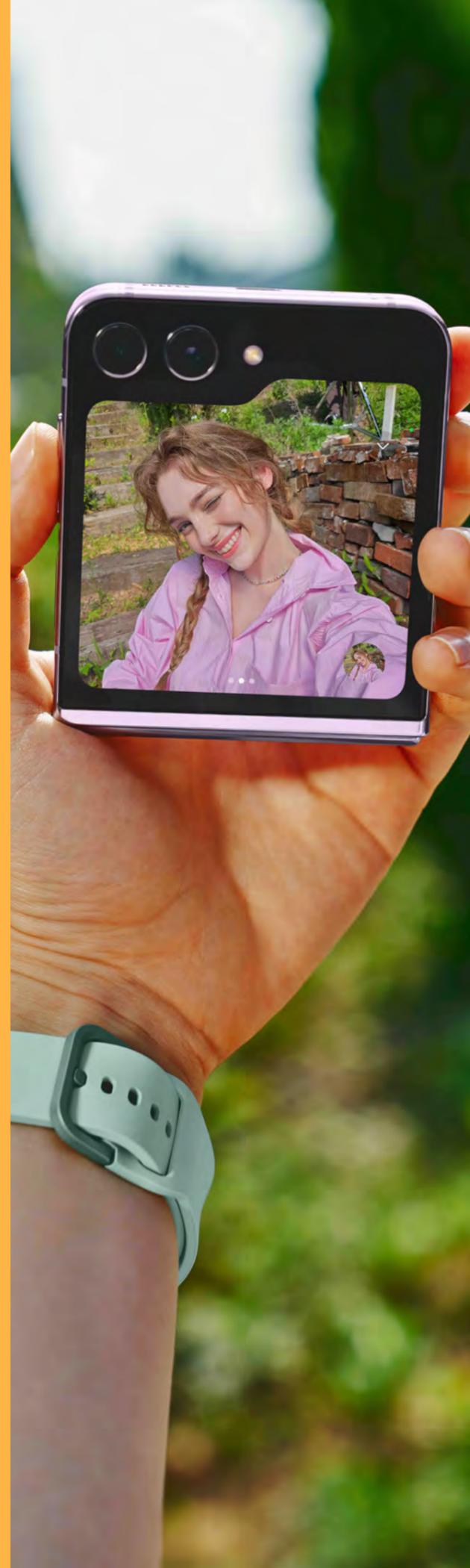




Annual report 2023
SAMSUNG

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Letter from Jaehoon Kim,
President of Samsung Electronics Iberia

| We are here for YOU

It could be a declaration of intent, but in the case of Samsung Spain, it is a phrase that really sums up the purpose of all the activity that our company carried out during 2023. And the fact is that we are truly here because of, and for, people.

Since we began our activity in Spain more than 30 years ago, we have put all of our innovation at the service of Spanish society, in the interest of progress and always taking into consideration the preservation of the planet. In fact, this commitment was endorsed at the start of 2023 during our CES Las Vegas event, as this annual flagship conference was the moment chosen by the company to share our vision of a more intuitive connected world, thanks to cutting-edge technologies that truly improve the lives of users through smarter, and above all, simpler experiences.

In short, a clear goal of building a better connected world that also brings greater peace of mind to users. The fact is that today most of us are looking for a calmer life, and technology, through connected devices in the car, at work and at home, can work together seamlessly, without interruptions and provide us with a simpler and more sustainable life.

And here comes into play another aspect to which Samsung has been devoting efforts and research for many years: security, as it plays a fundamental role in this new context. The presence of more than 14 billion connected devices makes us aware that, despite the benefits, greater connectivity creates the need to strengthen even further security and privacy. And it was also last year that we welcomed Knox Matrix, our vision that all of the connected devices in one ecosystem (mobiles, televisions, domestic appliances) can

protect each other, and ultimately their users. This milestone also coincided with the 10th Anniversary of Samsung Knox, which now protects more than 1 billion mobile devices worldwide.

However, our commitment goes beyond the innovation of our products and services. Our priority is that in a hyperconnected world, people have more opportunities, more freedom and peace of mind to discover new experiences without fear. That is why in March 2023 we presented the project Unfear, which is part of our local program, 'Technology with Purpose'.

The aim of this app, which we developed in collaboration with the Spanish Confederation of Autism and nine other autism-specific entities at the regional and provincial level, is to silence outside noises for people with ASD (Autism Spectrum Disorder). And of course, as we mentioned earlier, the preservation of the environment also forms part of our commitment and our priorities. That is why we are redefining each stage of the product life cycle, from its creation and distribution to its use and final recycling, to help reduce energy consumption and carbon dioxide (CO₂) emissions.

These advances in sustainability are also possible thanks to the innovation that is goes into our products with the planet in mind. For example, last year we presented our Less Microfiber filter, to collect 98% of the microplastics in a sustainable wash, and we also enabled our televisions to consume less energy, thanks to the use of Artificial

Intelligence through our SmartThings platform. The fact is that Artificial Intelligence is not new to us, as we have been developing this new technology for more than 10 years. In fact, many of our domestic appliances already include great AI-based benefits. However, it was not until November last year that we officially announced the integration of AI in our mobile business with the announcement of Galaxy AI and some of the first hints of what in 2024 has become a new era for mobile technology.

Since we began our activity in Spain more than 30 years ago, we have put all of our innovation at the service of Spanish society, in the interest of progress and always taking into consideration the preservation of the planet.

”

What follows is not only a detailed summary of our activity in 2023, but also a story in which you will hear the voices of some of our employees, along with the testimonies of some citizens who have been able to enjoy our technology and have wanted to share their experience in these pages. Thanks to every one of them for helping us to recreate our story of 2023, because every detail, every voice, every person and every story they tell defines our fundamental purpose.

A company with purpose

Key figures

Our business model

Our principles

Values that define Samsung's spirit

Good governance

Areas of activity

Milestones 2023



How would you define Samsung?

The company according to its employees

“

Dynamic

Versatile

Committed

Responsible

Innovative

Limitless

Collaborative

Exciting

”

A company with purpose

Since our launch in Spain more than 30 years ago, our objective at Samsung Electronics Iberia (hereafter, "Samsung Spain") has been to develop new technologies, innovations, and designs with a commitment to promote real, positive change within Spanish society.

