

SAMSUNG CONSUMER ELECTRONICS



Investor Presentation

2019

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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 2018 Net Revenue

KRW
42tn

VISUAL
DISPLAY 60%

DIGITAL
APPLIANCES 40%

Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 13 consecutive years. No.1 Ref. for 8 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



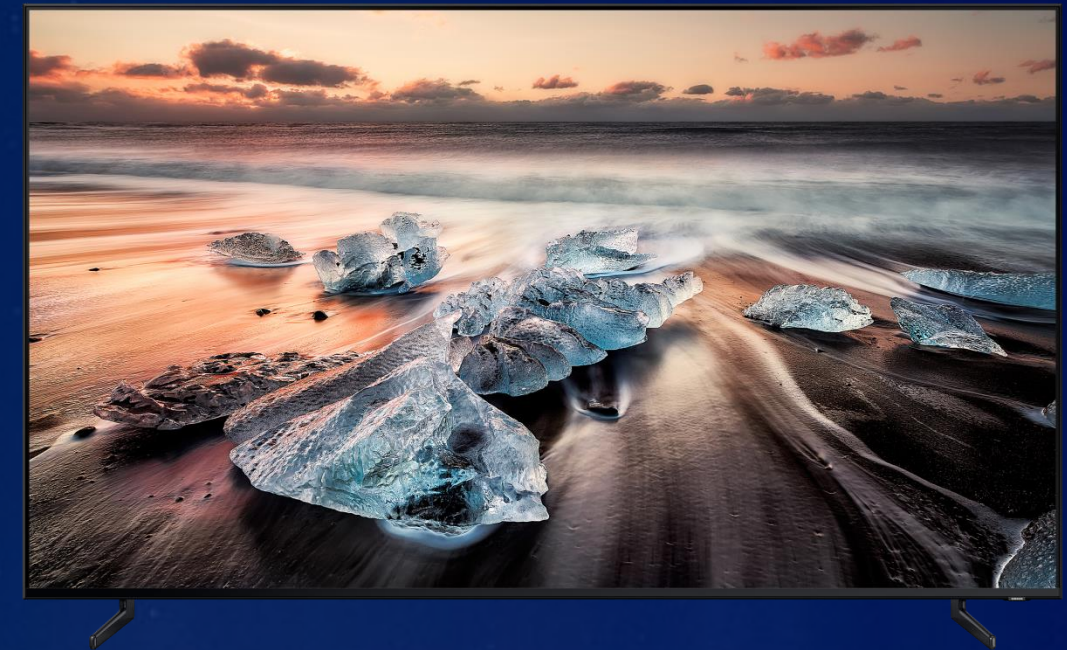
2014

Curved TV



2017

4K QLED TV



2019

8K QLED TV

PRODUCT SUPERIORITY

Leading technology innovation

Honored at
iF Design Awards 2019



AC (Wind Free)



Air Purifier



Clothe Care
(AirDresser)



Refrigerator



Oven

Honored at
CES 2019 Innovation Awards



SW & Mobile Apps
Refrigerator



Smart Home
Front Washer

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OPPORTUNITIES - TV

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

The diagram consists of two horizontal rows. The top row features a light blue rectangular box with rounded corners containing the text 'Large-sized Screen (75"+)'. A large, light blue arrow points from the right side of this box to the right. To the right of the arrow, the text 'CAGR (2018 - 2020, Unit)' is positioned above the large number '45%+'. The bottom row features a similar light blue rectangular box with rounded corners containing the text '8K'. A large, light blue arrow points from the right side of this box to the right. To the right of the arrow, the text '770 %+' is displayed.

