

SAMSUNG VISUAL DISPLAY & DIGITAL APPLIANCES

Investor Presentation

2023

Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong Financial Performance with Full range of Product Portfolio

FY 2022 Net Revenue

KRW
59.9tn

VISUAL
DISPLAY 56%

HOME
APPLIANCES 44%

Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 17 consecutive years. No.1 Ref. for 11 consecutive years

Global Market Share



TV (Revenue) / Smart Signage (Unit)



Home Appliances (Revenue)

PRODUCT SUPERIORITY

Outstanding design and engineering in products

Honored at CES 2023 Innovation Awards

76-inch
MICRO LED



World's smallest Micro LED screen,
with a 99.9% screen-to-body ratio

85-inch
Neo QLED 8K



The pinnacle of Infinity design,
crafted to be the ideal television

49-inch
OLED gaming monitor



World's 1st 32:9 ratio OLED monitor,
offering superior picture quality

HW-Q990C
Soundbar



Q-Symphony 3.0 technology,
delivering perfect 3D audio in any room

PRODUCT SUPERIORITY

Leading technology innovation

Honored at CES 2023 Innovation Awards



Bespoke
Laundry Hub



Bespoke AI
Washer/Dryer



Dacor 48"
Gas Range



Dacor 24"
Wall Oven



Bespoke Jet



Bespoke
Water Purifier

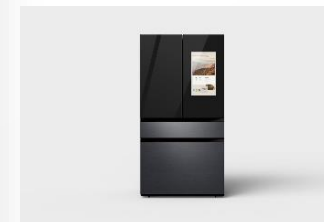


Smart Mask



SmartThings
Energy

Honored at iF Design Awards 2022



Bespoke
Refrigerator



Grande AI 2.0
Washer & Dryer



Bespoke
AirDresser



