

SAMSUNG VISUAL DISPLAY & DIGITAL APPLIANCES

Investor Presentation

2024

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BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong financial performance with full range of product portfolio

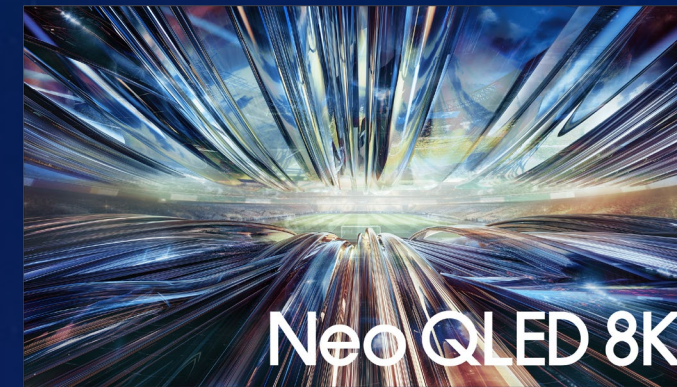
FY 2023 Net Revenue

Product Portfolio

KRW
55.6tn

VISUAL
DISPLAY 55%

DIGITAL
APPLIANCES 45%



MARKET LEADERSHIP

Global No.1 TV for 18 consecutive years & No.1 Ref. for 12 consecutive years

Global Market Share



TV (Revenue) / Smart Signage (Unit)



Refrigerator / Washer (Rev.)

PRODUCT SUPERIORITY – TV

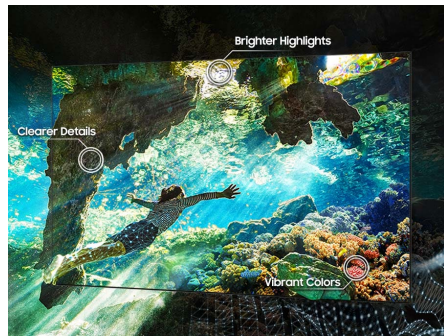
Outstanding design and engineering in products

Honored at CES 2024 Innovation Awards



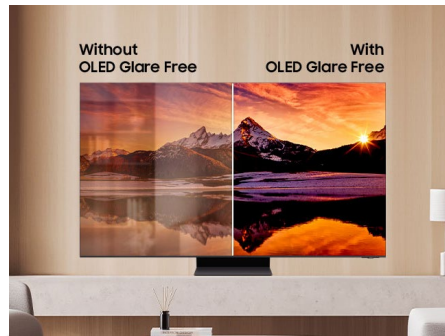
Total 14 products awarded including

85-inch Neo QLED 8K



TV for ultimate experiences with NQ8 AI Gen3 Processor

55-inch OLED 4K



A new era of Samsung TV with NQ4 AI Gen2 Processor

49-inch Odyssey OLED G9



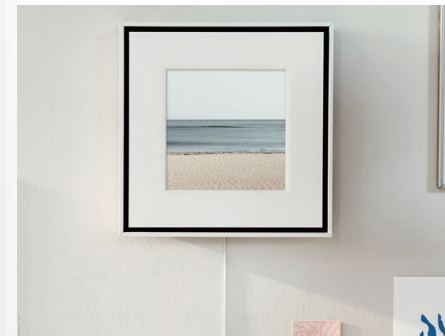
240Hz OLED Gaming monitor with Neo Quantum Processor Pro

Honored at iF Design Awards 2024



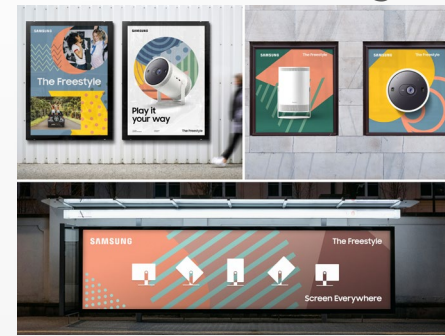
Total 11 products awarded including

Music Frame



A revolutionary wireless speaker with the aesthetics of a square picture frame

Freestyle Visual Branding



Bold, fun, and playful branding that clearly shows The Freestyle's core values

Viewfinity S9 5K Monitor



A 5K monitor designed for digital content creators

PRODUCT SUPERIORITY

Leading technology innovation

Honored at

CES 2024 Innovation Awards



Family Hub+
(AI Food Manager & Auto Open Door)



