

## 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.

All the depicted devices and features are fictitious creations. No simulation of any real product is intended.

## 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 that 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 System LSI

Investor Presentation  
2025

# Contents

**Business Update**

**Market Opportunities**

**Samsung Strategy**

**Key Takeaways**

# Financial Highlights

Steady growth based on endless technology innovations

On-device AI



Pioneering with flagship processor

200 Megapixel

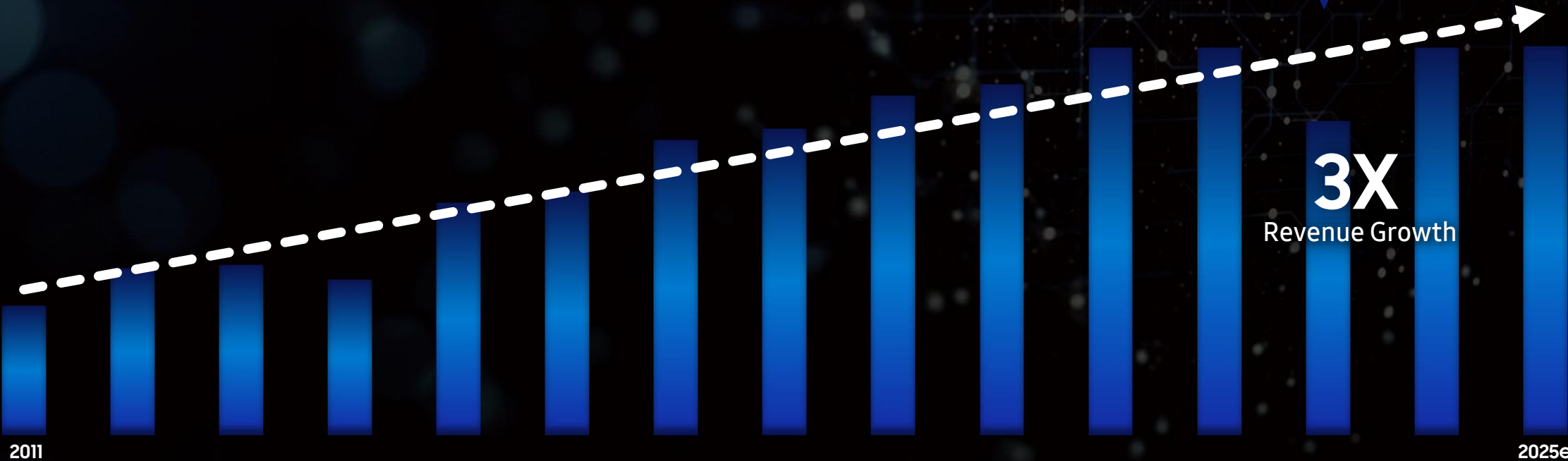


Expanded applications of 200MP image sensor

20+ Years



Leading display driver IC market





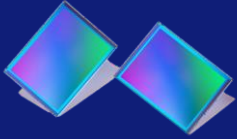
# Business Portfolio

SAMSUNG

Broad range of logic chips for diverse applications



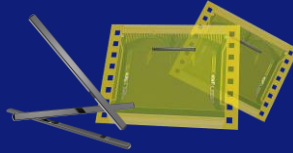
Mobile SoC



Mobile  
CIS



Power  
Management IC



Display Driver IC



NFC/eSE/SIM  
Banking/ID  
Security IC



DTV SoC



Auto SoC



Auto CIS

Smartphone



Wearable



Auto



Robot



# Global Network

Worldwide R&D expertise for top-notch technologies

SAMSUNG



R&D  
Center



Regional  
Office

\* Excluding domestic, as of September, 2023 .