Bespoke Jet



Bespoke
Dishwasher



Bespoke
Cooker



Bespoke
ShoeDresser



Bespoke
Water Purifier

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OPPORTUNITIES

Rapid growth expectation in Big-sized/QLED TV



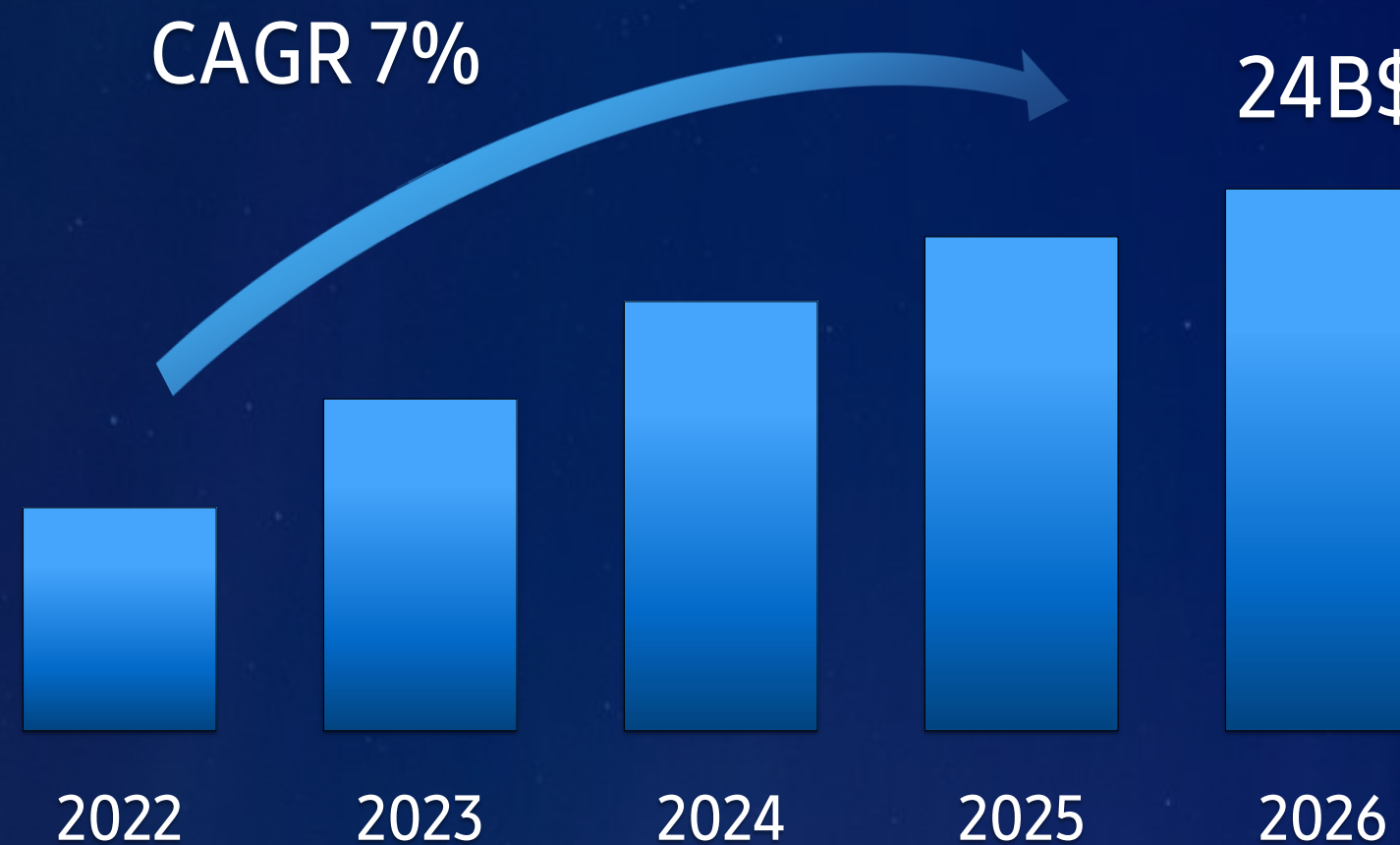
※ Unit

OPPORTUNITIES

High growth expectation in Smart Signage



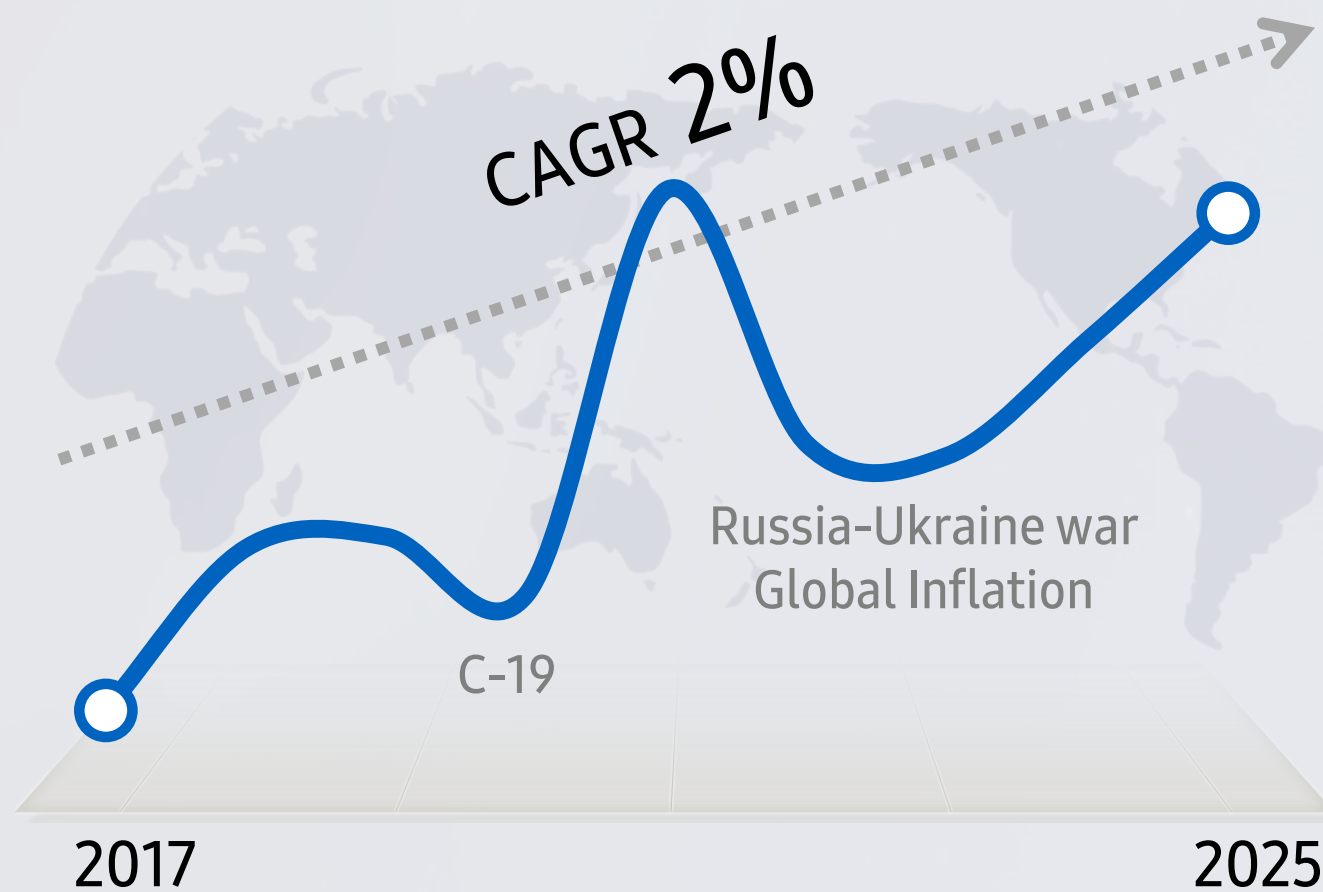
※ Revenue



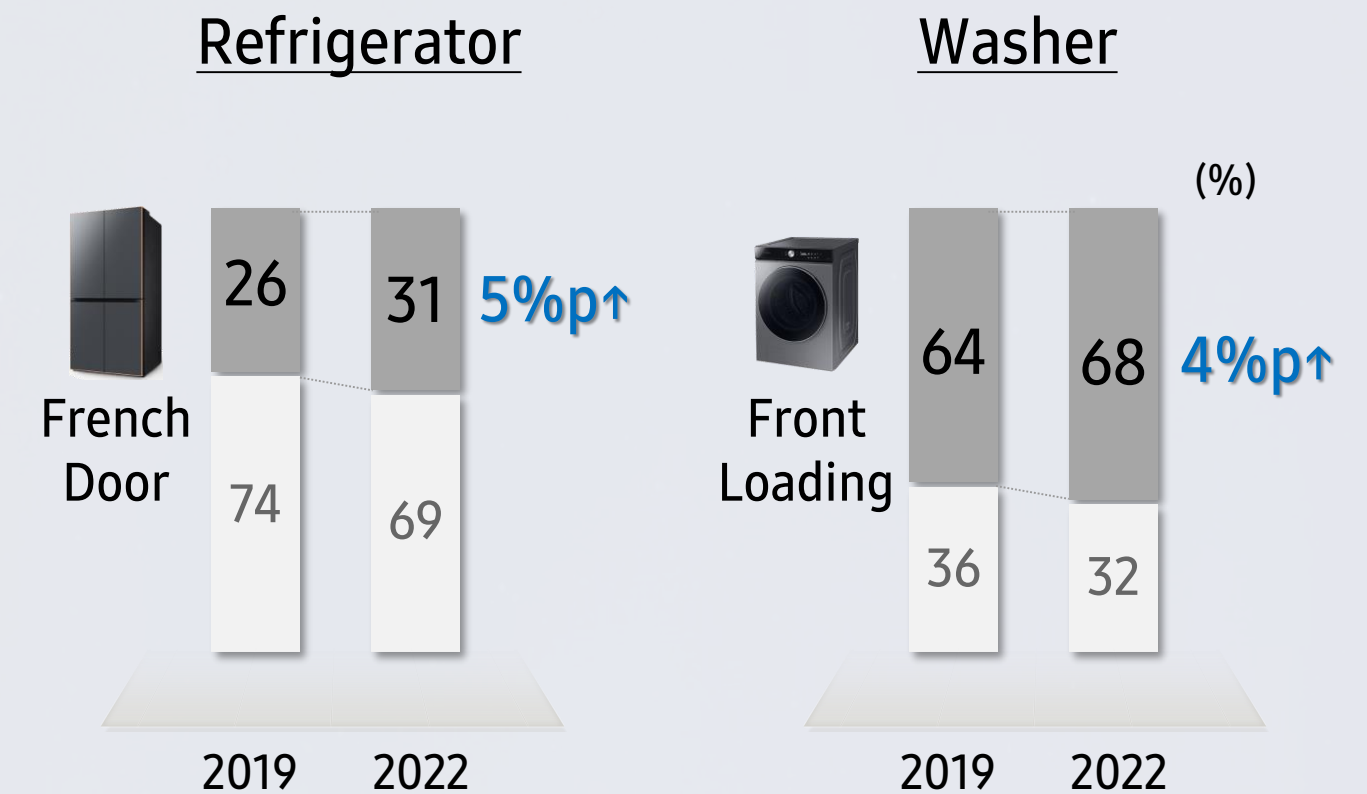
OPPORTUNITIES

Strong growth in premium market

DA Market Growth



Premium Growth



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PREMIUM LEADERSHIP

Deliver new innovation story of picture, sound and new experiences

MICRO LED



Best-in-class picture quality