BESPOKE AI
Washer & Dryer
Combo



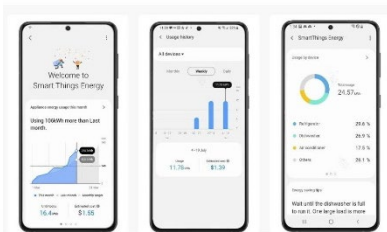
Anyplace
Induction Cooktop



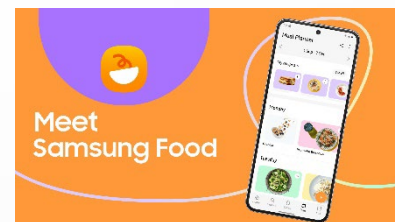
Jet Bot
Combo



Less Microfiber
Filter



SmartThings
Energy



Samsung Food

Honored at

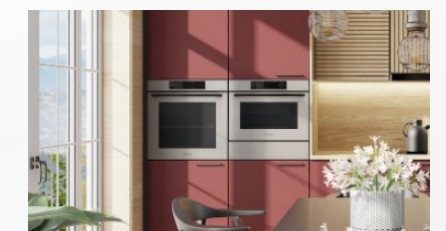
iF Design Awards 2024



BESPOKE
4Door See-thru
Refrigerator



BESPOKE AI
Washer & Dryer
Combo



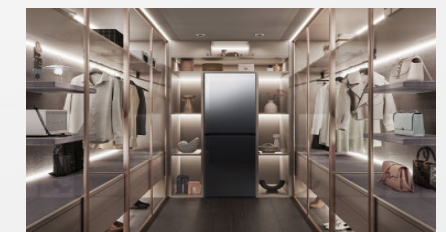
BESPOKE AI
Pro Cooking Oven



BESPOKE
