

# SAMSUNG CONSUMER ELECTRONICS



Investor Presentation

2020

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**BUSINESS UPDATE**

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# CONSUMER ELECTRONICS OVERVIEW

Strong Financial Performance with Full range of Product Portfolio

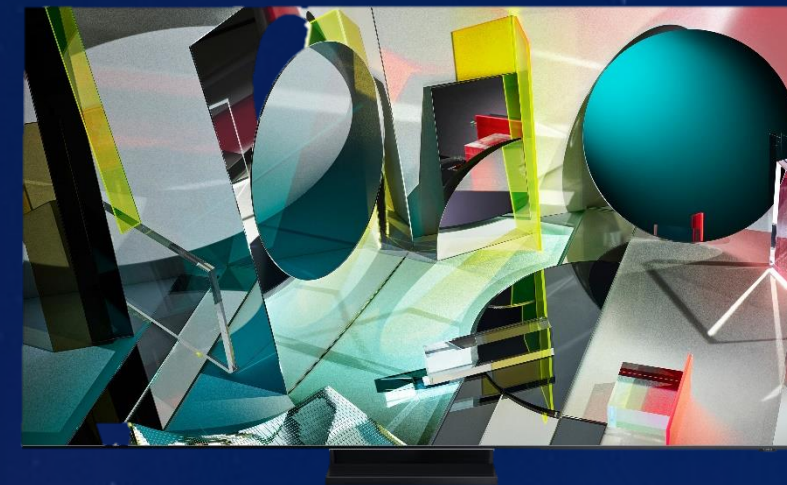
FY 2019 Net Revenue

KRW  
**45tn**

VISUAL  
DISPLAY **59%**

DIGITAL  
APPLIANCES **41%**

Product Portfolio





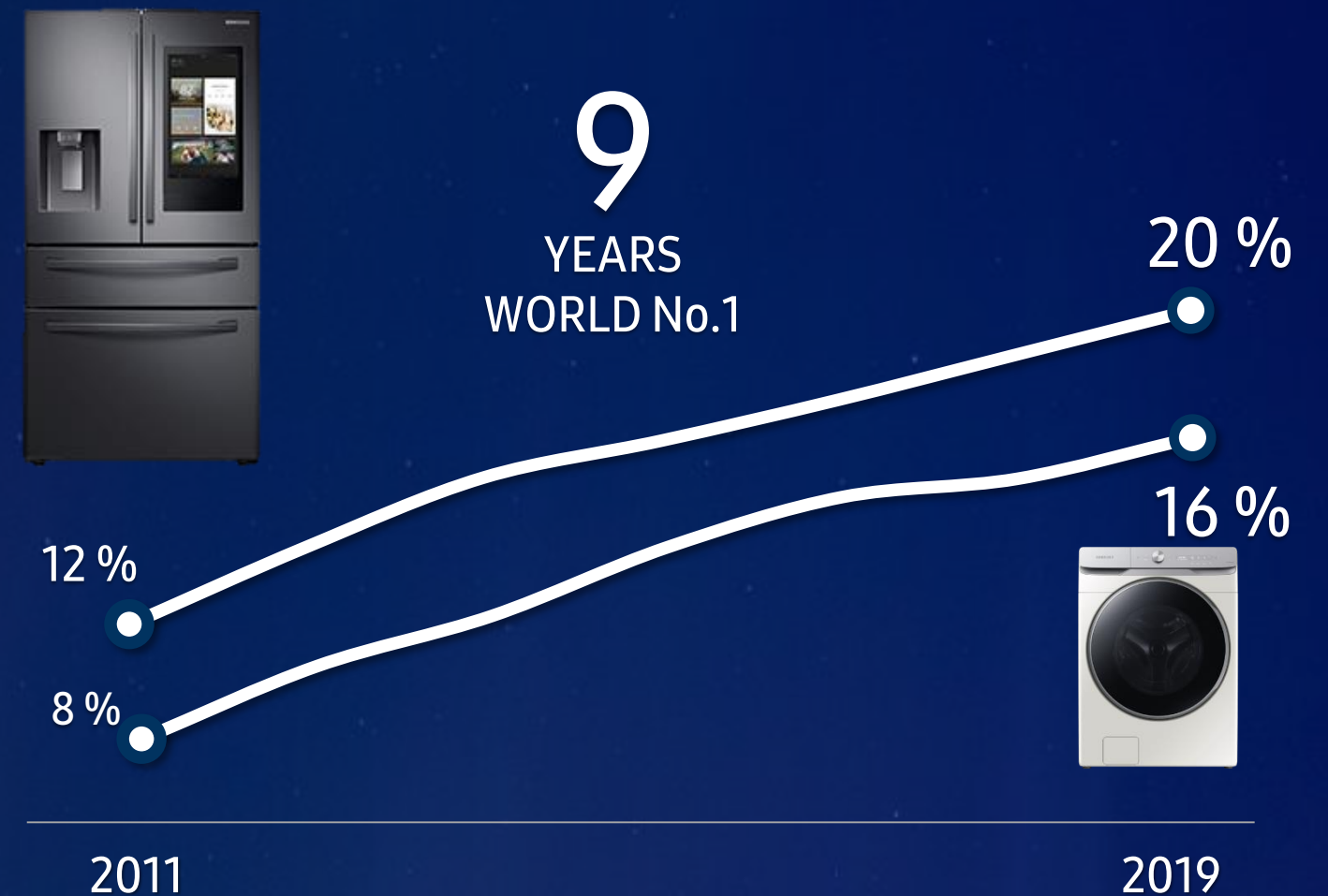
# MARKET LEADERSHIP

Global No.1 TV for 14 consecutive years. No.1 Ref. for 9 consecutive years

## Global Market Share



TV (Revenue) / Smart Signage (Unit)



Home Appliances (Rev.)



# PRODUCT SUPERIORITY - TV

Leading technology innovation



2006

Bordeaux TV



2009

LED TV



2012

Smart TV



