

Sustainable Community

Built with SmartThings Energy

SAMSUNG

Global Leading Company



Rank in Global Market

Market leader with over 31,000 smartphones and 1,000 TVs sold every hour

5th

2022 Best Global Brands

Interbrand

6th

2022 Most Innovative Companies

BCG

8th

2022 Most Valuable Brands

Forbes



Design Capabilities

The winner of 74 awards, the highest number of awards received to date, including:

- Product (38 awards, including 3 golds), Concept (8 awards)
- Communication (7 awards), Packaging (2 awards)
- Service (2 awards), UX (15 awards), UI (2 awards)



Environmental Friendliness

- Awardee of the 2022 Sustained Excellence Award, the highest honor in the ENERGY STAR Awards
- US government's global program to promote use of energy conserving consumer products



American Customer Satisfaction Index (ACSI)

One of the 2nd place brands in a customer satisfaction evaluation for household appliances (1st place in 2021)

Samsung Home IoT with SmartThings

SmartThings IoT Platform



Universality

Dominating the smart life with wide coverage

261M*

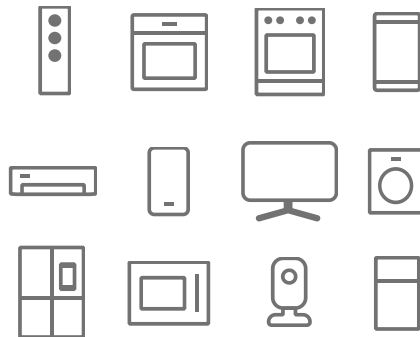
Registered Users

Europe	73M users
N America	61M users
Latin America	37M users
Korea	16M users

* As of Mar 2023

115M**

Connected Devices



** Samsung 91M + Non-Samsung 24M



Expandability

Expanding ecosystem with global leading partners

300+

Partner Brands



Top Global Brands

IoT Growth

Interoperability



Small Devices (sensors, hubs)



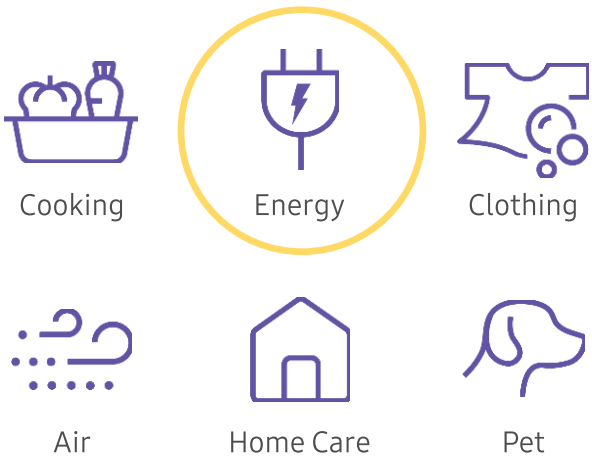
Large Devices (TV, appliances)

Samsung Home IoT with SmartThings

Beyond Devices to Services

6 Services

New Capabilities



Monitor, Control, Recommend

Partners

New Business Models



ESG

Sustainability



Vision of the Net Zero Energy Home

AI-enabled saving mode



Average Savings

SmartThings Energy Vision

Build a Sustainable Future

Net Zero Home
with Photovoltaics & Energy Storage



Smart Grid Ready
Demand Response & Time of Use

AI Energy Mode + Energy Saver

HA, HAVC, TV & Things*

Energy Consumption Insight

HA, HAVC, TV, Things & Whole home*



* Models with power measuring capability only. Supported features can be varied based on the model and region.

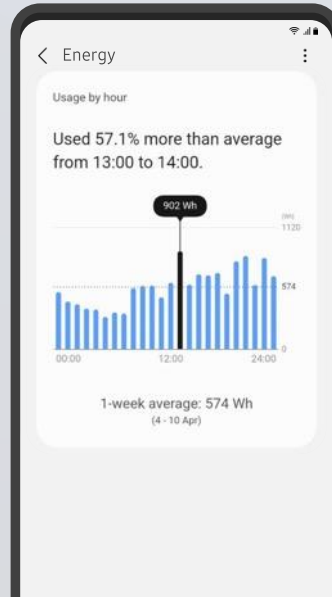
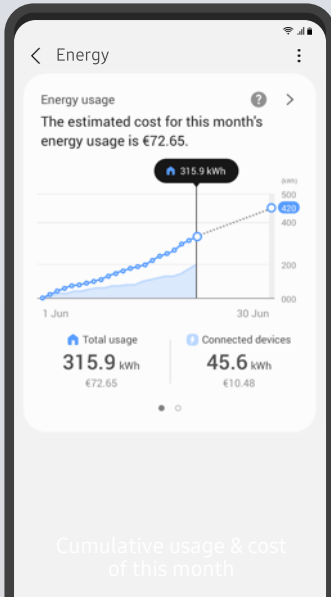
SmartThings Energy