# Contents

**Business Update**

**Market Opportunities**

**Samsung Strategy**

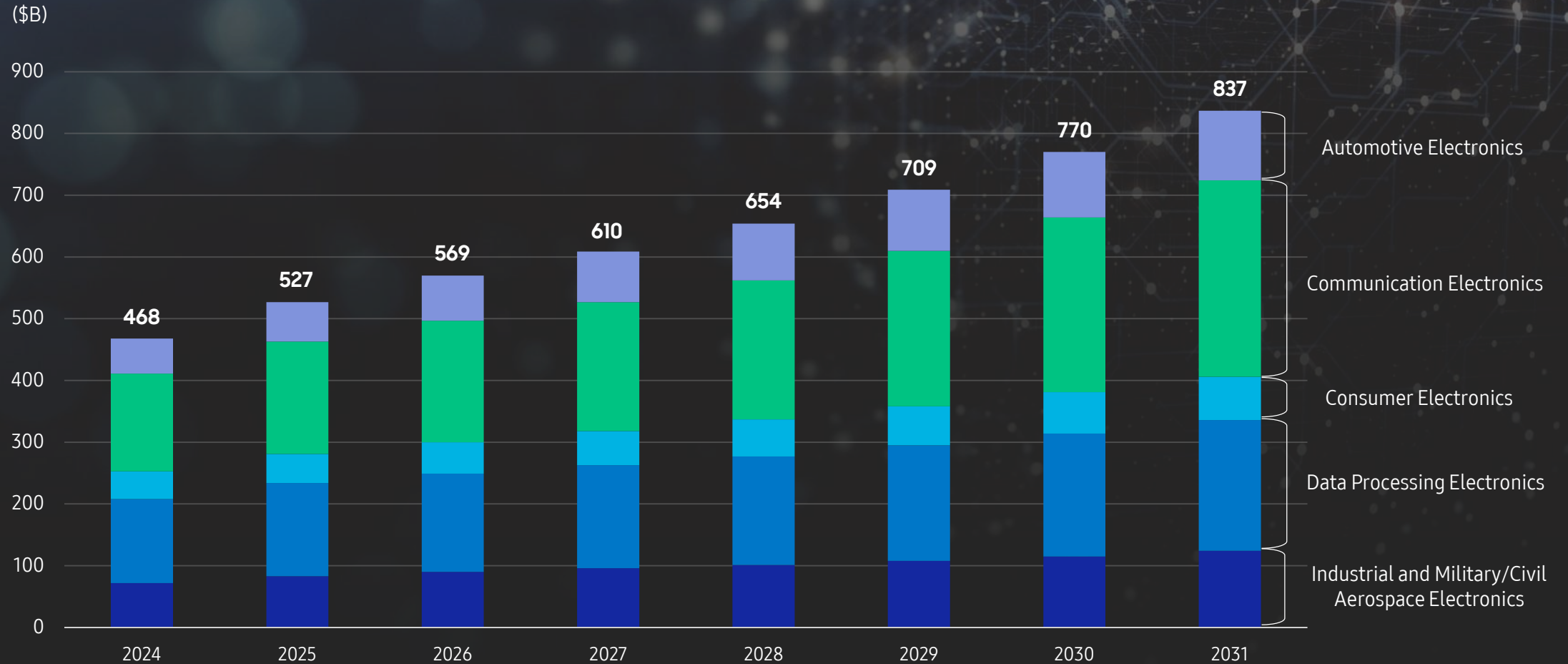
**Key Takeaways**



# Logic Chips Market Forecast

Anticipating long-term stable growth

SAMSUNG



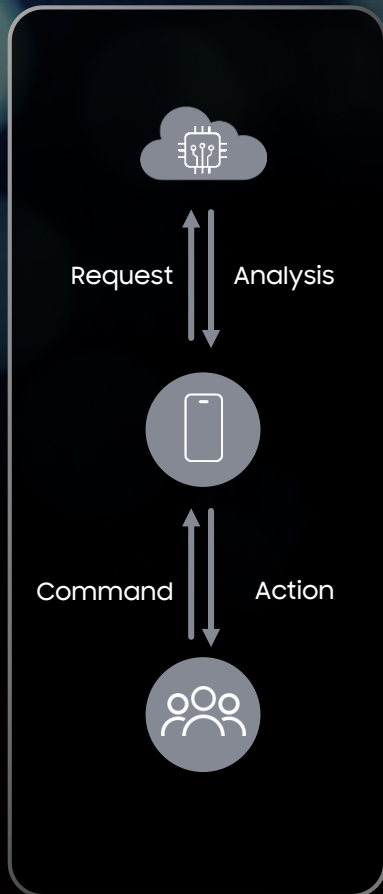
\* Gartner '24. 12 (2029~2031: '23~'28 CAGR)