2014

Curved TV



2017

4K QLED TV



Present

8K QLED TV

# PRODUCT SUPERIORITY

Leading technology innovation

Honored at  
**iF Design Awards 2020**



AirDresser



AC (Wind-Free)



European Oven Package

Refrigerator



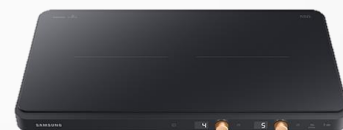
Wine Cooler



VC



Induction Plate



Honored at  
**CES 2020 Innovation Awards**



Family Hub



BESPOKE



Cube Collection  
Refrigerator



Shoe Dresser



Induction Plate



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# OPPORTUNITIES - TV

Rapid growth in TV market, especially Big-sized and 8K

Big-sized Screen  
(75"+)

CAGR  
(2019 – 2021, Unit)

23%+

High Resolution  
(8K Ultra HD)

113%+



# OPPORTUNITIES - B2B DISPLAY

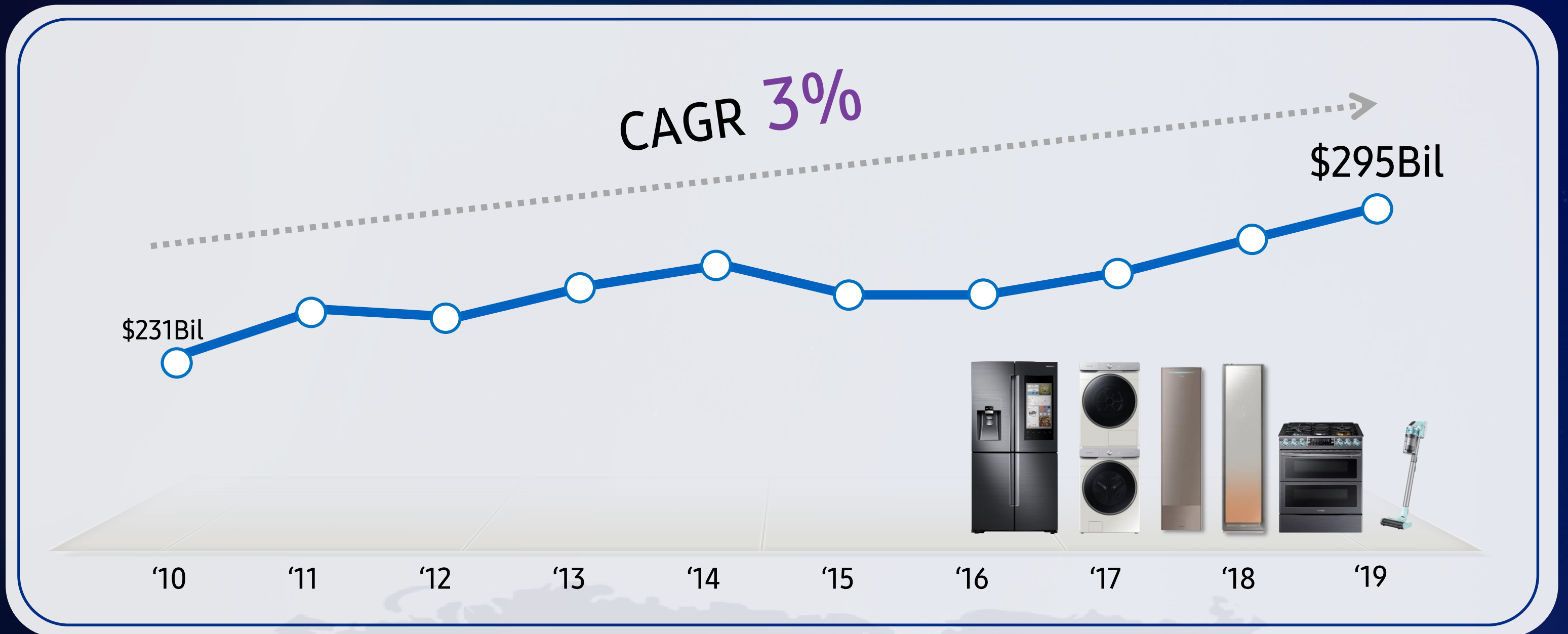
High growth expectation in Smart Signage



