

SAMSUNG VISUAL DISPLAY & DIGITAL APPLIANCES



Investor Presentation

2025

Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong financial performance with full range of product portfolio

FY 2024 Net Revenue

KRW
55.5tn

VISUAL
DISPLAY 56%

DIGITAL
APPLIANCES 44%

Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 19 consecutive years & No.1 Ref. for 13 consecutive years

Global Market Share



TV (Revenue) / Smart Signage (Unit)



Refrigerator / Washer (Rev.)

PRODUCT SUPERIORITY – TV

Outstanding design and engineering in products

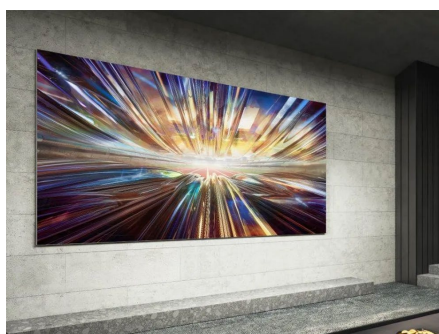
Honored at

CES 2025 Innovation Awards



Total 16 products awarded including

144-inch
TGV Micro LED TV



The world's first 144-inch
Through Glass Via Micro LED TV

55-inch
OLED 4K S95F



The world's brightest OLED TV
with NQ4 AI Gen3 Processor

32-inch
Smart Monitor M9



The first standalone monitor
providing multiple AI features

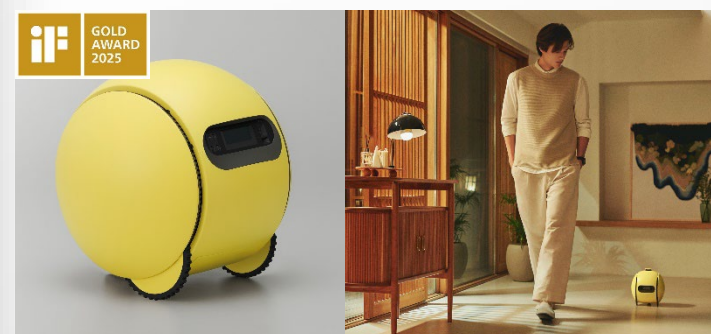
Honored at

iF Design Awards 2025



Total 16 products awarded including

An AI Companion Robot,
Ballie



An interactive AI companion robot evolving on its own
by learning from natural conversations with users
and adapting to its surroundings

Wrapping Cloth for
Portable Devices, Bojagi



A portable wrapping cloth
to efficiently pack a portable projector
and the peripheral devices to install it

PRODUCT SUPERIORITY

Leading technology innovation

Honored at CES 2025 Innovation Awards



Bespoke 4-Door
Refrigerator with
AI Hybrid Cooling



4-Door
Ref. with
AI Home
and AI
Vision
Inside 2.0



30" Wall Oven
with AI Home & AI
Pro Cooking



Bespoke
Jet™ AI
400W

Honored at iF Design Awards 2025



Total 11 products
awarded including

BESPOKE AI
Series



EHS MONO
Outdoor-Indoor
System



US Cooking
Appliances
Series



INFINITE AI
Air-care Series

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OPPORTUNITIES

Rapid growth expectation in Big-sized/QLED TV



Big-Sized(80''+) TV

CAGR
(2022 – 2026)

