

SAMSUNG DISPLAY



Investor Presentation

2025

Contents

BUSINESS UPDATE

BUSINESS OPPORTUNITIES

SAMSUNG STRATEGY

SAMSUNG DISPLAY ESG

DISPLAY OVERVIEW

\$21B

Revenue ('24)

\$2.7B

Profit ('24)

Business Accomplishment

[Market Share]

1

Smartphone Display 41%

Smartphone AMOLED Display 46%

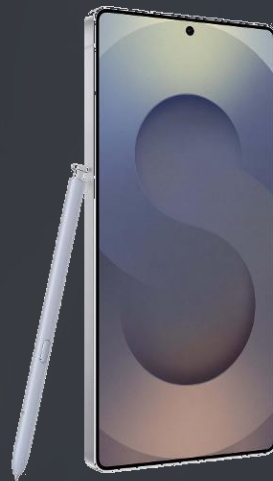
(Revenue base, Omdia)

LEADERSHIP IN DISPLAY

Leading the Small-Medium Display Market



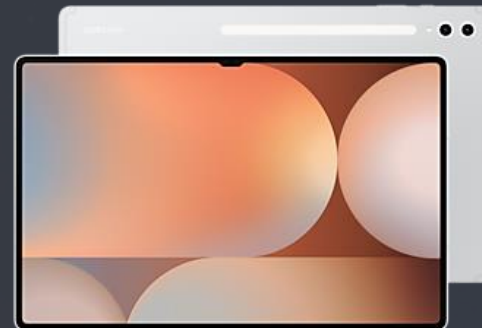
Smart Watch



Smartphone



Foldable Phone



Tablet



Note PC



Automotive

LEADERSHIP IN DISPLAY

New standard for Premium Large Display Market



TV



Monitor

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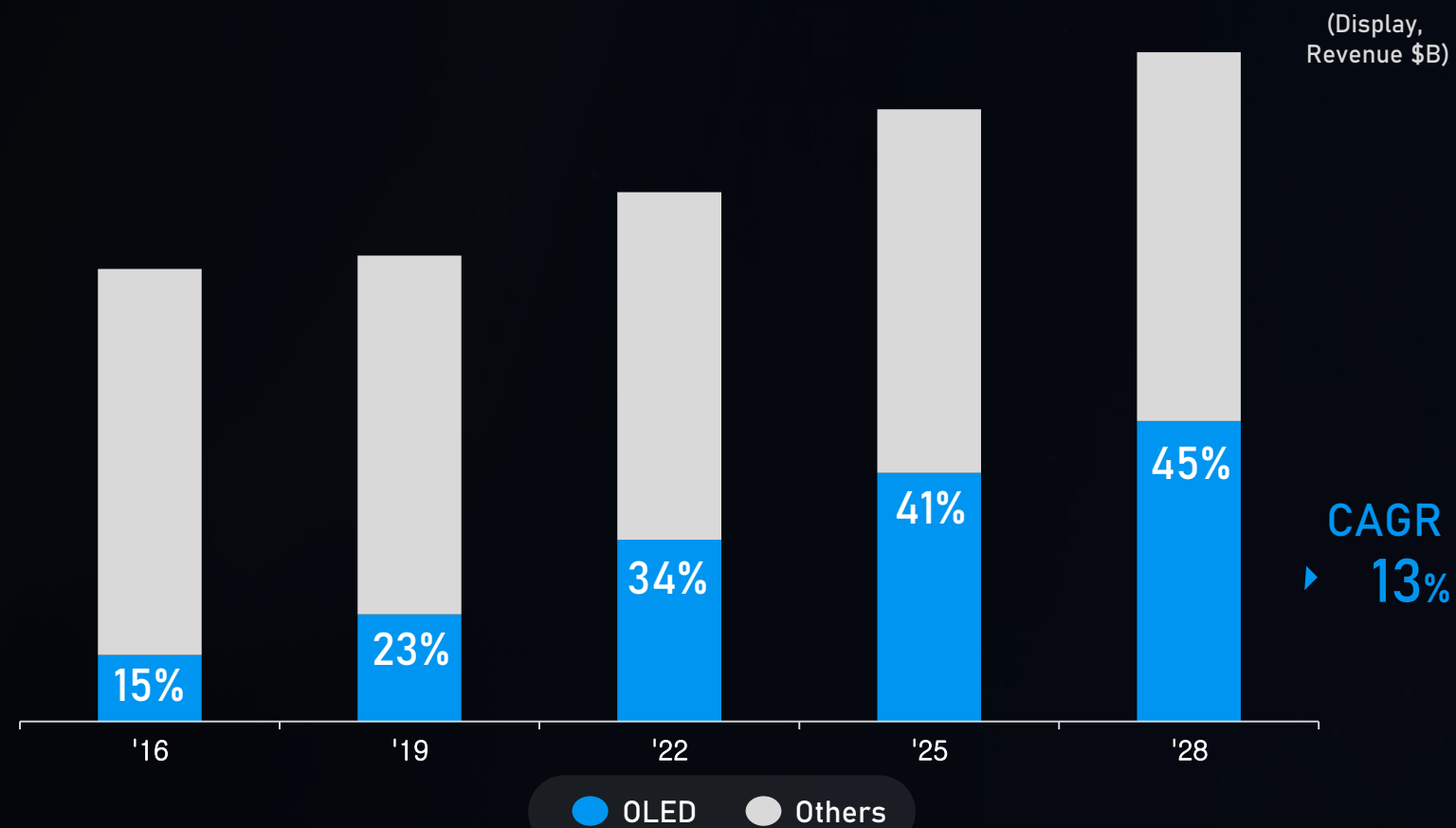
SAMSUNG STRATEGY