Jet AI



Air forêt
Air Purifier



BESPOKE
Airdresser

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OPPORTUNITIES

Rapid growth expectation in Big-sized/QLED TV



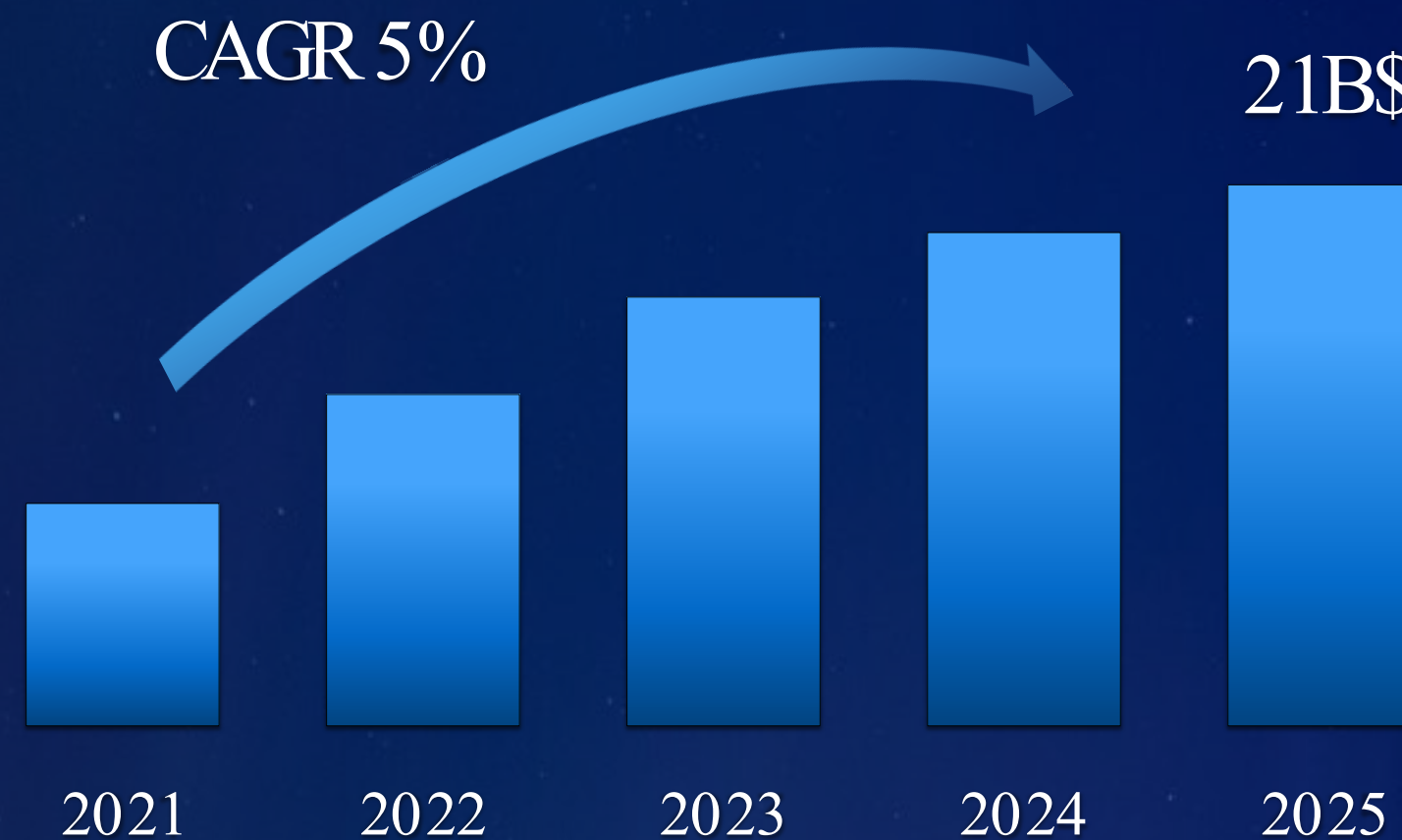
※Unit

OPPORTUNITIES

High growth expectation in Smart Signage



※Revenue



OPPORTUNITIES

Stable growth expectation in the industry



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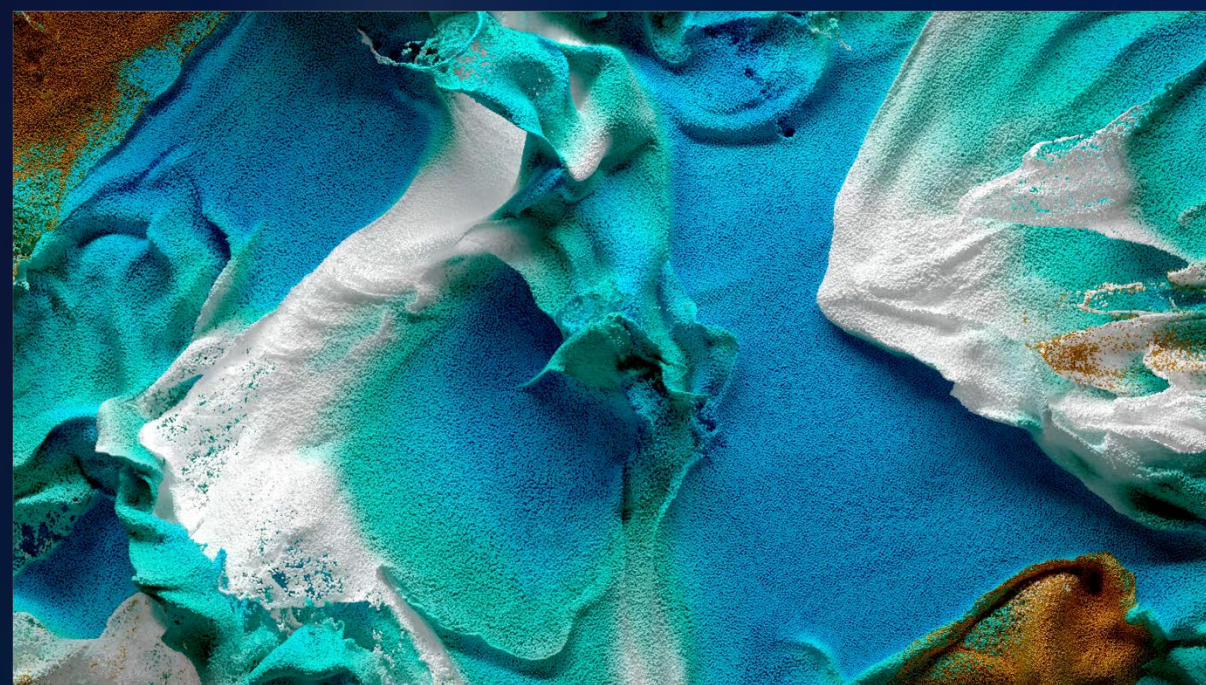
SAMSUNG STRATEGY

