

Disclaimer

This presentation has been prepared by Samsung Electronics Co., Ltd. (the "Company"). It does not purport to contain all the information that a prospective investor may require in connection with any potential investment in the Company. You should not treat the contents of this presentation, or any information provided in connection with it, as financial advice, financial product advice or advice relating to legal, taxation or investment matters.

No representation or warranty (whether express or implied) is made by the Company or any of its officers, advisers, agents or employees as to the accuracy, completeness or reasonableness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this presentation or provided in connection with it, or any omission from this presentation, nor as to the attainability of any estimates, forecasts or projections set out in this presentation.

This presentation is provided expressly on the basis that you will carry out your own independent inquiries into the matters contained in the presentation and make your own independent decisions about the affairs, financial position or prospects of the Company. The Company reserves the right to update, amend or supplement the information at any time in its absolute discretion (without incurring any obligation to do so).

Neither the Company, nor its related bodies corporate, officers, their advisers, agents and employees accept any responsibility or liability to you or to any other person or entity arising out of this presentation including pursuant to the general law (whether for negligence, under statute or otherwise). Any such responsibility or liability is, to the maximum extent permitted by law, expressly disclaimed and excluded. Nothing in this material should be construed as either an offer to sell or a solicitation of an offer to buy or sell securities. It does not include all available information and should not be used in isolation as a basis to invest in the Company.

Future Matters

This presentation contains reference to certain intentions, expectations, future plans, strategy and prospects of the Company. Those intentions, expectations, future plans, strategy and prospects may or may not be achieved. They are based on certain assumptions, which may not be met or on which views may differ and may be affected by known and unknown risks. The performance and operations of the Company may be influenced by a number of factors, many of which are outside the control of the Company. No representation or warranty, express or implied, is made by the Company, or any of its directors, officers, employees, advisers or agents that any intentions, expectations or plans will be achieved either totally or partially or that any particular rate of return will be achieved.

Given the risks and uncertainties may cause the Company's actual future results, performance or achievements to be materially different from those expected, planned or intended, recipients should not place undue reliance on these intentions, expectations, future plans, strategy and prospects. The Company does not warrant or represent that the actual results, performance or achievements will be as expected, planned or intended.

US Disclosure

This document does not constitute any part of any offer to sell, or the solicitation of any offer to buy, any securities in the United States or to, or for the account or benefit of any "US person" as defined in Regulation S under the US Securities Act of 1993 ("Securities Act"). The Company's shares have not been, and will not be, registered under the Securities Act or the securities laws of any state or other jurisdiction of the United States, and may not be offered or sold in the United States or to any US person without being so registered or pursuant to an exemption from registration including an exemption for qualified institutional buyers.

SAMSUNG MOBILE EXPERIENCE



Investor Presentation

2023

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

2022 FINANCIAL SUMMARY

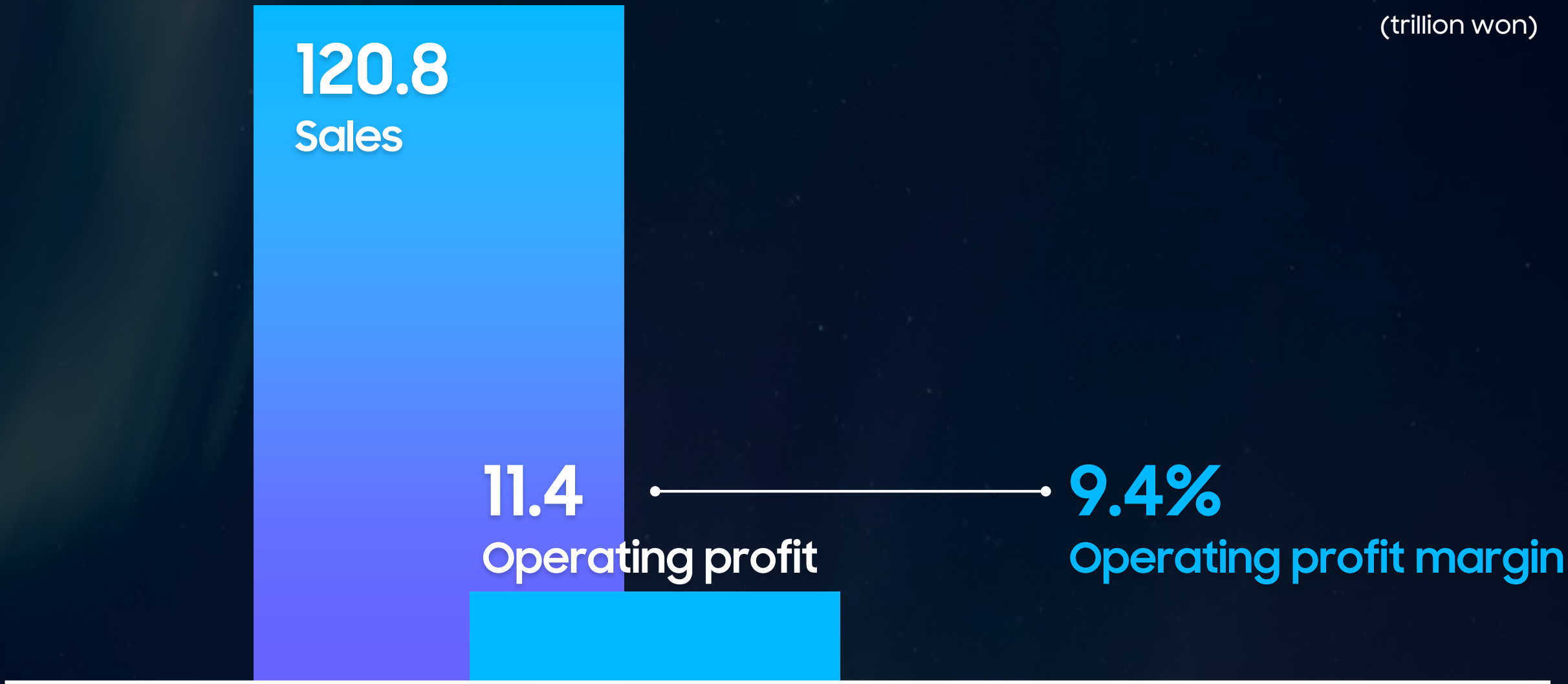
Earnings results*

(trillion won)

120.8
Sales

11.4
Operating profit

9.4%
Operating profit margin

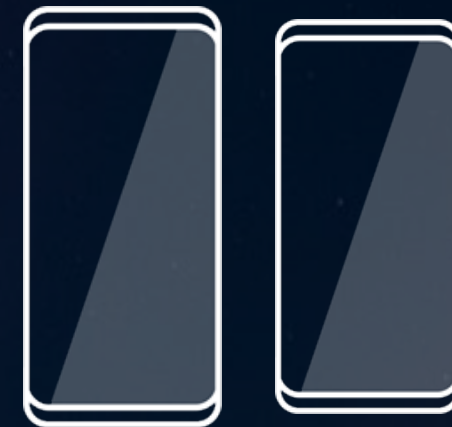


2022 FINANCIAL SUMMARY

Global number 1



Global market share*



Smartphone
21.7%
(# 1 since 2011)

