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# SAMSUNG MX / NW BUSINESS

Investor Presentation  
2025

Content

BUSINESS HIGHLIGHTS

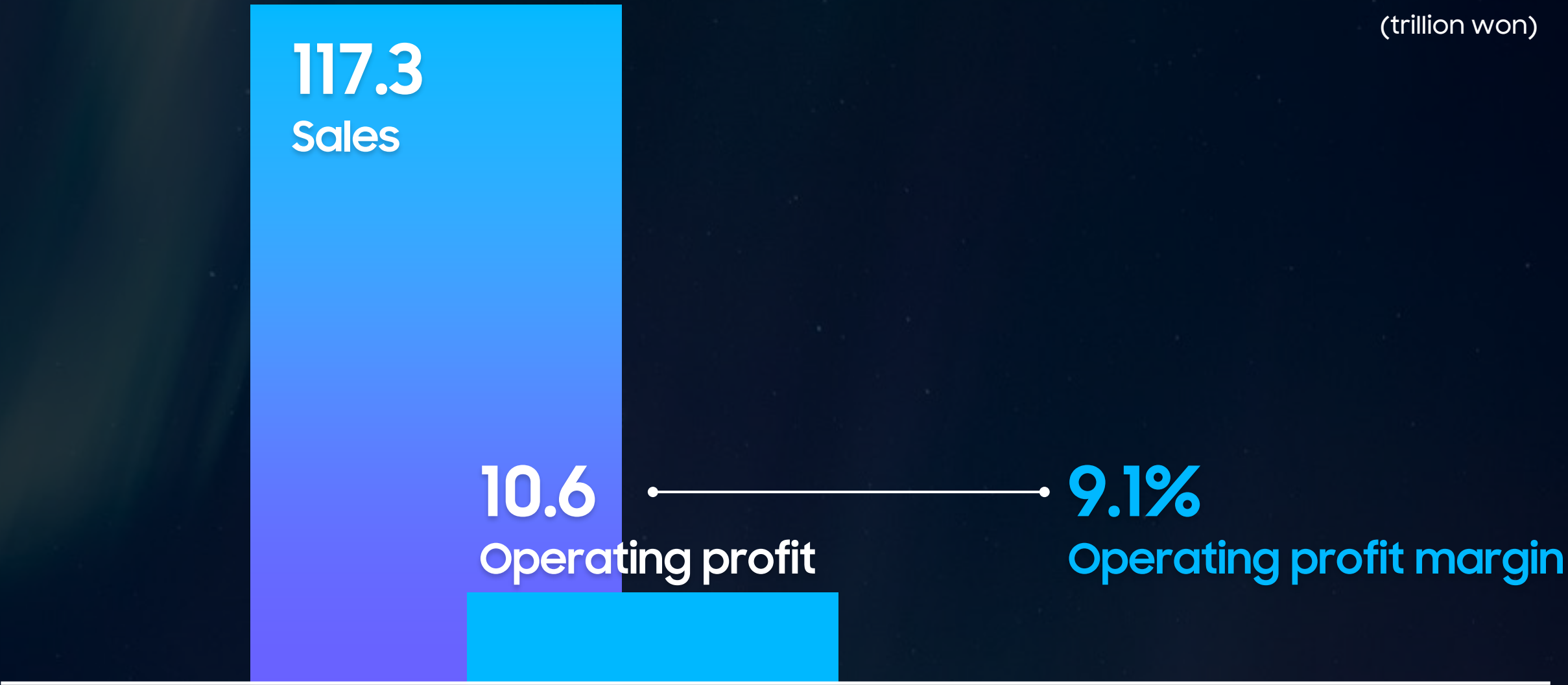
MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

NW BUSINESS

# 2024 FINANCIAL SUMMARY

## Earnings results\*



\* MX+NW



# 2024 FINANCIAL SUMMARY

Global number 1



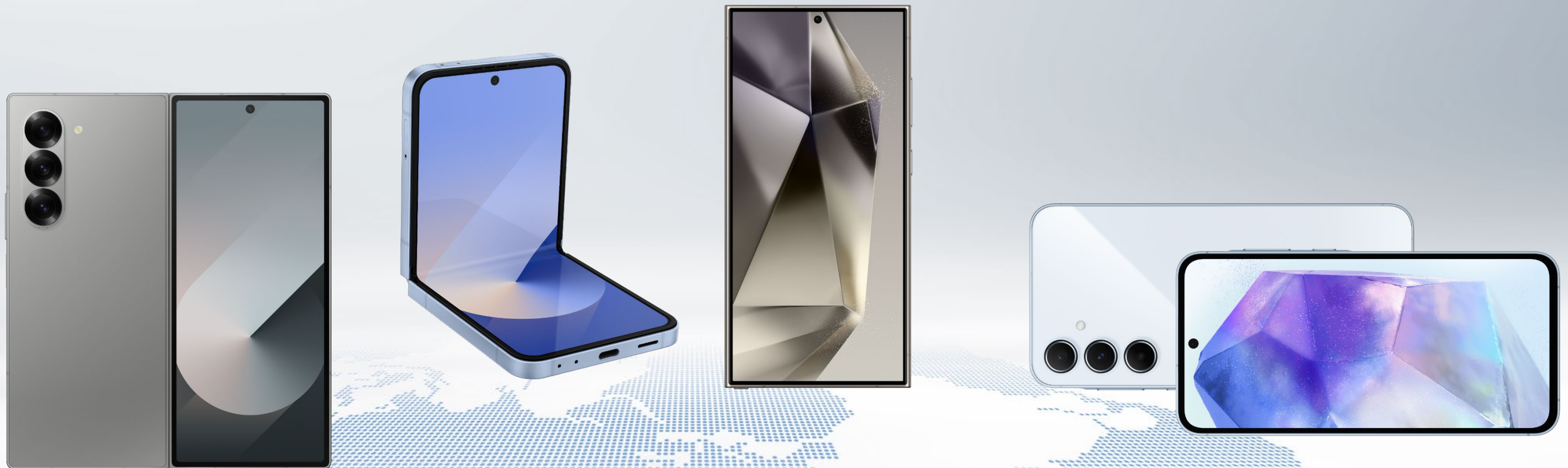
Global market share\*



Smartphone  
**18%**  
(#1 since 2011)

