

SAMSUNG DISPLAY



Investor Presentation

2021

Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

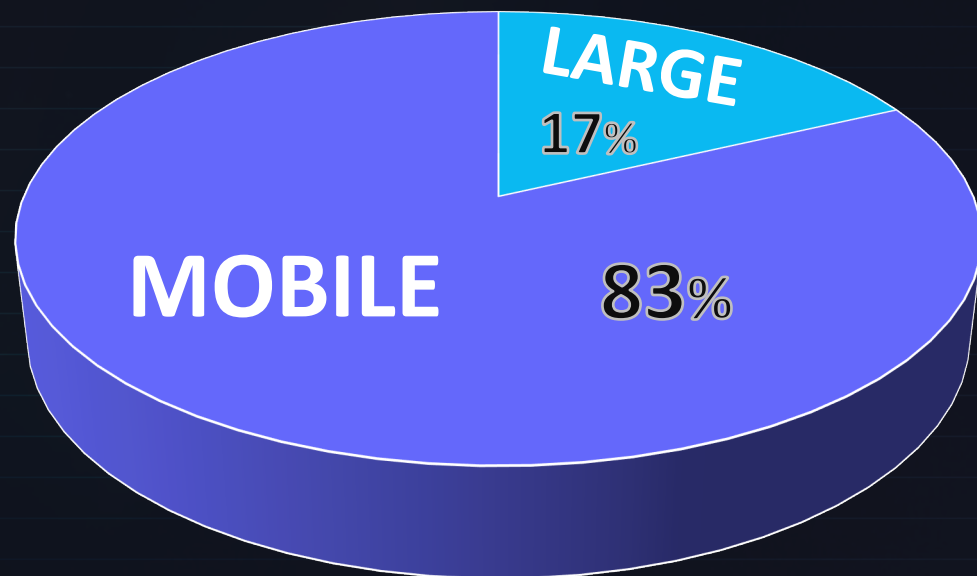
SAMSUNG STRATEGY

KEY TAKEAWAYS

DISPLAY OVERVIEW

FY 2020 Net Revenue

\$26B



Business Accomplishment

[Market Share]