KEY TAKEAWAYS

PREMIUM LEADERSHIP

Unparalleled quality of picture & sound for immersive screen experiences

MICRO LED



Best-in-class picture quality
& enhanced usability
in different sizes

Neo QLED 8K



More detailed 8K resolution
with AI neural networks
& spectacular surround sound

LIFESTYLE SCREEN

Diverse portfolio of screens designed to fit individual needs



The Freestyle Unexpected joy, everywhere



The Sero Mobile entertainment better on TV



The Serif Unconditionally beautiful



The Frame Make your own TV



The Terrace Samsung QLED experience, now outdoors

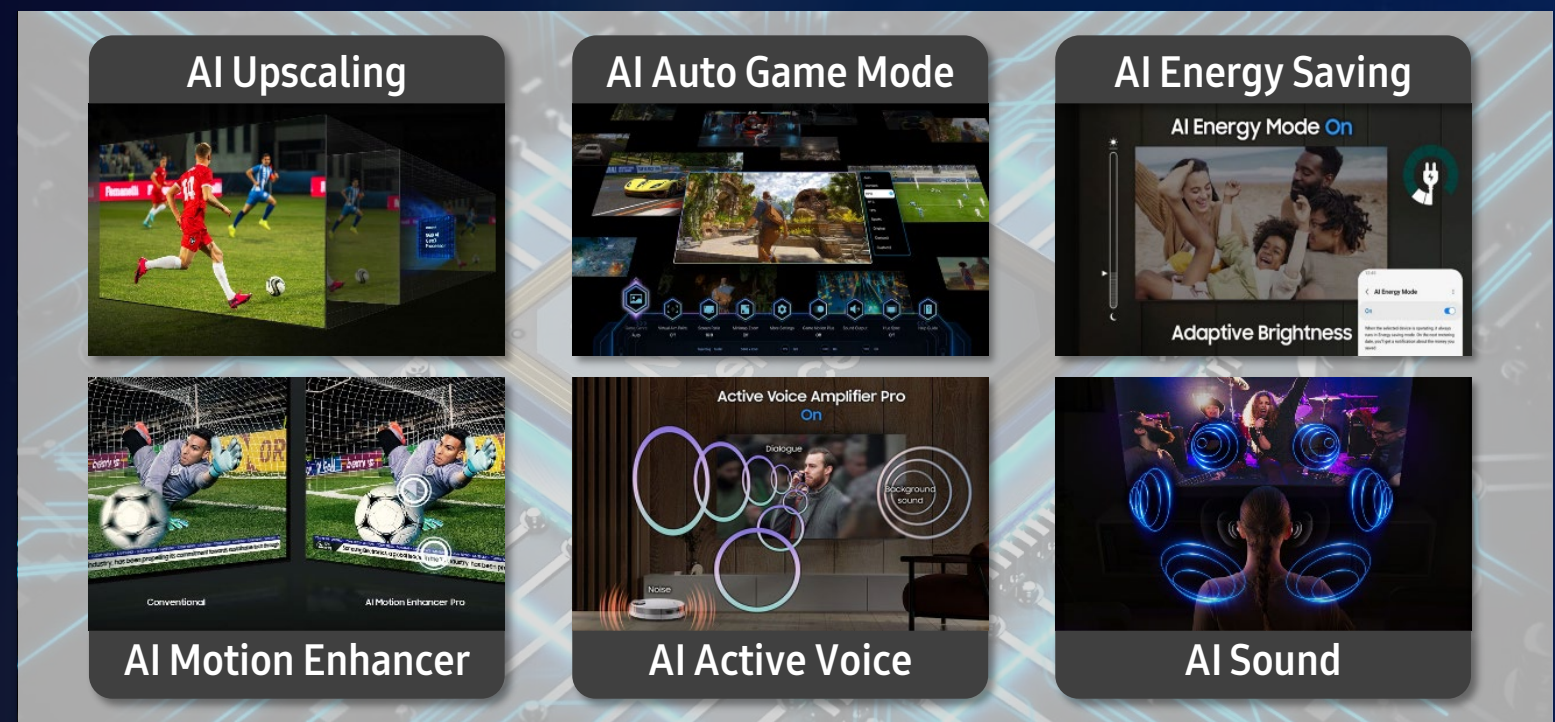


The Premiere Launch your private cinema in 4K triple laser

AI/CX-MDE

Unprecedented screen & life care experiences with AI/CX-MDE features

A New Era of AI Device



AI features for 8K / Premium / Step-up products