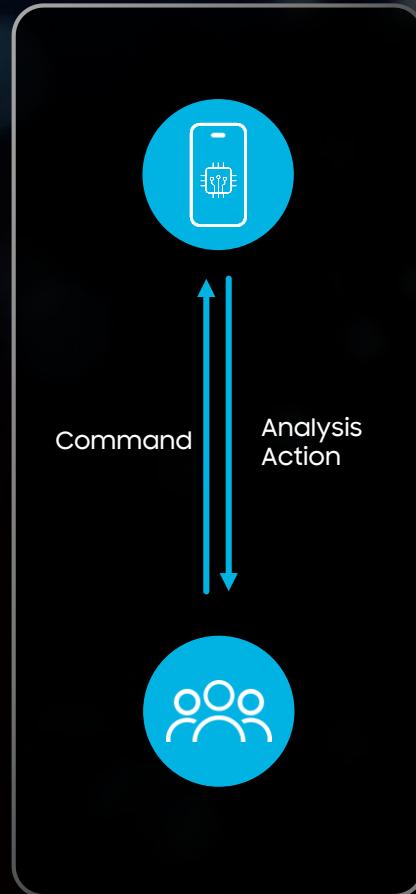
# Enlarging Edge of On-device AI

On-device AI's strengths spread to a wide range of applications

## Cloud AI



## On-Device AI



## Key Benefits



Privacy Protection



Personalized Experience



Low Latency



Low Power & Low Cost

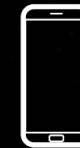
## Expanding Applications



Tablet



Laptop



Smartphone



Robotics



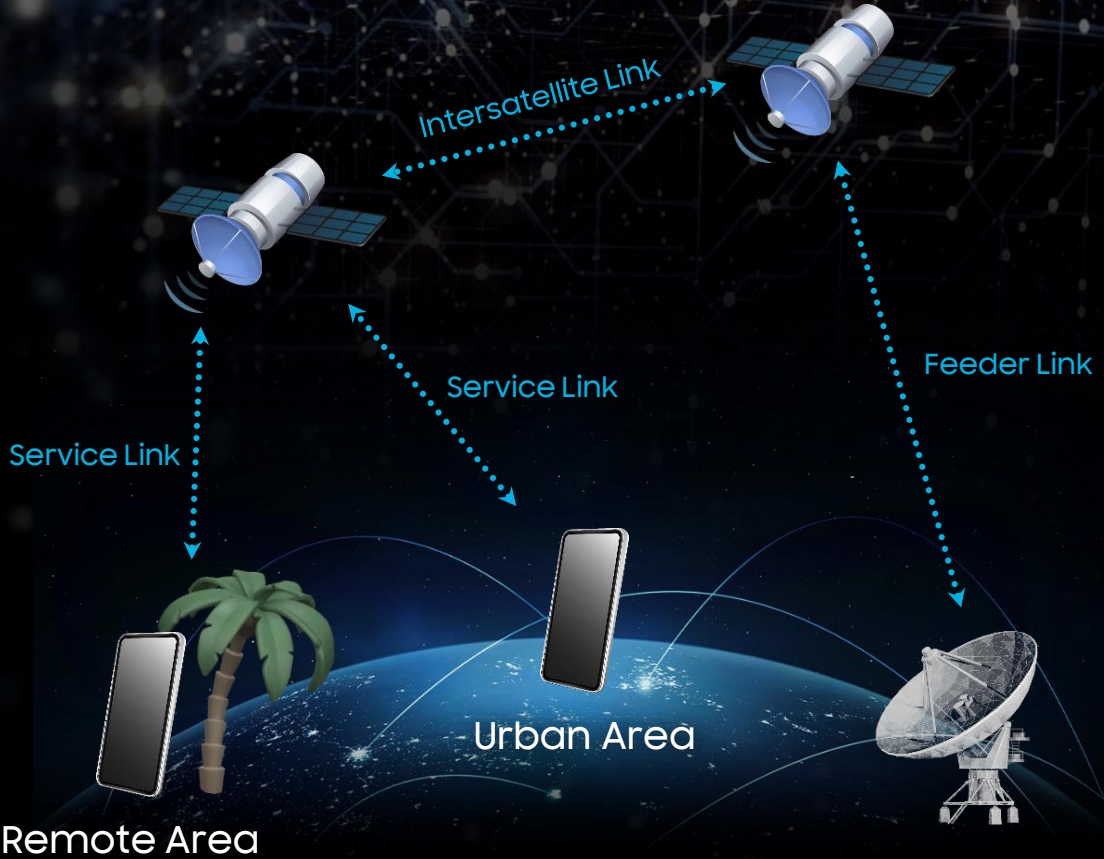
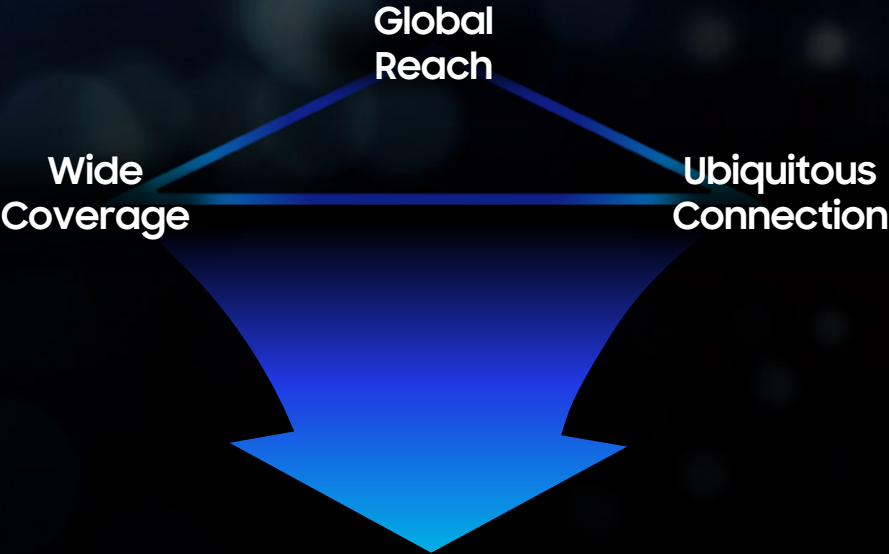
Smartwatch



