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SAMSUNG MEMORY

Investor Presentation

2026

CONTENTS

- BUSINESS UPDATE
- MEMORY MARKET OPPORTUNITIES
- SAMSUNG STRATEGY

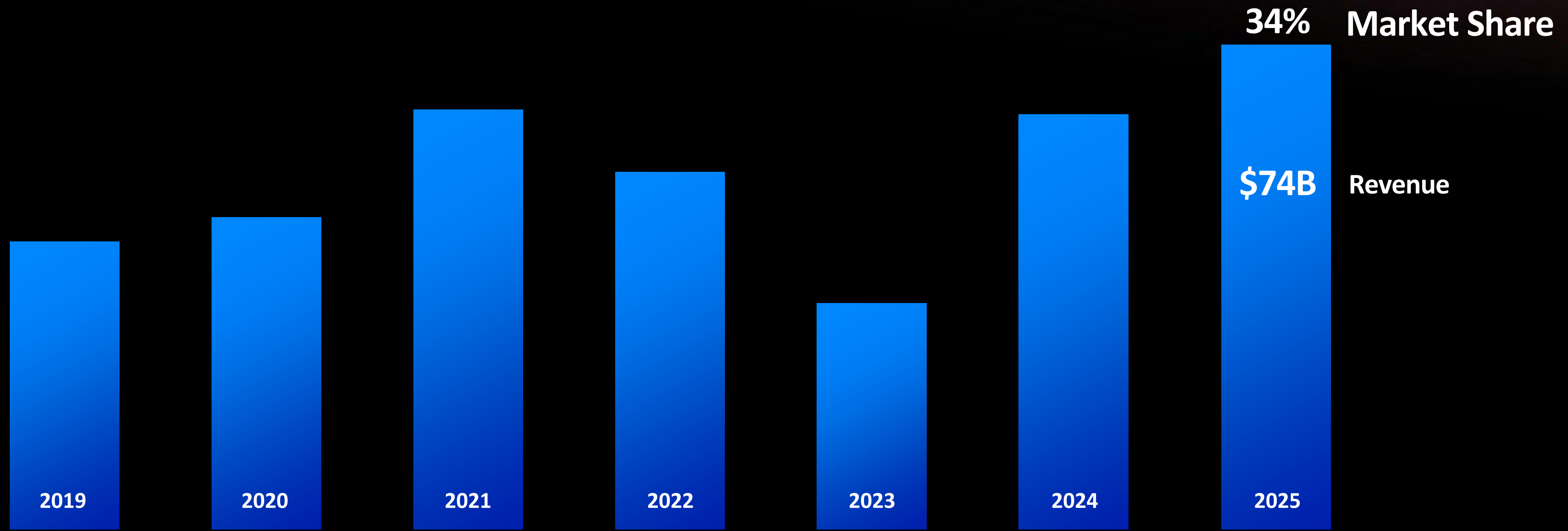
SAMSUNG MEMORY BUSINESS REVIEW

Memory Market Leadership, Well Balanced DRAM/NAND Portfolio

2025 Market Share

DRAM **34%**

NAND **33%**



MEMORY BIZ. PARADIGM SHIFT LED BY SAMSUNG

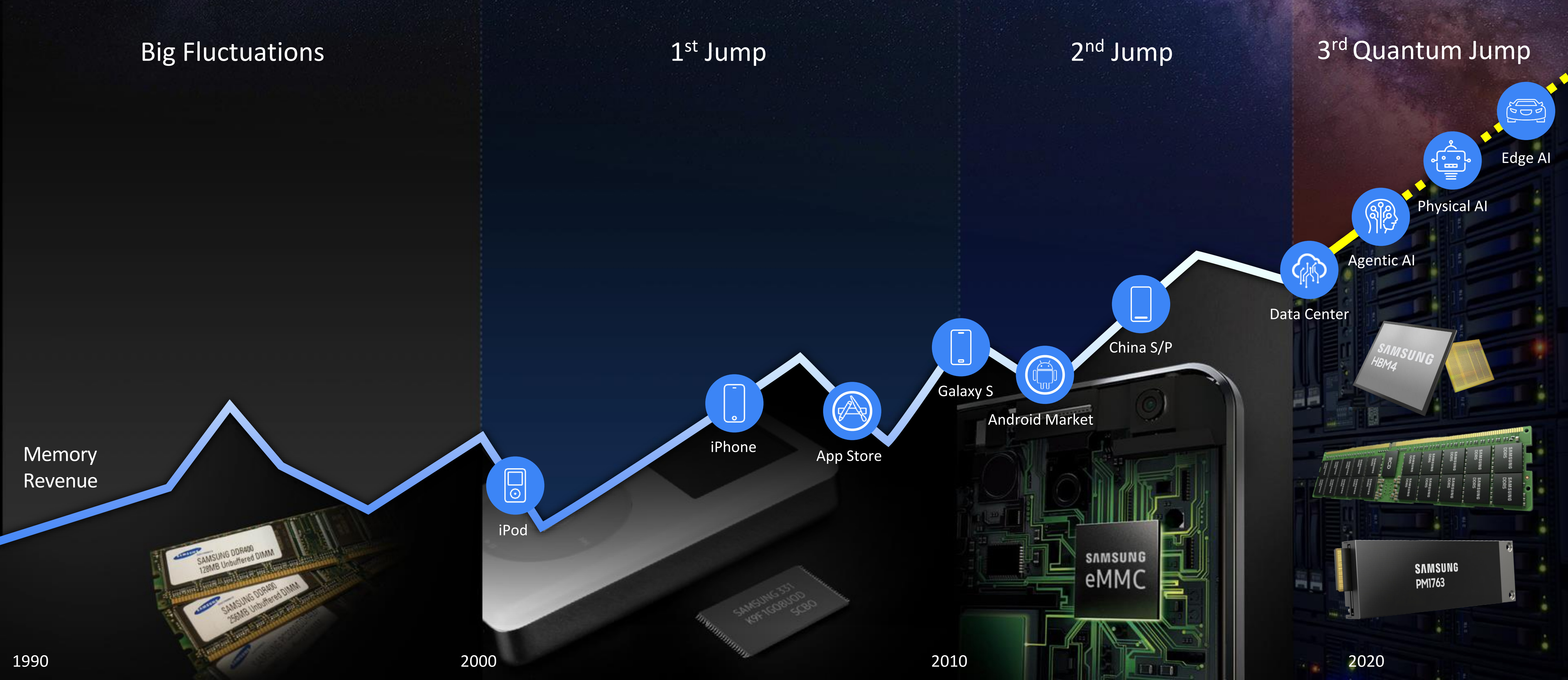
Samsung is Powering the Technologies that bring Innovation to Lifestyle

