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SAMSUNG MOBILE



Investor Presentation

2019

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

2018 FINANCIAL SUMMARY

Earnings results*

(trillion won)

100.68
Sales

10.17
Operating profit

10%
Operating profit Margin

2018 FINANCIAL SUMMARY

Global number 1



Global market share*



Smartphone
20.3%
(# 1 since 2011)

BUSINESS ACCOMPLISHMENTS

Strengthened premium market leadership



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

SAMMOBILE

Samsung Galaxy Note 9 review: This is power user perfection

techradar

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

THE WALL STREET JOURNAL

TECH | PERSONAL TECHNOLOGY: REVIEW

Samsung's Galaxy Note 9 Is Crazy Powerful. Can You Handle It?



Samsung Galaxy Note 9: The best smartphone of 2018 continues to impress

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

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

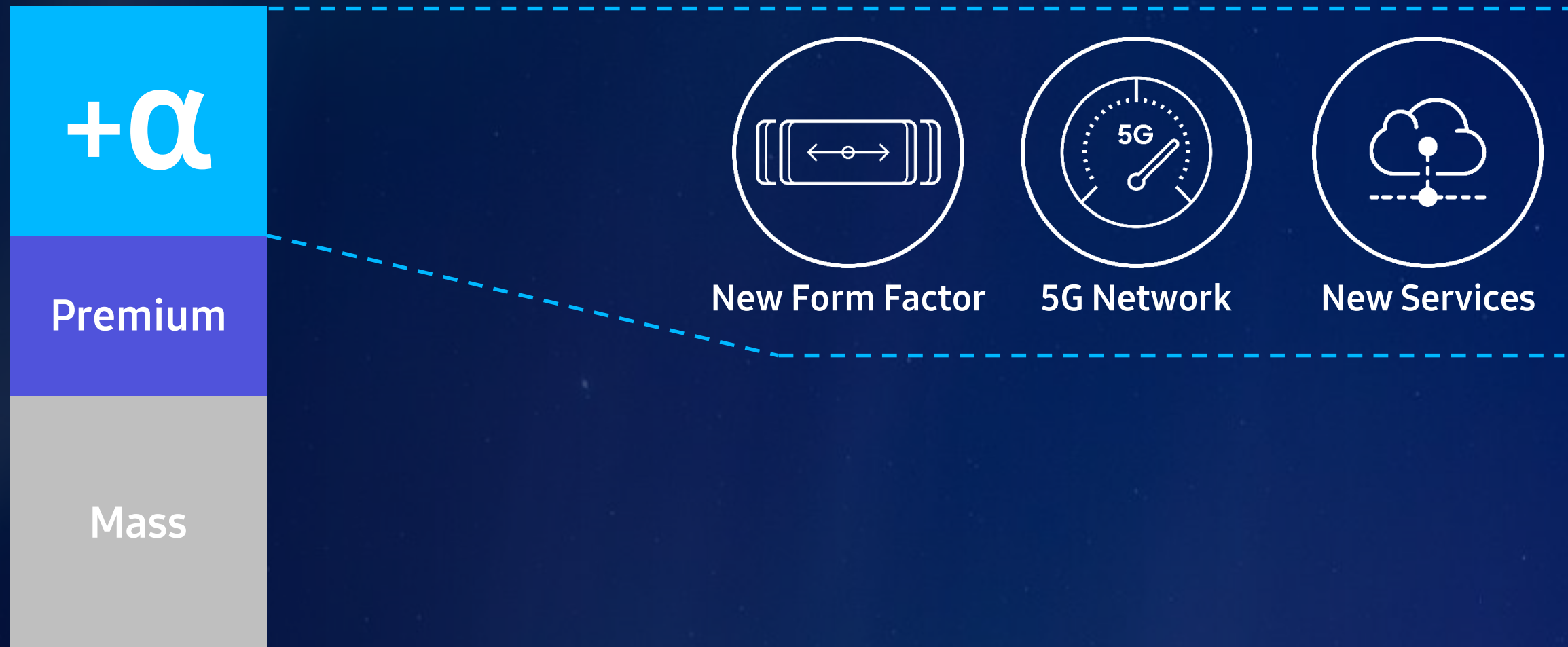
SAMSUNG STRATEGY

KEY TAKEAWAYS

SMARTPHONE GROWTH : PREMIUM MARKET

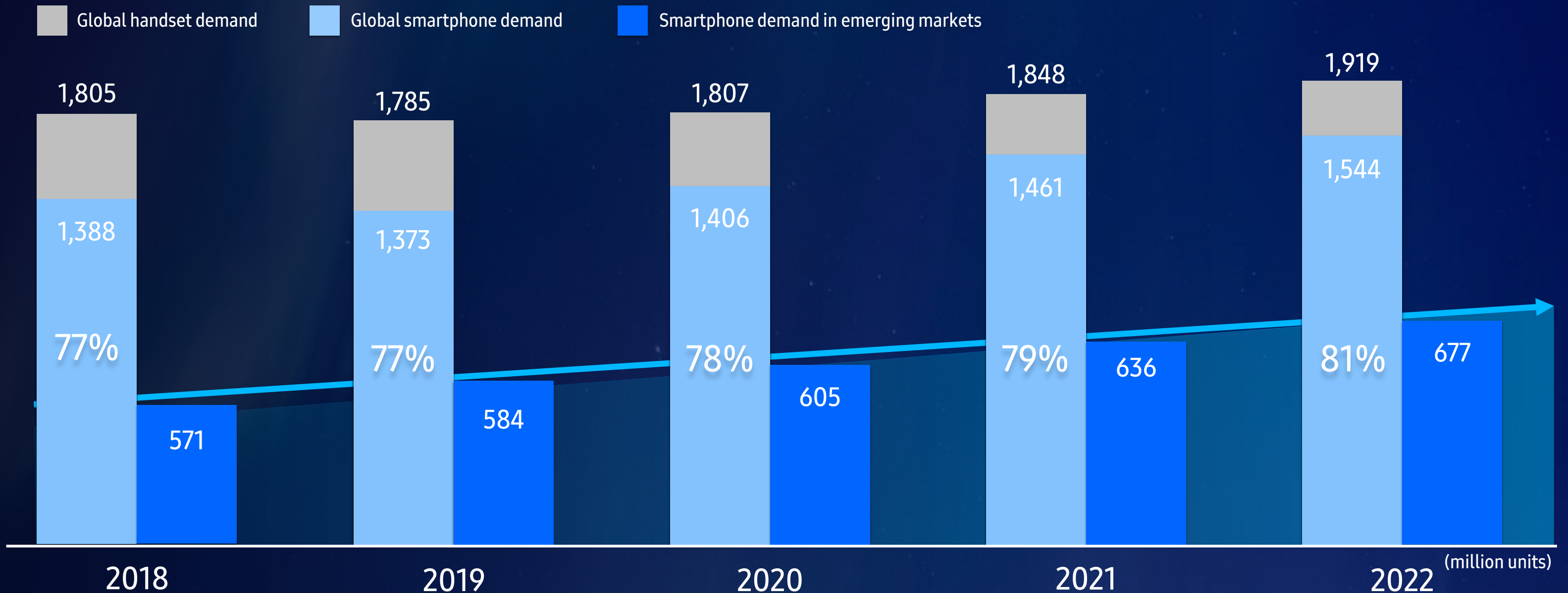
Create premium market demand with new technologies and services

