

2013

# Samsung Electronics



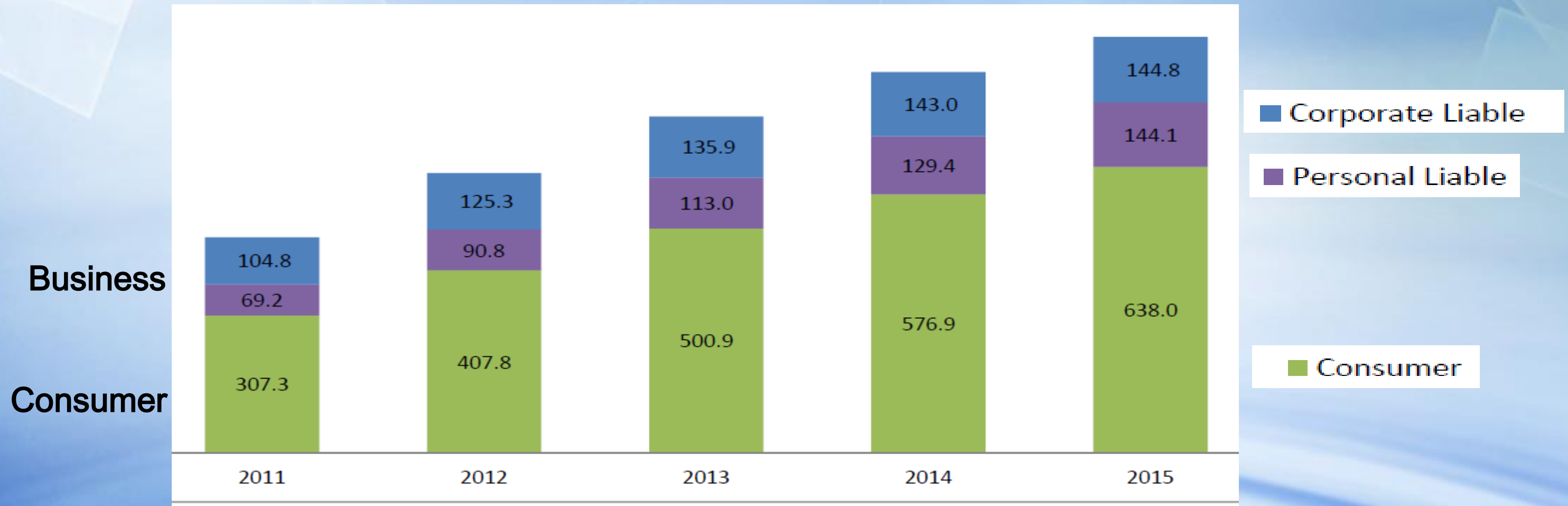


# The Next Wave of Innovation: Mobility

Ian Aitken  
Samsung Electronics

# Mobile Trends

- The Business Market is growing
- BYOD will catch up to Corporate Liabile in 2015