1

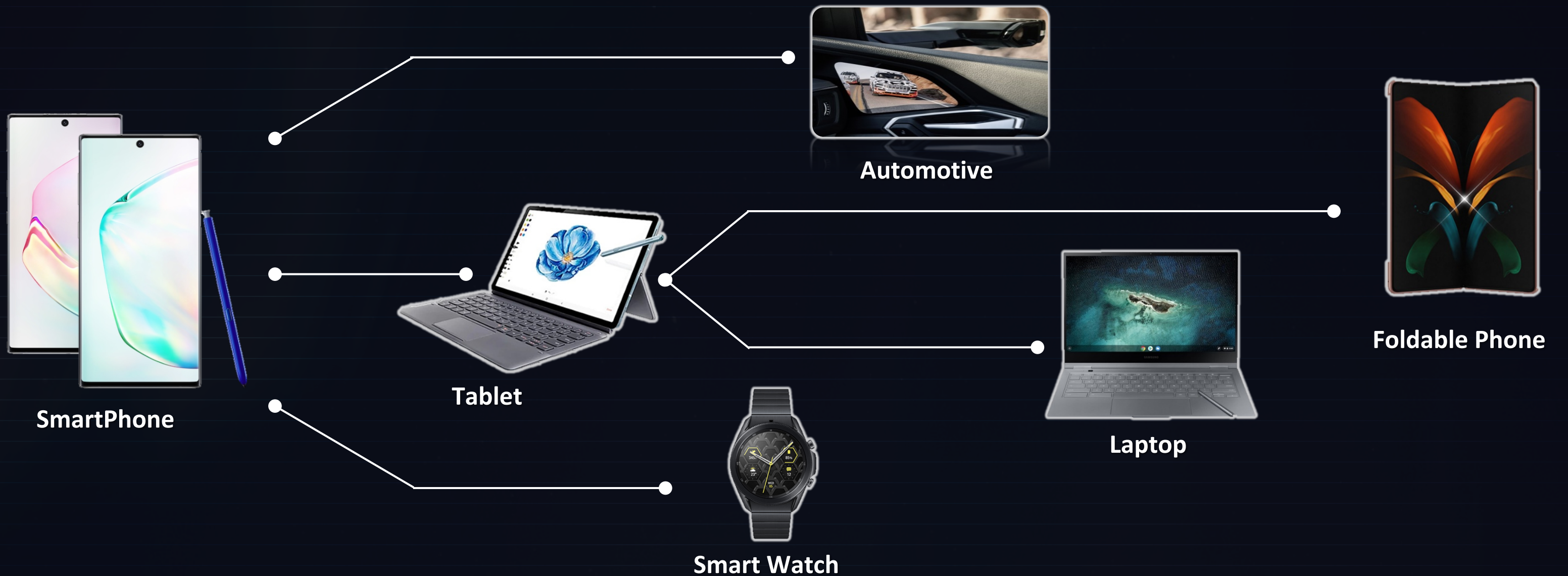
Display Market 20%

Smartphone AMOLED Display **77%**

(Revenue base, OMDIA)

LEADERSHIP : MOBILE DISPLAY

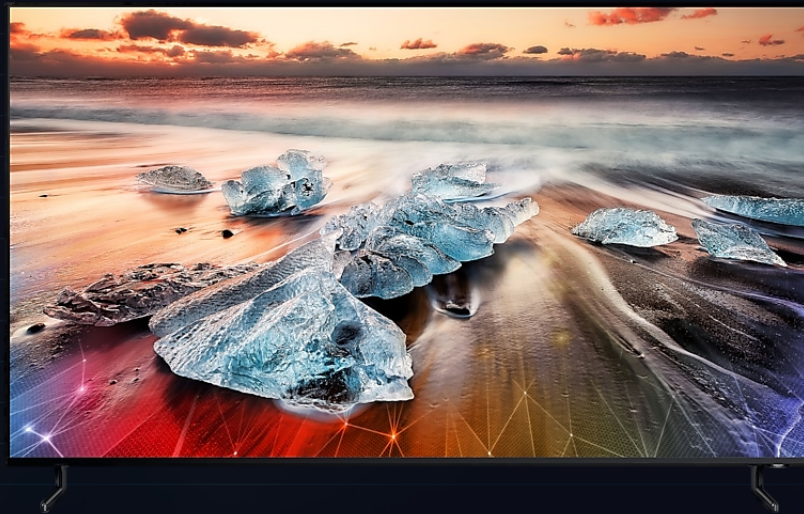
Mainstream in the Small-Medium Display Market