Big Fluctuations

1st Jump

2nd Jump

3rd Quantum Jump



Beyond The Boundary

HUMAN

SAMSUNG
Memory

AI

CONTENTS

BUSINESS UPDATE

- MEMORY MARKET OPPORTUNITIES

SAMSUNG STRATEGY

SPREAD-OUT OF PUBLIC CLOUD

Explosive Growth of Data

1st WAVE



Cloud Service Providers

2016

2nd WAVE



.Com & Forbes Top100

2020

3rd WAVE



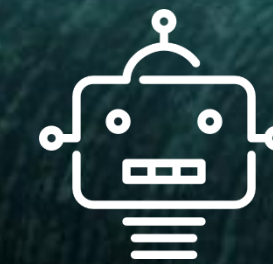
Telcos

THE FLOOD OF DATA

4th WAVE



Agentic AI



Physical AI



Edge AI

2026

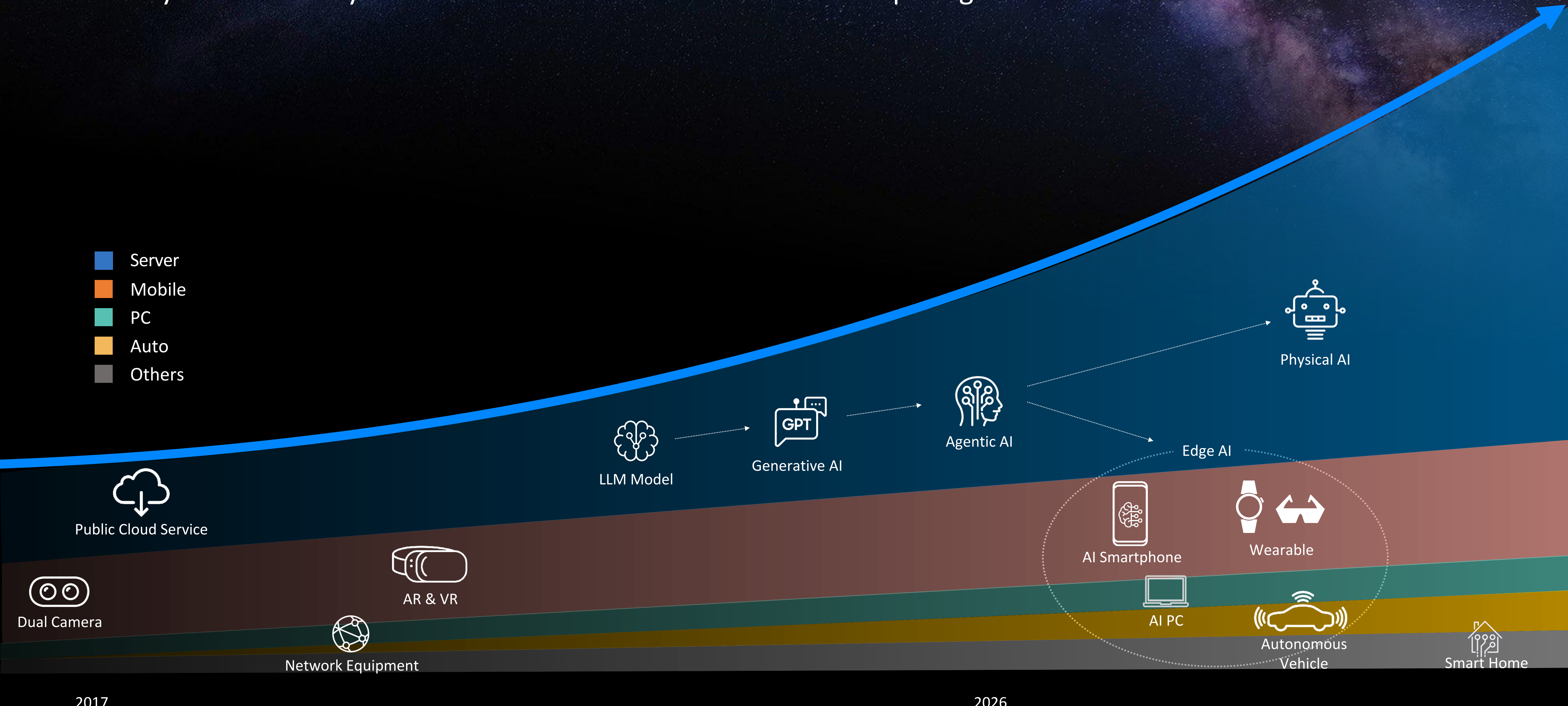
SMART CITY & AUTONOMOUS CAR FUELED BY 5G NETWORK