Our impact in Spain extends well beyond our products' technological innovations. As the data below attests, we've had a positive effect on people's lives thanks to our contribution to Spain's economic and social progress, its tax revenue, employment, education, accessibility, and sustainability. All the initiatives launched by the Spanish subsidiary are in line with the United Nation's 2030 Agenda for Sustainable Development and the latter's Sustainable Development Goals (SDGs).

Through our "Technology with Purpose" program, we're on the road towards a fairer and more equitable world, one that's prepared to face and overcome the challenges of the future. In addition, we're committed to leading and guiding others down this path to a more sustainable future, thanks to initiatives such as our product recycling program and our focus on energy efficiency.

In a world in which environmental responsibility is increasingly important, at Samsung we're committed to sustainability and carry out practices that minimize our environmental impact and promote future generations' wellbeing.

In addition to developing technology,

At Samsung we're committed to the United Nation's SDGs and their contribution to responsible communications which make it easier for people and institutions to achieve the objectives of the Agenda 2030.

Elena Díaz-Alejo,
Brand and ESG, Samsung Electronics Iberia



Our work in Spain mirrors the Samsung Electronics Group's contribution around the world. With offices in 76 countries and nearly 260,000 employees, we are one of more than 200 subsidiaries that make up this conglomerate.

we also build relationships. From developing local talent to supporting cultural and educational initiatives throughout Spain, we've demonstrated our commitment to the local community day after day. For example, we've implemented a wide variety of programs to facilitate access to education and training in Spain, such as our Classroom of the Future initiative to enhance teachers' 21st-century skills and our Samsung Innovation Campus to train young people in the subject of Artificial Intelligence (AI) and help improve their job opportunities in this sector that is increasingly in demand

In today's digital and hyperconnected society, we see the social value of cutting-edge technologies, such as AI, and putting them at the service of people, democratizing innovations and facilitating accessibility in today's increasingly more open and inclusive society.



Samsung Spain consisted of 393 professionals at the end of 2023. The majority work at our headquarters in Madrid, though the company also has offices in Barcelona, Seville, and Valencia, as well as a logistics hub in Ontígola (Toledo).



Key figures

Samsung around the World

267,860
employees

232
facilities

76
countries

40
R&D centres

109
sales offices

15
regional offices

7
design centres

32
production hubs

29
others

FINANCIAL RESULTS (IN BILLIONS OF WONS)

Income

258.9

(=171,363 M€)

Profit

14.47 6.56

net
(= 9,577 M€)

R&D expenses

28.3

operating profit
(= 4,341 M€)

(= 18,731 M€)

Samsung Spain

393 employees
 151 women
 242 men

Investment in our Technology with Purpose program
1.52 million of €

SOCIO-ECONOMIC IMPACT

Contribution to GDP	Jobs created	Contribution to taxes
841.6 (million of €)	16,150 (jobs)	713 (million of €)

FINANCIAL FIGURES (IN MILLIONS OF €*)

Results	Total revenue	Corporate tax
38.6 EBITDA	1,823	12.6
34.4 Net income		

*In millions of € unless otherwise noted



JOBS (end of fiscal year)

By gender	2022	2023
Women	138	151
Men	238	242
By professional category	2022	2023
Directors	4	3
Key personnel	10	10
University graduates, expert technicians, and administrative staff	227	236
Sales representatives	135	143
TOTAL	376	393

FINANCIAL FIGURES

(in millions of € unless otherwise noted)

	2022	2023
Total revenue	1,88 B	1,82 B
EBITDA	47.2	38.6
Net income	36.8	34.4
Corporate tax	11.3	12.6

SOCIO-ECONOMIC IMPACT

	2022	2023
Contribution to GDP (€M)	817.9	841.6
Tax contribution (€M)	722.8	713
Jobs created through Samsung activity	17,548	16,150

TECHNOLOGY WITH PURPOSE

	2022	2023
Investment in local programs (€M)	1.17	1.52

We carry out very significant R&D investments around the world to develop the technologies of the future, such as AI and 6G.



Pablo Enríquez,
 Finance Director, Samsung
 Electronics Iberia

Our business model

At Samsung Spain, our business model is deeply rooted in environmental, social, and governance (ESG) criteria. Our aim is to help bring about a better world and, at the same time, comply with our social responsibility obligations. Our governance model is thus founded on strict compliance with local norms and adopting an impartial and transparent corporate culture. We are committed to carrying out our daily operations with integrity and fulfilling our role and social responsibility as a leading global company.

We create value in environmental, social, and economic terms for society in general, from the solid foundation of the company's management model, which enables us to promote progress and growth at the local level. On the other hand, our long-term vision and Code of Ethics enable us to effectively address and overcome the emerging challenges the world faces.

We are guided by **three clear objectives** that enable us to create value:

Create

the best products and services

Focus

management on human resources and technology

Contribute

to society

It's a company that always pays attention to what's happening, it invests, it takes action, and it's very flexible. Samsung is always ready to listen to and provide you with a specific solution to meet your needs.

”

Ricardo Hernández,
Director of Health Medical Equipment,
Samsung Electronics Iberia



Our principles

The company defined its "Five Business Principles" in 2005 and applies them around the world. They are the foundations for our Code of Conduct in Spain, in line with ethical and legal norms and to help us meet our Corporate Social Responsibility (CSR) obligations.

1

We comply with laws and ethical standards

2

We maintain a clean organizational culture

3

We respect customers, shareholders and employees

4

We care for the environment, safety and health

5

We are a socially responsible corporate citizen



The values that define Samsung's spirit



Change

As we have done since our foundation, we set our sights on the future, anticipating market needs and demands so we can steer our company toward long-term success.



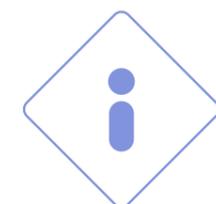
Co-prosperity

Samsung is committed to becoming a socially and environmentally responsible corporate citizen in all of its communities worldwide.



Excellence

Everything we do at Samsung is driven by an unyielding passion for excellence and an unfaltering commitment to develop the best products and services on the market



People

Quite simply, a company is its people. At Samsung, we're dedicated to giving our people a wealth of opportunities to reach their full potential.



Integrity

Operating in an ethical way is the foundation of our business. Everything we do is guided by a moral compass that ensures fairness, respect for all stakeholders and complete transparency.

For the HR Department, our priority is our employees. We are proud to be able to make life a little easier for the main asset of our company, which are the people



Nacho Fernández, Compensation and Benefits, Samsung Electronics Iberia



Good governance

At Samsung Spain we fully comply with the company's Global Code of Conduct which provides all our employees a solid ethical framework and behavioral guidelines to underpin our activity both locally and around the world. In places where local laws and norms have specific corporate integrity requirements, our subsidiaries adhere to them unflinchingly, prioritizing these over Samsung's general policies.