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GROWTH OF DISPLAY MARKET

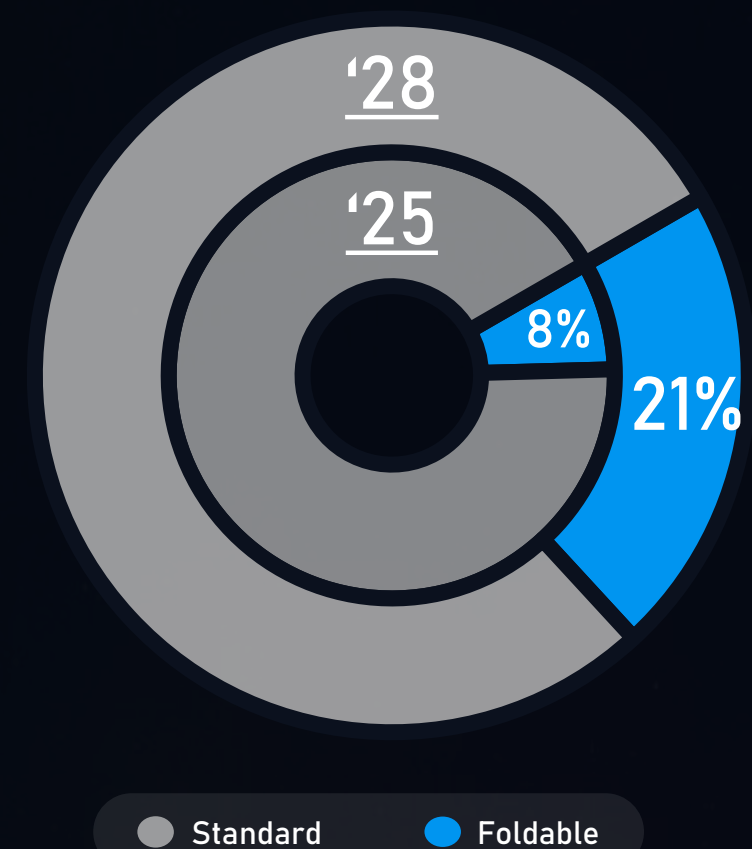
OLED Becoming Mainstream and Form Factor Innovation Driving Opportunities