TV-Centric MDE Experience

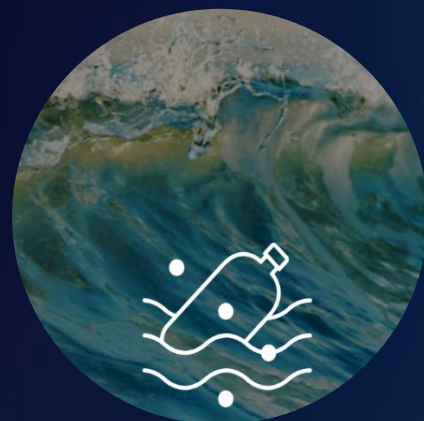


Differentiated connectivity between VD/MX/DA products

ESG

Continuous care for product lifecycle & accessibility

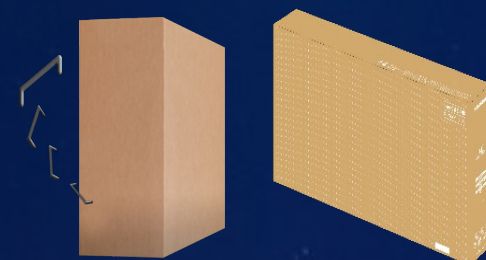
Sourcing Production Distribution Use Recycling



Plastic from Ocean

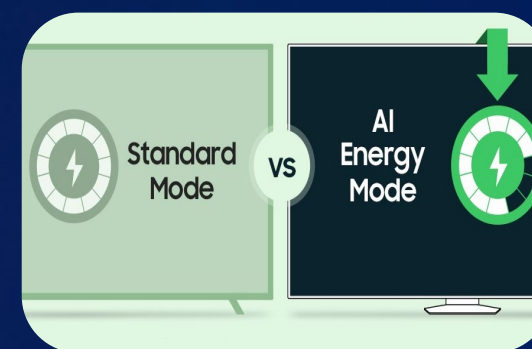


Renewable Energy



No Staple Minimized Print

Eliminate & Minimize Materials



Energy Efficiency



Upcycle Packaging



Plastic from Waste Oil & Vinyl



Zero Waste to Landfill

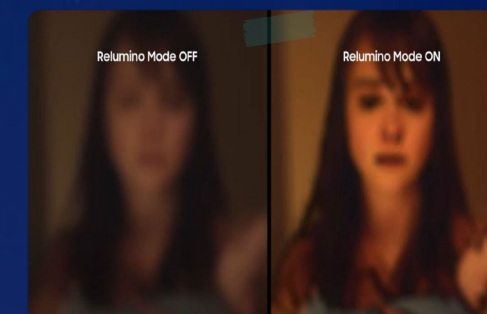


Transportation Efficiency



Solar Cell Remote

Accessibility

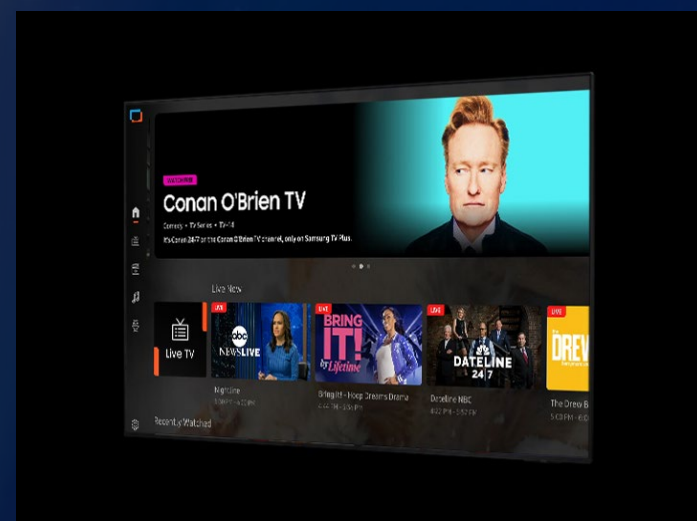


Returno Mode

USER EXPERIENCE INNOVATION

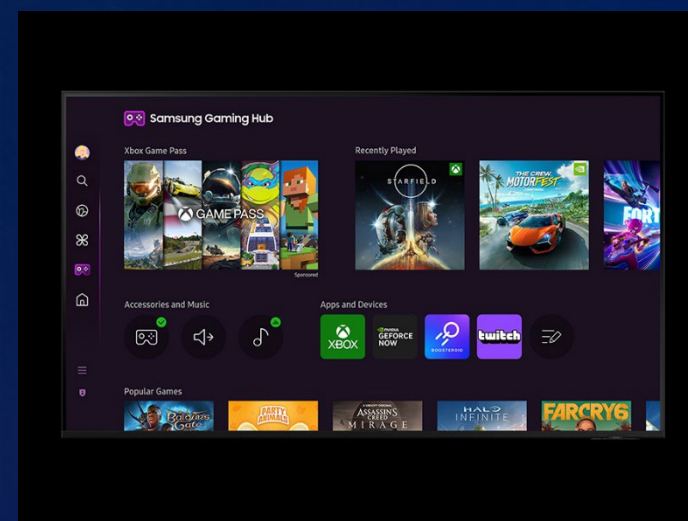
Smart home with ultimate entertainment & seamless connectivity