Corruption and bribery

Samsung Spain stands out for carrying out all our operations both honestly and ethically. We have a zero-tolerance policy in place in terms of any type of bribery, corruption, and influence peddling. We are committed to acting professionally, honestly, and with integrity, regardless of our operations, contacts, or location, implementing and ensuring compliance with effective anticorruption systems. To ensure our employees are aware of the Spanish penal code and its norms in this area, we have prepared a "Guide to Corruption, Bribery, and Influence-peddling." In addition, we have defined specific norms and a policy on gifts as well as tokens of courtesy and hospitality which apply to all our employees.

Crime prevention

The company's Crime Prevention Program is a global tool which enables us to address any internal activity which could potentially lead to corrupt behavior within the company. To ensure compliance, all our employees participated in a dedicated training program followed by an evaluation in 2022 on fundamentals of complying with norms, in addition to a specific course on data protection. In addition, we have created an "Ethics Channel" for employees to report any corruption or bribery-related incidents.

Human rights

To respect everyone's human rights, Samsung ensures equal opportunities for its employees and qualified individuals. We do not discriminate on the basis of race, skin color, origin, age, nationality, gender, physical disability, marital status, or any other trait protected by law. To ensure these rights are respected, we demand that same respect from all our employees, as well as fair, equal, and non-discriminatory treatment for all those taking part in our operations. At Samsung Spain, we have also created a group of 12 individuals, collectively called 'Samsung Up,' in charge of representing their fellow employees. This group meets once a month to gather suggestions and ideas on areas for improvement from the other employees before channeling these to the HR Department.

Decent work

Our policy against child labor is guided by a zero-tolerance policy. This means that child labor at any stage of our operations is unacceptable and intolerable. In addition, we've defined equitable and non-discriminatory employment conditions and remuneration policies for our employees. All our staff members are protected by a collective bargaining agreement, and we ensure that none of our employees take part in abusive practices. In addition, we do not tolerate any behavior which violates our Code of Conduct.

Harassment

At Samsung Spain, we also maintain a zero-tolerance policy regarding any behavior which might bother or offend others, including any type of sexual harassment as well as any physical or psychological abuse or bullying.

Areas of activity

Our day-to-day work can be divided into two areas, though both are closely related: on the one hand, our business activity and, on the other, our commitment to society through our Technology with Purpose local program.

Business activity

Mobile Experience (MX Division)

This includes our mobile products such as smartphones, tablets, laptops, and wearables.

Consumer Electronics (CE Division)

- **Televisions and audiovisual products (TV / AV):** this product range includes our TVs and sound equipment.
- **Digital Appliances (DA):** this area encompasses all our home appliances, including refrigerators, washing machines, dryers, and vacuum cleaners, among others.
- **IT (Visual Display + Memory):** this includes monitors and professional signage displays, as well as solid state drives (SSDs).

Business Management Team

- **People & Workplace Solutions.**
- **Business Innovation:** includes logistics and systems.
- **Customer Service:** customer care.
- **Legal.**
- **Business Management:** includes Finance, Accounts Receivable & Credit Control, Controlling and Business Support Controlling.

Direct to Consumer y Marketing Communications (D2C y Marcom)

- **Direct to Consumer (D2C):** Samsung's online sales channel.
- **Marcom:** this area encompasses all our corporate marketing and communication actions.

Samsung Electronics Air Conditioner Europe (SEACE)

Products and services related to heating and cooling.

Health and Medical Equipment (HME)

Cutting-edge technology for the healthcare industry.



Technology with purpose

Through this program which we launched more than ten years ago, our aim is to improve people's lives through technology. The Technology with Purpose program focuses on four different areas:

Education

Promoting the use of technology to transform and democratize learning.

Culture

We aim to help spread culture and make the country's cultural heritage more accessible in an innovative way.

Accesibility and wellbeing

The goal is to tear down barriers to make technology more accessible and promote equality and inclusion.

Employability and entrepreneurship

Lastly, we support training and business innovation initiatives to promote entrepreneurship and access to jobs.

We are profoundly satisfied with the work we carry out year after year through our Technology with Purpose program. Precisely, by putting this technology at the service of people, we can help build a better society, with numerous projects spread all around Spain, successfully breaking down barriers and truly democratizing the learning process.

”

Miguel Ángel Ruiz,
Brand Strategy
and Innovation Manager,
Samsung Electronics Iberia

Milestones favoring innovation

At Samsung, we're here for YOU, to ensure that our technology guides, helps and accompanies you and does so in a responsible and safe way. All the AI-based technologies we're unveiling in 2024, which are surprising everyone, have been in the making for years so that users can use and take advantage of them. 2023 was a key year for us where we could already see some really significant breakthroughs. Under this premise, we highlight a series of milestones that, in one way or another, have marked a turning point both in the company and around innovation. Whether to improve the sustainability of the planet, improve security in a hyperconnected world, improve business productivity and improve the lives of users, or improve inclusion and access to technology.

Innovation milestones to improve the planet's sustainability

01 Our journey towards a sustainable future

We declared our commitment to sustainability in the 2023 Samsung Sustainability Report, informing readers about the company's strategy. The report highlights our progress in implementing our New Environmental Strategy, in which one of our objectives is to achieve net-zero emissions by 2030. It is worth noting the creation of a global website for people to explore a wide variety of information about Samsung's strategy and the actions taken for our planet. In 2021 we also launched "Galaxy For The Planet," a platform with which we want to act more sustainably in terms of all our mobile devices, their lifecycles, and our sales operations.



02 ECO VAN: An initiative for sustainable repairs

Since 2023, Samsung has provided a new sustainable TV repair service housed within hybrid vans, thus its name, ECO-VAN. This service is available in the Autonomous Community of Madrid, Seville, and Barcelona. The company also has a fleet of 100% electric vans both in Spain (Madrid) and in Portugal (Porto and Lisbon) which not only reduce CO2 emissions but also noise pollution levels and the use of fossil fuels.



05 Samsung "Entrega y Estrena"

With the Samsung "Entrega y Estrena" promotion (translated as "Turn in and Try Out"), users can take advantage of significant discounts if they turn in their old devices when buying a new one. With this new, exclusively online service, Samsung is contributing to the circular economy, while their clients can benefit from significant discounts to buy the latest products in our catalogue.

