

SAMSUNG CONSUMER ELECTRONICS



Investor Presentation

2021

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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 2020 Net Revenue

KRW

48.2tn

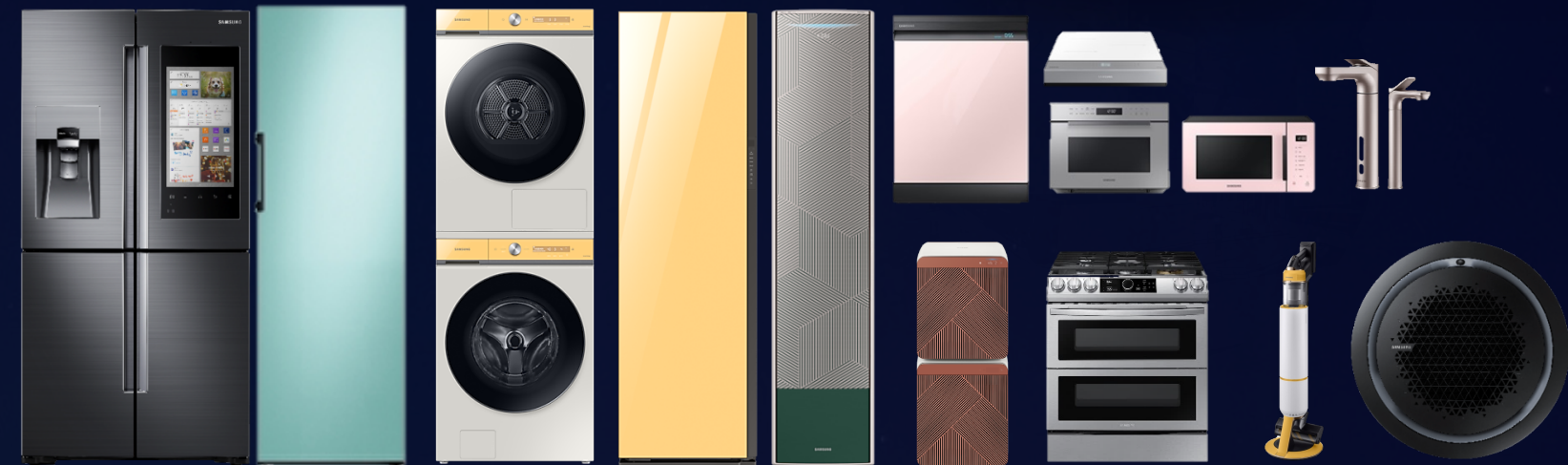
VISUAL
DISPLAY

58%

DIGITAL
APPLIANCES

42%

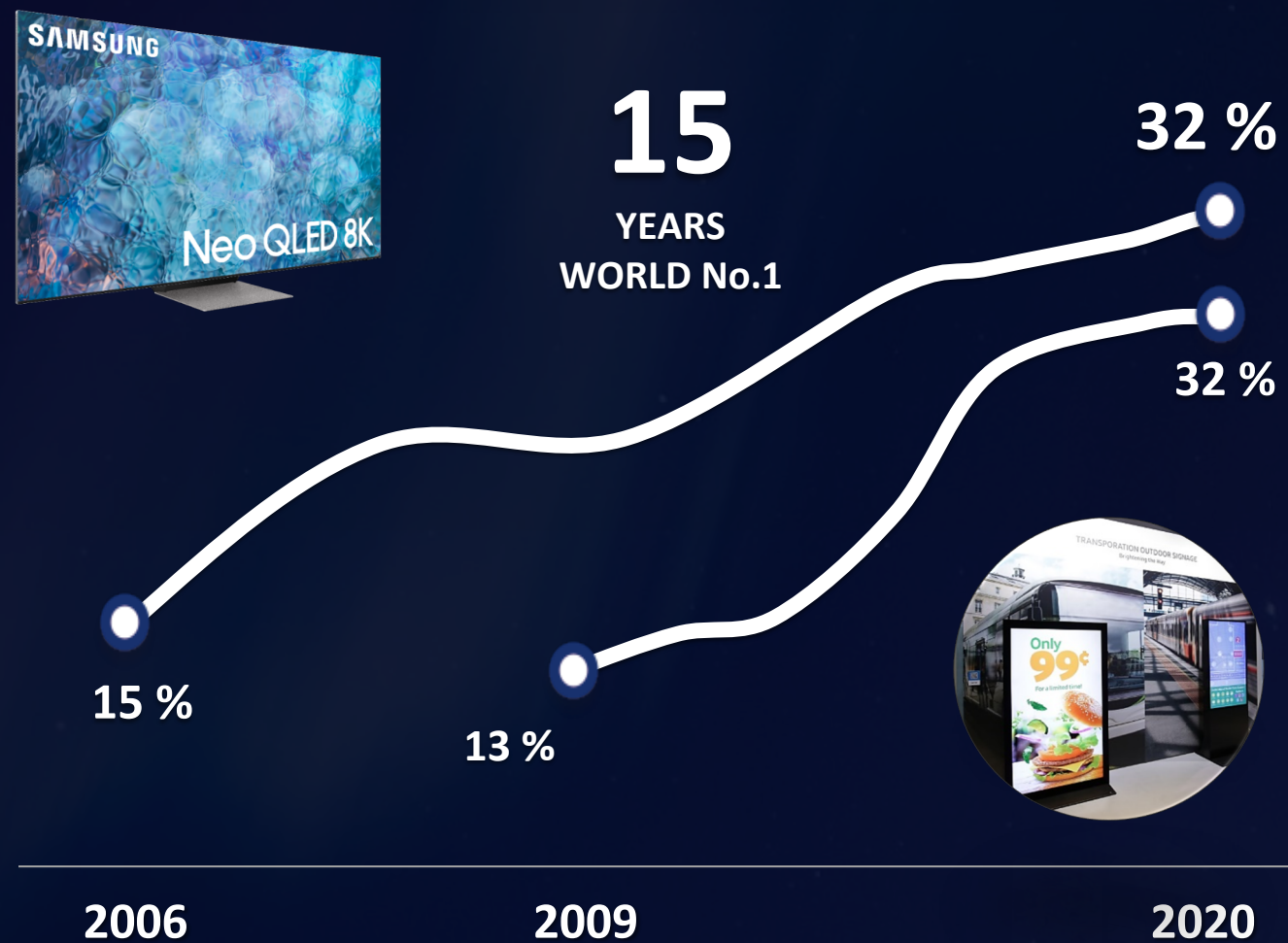
Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 15 consecutive years. No.1 Ref. for 9 consecutive years

Global Market Share



TV (Revenue) / Smart Signage (Unit)



Home Appliances (Rev.)

PRODUCT SUPERIORITY – TV

Outstanding design and engineering in products

Honored at CES 2021 Innovation Awards

110-inch Micro LED



Offer users total control over space as well as experiences

85-inch Neo QLED



Upgraded Quantum Processor,
All-new light source technology

The Premiere



World's 1st HDR10+ certified,
Ultra-short throw projector

The Terrace Soundbar



Slim design for wall mounting,
Powerful & crisp sound

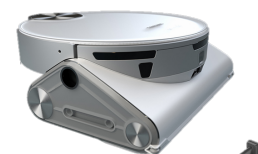
PRODUCT SUPERIORITY

Leading technology innovation

Honored at
CES 2021 Innovation Awards



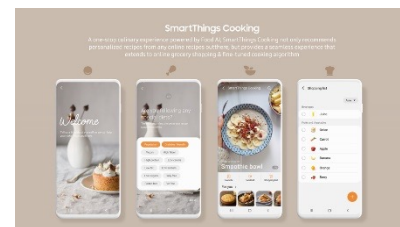
WF8800A



JetBot AI



Jet



SmartThings Cooking



Slim OTR MWO



Slide-in Flex
Duo Induction



BESPOKE
Water Purifier



BESPOKE



Family Hub

Honored at
iF Design Awards 2020



BESPOKE



AirDresser



AC (Wind-Free)