# BUSINESS ACCOMPLISHMENTS

Enhancing Premium Experience with Galaxy AI ✨





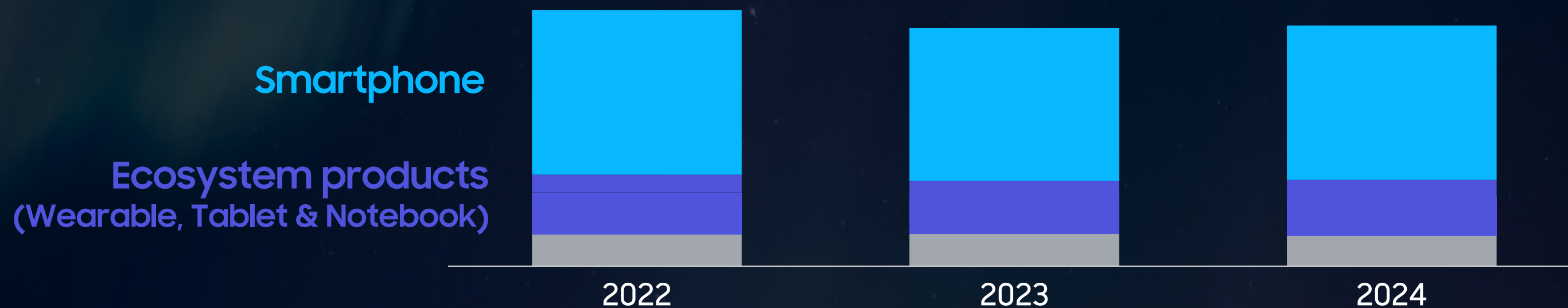
# BUSINESS ACCOMPLISHMENTS

Smartphone ASP has increased and Galaxy Ecosystem products maintained their sales contribution despite unfavorable business environment