Automotive

# Extending Connectivity beyond Terrestrial

Uninterrupted connectivity without blind spot with non-terrestrial network





# Growing Needs for Advanced Mobile Photography

Sophisticated development in mobile image sensor for pro-grade quality of mobile camera



Powerful Zoom



High-Dynamic Range



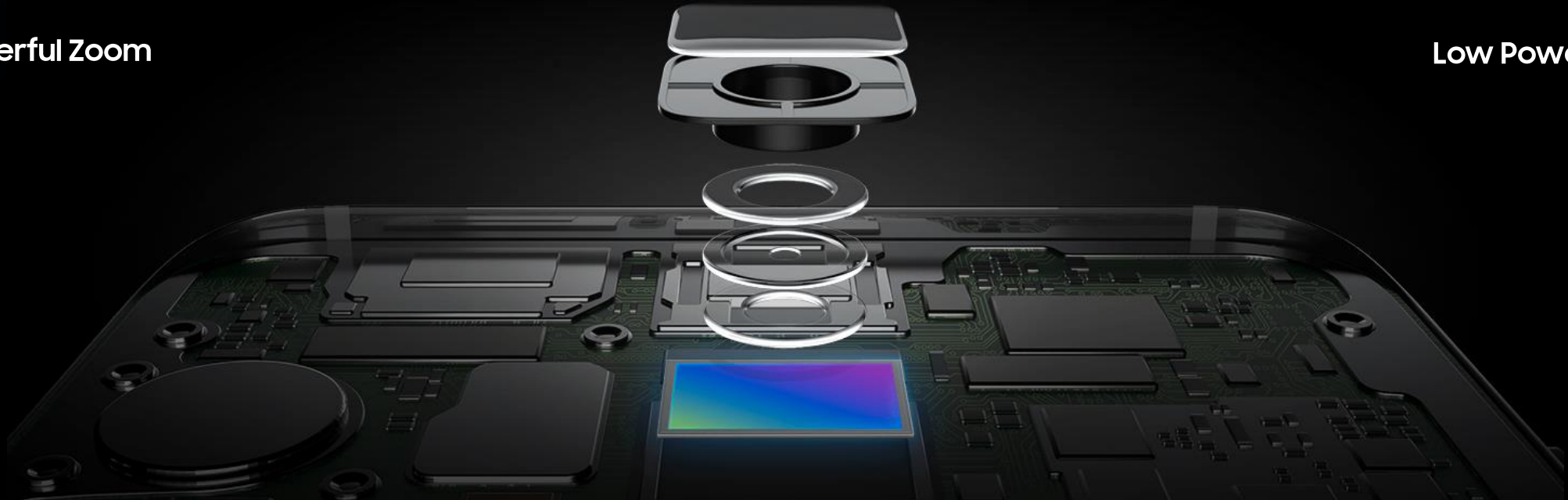
AI Integration



Low-light Sensitivity



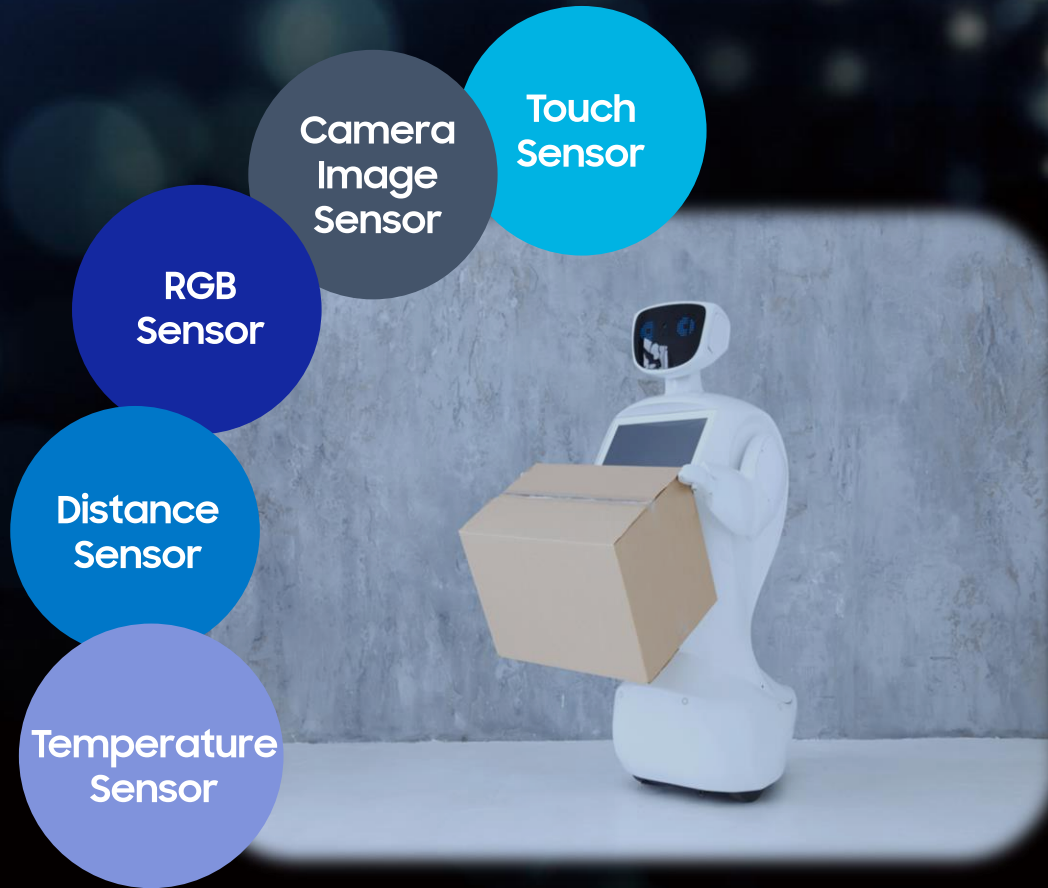
Low Power





# Emerging Markets of New Applications

Rising demand for specialized sensors for a variety of devices



# Emphasizing Visual Experience across Devices

Diversified needs for display driver IC in varied form factors



OLED<sup>o</sup>S Solution

Real OLED Solution

Low Power Design

Higher Frequency

Better Image Reproduction on Displays





# Explosive Expansion of AI and its Applications

Rising importance of power and security solutions for sustainable AI

## Power Solutions



Energy Efficiency



Cost Reduction



Lower  
Carbon Emission



Heat Management



Sustainable AI

## Security Solutions



Data Leakage  
Prevention



Privacy  
Protection



Server Security