& enhanced usability
that come in different sizes

Neo QLED 8K



More detailed 8K resolution
with AI neural networks
& spectacular surround sound

LIFESTYLE SCREEN

Diverse portfolio of screens, each designed to fit individual needs



The Freestyle Unexpected joy, everywhere



The Sero Mobile entertainment better on TV



The Serif Unconditionally beautiful



The Frame Make your own TV



The Terrace Samsung QLED experience, now outdoors

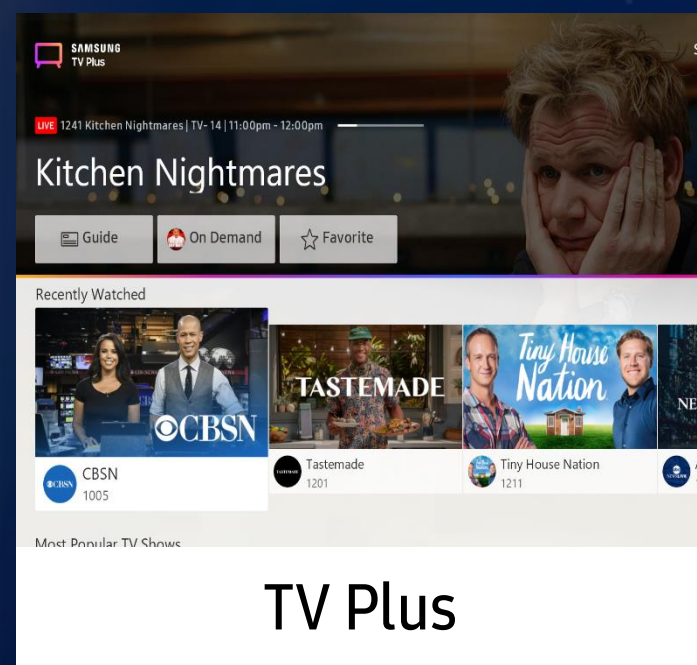


The Premiere Launch your private cinema in 8K triple laser

USER EXPERIENCE INNOVATION

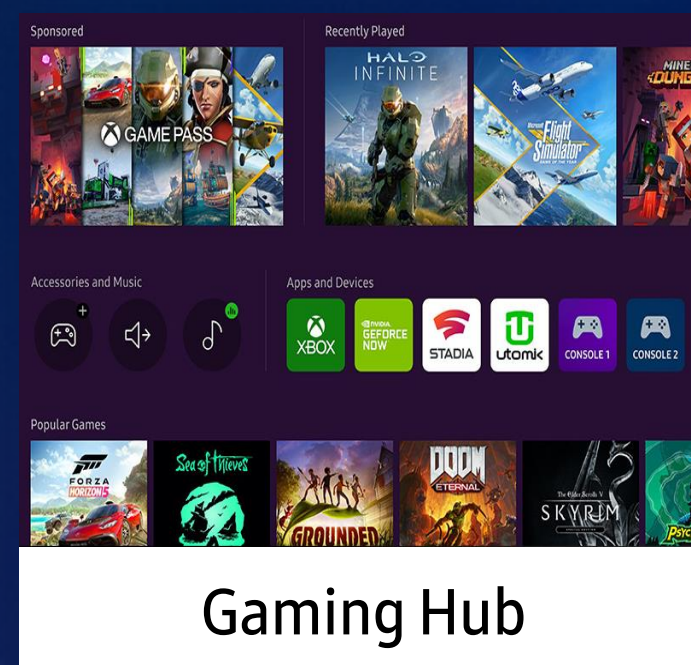
Smart home with seamless connectivity & ultimate entertainment