03 Other ECO-Sustainable repairs

Samsung continues to expand its ECO-Sustainable repair service, reducing our carbon footprint by using fewer spare parts than in standard repairs. This process reduces electronic waste, though, for the time being, we only currently service TVs and smartphones. In 2023, more than 14,000 repairs have been carried out through this initiative.

04 AI Energy Mode

Samsung has continued optimizing its AI Energy Mode in SmartThings, both within its range of appliances -which encompasses refrigerators, washing machines, dryers, dishwashers, and air-conditioning units- and TVs. In broad terms, AI Energy Mode successfully reduces costs and the amount of energy consumed, up to 70% in the washing machine product range and up to 30% in the refrigeration range. Thanks to AI-enhanced systems, our appliances can also intelligently track different domestic chores.

If we translate this to day-to-day reality, this revolutionary Samsung function is capable of weighing laundry loads, detecting how dirty our clothes are, and, based on the latter, recommending the appropriate wash cycle to save energy and take better care of the fabric at the same time. It can also determine the appropriate defrosting cycles or even calculate electric bills. Without doubt, this function can intelligently monitor all types of variables: from how often you open the refrigerator door to how much temperature rises in a given room. The SmartThings algorithm takes note of these factors and responds accordingly.



We are committed to taking care of the planet, not only when manufacturing our products but also in later phases. Giving consumers the option of sending their old devices to the right place to be able to recycle them and giving them discounts represent a technology renewal plan which is committed to the circular economy. We're extremely happy to be able to offer this across all our product categories.

”

Guillermo Barberá Galiana,
Head of Ecommerce Sales & Demand Generation,
Samsung Electronics Iberia

Innovation milestones to improve data security in a hyperconnected world

01 The first authentication solution for companies

In collaboration with Microsoft, we launched the first authentication solution for mobile devices in the industry. This hardware-based function is available on Samsung Galaxy devices with protection from Microsoft Intune. Thanks to an additional layer of protection, it avoids unauthorized access to sensitive corporate data.

02 Samsung Developer Conference 2023 (SDC23)

Samsung holds this conference every year to bring together developers, creators, and designers. During the 2023 event, we learned about some of the company's newest innovations in the security realm. For example, updates to Samsung Knox Matrix including access keys and end-to-end encryption for Samsung Cloud. In addition, the company expanded Samsung Knox Vault for the broader device ecosystem.



Every year, we're certified as a secure company by Spain's National Cryptological Center (CNN), a branch of the National Intelligence Center (CNI). It is not Samsung saying this, but different organisations at both a local and global level. Specifically, our Galaxy S23 series, the Galaxy Z Fold5, the Galaxy Z Flip5, and our Galaxy S9 Tab series are all certified.



Santiago Izquierdo, head of Technology and Platforms, Samsung Electronics Iberia



03 Samsung Knox celebrates its 10th anniversary

Since its launch in 2013 at the MWC, Samsung Knox has become the leading platform in holistic data security for millions of consumers and companies. Today, the focus is on Knox Matrix and the premise that, in the future, connected devices within the same ecosystem can protect each other.

Traditional security infrastructures protecting individual devices have become outdated, given that a single compromised device can potentially affect others within the same ecosystem. With this premise, Samsung now proposes its revolutionary Knox Matrix which paves the way for security across multiple devices. Devices that incorporate Knox Matrix can work together to protect themselves in reliable networks. If one element is compromised, Knox Matrix will isolate it from the ecosystem to protect the other devices.

Currently, Knox Matrix boasts three essential traits which ensure its success:

- **Trust Chain:** enables devices to monitor each other to seek out threats.
- **Credential Sync:** protects user data as it travels between devices.
- **Cross Platform SDK:** enables devices using different operating systems and platforms (including Android, Tizen, and Windows, among others) to join Knox Matrix via coherent security standards.

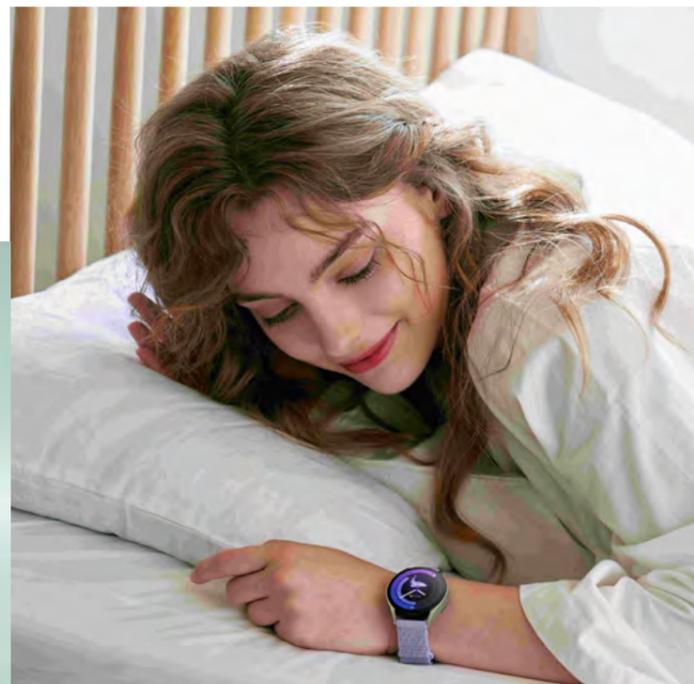
Samsung Knox's track record these past 10 years highlights Samsung's leadership and its ability to lay the groundwork for the future, defining a new era of security for our devices.

Innovation milestones to improve companies' productivity, enhance users' lives, and provide new experiences

01 The best Galaxy smartphones to date

2023 began with the launch of the Galaxy S23 series, representing a turning point in the mobile phone market. These premium devices provide unrivalled performance, a never-before-seen camera system which includes the Nightography function, and a design that respects the planet.

In August, we also launched the new Galaxy Z series to offer unparalleled foldable experiences. With an improved design featuring the new Flex Hinge and an endless number of new camera functions, the fifth generation of this smartphone underscores why Samsung is still the leader in this sector.



02 Superior quality in our portfolio of 2023 Smart TVs

Samsung presented its new range of TVs and soundbars, reaffirming its commitment to both quality and design. This launch included the new Neo QLED, MICRO LED, and Samsung OLED product lines, which offer premium entertainment and connectivity experiences. Also, new products and lifestyle functions such as The Premiere 8K and Smart EDGE Blending in The Freestyle provide consumers with the freedom to decide when and how they use their devices.



