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SAMSUNG CONSUMER ELECTRONICS



Investor Presentation

2018

Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong financial performance with full range of product portfolio

FY 2017 net revenue

KRW

45tn

VISUAL DISPLAY 62%

DIGITAL APPLIANCES 38%

Product portfolio



MARKET LEADERSHIP

Global no.1 TV for 12 consecutive years

Global market share



TV (revenue)

Smart signage (units)



Home appliances (revenue)

PRODUCT SUPERIORITY

Leading technology innovation



2006

Bordeaux TV



2009

LED TV



2012

Smart TV



2014

Curved TV



2016

SUHD TV
(Quantum Dot)



2018

QLED TV

PRODUCT SUPERIORITY

Leading technology innovation

“Best of 2017”

As named by leading consumer magazine in the US



Dacor
DRF36C100SR



NX58F5700WS



POWERbot
SR20H9051

Honored at CES 2018 Innovation Awards



Family Hub



QuickDrive



Chef Collection Line

Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

OPPORTUNITIES - TV

Rapid growth in TV market, especially large-sized and UHD

Large-sized
screen
(over 65")

CAGR
(2015 - 2017, Unit)

24%+

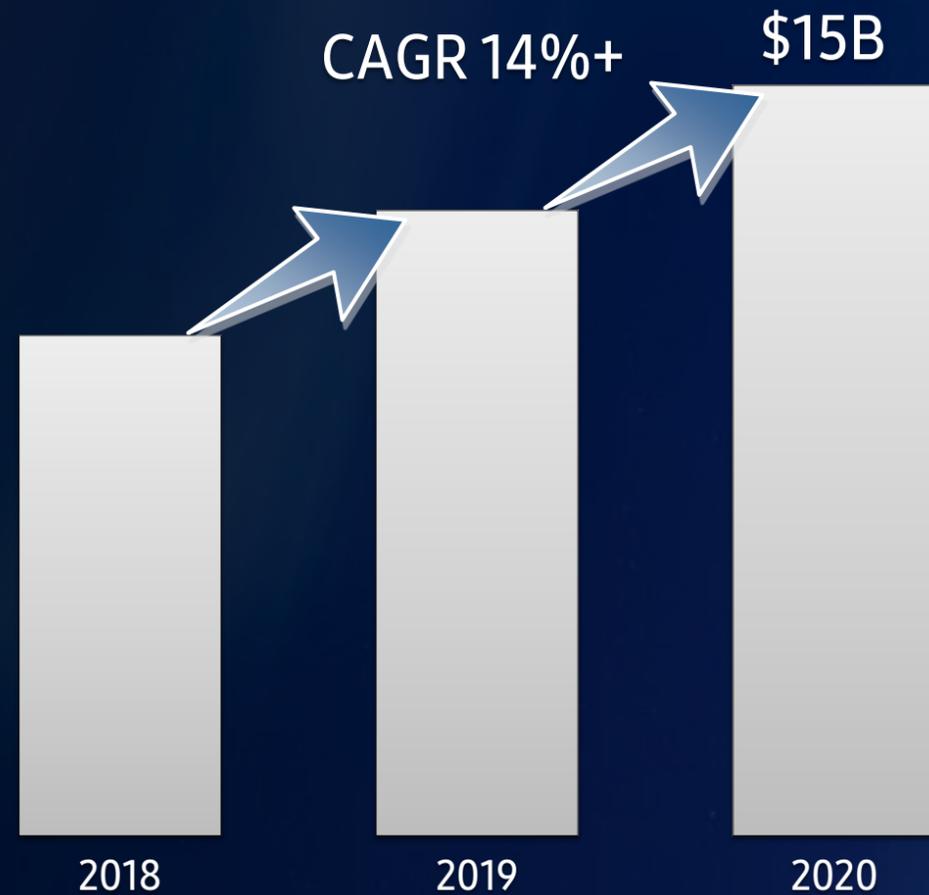
UHD

44%+

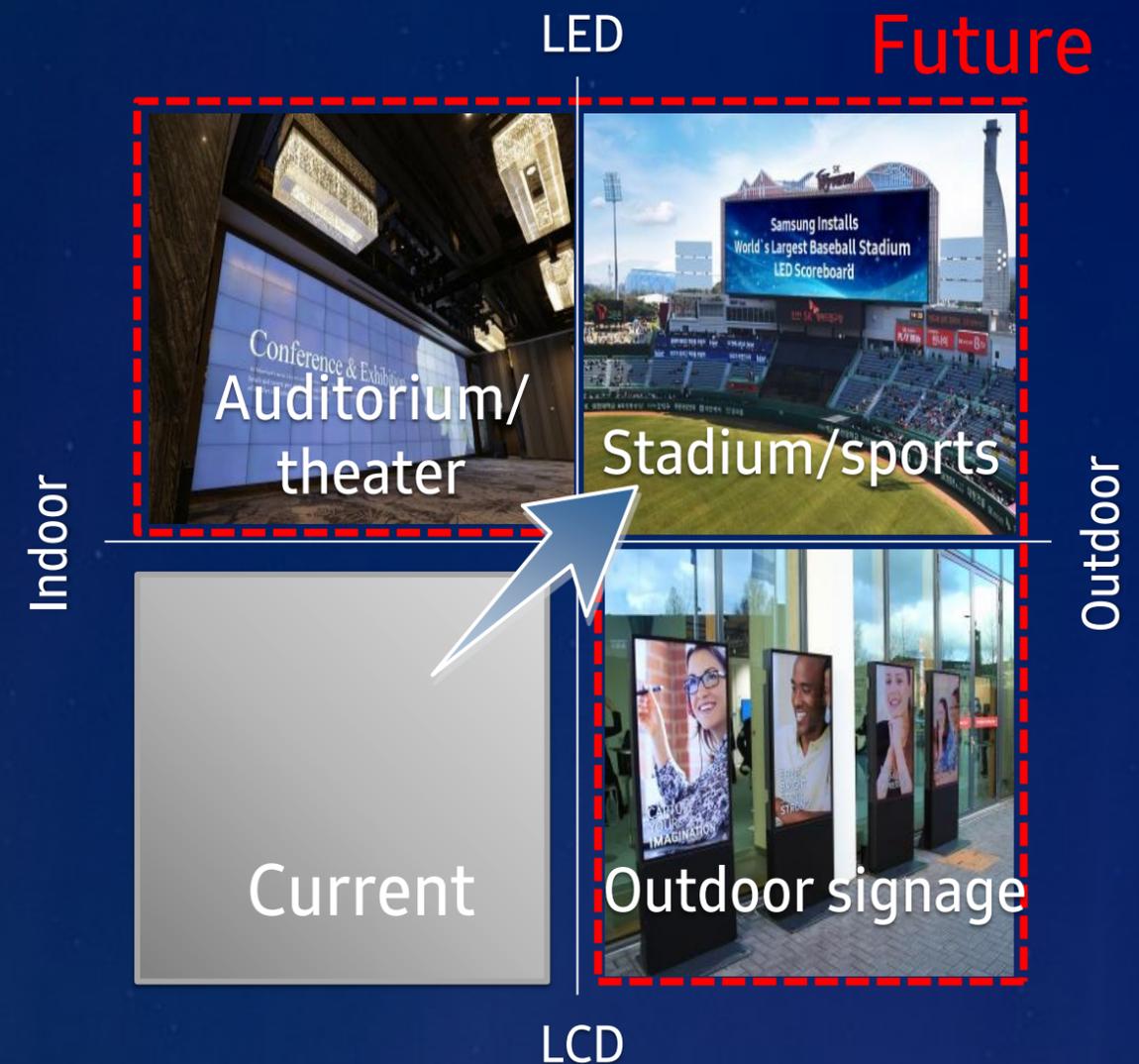
OPPORTUNITIES - B2B DISPLAY

High growth expectation in smart signage

Signage market growth

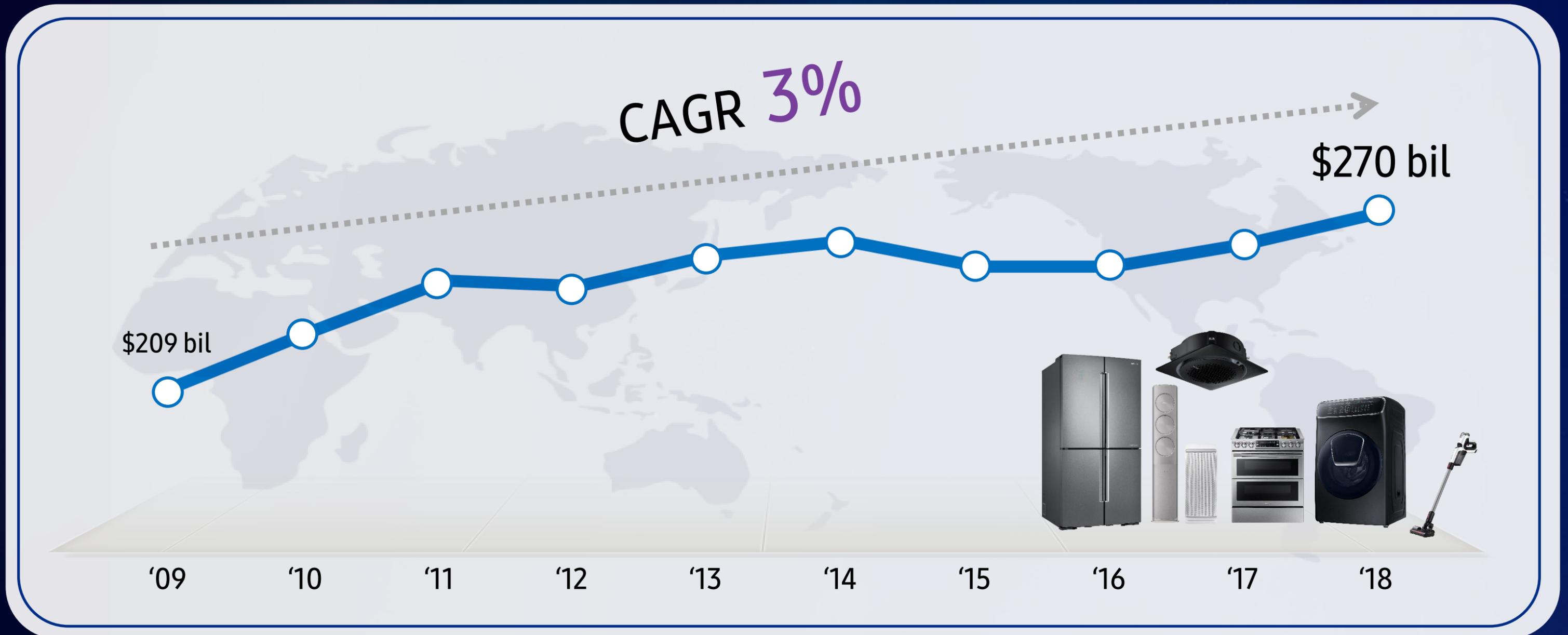


※ B2B Display : LCD/LED signage revenue



OPPORTUNITIES - HOME APPLIANCES

Continuously growing market



Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

QLED - PREMIUM LEADERSHIP ^(1/2)