OLED Revenue Growth



*Source: Total Display Market, Omdia

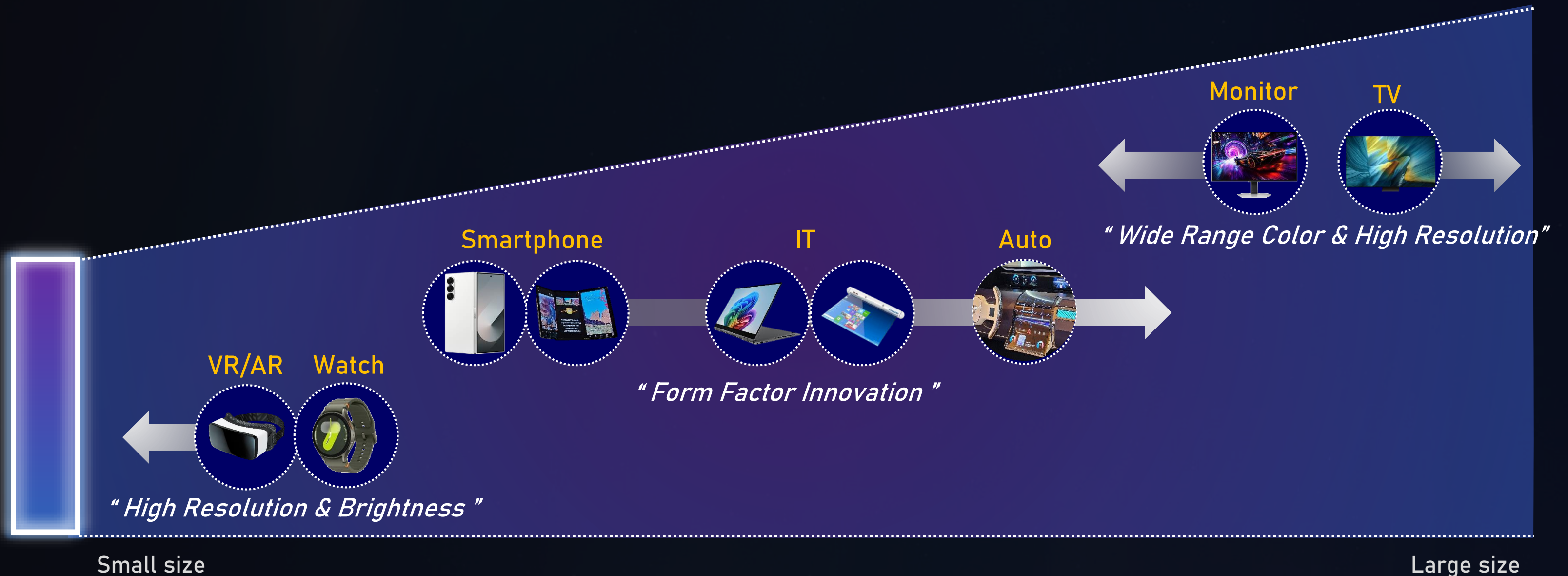
Foldable in Smartphone



*Source: Revenue based, Omdia

OLED IN ALL SIZES

OLED will cover all sizes of display



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SUPERIOR TECHNOLOGY LEADERSHIP

Diamond Pixel

Samsung Diamond Pixel™



LEAD™

The Next Wave of Display

Low Power

Eco-Friendly

Augmented Brightness

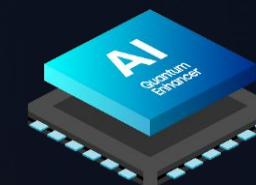
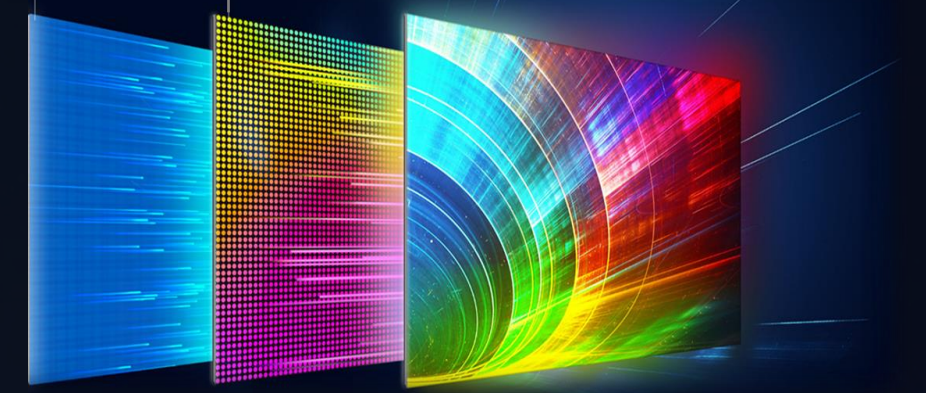
Designed to Slim & Light