Ethical  
AI Algorithms



# Contents

Business Update

Market Opportunities

Samsung Strategy

Key Takeaways

# Strategy for the Growth

Provide platform solutions acting as all the organs in the system





# Processor (System on Chip)

Innovative mobile experience with Exynos processor



Deca-core CPU with  
Tri-cluster Architecture



NPU Dedicated for  
On-device AI



Hardware Ray Tracing



Up to 320MP Camera





# Modem & Connectivity

Swift and seamless 5G connectivity with Exynos modem

**SAMSUNG**

3GPP Release 17

The first to FR1-only 11.2Gbps\*

Dual support of NB-IoT NTN & 5G NR NTN

4nm EUV process for power efficiency

**SAMSUNG**  
Exynos Modem

\* As determined by industry public announcement dates.

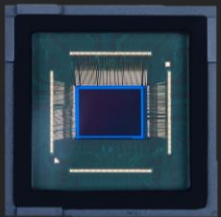
# Image Sensor

Enhancing both camera design and performance with ISOCELL

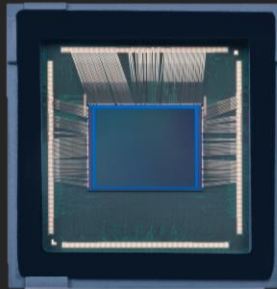
## 'One Set for All' Mobile Image Sensor

### New Product Lineup for Smartphone

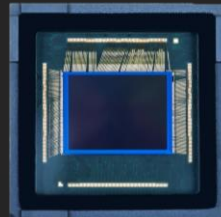
Offering a versatile 200MP and 50MP lineup to support wide, telephoto, and front cameras - reinforcing pixel technology leadership.