BUSINESS ACCOMPLISHMENTS

Strengthened premium experience

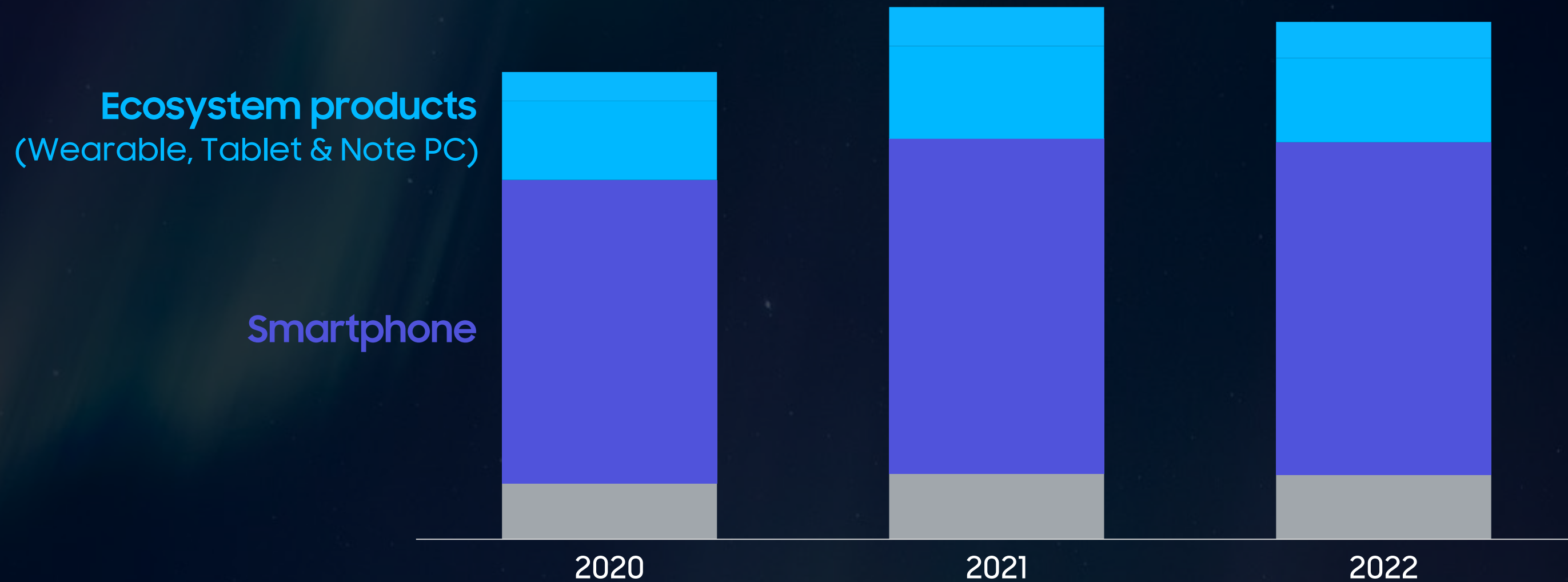


Full-fledged mainstreaming of foldables



BUSINESS ACCOMPLISHMENTS

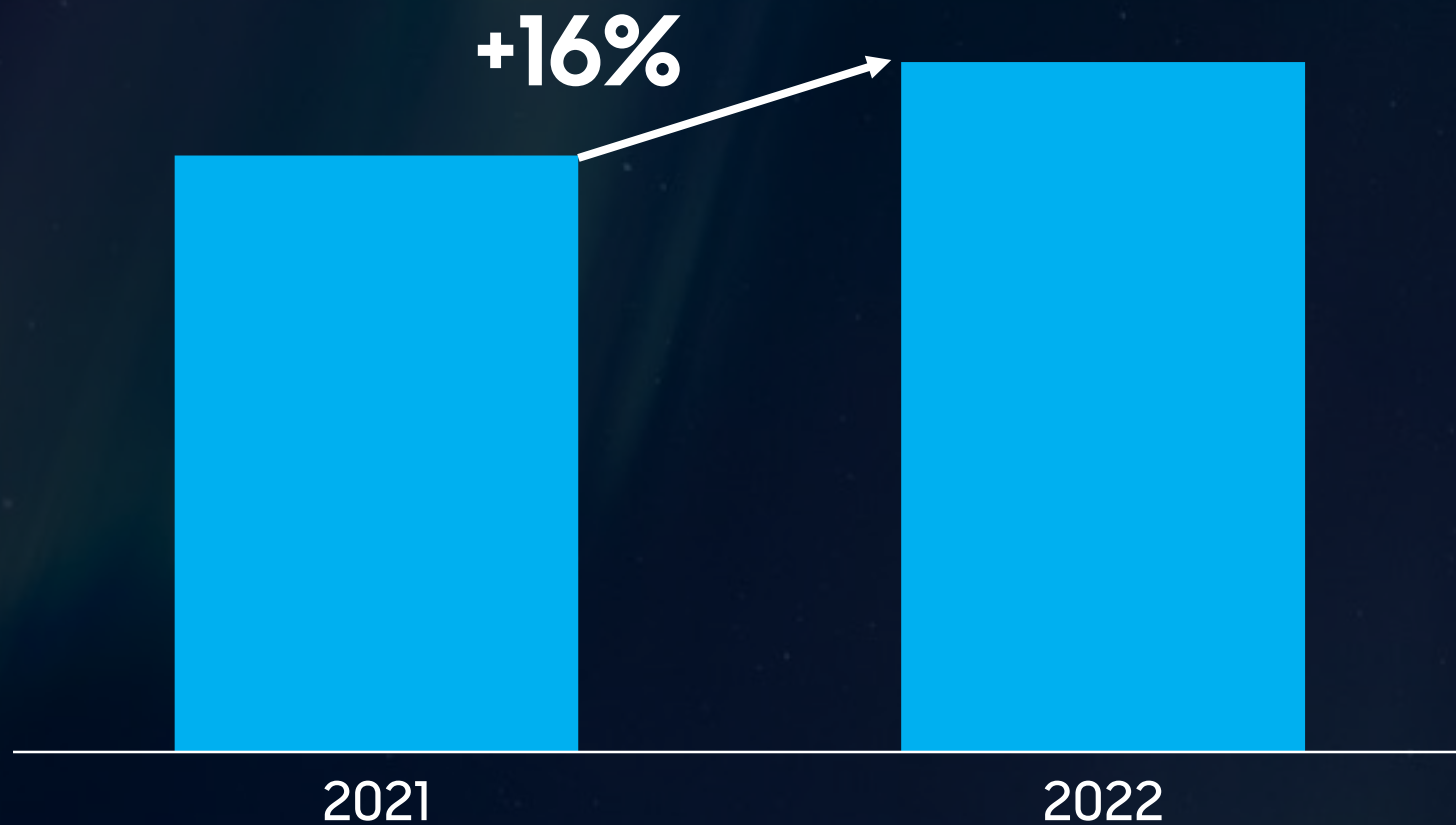
Held up overall sales well despite highly unfavorable business environment, and maintained contribution of Galaxy Ecosystem products