\* LCD/LED Signage revenue

# OPPORTUNITIES - HOME APPLIANCES

Continuously Growing Market



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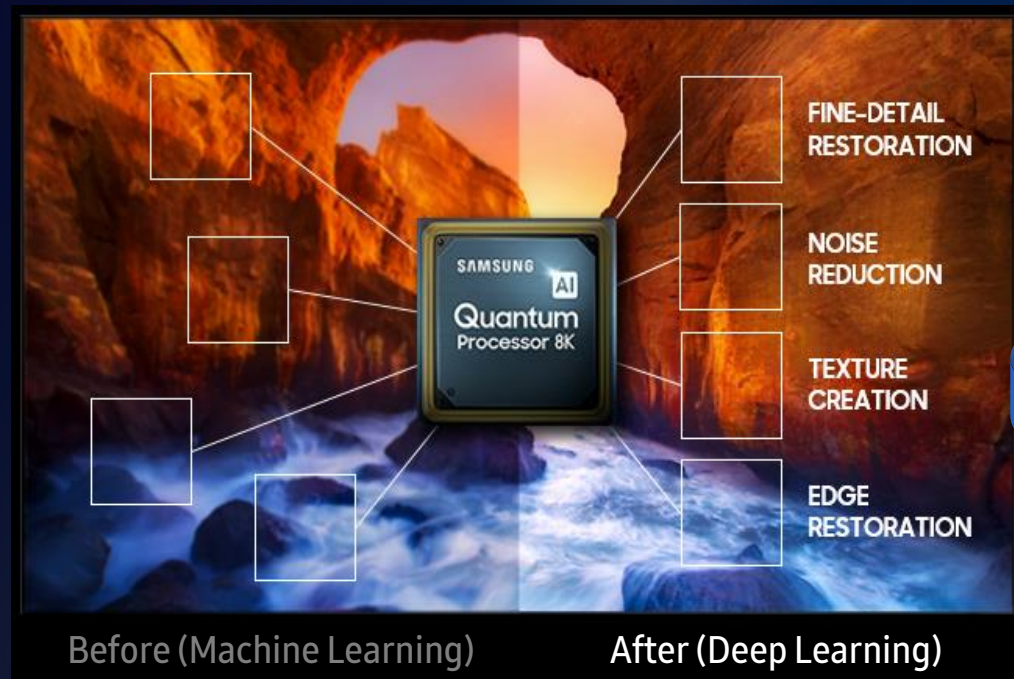
**SAMSUNG STRATEGY**