Huge Amounts of Data Generated by Hyper-connected Devices



CONTINUOUS GROWTH OF MEMORY DEMAND

Memory Growth led by Server & Mobile devices based on AI Computing Evolution



- Server
- Mobile
- PC
- Auto
- Others

LLM Model

Generative AI
GPT

Agentic AI

Edge AI

Physical AI

Public Cloud Service

Dual Camera

AR & VR

Network Equipment

AI Smartphone

Wearable

AI PC

Autonomous Vehicle

Smart Home

2017

2026

CONTENTS

BUSINESS UPDATE

MEMORY MARKET OPPORTUNITIES

- SAMSUNG STRATEGY

SAMSUNG STRATEGY

Break-through
Technology

—
TECH LEADERSHIP

Enhanced
Solutions

—
S/W & CONTROLLERS

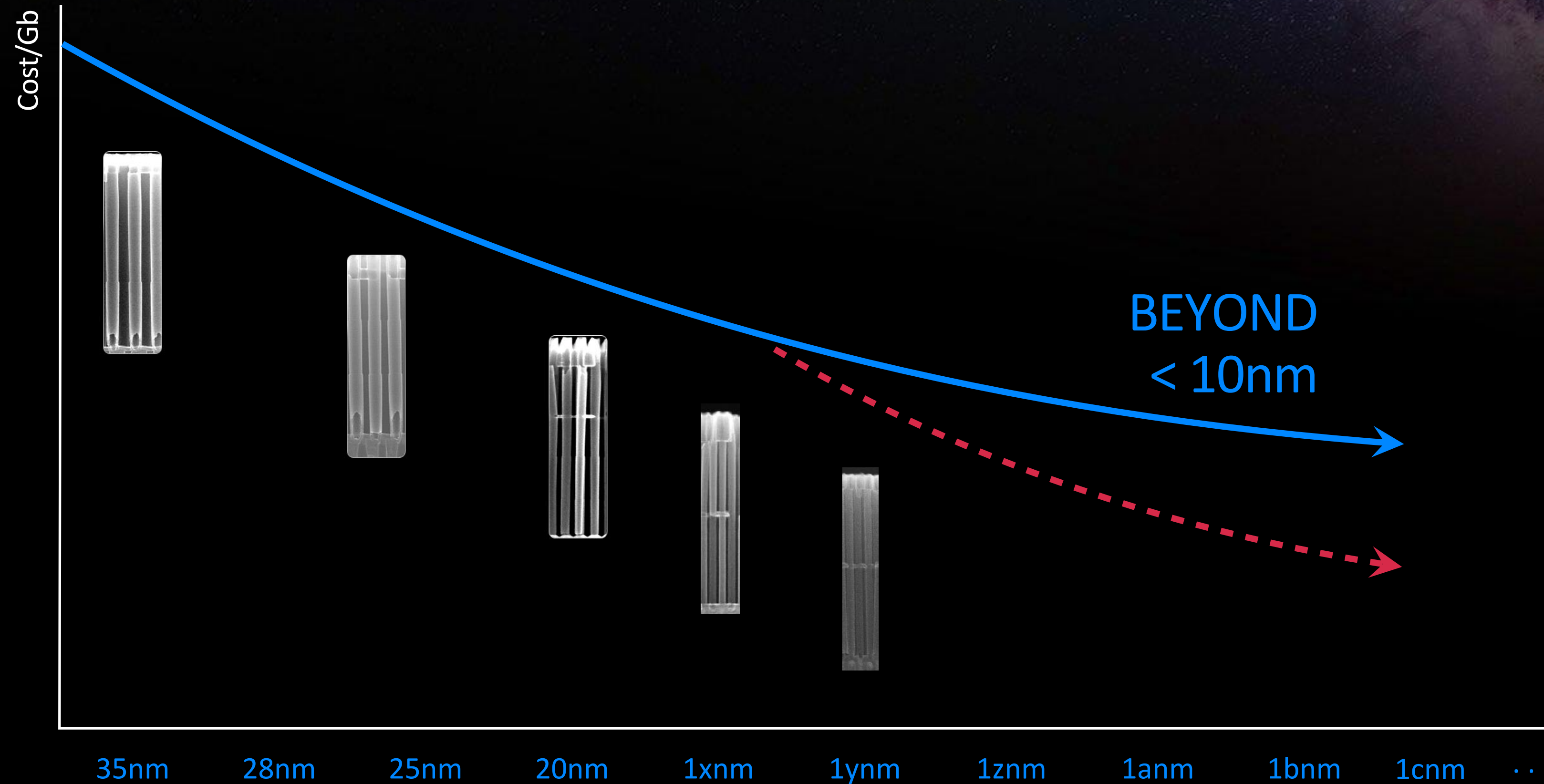
Advanced
Manufacturing

—
EFFICIENCY & FLEXIBILITY

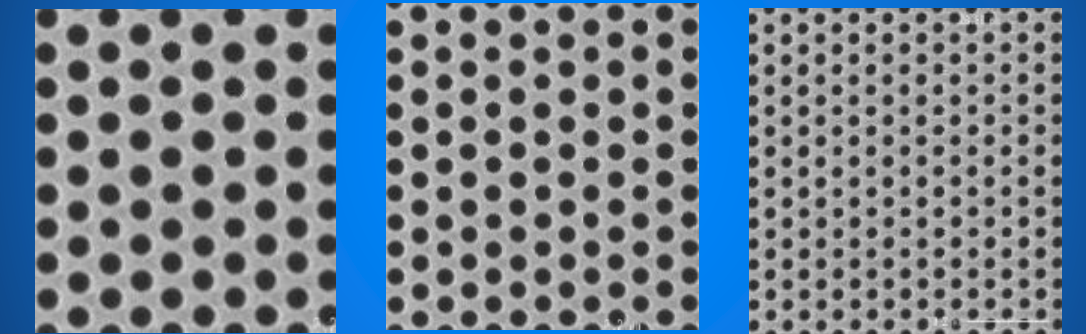
CONTINUOUS TECHNOLOGY SCALING

Thru Technology Evolution

DRAM



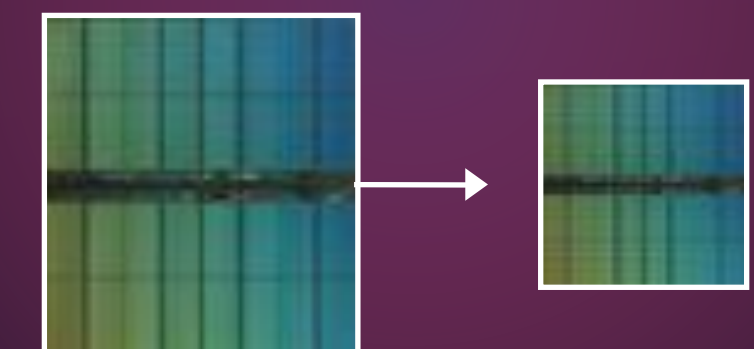
FUTURE DRAM TECHNOLOGY



DPT QPT EUV

- *DPT : Double Patterning Technology
- *QPT : Quadruple Patterning Technology
- *EUV : Extreme Ultra Violet