Market Forecasts



SMARTPHONE GROWTH : MASS MARKET

Emerging markets will drive further growth



* 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

5G Smartphone Sales Forecast



Foldable Smartphone Sales Forecast



NEW PARADIGM : 5G SERVICES

5G Enabled services will be extended

5G



Mobile Service



Fixed Wireless Access



Massive IoT



V2X



Railway



Smart Factory

Content

BUSINESS HIGHLIGHTS

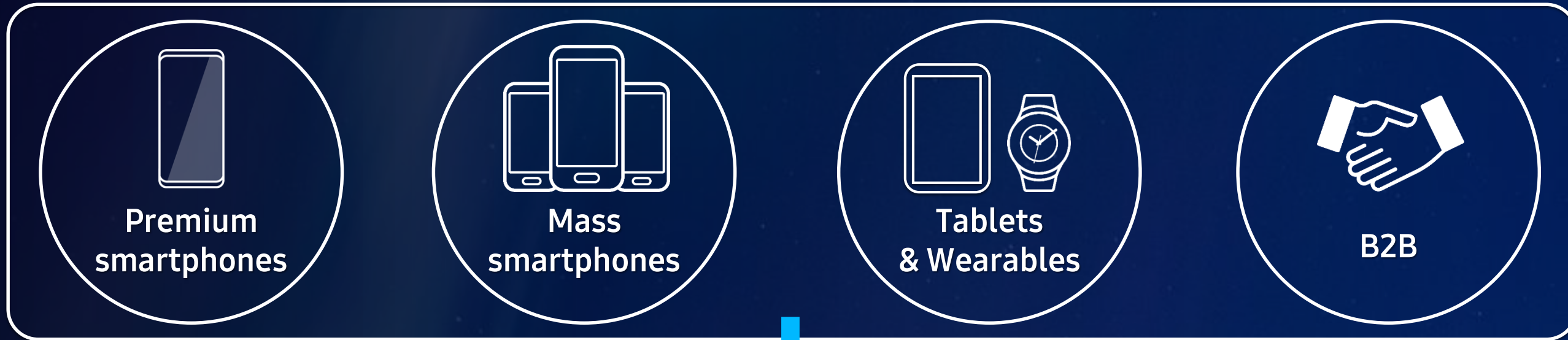
MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

SAMSUNG STRATEGY

Well-balanced business portfolio



Core competencies



Sustainable Growth

PREMIUM SMARTPHONE LEADERSHIP



Best Galaxy ever with
10 years of innovation



World's first
5G smartphone

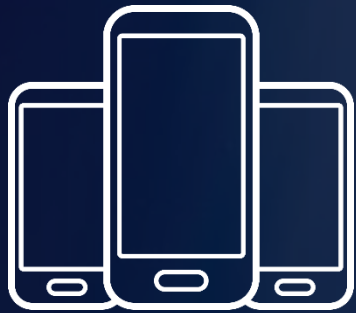


New Market with
Foldable Phones



Solidify premium smartphone Leadership with continuous device innovation

INNOVATIONS IN MASS SMARTPHONES



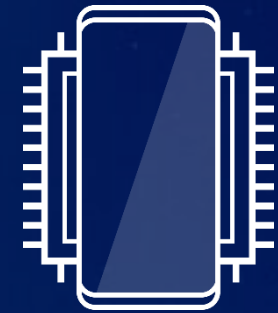
**Streamlining mass
smartphone portfolio**