Home
like
Never
Before



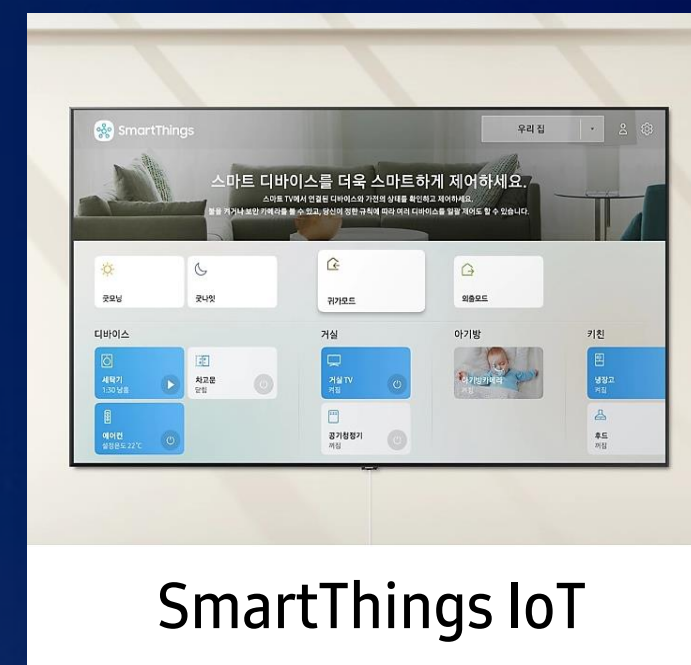
TV Plus

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



Gaming Hub

Samsung Gaming Hub is the new home for gaming on your Samsung smart TV. Instantly play the popular games from Xbox and more top streaming services



SmartThings IoT

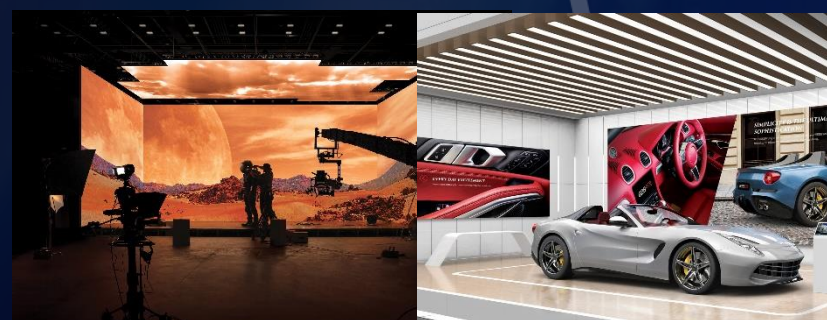
With built-in SmartThings IoT, Samsung TV will allow users to connect, view and control smart devices right from TV screen

B2B BUSINESS EXPANSION

Provide innovative products to meet and exceed customer expectations



Premium LED Signage 'The Wall'



