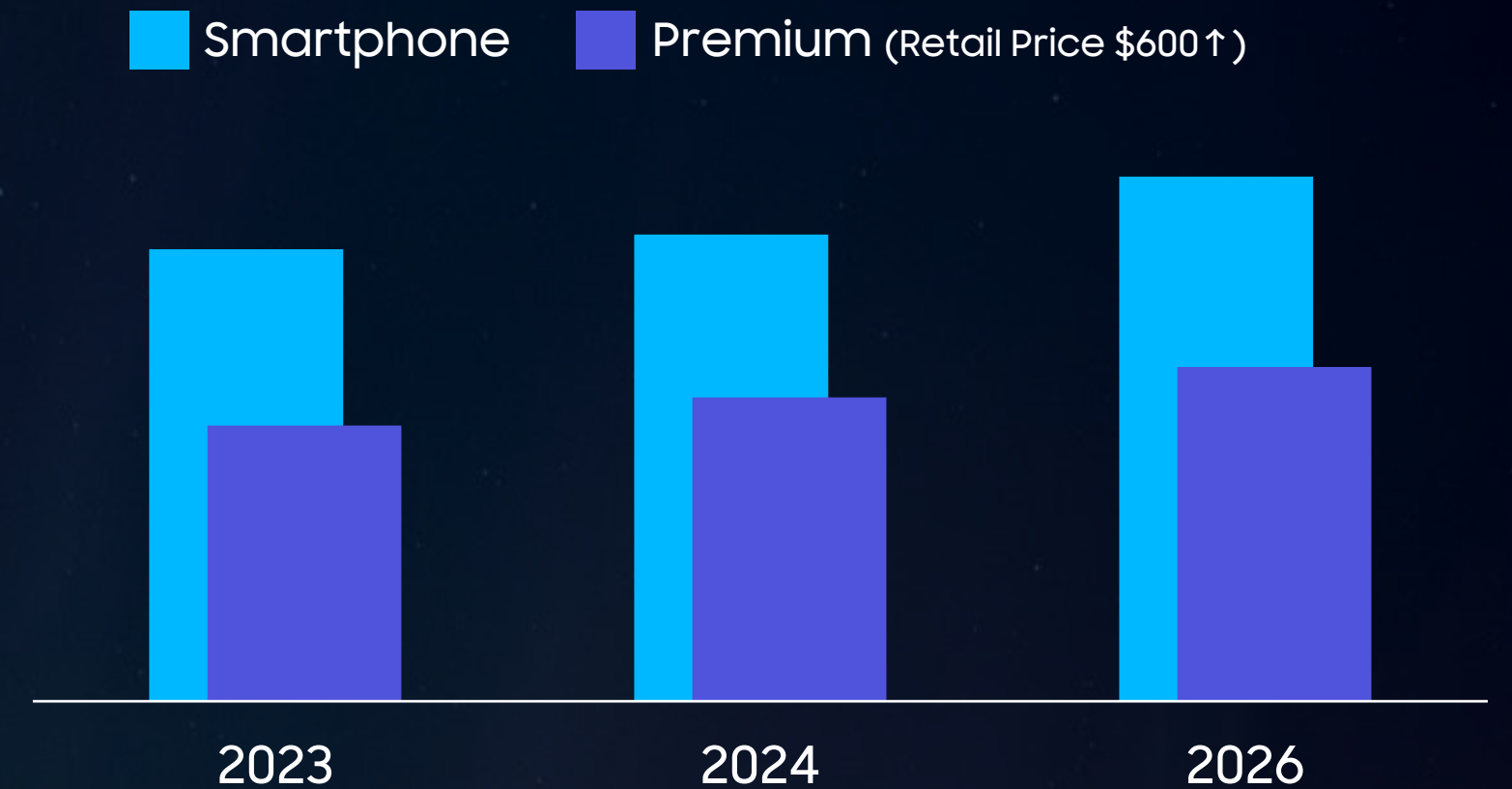
MOBILE STRATEGY

NW BUSINESS

SMARTPHONE



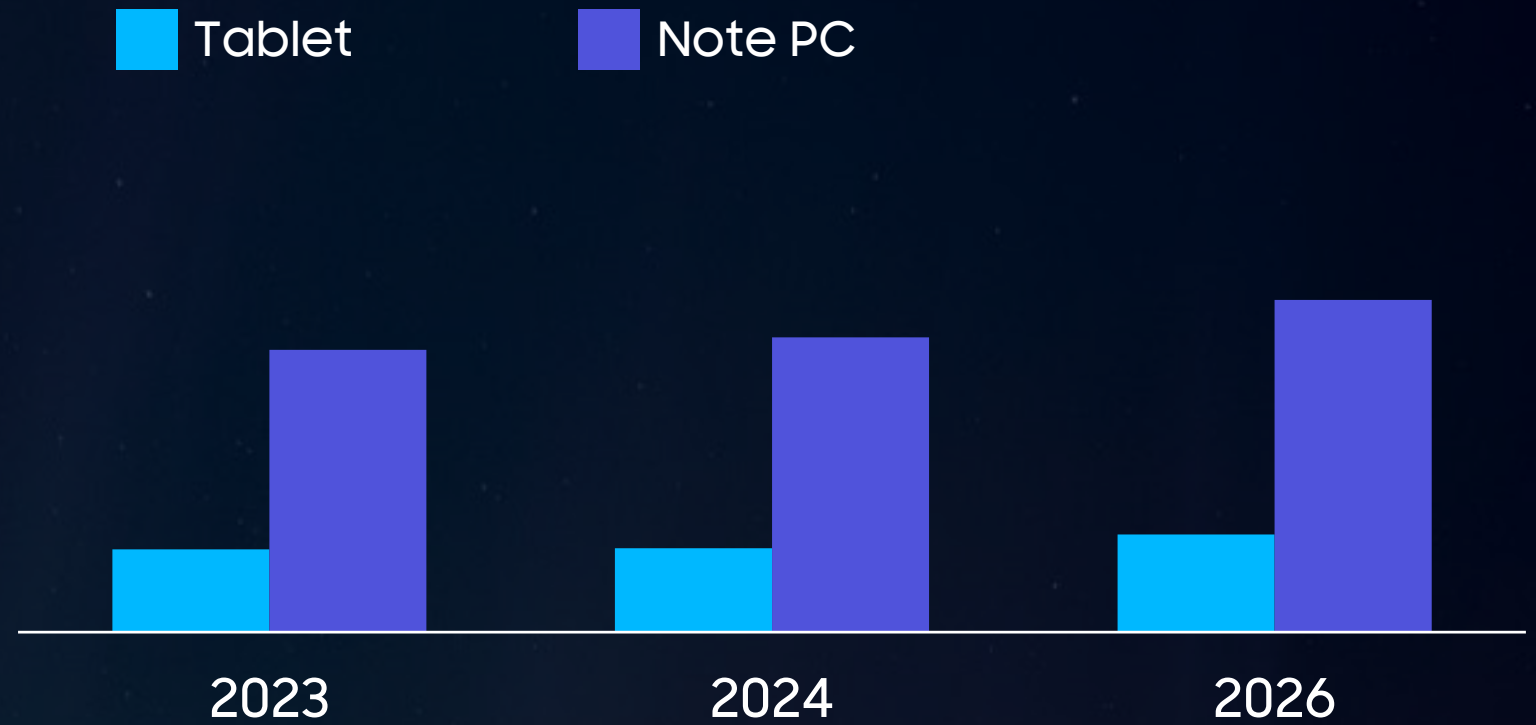
2024 smartphone market is expected to grow due to an expansion of AI products and services as well as economic growth in emerging markets. We expect flagship and 5G growth to continue