Smartphone ASP trend



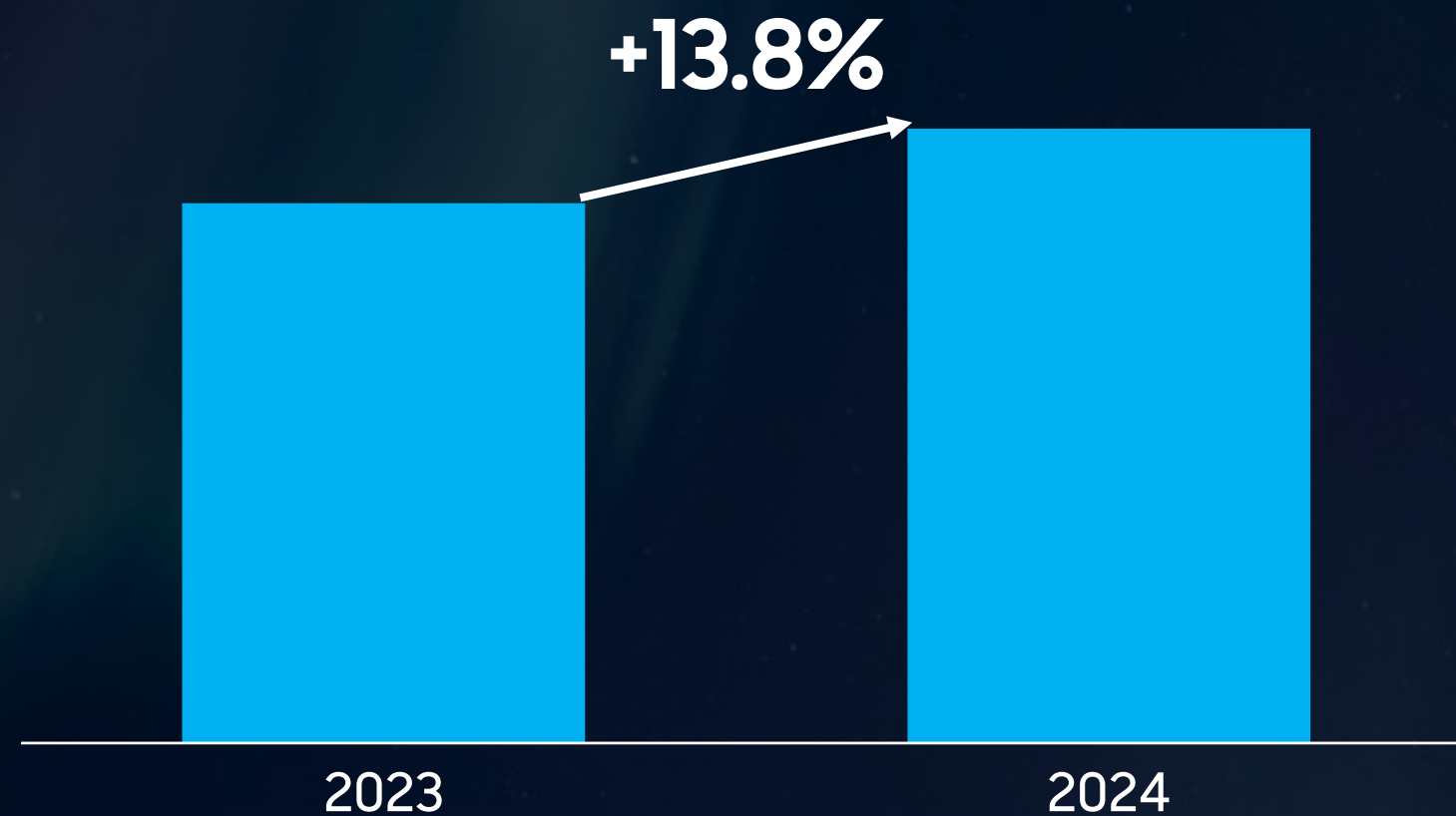
Revenue by product line



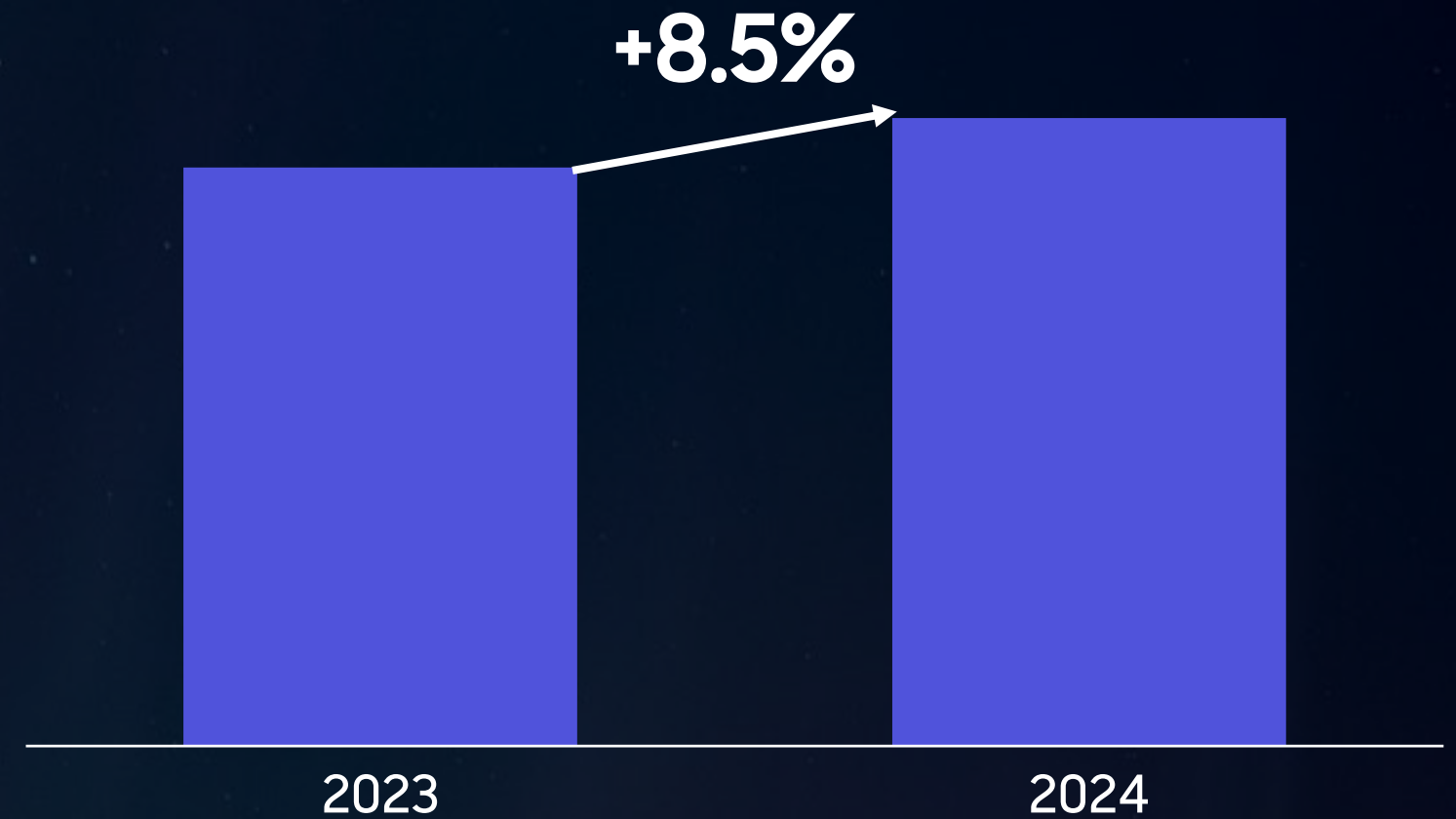
# BUSINESS ACCOMPLISHMENTS

## Flagship smartphone revenue and 5G shipments increased

Flagship smartphone revenue  
(won)