Large-sized
Screen
(75"+)

CAGR
(2018 - 2020, Unit)

45%+

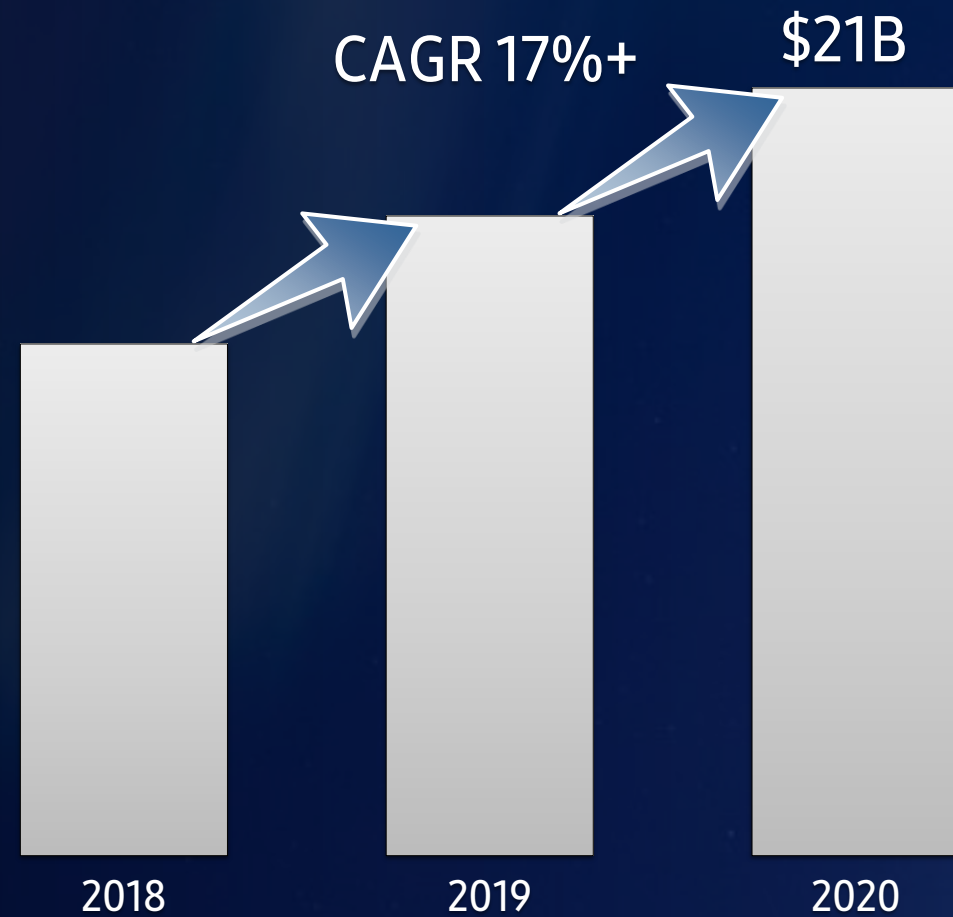
8K

770 %+

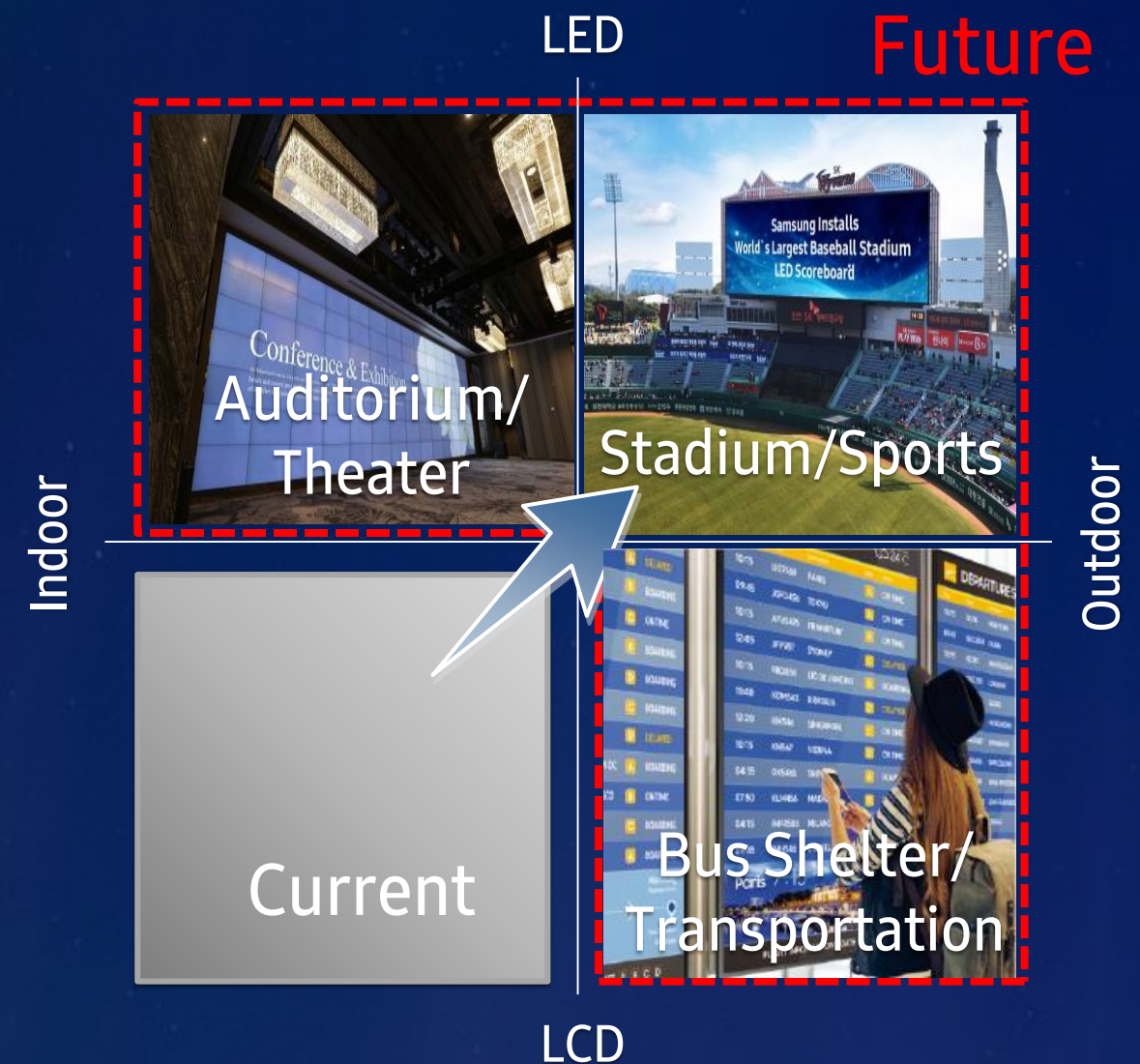
OPPORTUNITIES - B2B DISPLAY

High growth expectation in Smart Signage