TABLET & NOTE PC



Tablet and Note PC markets are expected to bounce back after contracting in 2022 and 2023 due to the product replacement cycle and introduction of AI products.

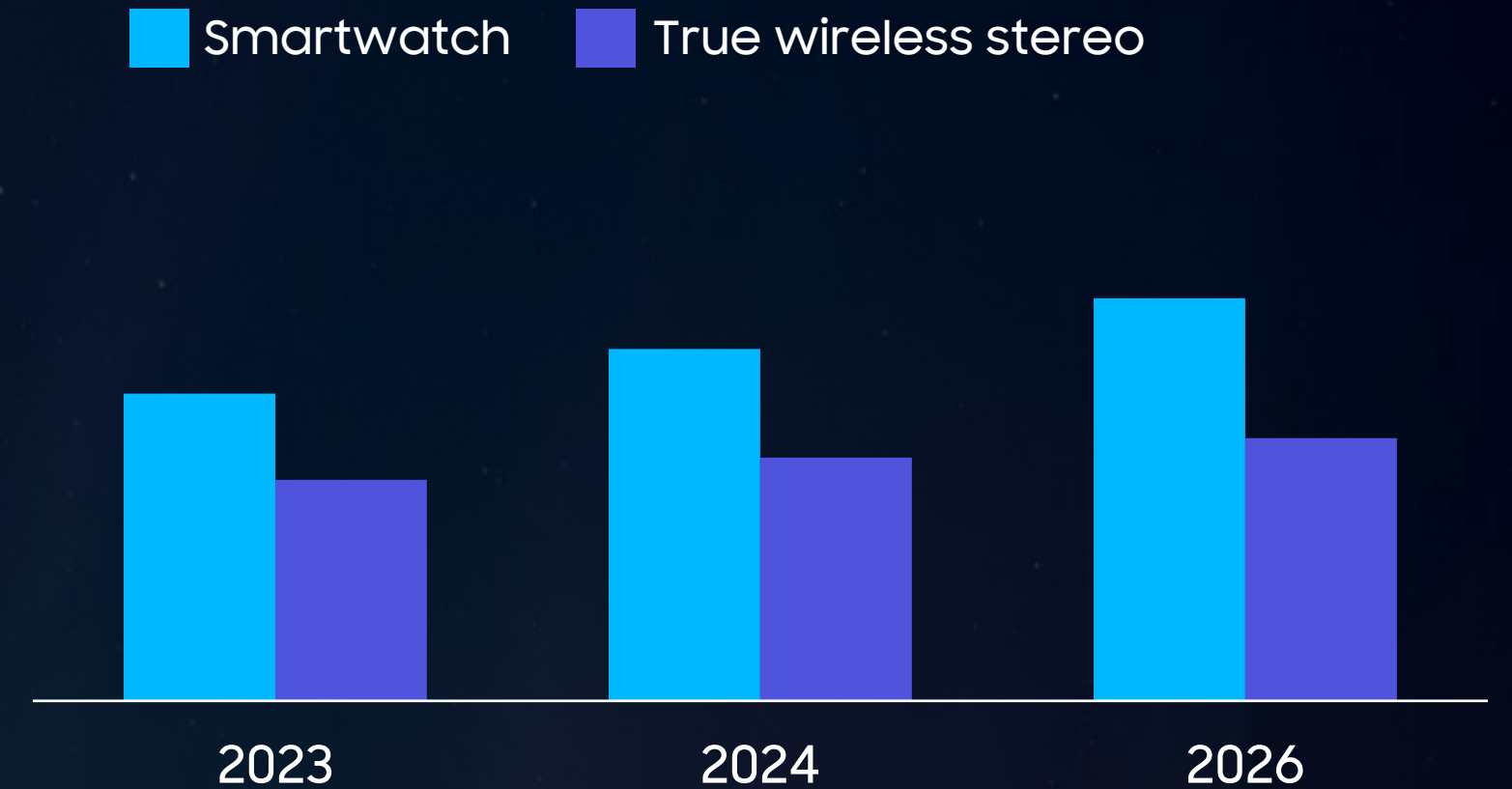


* Techinsights, IDC

WEARABLES



Wearables markets are expected to grow in line with increased demand for health and the release of new models.



