

SAMSUNG DISPLAY



Investor Presentation

2019

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BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

DISPLAY OVERVIEW

FY 2018 Net Revenue

\$29B

MOBILE 76%

LARGE
DISPLAY 24%

Business Accomplishment

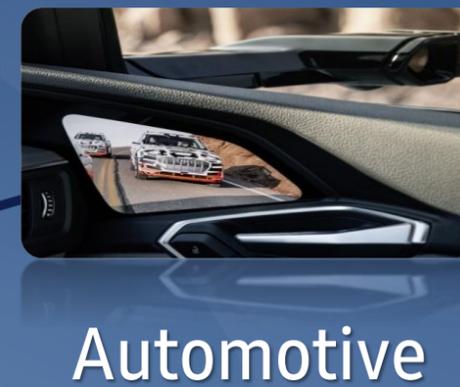
Display Market Share



(Revenue base, IHS)

LEADERSHIP : MOBILE DISPLAY

Mainstream in the Small-Medium Display Market



LEADERSHIP : LARGE DISPLAY

Driving Premium Products

TV



8K, QD, Ultra Large Size

Monitor



Curved
32:9 Super Ultra wide

PID



Extremely narrow Bezel

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NEW PARADIGM : 5G

Display Centric World is Coming

Infrastructure

Display

Lifestyle

3G/4G
Picture, Video

LTPS LCD
Rigid OLED

Personal


5G
HDR + Streaming + IoT

Flexible OLED

