

SAMSUNG DISPLAY



Investor Presentation

2026

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BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

SAMSUNG DISPLAY ESG

DISPLAY OVERVIEW

\$21B

Revenue ('25)

\$2.9B

Profit ('25)

Business Accomplishment

[Market Share]

1

Smartphone Display 43%

Smartphone AMOLED Display 47%

(Revenue base, Omdia)

LEADERSHIP IN DISPLAY

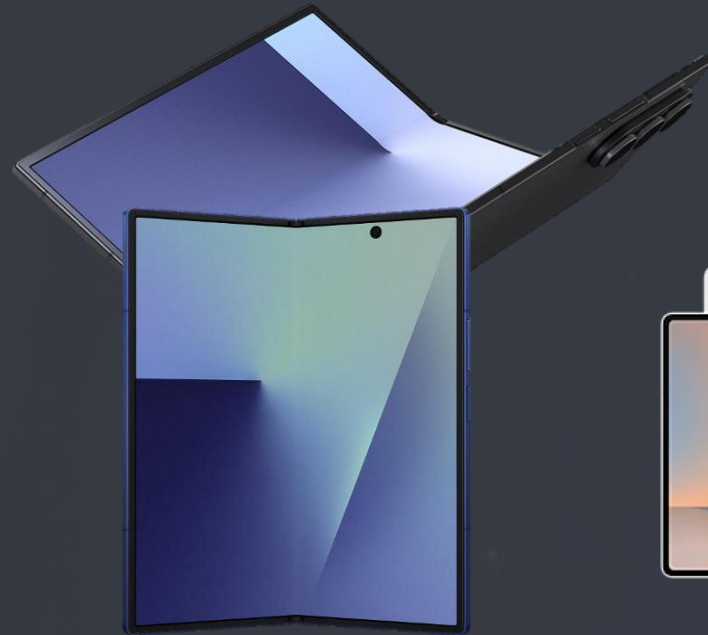
Leading the Small-Medium Display Market



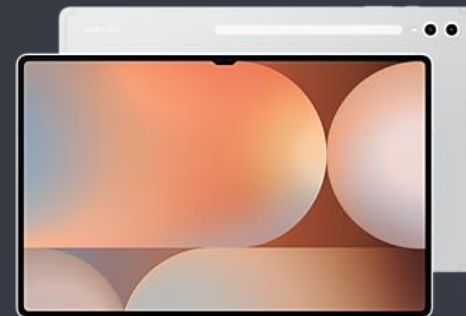
Smart Watch



Smartphone



Foldable/Tri-Fold Phone



Tablet



Note PC



Automotive

LEADERSHIP IN DISPLAY

New standard for Premium Large Display Market



TV



Monitor

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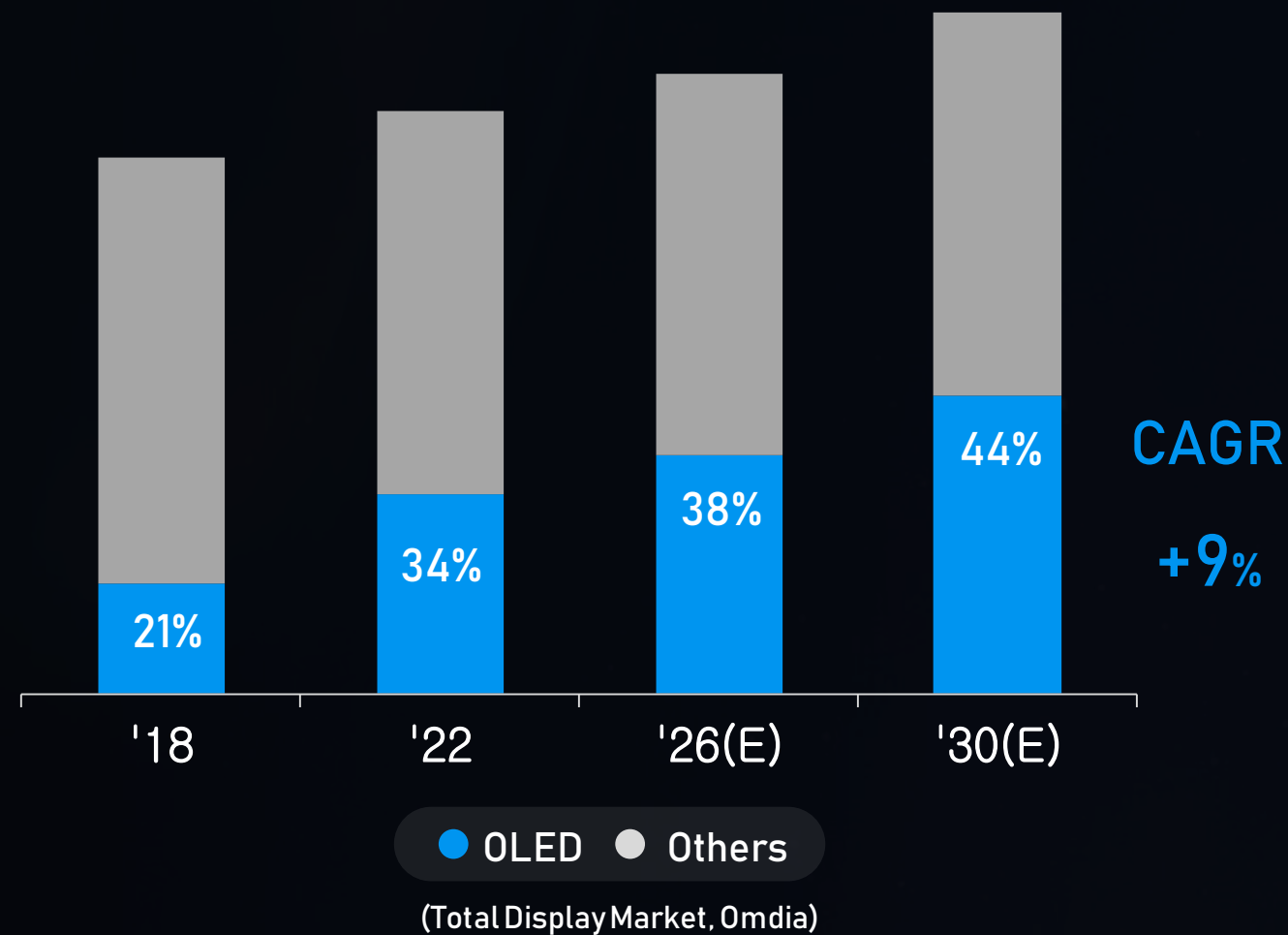
SAMSUNG STRATEGY