QD OLED

Leap in Technology

Hyper Efficient EL

Pico Inkjet QD



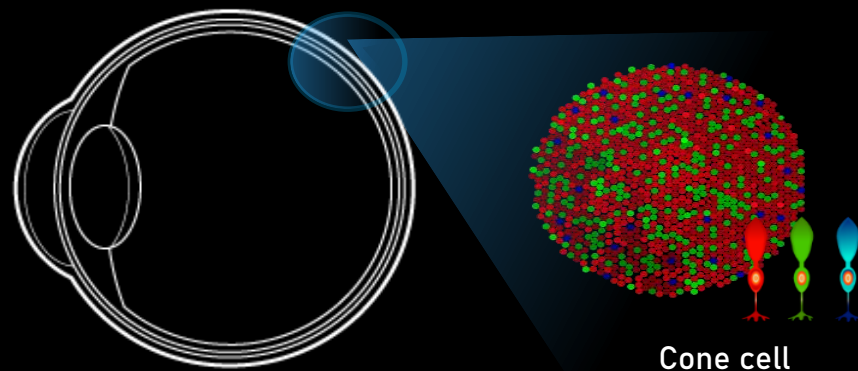
Quantum Enhancer™

DIAMOND PIXEL

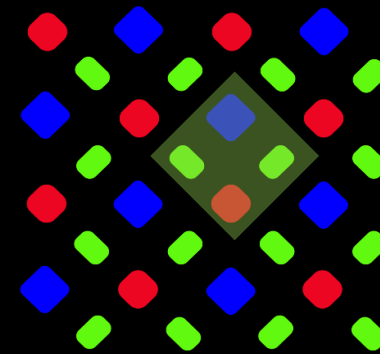
A structure like human eyes,
optimized for straight and diagonal shape expression

Human eye structure

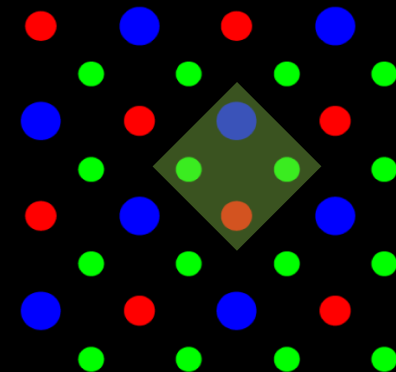
"Human eyes are more
sensitive to **Green**"



