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# SAMSUNG DISPLAY



Investor Presentation

2018

Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# 2017 RESULT

FY 2017 net revenue

Market share  
(revenue)

**\$31B**

OLED 69%

98%

LCD 31%

14%

# OLED: LEADING FLEXIBLE ERA

Mainstream in the smartphone market

## FLEXIBLE DISPLAY

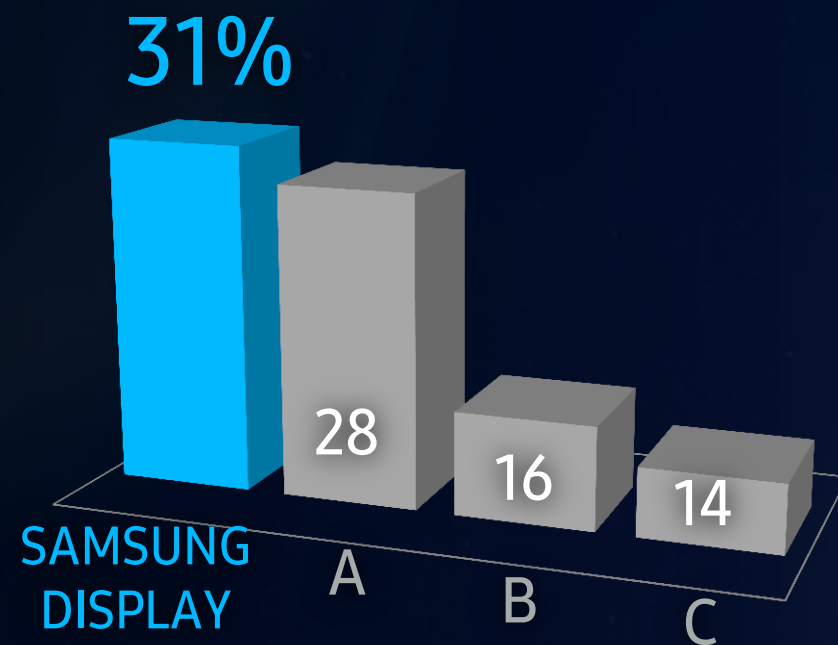
New standard of premium smartphones



# LCD: DRIVING PREMIUM TV

Trendsetter in design

## UHD/LARGE SIZE Market leader



Source: IHS (revenue)

## FRAMELESS/CURVED Differentiation



Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# DISPLAY EVERYWHERE

Display centric world is coming

## Personalization

Lifestyle	<p>Sharing</p> 	<p>Personal</p> 	<p>Display of Things</p> 
Technology	CRT	LCD	OLED
Infrastructure	2G Analog	3G HD/FHD	4G/5G UHD/QUHD



# DAILY LIFE OF TOMORROW

## Display of Things 24/7

Refresh



Vivid colors

Morning

Active and dynamic

Authentic images



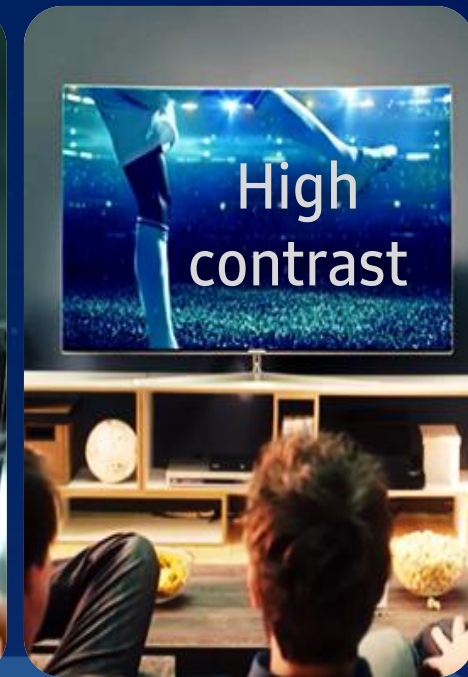
Mid-day

Relax and enjoy

Free design



High contrast



Night

One Day in Display Centric World

# FLEXIBLE OLED BIG BANG

The birth of next generation devices

*Authentic images*  
*Vivid colors*  
*Free form*  
**Big Bang**  
*High contrast*  
*Seamless design*