34%

Quantum-dot TV

18%

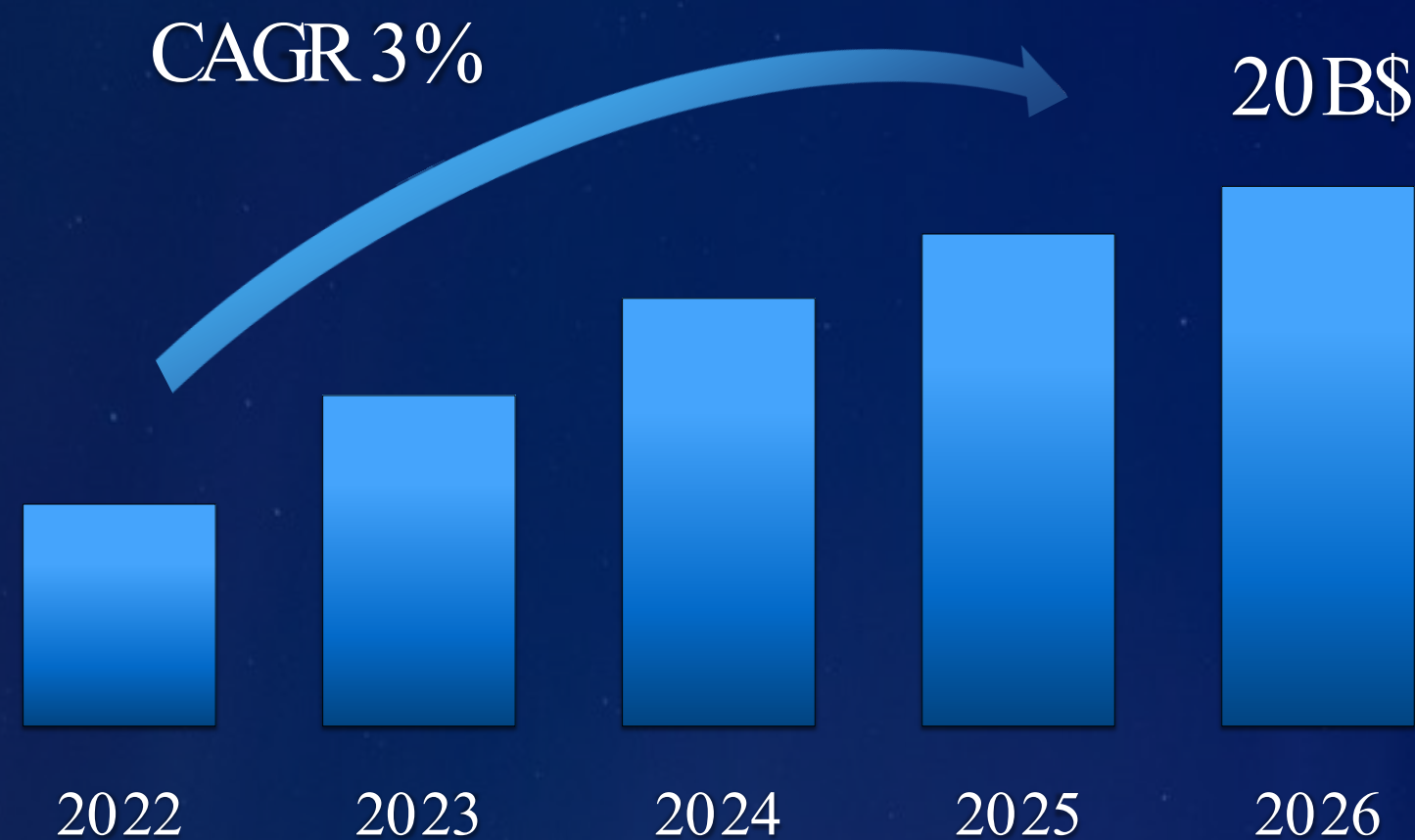
※Unit

OPPORTUNITIES

Continuous growth expectation in Smart Signage



※Revenue



OPPORTUNITIES

Stable growth expectation in the industry