Home
like
Never
Before



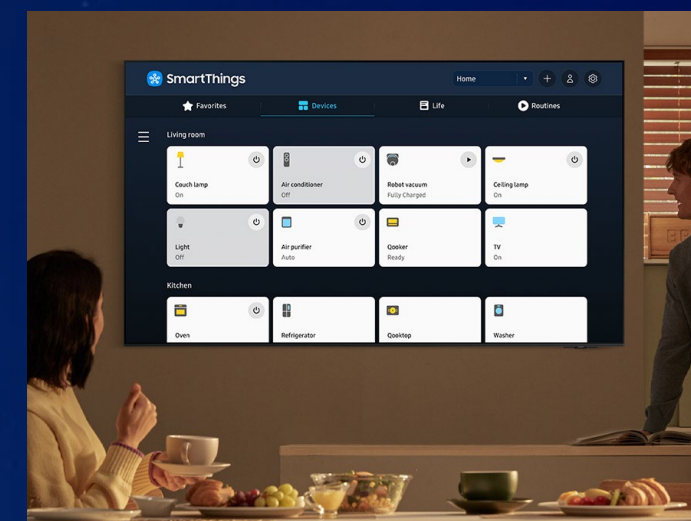
TVPlus

Samsung TVPlus gives viewers instant access to top news, sports, entertainment for 100% free.



Gaming Hub

Samsung Gaming Hub is the new home for gaming on your Samsung smart TV. Instantly play the popular games from Xbox and more top streaming services.



SmartThings IoT

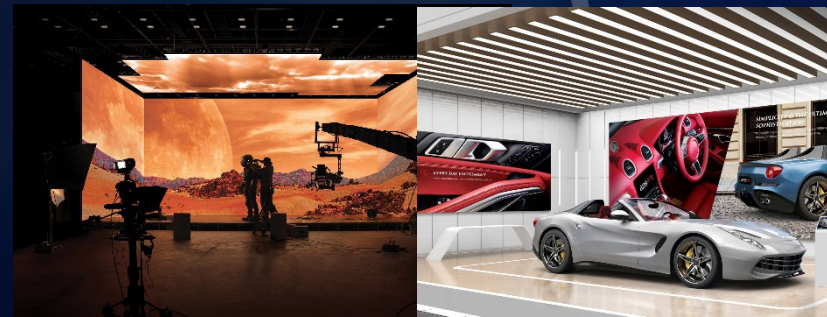
With built-in SmartThings IoT, Samsung TV will allow users to connect, view and control smart devices right from TV screen.

B2B BUSINESS EXPANSION

Innovative products to meet and exceed customer expectations



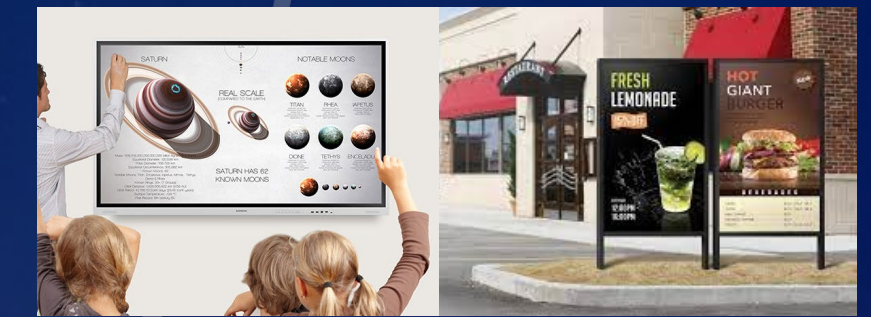
Premium LED Signage 'The Wall'



Media Production & Design Centers



Interactive & Outdoor Signage



Education/Corporate & Retail/F&B

AI LEADERSHIP

Leading AI innovation with innovative products and solutions

Bespoke AI Refrigerator



Share pictures, stream music, and videos, and access recipes. Acquires what is in the fridge automatically

Bespoke AI Laundry Combo



Wash and dry your laundry in one machine without transferring loads.

Bespoke AI Air conditioner



Monitor and manage energy usage, and provide voice control for easy device control without a controller

Bespoke AI Induction Range



Get personalized recipe recommendations, search for and follow video recipes and access the user's favorite apps.

Bespoke AI Robot cleaner



Optimize the user's clean with AI enhanced vacuuming and mopping.

