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BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS
Earnings results*

100.68 trillion won

Sales

10.17 trillion won

Operating profit

10% Operating profit Margin

* Samsung IT and Mobile Communications Division
2018 FINANCIAL SUMMARY

Global number 1

in volume*

Global market share*

Smartphone

20.3%

( #1 since 2011)

* Strategy Analytics
Strengthened premium market leadership

**Samsung Galaxy S9 Phones Top CR's Ratings With Durability, Speed, and Sound**

**techradar**

Samsung Galaxy S9 Plus takes best camera crown from Google Pixel 2

**SAMMOBILE**

Samsung Galaxy Note 9 review: This is power user perfection

**THE WALL STREET JOURNAL**

Samsung’s Galaxy Note 9 Is Crazy Powerful. Can You Handle It?
BUSINESS ACCOMPLISHMENTS

Enhanced Mass smartphones portfolio

Introducing cutting-edge technologies
(Adopt triple/quad camera, Infinity-O display)

Streamlining portfolio
(Integrate J series to A series)

Product Competitiveness
BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS
SMARTPHONE GROWTH: PREMIUM MARKET

Create premium market demand with new technologies and services

Market Forecasts

+α

Premium

Mass

New Form Factor

5G Network

New Services
Emerging markets will drive further growth

- Global handset demand
- Global smartphone demand
- Smartphone demand in emerging markets

<table>
<thead>
<tr>
<th>Year</th>
<th>Global Handset Demand</th>
<th>Global Smartphone Demand</th>
<th>Smartphone Demand in Emerging Markets</th>
<th>Total (million units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,388</td>
<td>571</td>
<td>77%</td>
<td>1,805</td>
</tr>
<tr>
<td>2019</td>
<td>1,373</td>
<td>584</td>
<td>77%</td>
<td>1,785</td>
</tr>
<tr>
<td>2020</td>
<td>1,406</td>
<td>605</td>
<td>78%</td>
<td>1,807</td>
</tr>
<tr>
<td>2021</td>
<td>1,461</td>
<td>636</td>
<td>79%</td>
<td>1,848</td>
</tr>
<tr>
<td>2022</td>
<td>1,544</td>
<td>677</td>
<td>81%</td>
<td>1,919</td>
</tr>
</tbody>
</table>

- *Strategy Analytics
- *Emerging Market: Asia excluding Greater China/Japan/South Korea, Middle East, Africa and Latin America
NEW PARADIGM : NEW TECHNOLOGIES

5G & New form-factor will boost replacement demand and create additional demand

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5G Smartphone Sales Forecast

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>4.1</td>
<td>25.7</td>
<td>107.0</td>
<td>233.8</td>
<td>343.1</td>
</tr>
</tbody>
</table>

CAGR 187%

---

Foldable Smartphone Sales Forecast

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>1.0</td>
<td>13.1</td>
<td>30.2</td>
<td>46.5</td>
<td>68.9</td>
</tr>
</tbody>
</table>

CAGR 203%

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*Strategy Analytics*
NEW PARADIGM: 5G SERVICES

5G Enabled services will be extended

- Mobile Service
- Fixed Wireless Access
- Massive IoT
- V2X
- Railway
- Smart Factory
BUSINESS HIGHLIGHTS
MOBILE MARKET OPPORTUNITIES
SAMSUNG STRATEGY
KEY TAKEAWAYS
SAMSUNG STRATEGY

Well-balanced business portfolio

Premium smartphones
Mass smartphones
Tablets & Wearables
B2B
Sustainable Growth

Core competencies

Galaxy
Brand Leadership
Retail excellence
Operation excellence

Contents, Service & S/W

+
PREMIUM SMARTPHONE LEADERSHIP

Best Galaxy ever with 10 years of innovation

World's first 5G smartphone

New Market with Foldable Phones

Solidify premium smartphone Leadership with continuous device innovation
INNOVATIONS IN MASS SMARTPHONES

Streamlining mass smartphone portfolio
(Galaxy A series, M series)

Improving efficiency of R&D and production
(expanding common use of key components)

Introducing cutting-edge Technologies
(triple/quad camera, rotating camera
ultra wide video, slow-mo
Infinity-O/Infinity-U Display)

Pursue to sustain global sales and profitability in mass smartphones category
Provide a holistic mobile experience with various types of competitive products (Tablets, smartwatches, fitness bands, wireless headphones and etc.)
MOBILE ENTERPRISE PORTFOLIO

Provide an end-to-end integrated solution

Products
- Enterprise device program
- Security maintenance release
- Wide range of product portfolio

Software, Application
- Security
- Productivity
- Manageability
- Vertical solution

Implementation, service
- Expertise
- Customization
- Global partnerships

Support
- Warranty
- Mobile Carepack
Horizontal service expansion to provide continuous user experience

Customer Lock-in + New Business Opportunities
Establish premium brand by sharing brand philosophy with our customers and solidifying leadership as an innovator.
Achieve global retail excellence by cooperating with our retail partners

(enhanced in-store experience, differentiated online channel experience)
OPERATIONAL EXCELLENCE

Global SCM

- Global Production Sites
- Global Sales Network
- Diverse Partnerships
- Sell-out based Operation

Speed ➔ Efficiency

Industry-leading SCM competency
NEW BUSINESSES OPPORTUNITIES

Create new businesses opportunities with emerging technologies

5G
(new generation of devices and services)

Artificial Intelligence
(interface and ecosystem that supports our customers to connect with various devices and technology)

Healthcare
(remote patient monitoring and medical service, fitness and wellness-related services)

Cloud / IoT
(seamless experience that provides more value to our customers)

M-commerce
(shopping experience not confined by time or location)
NEW BUSINESSES OPPORTUNITIES

Intelligence
(powerful intelligent assistant platform that will bring a connected experience that is ubiquitous, personal, and open)

Expand an open ecosystem
where various devices and services can seamlessly work together
NEW BUSINESSES OPPORTUNITIES

Multi Device Experience
(linking our all products through the leading open and connected IoT platform)

Provide an intelligent and personalized service experience by linking various services and devices seamlessly
NEW BUSINESSES OPPORTUNITIES

Unveil new possibilities for the future of mobile communications by building user-centric 5G networks

Complete 5G End-to-end Solutions
(laying the groundwork for convenient 5G technology including optimized total solution)

Unveil new possibilities for the future of mobile communications by building user-centric 5G networks

Chips
Low power & Small form factor

Devices
Easy Setup CPE & Smartphone

Access
Simple Installation & 5G Standard Compliant

Core
Cloud friendly & Flexible architecture

SW Tools
Network Optimization & Automation
KEY TAKEAWAYS

- Lead the market with device innovation and differentiation in both H/W and S/W
- Sustain business growth & profitability with a well-balanced business portfolio
- Reinforce our brand leadership, retail experience and operational excellence
- Expand an open ecosystem to provide consistent and seamless user experience
- Materialize new business with device & service platform and 5G technology