5G smartphone shipments





# Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

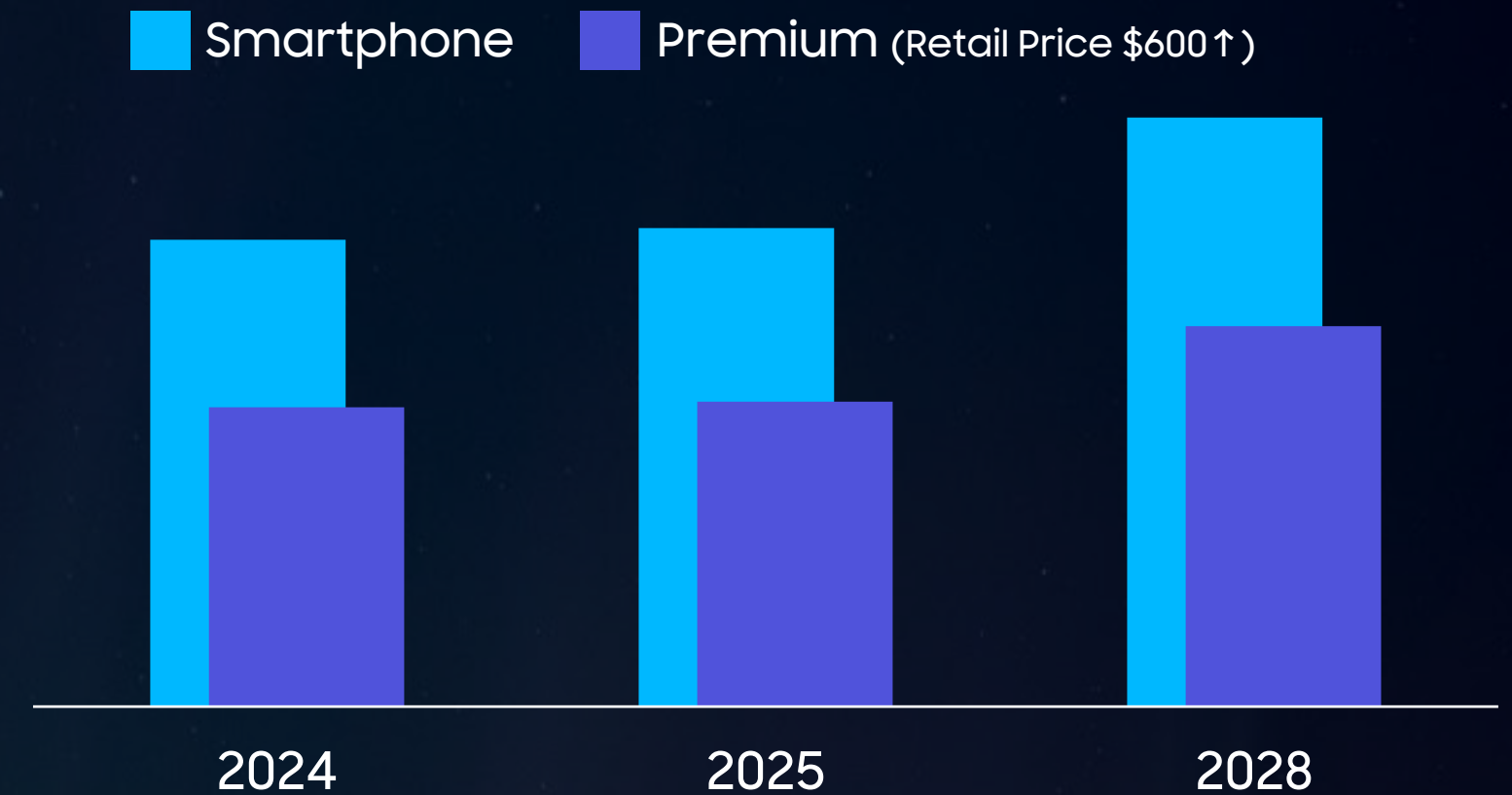
MOBILE STRATEGY

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# SMARTPHONE



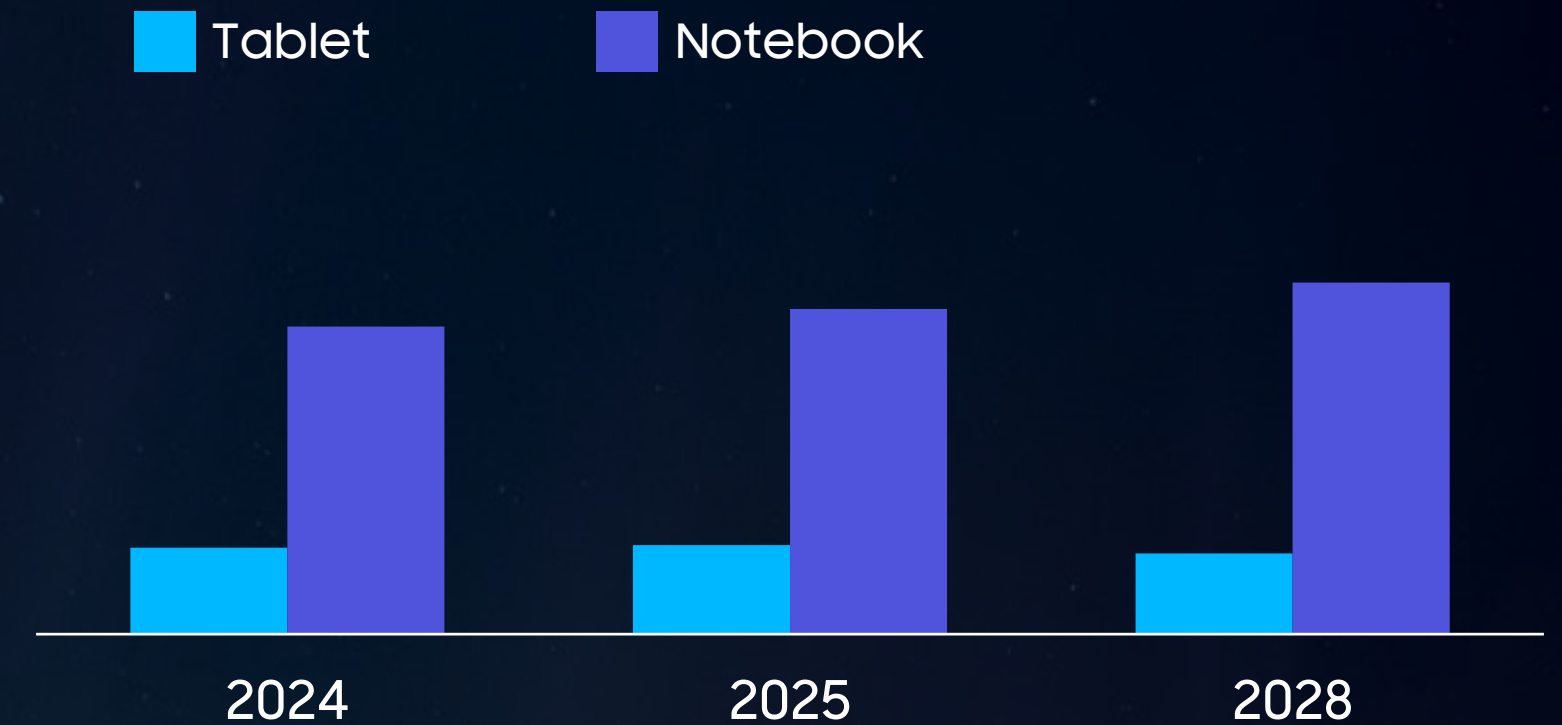
2025 smartphone market expected to grow due to expansion of AI products and services despite geopolitical uncertainty. We expect flagship and 5G growth to continue.



# TABLET & NOTEBOOK



Tablet and Notebook PC markets are expected to bounce back after the 2022-23 contraction thanks to the product replacement cycle and introduction of AI products.



\* Techinsights, IDC



# WEARABLES



Wearables markets are expected to grow in line with increased replacement demand and introduction of AI features.

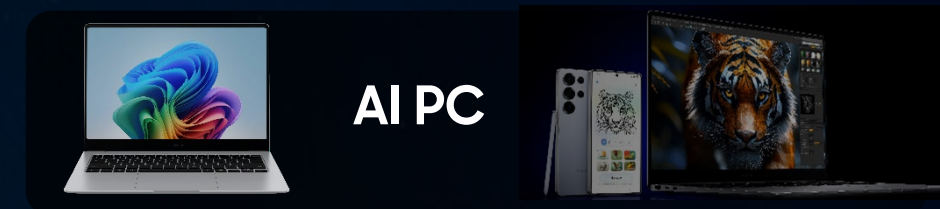
Smartwatch True wireless stereo





# THE UNFOLDING ERA OF MOBILE AI

Beginning with the S24 series, we have been expanding the Galaxy AI experience to the entire Galaxy ecosystem with the aim of mobile AI leadership