(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

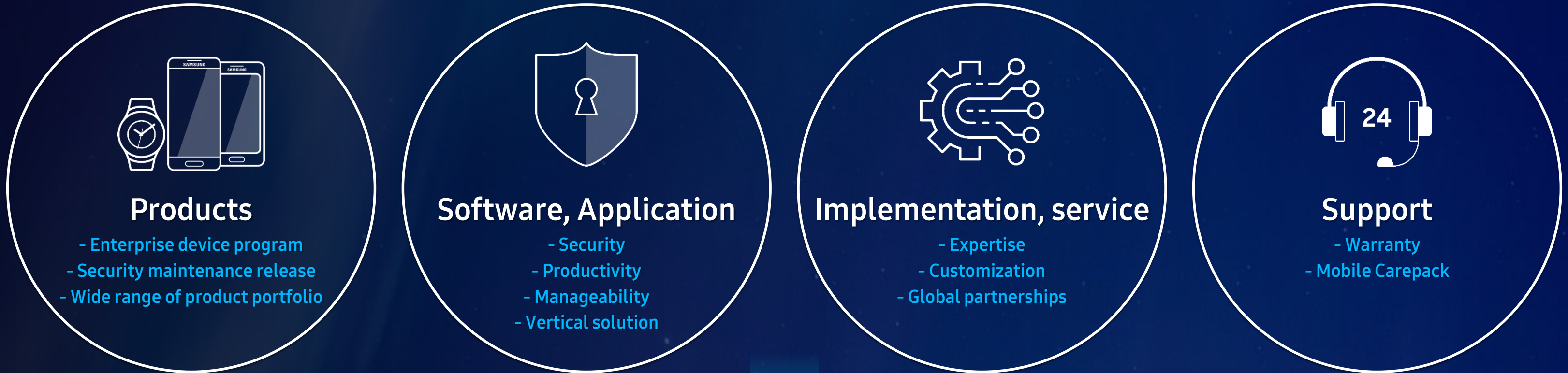
EXPANDED GALAXY ECOSYSTEM



**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

CONTENTS, SERVICE & SOFTWARE

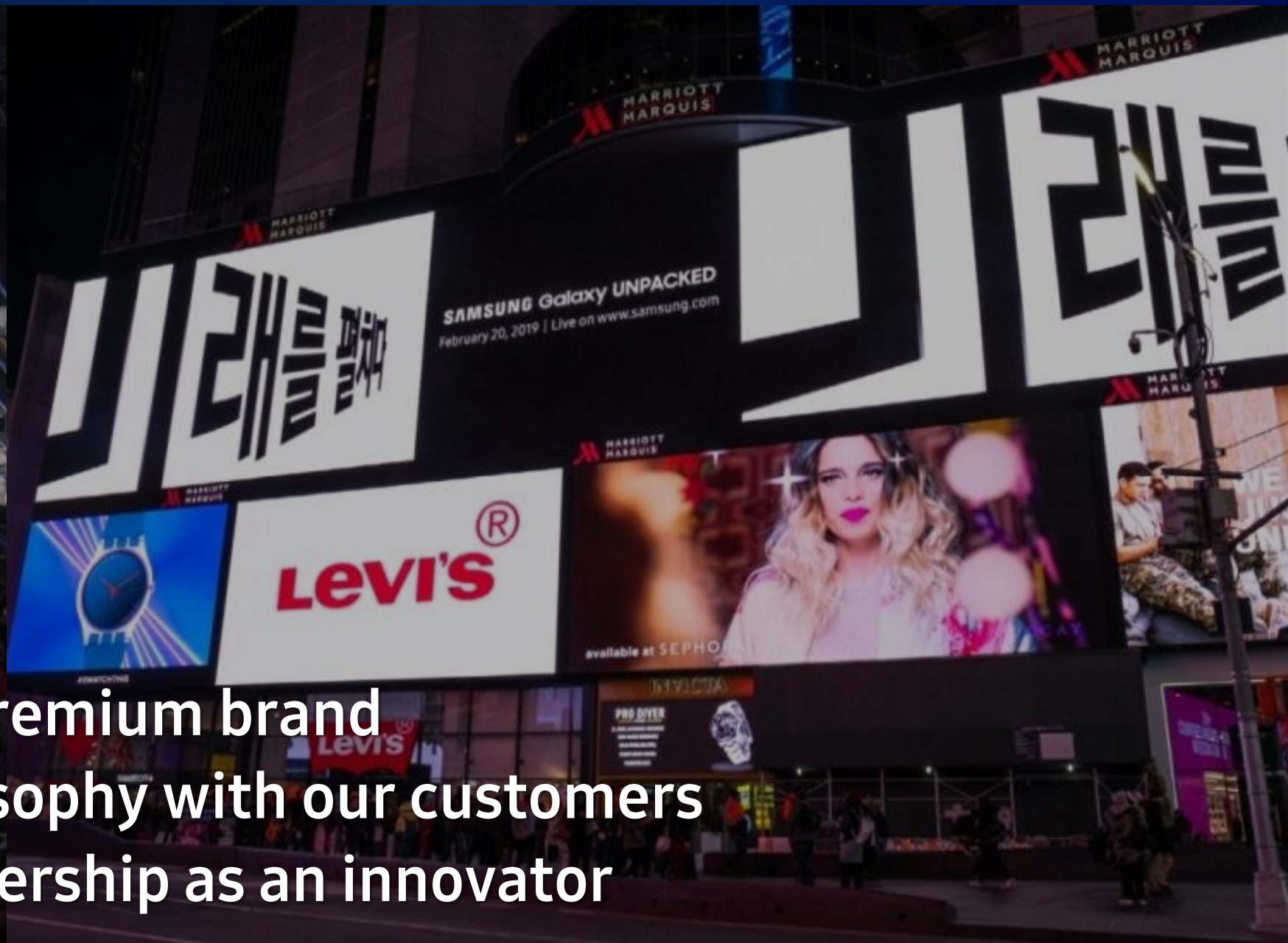
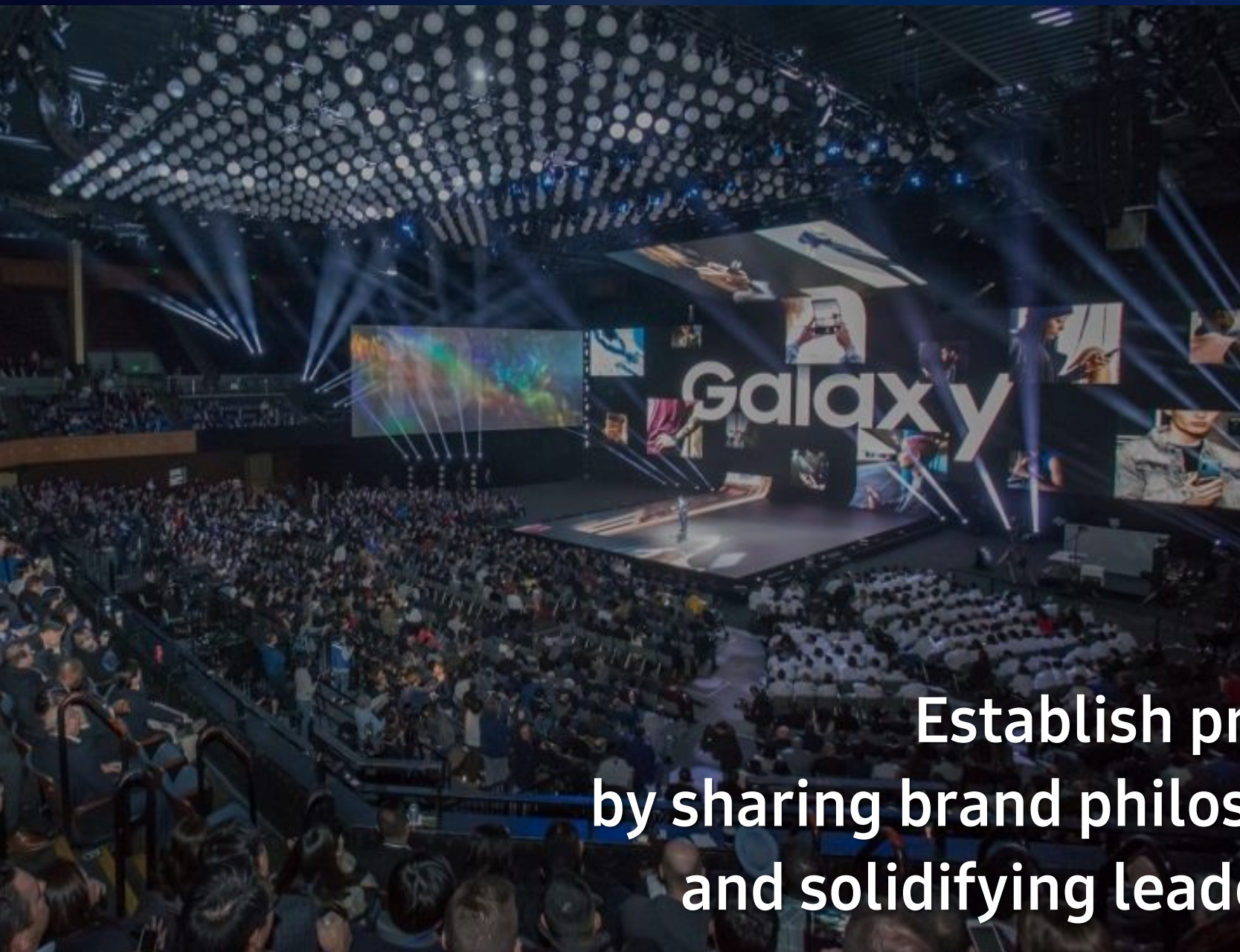


Horizontal service expansion
to provide continuous user experience



Customer Lock-in
+
New Business Opportunities

BRAND LEADERSHIP



Establish premium brand
by sharing brand philosophy with our customers
and solidifying leadership as an innovator

RETAIL EXCELLENCE



**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



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)



New Businesses



Cloud / IoT

(seamless experience that provides more value to our customers)



M-commerce

(shopping experience not confined by time or location)

NEW BUSINESSES OPPORTUNITIES



**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



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

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

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