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MARKET OPPORTUNITIES

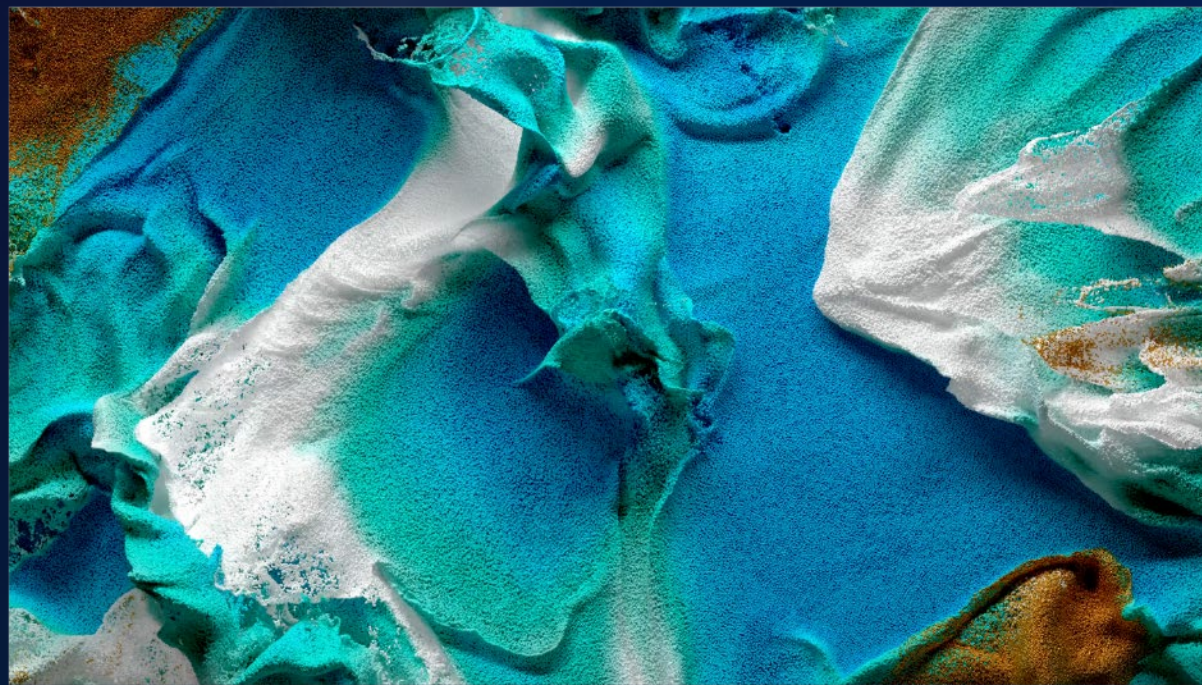
SAMSUNG STRATEGY

KEY TAKEAWAYS

PREMIUM LEADERSHIP

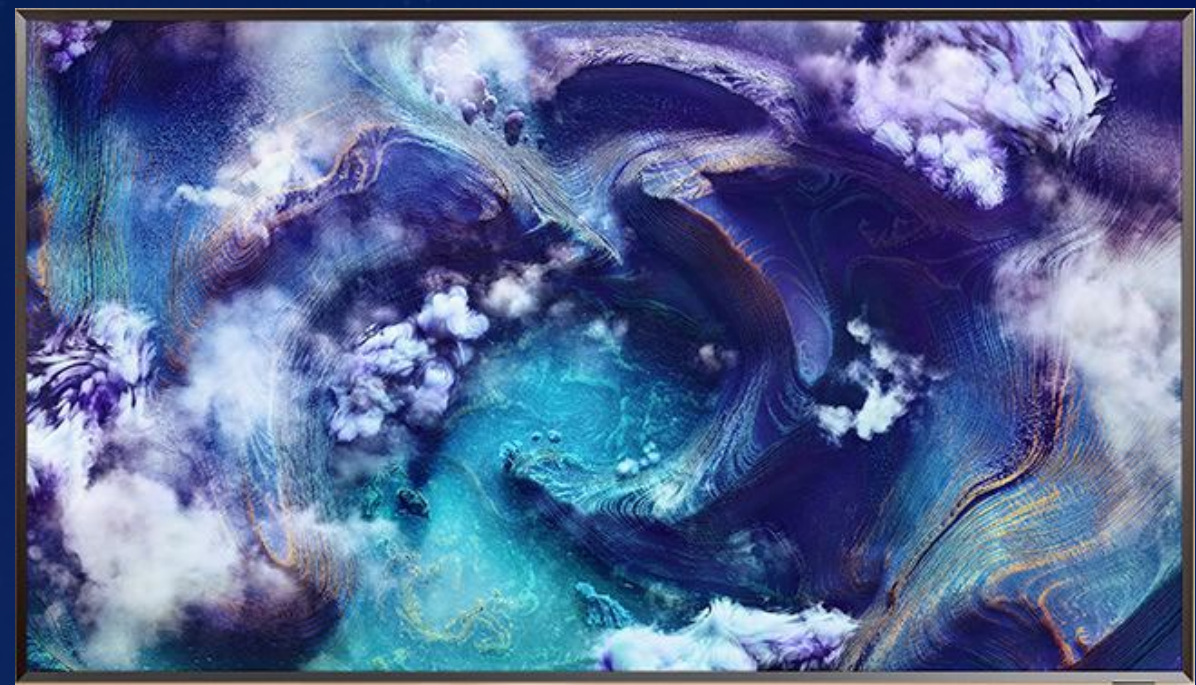
Unparalleled quality of picture & sound for immersive screen experiences