03 Samsung Health and its commitment to a good night's rest

As part of its commitment to users' wellbeing and health, Samsung published a study on sleep quality which revealed that Spaniards sleep worse and for less time today. Specifically, the amount of time people sleep has dropped to 7 hours and 2 minutes per night. This figure and others highlight the need to take care of how we rest, for example, with tools like the "Sleep Coaching" feature included in Samsung Health, enabling users to customize how they track their sleep.

04 Samsung Display Experience

This Samsung event served to present the company's new focus on integral and sustainable digital display signage, with a line of products that aims to satisfy the needs of the most demanding companies in any corporate setting. Included among the new products launched were the ViewFinity line of professional monitors, the new Samsung Kiosk version, an exclusive solution for Samsung Flip, and the latest innovations in The MICRO LED displays.

Galaxy AI  is here

05 Galaxy AI is here

At the end of 2023 Samsung announced the arrival of the AI phone with the incorporation of Galaxy AI in the upcoming Galaxy devices. As a prelude to this new era of mobile technology, we learned about some of the revolutionary functions which became reality with the Galaxy S24 series, as is the case with Live Translate.

The ability to translate calls in real time is a feature which seems to come from a very distant future but which, in 2023, Samsung confirmed would be a reality in its devices. The aim is to integrate AI natively, for the comfort and safety of thousands of users worldwide.

That was a Samsung promise that only took a few months to fulfill: Revolutionary experiences that strengthen real connections and open up new possibilities directly from our phones. Galaxy AI's launch was just a glimpse of what is yet to come and all the potential that the era of AI phone promises.

Being able to include AI in the Galaxy S24 series required a lot of prior work, including feeding a database in Spanish. The teams in Spain participated not only in terms of quality assurance but also in creating a text database to serve as the foundation to then develop generative language. In other words, to be able to enjoy Live Translate, a lot of previous work was needed.

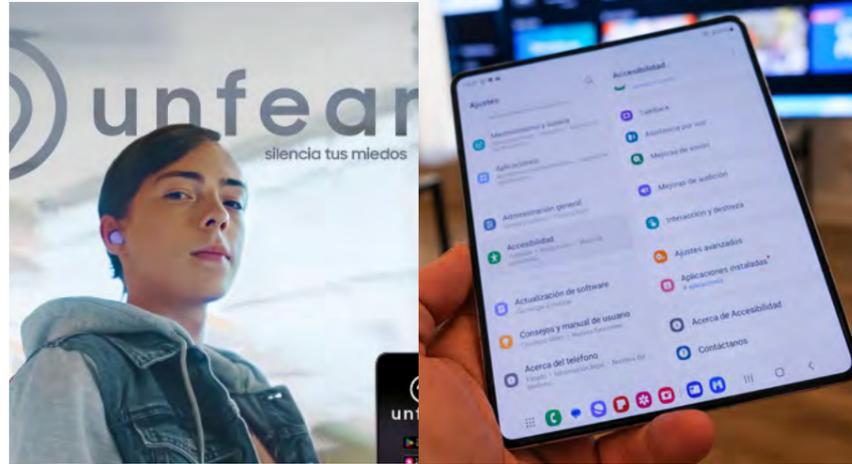


Santiago Izquierdo, Head of Technology and Platforms, Samsung Electronics Iberia

Innovation milestones to improve inclusion and access to technology for society as a whole through the Technology with Purpose program

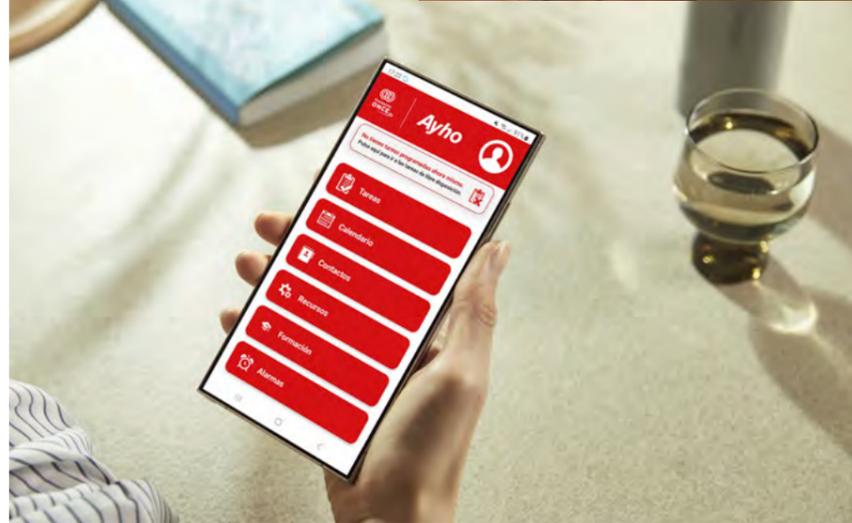
01 Unfear: The app that "silences the fears" of people with autism

Samsung launched Unfear, a project designed to improve the day-to-day lives of people with autism, individuals who frequently suffer from auditory hypersensitivity. The company developed an AI-based solution which cancels out both external noise as well as alterations caused by earbuds, acting like a "sound airbag."



02 Accessibility in Samsung technology

In 2023, Samsung devices in the Galaxy S23 series, the Galaxy Z Fold5, the Galaxy Z Flip5, the Galaxy A34 5G, the Galaxy A54 5G, and the Galaxy Tab S9 all obtained the Amóvil seal of approval as accessible technology. This recognition and the ATECH seal of approval for all 2023 Samsung TVs are granted by ONCE Foundation, accrediting these devices' accessibility for people with disabilities.



03 Ayho: A tool for supported employment

Together with the ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities, Samsung presented 'Ayho,' a technological tool which enables people with disabilities to work in a supporting environment to be able to carry out their jobs. Ayho ("Guidance and Assistance Tool" in Spanish) provides users training according to their specific jobs.



04 An automated apartment at the National Paraplegic Hospital in Toledo

This national hospital for paraplegics inaugurated a completely automated, 40-meter-square apartment within its facilities to help prepare patients for their day-to-day lives after leaving the hospital, even if intending to live on their own. The project was launched in collaboration with Samsung which provided the appliances and a TV, all fully accessible products that can be voice-activated and controlled by users' mobile phones.