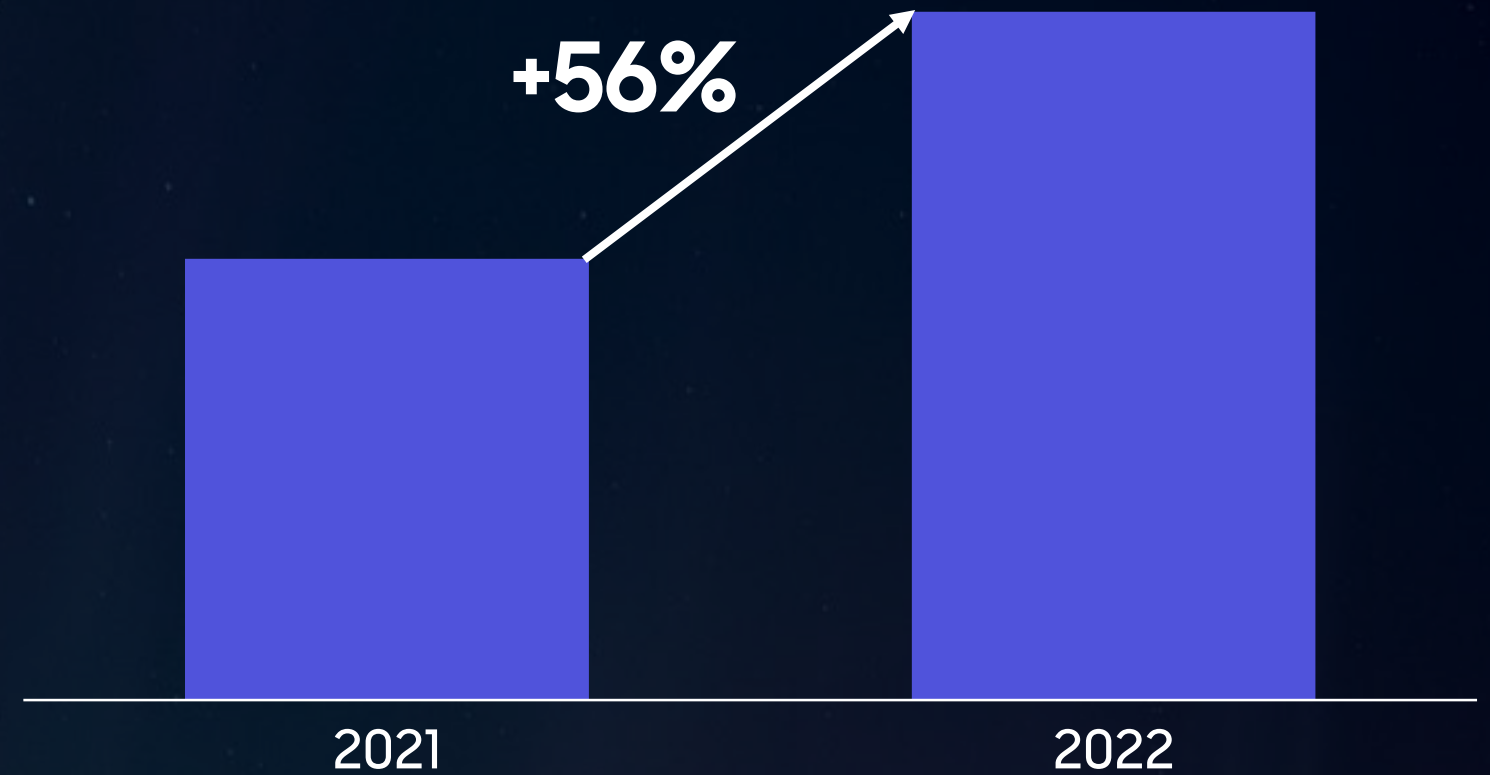
BUSINESS ACCOMPLISHMENTS

Flagship smartphone revenue and 5G shipments increased

Flagship smartphone revenue



5G smartphone shipments



Content

BUSINESS HIGHLIGHTS

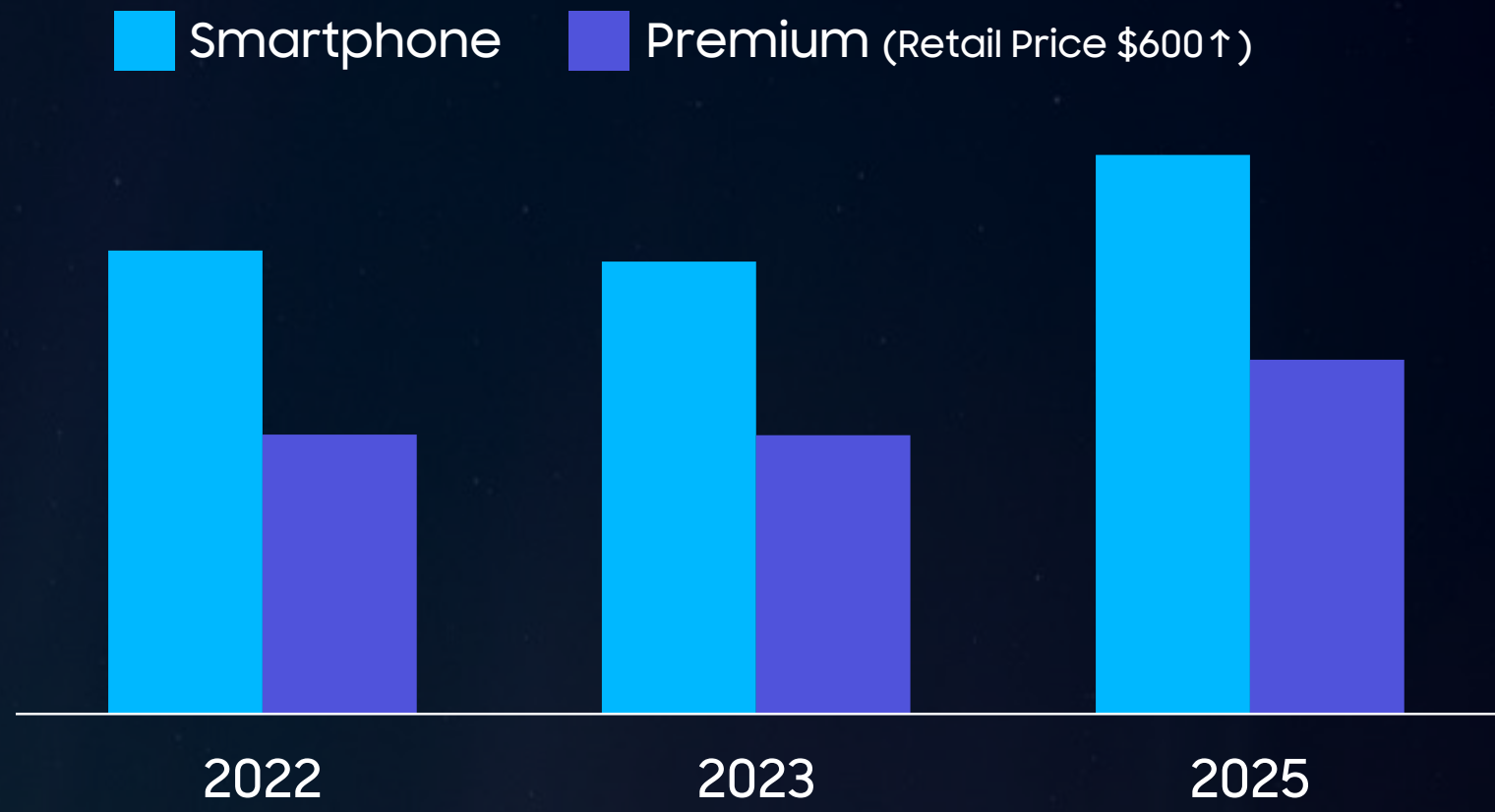
MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