KEY TAKEAWAYS



# 8K - PREMIUM LEADERSHIP <sup>(1/2)</sup>

Catalyzing technologies and revolutionary design



**Quantum Processor 8K**  
8K AI upscaling tech.



**Object Tracking Sound +**  
Real Cinematic Surround Sound

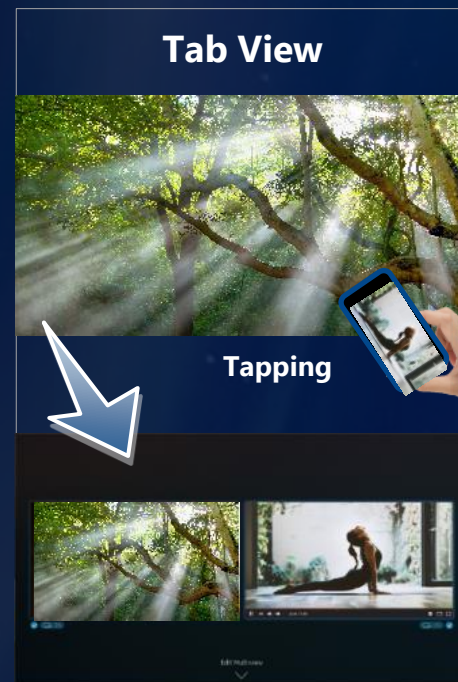


**Infinity Screen**  
Near-Invisible Bezel



# QLED - PREMIUM LEADERSHIP <sup>(2/2)</sup>

Optimal user experience, big-sized line-up and innovative products



## QLED TV (4K)

Enhanced Picture/Sound & Usability

## Big-sized TV

80" + Product Line-up

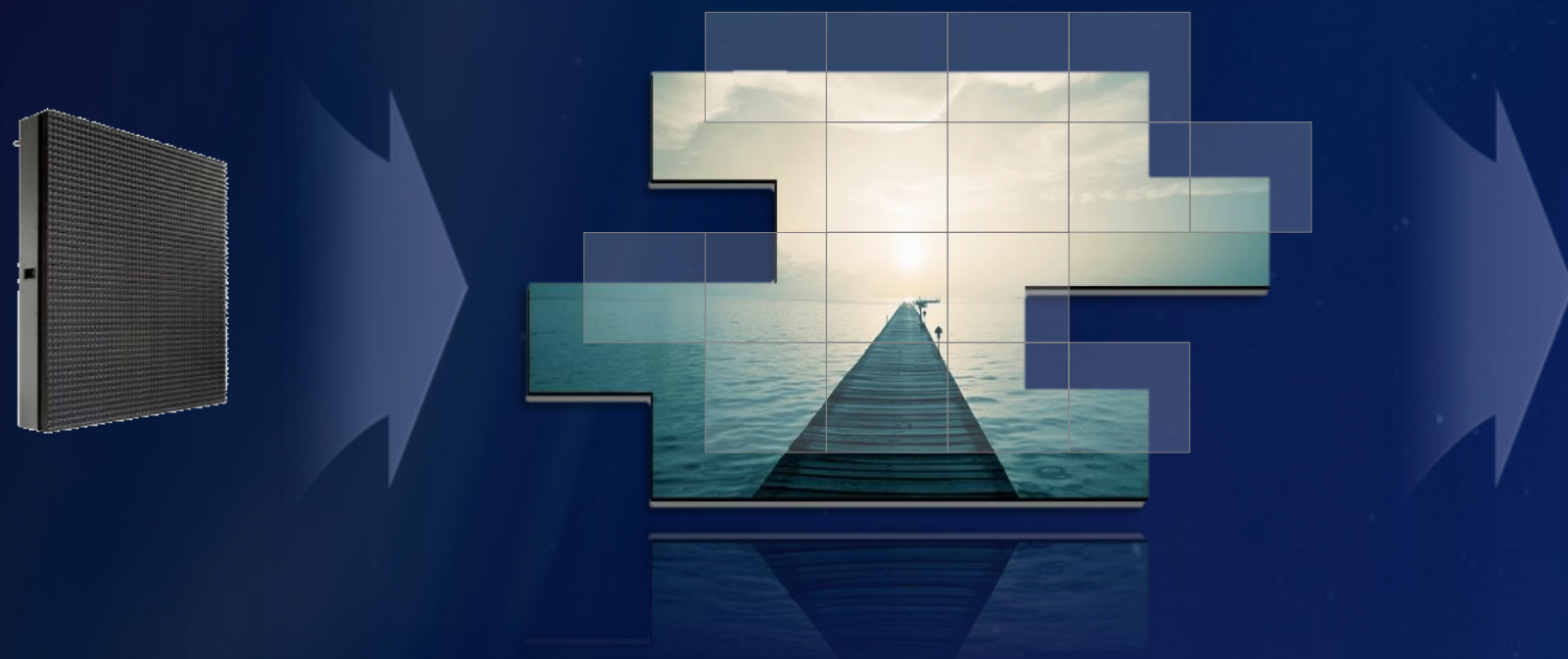
## Lifestyle TV

Diverse Products & Global Launch



# INNOVATION AND BREAKTHROUGH

Next generation TV initiative with the world's 1st modular  $\mu$ -LED TV



$\mu$ -LED module



'The Wall' : Full Line-up



# B2B BUSINESS EXPANSION

Providing strong product offerings for a broad range of customers



LCD



LED



QSR



Retail



Transportation



Cinema



Boardroom



Sports

Premium Signage

8K / Fine Pitch (P0.84)

Signage for B2B verticals



# LIFESTYLE INNOVATION

Redefine In-Home Experience

