

SAMSUNG VISUAL DISPLAY & DIGITAL APPLIANCES

Investor Presentation

2026

Contents

BUSINESS UPDATE

MARKET OPPORTUNITIES

SAMSUNG STRATEGY

KEY TAKEAWAYS

CONSUMER ELECTRONICS OVERVIEW

Strong financial performance with full range of product portfolio

FY 2025 Net Revenue

KRW
56.2tn

VISUAL
DISPLAY 55%

DIGITAL
APPLIANCES 45%

Product Portfolio



MARKET LEADERSHIP

Global No.1 TV for 20 consecutive years & No.1 Ref. for 14 consecutive years

Global Market Share



TV (Revenue) / Smart Signage (Unit)



Refrigerator / Washer (Revenue)

PRODUCT SUPERIORITY – TV

Outstanding design and engineering in products

Honored at

CES 2026 Innovation Awards



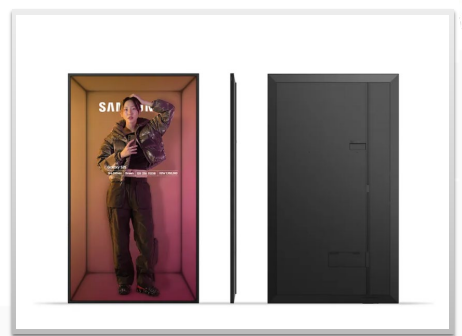
Total 12 products awarded including

130-inch
Micro RGB TV



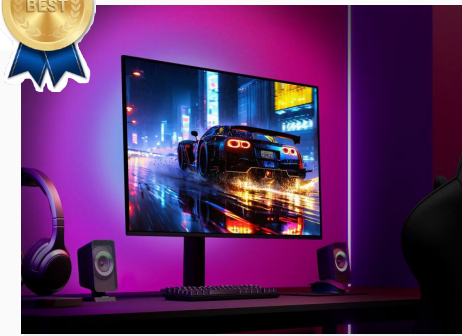
The world's first
130-inch Micro RGB TV

Spatial Signage



The first commercial Signage
to integrate 3D Plate technology

Gaming Monitor
G60H



The world's first
1,000Hz Gaming Monitor

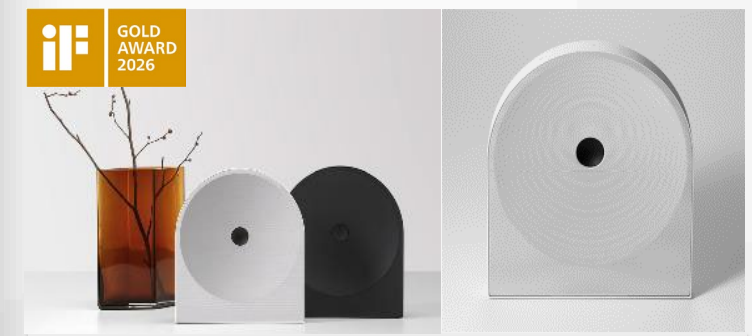
Honored at

iF Design Awards 2026



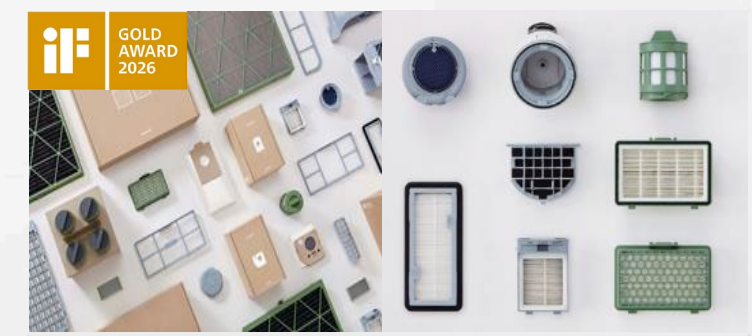
Total 77 products awarded including

Music Studio 5



Orb-shaped object-type Wi-Fi speaker,
featuring a fine perforation method on the front.
The only one Gold award-winning product in Audio