Strategic Analytics 2012

※ Millions of Units

**BYOD CAGR 18.2%**  
**(Personal Liabile)**

**Corporate Liabile CAGR 5%**

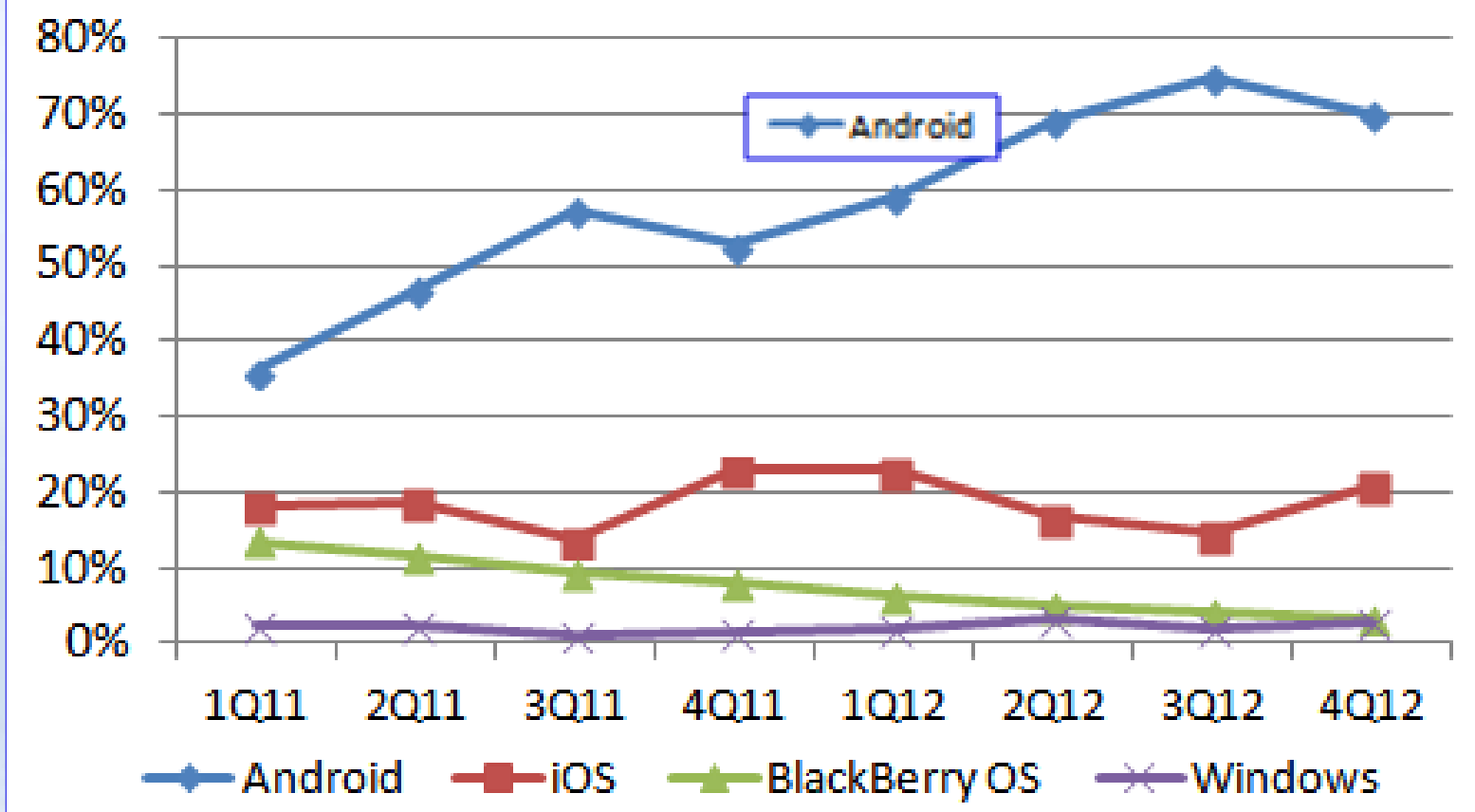
# Mobile Trends

- Google Android 65-70% Market Share
- Samsung 53% of Android Market
- Apple 21% Market Share

Rest of Asia/Pacific: Android Smart Phone Rev Market By Vendor				
Vendor	Market Share			
	4Q11	1Q12	2Q12	3Q12
Samsung	41.9%	53.6%	55.2%	52.9%
HTC	30.6%	20.2%	18.6%	13.6%
Sony Mobile Communications	0.0%	5.6%	4.4%	7.3%
ZTE	5.2%	5.2%	4.8%	5.6%
LG Electronics	2.1%	1.7%	2.4%	4.1%
Motorola Inc.	4.6%	3.9%	3.0%	2.9%
Others	15.6%	9.8%	11.7%	13.6%

Source: Gartner mobile device tracker, 3Q12  
Rest of Asia Pacific defined as APJ les Korea, Japan, China, India

Android: Above 70% share of mobile phone market



Source: IDC, WW mobile phone tracker, 4Q12

No.1

Samsung is the world's No. 1 memory manufacturer and market leader

No.1

We are the world's no. 1 mobile phone market leader

No.1

Samsung is the world's no.1 display manufacturer

2<sup>nd</sup>

Second largest US patent holder in 2012

(IFI)

2<sup>nd</sup>

Samsung was named the 2012 2nd Most Admired Electronics Company, and 34th overall

(Source: Fortune)