H/W  
Performance



Lifestyle  
Change



IoT

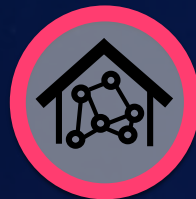


# LIFESTYLE CHANGING PRODUCTS

## Connected Kitchen Solution with Family Hub Refrigerator



Food Management



Connected Home Control with Bixby



Family Connection



Home Entertainment

## Laundry Solution



**Washer**  
All-in-One Control  
AI-Powered  
Bubble Wash



**Dryer**  
All-in-One Control  
AI Auto Course Set-up



**Clothes Refresher**  
Airing, steaming,  
drying, and purifying.





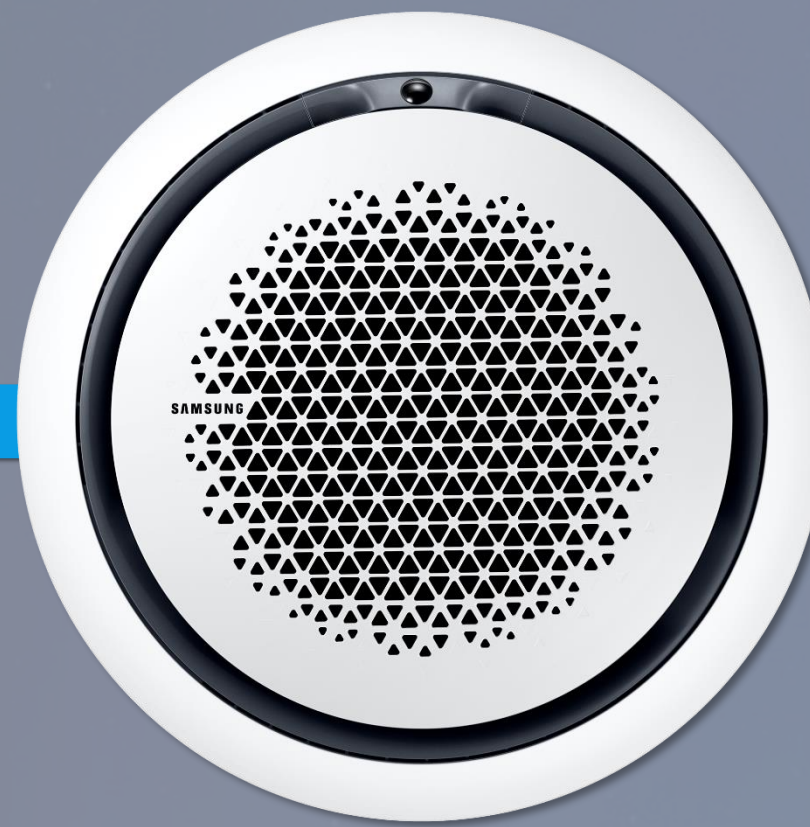
# B2B BUSINESS EXPANSION

Providing Customized Solutions with Full Package

Builder



System AC



Built-in



# EXPANDING GLOBAL BUSINESS FOUNDATION

Strong SCM through Global Manufacturing Sites



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# TOP-TIER INNOVATOR IN CONSUMER ELECTRONICS

- ✓ Reinforcing premium leadership with cutting-edge technologies & revolutionary design
- ✓ Product innovation in seamless User Experience & Life Convenience
- ✓ Transformational growth & Sustainable profitability

**THANK YOU**