Samsung Home Appliances Acc



A circular design concept that classifies
packages by color to make it easy for users
to perform eco-friendly post-processing

PRODUCT SUPERIORITY

Leading technology innovation

Honored at
CES 2026 Innovation Awards



BESPOKE 4-Door Refrigerator
with Auto Open&Close Doors



BESPOKE AI Laundry Hyb™

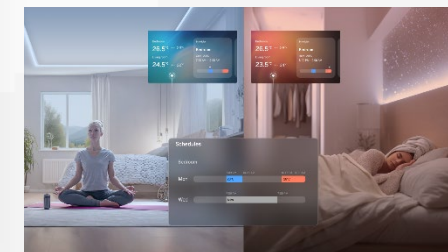
Honored at
iF Design Awards 2026



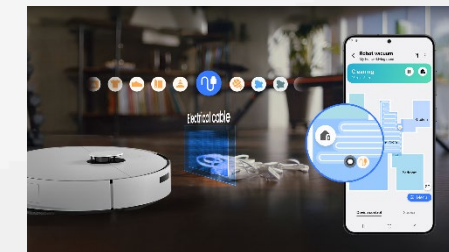
Total 23 products awarded including



BESPOKE AI Series



EHS ClimateHub
(Eco Heating System)



AI HOME Experiences



Infinite AI Laundry Combo

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OPPORTUNITIES

Rapid growth expectation in Big-sized/QLED TV



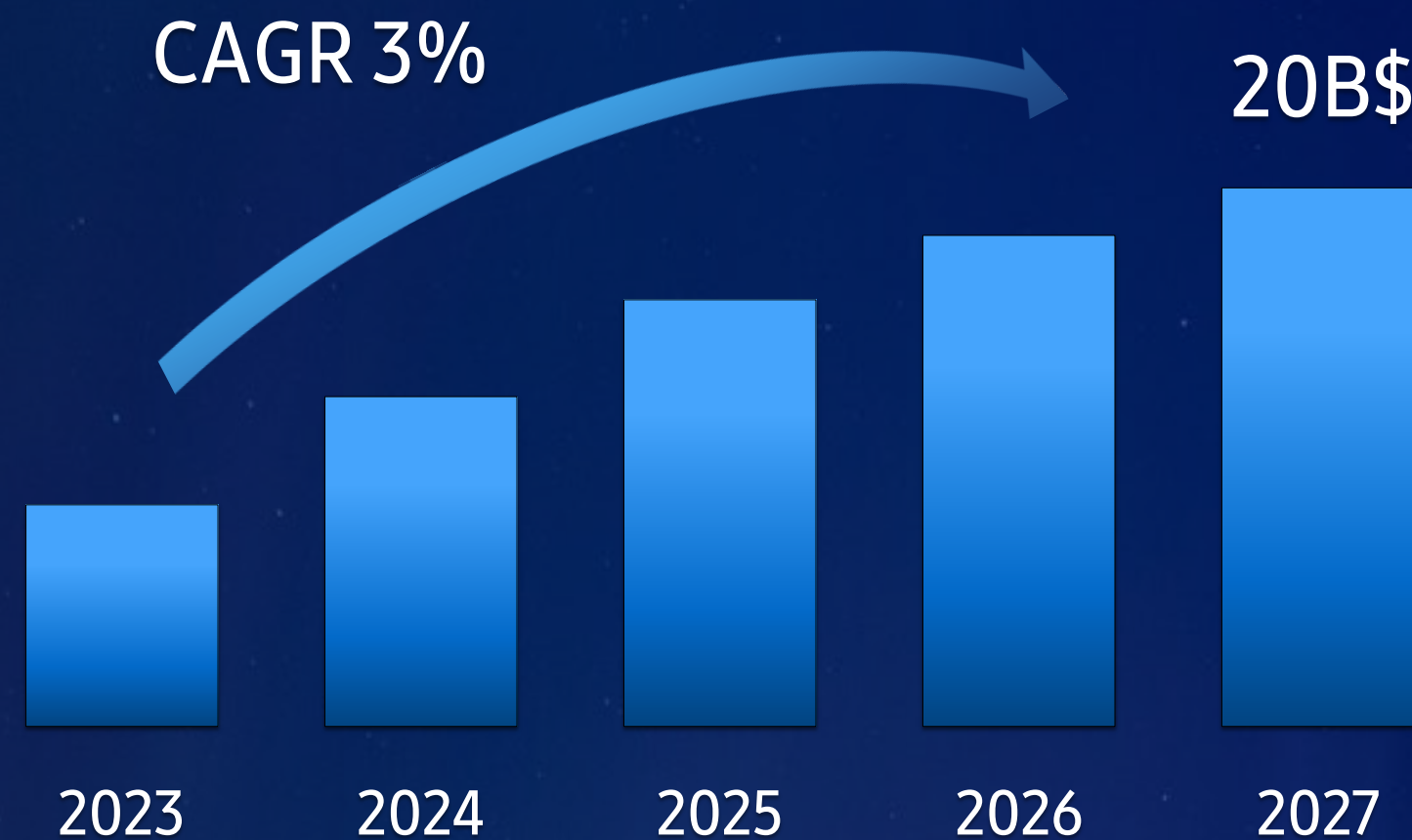
※ Global Market (Unit)