05 The INNOVEAS space with the Spanish Red Cross: Bringing technology to the elderly

Samsung collaborated with the creation of this center located in the city of Valladolid. It's a space that aims to fight against unwanted loneliness and help breach the digital gap between young and old. The new space includes different areas in which users can make the most of innovative solutions thanks to connected and accessible appliances and TVs. In addition, INNOVEAS includes a "MediaLab" for users to enjoy virtual-reality experiences, a TV, and a radio studio.

Projects such as Unfear and Unnoise are precisely the ones which best represent our commitment to innovation at the service of society. We wholeheartedly believe in the power of technology and how it can contribute to inclusion and make our lives easier.



Elena Díaz-Alejo, Brand and ESG, Samsung Electronics Iberia

Awards and recognitions

01 Ayho

On the 30th anniversary of the European Platform for Rehabilitation (EPR), Ayho, a tool created by Samsung and ONCE Foundation to facilitate supported employment, received the [EPR Award for Innovation](#).

02 Unfear

In 2023 Unfear received more than 70 recognitions in different categories, ranging from innovation and social contribution to creativity and product design:

- [Cannes Lions International Festival of Creativity](#): Two Silver Lions and two Bronze Lions.
- [Caples](#): A gold, a silver, and a bronze.
- [Clio Health](#): Two golds, two silvers, and one bronze.
- [El Ojo de Iberoamérica](#): Twelve golds.
- [El Sol](#): Six golds, one silver, and one bronze.
- [Eurobest](#): One gold.
- [FIAP](#): one gold and one silver.
- [LIA \(London International Awards\)](#): Four golds, two silvers, and three bronzes.
- [Madstars](#): six silvers.

03 LOCK

This branded content proposal created for the TikTok platform, won the gold at the [Europe Digital Awards](#), as well as both a silver in the "Branded Content Creativity" category and a bronze in the "Branded Content Strategy" category at the [2023 Inspirational Awards](#).



04 Best communications strategy

Axel Springer, the media company which owns both Business Insider and Computer Hoy, granted special awards to outstanding companies in their respective fields, recognizing Samsung Electronics with its Special Award for [Best Communications Strategy](#).

05 Customer service

For the sixth year in a row, Samsung was one of the companies in Spain recognized for its Customer Service in the telephone, television, and home appliance categories in the [Los Líderes del Servicio](#) survey organized by the consulting firm, [Sotto Tempo Advertising](#).



06 Galaxy S23 Ultra

- [Xataka](#): Best super high-end range.
- [ADSL ZONE](#): Best photography.
- [Andro4all](#): Mobile of the year.
- [Urban Tecno](#): Smartphone of the year.

07 Galaxy S23

- [Computer Hoy](#): Best high-end smartphone.

08 Galaxy Z Flip5

- [ADSLZone](#): Best foldable.
- [Tuexperto](#): Foldable mobile.
- [Computer Hoy](#): Best foldable smartphone.

09 Galaxy Tab S9 Ultra

- [Xataka](#): Best tablet.
- [Andro4All](#): Tablet or convertible of the year.
- [Computer Hoy](#): Best tablet.

10 Galaxy Fold5

- [Xataka](#): Best foldable.

11 Smart TVs

- [AVPasión](#): Best 2023 Smart TV to Samsung S95C.
- [Tuexperto](#): Best OLED TV Samsung S95C.
- [AVPasión](#): Best Gaming Smart TV 2023 to Samsung S90C-S93C.
- [Xataka](#): Best connected device to Samsung The Freestyle.

12 Galaxy Watch6

- [ADSLZone](#): Best wearable.

13 Home Appliances

- [Andro4all](#): Home appliance of the year: Samsung A-40% washing machine



Events and trade fairs

In 2023 Samsung stood out again not only for its innovation but also its participation in the world's most important tech trade fairs, such as CES, IFA, and MWC, as well as its Galaxy Unpacked events to present the company's newest innovations year after year.



Samsung presented its new range of **Neo QLED, MICRO LED, and OLED TVs** at **CES 2023**, along with its new **Odyssey, Smart Monitor, and ViewFinity screens** and its latest **Bespoke Home** appliances and customizable services.



The company presented its **Samsung Galaxy S23 range** at a **Galaxy Unpacked** event in San Francisco. At the same time, we held a local gathering at the Escenario Ibercaja Delicias venue in Madrid to watch the international presentation while also enjoying live performances by Natalia Lacunza, Álvaro de Luna, and Dani Fernández, along with our partners, media, clients, and brand fans.



Mobile World Congress 2023 became the setting for industry professionals to learn about our latest product launches: The **Galaxy S23 series** and the range of **Galaxy Book3 laptops**.



Samsung was also present at **REBUILD**, the leading technological and innovation trade fair in the construction industry, taking the opportunity to showcase its new products such as the **EHS Mono HT Quiet** heat pump.



The **WOW event**, with the slogan, "**Zero doubts, Samsung TV,**" was hosted by Cristina Pedroche and served to promote the company's new range of **OLED and Neo QLED TVs**, as well as soundbars.



The first **Galaxy Unpacked** event held in Seoul was the ideal setting to present the new generation of the acclaimed **Galaxy Z series**, the **Galaxy Z Flip5**, and **Galaxy Z Fold5**, as well as the **Galaxy Tab S9 tablet** and the **Galaxy Watch6 wearables**.



At **ISE 2023**, the company presented its new **smart signage solutions**, as well as its large LED displays, reinforcing Samsung's commitment to sustainability and minimizing its impact on the environment.



At a **joint event held with Microsoft and Intel**, David Alonso, Director of Mobile Business at Samsung Spain, announced the launch of the **Galaxy Book3 Pro 360, Book3 Pro, and Book3 360 series** and Samsung's most powerful laptop to date, the **Galaxy Book3 Ultra**.



For the first time ever, Samsung participated in the **ISH 2023** trade fair to showcase its complete heat pump solutions, such as the **EHS Mono HT Quiet, EHS Mono R290**, and other innovative products and digital services.



Milan Design Week was the ideal showcase to present **Bespoke Life**, demonstrating how the company's latest **Bespoke appliances** complement consumers' values while at the same time favouring unique lifestyles.



Bespoke Life 2023, aimed to share the company's vision of how to transform users' lives through sustainability, connectivity, and design with products such as **Bespoke Jet™** and **Bespoke 4-Door Flex™**.



IFA 2023 was the venue Samsung chose to demonstrate how **SmartThings** allows users to quickly and easily manage the things that concern them the most, such as energy savings, data security, entertainment, and efficiency.