Media production & Design centers



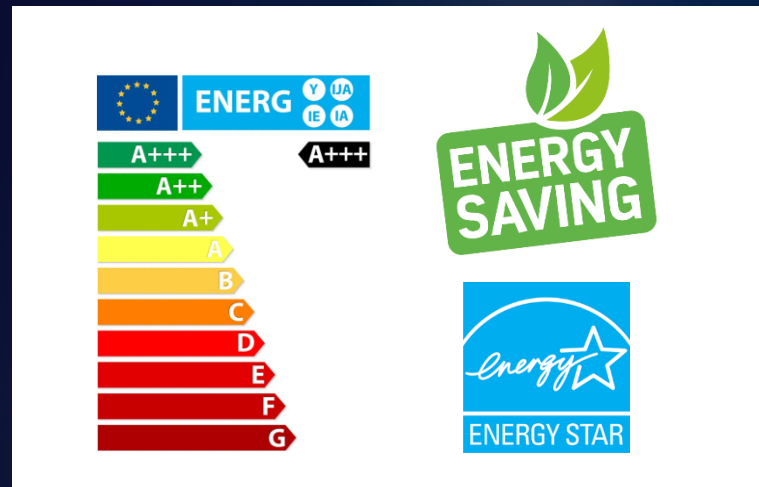
Interactive & Outdoor Signage



Education/Corporate & Retail/F&B

GOING GREEN

Eco-Friendly initiative towards a better tomorrow



Energy Efficiency



Eco Rasin



Eco-Packages



Carbon Footprint



Recycled Material



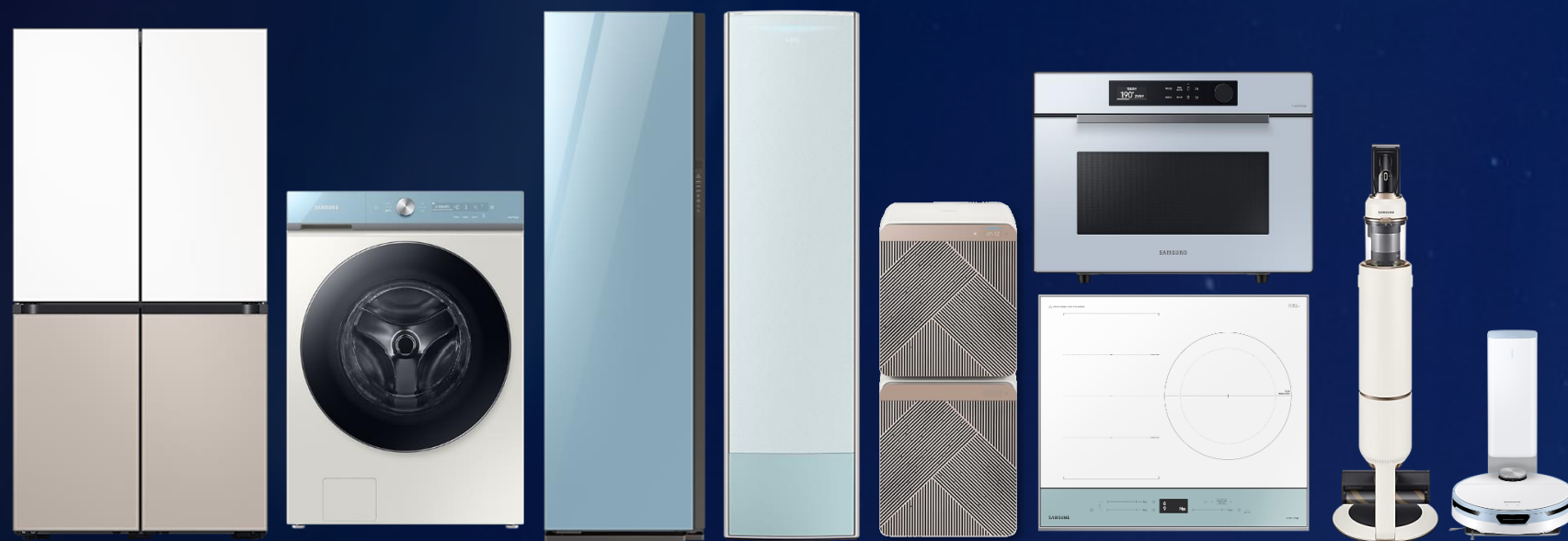
SolarCell Remote

PREMIUM LEADERSHIP

Create market with innovative products

BESPOKE HOME

Customizable Solution for New Ways of Living