2018



Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# SAMSUNG SUPERIORITY

Unrivaled, cutting edge capabilities

Highly advanced technology



Manufacturing knowhow

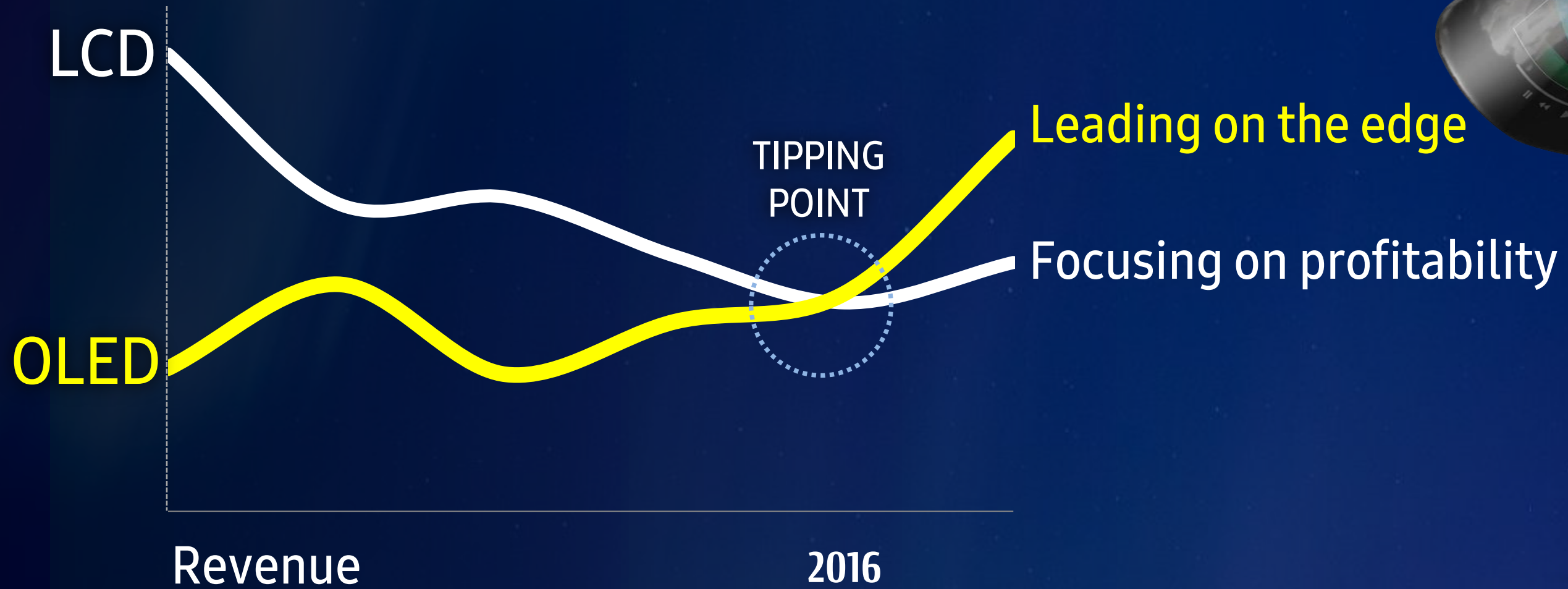


Experience and expertise



# SMART TRANSITION

Proactively creating new opportunities



# OLED BUSINESS

TECHNOLOGY INITIATIVE

OPPORTUNE INVESTMENT

MARKET DIVERSIFICATION

# TECHNOLOGY INITIATIVE

Continuous efforts for technological leadership

SAMSUNG

## First mover

- ✓ Low power consumption
- ✓ High resolution
- ✓ Real color

*World's first and best*

『 Rigid 』



『 Flexible 』

# OPPORTUNE INVESTMENT

Watertight preparation with engaged partners

Flexible capacity

Investments with  
ENGAGED PARTNERS





# MARKET DIVERSIFICATION

New customers and applications driving growth



# LCD BUSINESS

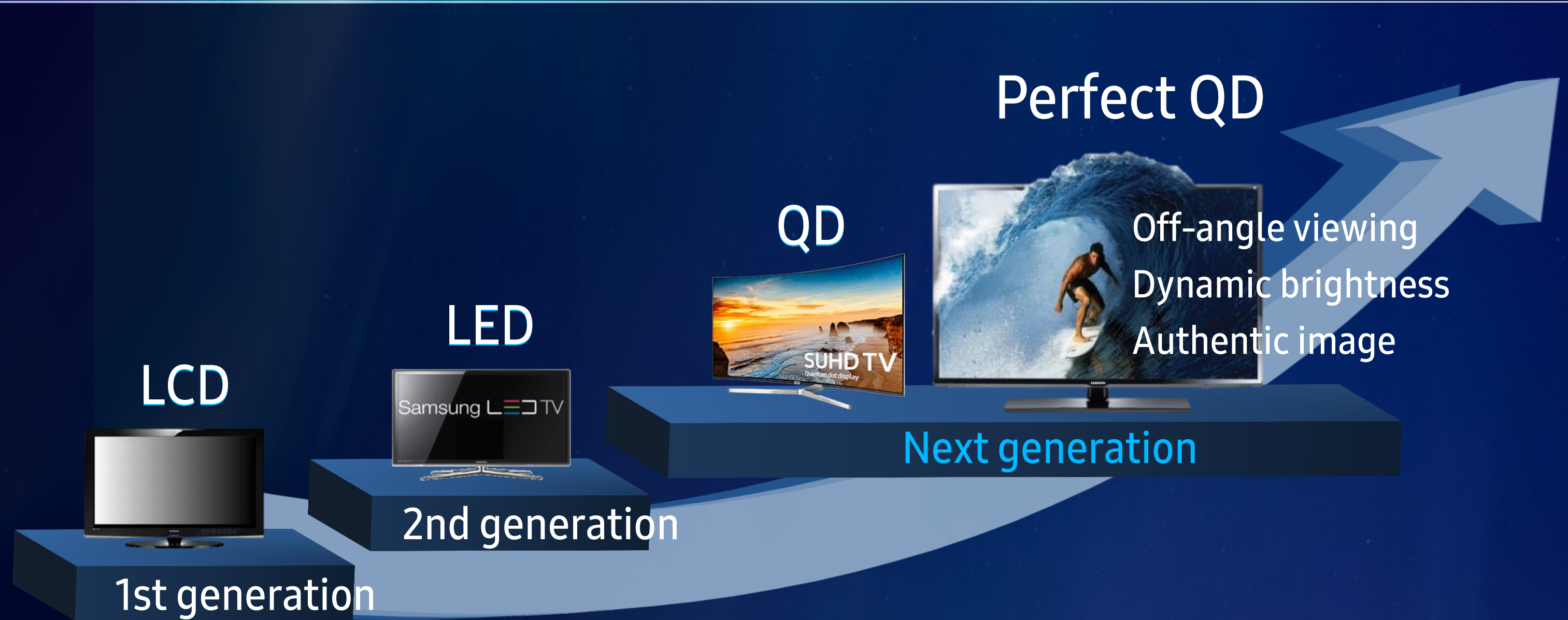