* IDC

GALAXY AI IS HERE

Beginning with the S24 series, we will expand the new Galaxy AI experience to the entire Galaxy ecosystem with the aim of mobile AI leadership



Circle to search

Live Translate

Photo Assist

AI for Foldables

Intelligent S-pen

Health & Wearables

XR Ecosystem

Content

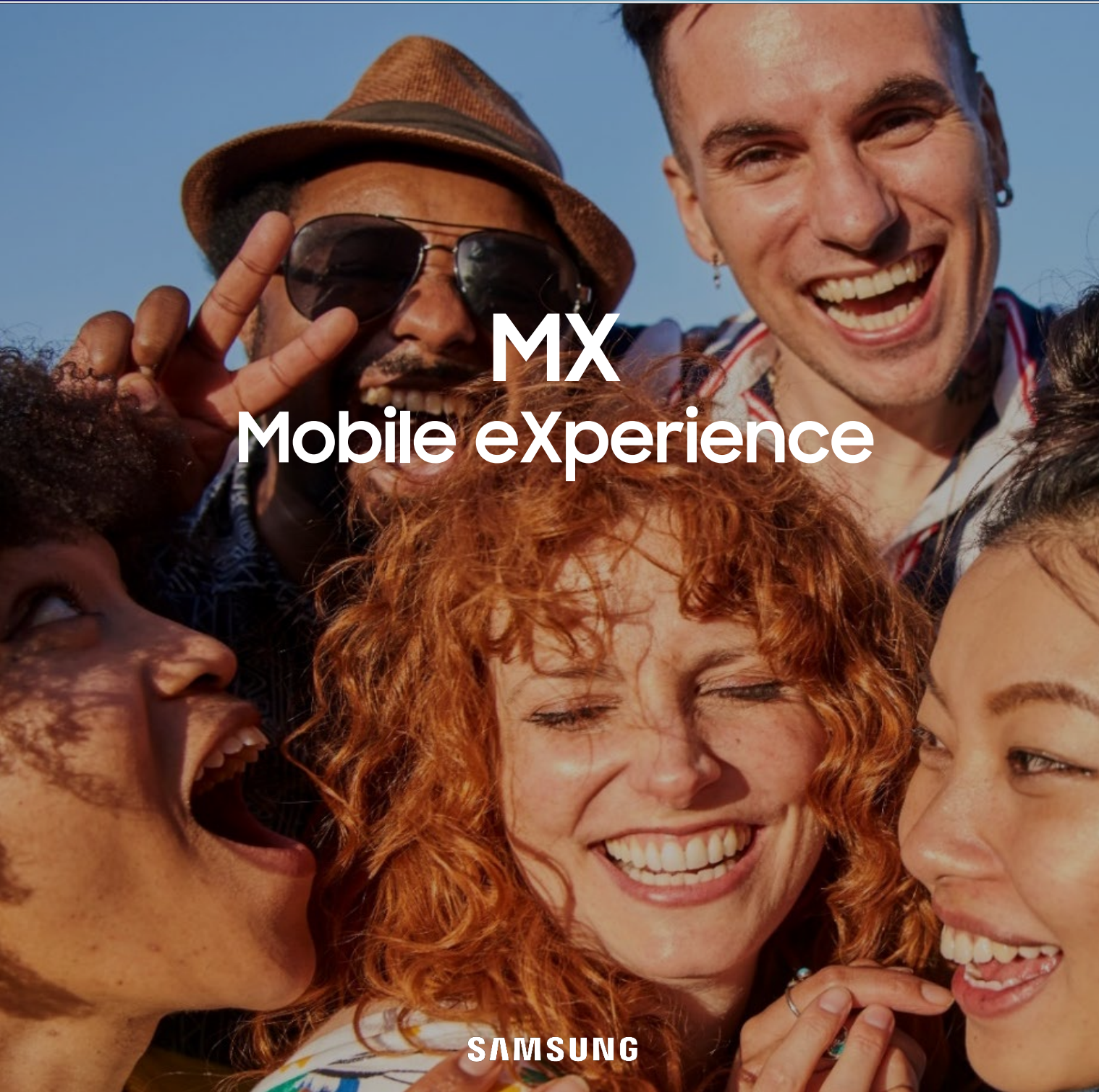
BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

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STRATEGIC DIRECTION



MX
Mobile eXperience

SAMSUNG

Customer-centric business that prioritizes consumer experience

Life Companion

Accompanying every moment of customers' daily lives from the beginning until the end of the day

Galaxy Ecosystem

Encompassing a variety of mobile-based products and services, including future business areas