LEADERSHIP : LARGE DISPLAY

Driving Premium Products

TV



8K
Quantum-Dot
Ultra Large Size

Monitor



Curved
32:9 Super Ultra wide

PID



Extremely Narrow Bezel

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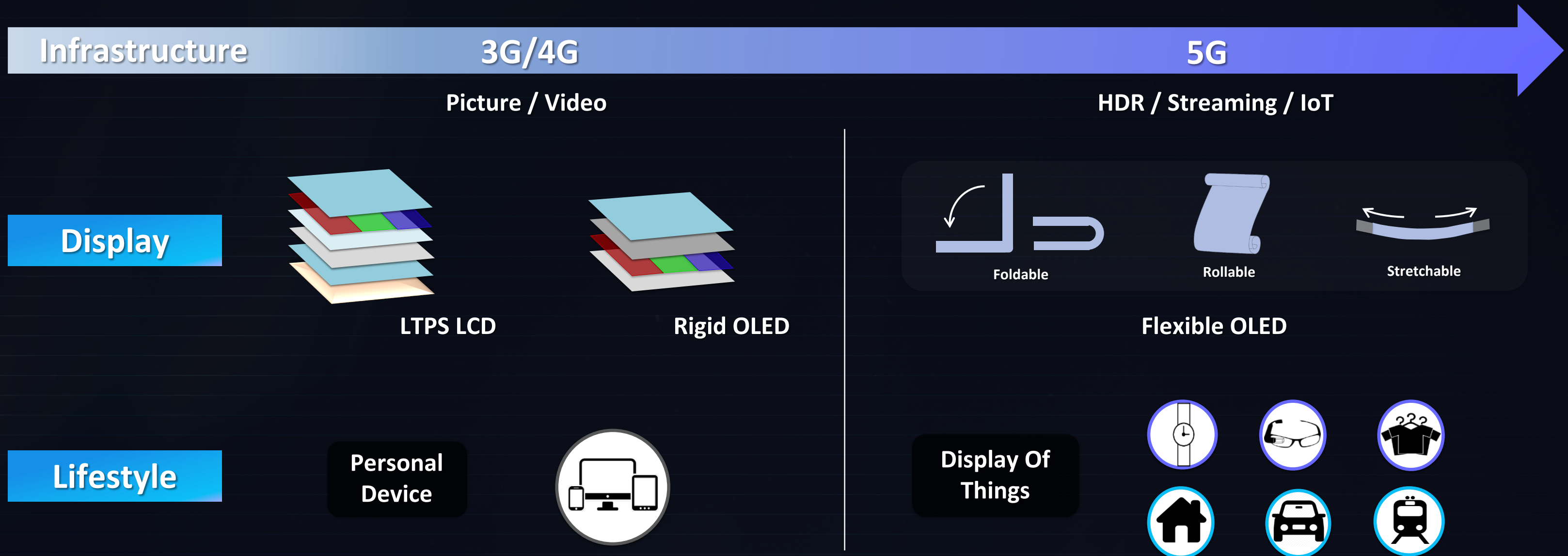
BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