ADVANCED DESIGN TECH

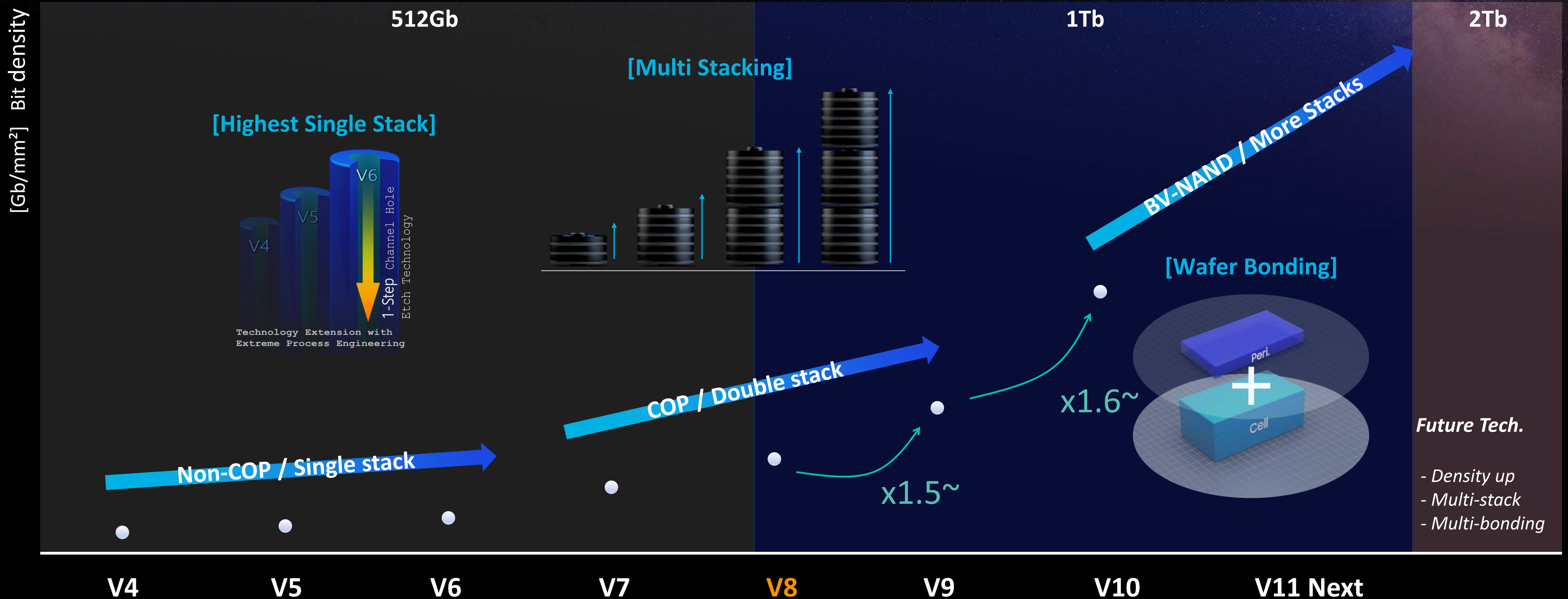


INDUSTRY-LEADING HIGH DENSITY TECHNOLOGY

The world's best bit density growth

NAND

Vertical, Lateral Scaling, Multi-hole and BV-NAND

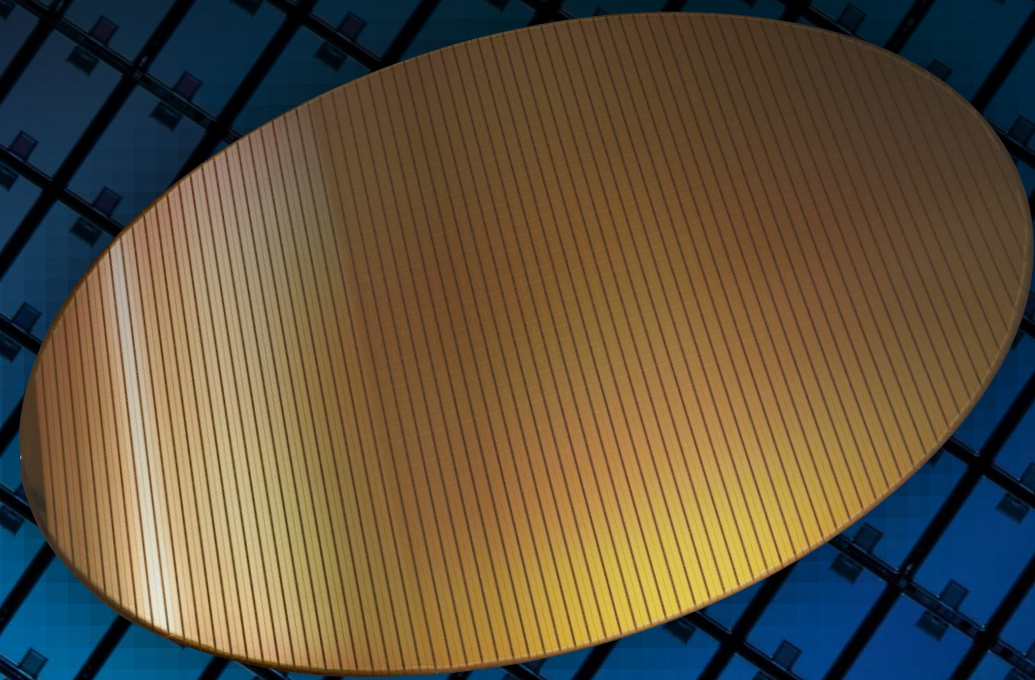


UNIQUE CAPABILITIES FOR DIFFERENTIATED SOLUTIONS

Integrating Key Components to Deliver Value-added Solutions

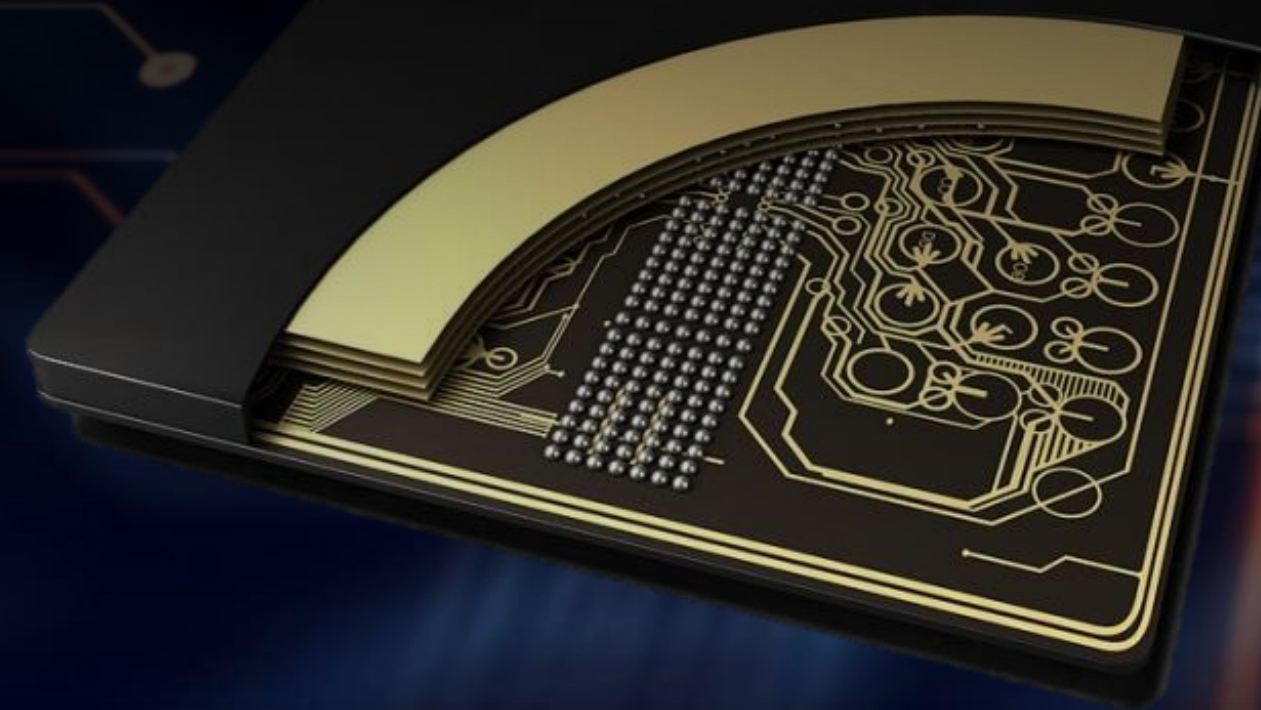
ADVANCED PROCESS TECHNOLOGY

Wafer / Chip



ADVANCED PACKAGING TECHNOLOGY

Stacking / TSV



VERTICAL INTEGRATION

Software & Logic (Controller)



