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# SAMSUNG MOBILE



Investor Presentation

2021

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# 2020 FINANCIAL SUMMARY

## Earnings results\*





# 2020 FINANCIAL SUMMARY

## Global number 1



## Global market share\*



Smartphone  
**19.6%**  
(# 1 since 2011)

# BUSINESS ACCOMPLISHMENTS

Strengthened market leadership in all lineup from Premium to Mass





# BUSINESS ACCOMPLISHMENTS

## Strengthened the Foldable portfolio



- ✓ Introduced Z Flip with a new clamshell type form factor
- ✓ Optimized user experience with Z Fold 2
  - App Continuity between cover/main display
  - Multi-Active Window for maximum productivity

# BUSINESS ACCOMPLISHMENTS

## Growth of Tablet and Wearable Business





# BUSINESS ACCOMPLISHMENTS

## Led 5G Smartphone market

### Successful 5G Commercialization



The Largest 5G Contract with Verizon (Global No.1 Operator)

\* Contract amount : \$6.6B, Terms : June 30<sup>th</sup> , 2020 – December 31<sup>th</sup> , 2025

### World 1<sup>st</sup> 5G Smartphone Launch



Launched in  on April 5<sup>th</sup>  
 on May 16<sup>th</sup>

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

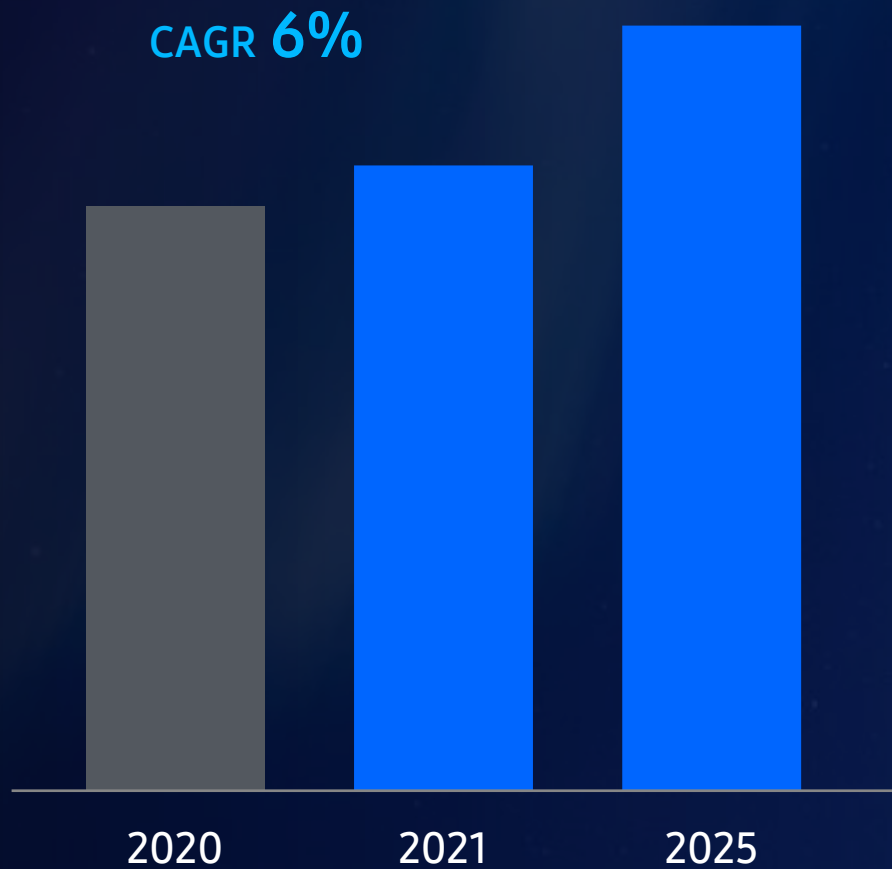
SAMSUNG STRATEGY

KEY TAKEAWAYS

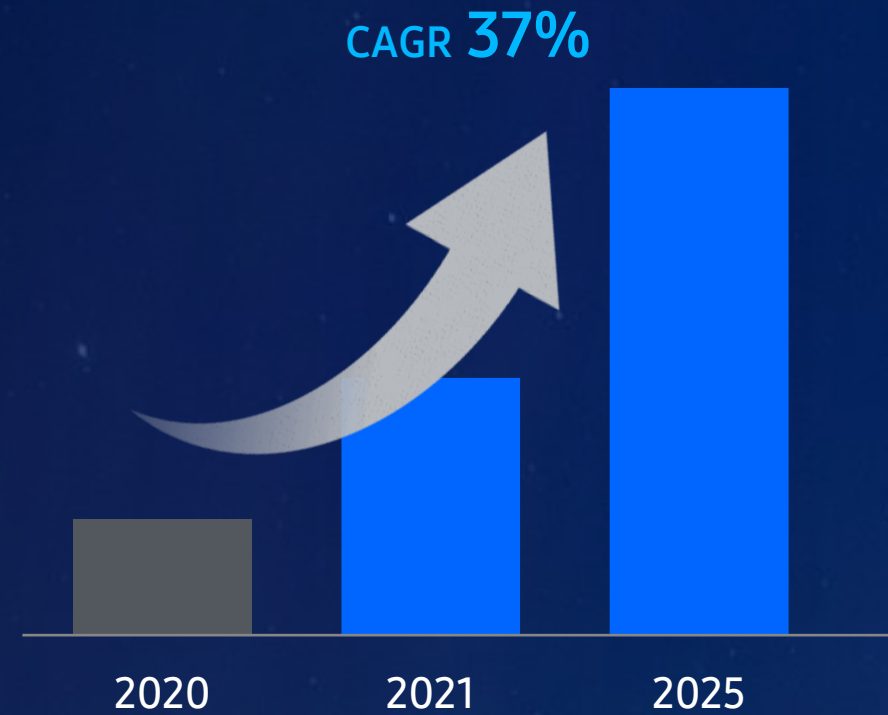
# SMARTPHONE GROWTH : NEW TECHNOLOGIES

Smartphone demand will increase as 5G/foldable spreads in full-scale

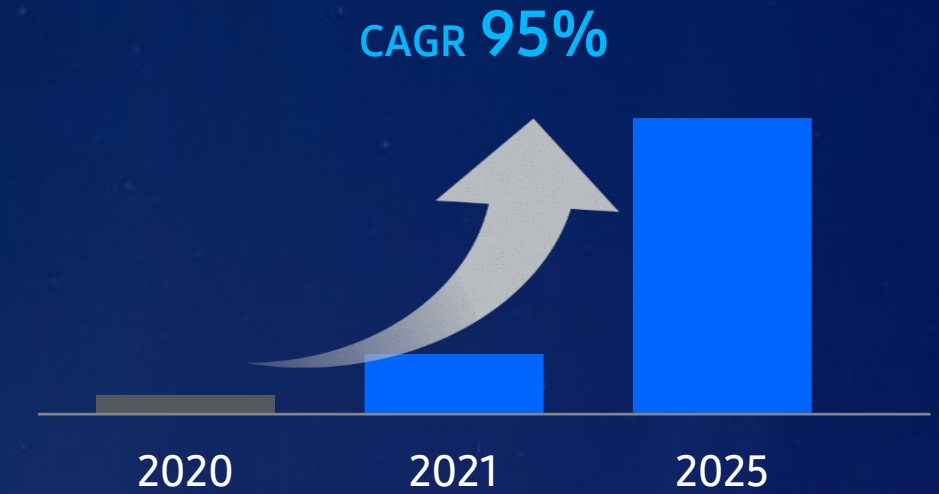
## Smartphone



## 5G Smartphone



## Foldable Smartphone





# NEW PARADIGM : 5G SERVICES

5G Enabled services will be extended

# 5G



Mobile Service



Fixed Wireless Access



Massive IoT



V2X



Railway



Smart Factory

# MOBILE TECH TREND

## 'Next Normal' driving new demand

+54%

Video Conference