Display of Things


DAILY LIFE OF TOMORROW

Display of Things 24/7

Refresh



Morning

Active and Dynamic



Mid-Day

Relax and Enjoy

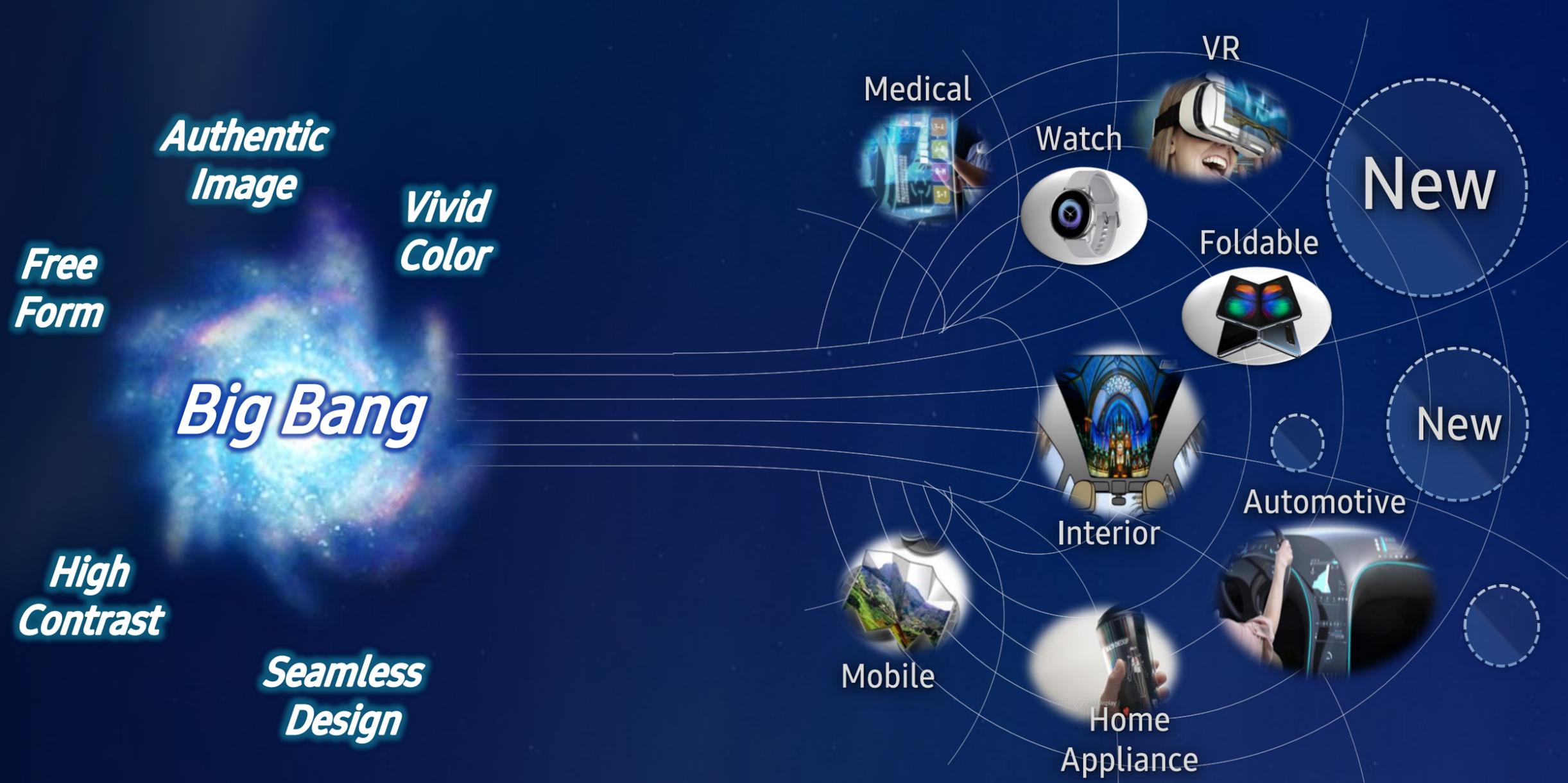


Night

One Day in Display Centric World

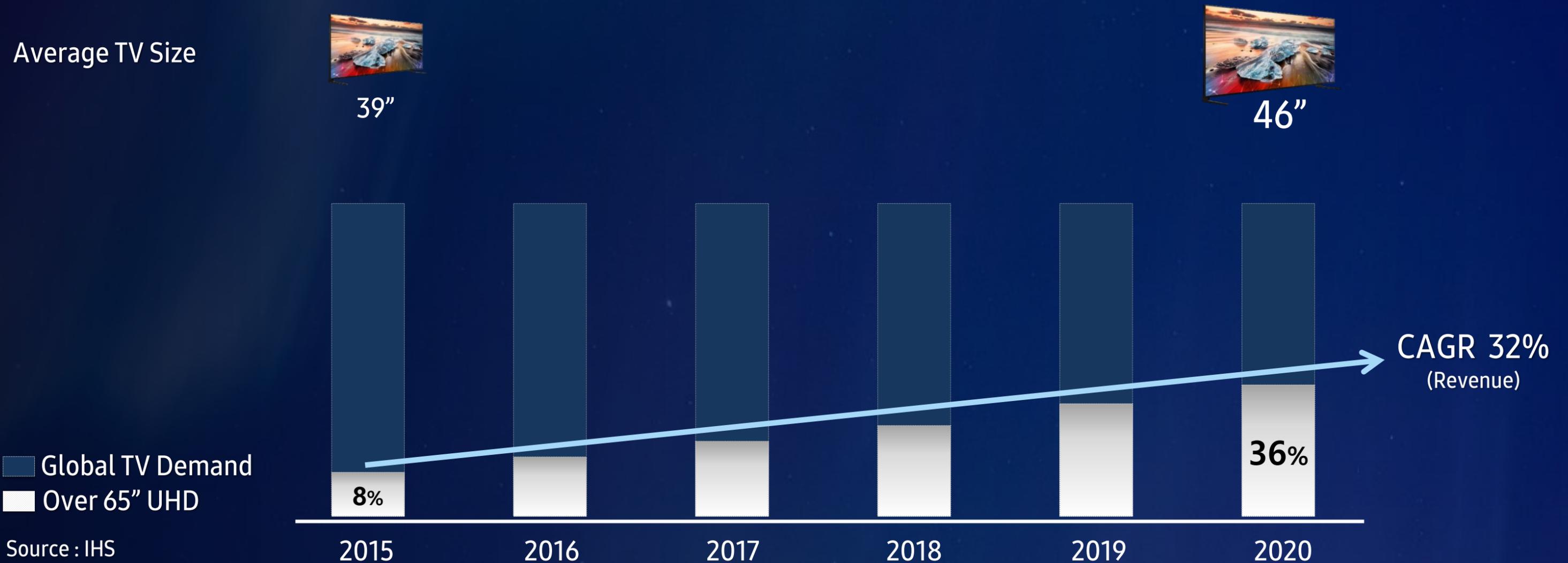
DISPLAY BIG BANG

The Birth of Next Generation Devices



CONTINUOUS GROWTH OF PREMIUM TV MARKET

Rapid Growth in Ultra Large-sized & High Resolution TVs



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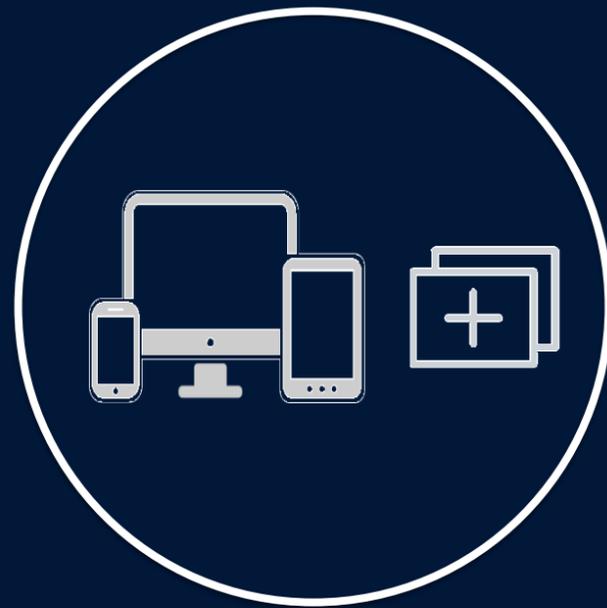
SAMSUNG STRATEGY

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

Foldable



Notebook



Automotive



Next Apps



TECHNOLOGY DIFFERENTIATION

Continuous Effort for Technological Leadership

Design



Hole



Full Screen



Foldable



Automotive

UX

Embedded Sensors



Fingerprint

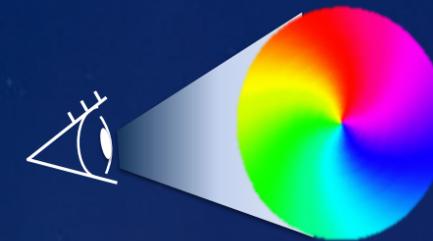