MICRO LED



Best-in-class picture quality
& enhanced usability
in different sizes

Neo QLED 8K



More detailed 8K resolution
with AI neural networks
& spectacular surround sound

LIFESTYLE SCREEN

Diverse portfolio of screens designed to fit individual needs



The Freestyle Unexpected joy, everywhere



The Sero Mobile entertainment better on TV



The Serif Unconditionally beautiful



The Frame Make your own TV



The Terrace Samsung QLED experience, now outdoors

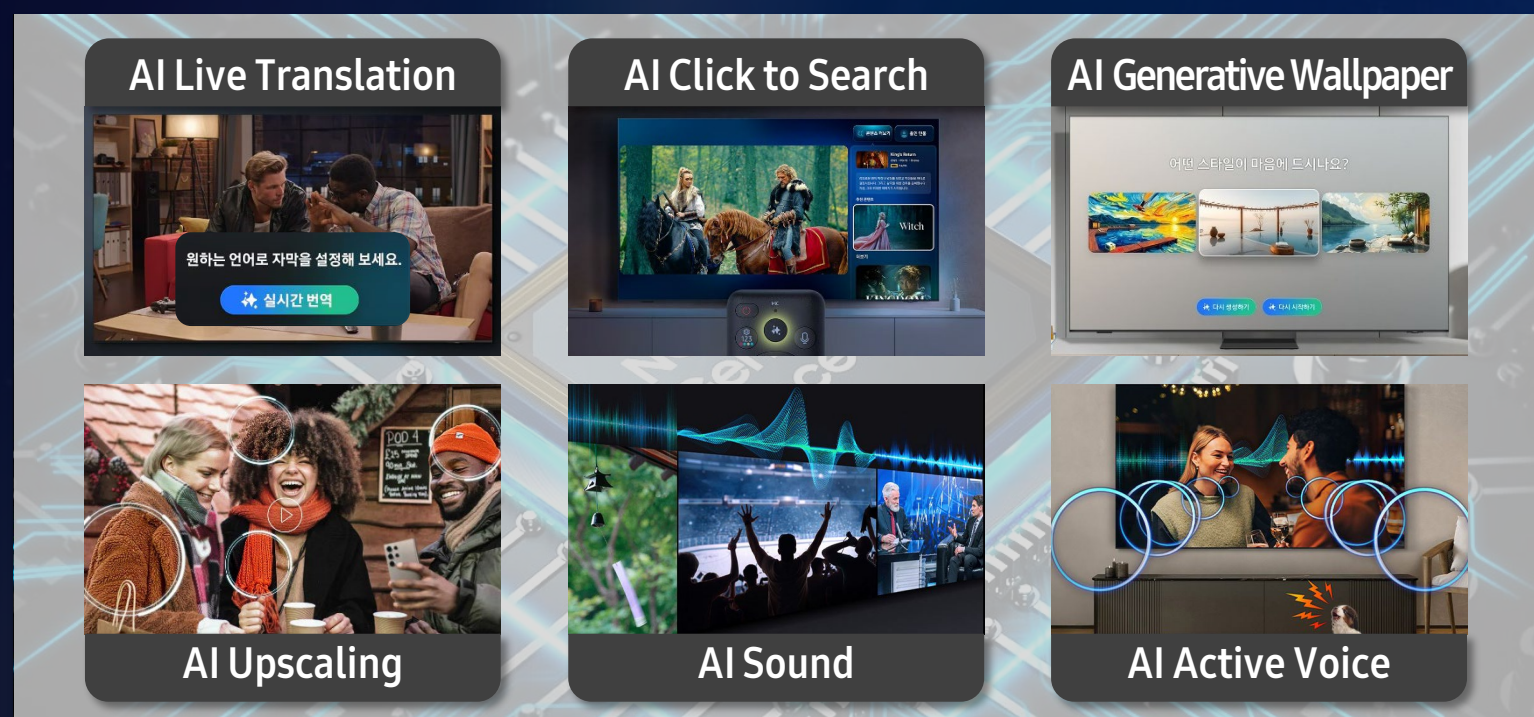


The Premiere Launch your private cinema in 4K triple laser

AI/CX-MDE

Unprecedented screen & life care experiences with AI/CX-MDE features

A New Era of Vision AI



AI features
for 8K / Premium / Step-up products



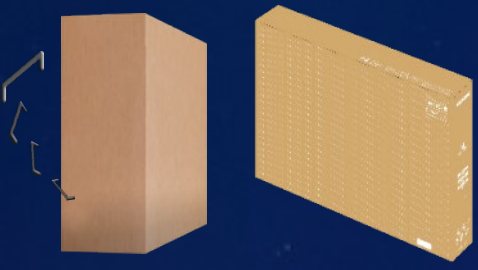
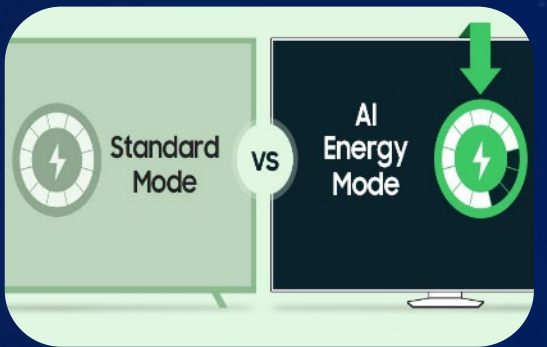

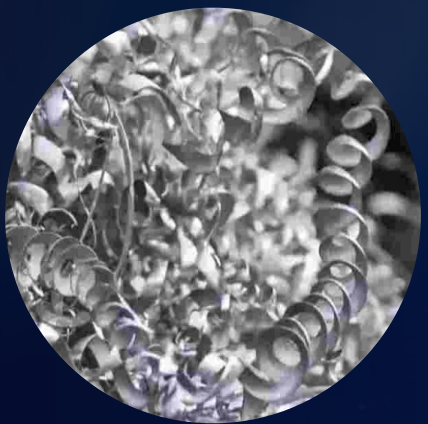




TV-Centric MDE Experience