ISOCELL JN5



ISOCELL HP9

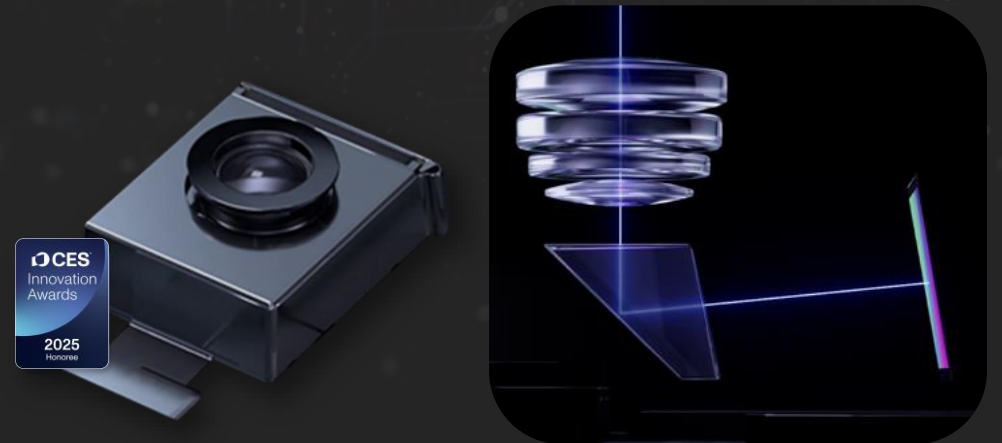


ISOCELL GNJ

## More Light with More Compact Module

### All Lenses on Prism (ALoP) \*CES Innovation Awards (2025)

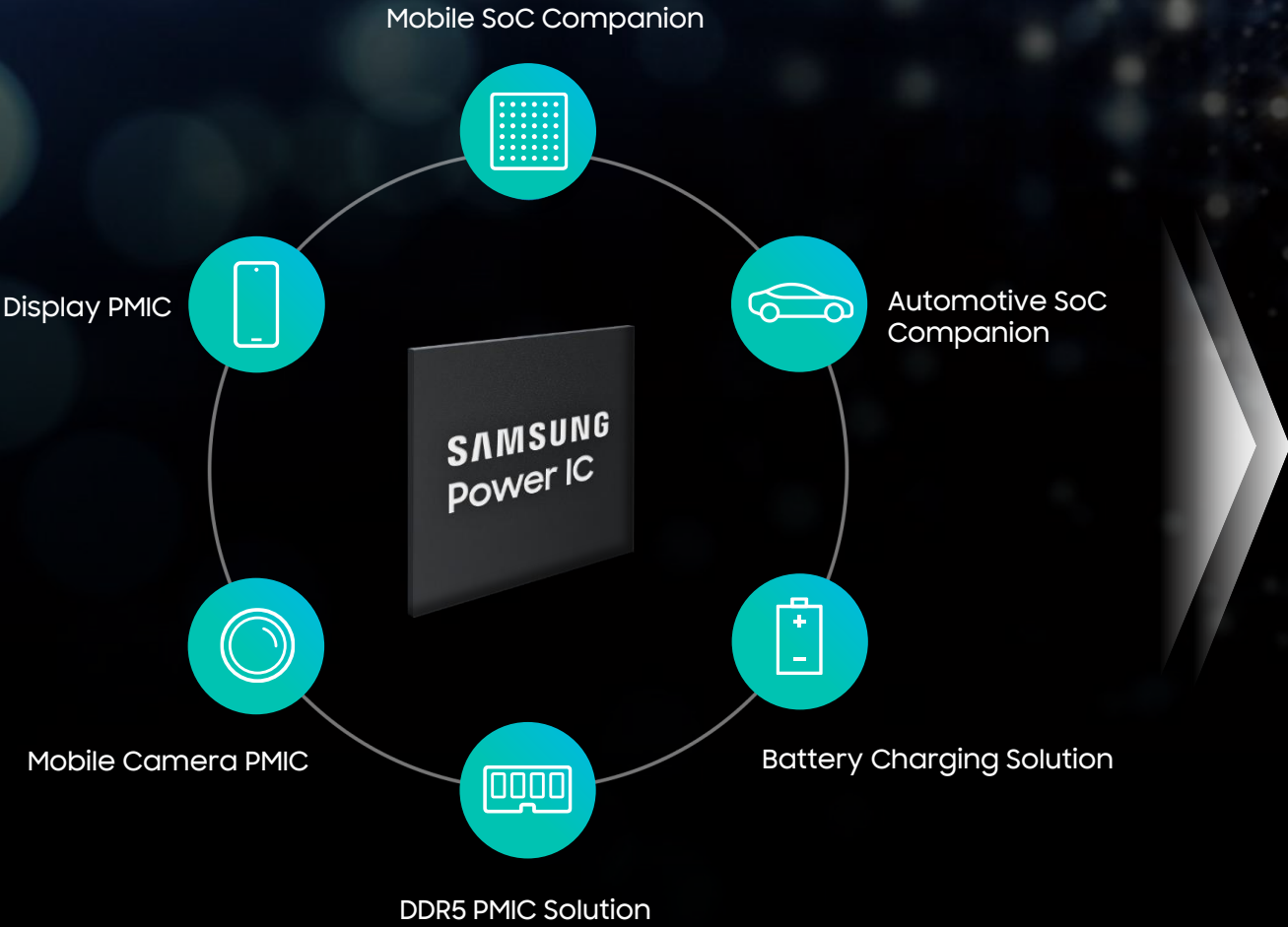
Reducing module length by 22% compared to conventional periscope module, while enabling brighter telephoto images and a slimmer bump through flat lens placement.





# Power Management IC

Comprehensive power solution for improved power efficiency of diverse applications