Smaller



Higher Density



Less Power Consumption



Faster



Thinner



Smaller



No Performance Loss



Customized



Expandable



Smarter

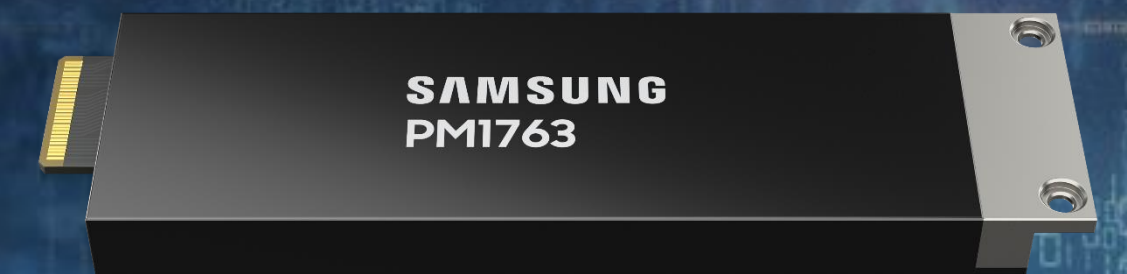
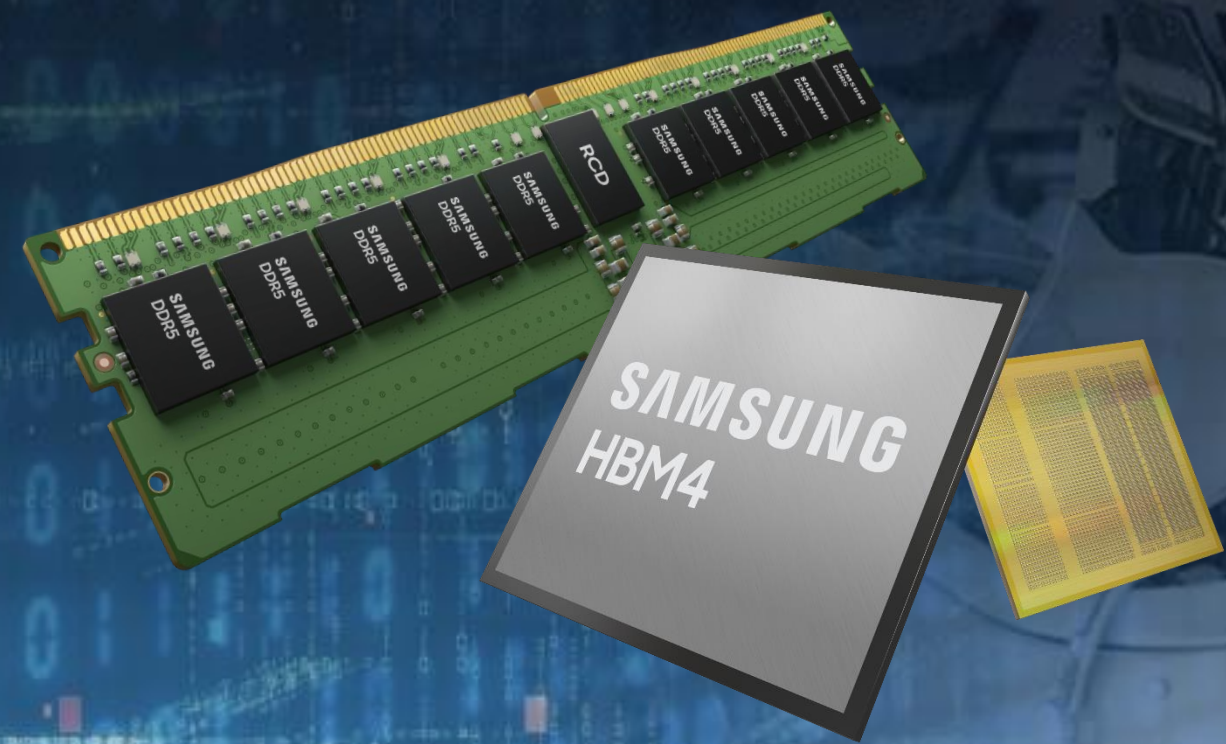


Secure

SAMSUNG SOLUTIONS FOR ARTIFICIAL INTELLIGENCE

Superlative Performance and High Reliability Using Less Energy

ENHANCED PERFORMANCE
FOR DATA-INTENSIVE TASKS



RDIMM, HBM4*

High Density

High Speed

Energy Efficiency

NVMe SSD

High Capacity

High Reliability

Unparalleled Performance

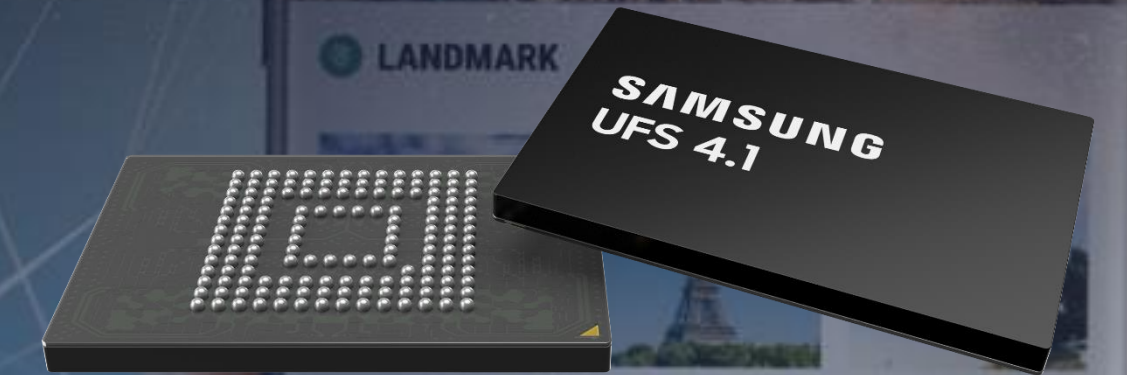
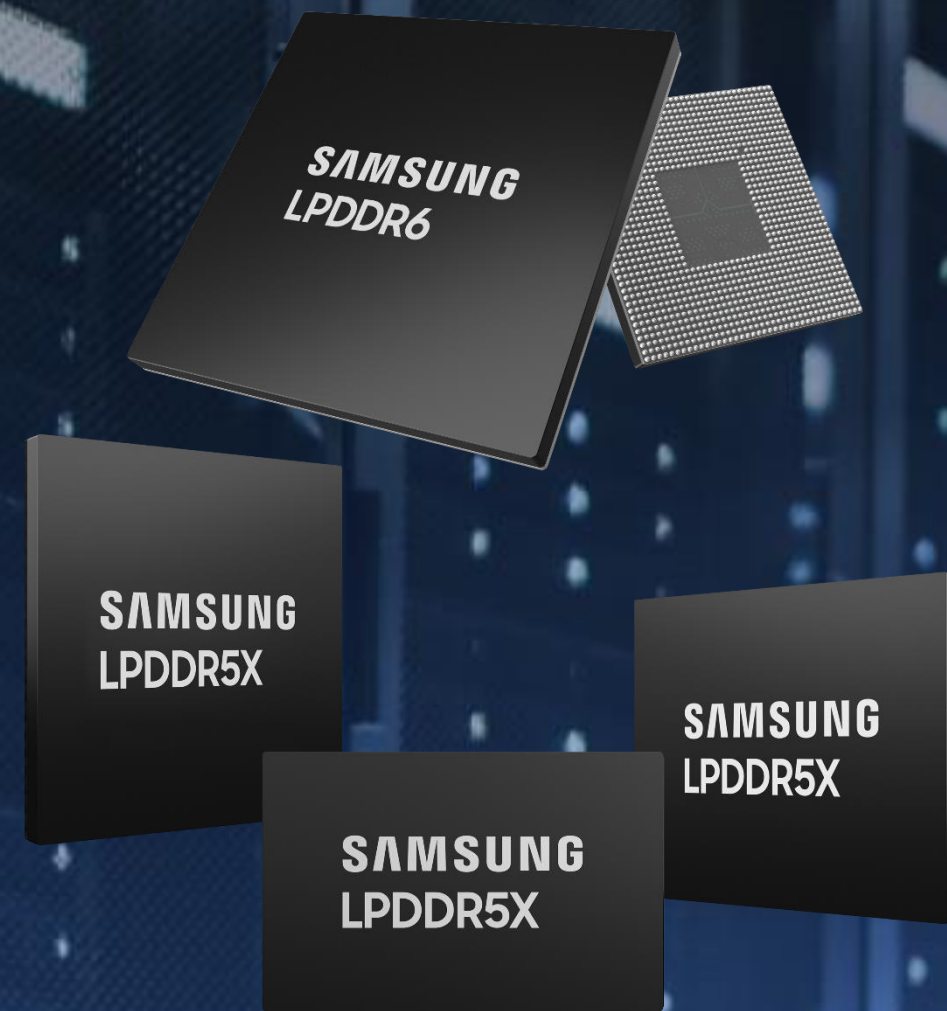
* HBM: High Bandwidth Memory