SMARTPHONE



While 2023 smartphone market is expected to contract due to macroeconomic factors, we expect flagship and 5G growth to continue



* Strategy Analytics

TABLET & NOTE PC



While Tablet and Note PC markets are expected to stay flat or contract following significant growth during the pandemic, an expected rise in Tablet ASP demonstrates sustained demand for premium products

■ Tablet

■ Note PC

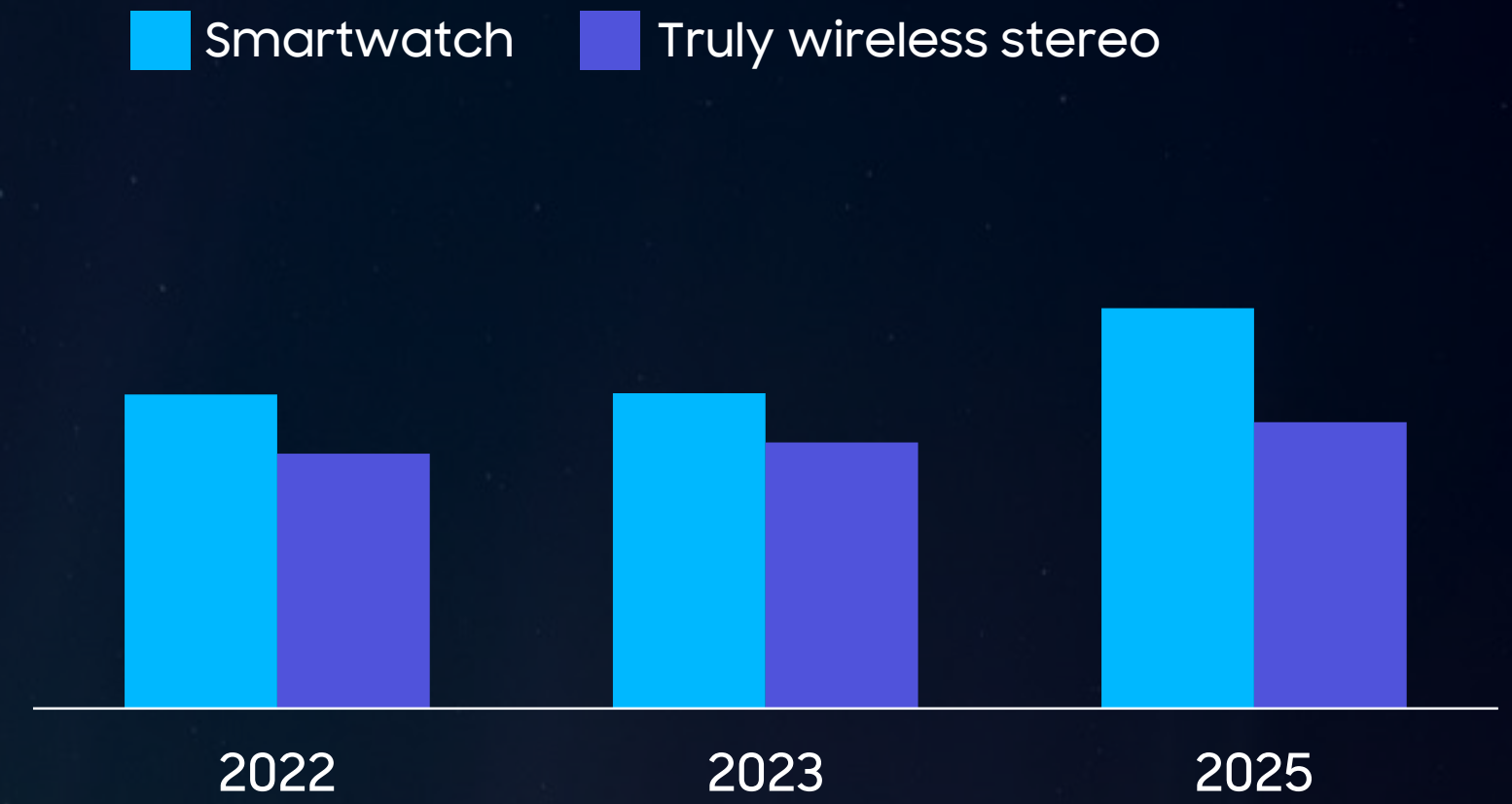


* Strategy Analytics, IDC

WEARABLES



Market momentum expected to decelerate after 2022's high growth, with opportunities centered around emerging markets



