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SAMSUNG MX / NW BUSINESS

Investor Presentation

2026

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

NW BUSINESS

2025 FINANCIAL SUMMARY

Earnings results*

(trillion won)

129.5
Sales

12.9
Operating profit

10.0%
Operating profit margin

BUSINESS ACCOMPLISHMENTS

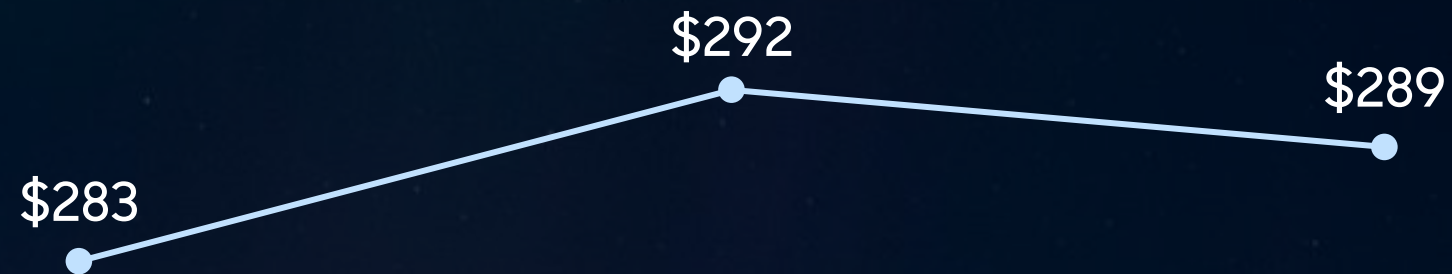
Enhancing Premium Experience with Galaxy AI ✨



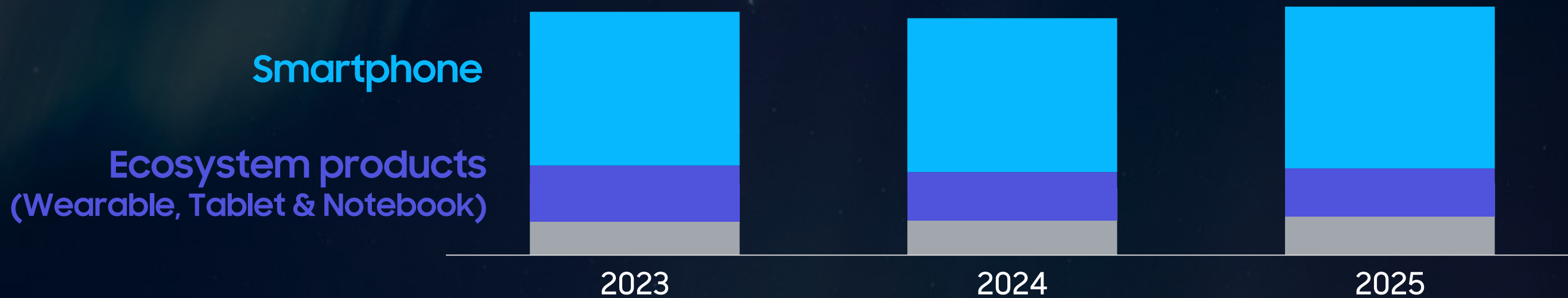
BUSINESS ACCOMPLISHMENTS

Smartphone ASP has increased and Galaxy Ecosystem products maintained their sales contribution despite unfavorable business environment

