CONSUMER ELECTRONICS OVERVIEW

Strong Financial Performance with Full range of Product Portfolio

FY 2019 Net Revenue

<table>
<thead>
<tr>
<th>VISUAL DISPLAY</th>
<th>59%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL APPLIANCES</td>
<td>41%</td>
</tr>
</tbody>
</table>

Product Portfolio

KRW 45tn
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)

<table>
<thead>
<tr>
<th>Year</th>
<th>TV Revenue</th>
<th>Smart Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Home Appliances (Rev.)

<table>
<thead>
<tr>
<th>Year</th>
<th>Home Appliances</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>8%</td>
</tr>
<tr>
<td>2019</td>
<td>16%</td>
</tr>
</tbody>
</table>
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
- BESPOKE
- AirDresser
- AC (Wind-Free)
- European Oven Package
- Induction Plate
- Refrigerator
- Wine Cooler
- VC

Honored at CES 2020 Innovation Awards
- Cube Collection Refrigerator
- Shoe Dresser
- Induction Plate
- Family Hub
- BESPOKE
BUSINESS UPDATE
MARKET OPPORTUNITIES
SAMSUNG STRATEGY
KEY TAKEAWAYS
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)**
  - CAGR (2019 - 2021, Unit) 113%+
OPPORTUNITIES - B2B DISPLAY

High growth expectation in Smart Signage

LCD/LED Signage revenue CAGR 10%+
$20B*

* LCD/LED Signage revenue
OPPORTUNITIES - HOME APPLIANCES
Continuously Growing Market

Source: Euromonitor, GfK, BSRIA, AHAM, Internal Analysis
8K - PREMIUM LEADERSHIP (1/2)
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 (2/2)

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 μ-LED TV

μ-LED module

'The Wall' : Full Line-up

292”
150”
110”
93”
88”
75”
B2B BUSINESS EXPANSION
Providing strong product offerings for a broad range of customers

Premium Signage
8K / Fine Pitch (P0.84)

Signage for B2B verticals:
- QSR
- Retail
- Transportation
- Cinema
- Boardroom
- Sports
LIFESTYLE INNOVATION
Redefine In-Home Experience

H/W Performance

Lifestyle Change

IoT
LIFESTYLE CHANGING PRODUCTS

Connected Kitchen Solution
with Family Hub Refrigerator

- Food Management
- Family Connection
- Connected Home Control with Bixby
- 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

Home Appliances
EXPANDING GLOBAL BUSINESS FOUNDATION

Strong SCM through Global Manufacturing Sites

- Poland
- China
- Brazil
- Korea
- India
- Mexico
- Vietnam
- Russia
- Malaysia
- Thailand
- Egypt
- Hungary
- Slovakia
- S. Africa
- U.S.
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