Haptic



Speaker

Human Friendly



Color Accuracy



Less Blue Light

CUSTOMER & PRODUCT PORTFOLIO

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



NON-TV BUSINESS LEADERSHIP

Developing Higher Value Market with PID & Monitor

PID



Monitor



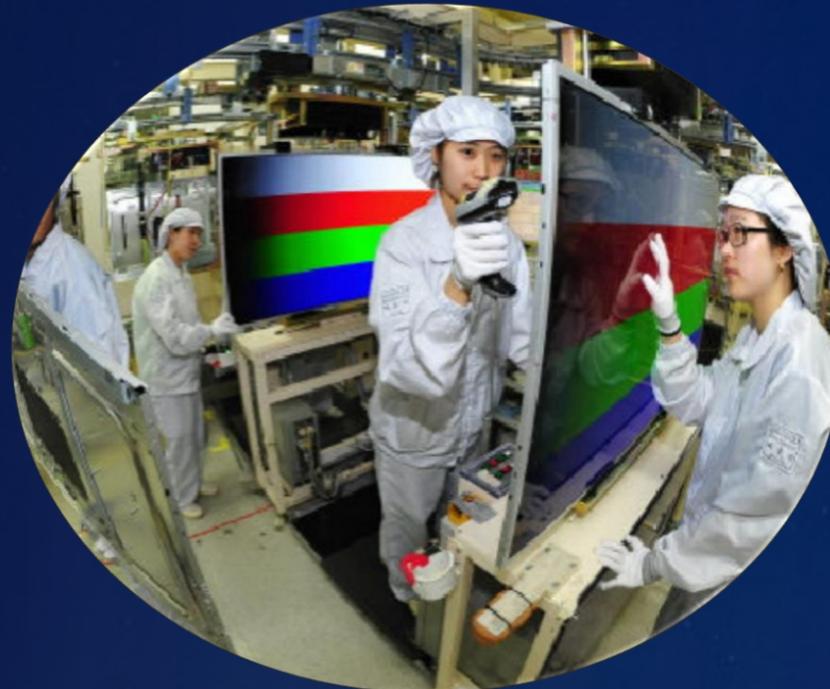
OPERATIONAL EXCELLENCE

Core Competencies Enabling Constant Innovation and Stable Profit

Enhancing
Productivity



Reducing
Assembly Cost



Optimizing
Management



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KEY TAKEAWAYS

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Differentiated Products Creating New Opportunities



Strengthen Leadership with **Technology Innovation**



Providing **The Best Solution** for Display of Things

Display Beyond Imagination

SUSTAIN BUSINESS GROWTH