# Content

BUSINESS HIGHLIGHTS

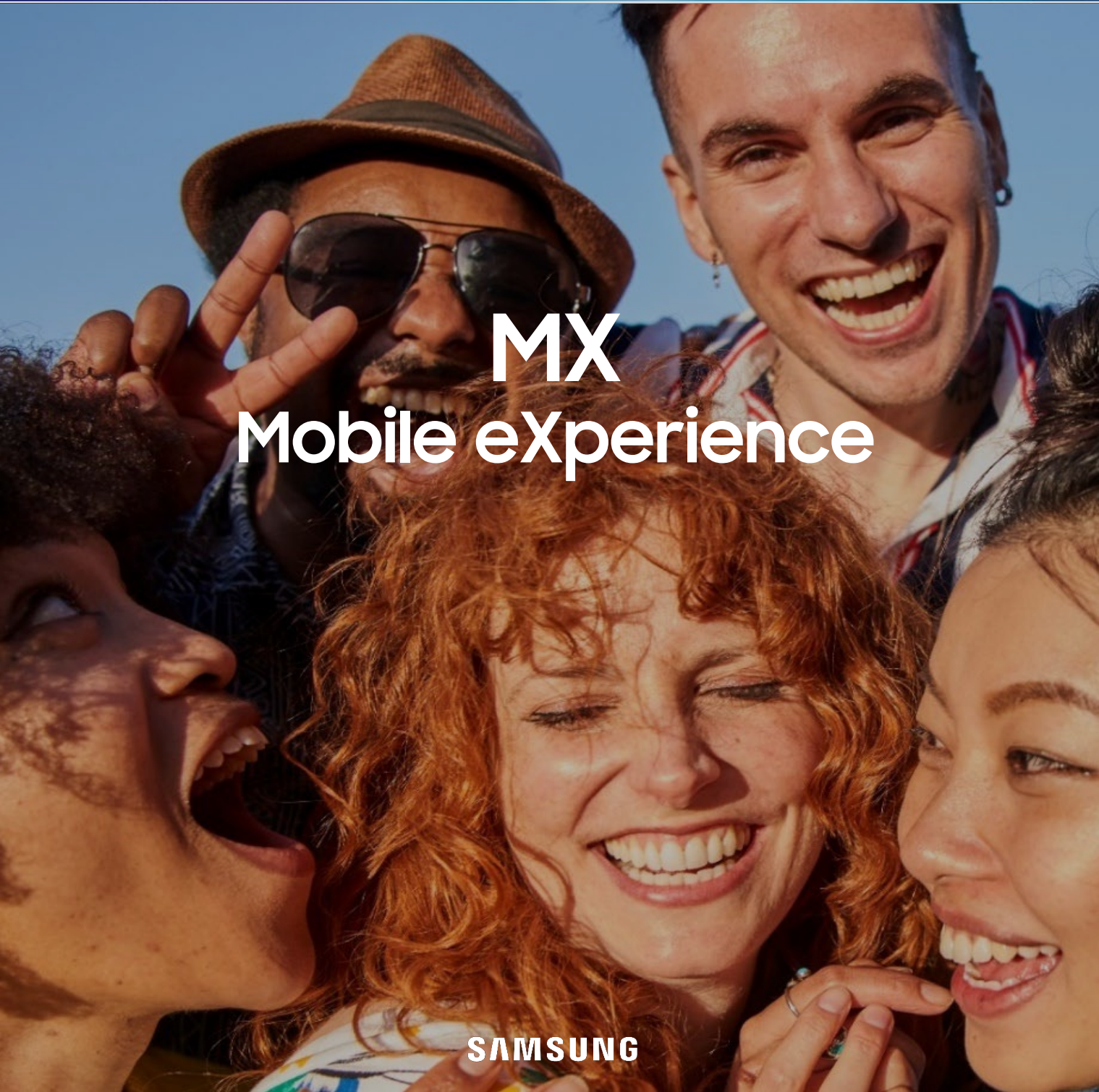
MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

NW BUSINESS



# 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 user-centric experience
- ✓ Foldable leadership with ultra-slim design, powerful performance and AI experience tailored for form-factor
- ✓ Intensify efforts for sustainable innovation

Galaxy S25 Series  
Galaxy AI



# EXPAND USER BASE WITH MASS PRODUCT



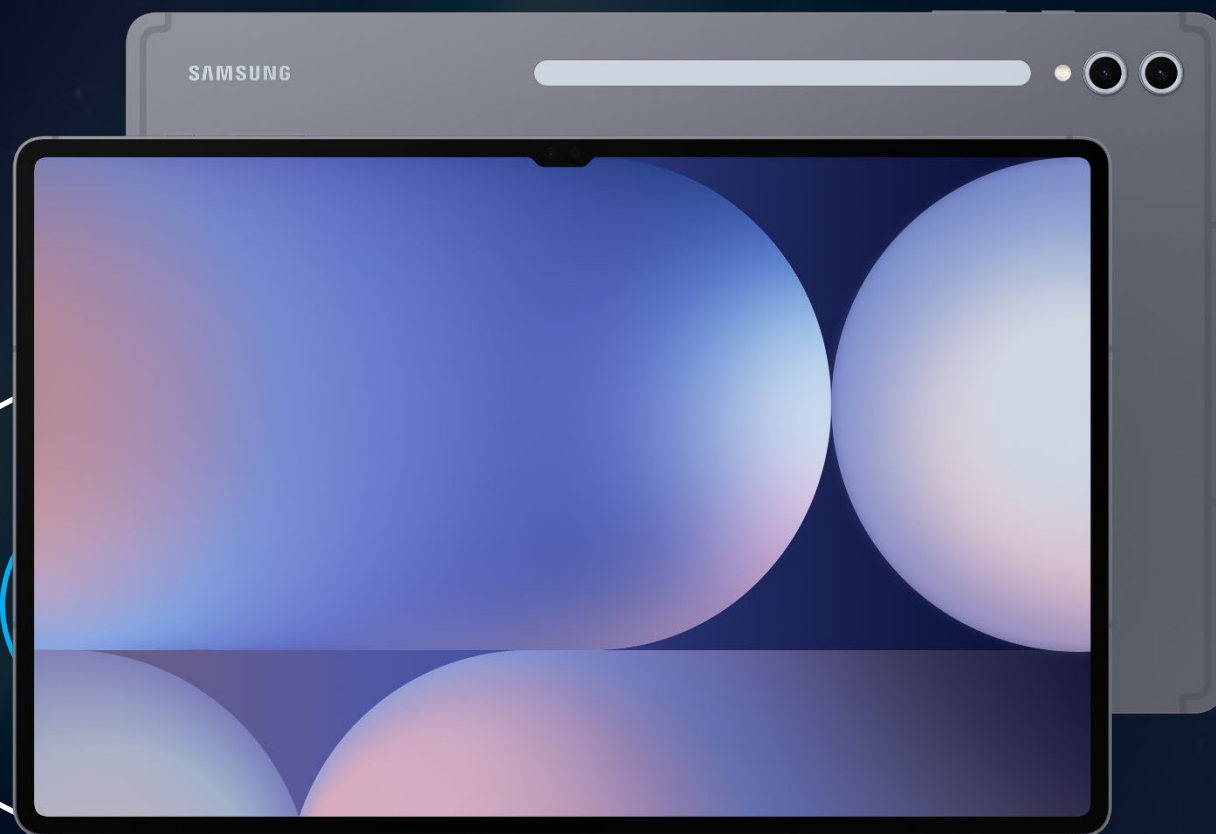
- ✓ Significantly enhance product competitiveness including design and camera
- ✓ New Awesome Intelligence brings amazing search and visual experiences
- ✓ Expanded protection for Security and Privacy