LIFESTYLE CHANGING PRODUCT

Delivering new AI-connected life at home

BESPOKE AI HOME

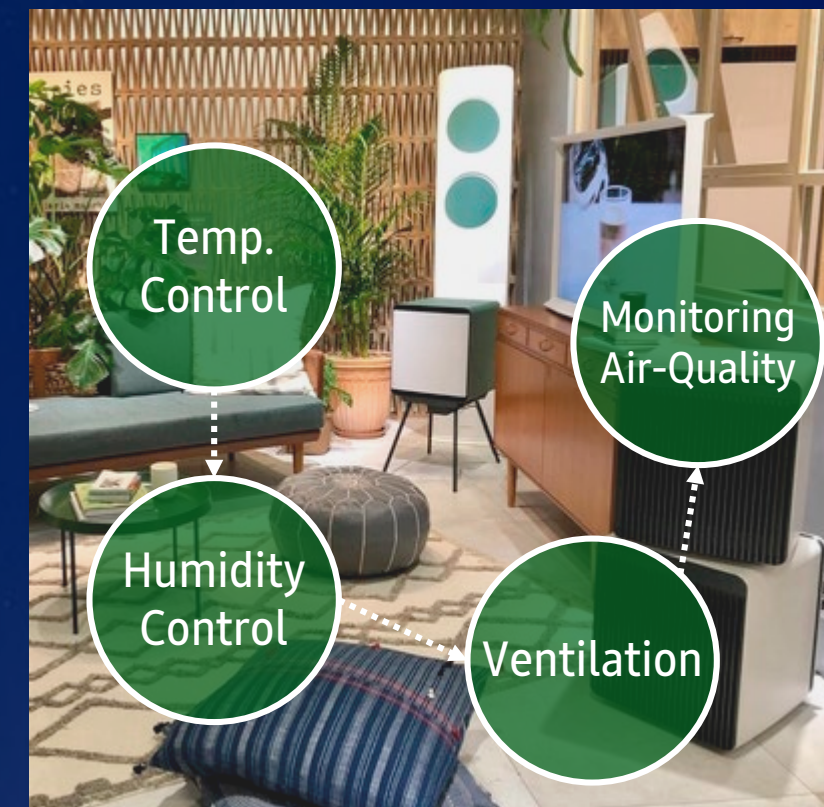
Smart Kitchen Solution



Living Care Solution

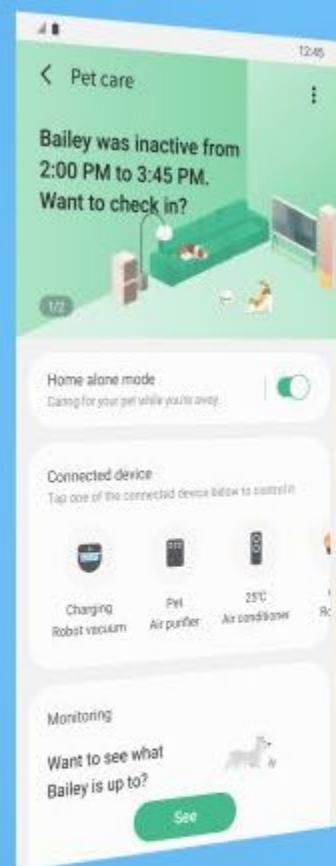


Air Care Solution



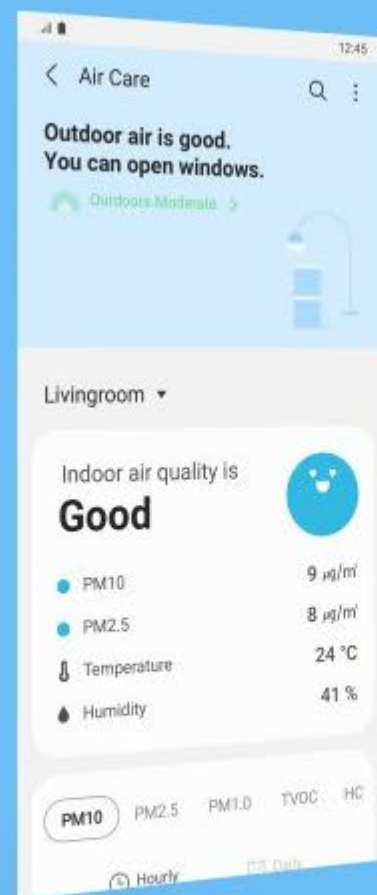
USER EXPERIENCE INNOVATION

Smart home with seamless connectivity & extraordinary home services



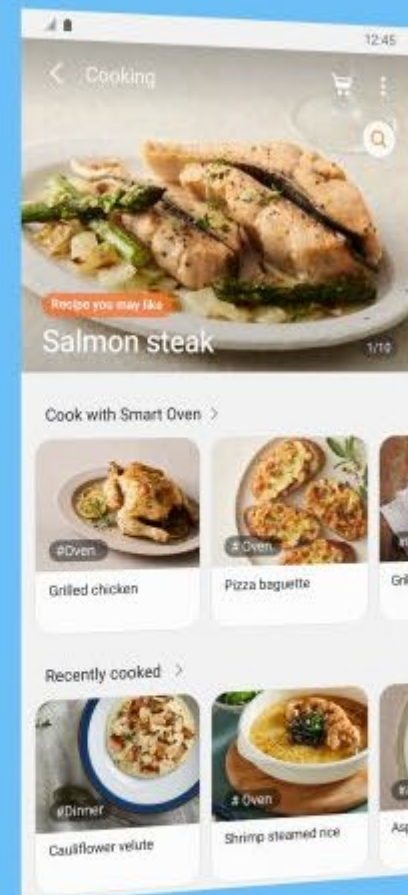
Pet Care

Create the best environment for the pet by turning on the lights, TV, or vacuuming



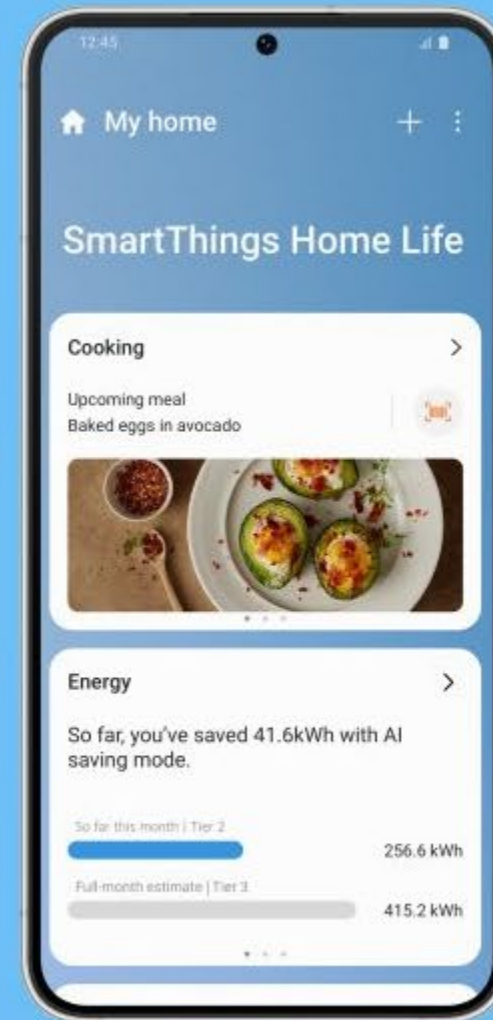
Air Care

Monitor the air quality in the home and suggest care when quality drops



Cooking