Smartphone ASP trend



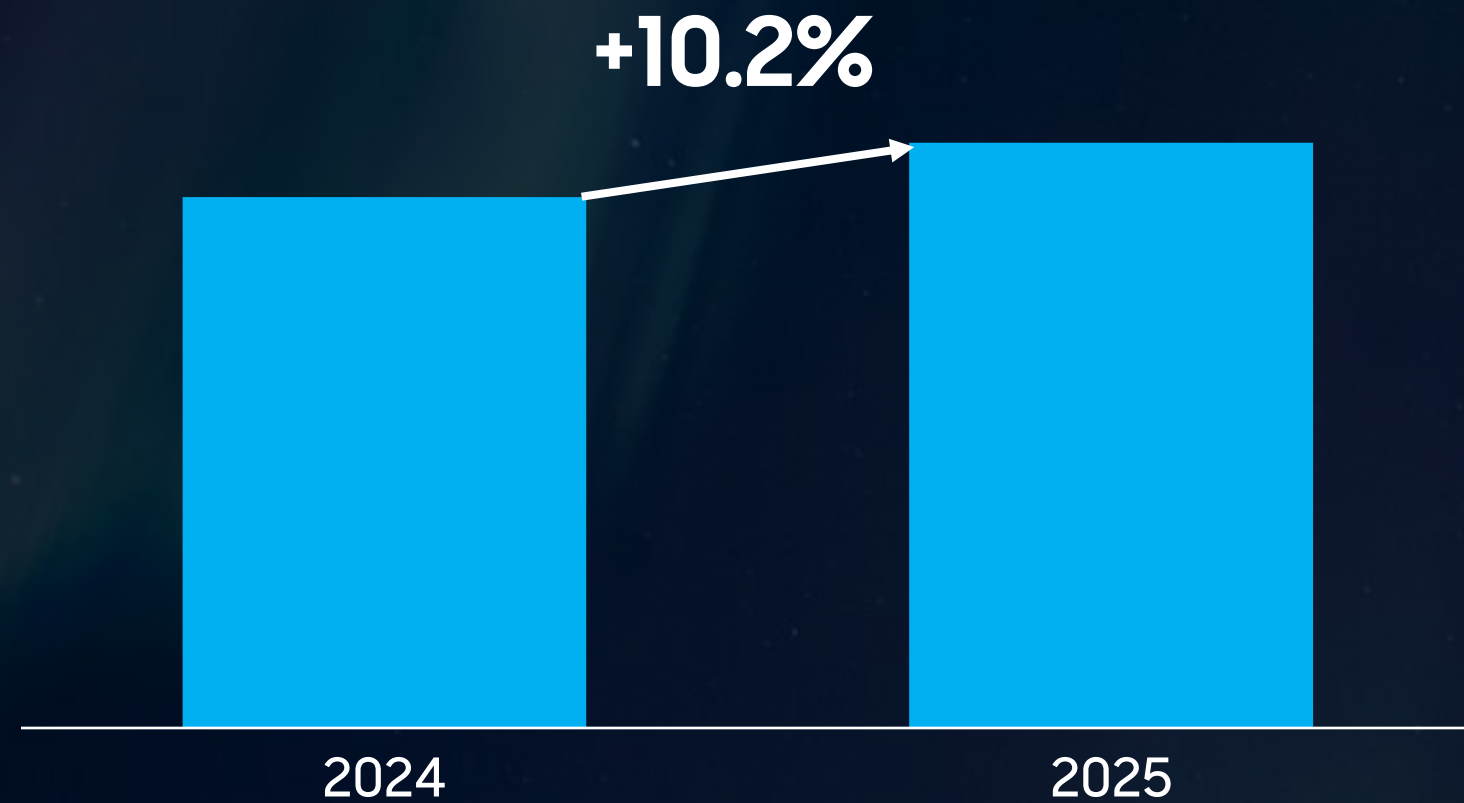
Revenue by product line



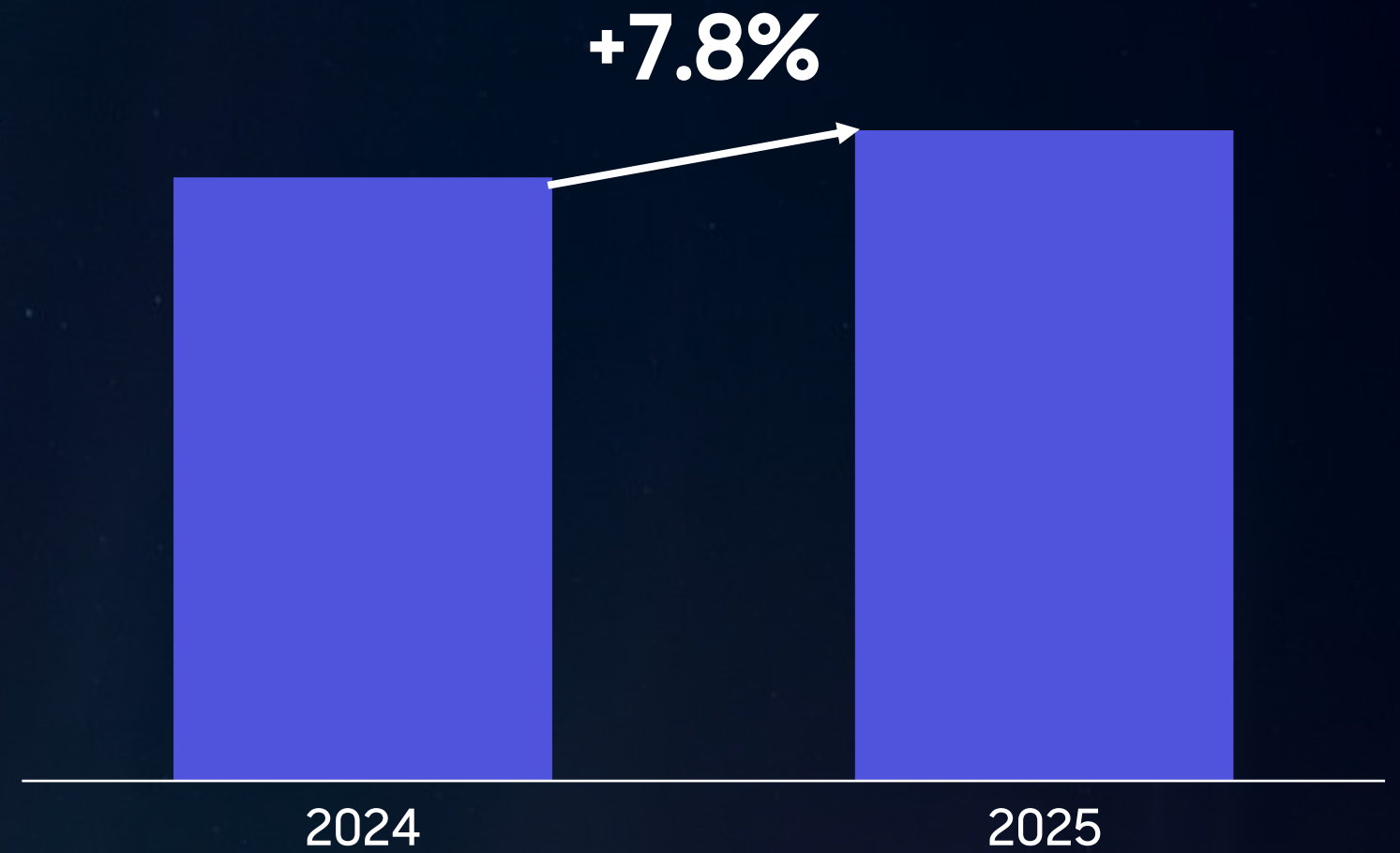
BUSINESS ACCOMPLISHMENTS

Flagship smartphone revenue and 5G shipments increased

Flagship smartphone revenue
(won)



5G smartphone shipments



Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

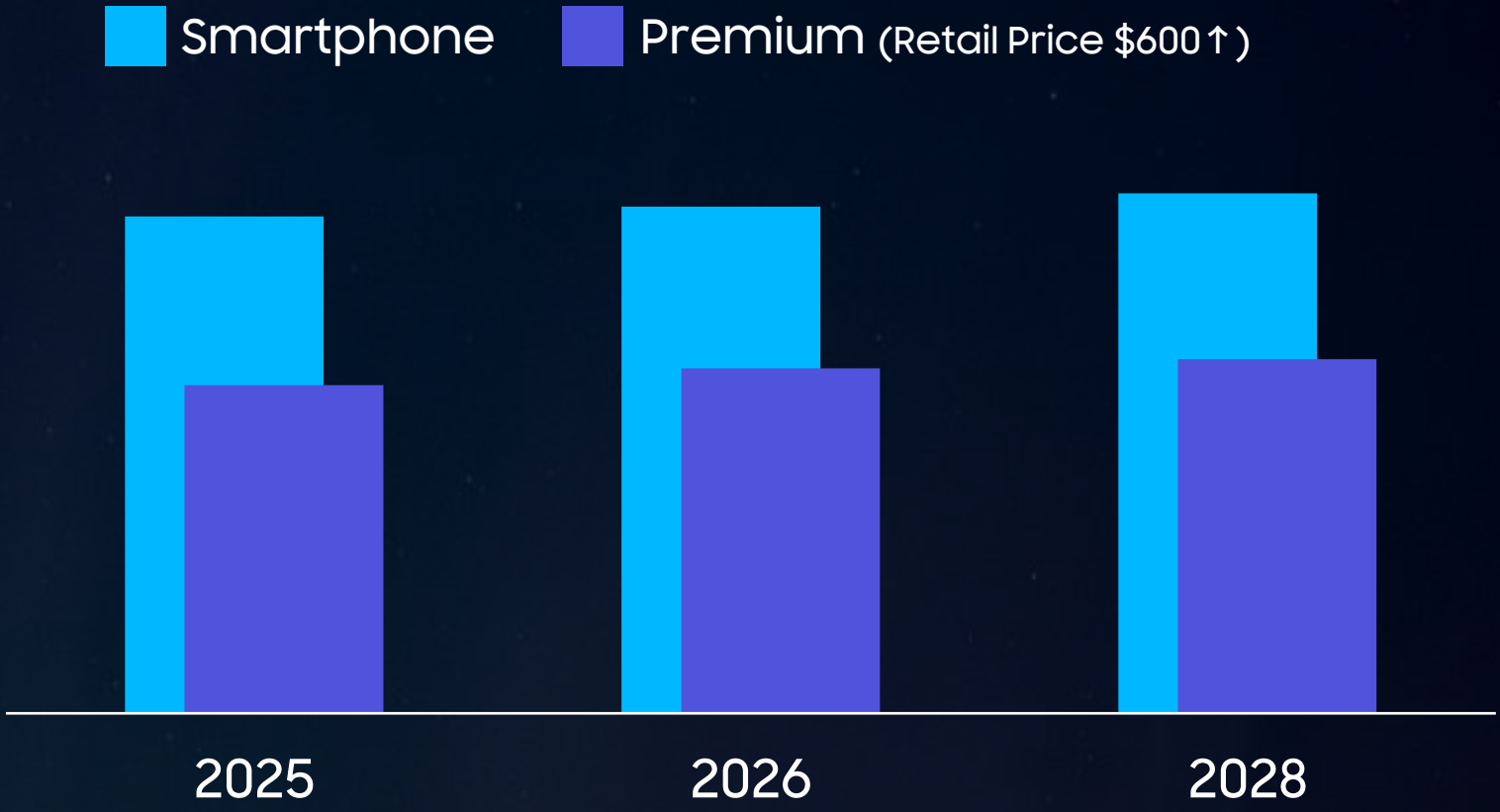
MOBILE STRATEGY

NW BUSINESS

SMARTPHONE



2026 smartphone market expected to grow due to expansion of AI products and services despite geopolitical uncertainty. We expect flagship and 5G growth to continue.



* Techinsights

TABLET & NOTEBOOK



Tablet and Notebook PC markets are expected to bounce back after the 2022-23 contraction cycle thanks to the product replacement cycle and introduction of AI products.

