DISCLAIMER

This presentation has been prepared by Samsung Electronics Co., Ltd. (the “Company”). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).
Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise). Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded.
Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

Future Matters
This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.
Given the risks and uncertainties may cause the Company's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

US Disclosure
This document does not constitute any part of any offer to sell, or the solicitation of any offer to buy, any securities in the United States or to, or for the account or benefit of any “US person” as defined in Regulation S under the US Securities Act of 1933 (“Securities Act”). The Company’s shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.
FY 2019 Net Revenue

$27B

MOBILE 82%
LARGE 18%

Business Accomplishment

[Market Share]

Display Market 22%
Smartphone AMOLED Display 87%

(Revenue base, IHS)
LEADERSHIP: MOBILE DISPLAY

Mainstream in the Small-Medium Display Market

- Smartphone
- Tablet
- Smart Watch
- Automotive
- Foldable Phone
- Laptop
LEADERSHIP : LARGE DISPLAY

Driving Premium Products

TV
- 8K Quantum-Dot Ultra Large Size

Monitor
- Curved 32:9 Super Ultra wide

PID
- Extremely narrow Bezel
Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS
NEW PARADIGM: 5G

Display Centric World is Coming

Infrastructure 3G/4G 5G
Picture / Video HDR / Streaming / IoT

LTPS LCD Rigid OLED Flexible OLED

Foldable Rollable Stretchable

Display Of Things

Personal Device
DAILY LIFE OF TOMORROW

Display of Things 24/7

One Day in Display Centric World

Morning

Mid-Day

Night

Refresh

Active and Dynamic

Relax and Enjoy
DISPLAY BIG BANG

The Birth of Next Generation Devices

- Authentic Image
- Vivid Color
- Free Form
- High Contrast
- Seamless Design
- Medical
- Watch
- Foldable
- VR
- Interior
- Automotive
- Mobile
- Home Appliance
CONTINUOUS GROWTH OF PREMIUM TV

Rapid Growth in Ultra Large-sized & High Resolution TVs

Average TV Size

- 41”
- 47”

Global TV Demand

Over 65” UHD

Source: IHS

CAGR 18% (Revenue)
SOPHISTICATED CUSTOMER NEEDS

Increasing Demand for Differentiated Monitors

- Curved
- Wide
- Gaming
- High Refresh Rate
Unrivaled, Cutting Edge Capabilities

Product Performance

New Applications

Customer Portfolio

Operational Excellence
MOBILE DISPLAY BUSINESS

NEW APPLICATIONS

TECHNOLOGY DIFFERENTIATION

CUSTOMER & PRODUCT PORTFOLIO
NEW APPLICATIONS

Securing New Growth Engines

- Smartphone
- Automotive
- Laptop
- Foldable

Under Development
Next Apps
TECHNOLOGY DIFFERENTIATION

Continuous Effort for Technological Leadership

Design
- Hole
- Foldable
- Full Screen
- Automotive

UX
- Embedded Sensors
  - Fingerprint
  - Haptic
  - Speaker
- Human Friendly
- Color Accuracy
- Less Blue Light

HUMAN FRIENDLY

COLOR ACCURACY

LESS BLUE LIGHT
New Customers and Wide Range of Products Driving Growth
LARGE DISPLAY BUSINESS

- TECHNOLOGY DIFFERENTIATION
- NON-TV BUSINESS LEADERSHIP
- OPERATIONAL EXCELLENCE
TECHNOLOGY DIFFERENTIATION

Breaking Boundaries Between Screen and Reality through Perfect QD

1st Generation
- LCD

2nd Generation
- LED
- QD

Next Generation
- Perfect QD

- Off-Angle Viewing
- Dynamic Brightness
- Authentic Image
NON-TV BUSINESS LEADERSHIP

Developing Higher Value Market with PID & Monitor

PID

Monitor
OPERATIONAL EXCELLENCE

Core Competencies Enabling Constant Innovation and Stable Profit

Enhancing Productivity

Reducing Assembly Cost

Optimizing Management
Contents

BUSINESS UPDATE
BUSINESS OPPORTUNITIES
SAMSUNG STRATEGY
KEY TAKEAWAYS
Differentiated Products Creating New Opportunities

Strengthen Leadership with Technology Innovation

Providing The Best Solution for Display of Things
DISPLAY BEYOND IMAGINATION

SUSTAIN BUSINESS GROWTH

Advanced Technology
Product & Customer Portfolio
Operational Excellence

SAMSUNG DISPLAY