Pixel Structure

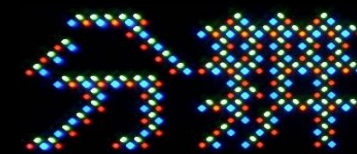


Samsung Diamond Pixel™



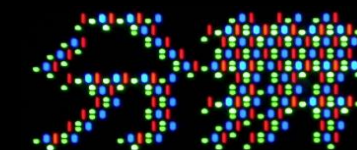
Round Diamond Pixel™

Diamond Pixel



AMOLED

Others

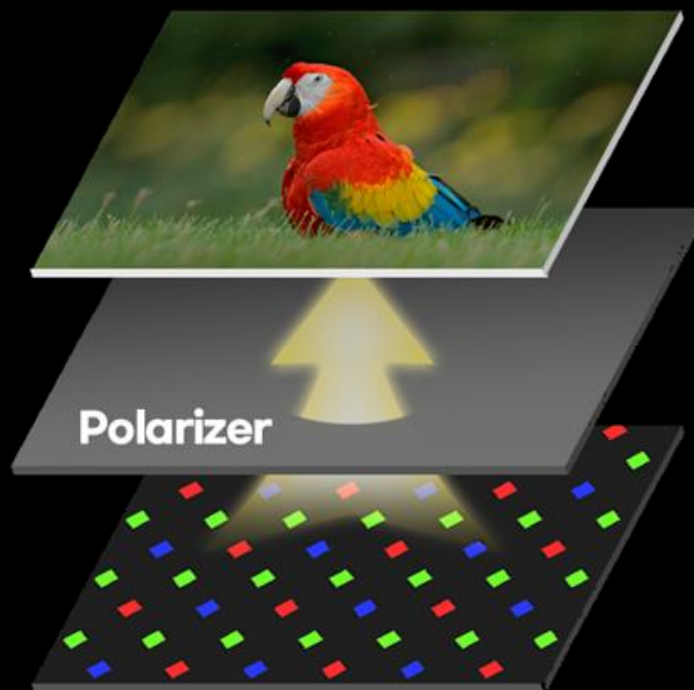


AMOLED

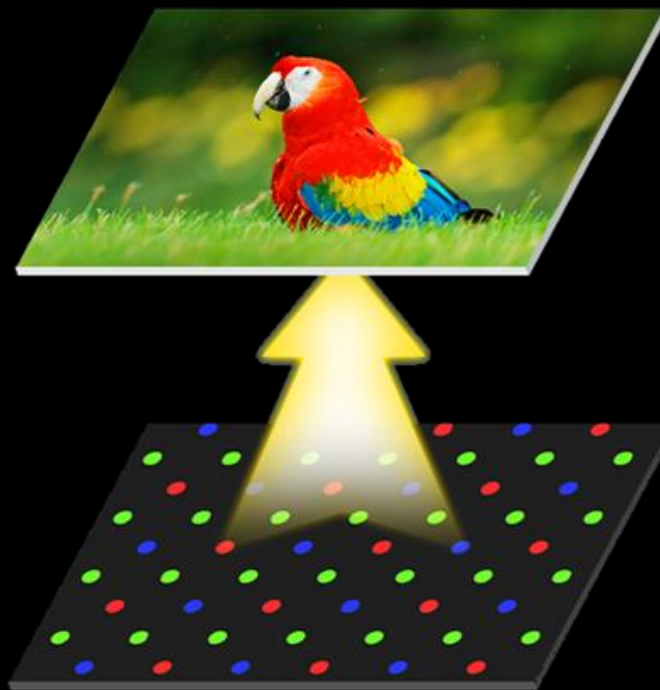
LEAD : THE NEXT WAVE OF DISPLAY

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


Conventional




LEAD



 Low Power Consumption

 Eco - Friendly

 Augmented Brightness