SECURING LEADERSHIP IN FLAGSHIP

S



Z



✓ Expand premium customer base with leadership in customer-centric experience

✓ Foldable leadership by optimizing form-factor tailored experience

✓ Intensify efforts for sustainable innovation

EXPAND USER BASE WITH MASS PRODUCT

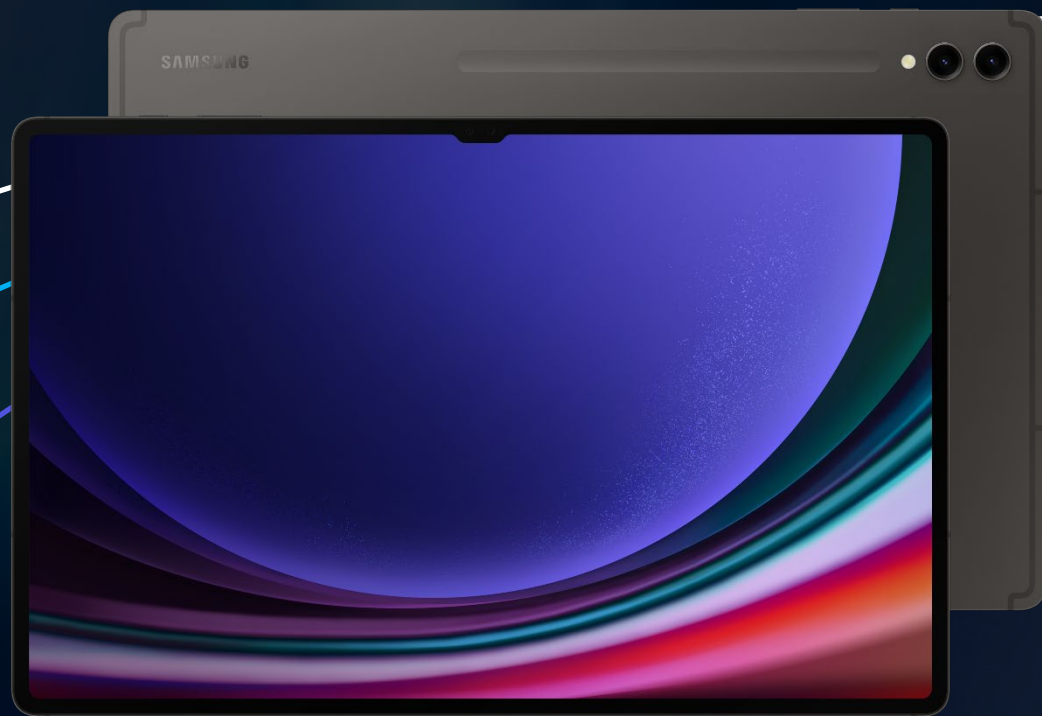


- ✓ Expand 5G line-up to entry level devices
- ✓ Apply core experience of premium products in order to cultivate Galaxy user base
- ✓ Enhance efficiency of R&D/production to maximize sales and improve profit

ADDRESS PREMIUM TAB & NOTE PC DEMAND

Tablet: Enhance premium lineup based on productivity and immersive experience

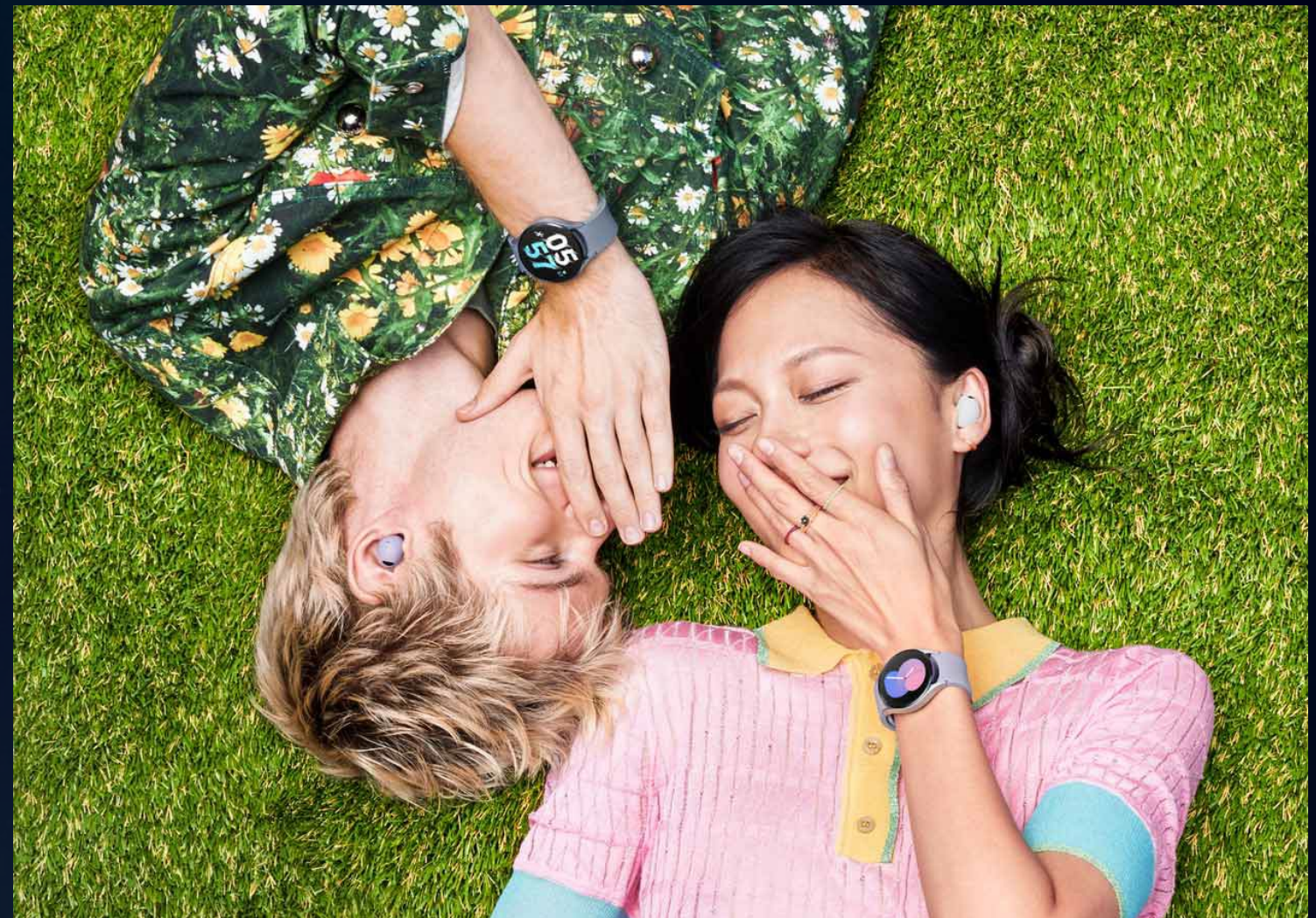
Note PC: Strengthen high performance, portability, multi-device experience, and deliver AI powered new experience



WEARABLE, ENHANCE USER EXPERIENCE

Smartwatch: Offering a personalized, holistic health experience

True Wireless Stereo: Seamless and intelligent personal listening device



GALAXY EXPERIENCE

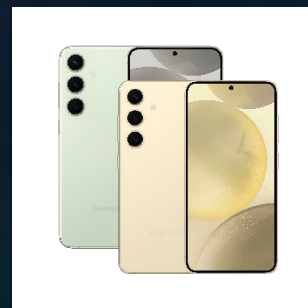
Improve consumer experience by evolving Galaxy's heritage, tailored to the customer needs of each product group

Model CXP

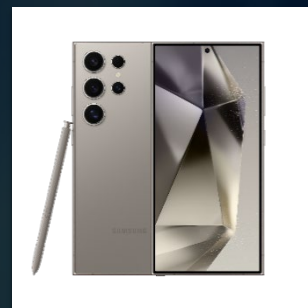
Core Experience Proposition for Customers by Model