SAMSUNG DISPLAY ESG

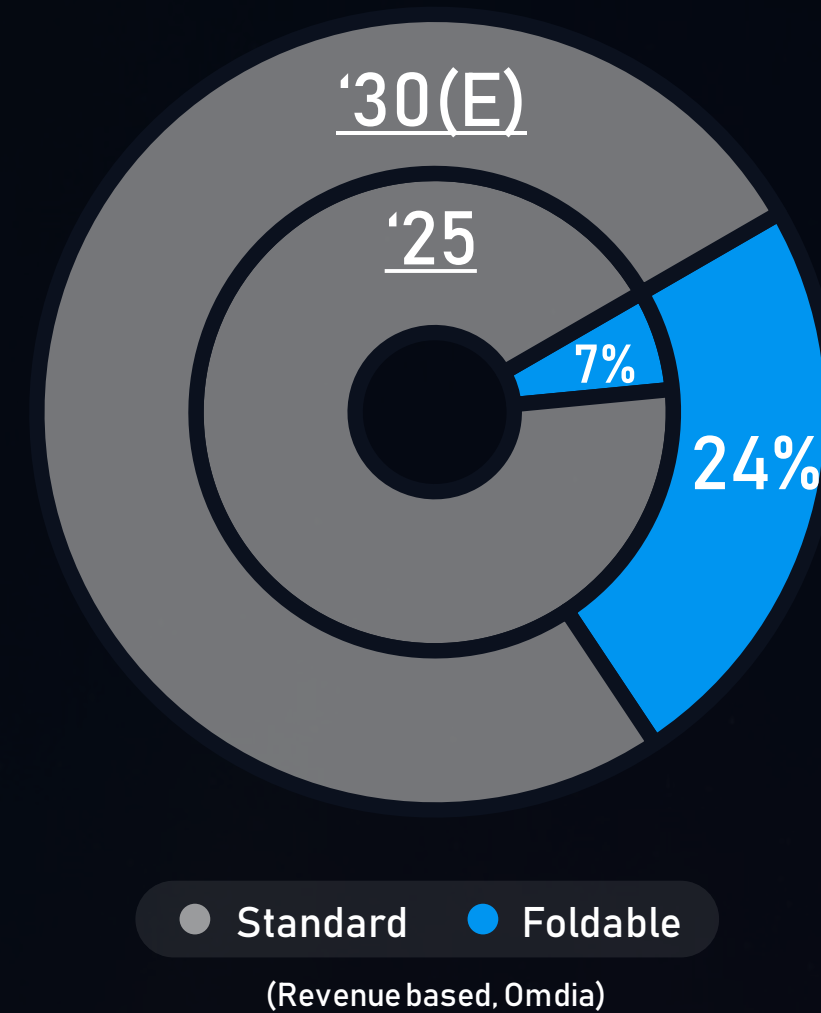
GROWTH OF DISPLAY MARKET

OLED Becoming Mainstream and Form Factor Innovation Driving Opportunities

OLED Revenue Growth

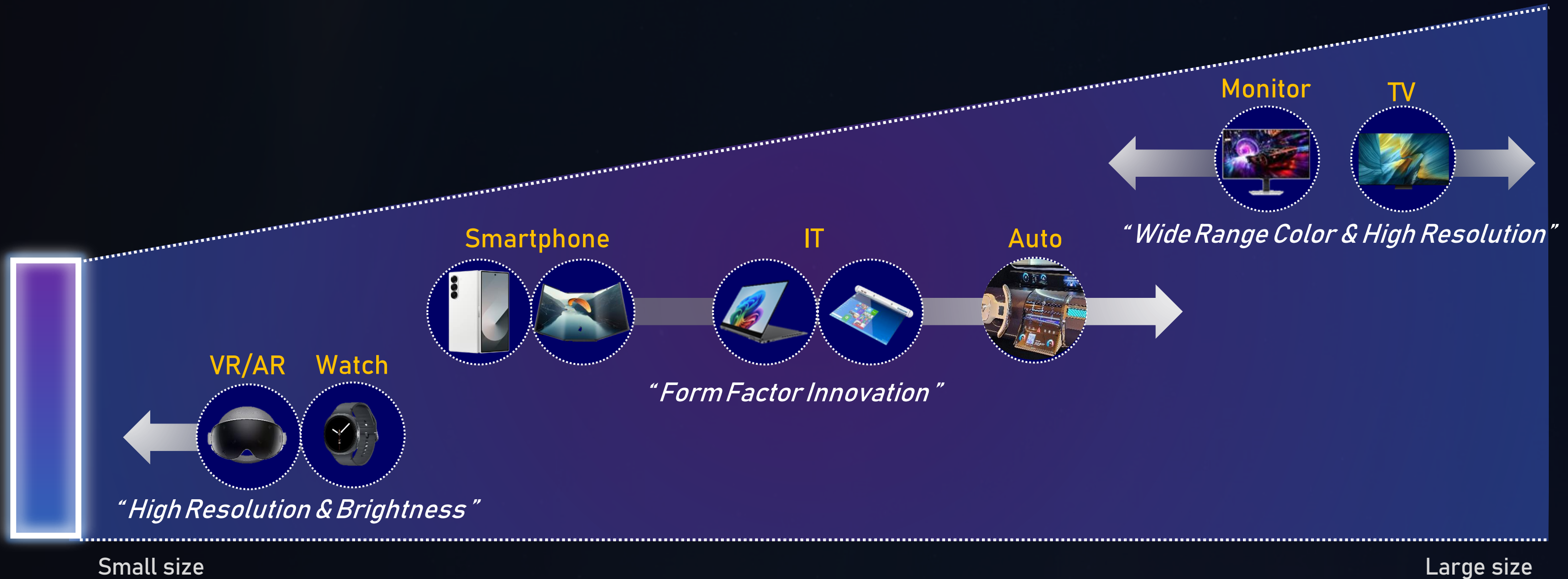


Foldable in Smartphone



OLED IN ALL SIZES

OLED will cover all sizes of display



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SUPERIOR TECHNOLOGY LEADERSHIP

Diamond Pixel™

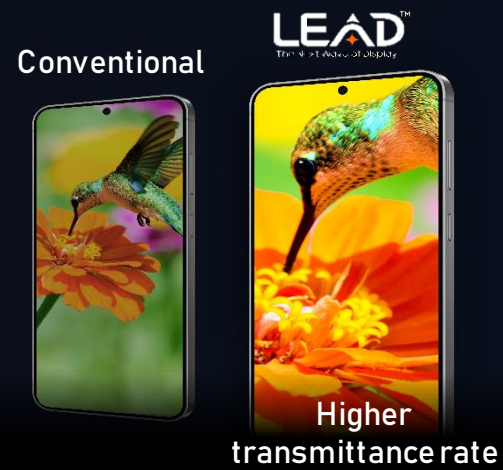