NEW PARADIGM : 5G

Display Centric World is Coming



DAILY LIFE OF TOMORROW

Display of Things 24/7

Refresh



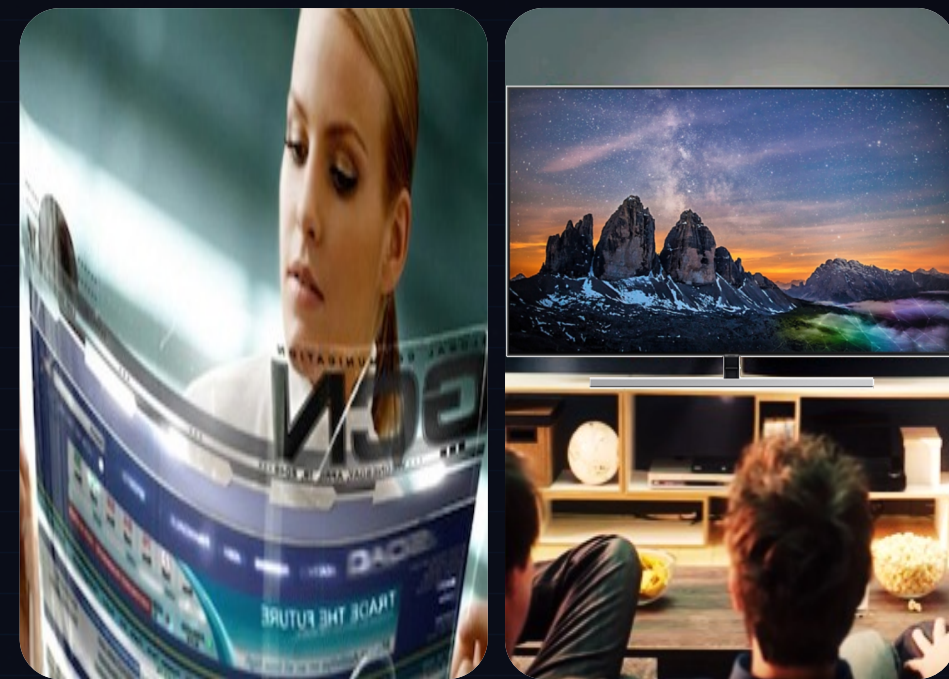
Morning

Active and Dynamic



Mid-Day

Relax and Enjoy

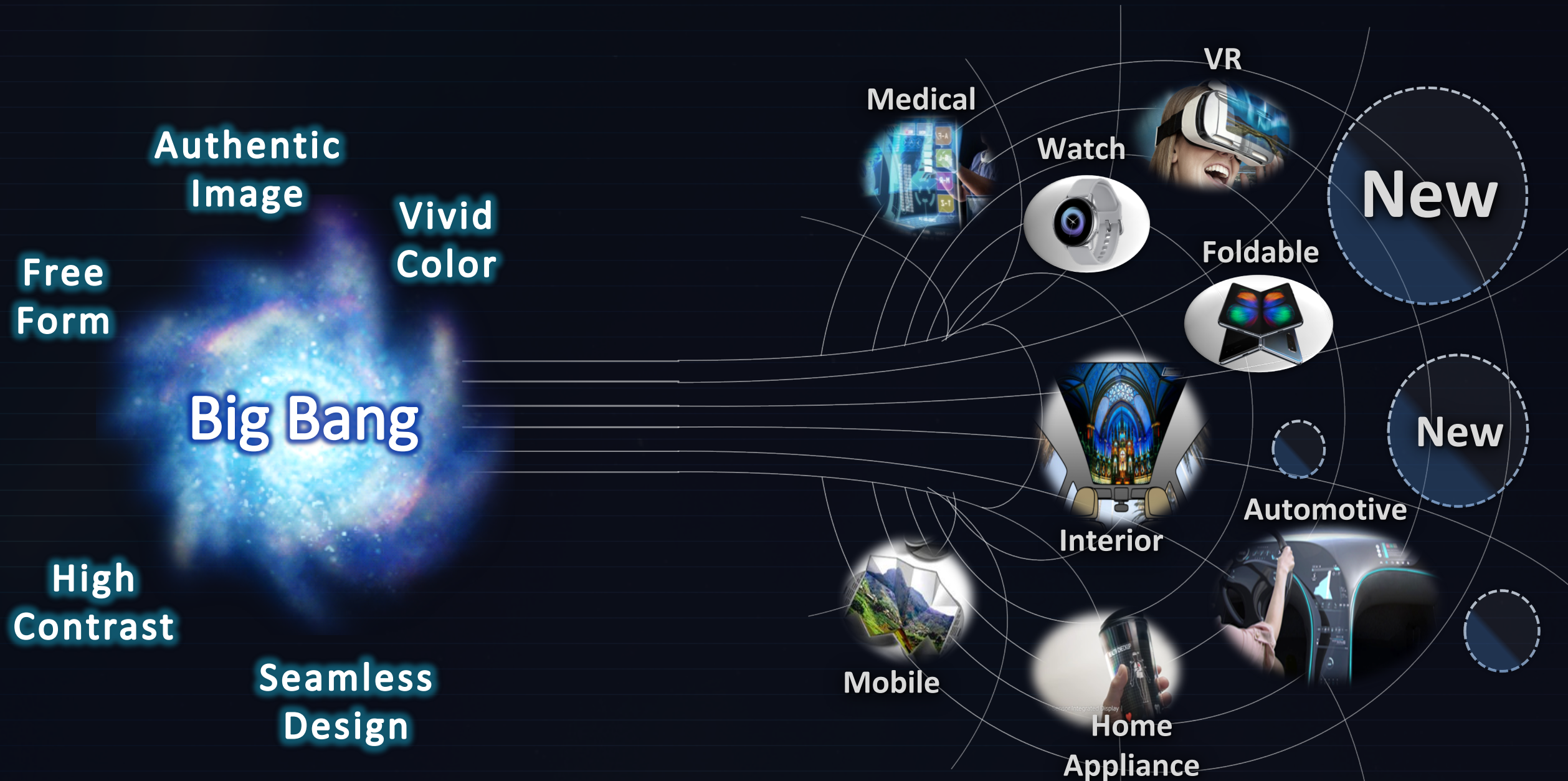


Night

One Day in Display Centric World

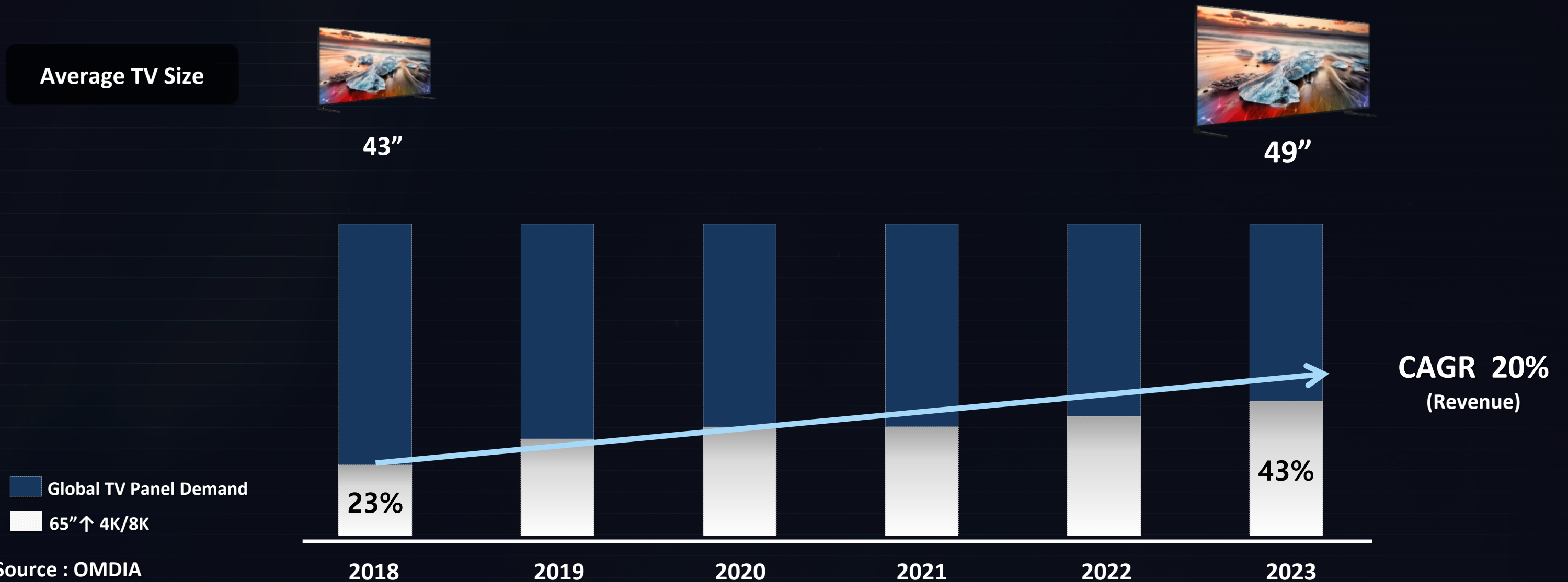
DISPLAY BIG BANG

The Birth of Next Generation Devices



CONTINUOUS GROWTH OF PREMIUM TV

Rapid Growth in Ultra Large-sized & High Resolution TVs