Marketing milestones

01 An epic night for a Galaxy Unpacked event

Samsung kicked off 2023 with its famous **Samsung Unpacked** event to showcase the new smartphones in its Galaxy S23 series and the Galaxy Book3 laptops. The event was held at Escenario Ibercaja Delicias in Madrid, featuring performances by the singers, Natalia Lacunza, Álvaro de Luna, and Dani Fernández. Participants enjoyed an epic night full of music and technology.

Some well-known celebrities, such as **Paula Echevarría, Maxi Iglesias, and Isabel Jiménez**, did not want to miss out on this event, learning first-hand about the new products in the Samsung universe while enjoying an unforgettable evening. This was the first in-person Samsung Unpacked event since 2019, making it a very special occasion for us, our fans, and friends.



02 Fact or fiction? #0doubtsSamsungTV

In a spectacular event with the slogan, **"Fact or fiction? #0doubtsSamsungTV,"** the company unveiled its new catalogue of TVs and soundbars. Participants were able to learn about these new products through a performance of dance and audiovisual content in 8K resolution, provoking the extremely desired "Wow!" effect.

This performance challenged the human eye to distinguish between reality and an image shown on TVs in our new Smart TV range. **Cristina Pedroche** was in charge of hosting this event in which Samsung demonstrated, yet again, its determination to provide the best technology and its ability to satisfy the needs of any home.

03 Discovering an exclusive edition of the Galaxy ZFlip5 thanks to Samsung and Scrapworld

In 2023 Samsung partnered with the urban clothing brand, **Scrapworld** (founded by content creator, **ByCarlitos**), to design and present a unique product drop for the Galaxy ZFlip5. Hosted by the actress, Blanca Suárez, the launch brought together hundreds of people in the La Neomudéjar Museum in Madrid to see this new and exclusive design: An aluminum case decorated with stars made out of 18-karat gold and with a dangling gold phone charm with two diamonds and an emerald, simulating the camera and flash on the foldable device.

This limited edition was created to better connect with younger generations through a premium and completely unique product like none other in the world, all based on the company's iconic foldable phone's design.

04 Samsung and the Hermanos Torres come together to integrate the latest technology in their research and training facilities

The restaurant **Cocina Hermanos Torres**, with 3 Michelin stars, has included the innovative line of Samsung home appliances in their Research and Development and training facilities to turn them into connected, efficient and sustainable spaces

As chefs, we're always seeking out excellence and innovation. The result requires a major creative and research process beforehand in our R&D lab equipped with the latest in Samsung technology. In addition, their appliances let us be more efficient and functional, which is priceless for us.

”

Javier Torres, from Hermanos Torres

05 Samsung and MAPOMA: together to run through Madrid

Samsung and the **MAPOMA Runners' Club** have continued to work together by sponsoring different races such as the Rock 'N' Running series. In keeping with Samsung's commitment to sports and health, this alliance is perfectly aligned with our Galaxy ecosystem of products and the Samsung Health app which provides customized experiences to promote users' wellbeing, including keeping track of their training routines.

The company also launched **SamsungGo** within this context. It's an initiative in which 18 journalists were able to prepare themselves for the above-mentioned race with support from MAPOMA and Samsung technology which guided them through this experience. Thanks to their training and individual, customized follow-up, a total of 13 journalists successfully crossed the finish line in April 2023 after months of shared experiences.

06 "My Flip Week": Samsung heads back to Spanish universities

Samsung wanted to take its innovations to Spanish universities for another year, this time focusing specifically on its foldables -the Galaxy Z Flip5 and Galaxy Z Fold5-, the Tab S9 series, and its new range of TVs. To do this, it organised a tour of 12 university campuses, challenging students to take part in the **"My Flip Tour"** contest. The latter consisted of students having to fold as many clothes as possible and packing them into a suitcase, all in under a minute.

After completing the latter and other challenges related to Samsung devices and their traits, the company took 12 winners, one from each campus, to Seoul. The winners enjoyed a trip to the Korean capital to immerse themselves in the country's language and culture, and also learn about the latest products in the Samsung universe.

07 A Fortnite tournament by bus

Samsung organized a tournament for the local community of Fortnite players to discover the gaming power of the Galaxy S23 Ultra thanks to 5G. The players enjoyed a unique experience alongside well-known content creators like Vitu, Suja, Thanix, and Regortread.

Everything that happened on the Samsung bus driving down the streets of Madrid in May was posted on the company's Twitch and TikTok accounts, alongside images recorded with the Galaxy S23 Ultra. It was a unique experience that helped participants learn about the incredible features in the Galaxy S23 series as well as in the Galaxy ecosystem as a whole.

08 Samsung presents Unnoise

After the success of the Unfear app, Samsung launched Unnoise, a free app capable of protecting people from annoying external noise. Thanks to this advance, people with varying degrees of auditory hypersensitivity can now comfortably enjoy day-to-day situations as normal, for example, waiting for a train.

09 LOCK: A TikTok series for Gen Z

Samsung joined TikTok by launching LOCK, a horror series recorded completely with Galaxy S range devices. The series is 3 seasons long and focuses on how the main characters try to come out of an escape room alive. The series aimed to connect with Gen Z users, and it was a complete success: With 238 million views, 295 million impacts, and doubling the number of subscribers to the company's account. In addition, the campaign had already won the 2022 TikTok Award for "Greatest Performance" and in 2023 achieved the TikTok Award for the "Greatest Creative" of the year.



10 Cooltura: The Frame and Sara Rubayo

The Frame TVs include a catalogue of more than 2,100 works of art. Samsung turned to the content creator and art historian, Sara Rubayo, to discuss some of the most emblematic and enigmatic paintings included in the collection. This enabled our users and art lovers to watch and enjoy educational bitesize videos with interesting information about some of the world's best-known works of art, art they can also show off in their living rooms thanks to Samsung technology.

11 Samsung Climate Solutions sponsoring GIBAIX

In 2023 Samsung became a new sponsor for GIBAIX, the Professional Association of Electrical, Plumbing, Gas, Air-Conditioning, and Associated Business Professionals in the Baix Llobregat province of Catalonia. With this action, Samsung Climate Solutions aims to strengthen the air-conditioning sector in Baix Llobregat and facilitate communication between the association's members.

Samsung was able to share its knowledge with GIBAIX and familiarize its members with the constant development of products so that they can have this information with them when carrying out their activities throughout the year. Thanks to its sponsorship, Samsung was given a stand to showcase its new products and an online space to help train future installers.