European Oven Package

Refrigerator



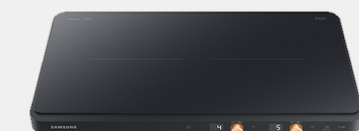
Wine Cooler



VC



Induction Plate



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OPPORTUNITIES - TV

Rapid growth expectation in Big-sized/High Resolution TV

**Big-sized Screen
(80"+)**

CAGR
(2020 – 2024)

13%

**High Resolution
(8K Ultra HD)**

34%

※ Revenue

OPPORTUNITIES - B2B DISPLAY

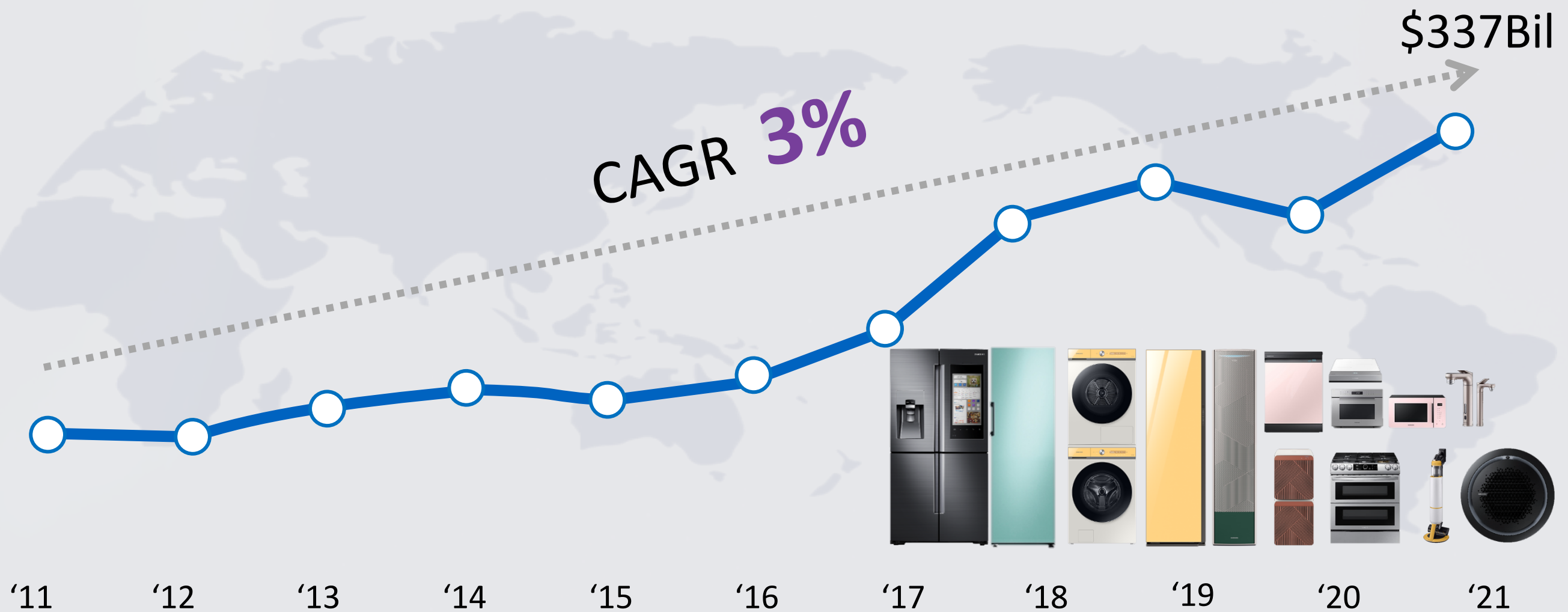
High growth expectation in Smart Signage