Recommend personalized recipes based on preferences



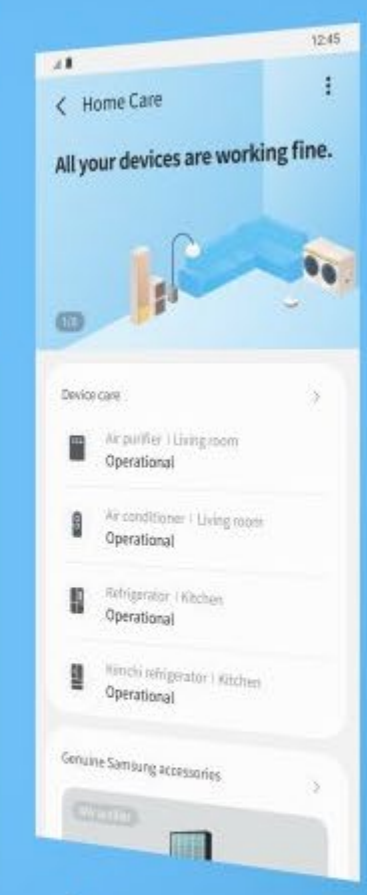
Energy

Monitor and manage energy use, And alert for energy saving tips



Clothing Care

Recommend for the best cycle based on soil level and fabric type



Home Care

Obtain AI diagnostics and solutions when something occurs

B2B BUSINESS EXPANSION

Providing Customized Solutions with Full Package

Builder



System AC



Built-in



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MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

Offer unparalleled customer experience
by improving the quality of life
through innovative products

THANK YOU