BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY
2022 FINANCIAL SUMMARY

Earnings results*

120.8 trillion won
Sales

11.4 trillion won
Operating profit

9.4%
Operating profit margin
2022 FINANCIAL SUMMARY

Global number 1

1

in volume*

Global market share*

Smartphone

21.7%

(#1 since 2011)

* Strategy Analytics
BUSINESS ACCOMPLISHMENTS

- Strengthened premium experience
- Full-fledged mainstreaming of foldables
BUSINESS ACCOMPLISHMENTS

Held up overall sales well despite highly unfavorable business environment, and maintained contribution of Galaxy Ecosystem products

<table>
<thead>
<tr>
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<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Ecosystem products (Wearable, Tablet &amp; Note PC)</td>
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<tr>
<td>Smartphone</td>
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BUSINESS ACCOMPLISHMENTS

Flagship smartphone revenue and 5G shipments increased

Flagship smartphone revenue

- 2021: [Bar chart]
- 2022: [Bar chart]

5G smartphone shipments

- 2021: [Bar chart]
- 2022: [Bar chart]
BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY
While 2023 smartphone market is expected to contract due to macroeconomic factors, we expect flagship and 5G growth to continue.

Smartphone Premium (Retail Price $600↑)

2022 2023 2025

* Strategy Analytics
While Tablet and Note PC markets are expected to stay flat or contract following significant growth during the pandemic, an expected rise in Tablet ASP demonstrates sustained demand for premium products.

*Strategy Analytics, IDC*
WEARABLES

Market momentum expected to decelerate after 2022’s high growth, with opportunities centered around emerging markets.

<table>
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<tr>
<th>Year</th>
<th>Smartwatch</th>
<th>Truly wireless stereo</th>
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<tbody>
<tr>
<td>2022</td>
<td></td>
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<td>2023</td>
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<td>2025</td>
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* IDC
Content

BUSINESS HIGHLIGHTS
MOBILE MARKET OPPORTUNITIES
SAMSUNG STRATEGY
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

- Expand premium customers by securing customer-centric experience leadership
- Consolidate 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
- Apply core experience of premium product 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 / immersive exp.

Note PC: Strengthen high performance, portability, and multi-device 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

Core Experience Proposition for Customers by Model

Distinctive and Competitive Product Value Proposition by Series

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.

Build better sleeping habits

Exercise efficiently with various matrices

Samsung Wallet / Pay

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

Samsung Care+, expand coverage

- We've got you covered. Extended warranty
- Whatever happens, we make the best of it
- 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 touch points
BUSINESS ENTERPRISE PORTFOLIO

Provide an end-to-end integrated solution

Products
- Enterprise device program
- Security maintenance release
- Wide product portfolio

Software, Application
- Security
- Productivity
- Manageability
- Vertical solutions

Implementation, service
- Expertise
- Customization
- Global partnerships

Support
- Warranty
- Mobile Carepack
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

Spread Galaxy's positive influence via efforts such as using more eco-friendly materials.

- Glass: Pre-consumer Recycled Glass
- Plastic: Recycled water barrels, Recycled discarded fishing nets, Recycled PET bottles
- Aluminum: Pre-consumer Recycled Aluminum
- Paper: 100% Recycled paper

Galaxy S23
EXPANDING 5G NW BUSINESS AREA & SCALE FOR SUSTAINABLE GROWTH

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

Capturing new global markets (Europe)

Next Generation 5G Chipset

Multi-tech support vRAN Solution