9<sup>th</sup>

Samsung was named the 2012 9th Best Global Brand

(Source: Interbrand)



We are the world's second largest printer manufacturer

US\$9

US\$9 billion invested into R&D every year

US\$143.1

US\$143.1 billion net sales in 2011

5<sup>th</sup>

Samsung was ranked the 2012 5th Most Innovative Company in the category of Consumer Electronics

(Source: Fast Company)

24

We have 24 R&D centers around the world



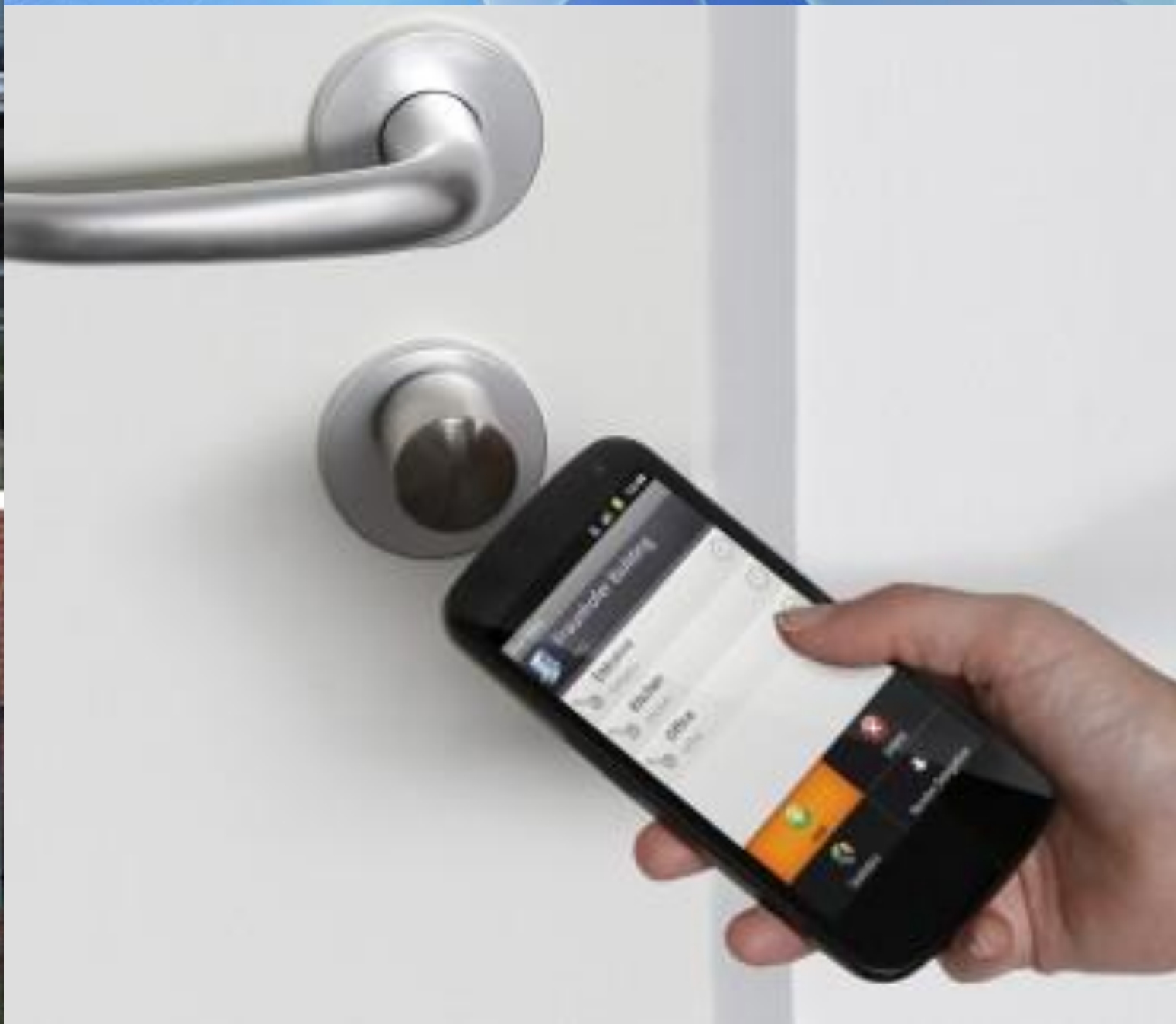
