



GALAXY NOTE7 EXCHANGE RATE NEARS 60 PERCENT IN EUROPE

Samsung Europe urges remaining owners to exchange, announces sales to begin Oct. 28 in Europe

Schwalbach/Ts., 27 September, 2016 - Samsung Electronics today confirmed that 57 percent of existing Galaxy Note7 smartphones in Europe have been exchanged since the programme began.

Since Sept. 19, 90 percent of Galaxy Note7 customers who have exchanged across Europe chose a replacement Galaxy Note7, and three percent chose an alternative Samsung Galaxy smartphone.

As the exchange programme progresses, the company reiterated its message for all Galaxy Note7 owners in Europe to power down the device and exchange it through the ongoing Samsung Exchange Programme.

Based on the current rate of product exchange, the programme in Europe is due to complete by early October. As such, Samsung has set a date for the Galaxy Note7 to go back on sale in Europe from Oct. 28, subject to a full completion of the exchange programme.

David Lowes, Chief Marketing Officer, Samsung Electronics Europe, commented: *"Our message of safety first is getting through to Galaxy Note7 owners who are doing the right thing by exchanging for a new device quickly and safely. We have worked hard to bring replacement Galaxy Note7 phones to Europe so we can ensure the safety of our customers and minimise their inconvenience."*

"We would like to thank our customers for their patience and loyalty to Samsung and the Galaxy Note7. For our remaining customers, we urge them to act now, exchange the device and get a brand new Galaxy Note7 today."

A pan European survey illustrates that consumer confidence in Samsung remains strong. Research¹ on 5,000 consumers across the UK, Germany, France, Spain and Italy found that a majority (61 percent) felt that the Galaxy Note7 exchange had not altered their view of Samsung as a brand, and 15 percent now feel more positive about Samsung's reputation.

Samsung has worked with its supplier partners to ensure the replacement Galaxy Note7 devices have followed the highest quality manufacturing and quality assurance processes. Samsung Europe confirmed the positive impact of strong cooperation with retail partners, daily direct communications with customers and software updates have had on the progress of exchange programme last week. Every Galaxy Note7 customer in Europe has received a series of safety messages² from Samsung asking them to exchange, and a software update rolling out across Europe to all existing Galaxy Note7 devices has reset the maximum battery charge to 60 percent.

¹ Kantar TNS Omnibus carried out on the 23rd to 25th September of a total sample of 5,007

² Includes emails, push notifications, social media messages and carrier communications

Samsung Europe has established a dedicated internal team comprising senior local executives, working with retail channel partners, to activate the Europe-wide exchange programme as smoothly and swiftly as possible.

Lowes encouraged customers to use a number of features for reassurance that they have a new Galaxy Note7: *“All customers can use our online serial number (IMEI) tracker on Samsung.com, and when you receive your new device look out for the green battery symbol and a black square on the packaging to be 100 percent assured you have a new Galaxy Note7. If anyone has any questions, please visit Samsung.com for more details.”*

For more information on the new Galaxy Note7, visit:

<http://www.samsung.com/de/note7exchange/>

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Notes to Editor:

- On Sept. 2 Samsung voluntarily stopped sales and shipments of the Galaxy Note7, after an investigation revealed an isolated battery cell issue from one supplier.

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