Differentiated connectivity
between VD/MX/DA products

ESG

Continuous care for product lifecycle & accessibility

| Sourcing | Production | Distribution | Use | Recycling |
|--|--|---|--|---|
|  Recycled Plastic |  Renewable Energy |  Eliminate & Minimize Materials |  Energy Efficiency |  Panel Component Repair |
|  Recycled Metals |  Zero Waste to Landfill |  Transportation Efficiency |  Solar Cell Remote | <div>Accessibility</div>  Relumino Mode |

USER EXPERIENCE INNOVATION

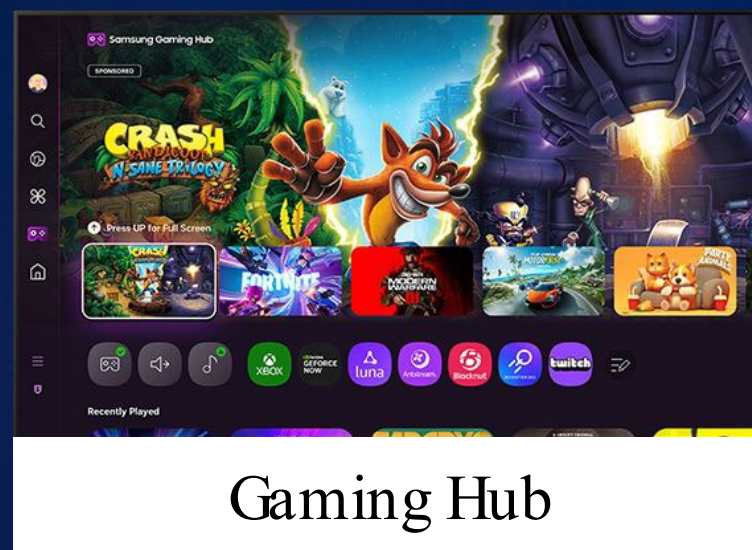
Smart home with ultimate entertainment & seamless connectivity

Home
Like
Never
Before



TVPlus

Samsung TVPlus gives viewers instant access to top news, sports, and entertainment for free.



Gaming Hub

Samsung Gaming Hub is the home for gaming on your Samsung smart TV. Instantly play the popular games from Xbox and more top streaming services.