OPPORTUNITIES

Continuous growth expectation in Smart Signage



※ Global Market (Revenue)



OPPORTUNITIES

Stable growth expectation in the industry



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PREMIUM LEADERSHIP

Unparalleled quality of picture & sound for immersive screen experiences

MICRO RGB



Explore a new world of color
with the world's first Micro RGB*

*Each Red, Green, and Blue LED backlight is the smallest available in any RGB LED TV

Ultra Large Display (75"↑)



Experience AI-driven immersion
that transcends scale.

LIFESTYLE SCREEN

Diverse portfolio of screens designed to fit individual needs



The Frame Reflects your style, fits your space



The Movingstyle Moves along with you



The Freestyle The smart theater-to-go that follows the fun



The Serif More than a TV. A design statement.



The Terrace Outdoor QLED experience, on the sunniest days



The Premiere The ultimate home theater with triple laser technology

AI/CX-MDE

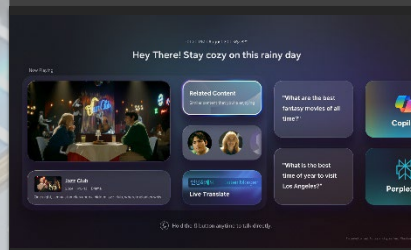
Unprecedented screen & life care experiences with AI/CX-MDE features

Vision AI

AI Live Translation



Vision AI Companion



AI Generative Wallpaper



AI Upscaling



AI Sound



AI Soccer Mode

AI features for All New products

TV-Centric MDE Experience



Differentiated connectivity between VD/MX/DA and 3rd-Party products

ESG

Continuous care for product lifecycle & accessibility

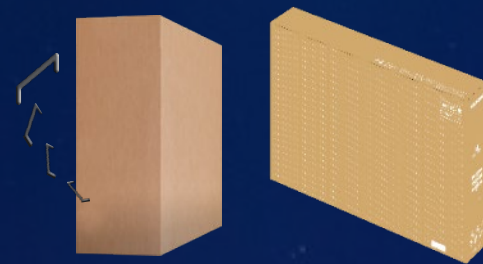
Sourcing Production Distribution Use Recycling