※ LCD/LED Signage Unit

OPPORTUNITIES - HOME APPLIANCES

Continuously Growing Market



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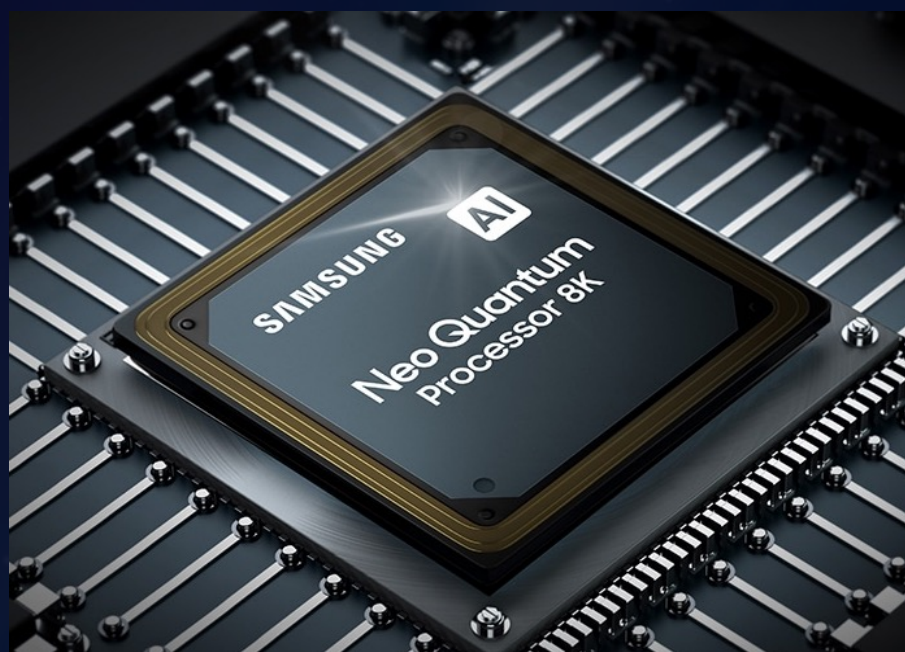
SAMSUNG STRATEGY