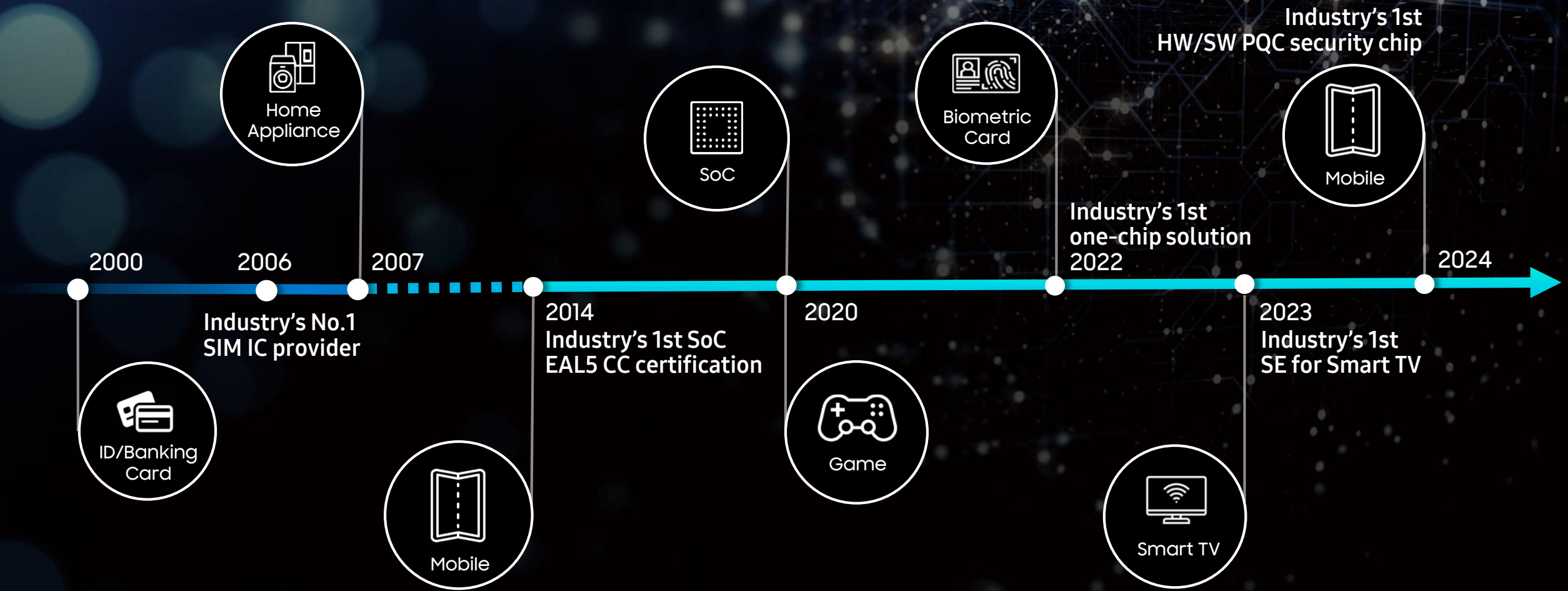


 <p><b>Power Efficiency</b></p>	 <p><b>Cost Reduction</b></p>
 <p><b>Lower Carbon Emission</b></p>	 <p><b>Sustainability</b></p>