Recycled Plastic



Renewable Energy



Eliminate & Minimize Materials



Energy Efficiency



Panel Component Repair



Recycled Metals



Zero Waste to Landfill

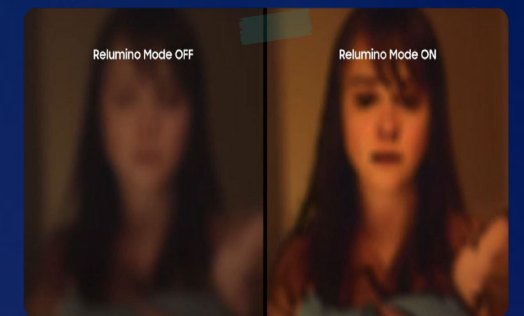


Transportation Efficiency



Solar Cell Remote

Accessibility



Relumino Mode

B2B BUSINESS EXPANSION

Innovative products to meet and exceed customer expectations

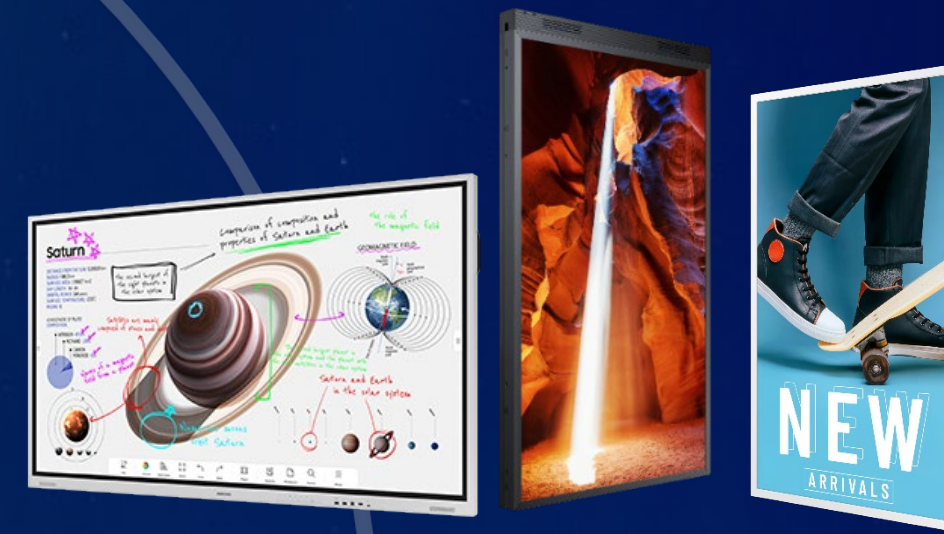


Premium LED Signage 'The Wall'

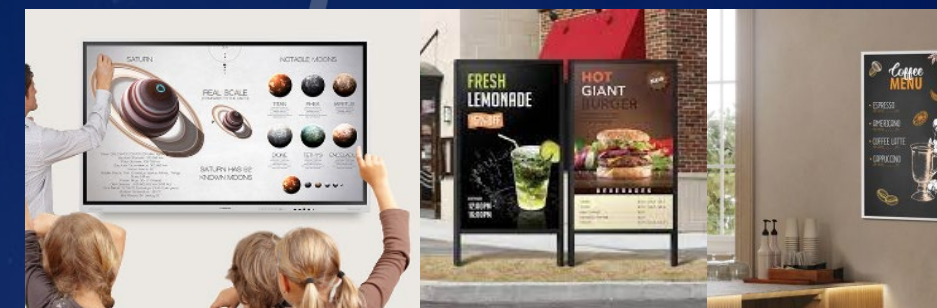


Media Production & Design Centers

Accelerate growth
by creating new demand



Interactive & Outdoor & ePaper Signage



Education/Corporate & Retail/F&B

AI LEADERSHIP

Leading AI innovation with intelligent “AI Home”

AI Home

Enhancing Home Appliance Experience with **Bespoke AI**

Quality



Self Diagnosis

Performance



Advanced Object Recognition

Security



Personalized and Secure

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



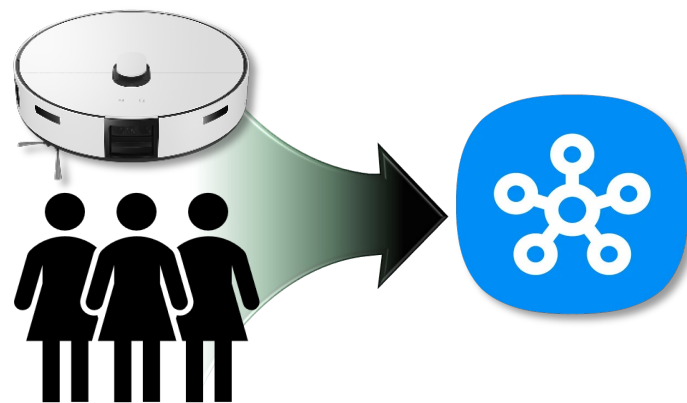
Optimize the user's clean with AI enhanced vacuuming and mopping.