* IDC

Content

BUSINESS HIGHLIGHTS

MOBILE MARKET OPPORTUNITIES

SAMSUNG STRATEGY

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

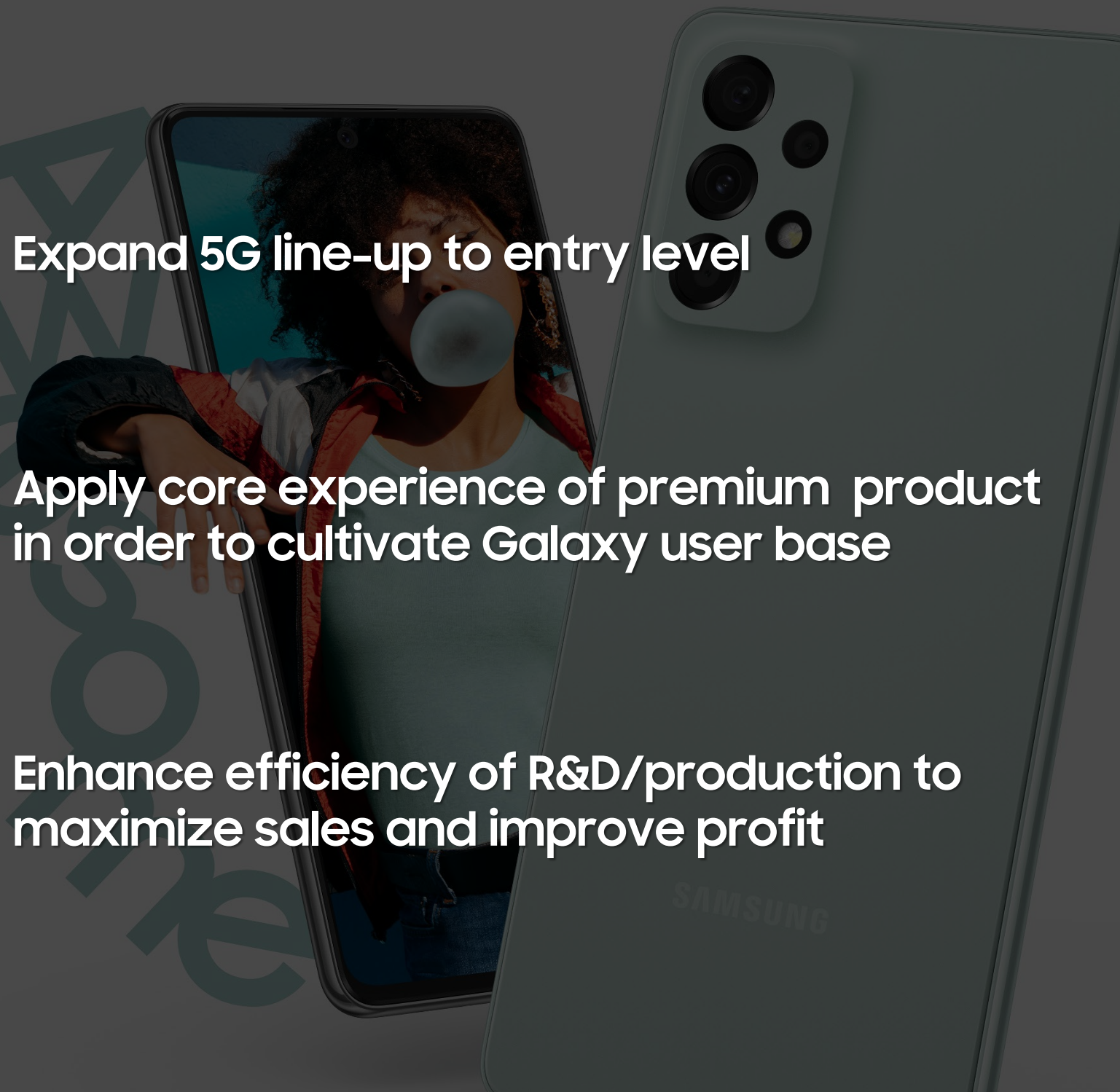


- ✓ Expand premium customers by securing customer-centric experience leadership
- ✓ Consolidate foldable leadership by optimizing form-factor tailored experience
- ✓ Intensify efforts for sustainable innovation

EXPAND USER BASE WITH MASS PRODUCT



- ✓ Expand 5G line-up to entry level
- ✓ Apply core experience of premium product in order to cultivate Galaxy user base
- ✓ Enhance efficiency of R&D/production to maximize sales and improve profit



ADDRESS PREMIUM TAB & NOTE PC DEMAND

**Tablet: Enhance premium lineup
based on productivity / immersive exp.**

**Note PC: Strengthen high performance,
portability, and multi-device experience**



WEARABLE, ENHANCE USER EXPERIENCE

Smartwatch: Offering a personalized, holistic health experience

True Wireless Stereo: Seamless and intelligent personal listening device



GALAXY EXPERIENCE

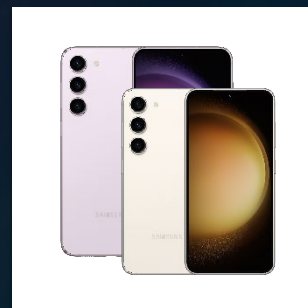
Improve consumer experience by evolving Galaxy's heritage, tailored to the customer needs of each product group

Model CXP

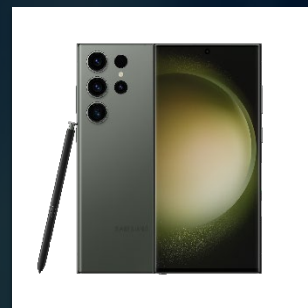
Core Experience Proposition for Customers by Model

Series Foundation

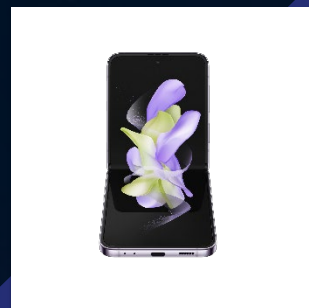
Distinctive and Competitive Product Value Proposition by Series