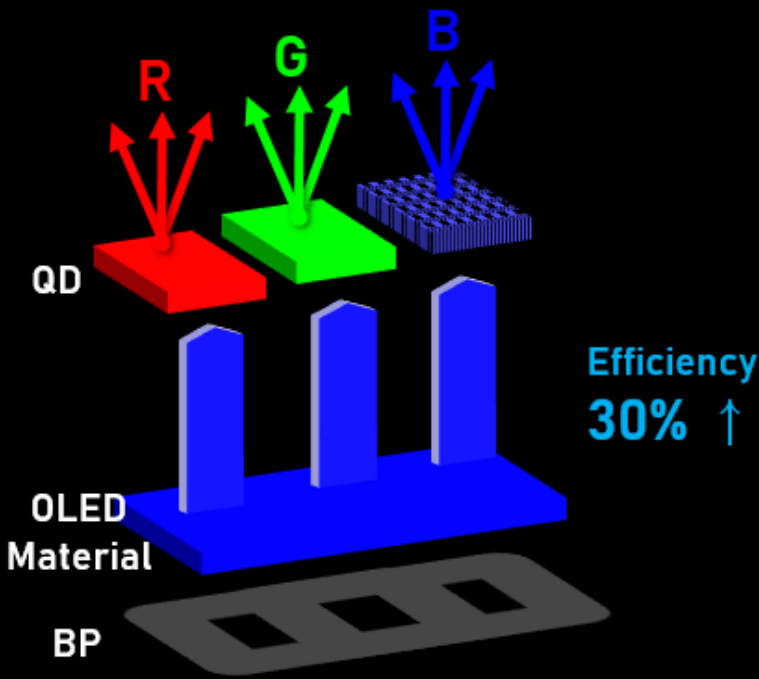
 Designed to Slim & Light

ALL NEW QD-OLED

Brighter

4,000nit

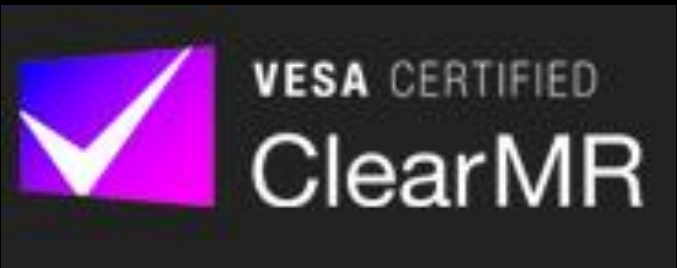
Hyper Efficient EL 3.0



Faster

500Hz

Innovative Driving Tech



240Hz 360Hz 500Hz

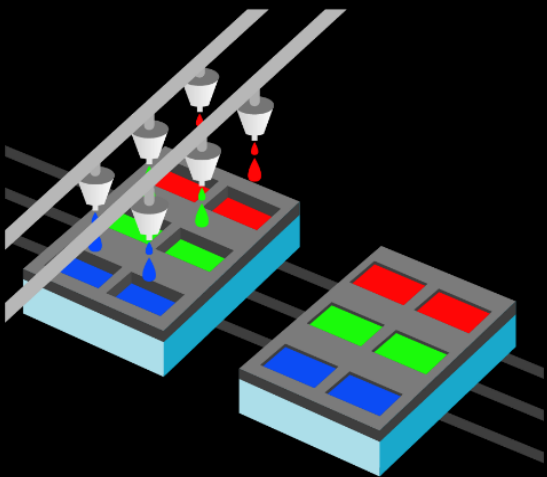


13,000 18,000 21,000

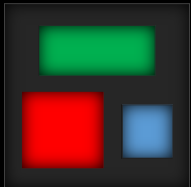
Higher

160ppi

Pico Inkjet Pro



140ppi



181μm

160ppi



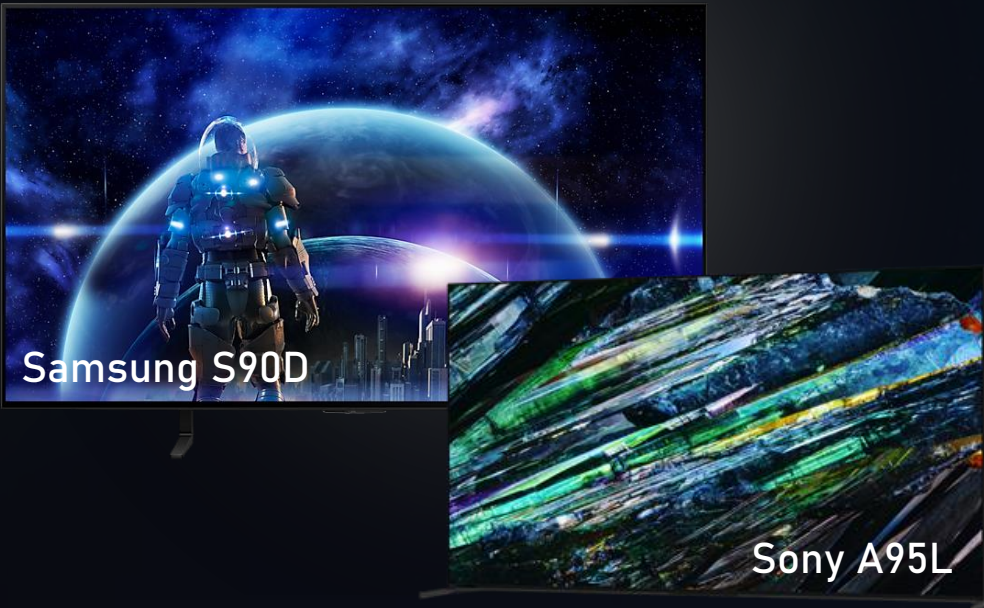
153μm

QD-OLED : CONTINUE TO IMPRESS