KEY TAKEAWAYS

NEO QLED 8K - PREMIUM LEADERSHIP

Advanced technology with superior design for a compelling experience

Exceptional Picture Quality



AI-powered processor
combined with Quantum mini LED

Truly Immersive Sound



Dynamic sound corresponding
to object's movement on screen

Aesthetically pleasing Design



Nearly bezel-less

LIFESTYLE TV

Push the boundaries of TV while transforming customers' living space

The TV that matches lifestyle

The Serif

Unconditionally beautiful

The Sero

Mobile entertainment better on TV

The Frame

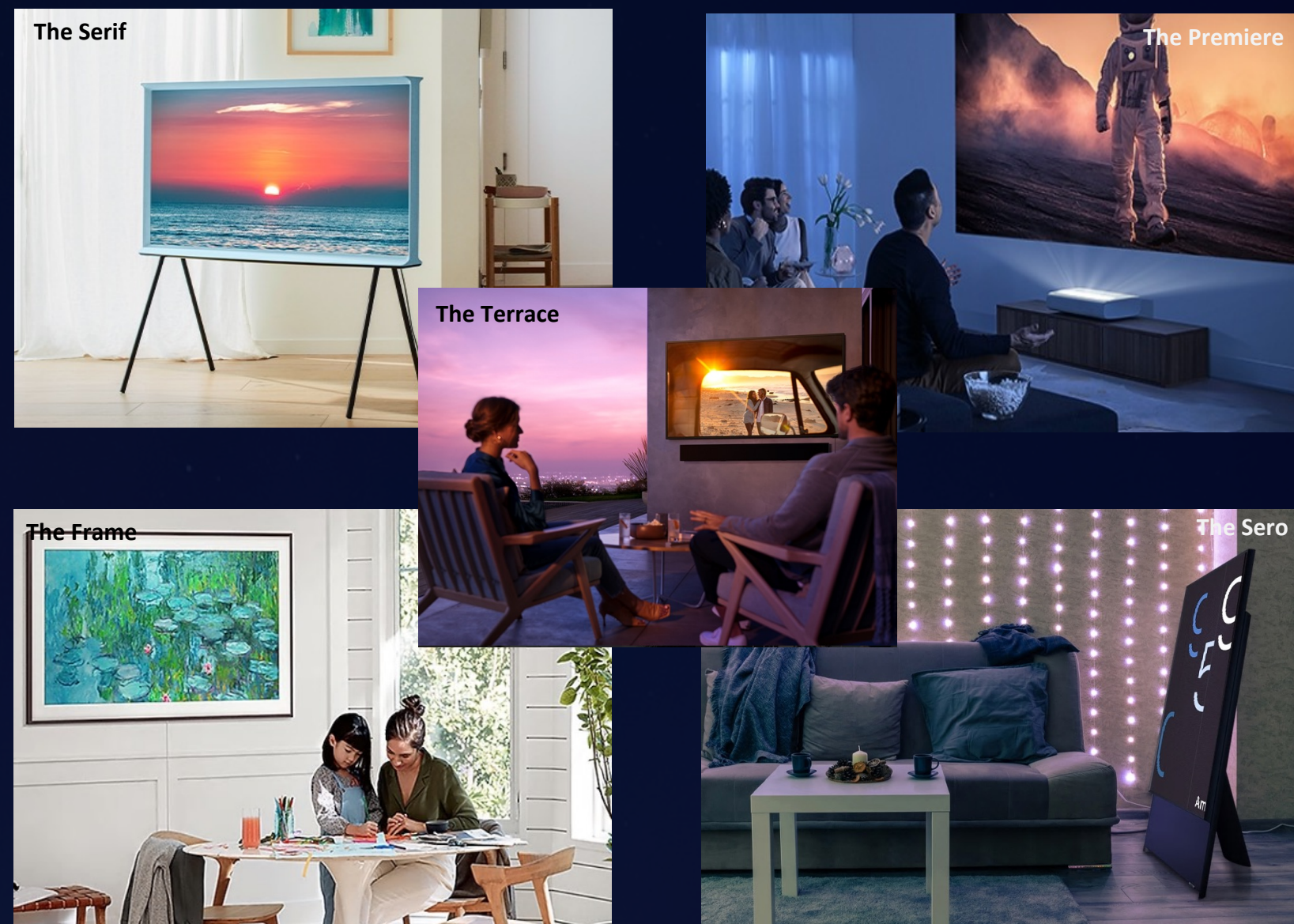
Make your own TV

The Premiere

Launch your private cinema In 4K triple laser

The Terrace

Samsung QLED experience, now outdoors



NEXT-LEVEL SERVICE

Ensure the maximum possible viewing experience with TV



**Samsung Health AI trainer
gives different workout routines
while simultaneously monitoring
users' performance**

Smart Screen

**Samsung TV Plus gives
viewers instant access to
top news, sports, entertainment
for 100% free**



B2B BUSINESS EXPANSION