Cutting-edge technologies, revolutionary design, and seamless user experience



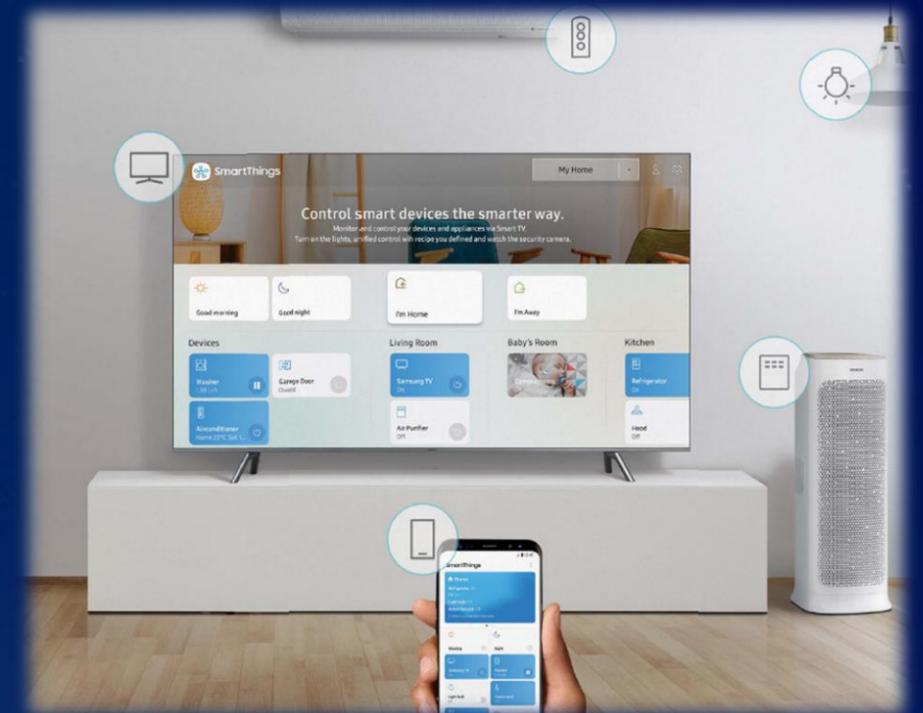
Picture quality

Improved Quantum Dot



Lifestyle

One invisible connection,
ambient mode



Smart experience

Multi-device experience
(TV, mobile, appliance, and IoT)

QLED - PREMIUM LEADERSHIP ^(2/2)

Large-sized line up expansion and 8K technology adoption



Large-sized screen
82", 75" product line up



8K + AI
8K upscaling tech.

INNOVATIONS AND BREAKTHROUGHS

New TV segment, next generation display and emerging technologies

Lifestyle TV

THE FRAME



Next Generation TV

THE WALL (micro LED)
- 146" The world's first modular TV



AI · IoT

Bixby, voice control based on artificial intelligence



B2B DISPLAY INNOVATION

Providing strong hardware and solutions for verticals

Samsung Cinema LED

World's first LED display for theaters with Harman sound solution



Samsung Flip (digital flip chart)

Meeting room collaboration solution



GAME CHANGING PRODUCTS

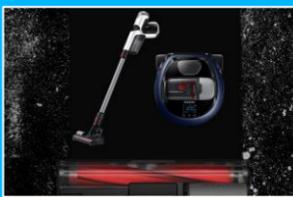
Performance innovation



Fresh preservation



Larger capacity



Powerful suction

Lifestyle-changing innovation



Food showcase



FlexWash & FlexDry



Wind-free



Flex Duo

Internet of Things



GAME CHANGING PRODUCTS

Family Hub refrigerator

With intelligent voice assistant Bixby



Food management



Connected home control



Family connection



Home entertainment

QuickDrive washer



Reduces washing time by up to 50%*

* Compared to Samsung's existing model

B2B BUSINESS EXPANSION

Providing customized, full-package solutions

Builder



System AC



Built-in



EXPANDING GLOBAL BUSINESS FOUNDATION

Strong SCM through global manufacturing sites



Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

TOP-TIER INNOVATOR IN CONSUMER ELECTRONICS

- ✓ Reinforcing premium leadership with cutting-edge technologies & revolutionary designs
- ✓ Product innovation enabling seamless user experiences & life convenience
- ✓ Transformational growth & sustainable profitability

THANK YOU