Samsung Diamond Pixel



LEAD™, FMP

The Next Wave of Display

LEAD™
The Next Wave of Display



FMP
(Flex Magic Pixel™)

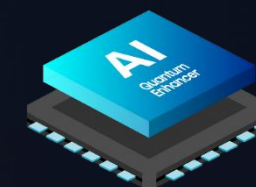


QD-OLED

Leap in Technology

Hyper Efficient EL

Pico Inkjet QD



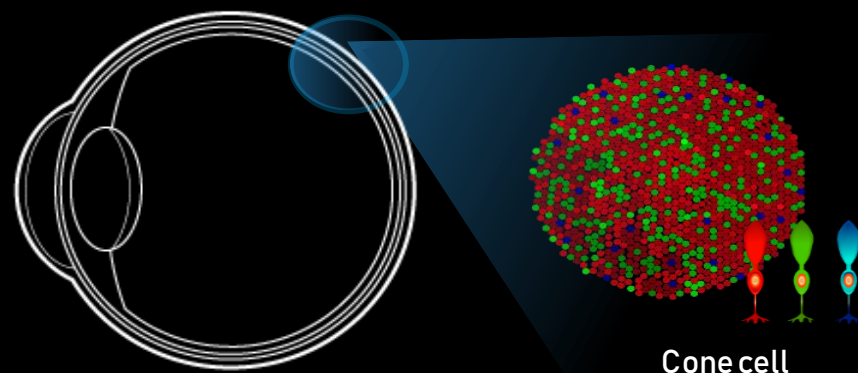
Quantum Enhancer™

DIAMOND PIXEL™

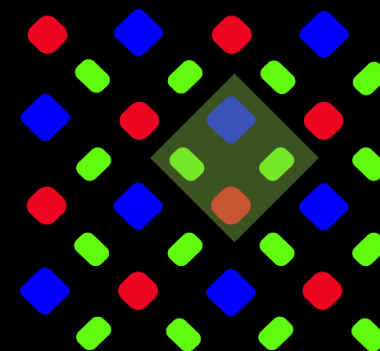
A structure like human eyes,
optimized for straight and diagonal shape expression