■ Tablet

■ Notebook

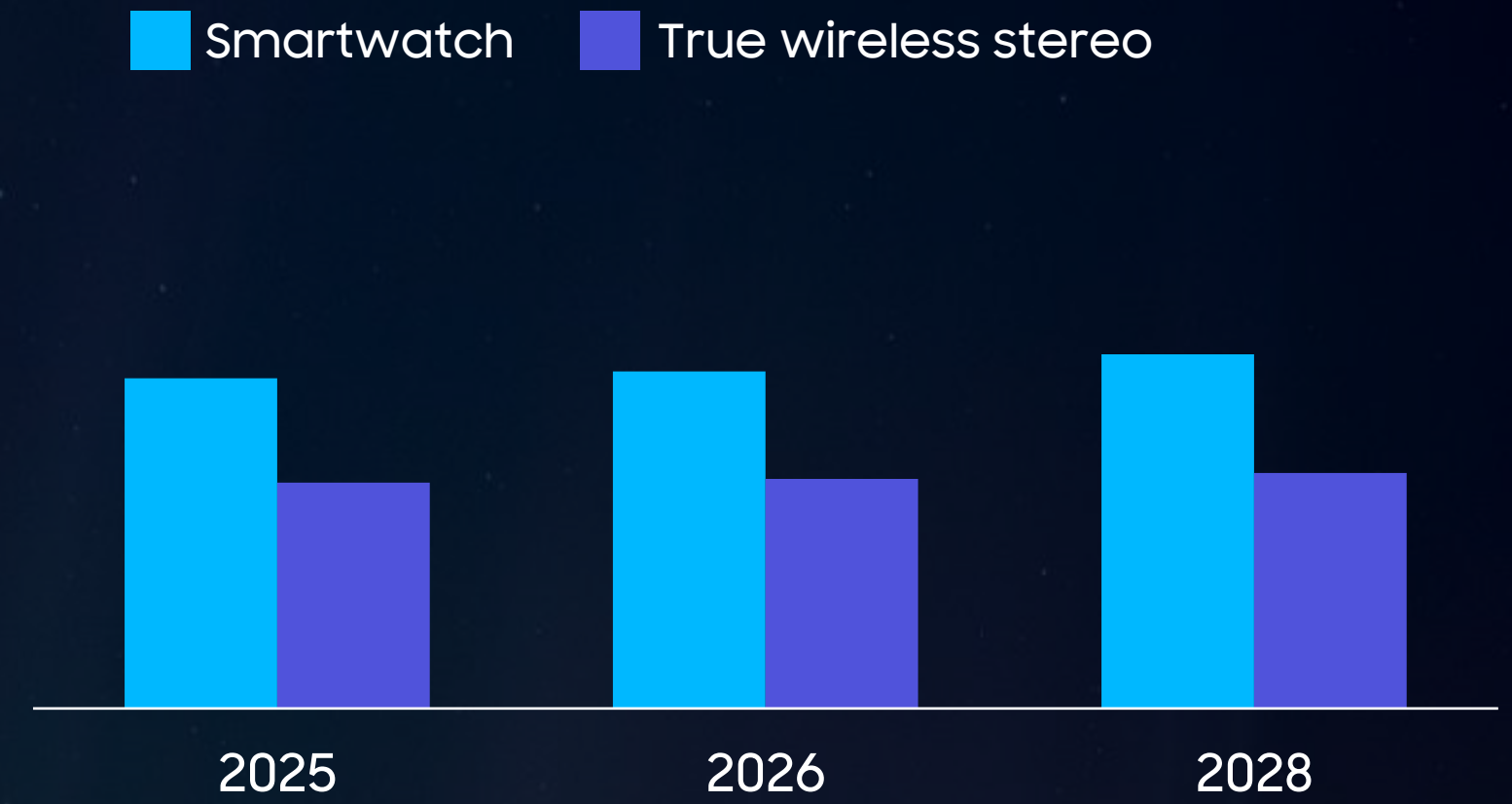


* Techinsights, IDC

WEARABLES



Wearables markets are expected to grow in line with increased replacement demand and introduction of AI features.



* IDC

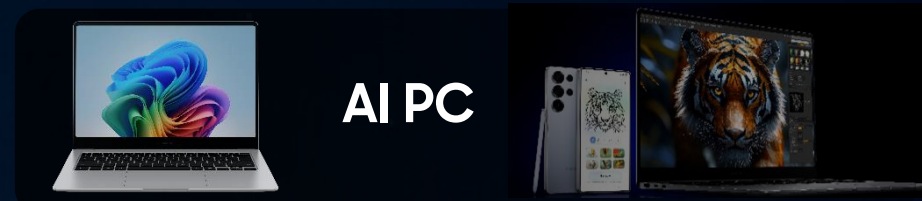
THE UNFOLDING ERA OF MOBILE AI

Beginning with the S24 series, we have been expanding the Galaxy AI experience to the entire Galaxy ecosystem with the aim of mobile AI leadership

새롭게 선보이는
Galaxy S26 Ultra
Galaxy AI ✨



AI for Foldables



AI PC



Health & Wearables



XR Ecosystem

Content

BUSINESS HIGHLIGHTS

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STRATEGIC DIRECTION



MX
Mobile eXperience

SAMSUNG

Customer-centric business that prioritizes consumer experience

Life Companion

Accompanying every moment of customers' daily lives from the beginning until the end of the day

Galaxy Ecosystem

Encompassing a variety of mobile-based products and services, including future business areas

SECURING LEADERSHIP IN FLAGSHIP

S



Z



- ✓ Expand premium customer base with leadership in user-centric experience
- ✓ Foldable leadership with ultra-slim design, powerful performance and AI experience tailored for form-factor
- ✓ Intensify efforts for sustainable innovation

EXPAND USER BASE WITH MASS PRODUCT



Awesome
Intelligence



UI/UX may differ. Results may vary depending on light condition and/or shooting conditions. May be required for certain AI features.