Series Foundation

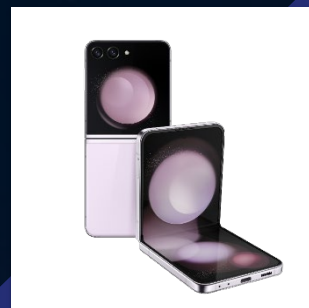
Distinctive and Competitive Product Value Proposition by Series



S/S+
Camera
Design



S Ultra
Camera
Performance



Z Flip
Design
Expressions



Z Fold
Productivity
Display
New Experiences



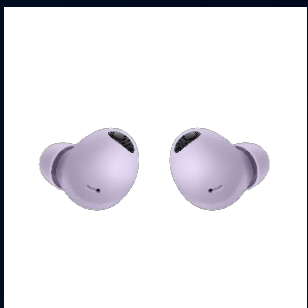
Tab
Productivity
Entertainment



Book
Galaxy Mobile Exp.
on Laptop



Watch
Health &
Personalization



Buds
Authentic Sound
Powered by AI

Galaxy Foundation

Most Fundamental Values to the Galaxy Experience Heritage across All Galaxy Devices



Innovation
that **opens** possibilities



Experiences
that **open** boundaries



Trusted Performance
open to all



Positive Impact
toward an **open** world

SEAMLESS GALAXY ECOSYSTEM

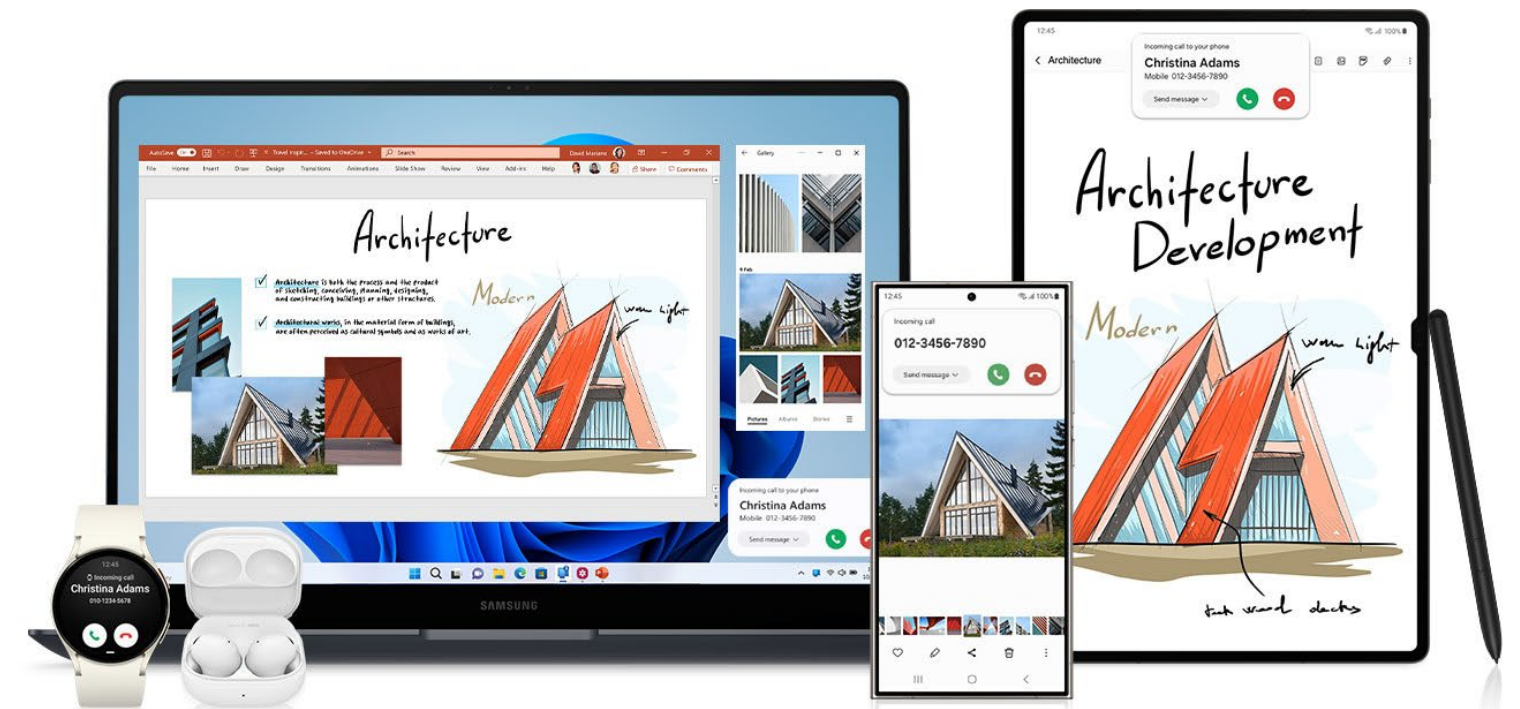
One UI

One UI is compelling in personal optimization, allowing customers to get things done easily across all Galaxy devices and customize the Galaxy experience to express oneself



Connected Experience

Providing seamless & intuitive experience across Galaxy devices with easy and fast connectivity