Human eye structure

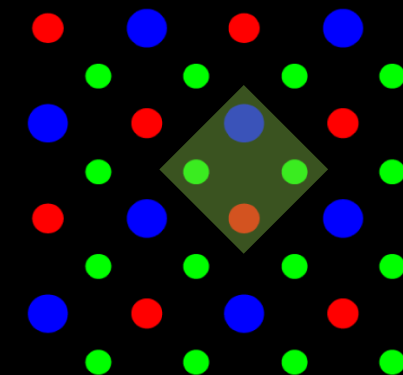
"Human eyes are more sensitive to Green"



Pixel Structure

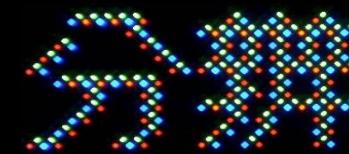


Samsung Diamond Pixel™



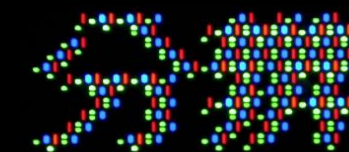
Round Diamond Pixel™

Diamond Pixel



AMOLED

Others

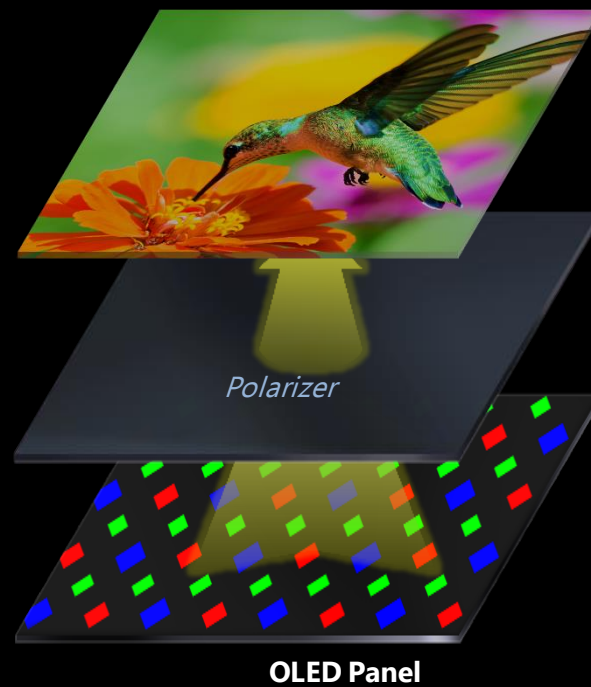


AMOLED

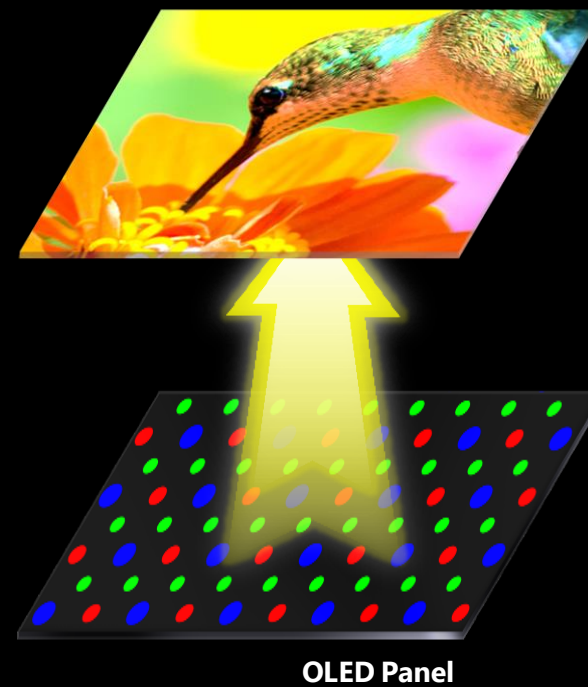
LEAD : THE NEXT WAVE OF DISPLAY

The all-new integrated polarizer brings Displays into the future.