- ✓ Significantly enhance product competitiveness including design and camera
- ✓ New Awesome Intelligence brings amazing search and visual experiences
- ✓ Expanded protection for Security and Privacy

ADDRESS PREMIUM TAB & NOTEBOOK DEMAND

Tab: Enhanced slimmer design and AI experiences optimized for large screens

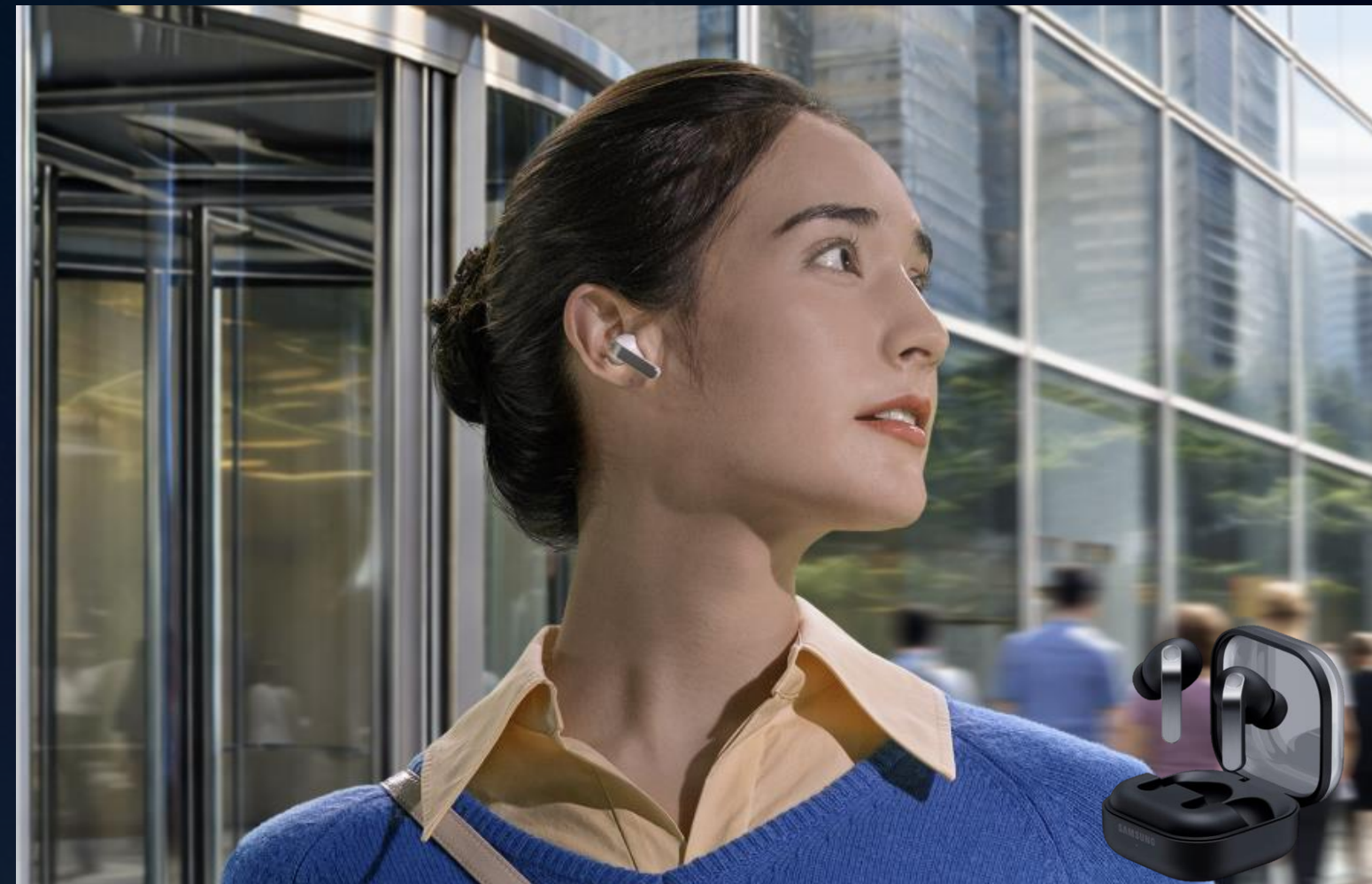
Notebook PC: High performance, portability, multi-device experience, and AI-powered new experiences



ENHANCED WEARABLE USER EXPERIENCE

Smartwatch: Offering a personalized, holistic health experience

True Wireless Stereo: Seamless and intelligent personal listening device



GALAXY EXPERIENCE

Improve consumer experience by evolving Galaxy's heritage, tailored to the customer needs of each product group