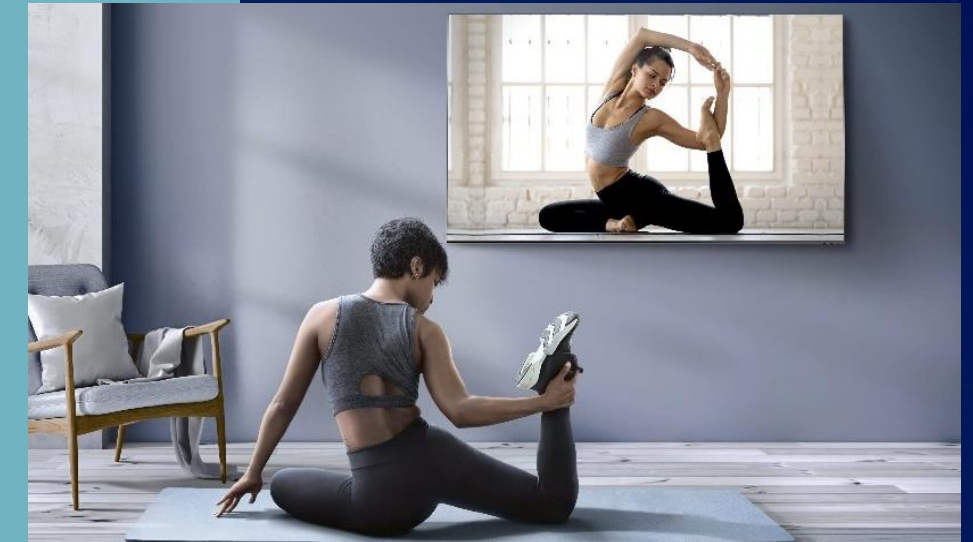
+44%

Remote Learning



+42%

Online Fitness



Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

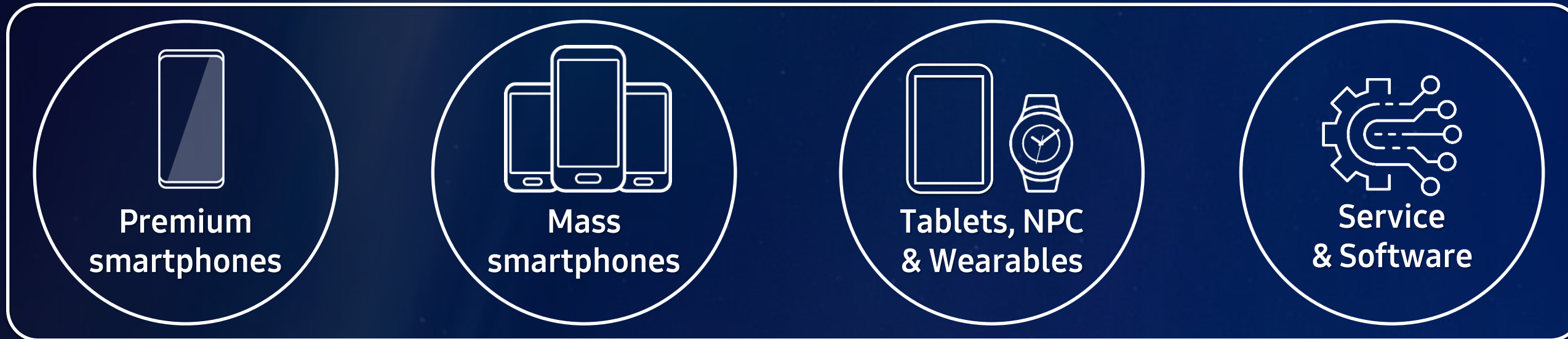
SAMSUNG STRATEGY

KEY TAKEAWAYS



# SAMSUNG STRATEGY

## Well-balanced business portfolio



## Core competencies

Sustainable Growth



# PREMIUM SMARTPHONE LEADERSHIP

Solidify premium smartphone leadership



- ✓ Optimize device specification for flagship sales expansion
- ✓ Provide optimized innovative mobile experience
  - Pro-grade AI Camera
  - S-pen experience compatible to S Series



# 5G/FOLDABLE MARKET LEADERSHIP

## Mainstream foldable devices



## Retain 5G market leadership



- ✓ Solidify premium position with Z Fold
- ✓ Meet the needs of millennials and female users with stylish design and competitive price of Z Flip

- ✓ Expand 5G product portfolio to mass
- ✓ Differentiate 5G-based user experience