SAMSUNG SOLUTIONS FOR EDGE DEVICE

Enhanced Processing for Massive Data with Lower Latency & Low Power Consumption

HIGH PERFORMANCE PROCESSING
WITH POWER EFFICIENCY

5G



LPDDR5/5X/6

High Speed

Low Power

Thinner Package

UFS4.1/5.0

High Performance

High Capacity

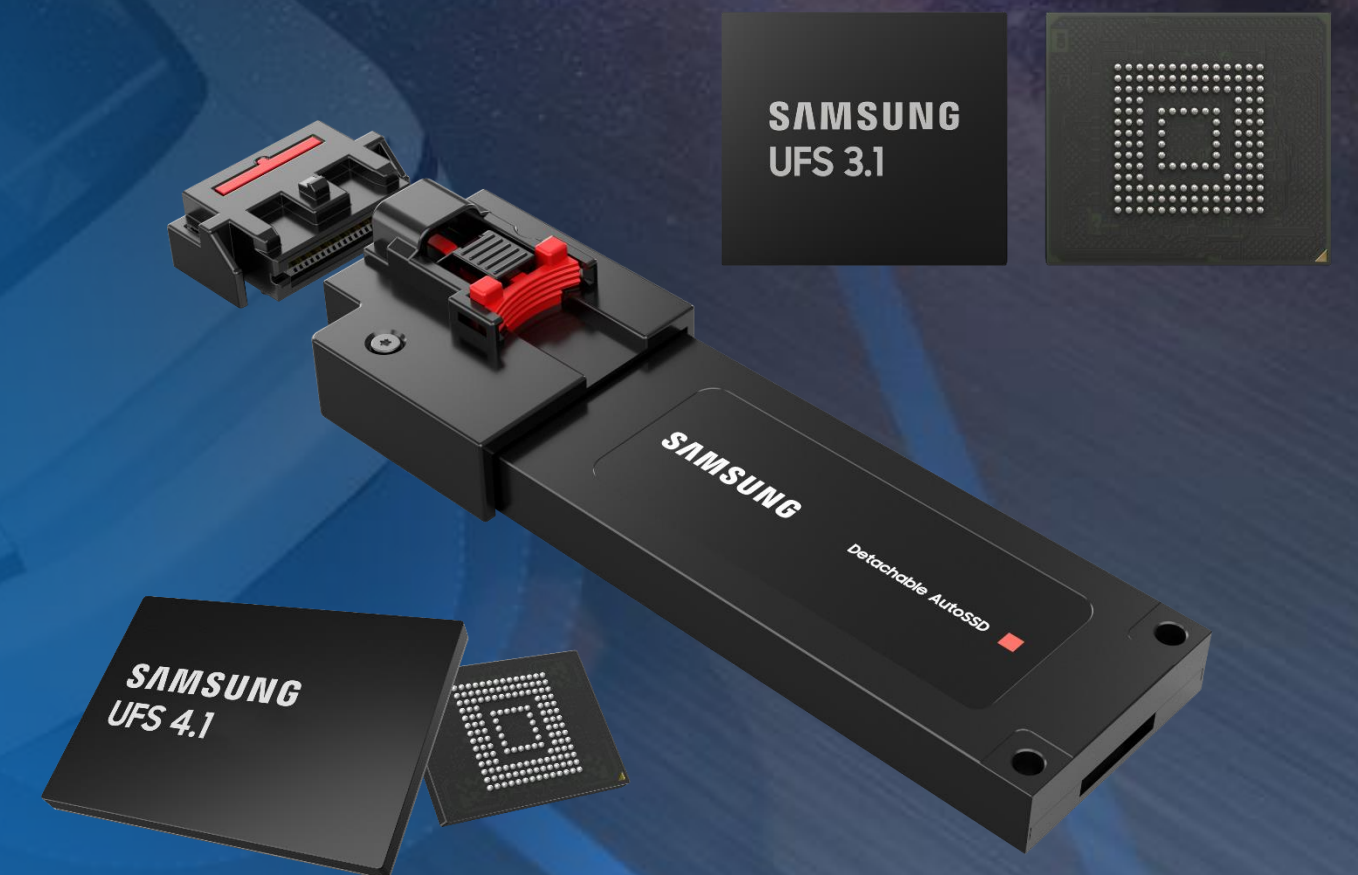
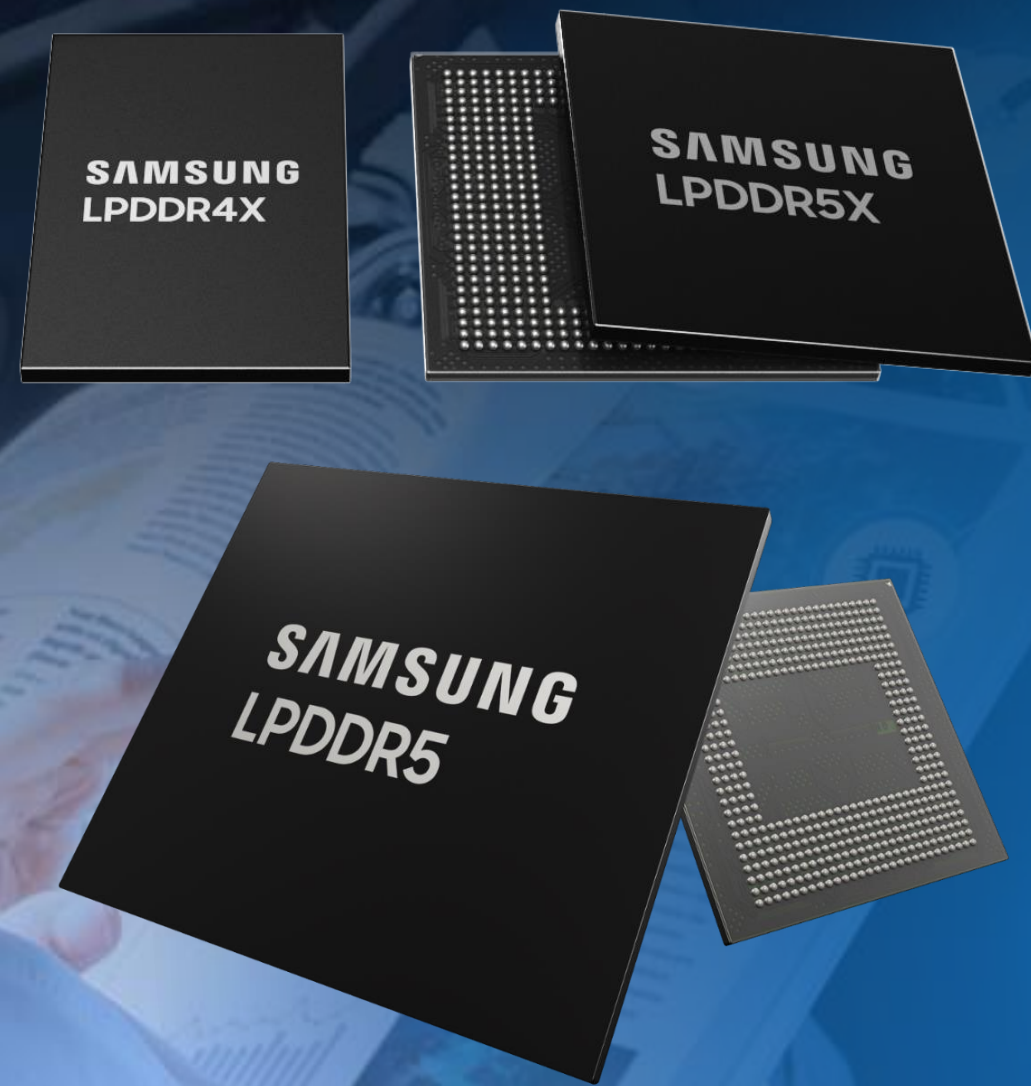
Smaller Package