S/S+
Camera
Design



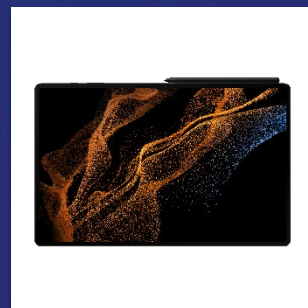
S Ultra
Camera
Performance



Z Flip
Design
Expressions



Z Fold
Productivity
Display
New Experiences



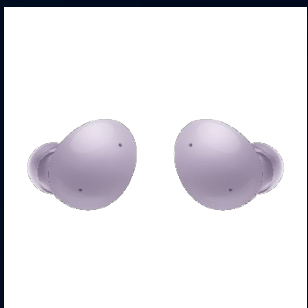
Tab
Productivity
Entertainment



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

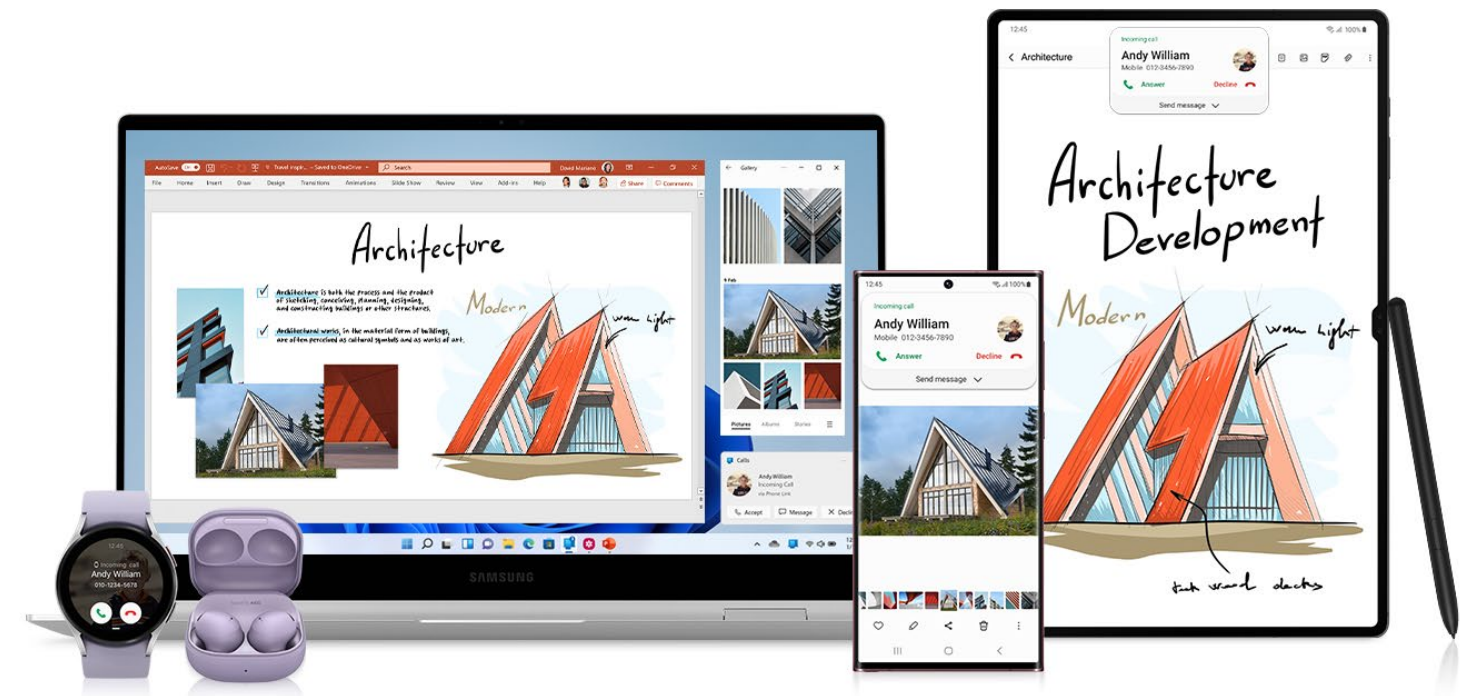
One UI

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

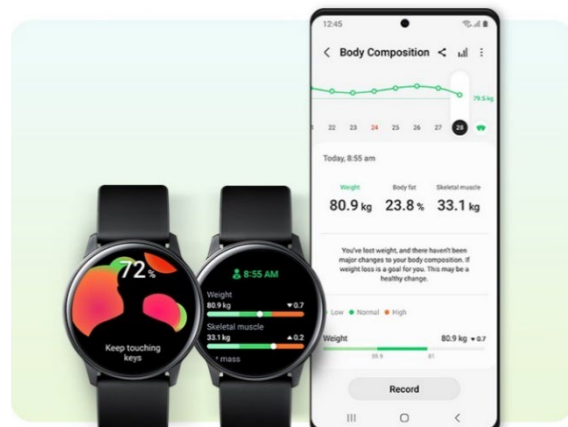
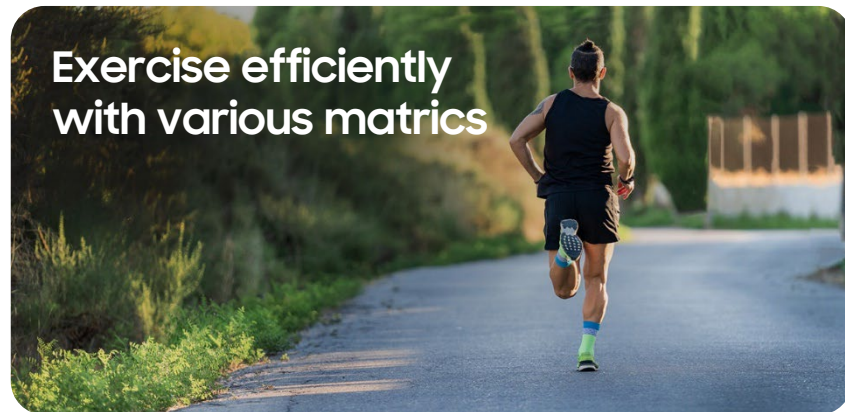
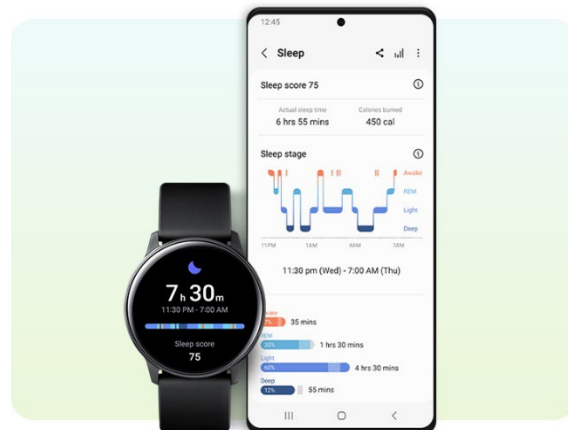


EXPAND DIGITAL LIFE EXPERIENCE



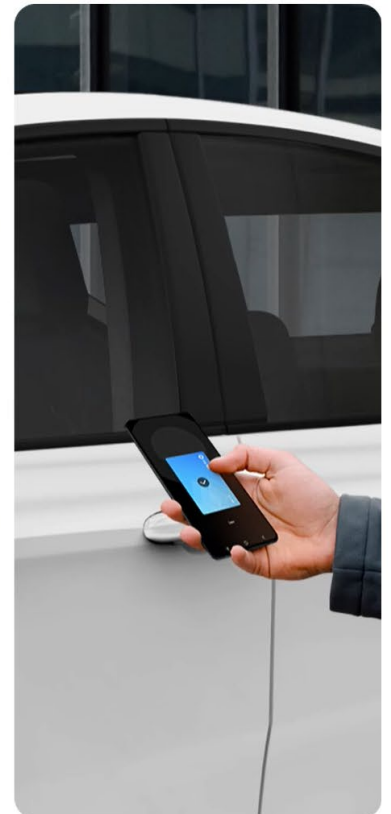
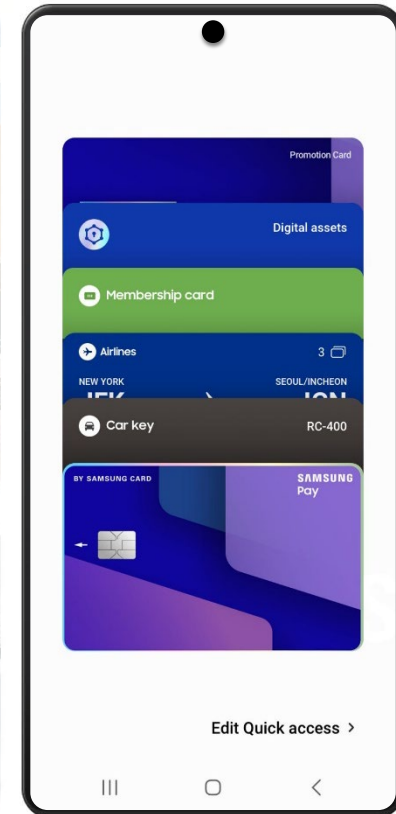
Samsung Health