Conventional



LEAD™
The Next Wave of Display



Improved Performance

- 1 Low Power
- 2 Eco-Friendly
- 3 Augmented Color Volume
- 4 Design Differentiation

FMP (FLEX MAGIC PIXEL™)

Privacy Display

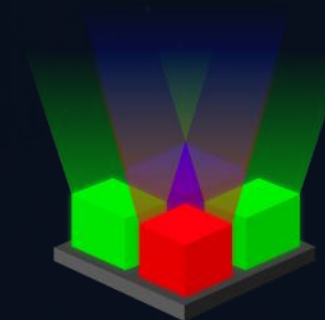
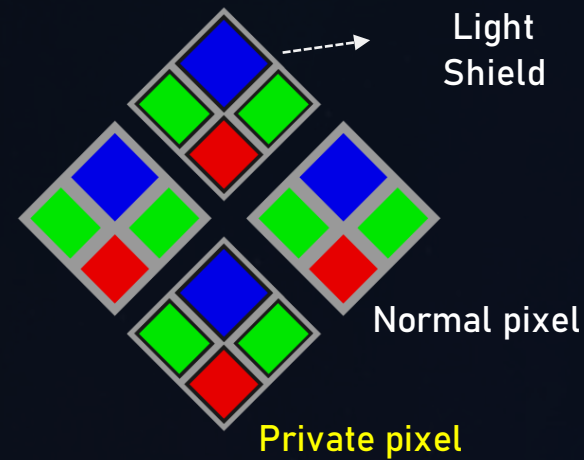


dL < 3.5% at $\theta=45^\circ$, 0.9% at $\theta=60^\circ$

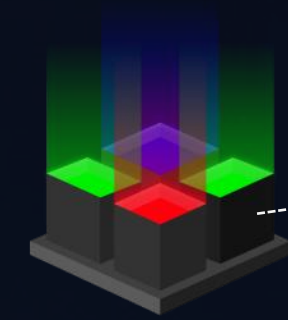
Samsung OLED™

The new solution for privacy protection.