Model CXP

Core Experience Proposition for Customers by Model

Series Foundation

Distinctive and Competitive Product Value Proposition by Series



S/S+
Camera
Design



S Ultra
Camera
Performance



Z Flip
Design
Expressions



Z Fold
Productivity
Display
New Experiences



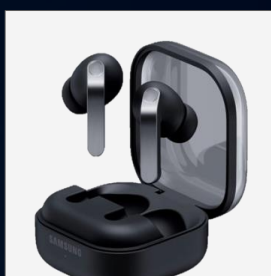
Tab
Productivity
Entertainment



Book
Galaxy Mobile Exp.
on Laptop



Watch
Health &
Personalization



Buds
Authentic Sound
Powered by AI

Galaxy Foundation

Most Fundamental Values to the Galaxy Experience Heritage across All Galaxy Devices



Innovation
that **opens** possibilities



Experiences
that **open** boundaries



Trusted Performance
open to all



Positive Impact
toward an **open** world

SEAMLESS GALAXY ECOSYSTEM

One UI

One UI is compelling in personal optimization, allowing customers to get things done easily across all Galaxy devices and customize the Galaxy experience to express oneself



Connected Experience

Providing seamless & intuitive experience across Galaxy devices with easy and fast connectivity

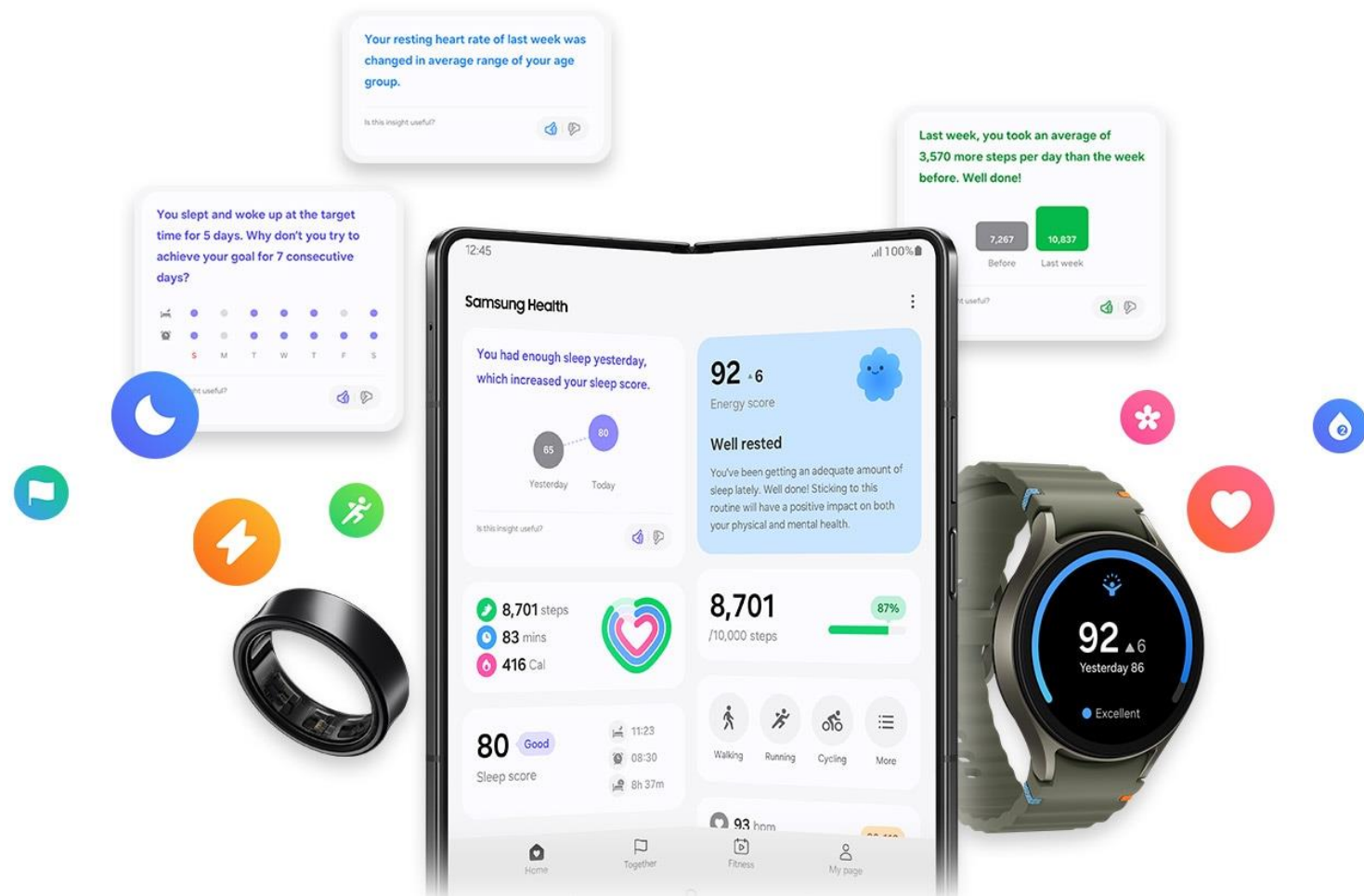


EXPAND DIGITAL LIFE EXPERIENCE



Samsung Health

Samsung Health helps users create healthier habits in areas such as sleep, exercise, diet, and mental health with a connected ecosystem of wellness experiences