Samsung Health focuses on wellness by helping users to sleep better and exercise efficiently, including working towards a body composition target



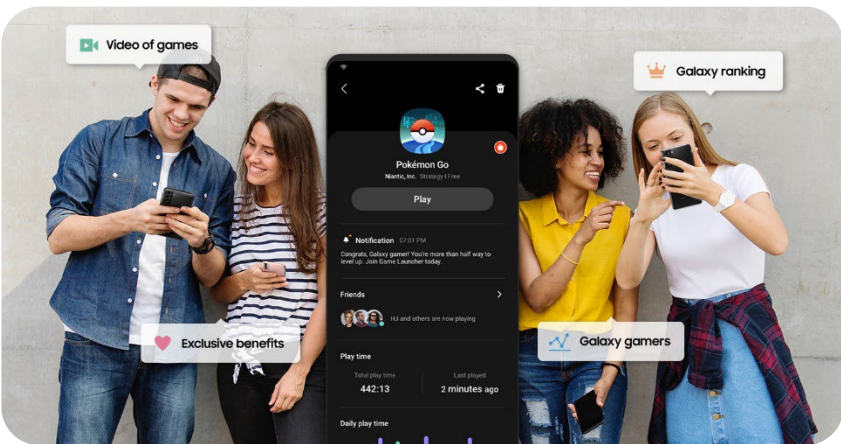
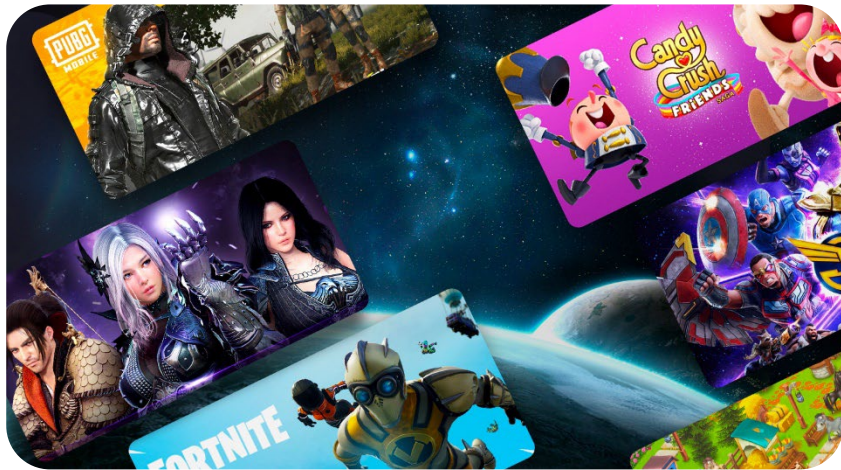
Samsung Wallet / Pay

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

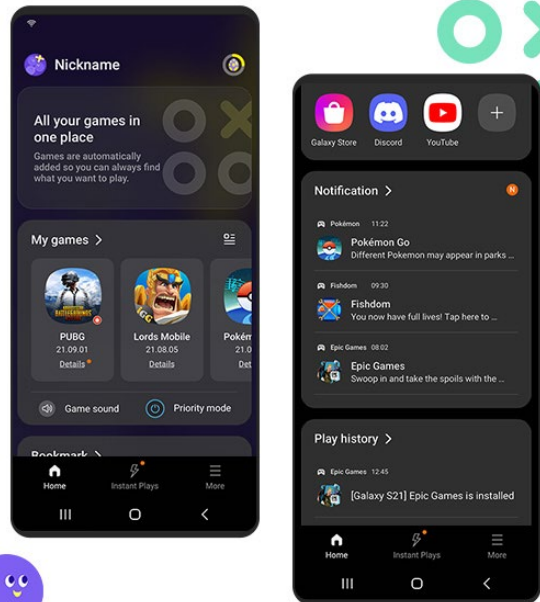


SERVICE AND CONTENTS

Provide rich contents on Galaxy devices




Game Launcher



Samsung Care+, expand coverage



We've got you covered.
Extended warranty

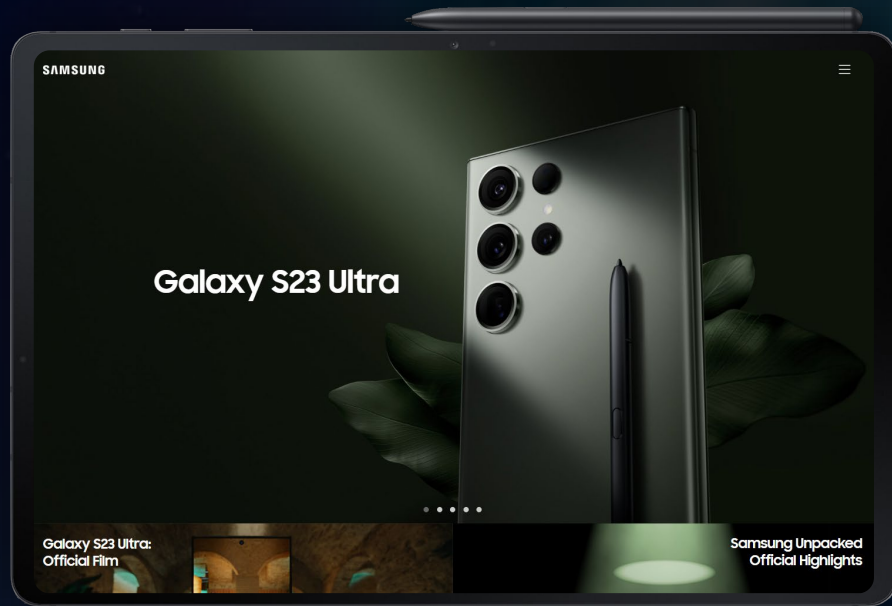


Whatever happens,
we make the best of it.