Normal Mode



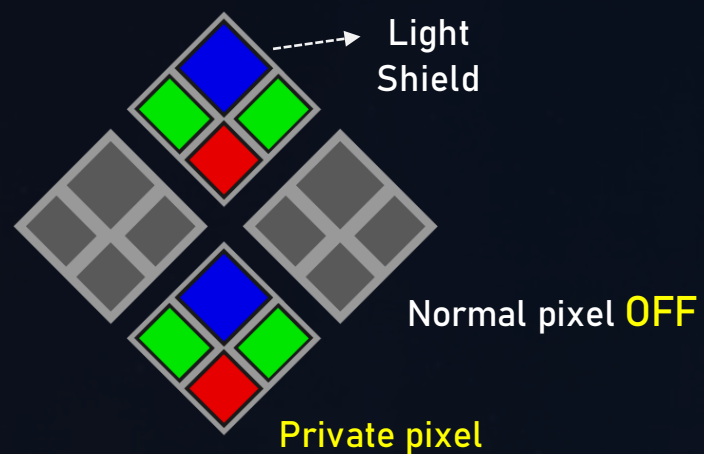
Normal pixel



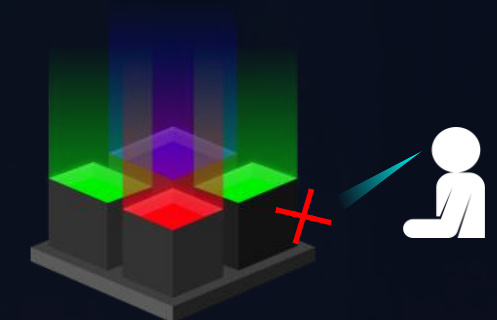
Private pixel

Light Shield

Privacy Mode



Normal pixel OFF



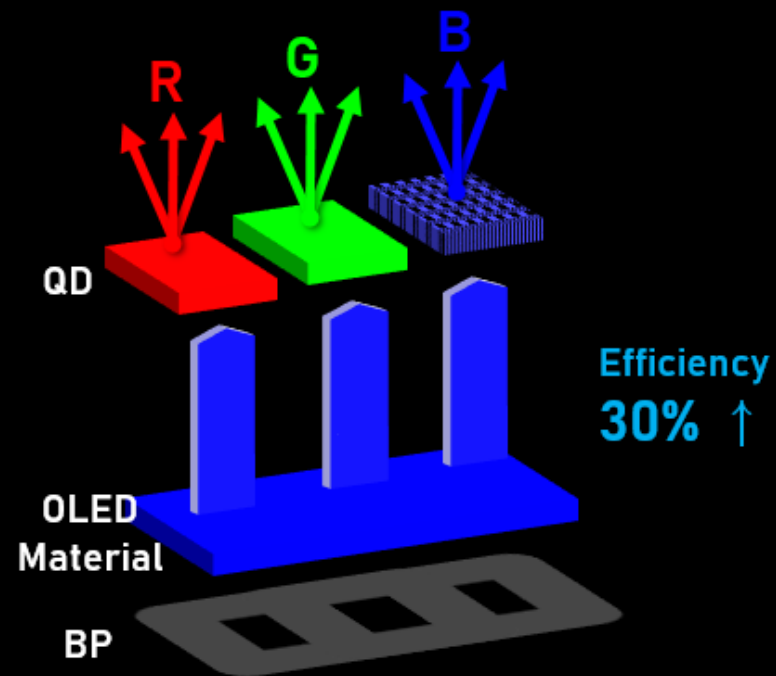
Private pixel

ALL NEW QD-OLED

Brighter

4,500nit

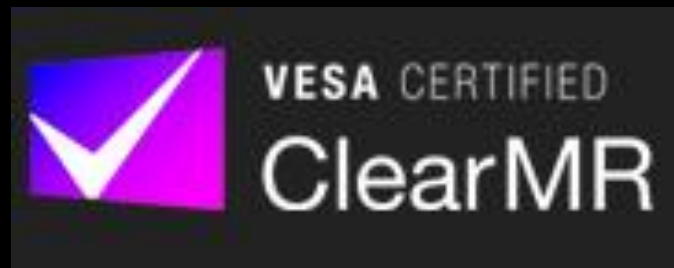
Hyper Efficient EL + Penta Tandem™



Faster

500Hz

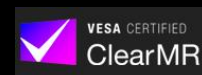
Innovative Driving Tech



240Hz

360Hz

500Hz



13,000

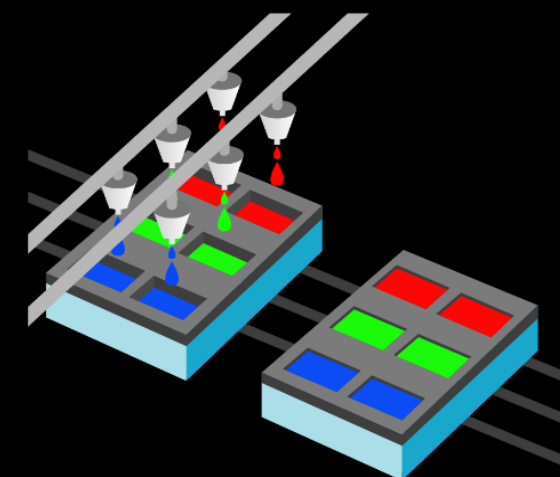
18,000

21,000

Higher

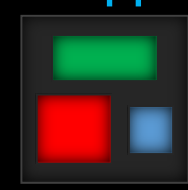
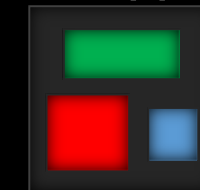
160ppi