Energy Consumption Insight

Monitoring & Analysis

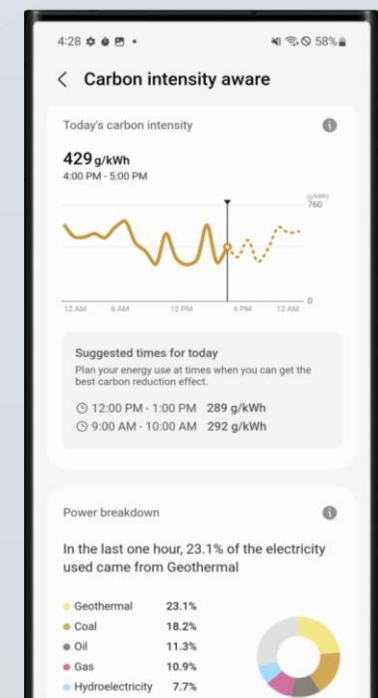
Tangibly shows the energy usage pattern and estimated cost for all connected devices*.

* Home Appliances, HVAC and TV.



Carbon Intensity Aware

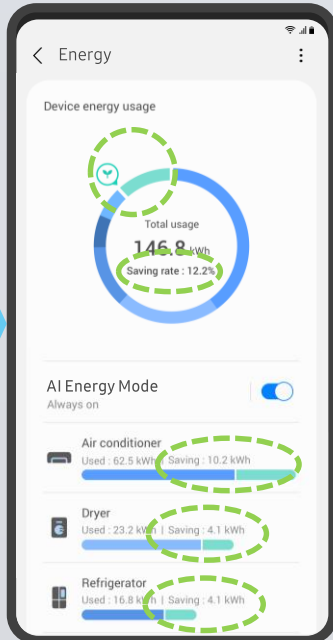
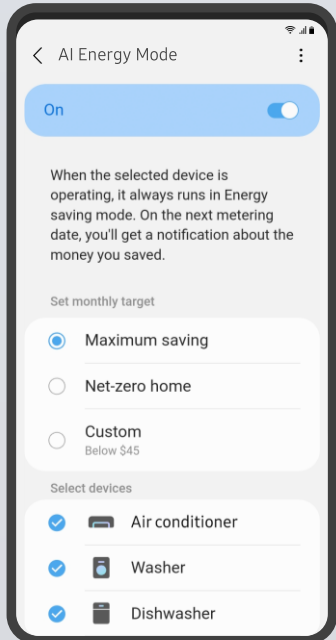
Real time insight into your carbon footprint
Carbon reduction based on energy production



SmartThings Energy AI Energy Mode

One-touch saving

AI Energy Mode enables Samsung home appliances to save energy without sacrificing comfort



Energy saved by AI Energy mode* (Monthly max)	
Washer	60%
Dryer	35%
Refrigerator	15%
Air Conditioner	20%
Air purifier	30%
Dishwasher	20%
Dehumidifier	20%
Hood	35%
TV	20%
EHS	40%

* The saving amount is based on internal testing, and to be confirmed for each country.

Various Options

AI Energy Mode has various options for saving energy more efficiently based on estimated usage through an AI server.

SmartThings Energy

Monthly Target

Net Zero

Smart Grid
(DR)

Tariffs
(Tier, TOU)

Maximum Saving

If it's determined that your estimated usage exceeds your target or you need to save energy, devices will run in AI Energy mode automatically.