# INNOVATIONS IN MASS SMARTPHONES

Pursue to sustain global sales and profitability in mass smartphones



- ✓ Expand 5G line-up
- ✓ Agilely adopt cutting-edge technologies in response to market needs  
(Quad camera, Super Steady Video, Infinity-O display, Long-lasting battery)
- ✓ Improve product mix
- ✓ Enhance efficiency of R&D/production  
(Expanding common use of key components)



# GALAXY ECOSYSTEM REINFORCEMENT



**Provide a Best-in-class experience**

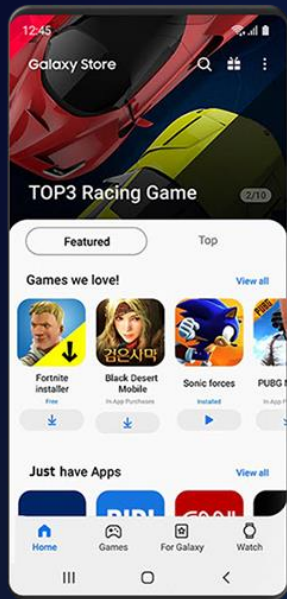
- ✓ Operate competitive lineup for each product category
- ✓ Provide a rich user experience by expanding mobile connectivity based on open collaboration



# SERVICE & SOFTWARE

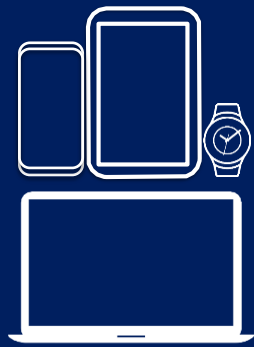
Increase profitability of Service Biz

Provide convenient and differentiated user experience based on One UI





# ENHANCE B2B BUSINESS COMPETENCE



## Products Portfolio Expansion

- Mobile Enterprise Edition Device
- Mobile Rugged Device
- Note PC / Wearable & Accessory



## SW Platform, Defense-grade Security and Application Differentiation

- Security, Productivity & Manageability
- Customization / Vertical Solution
- Global Partnership



## Enterprise Business Support

- Samsung Care+ for Business
- Enterprise Technical Support

Improve efficiency and business productivity + Protect user privacy, ensure data security and device management through defense-grade Knox platform