# ADDRESS PREMIUM TAB & NOTEBOOK DEMAND

Tab: Enhanced slimmer design and AI experiences optimized for large screens

Notebook PC: High performance, portability, multi-device experience, and AI-powered new experiences





# ENHANCED WEARABLE 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

|  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |
| <b>S/S+</b><br>Camera<br>Design  | <b>S Ultra</b><br>Camera<br>Performance  | <b>Z Flip</b><br>Design<br>Expressions   | <b>Z Fold</b><br>Productivity<br>Display<br>New Experiences                          | <b>Tab</b><br>Productivity<br>Entertainment  | <b>Book</b><br>Galaxy Mobile Exp.<br>on Laptop                                       | <b>Watch</b><br>Health &<br>Personalization  | <b>Buds</b><br>Authentic Sound<br>Powered by AI                                      |

Galaxy Foundation

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

|   |  |   |  |
|---|--|---|--|
| <br><b>Innovation</b><br>that <b>opens</b> possibilities | <br><b>Experiences</b><br>that <b>open</b> boundaries | <br><b>Trusted Performance</b><br><b>open</b> to all | <br><b>Positive Impact</b><br>toward an <b>open</b> 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

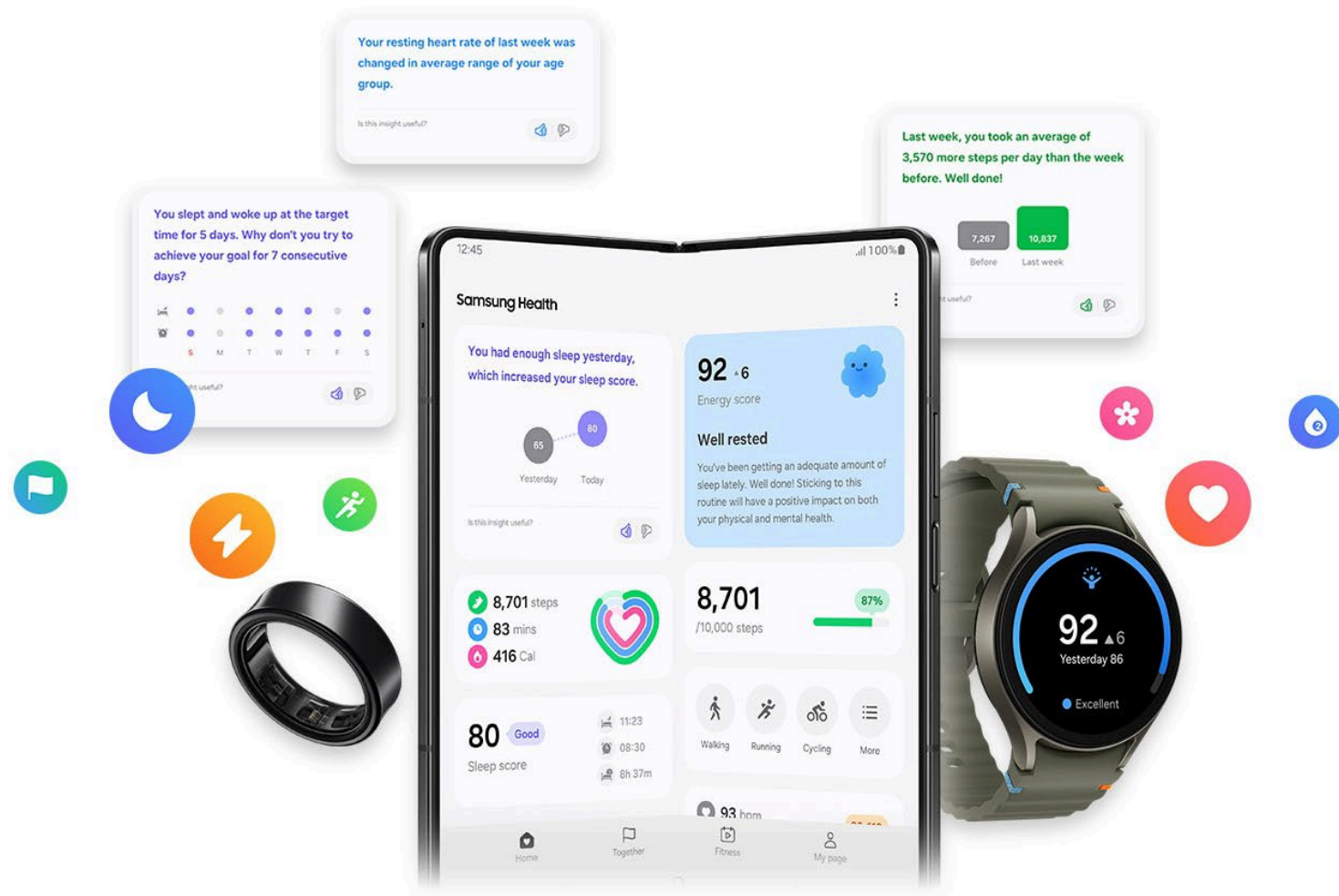


# EXPAND DIGITAL LIFE EXPERIENCE



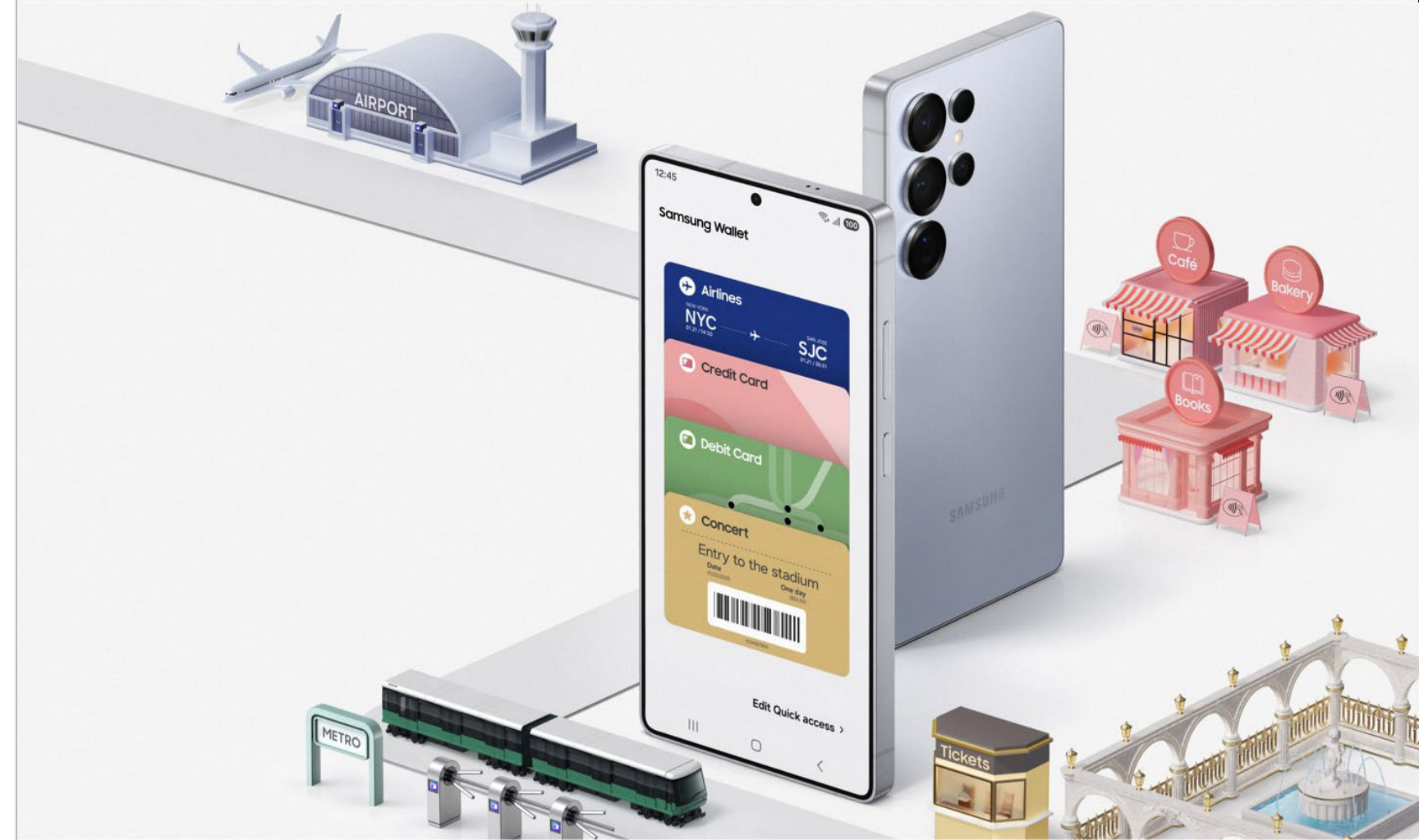
## Samsung Health

Samsung Health helps users create healthier habits in areas such as sleep, exercise, diet, and mental health with a connected ecosystem of wellness experiences



## Samsung Wallet

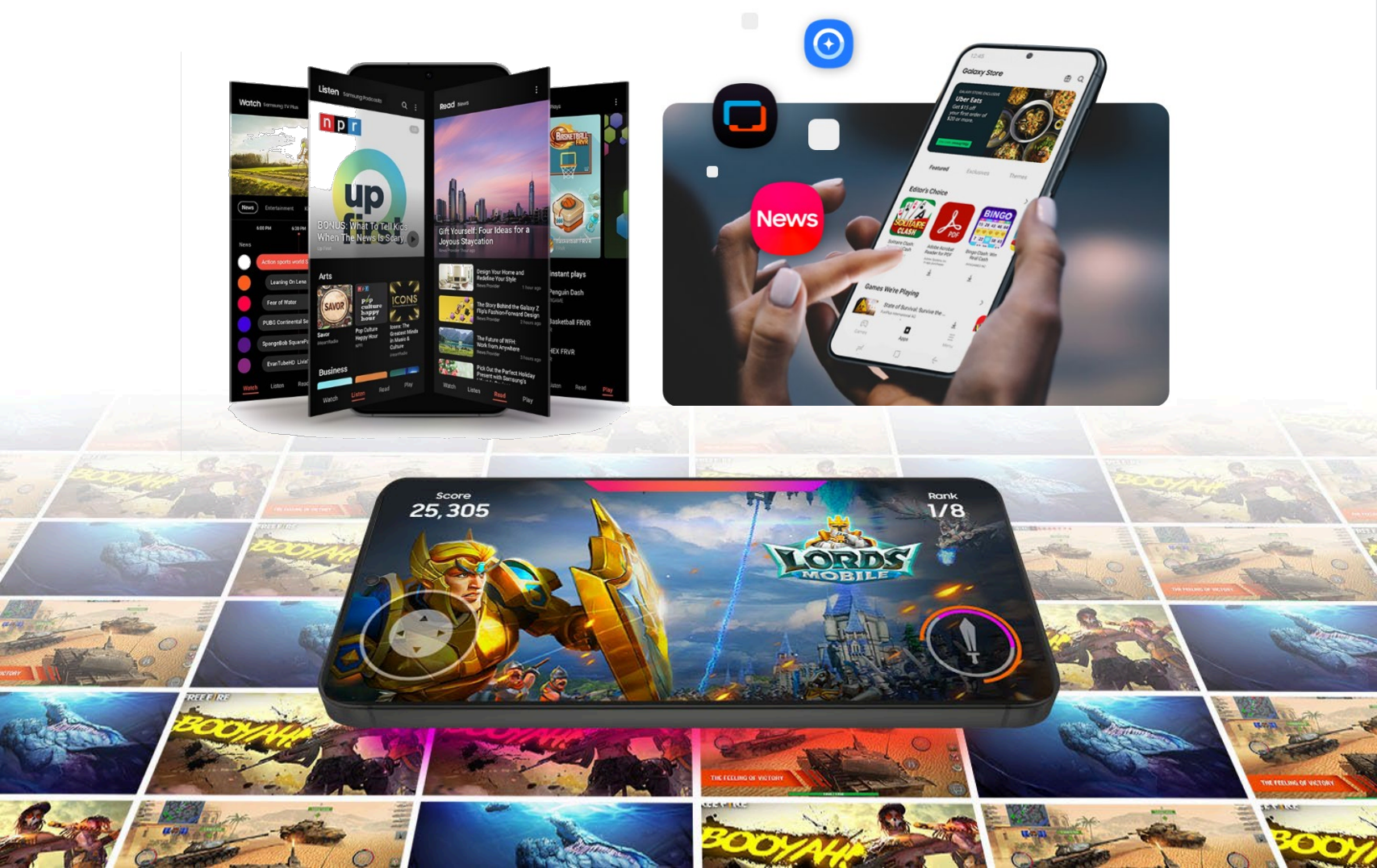
Safely stores passwords, addresses, and card details for easier online browsing and shopping. Bank accounts, credit cards, keys, and boarding passes can be stored as well





# SERVICE AND CONTENTS

Providing rich content on Galaxy devices



Expanding coverage of Samsung Care+

SAMSUNG Care+

We've got you covered.  
Extended warranty

SAMSUNG Care+

Whatever happens,  
we make the best of it.