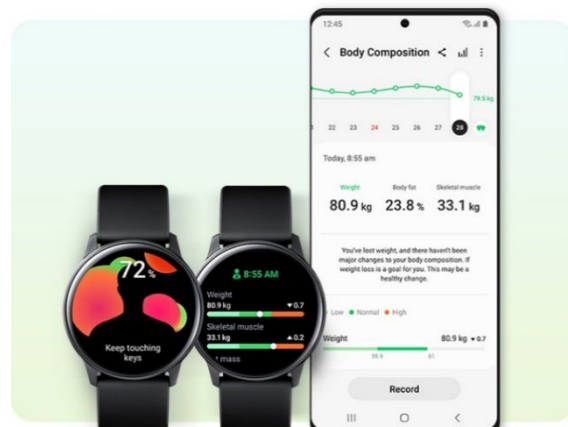
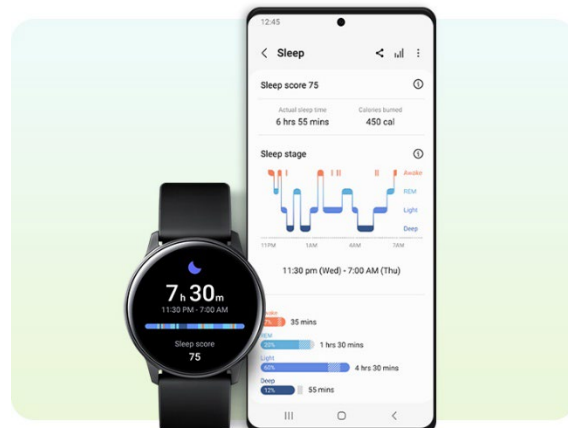


EXPAND DIGITAL LIFE EXPERIENCE



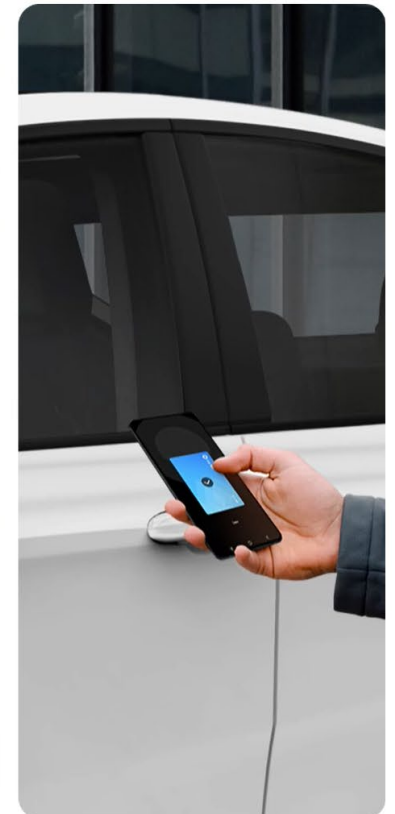
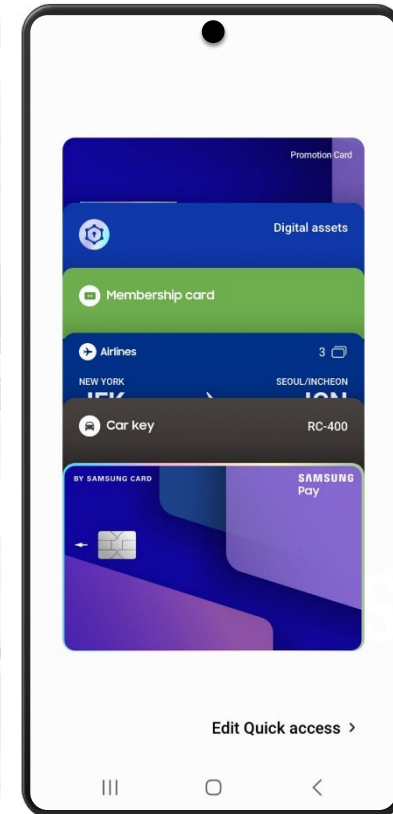
Samsung Health

Samsung Health focuses on wellness by helping users to sleep better and exercise efficiently, including working towards a body composition target



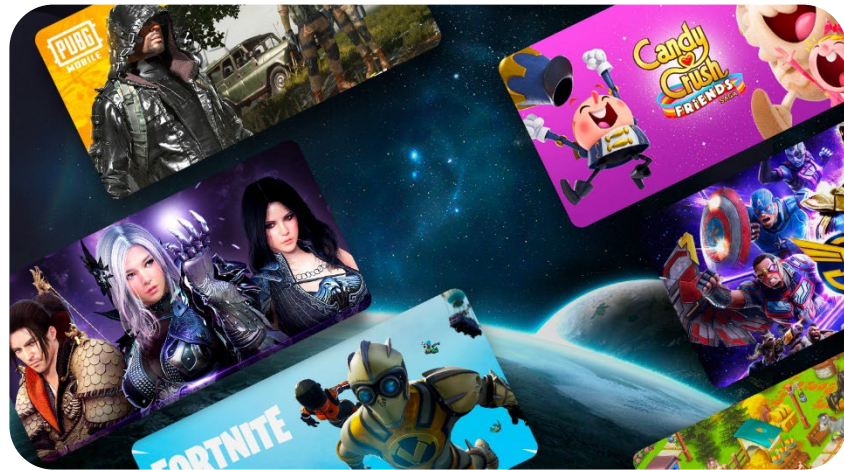
Samsung Wallet

Safely stores passwords, addresses, and card details for easier online browsing and shopping. Bank accounts, credit cards, keys, and boarding passes can be stored as well