SmartThings Energy Smart Grid Ready

Load management and cost savings

Service Provider

Utility Integration

Whole Home data Integration



Korea

EU

US

Demand Response Service Provider

Grid Demand Management



Korea

EU

US

Local Government

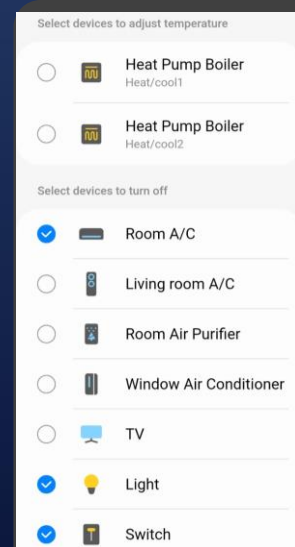
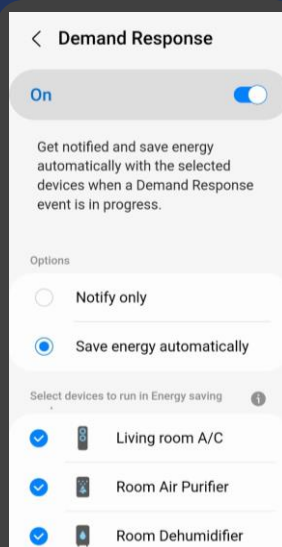
User Engagement/Rebate



Seoul

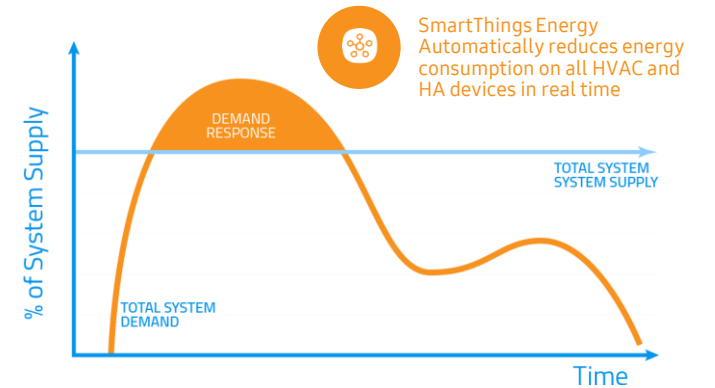


Naju



Demand Response

SmartThings Energy reduces energy consumption of appliances during peak hours.



Customer receives incentive for helping balance the grid



* Will be updated in 2023.

SmartThings Energy Net Zero Home

Net Zero Home Integration

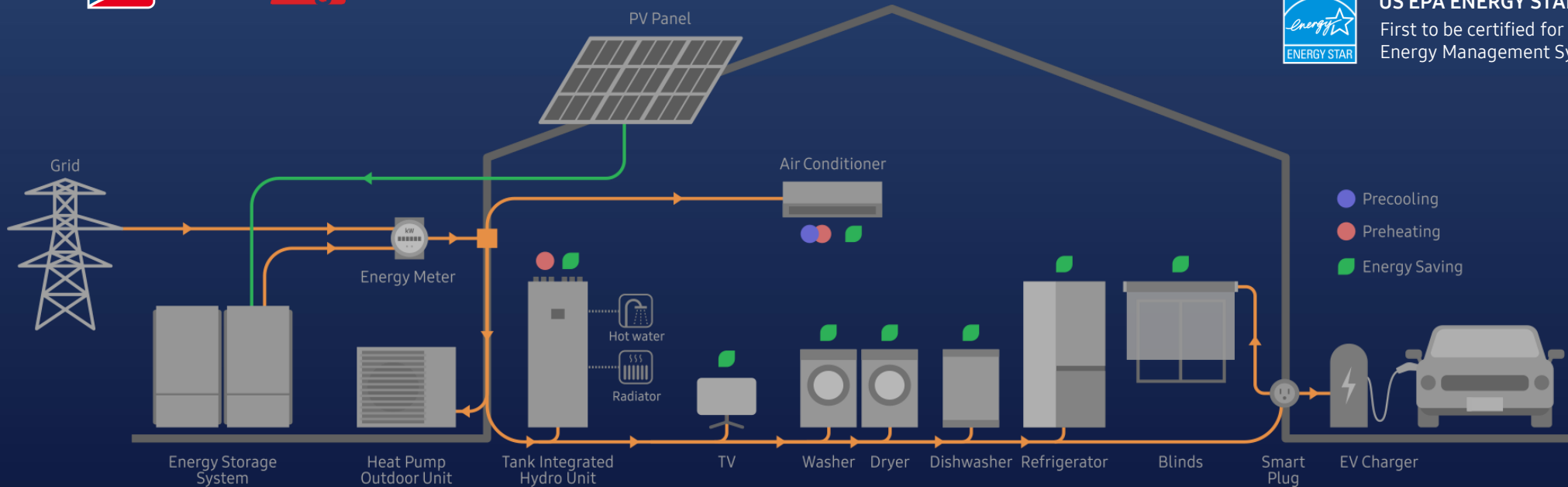
Create a Net Zero Home using PV+ESS+Devices+IoT integrated with SmartThings Energy.