SAMSUNG SOLUTIONS FOR AUTOMOTIVE INDUSTRY

Advanced Total Memory Solution for Autonomous Driving Technology

Dedicated Support for automotive

Full Memory Line-ups
Quality & Longevity
Full In-house Solution



Automotive DRAM

High Bandwidth

Low Power

High Reliability

Automotive Storage

High Capacity

High Performance

High Reliability

APPLICATION-ORIENTED LINE MANAGEMENT

2-Track Strategy for Efficient Production & Capacity Allocation

ARTIFICIAL
INTELLIGENCE

HIGH
PERFORMANCE
COMPUTING

AUTOMOTIVE

INDUSTRIAL

NETWORK

PERFORMANCE

Leading Process Technology

FLEXIBILITY

DRAM/NAND Conversion

LONGEVITY

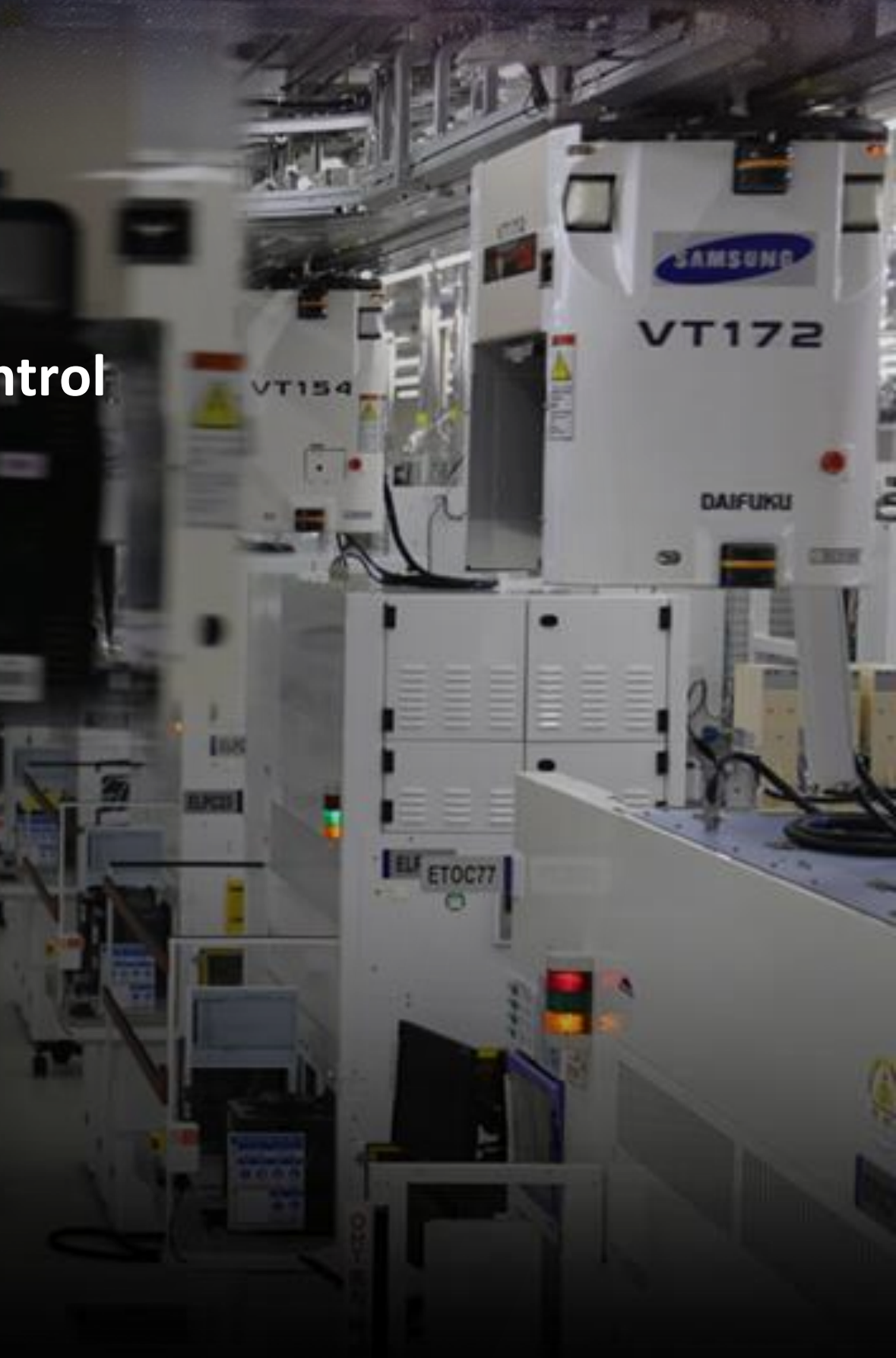
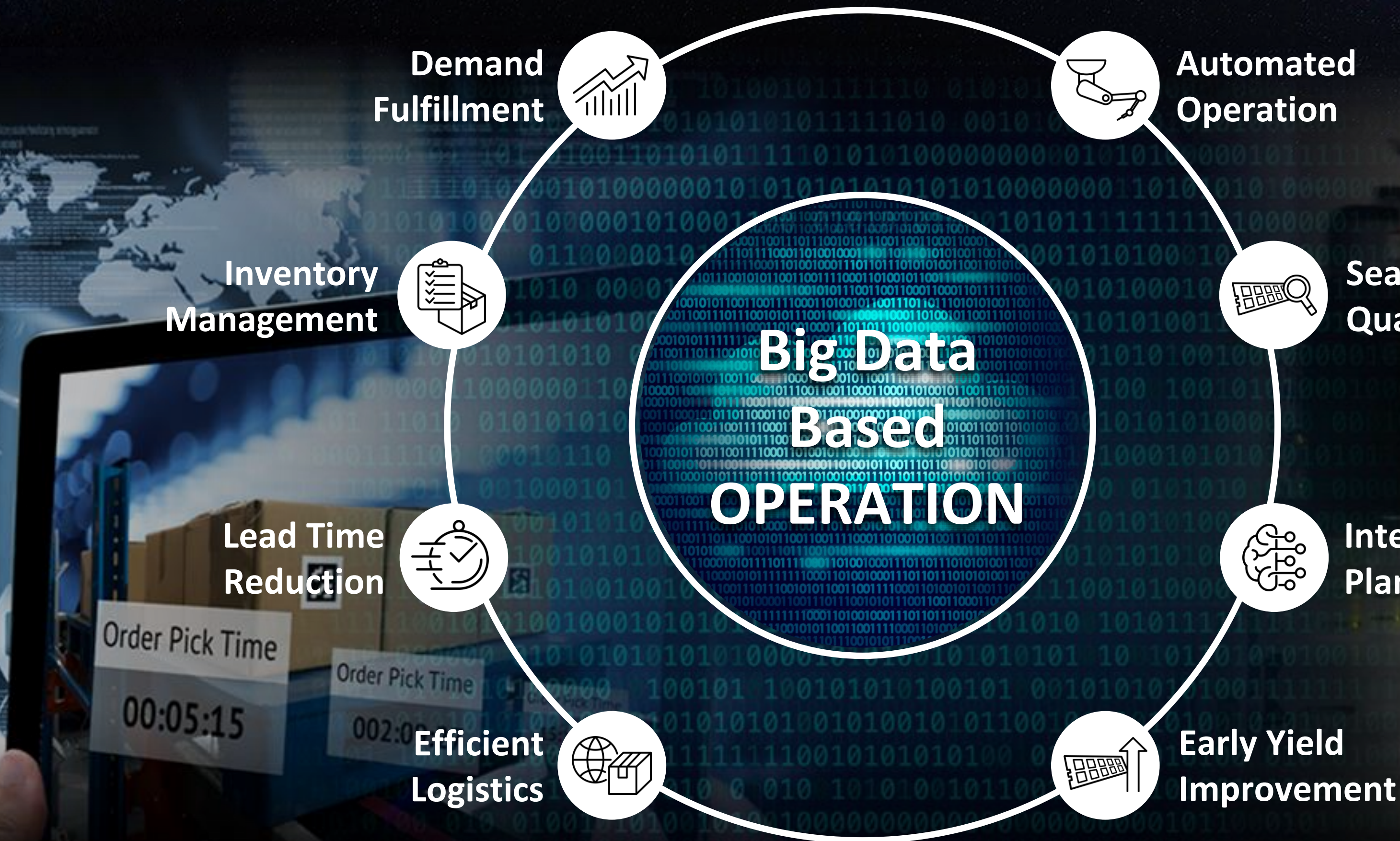
Proven Process Technology