Energy Star Partner

Energy Star Award of Excellence Recipient



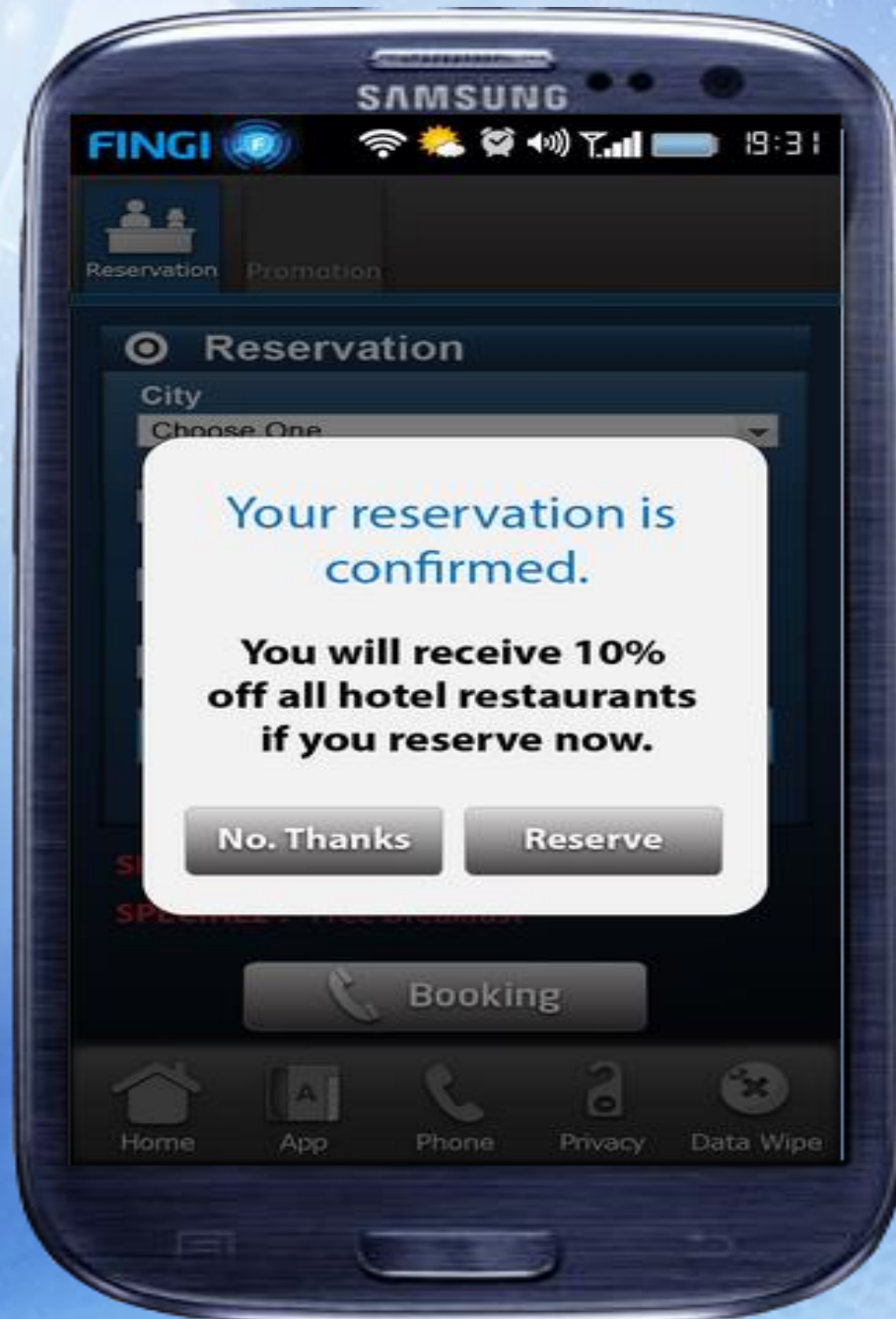
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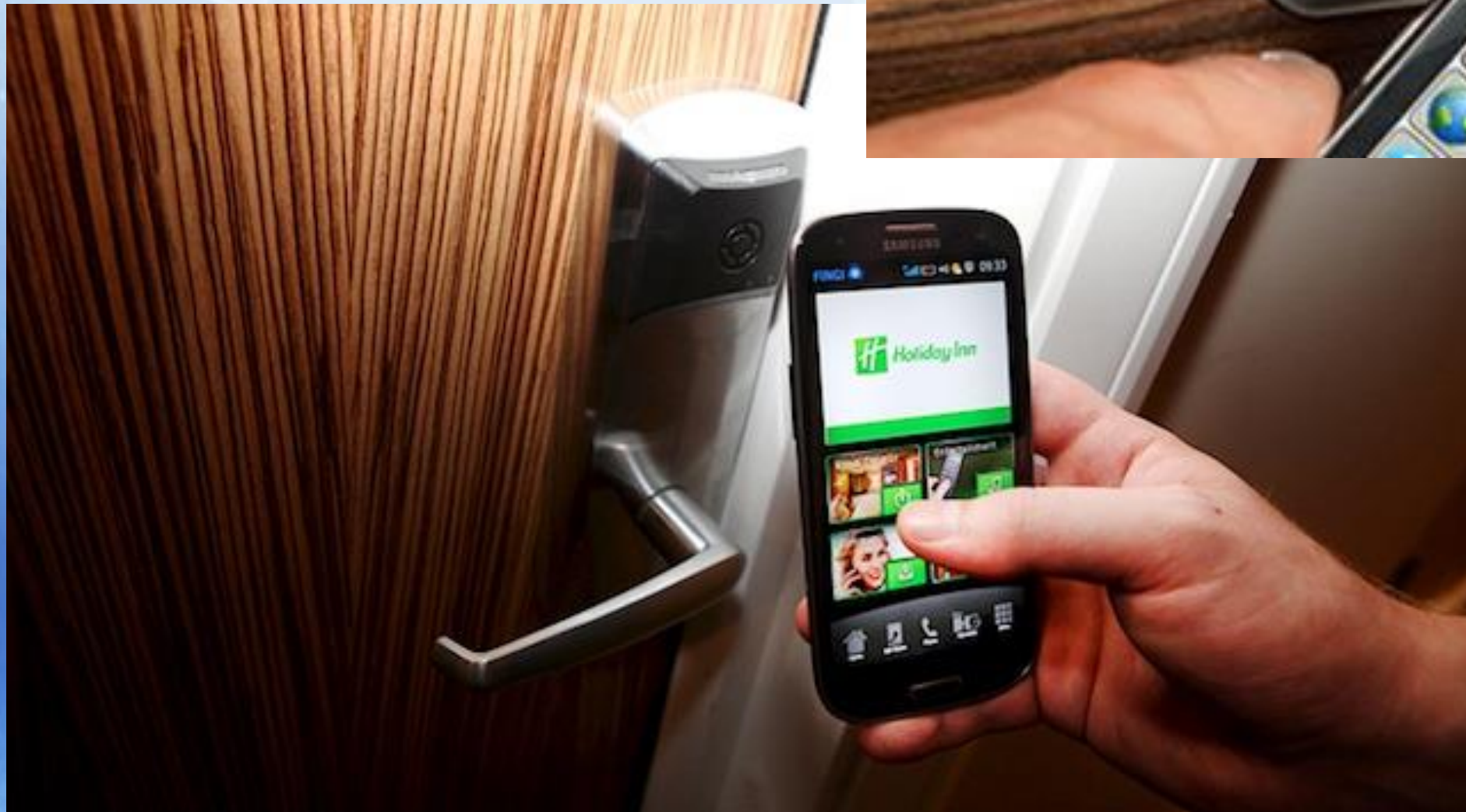