TECHNOLOGY DIFFERENTIATION

PID (public information display) LEADERSHIP

OPERATIONAL EXCELLENCE

# TECHNOLOGY DIFFERENTIATION

Breaking boundaries between screen and reality with QD



# PID LEADERSHIP

Developing higher value market with advanced technology

INDOOR



LOW

E-BOARD



VALUE

VIDEOWALL



Zero bezel

OUTDOOR



High durability

HIGH

Advance technology

Expand customer base

Strengthen leadership

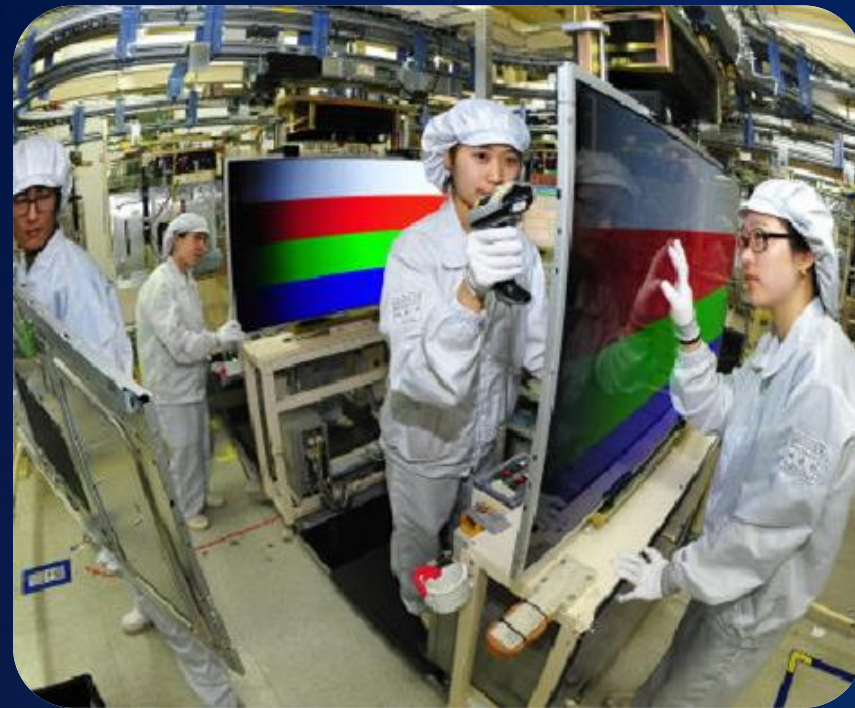
# OPERATIONAL EXCELLENCE

Core competencies enable steady innovation and stable profits

Enhance  
productivity



Reduce  
assembly costs



Optimize  
management



Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

# KEY TAKEAWAYS



**Smart Transition** Creating New Opportunities



Strengthen Leadership with **Innovation**



Provide **Best Solution** for Display of Things

# Display Beyond Imagination

\$50B