Consumers



The 8 Best TVs – Spring 2025



Content Creators



2024 Product of the Year Awards

Display Tech

2024 Display Application of the Year



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CARING FOR ENVIRONMENT

Disposal



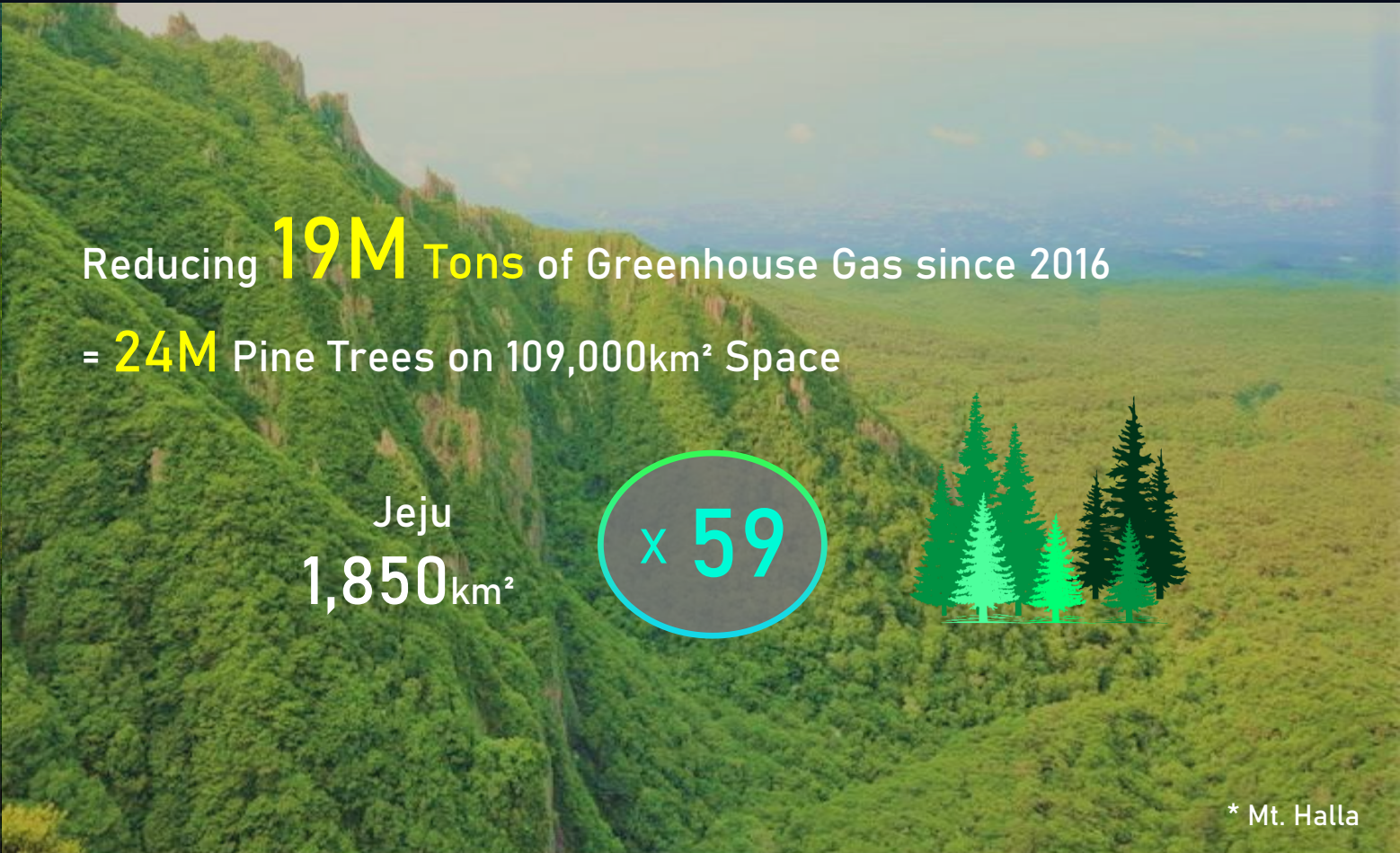
Recycling of Waste (99.5%+)



RE 100

Reduction of Greenhous Gas

Manufacture



UPCYCLED PLASTIC

Defective plastic shipping trays are recycled into new trays