# Security Solution

Protecting privacy and safety across the various platforms



# Samsung Solutions for Mobile Platform

SAMSUNG

## ISOCELL Image Sensor

Mobile image sensor  
ToF sensor

## Exynos Processor

Mobile SoC  
LTE/5G modem  
RF ICs, UWB

## Power Management IC

SoC PMIC  
OLED display PMIC  
Wireless charging IC



## SIM / NFC / Secure Element

SIM & NFC chip for mobile payment  
iSE, iSIM

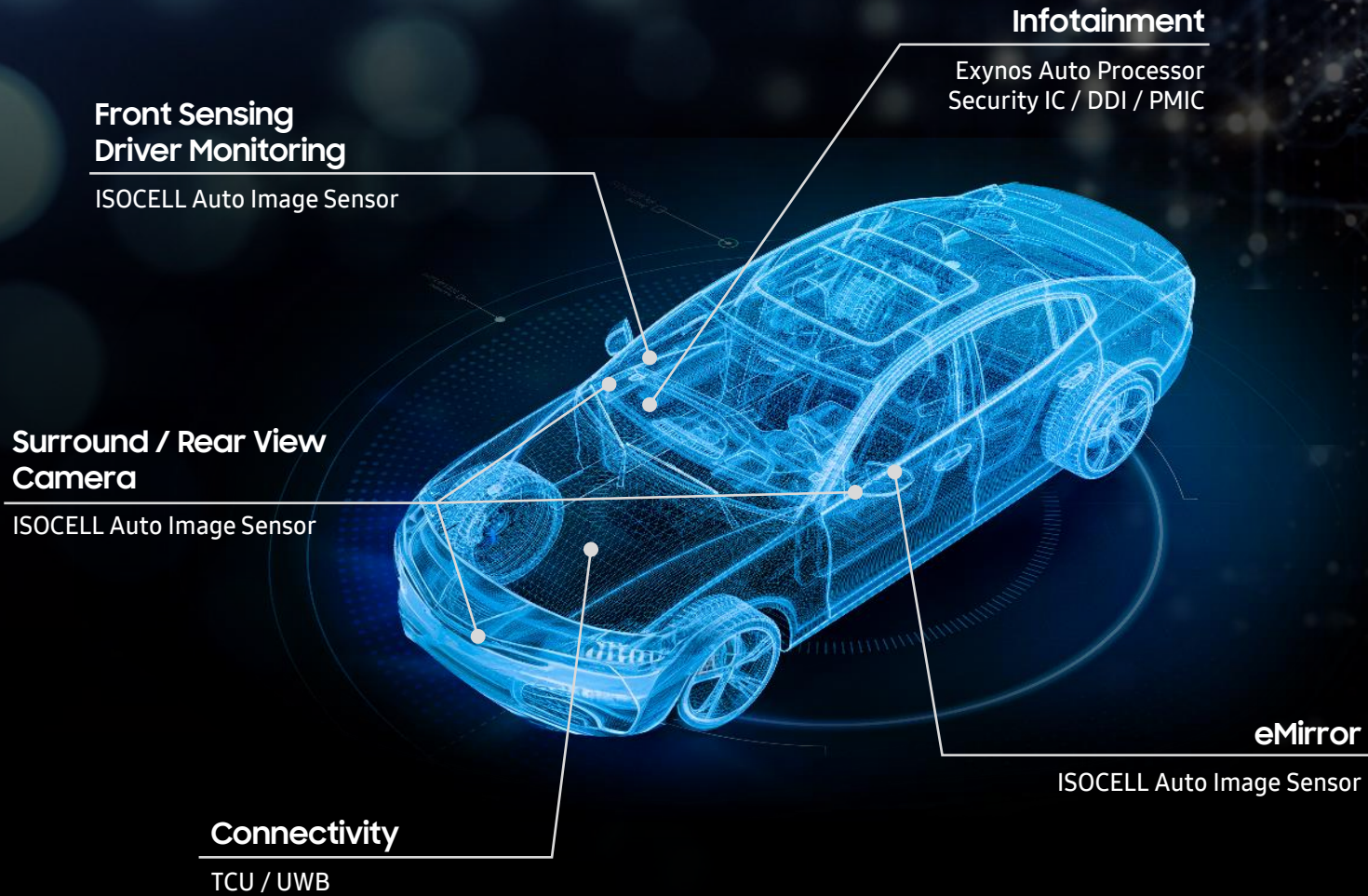
## Display Driver IC

Mobile DDI  
- Timing controller  
- Source driver  
- Gate driver  
OLED touch-embedded DDI



# Samsung Solutions for Auto Platform

SAMSUNG



## Exynos Auto

Auto SoC  
TCU, UWB

## ISOCELL Auto

Automotive image sensor

## Security Solutions

Security solutions for auto systems  
& personal information

## Display Solutions

Display Driver IC



# Samsung Solutions for Robot Platform

SAMSUNG

## Exynos SIP Module

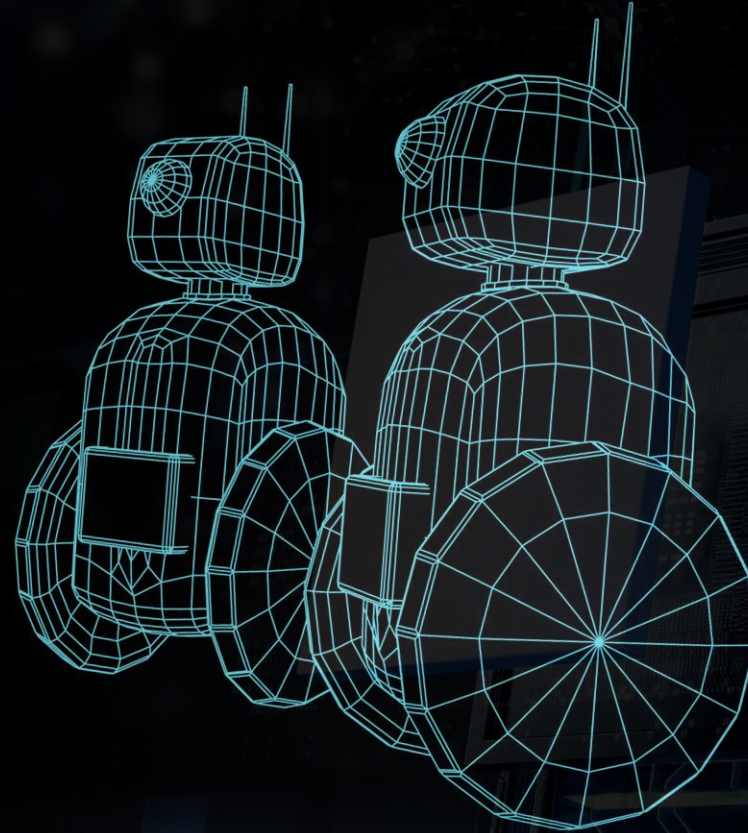
Robot SoC  
PMIC for SoC

## ISOCELL Image Sensor

ToF sensor  
Global shutter sensor

## Modem & Connectivity

LTE/5G modem  
RF ICs, UWB





# Contents

**Business Update**

**Market Opportunities**

**Samsung Strategy**

**Key Takeaways**

# Key Takeaways

- ✓ Offering a platform solution based on a comprehensive product portfolio
- ✓ Pioneering advancements in On-device AI with AI dedicated NPU
- ✓ Elevating user experiences across applications with innovative SoC and image sensors
- ✓ Empowering AI solutions with power & security solutions for various applications



**SAMSUNG**