BESPOKE Infinite Line

Premium Kitchen Suite



LIFESTYLE SOLUTION

For seamless customer experience in kitchen, living and air care

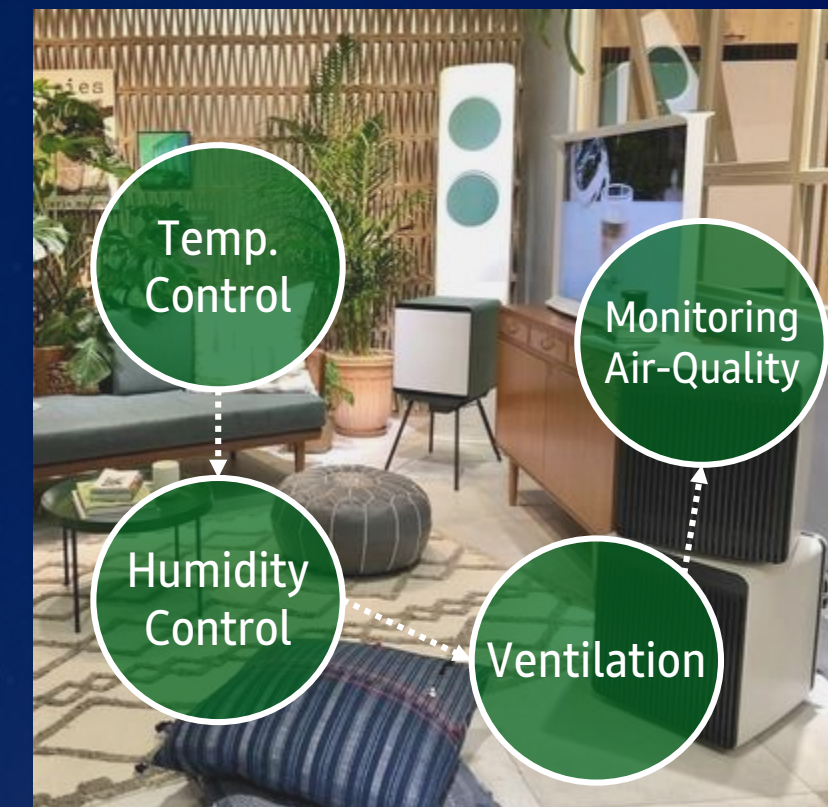
Smart Kitchen



Living Care



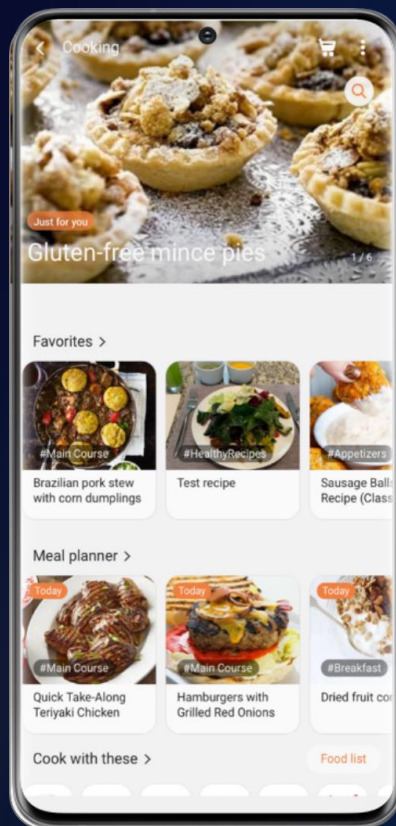
Air Care



USER EXPERIENCE INNOVATION

Create user benefits with SmartThings Home services

Cooking



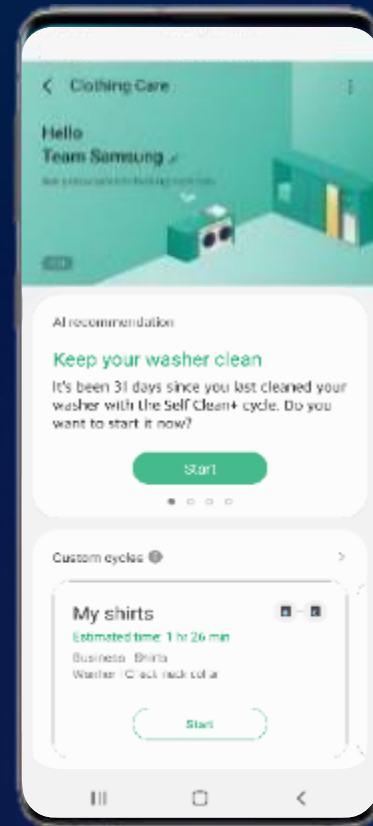
Recommend personalized recipes based on preferences