Pico Inkjet Pro



140ppi

160ppi



181 μ m

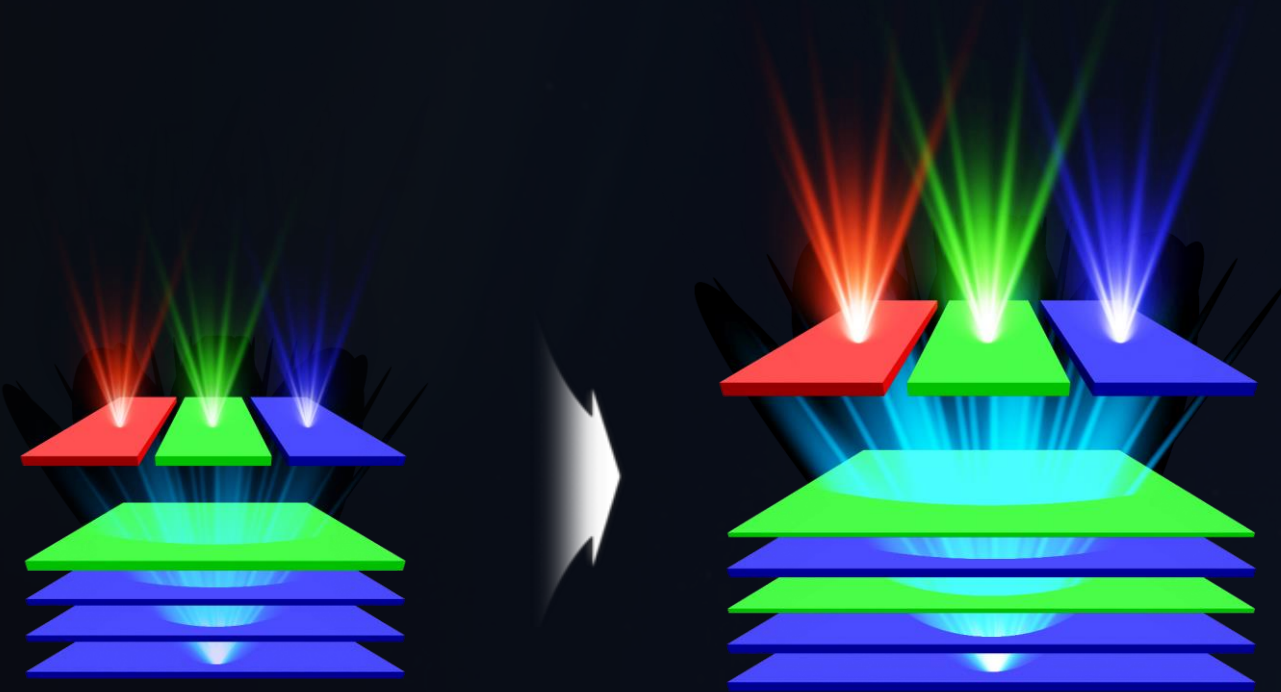
153 μ m

QD-OLED Penta-Tandem™



Five stacked emission layer

- Engineered for the human eye, built for maximum brightness



Enhanced Efficiency

x 1.3 more efficient
(Brighter & Less Power Consumption)



Reinforced Durability

x 2.0 Longer Lifetime



Maximum Brightness

4,500nit (TV) / 1,300nit (MNT) @3% peak
※ TB500 @4K resolution



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CARING FOR ENVIRONMENT

Disposal



Recycling of Waste (99.5%+)



Reduction of Greenhouse Gas

Manufacture

100K Tons of Glass Recycled into Sand since 2016
= Amount to Cover Jungmun Saekdal Beach **3 Times**

Saekdal
40,000m² **x 3**

* Saekdal Beach

Reducing **19M** Tons of Greenhouse Gas since 2016
= **24M** Pine Trees on 109,000km² Space

Jeju
1,850km² **x 59**



* Mt. Halla

UPCYCLED PLASTIC

Defective plastic shipping trays are recycled into new trays