SAMSUNG Care+

Power up.  
Free battery swap



# ENHANCE CUSTOMER TOUCHPOINTS



✓ Secure e-Store growth momentum

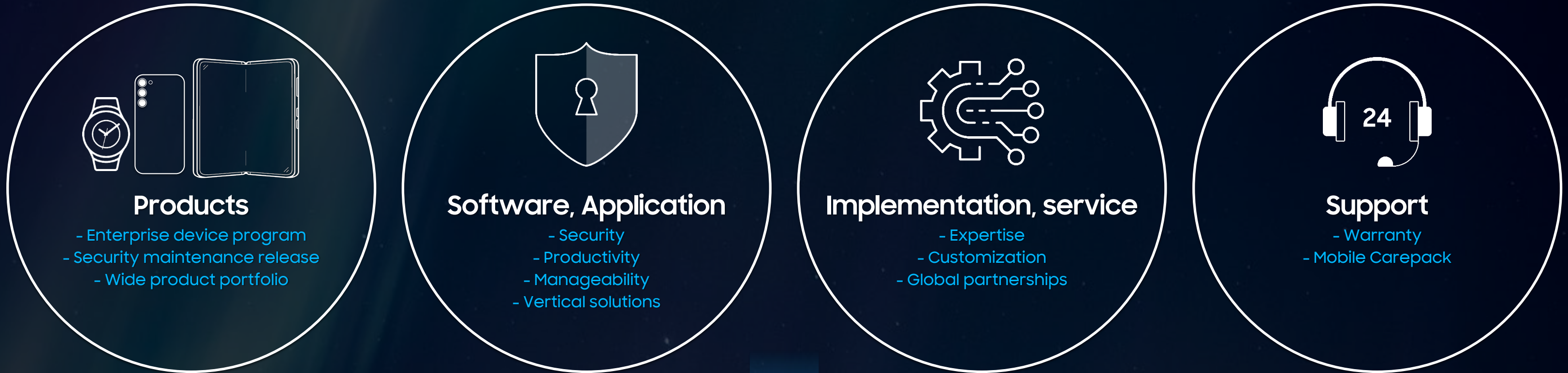
✓ Online-Offline retail innovation

✓ Enhance communication with various customer segments through digital touchpoints





# BUSINESS ENTERPRISE PORTFOLIO



**Provide an end-to-end integrated solution**

# OPERATIONAL EXCELLENCE

Strengthening flexibility for 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

## Galaxy S series, doing more with less

### Galaxy S25 Series Use of recycled materials



**Every external component of S25 and S25+ incorporates at least one recycled material**

For the first time, recycled Armor Aluminum used for the metal frame

## Circular Battery Supply Chain



# Content

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MOBILE MARKET OPPORTUNITIES

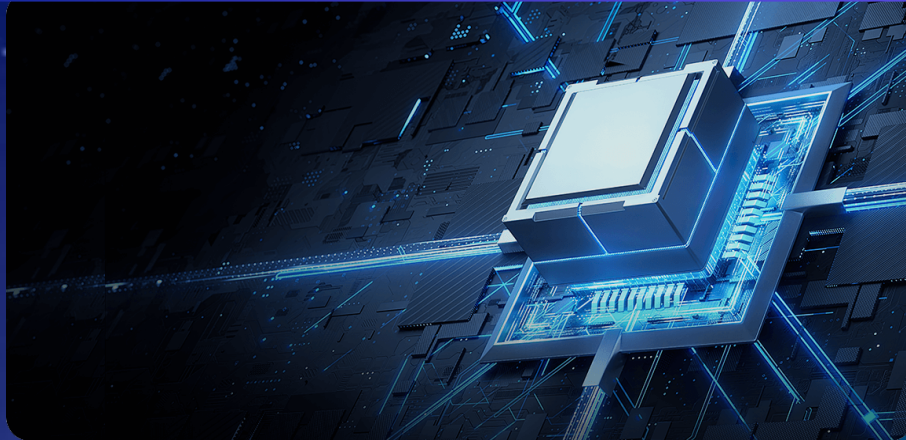
MOBILE STRATEGY

NW BUSINESS

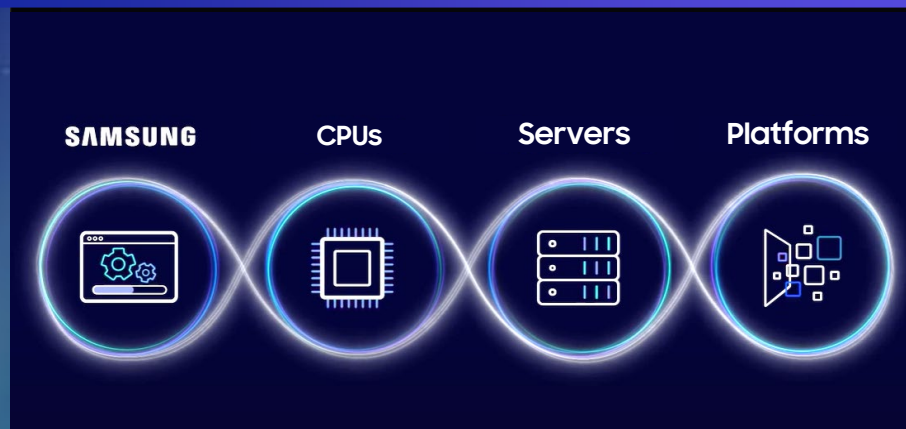


# Expanding 5G NW business based on technology leadership

## Next generation 5G chipset



## Global leader of virtualized RAN



## Excellence of Coverage, Capacity



## Expanding business areas & customers

Expanding business  
in the major global markets  
(U.S, Japan, Europe, Asia)