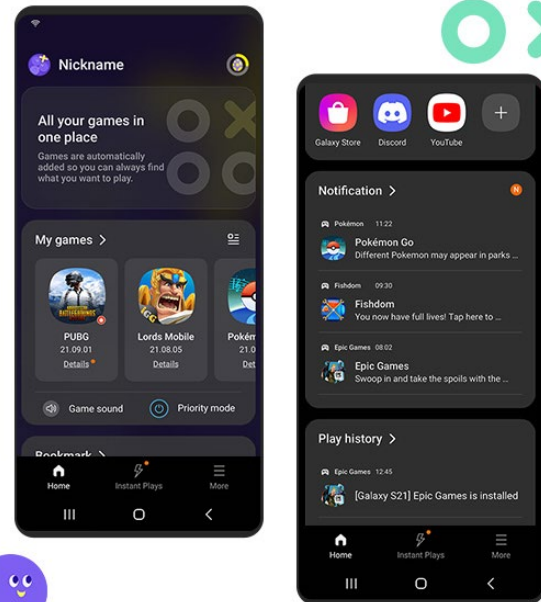


SERVICE AND CONTENTS

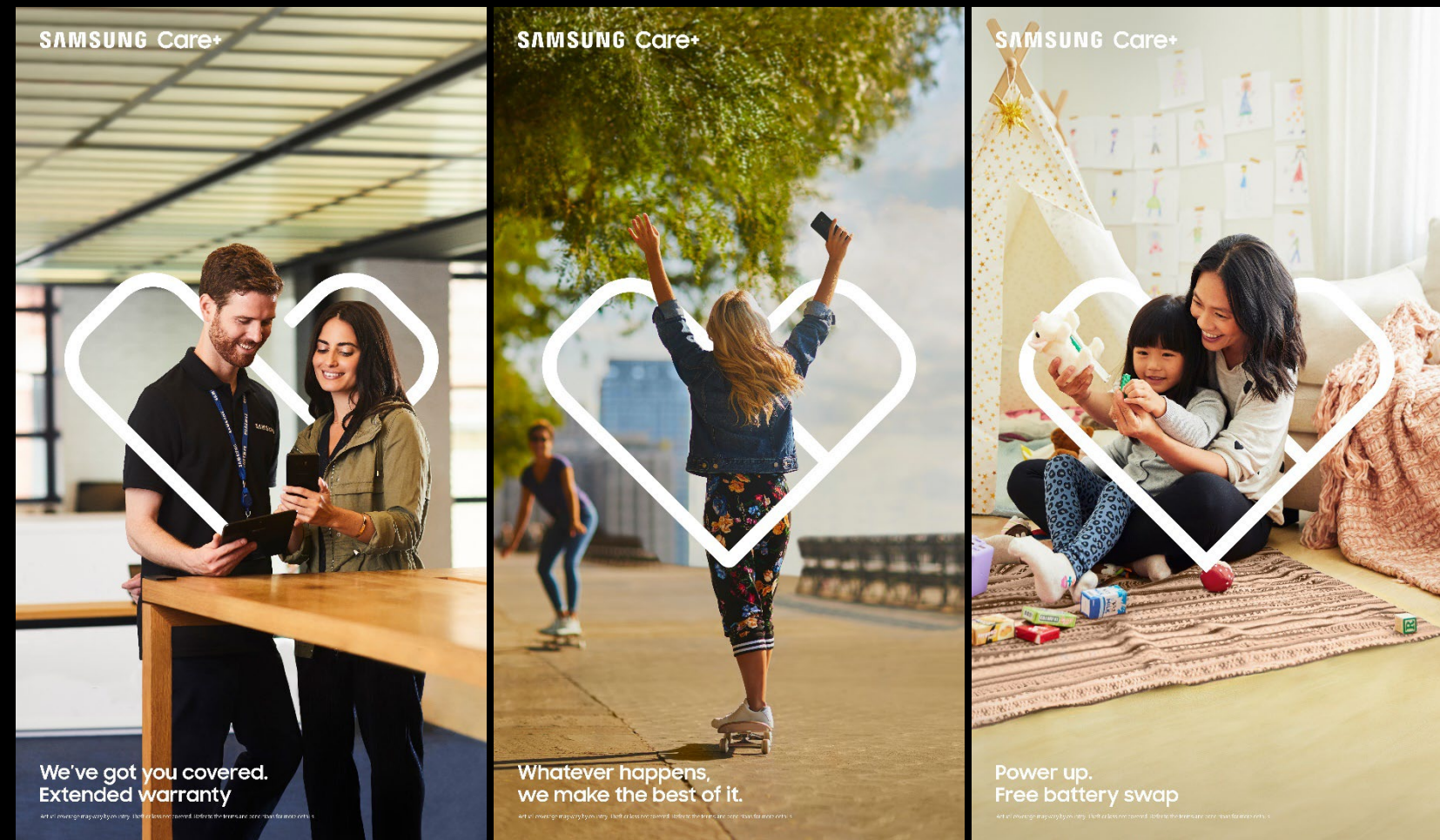
Provide rich contents on Galaxy devices



Game Launcher



Samsung Care+, expand coverage

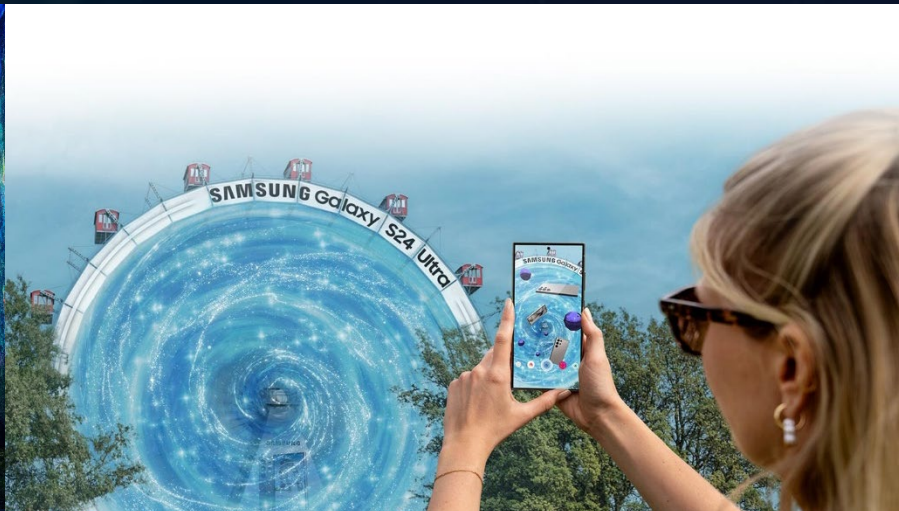
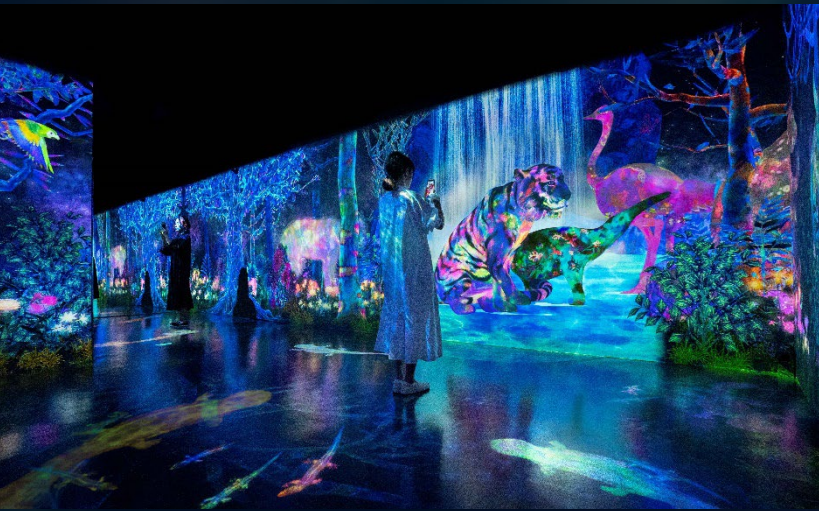