Source : OMDIA

SOPHISTICATED CUSTOMER NEEDS

Increasing Demand for Differentiated Monitors



Curved
Wide
Gaming
High Refresh Rate

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SAMSUNG STRATEGY

Unrivaled, Cutting Edge Capabilities

Product Performance



New Applications



Customer Portfolio



Operational Excellence



MOBILE DISPLAY BUSINESS

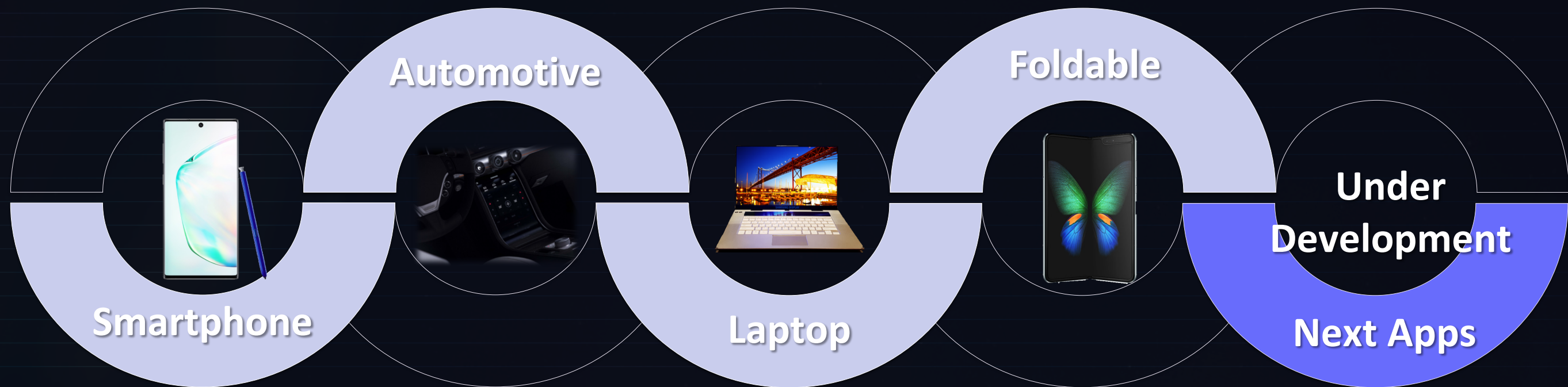
NEW APPLICATIONS

TECHNOLOGY DIFFERENTIATION

CUSTOMER & PRODUCT PORTFOLIO