SmartThings IoT

With built-in SmartThings IoT, Samsung TV allows users to connect, view, and control smart devices from the TV screen.

B2B BUSINESS EXPANSION

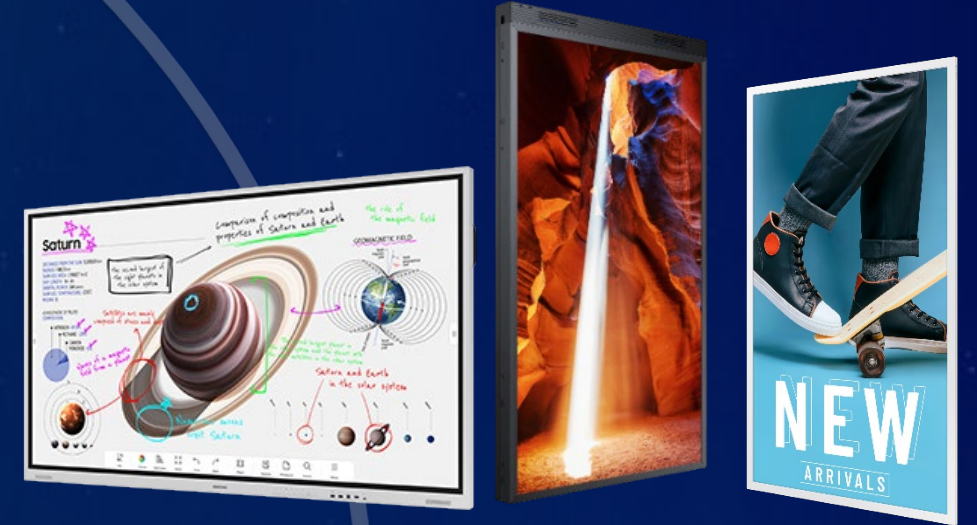
Innovative products to meet and exceed customer expectations



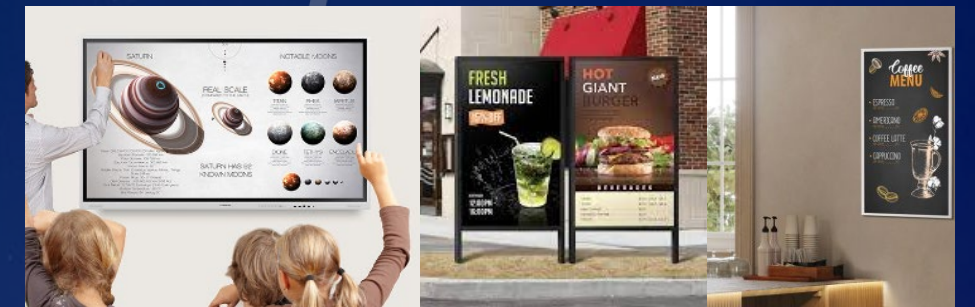
Premium LED Signage 'The Wall'



Media Production & Design Centers



Interactive & Outdoor & ePaper Signage



Education/Corporate & Retail/F&B

AI LEADERSHIP

Leading AI innovation with intelligent “AI Home”

AI Home

3 core technologies



Knox Security

[Strong Security]

- Knox Matrix Trust Chain, Revolutionary Security Solution for Cross Device Experiences
- Knox Vault, hardware-based security service

Screens as a hub

[Superior Screens]

- Screens Everywhere allow easy control with voice or touch
- Voice ID for multiple users
- Hub as a Home control tower



Bixby

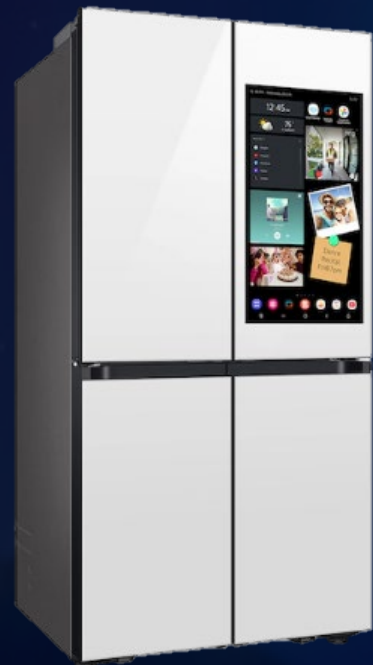
[Upgraded Bixby]