Signage Market Growth

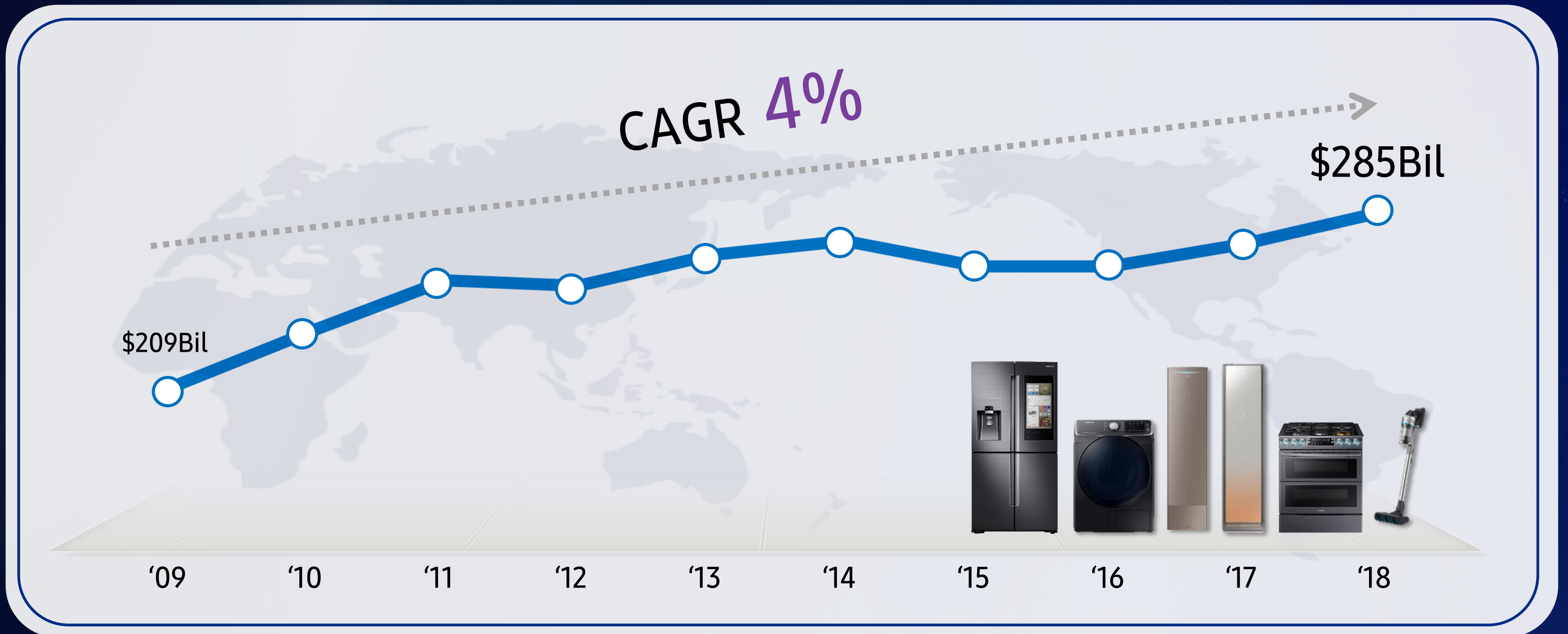


※ LCD/LED Signage revenue



OPPORTUNITIES - HOME APPLIANCES

Continuously Growing Market



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8K - PREMIUM LEADERSHIP ^(1/2)

Catalyzing 8K ecosystem with large-sized screen and AI



8K with Large-Sized Screen

65~98" full line up



8K AI Quantum Processor

8K upscaling tech.

QLED - PREMIUM LEADERSHIP (2/2)