NEW APPLICATIONS

Securing New Growth Engines



TECHNOLOGY DIFFERENTIATION

Continuous Effort for Technological Leadership

Design



Hole



Full Screen



Foldable



Automotive

UX

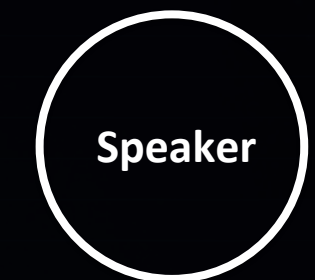
Embedded Sensors



Fingerprint

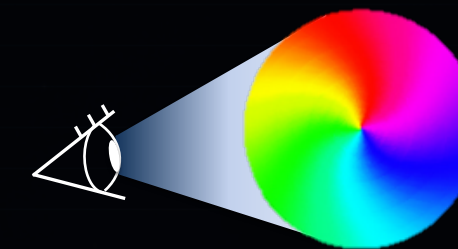


Haptic



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



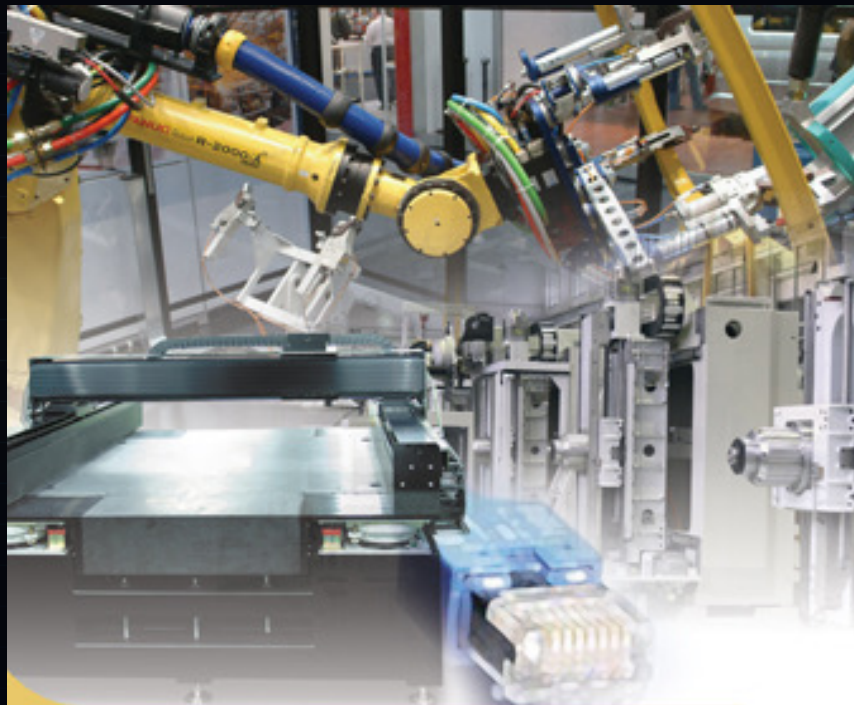
Monitor



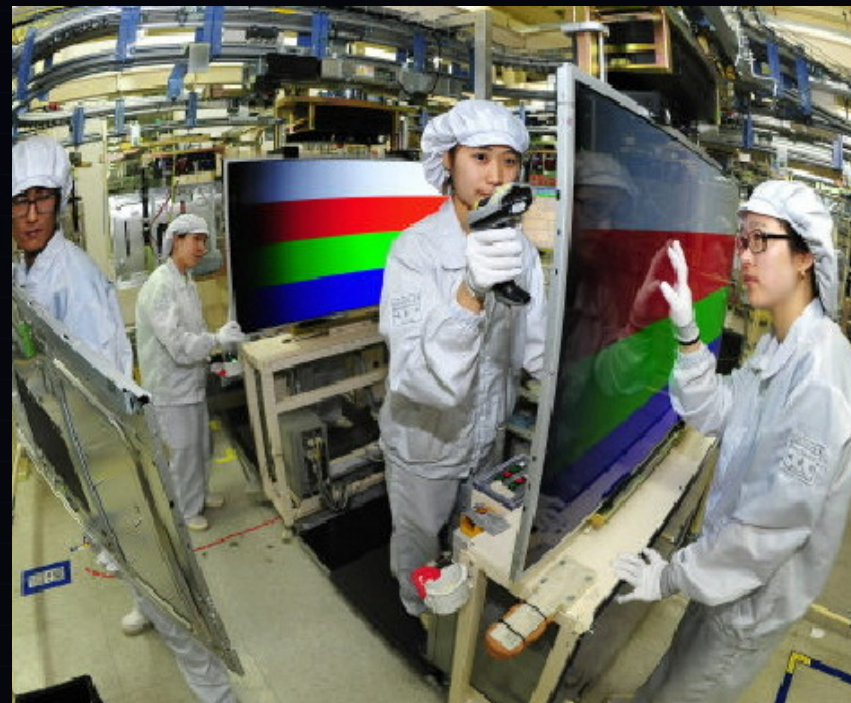
OPERATIONAL EXCELLENCE

Core Competencies Enabling Constant Innovation and Stable Profit

**Enhancing
Productivity**



**Reducing
Assembly Cost**



**Optimizing
Management**



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KEY TAKEAWAYS

KEY TAKEAWAYS



Differentiated Products Creating New Opportunities



Strengthen Leadership with **Technology Innovation**



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

DISPLAY BEYOND IMAGINATION

SUSTAIN BUSINESS GROWTH