Provide innovative products to meet and exceed customer expectations

**Strengthen
Solution
for
Untact
Trend**



Interactive Signage +
Video Conferencing Solution



Online meeting
In Corporate /Public



Outdoor Signage
With high visibility



Digital Transformation
In QSR/Retail

GOING GREEN

Eco-Friendly initiative towards a better tomorrow



**Eco-Packaging
Design**



**Solar-Powered
Remote control**



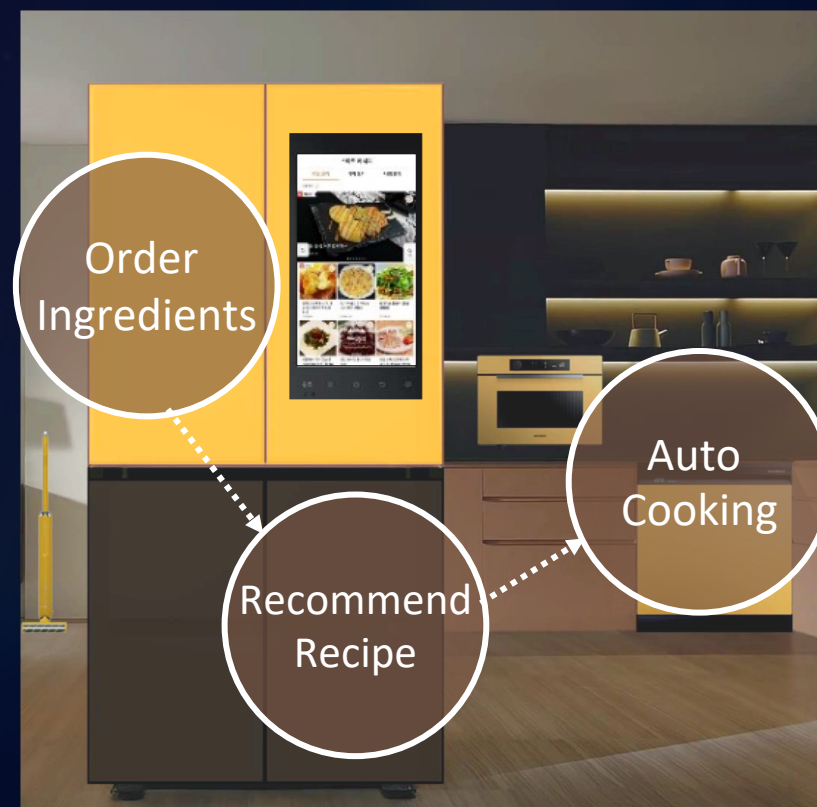
**Reduce
Carbon footprint**

LIFESTYLE CHANGING PRODUCT

For Seamless Customer Experience

BESPOKE HOME

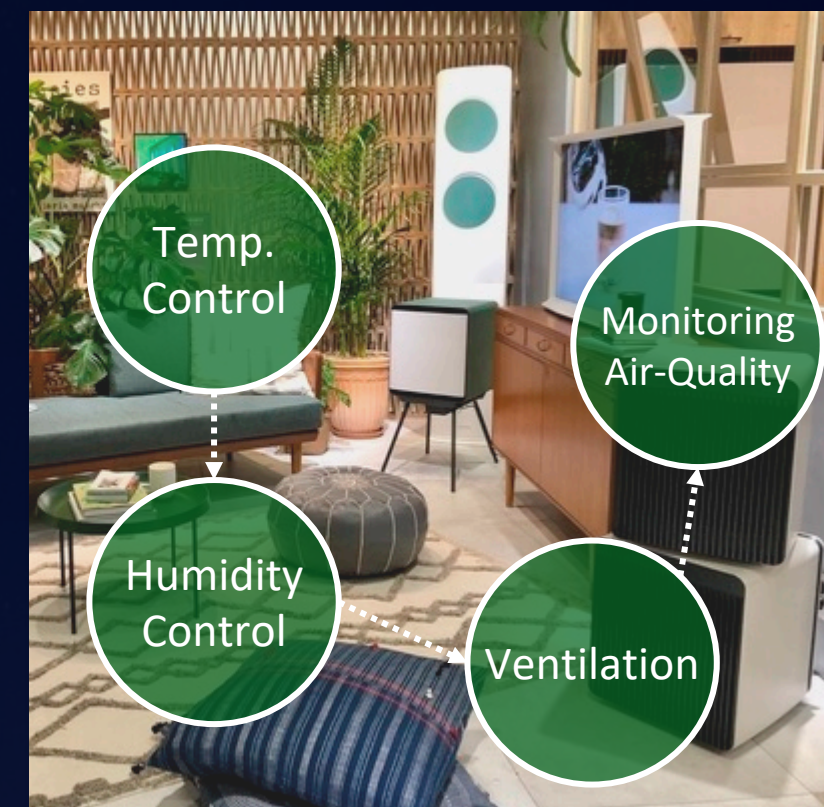
Smart Kitchen Solution



Living Care Solution



Air Care Solution



LIFESTYLE INNOVATION

Improving Experience with BESPOKE

BESPOKE Ecosystem



B2B BUSINESS EXPANSION

Providing Customized Solutions with Full Package

Builder



System AC



Built-in



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MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

Offer unparalleled customer experience
by improving the quality of life
through innovative products

THANK YOU