Cutting-edge technologies, revolutionary design and seamless user experience



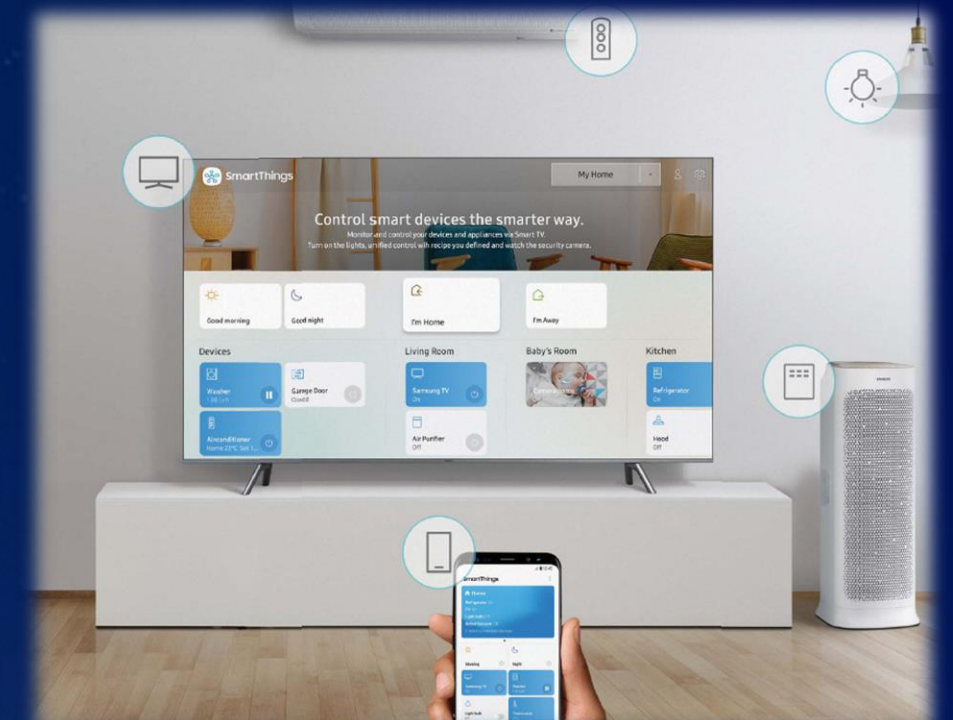
Perfect Reality

Color volume 100%



Lifestyle

Ambient mode



Smart Experience

Voice AI and IoT

INNOVATION AND BREAKTHROUGH

New category and next generation screen initiative



Lifestyle TV

THE FRAME / THE SERIF / THE SERO

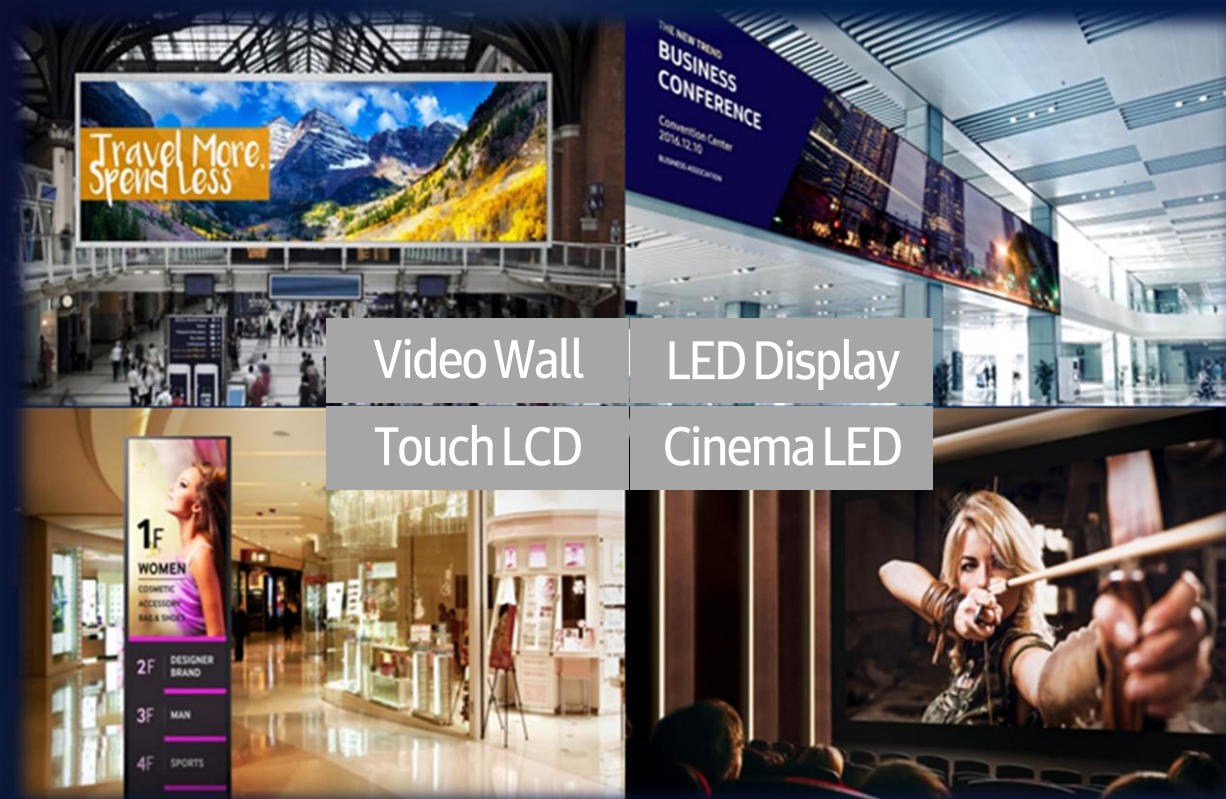


Next Generation Screen

146" The world's 1st modular μ -LED TV

B2B DISPLAY INNOVATION

Providing strong product offerings for a broad range of customers



Video Wall

LED Display

Touch LCD

Cinema LED

Signage for B2B verticals

Transportation / Corp. / Retail / Cinema