EVOLUTION TO SMARTER FACTORY

Customer Value Improvement through High Productivity and Enhanced SCM

SCM

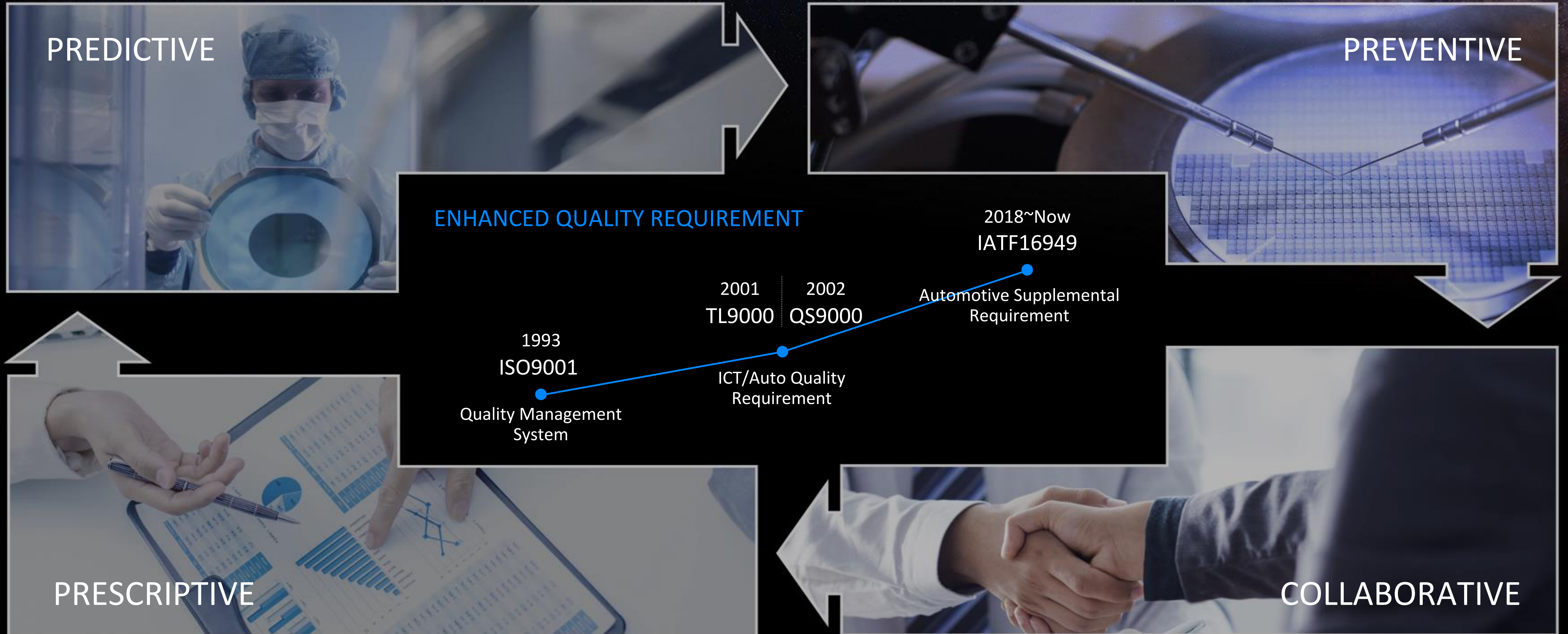
PRODUCTIVITY



* SCM: Supply Chain Management

QUALITY BY DESIGN

Meet the Industry Standard and Expectation of AI & Automotive Customers



Placing Memory at the Forefront of Future Innovation and Creative IT Life

Technology

Leading Technological
Breakthroughs

Customers

Supporting Customers'
Future Innovation

Employees

Fostering Employees'
Creativity

Society

Enriching a New Way of
Digital Life