# Making a Reservation

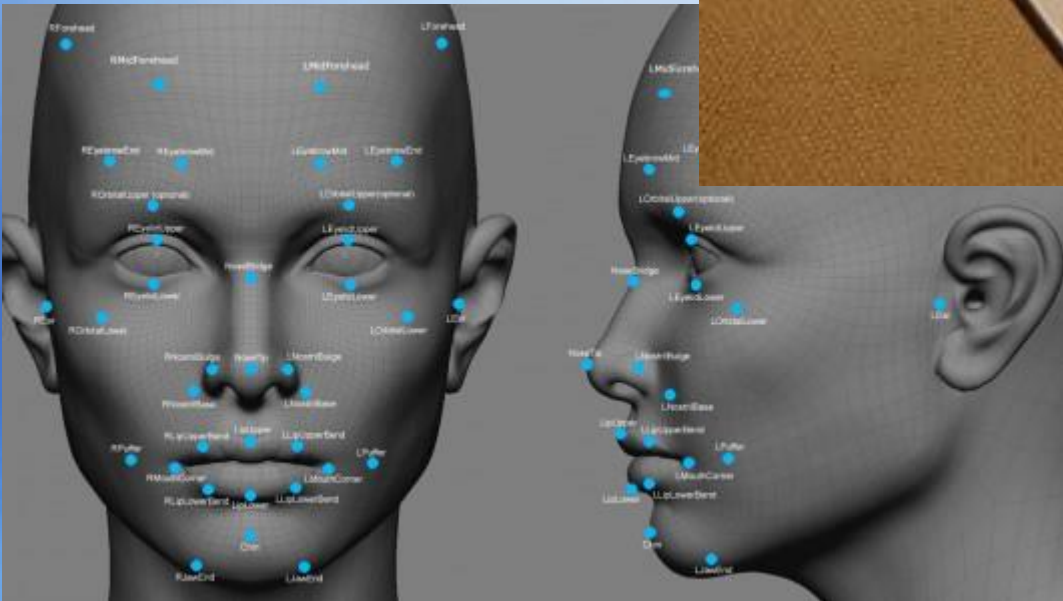
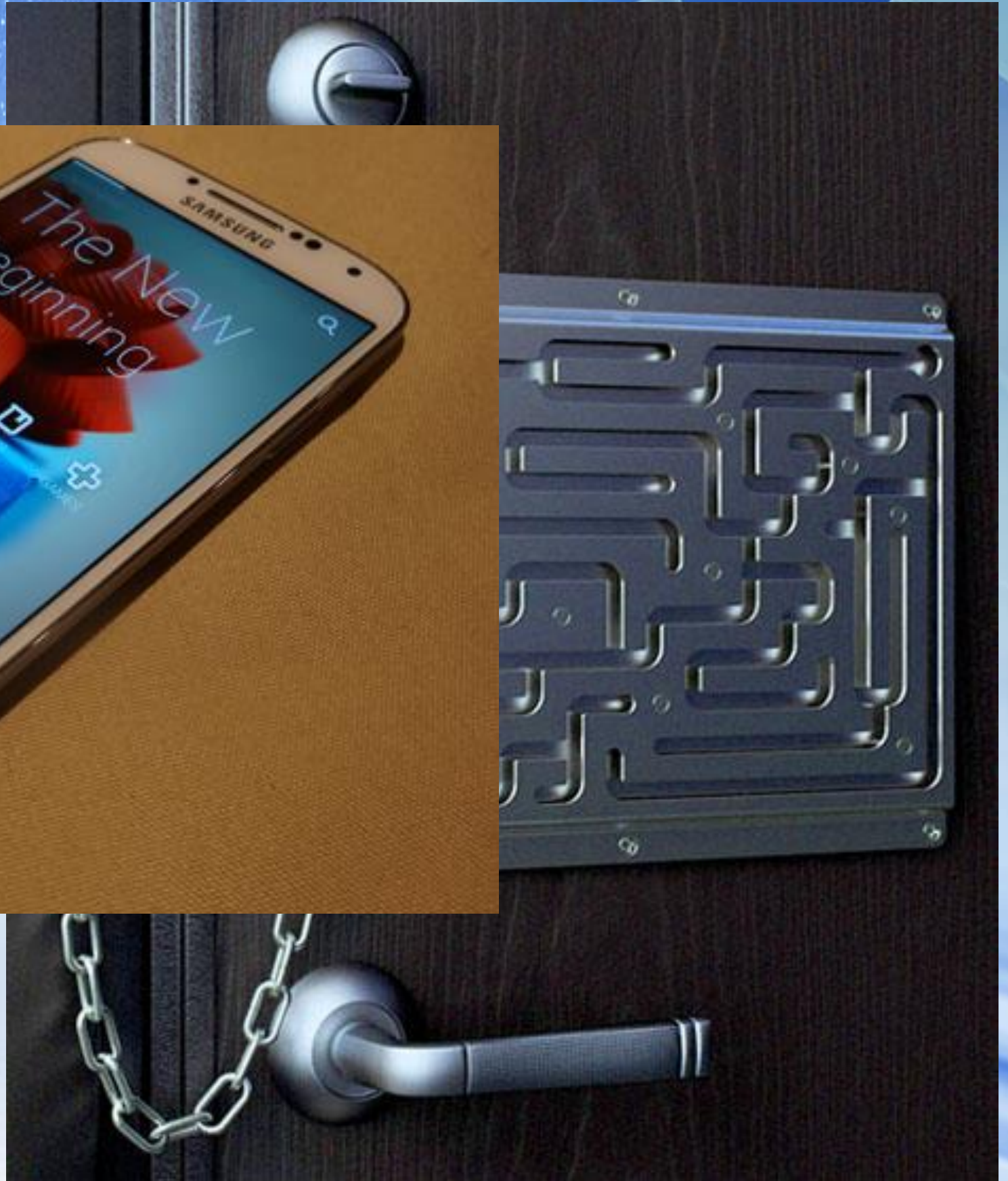
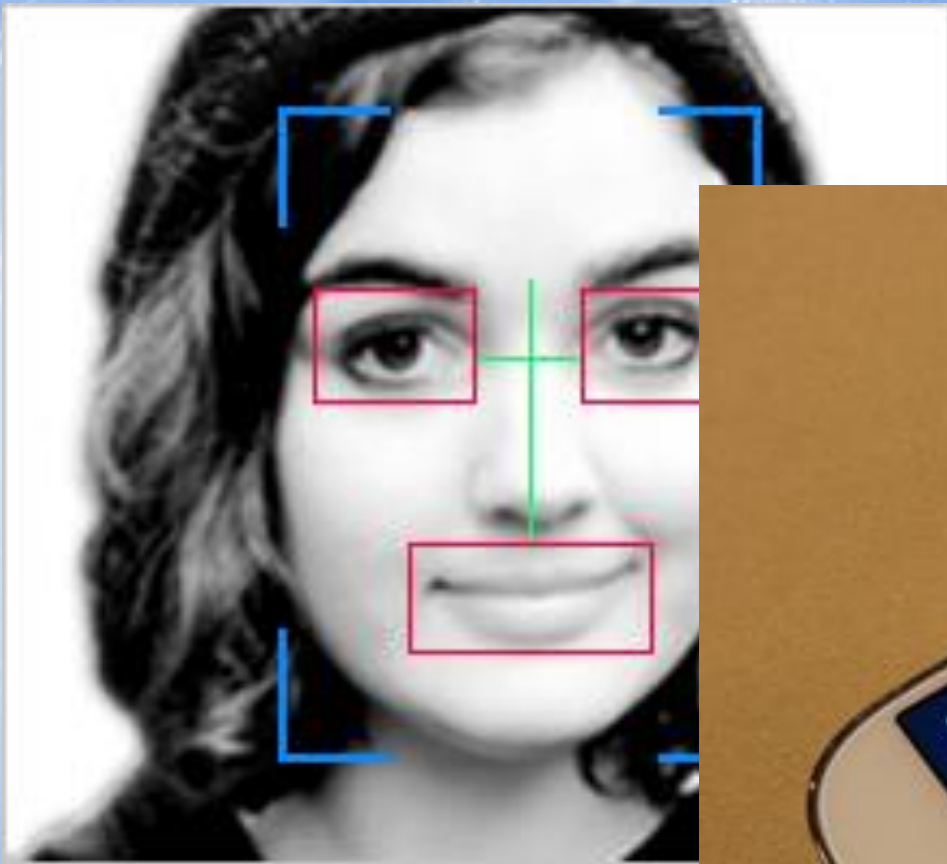




# In Room Experience



TV, Air-conditioning, Lights, Curtains, Phone, DND, Make up room.







# In closing....



# Beyond Business As Usual

*Thank you*