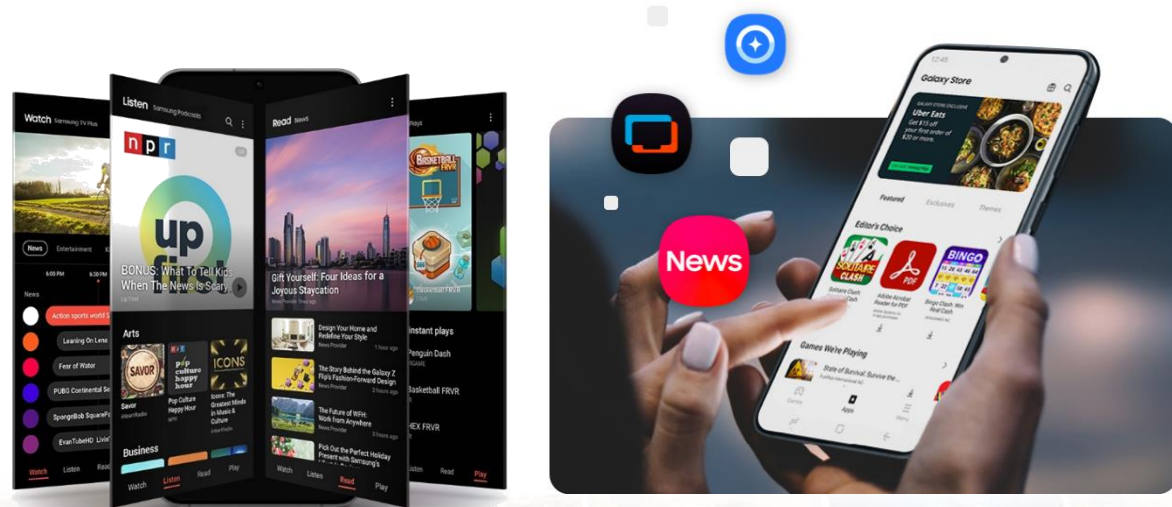
Samsung Wallet

Safely stores passwords, addresses, and card details for easier online browsing and shopping. Bank accounts, credit cards, keys, and boarding passes can be stored as well

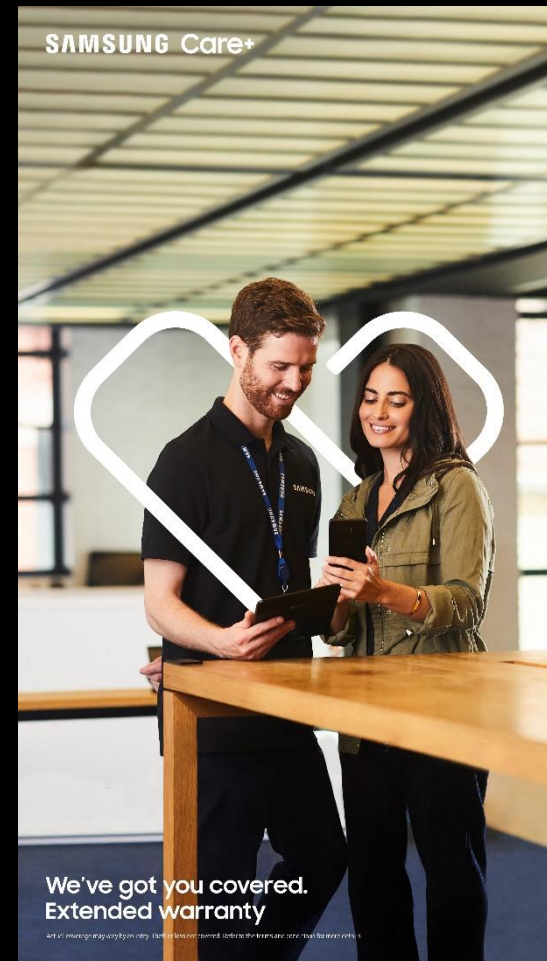


SERVICE AND CONTENTS

Providing rich content on Galaxy devices



Expanding coverage of Samsung Care+



We've got you covered. Extended warranty



Whatever happens, we make the best of it.