- Control with more natural conversations using LLM Technology
- Wakeup-Less Technology without having call “Bixby”

LIFESTYLE CHANGING PRODUCT

Leading AI innovation with innovative products and solutions

Bespoke AI
Refrigerator



Share pictures, stream music, and videos, and access recipes. Acquires what is in the fridge automatically

Bespoke AI
Laundry Combo



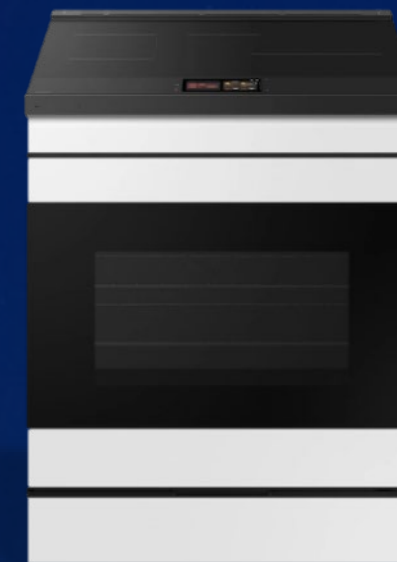
Wash and dry your laundry in one machine without transferring loads.

Bespoke AI
Air conditioner



Monitor and manage energy usage, and provide voice control for easy device control without a controller

Bespoke AI
Induction Range



Get personalized recipe recommendations, search for and follow video recipes and access the user's favorite apps.

Bespoke AI
Robot cleaner



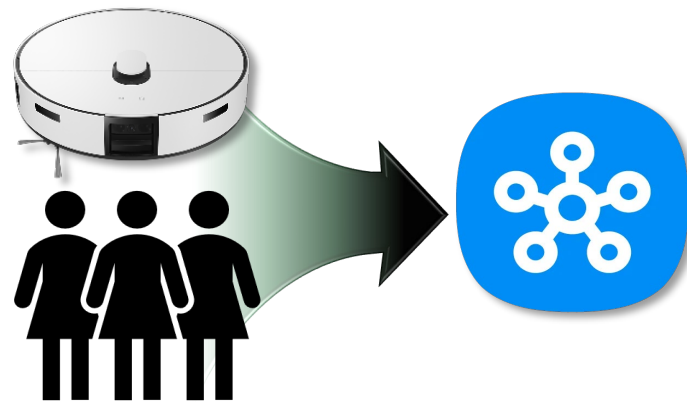
Optimize the user's clean with AI enhanced vacuuming and mopping.

USER EXPERIENCE INNOVATION

Bring a true CX-MDE to life

Ease of Use

Making activities at home easier



- Automatic product connection by Calm Onboarding
- Easy invitation of family members with QR code

Care

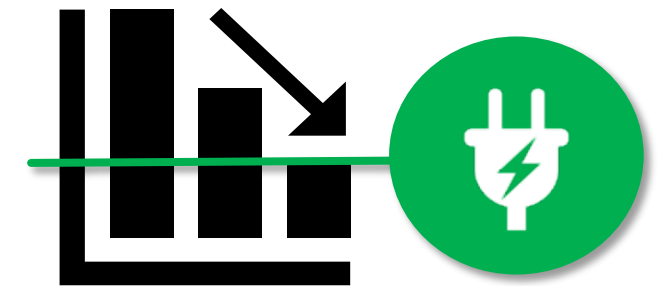
Taking care of every one



- Check the safety of remote family members
* Fall detection, etc.
- Daily records of pets.

Saving

Self-managing



- Energy usage data collection/analysis by AI
- Energy saving based on recognition of user absence

ESG

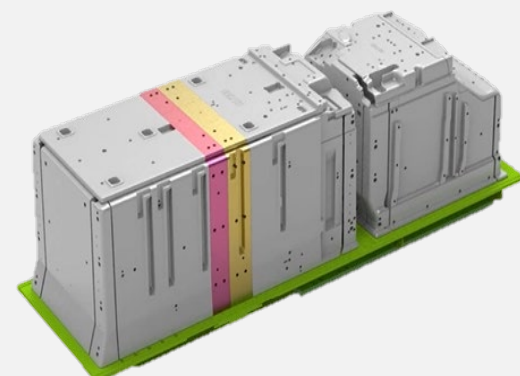
Continuous care for product lifecycle & accessibility