ENHANCE CUSTOMER TOUCHPOINTS



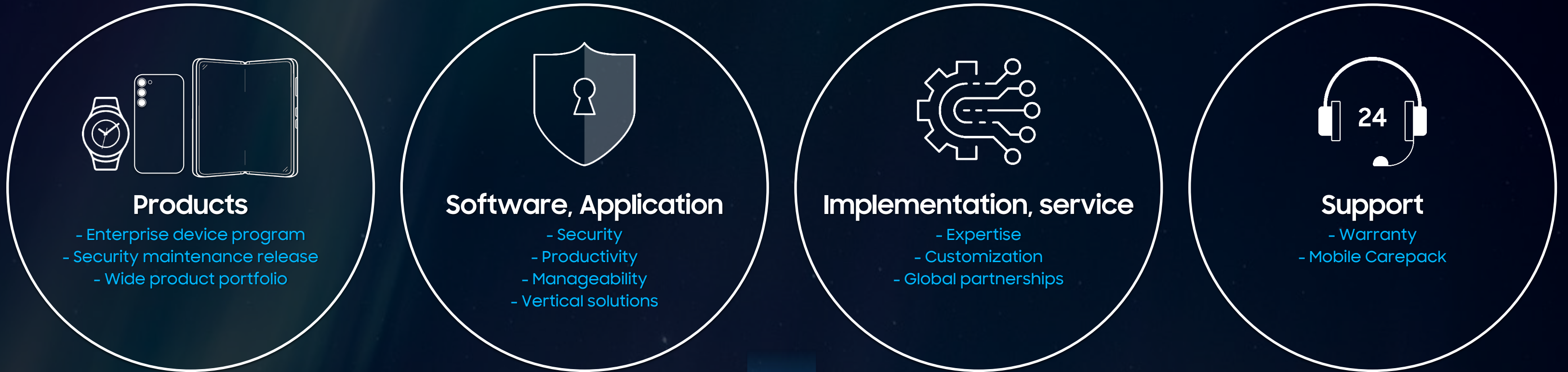
✓ Secure e-Store growth momentum

✓ Online-Offline retail innovation



✓ Enhance communication with various customer segments through digital touch points

BUSINESS ENTERPRISE PORTFOLIO



Provide an end-to-end integrated solution

OPERATIONAL EXCELLENCE

Strengthen flexibility to establish timely supply and response systems



Global production sites



Global sales network



Diverse partnerships



Sell-out based operation

Agility



Efficiency

Industry-leading Global SCM competency

SUSTAINABLE INNOVATION

Accelerate our efforts to transform recycled materials into high performance components for Galaxy technology



Content

BUSINESS HIGHLIGHTS

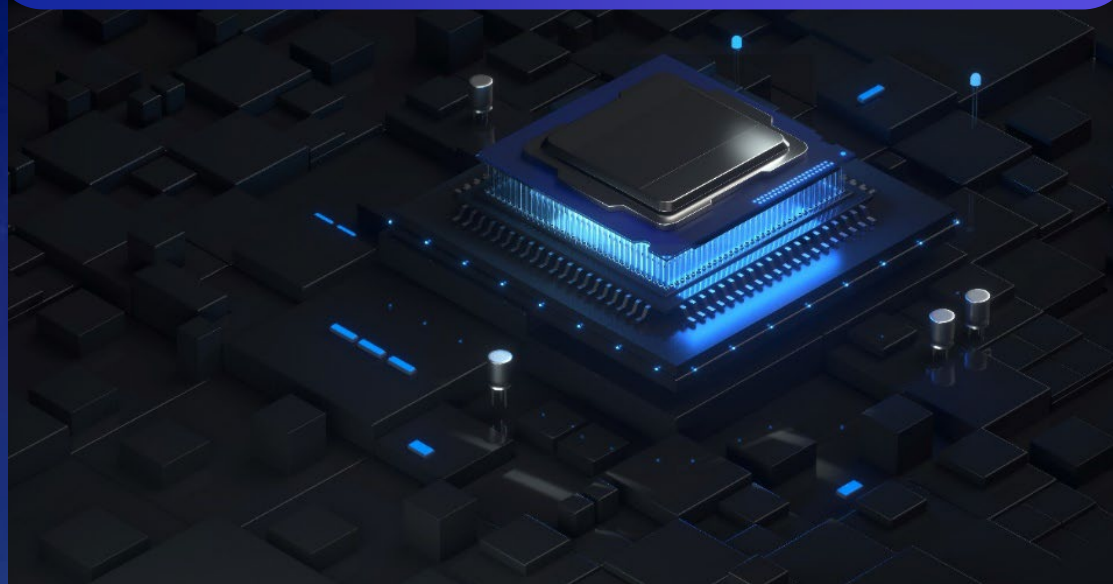
MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

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Expanding 5G NW business based on technology leadership

Next generation 5G chipset



Global leader of virtualized RAN

Samsung's vRAN Leadership

38,000

Commerical Sites Deployed

Globally
North America,
Europe, Asia

#1
Analyst
Recognized

Open
Architecture
vRAN and tRAN

Automation
Enabled
Samsung SMO

20+
Ecosystem
Partners

Expanding business areas & customers

Expanding business in the major markets
(U.S, Japan, Korea)

Entering new global markets
(Europe, East asia)