USER EXPERIENCE INNOVATION

Enabling better living every day

Ease of Use

Making activities at home easier



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

Care

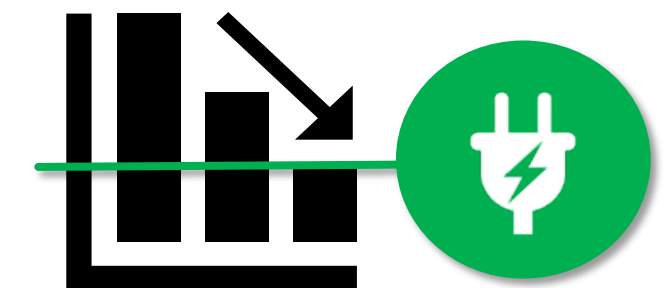
Taking care of every one



- 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

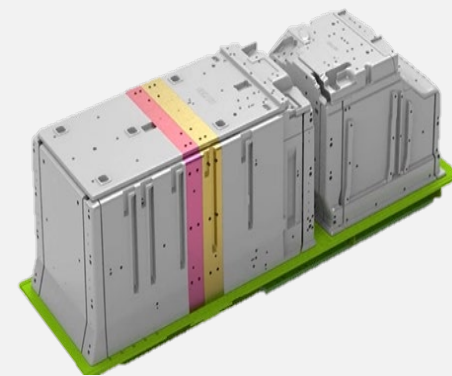
Continuous care for product lifecycle & accessibility

Sourcing



Expanding recycled material, eco friendly refrigerant introduction

Production



3 Models in 1 mold

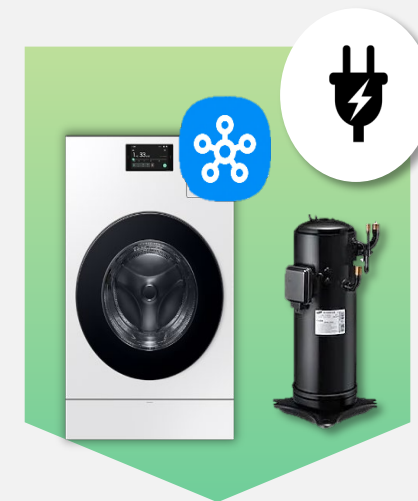
Minimizing production process

Distribution



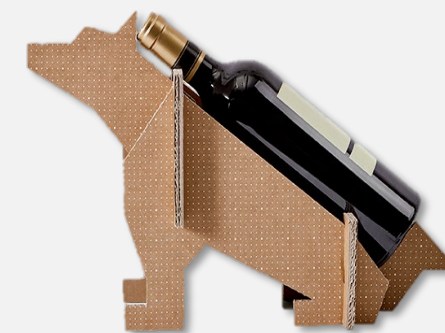
Utilizing recycled pallets, and packaging

Use

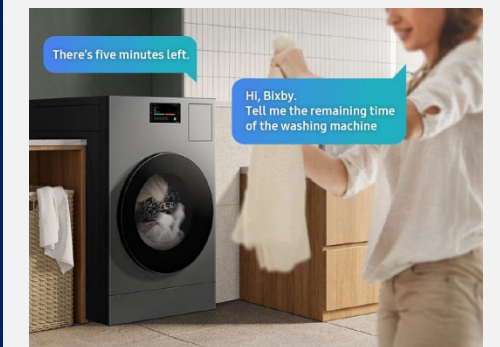


Reducing standby/ consumption power with parts, S/W

Recycling + Accessibility



Upcycling with product packages



Voice Guide feature helps the user with visual impairments

B2B BUSINESS EXPANSION

Providing Customized Solutions with Full Package

Home Appliances



Building
(Residential)

System AC



Building
(Commercial)

AHU



Factory

FWU



Data center

FläktGroup

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KEY TAKEAWAYS

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

THANK YOU