Energy Saving



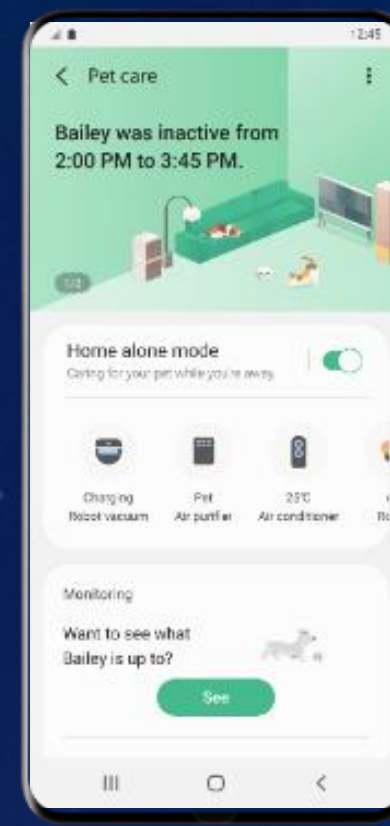
Monitor and manage energy use, And alert for energy saving tips

Clothing Care



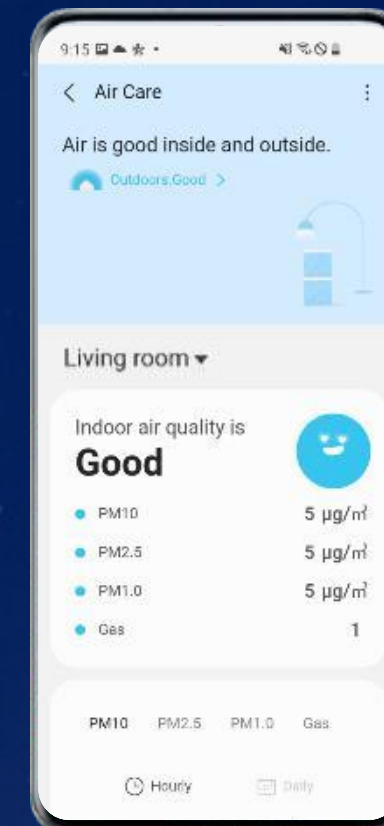
Recommend for the best cycle based on soil level and fabric type

Pet Care



Create the best environment for the pet like turning on the lights, TV or vacuum

Air Care



Monitor the air quality in home and suggest care when quality drops

Home Care



Get AI diagnostics and solutions when something occurs

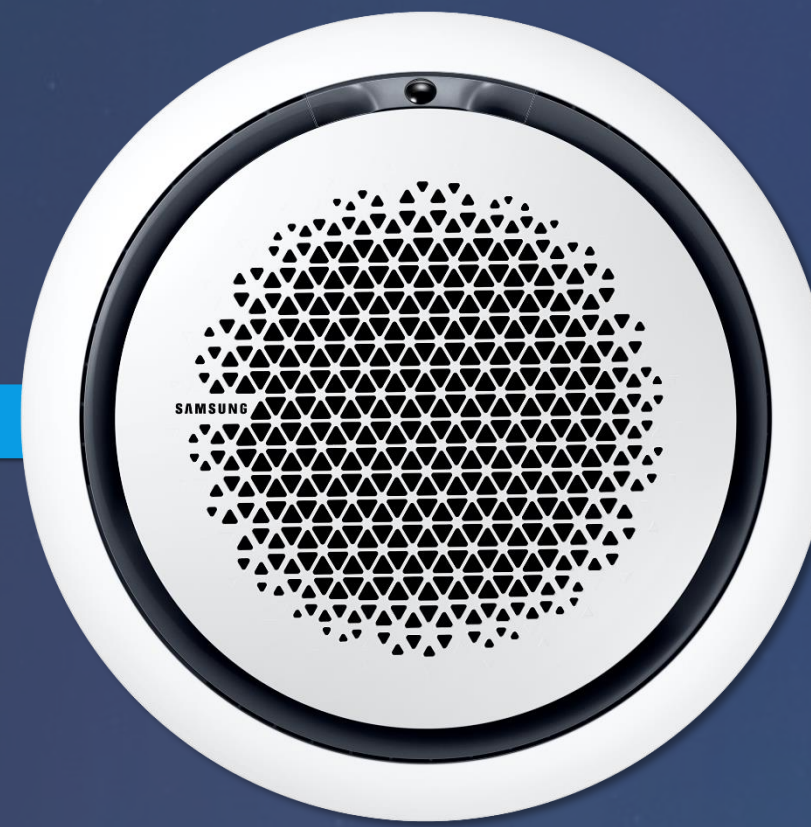
B2B BUSINESS EXPANSION

Provide custom solutions with full package

Builder



System AC



Built-in



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KEY TAKEAWAYS

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

THANK YOU