* The water tank heats up when there is surplus energy generated by solar panels. On the other hand, when solar energy is low your devices will run in energy saving mode to help you reach your Net Zero Home energy goal.



US EPA ENERGY STAR Certified (Dec 2022)
First to be certified for a Smart Home Energy Management System



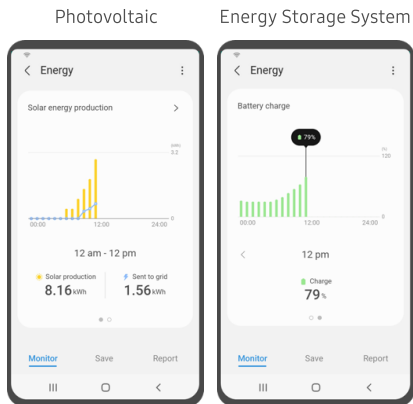
SmartThings Energy Net Zero Home

Maximized use of solar energy

Monitoring & Report

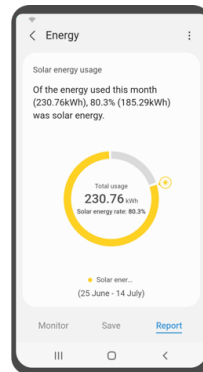
PV & ESS Status

Monitor your solar energy production and storage.



Solar Share

At a glance, you can see the percentage of energy usage provided by solar energy.



Automatic water heating

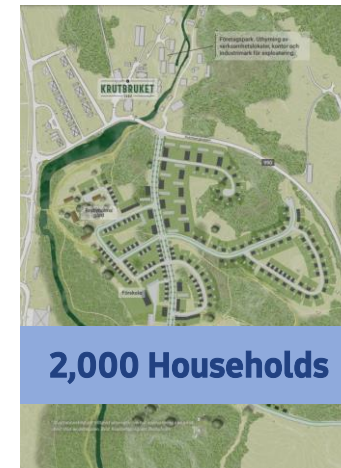
SmartThings Energy provides heat pump automations that can be used to suit the energy supply and demand.

When there is excess energy
Setting a high temperature helps you ensure that no solar energy is wasted.

When you need to save energy
Setting a lower temperature helps you save money and use less energy.

Net Zero Community

Stockholm-based real estate development community, S. Propertiy Group will build a net zero community at the Brobyholm Development



SAMSUNG

Appliance & Energy Service Provider

ABB

Electrification

VATTENFALL

Infrastructure

Legal Disclaimer

This presentation is intended to provide information concerning the Smart Product and Internet of Things industry. We do our best to make sure that the information presented is accurate and fully up-to-date. However, the presentation may be subject to technical inaccuracies, information that is not up-to-date, or typographical errors, and Samsung does not in any way guarantee the accuracy or completeness of information provided in this presentation.

The information in this presentation or accompanying oral statements may include forward-looking statements. These forward-looking statements include all matters that are not historical facts, statements regarding Samsung Electronics' intentions, beliefs, or current expectations concerning, among other things, market prospects, growth, strategies, and the industry in which Samsung operates. By their nature, forward-looking statements involve risks and uncertainties, because they relate to events and depend on circumstances that may or may not occur in the future. Samsung cautions you that forward-looking statements are not guarantees of future performance and that the actual developments of Samsung, the market, or industry in which Samsung operates may differ materially from those made or suggested by the forward-looking statements contained in this presentation or in the accompanying oral statements. In addition, even if the information contained herein or the oral statements are shown to be accurate, those developments may not be indicative of actual future developments.