Power up. Free battery swap

ENHANCE CUSTOMER TOUCHPOINTS



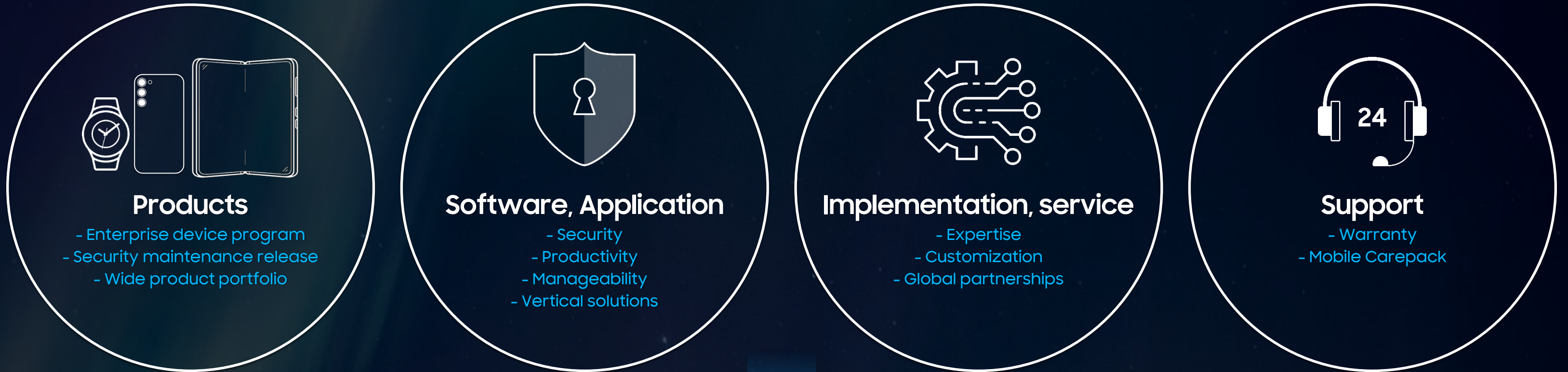
✓ Secure e-Store growth momentum

✓ Online-Offline retail innovation

✓ Enhance communication with various customer segments through digital touchpoints



BUSINESS ENTERPRISE PORTFOLIO



Provide an end-to-end integrated solution

OPERATIONAL EXCELLENCE

Strengthening flexibility for timely supply and response systems



Global production sites



Global sales network



Diverse partnerships



Sell-out based operation

Agility



Efficiency

Industry-leading Global SCM competency

SUSTAINABLE INNOVATION

Building Tomorrow with Recycling Innovation

Miracle, More Sustainable Galaxy

2026



10 Materials

- + Recycled Lithium in Battery
- + Tungsten in Vibration Motor

2025



8 Materials

2024



6 Materials

Eco-friendly Battery

- New application of recycled lithium
* 90% recycled
- 100% recycled cobalt applied
* S25 50%

100% Recycled Gold in Camera

- 100% recycled gold applied
* M1/2/3 : Front Camera Wire-Bond
M3 : Front/3x/UW Camera Wire-Bond

SIM Socket Born from Recycled Steel

- First application of the recycled material in SIM Socket
* 25% Recycled Steel in Shell, Lever, and Eject Bar (M2 Only)

Content

BUSINESS HIGHLIGHTS

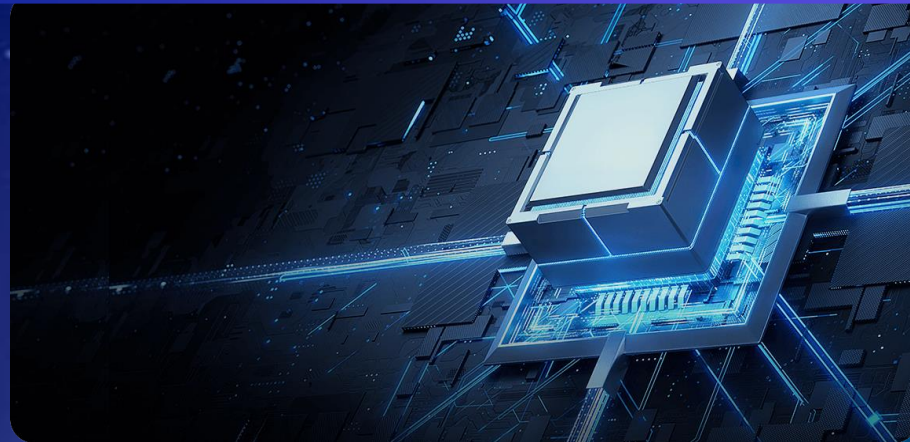
MOBILE MARKET OPPORTUNITIES

MOBILE STRATEGY

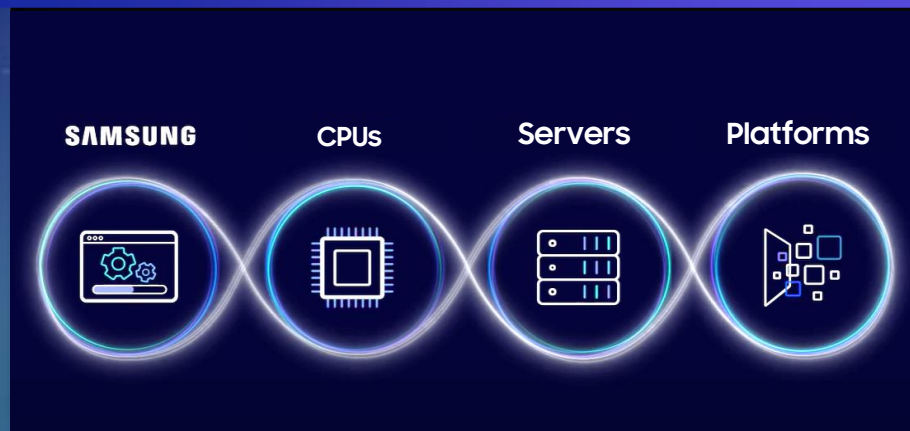
NW BUSINESS

Expanding 5G Network business based on AI leadership

Next generation 5G chipset



Global leader of virtualized RAN



Excellence of Coverage, Capacity



Expanding business areas & customers