# BRAND LEADERSHIP

Become a Beloved Brand by Young Customers by reinforcing Galaxy experiences

Tech Leadership

Best Experience

Good Brand










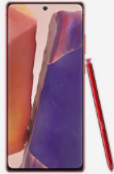
# ONLINE/RETAIL COMPETITIVENESS

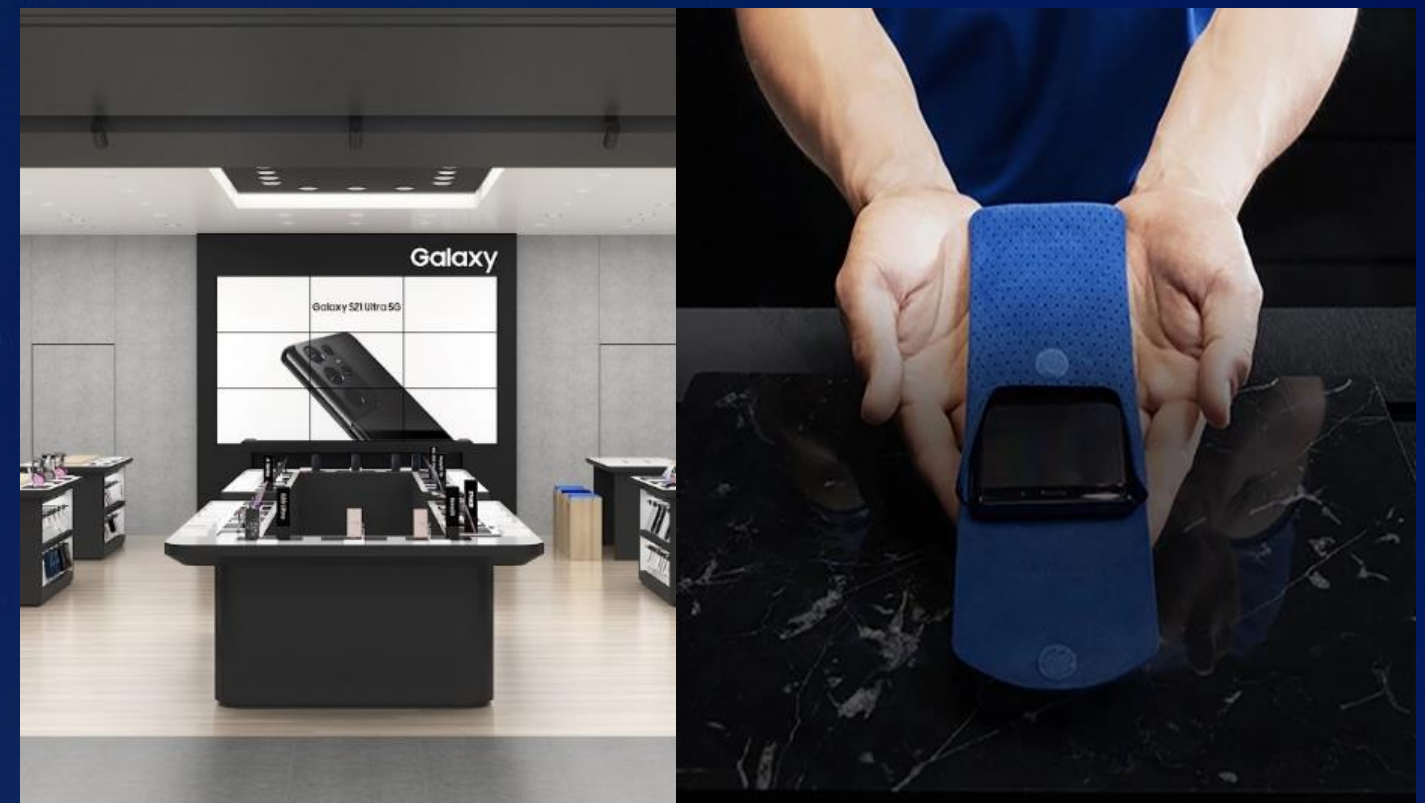
Online, Respond to contactless demand

Retail, prepare the New Environment

Shop our newest offers and innovations

For You Smartphones & Wearables TV Tablets & Computing Home Appliances

 <p><b>Galaxy S21 5G</b> From \$999.99<sup>o</sup> with eligible trade-in<sup>o</sup></p>	 <p><b>Galaxy Buds Pro</b> From \$189.99 \$199.99</p>	 <p><b>Galaxy Z Fold2 5G</b> From \$1199.99<sup>o</sup> with eligible trade-in<sup>o</sup></p>
 <p><b>Galaxy S21 Ultra 5G</b> From \$499.99<sup>o</sup> with eligible trade-in<sup>o</sup></p>	 <p><b>Galaxy Tab S7</b> From \$69.99 with eligible trade-in<sup>o</sup></p>	 <p><b>Galaxy Note20 5G</b> From \$599.99<sup>o</sup> with eligible trade-in<sup>o</sup></p>



# OPERATIONAL EXCELLENCE

## Global SCM



Global  
Production Sites



Global  
Sales Network



Diverse  
Partnerships



Sell-out based  
Operation



Speed



Efficiency

Industry-leading SCM competency



# NEW BUSINESSES OPPORTUNITIES

Create new businesses opportunities with emerging technologies



**5G**

(new generation of devices and services)



**Artificial Intelligence**

(interface and ecosystem that supports our customers to connect with various devices and technology)



**Healthcare**

(remote patient monitoring and medical service, fitness and wellness-related services)



**New Businesses**



**Cloud / IoT**

(seamless experience that provides more value to our customers)



**M-commerce**

(shopping experience not confined by time or location)

# NEW BUSINESSES OPPORTUNITIES

## Multi Device Experience



Provide an intelligent and personalized service experience  
by linking various services and devices seamlessly



# NEW BUSINESSES OPPORTUNITIES

## Complete 5G End-to-end Solutions



Unveil new possibilities for the future of mobile communications by building user-centric 5G networks

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS



# KEY TAKEAWAYS

- ✓ Lead the market with device innovation and differentiation in both H/W and S/W
- ✓ Sustain business growth & profitability with a well-balanced business portfolio
- ✓ Reinforce our brand leadership, online/retail experience and operational excellence
- ✓ Expand Galaxy ecosystem to provide consistent and seamless user experience
- ✓ Materialize new business with device & service platform and 5G technology