Sourcing



Expanding recycled material, eco friendly refrigerant introduction

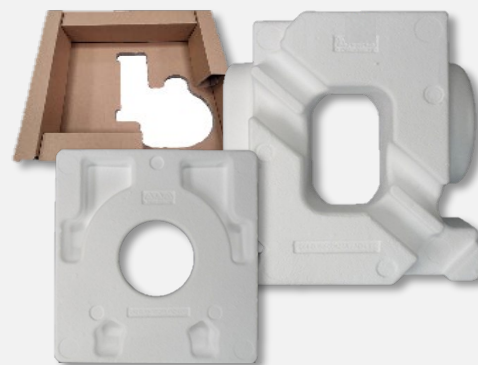
Production



3 Models in 1 mold

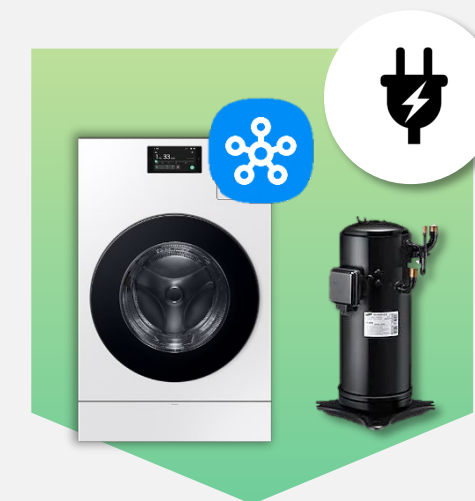
Minimizing production process

Distribution



Utilizing recycled pallets, and packaging

Use



Reducing standby/ consumption power with parts, S/W

Recycling



Upcycling with product packages

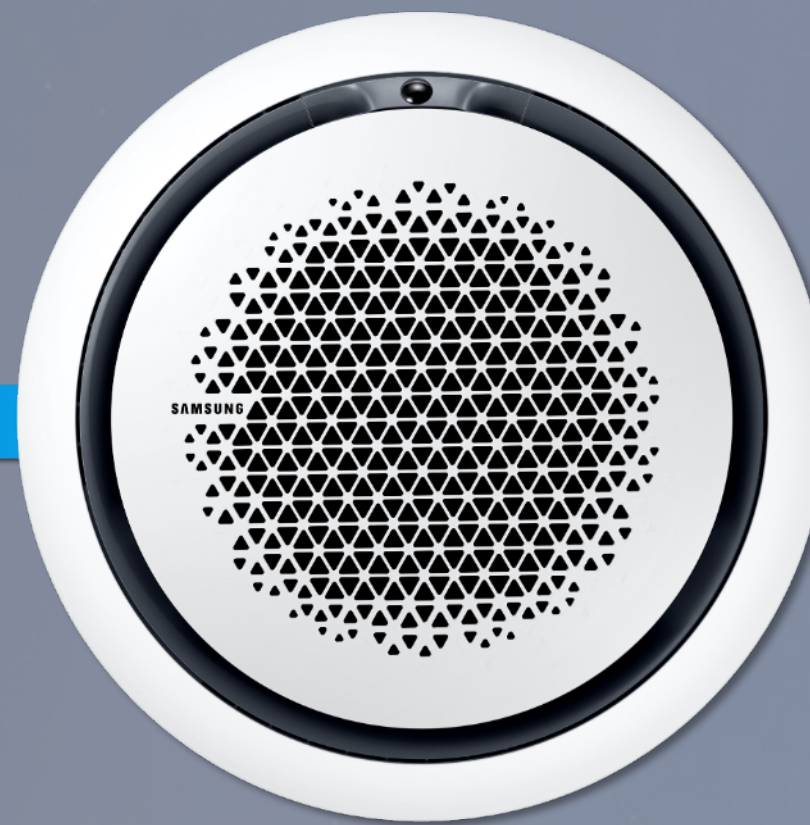
B2B BUSINESS EXPANSION

Providing Customized Solutions with Full Package

Builder



System AC



Built-in



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KEY TAKEAWAYS

Offer unparalleled customer experience
by improving the quality of life
through innovative products

THANK YOU