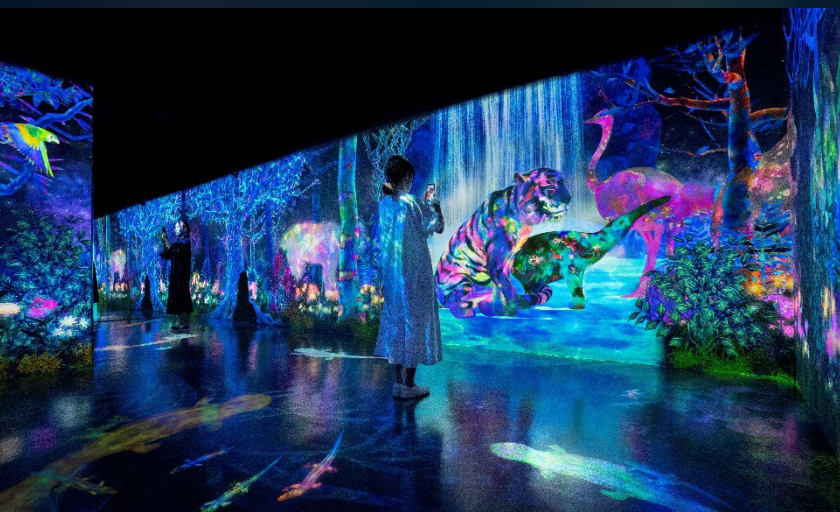
Power up.
Free battery swap

ENHANCE CUSTOMER TOUCHPOINTS



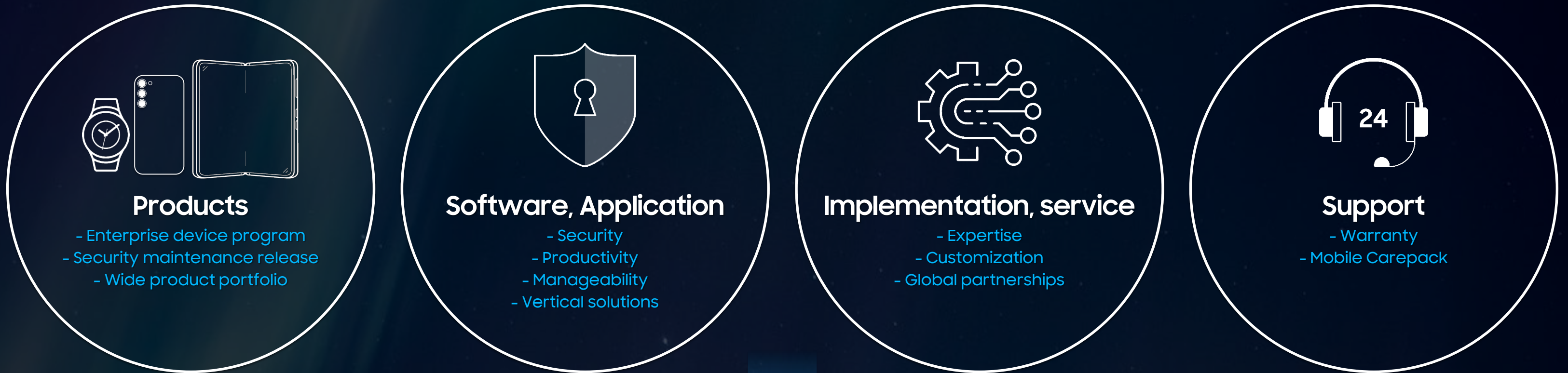
✓ Secure e-Store growth momentum

✓ Online-Offline retail innovation



✓ Enhance communication with various customer segments through digital touch points

BUSINESS ENTERPRISE PORTFOLIO



Provide an end-to-end integrated solution

OPERATIONAL EXCELLENCE

Strengthen flexibility to establish timely supply and response systems



Global production sites



Global sales network



Diverse partnerships



Sell-out based operation

Agility

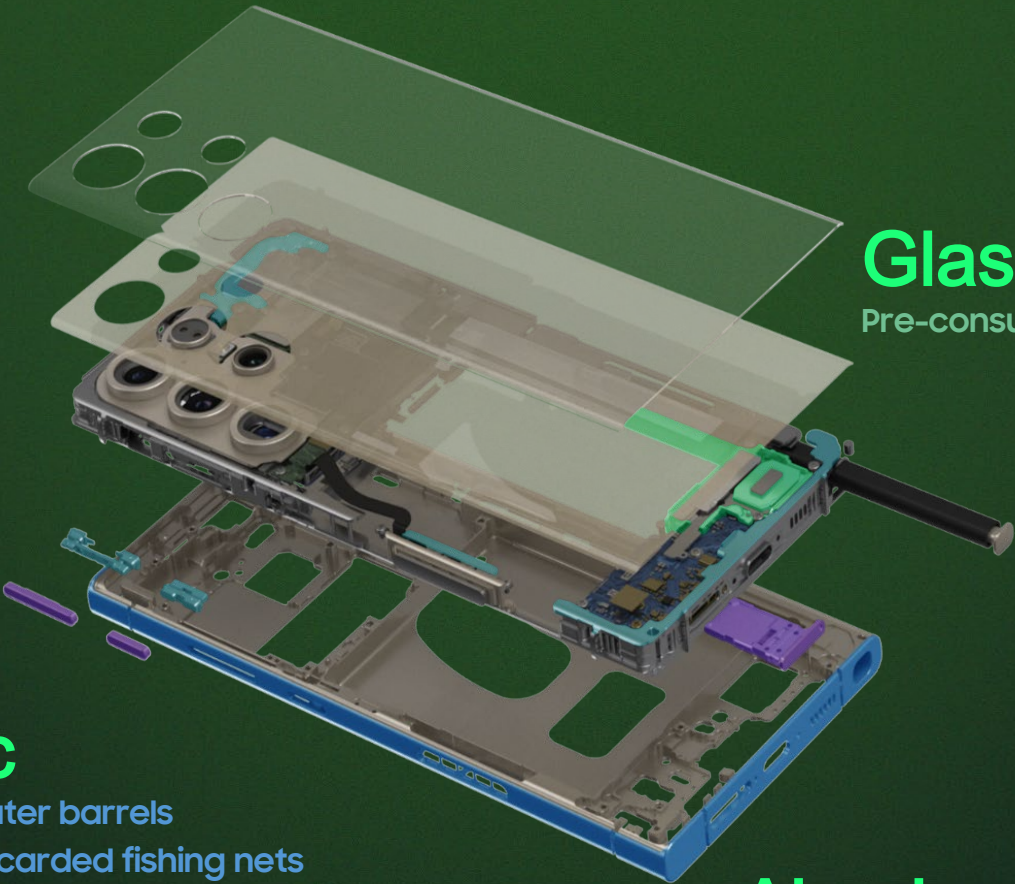


Efficiency

Industry-leading Global SCM competency

SUSTAINABLE INNOVATION

Spread Galaxy's positive influence via efforts such as using more eco-friendly materials



Glass
Pre-consumer Recycled Glass

Plastic
Recycled water barrels
Recycled discarded fishing nets
Recycled PET bottles

Aluminum
Pre-consumer Recycled Aluminum



Paper
100% Recycled paper

Galaxy S23

EXPANDING 5G NW BUSINESS AREA & SCALE FOR SUSTAINABLE GROWTH