LED for Home - THE WALL

Customized screen size and shape

LIFESTYLE INNOVATION

Redefine In-Home Experience

H/W
Performance



Lifestyle
Change



IoT

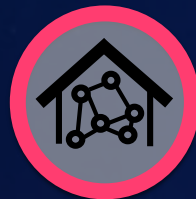


LIFESTYLE CHANGING PRODUCTS

Connected Kitchen Solution with Family Hub Refrigerator



Food Management



Connected Home Control with Bixby



Family Connection



Home Entertainment

Laundry Solution



Washer
One Machine.
Two Washers.
Quiet Washing



Dryer
Steam Sanitize+
Worry Free Drying



Clothes Refresher
Airing, steaming,
drying, and purifying.



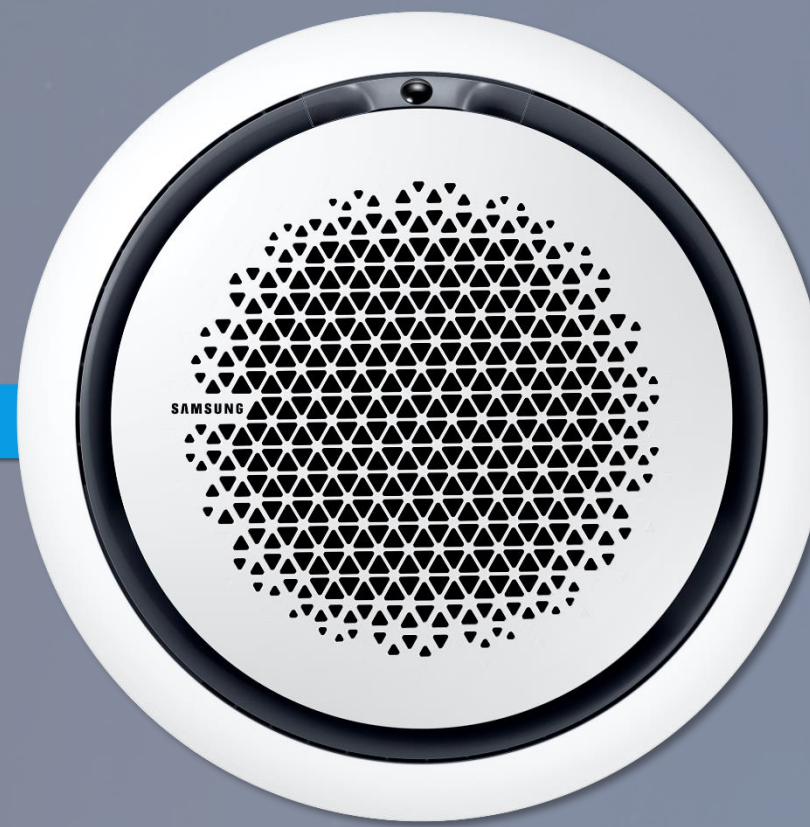
B2B BUSINESS EXPANSION

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