12 Taking care of the planet in Minecraft

Samsung created "Planeta Diamante 23" within the Minecraft universe. The aim was to create a game server designed by the content creator, @Regortread, to raise awareness about sustainability among the Samsung community and encourage them to take care of the planet. This virtual environment also served to celebrate the launch of the Galaxy S23 series. A few months later, users were also able to learn about the new Galaxy Z Flip5 and Galaxy Z Fold5 in another Minecraft ecosystem called "Planeta Flex 5."

Both "Planeta Diamante 23" and "Planeta Flex 5" were extremely successful, bringing together a total of 12,500 players and achieving more than 27 million impacts on social media. In addition, this initiative won the bronze at the 2023 Inspirational Awards in the best "Gamified Entertainment" category.

As part of our never-ending determination to reach different audiences, the idea to gamify the launch of our new devices came up. That's how this campaign was born, representing a great example of our efforts to create different, ground-breaking campaigns. We can be proud of having successfully created new formats in 2023, having opted for distinctive formulas, of which this campaign, the Scrapworld collaboration and the LOCK campaign are all good examples.

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Elena Fernández, Integrated Marketing Communication Manager, Samsung Electronics Iberia

Innovating for You 2

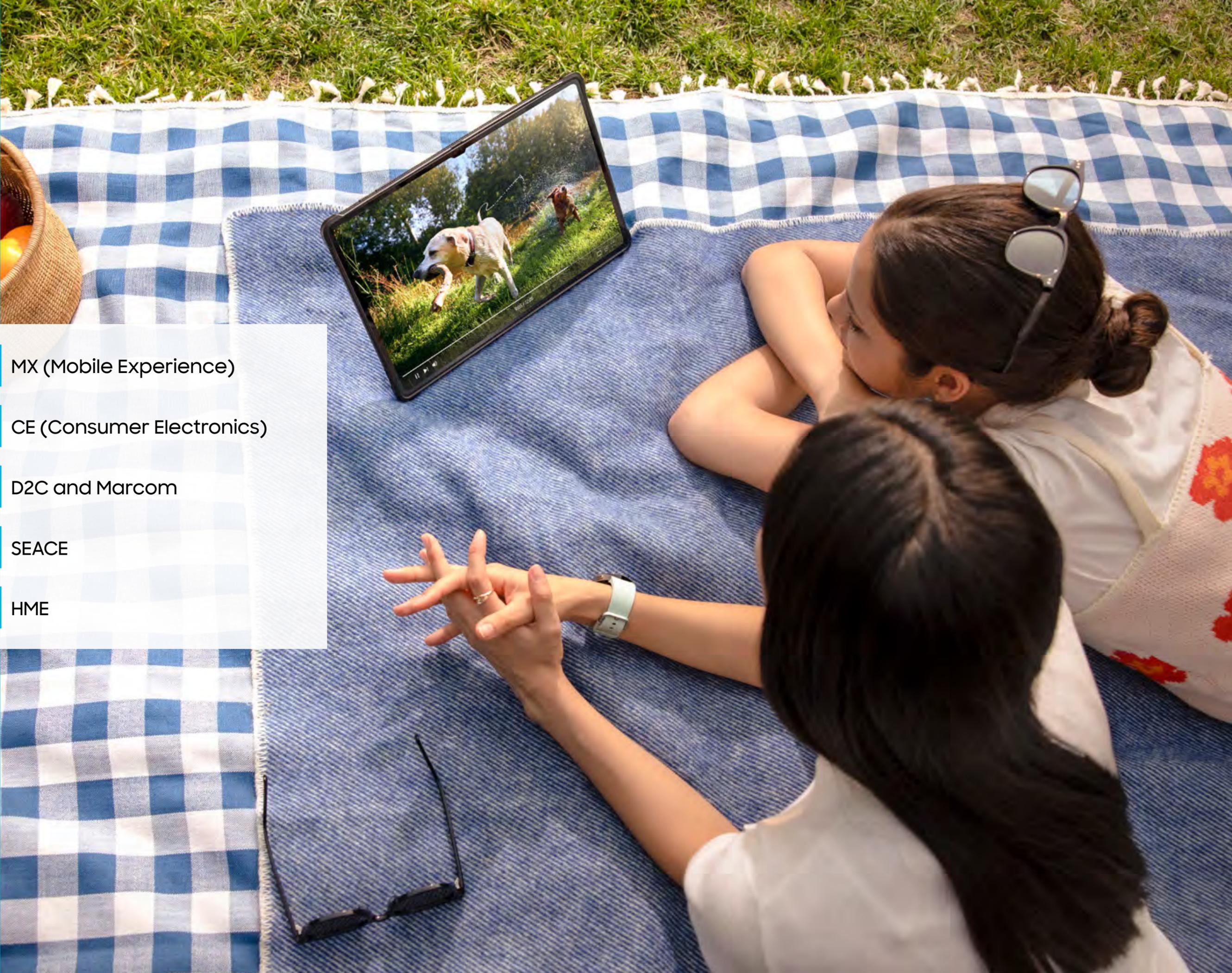
MX (Mobile Experience)

CE (Consumer Electronics)

D2C and Marcom

SEACE

HME



Innovating for YOU

At Samsung, we innovate every day just for YOU. We want to make all our users' lives easier with our technology and make that technology a key ally for everyone. This past year, we continued to take decisive steps for our products and services to help strengthen and further people's creativity, productivity, and wellbeing. For this, we committed to focusing on innovation designed for YOU, enabling you to live in a more secure and sustainable world.

MX - Mobile Experience

Mobile devices



Galaxy Z Flip5 and Galaxy Z Fold5: Unprecedented foldable technology

The fifth generation of these foldable smartphones has set a new precedent for this type of technology. The new **Flex Hinge** improves the user experience while maintaining the same unique design. Thanks to **FlexCam**, this range includes new camera features, such as the hands-free option in the **Galaxy Z Flip5's Flex Window**, enabling users to capture the most incredible moments from different angles. The **Galaxy Z Flip5** also includes **new customization options**, the outer Flex Window -3.78 times bigger-, making users' day-to-day lives easier.

The **Galaxy Z Fold5** underscores our **clear commitment to productivity**. With an immersive screen and a longer-lasting battery compared to the previous generation, this is the most powerful Galaxy Z range device.

In 2023 we also saw the real economic value of our Galaxy Z range in Spain. Together, these devices billed over 90 million euros in 2022 in a market showing clear signs of maturity, thus highlighting that foldable devices have become a real alternative to traditional smartphones today.



Galaxy S23 series: The most epic premium smartphones

The Galaxy S23 Ultra, along with the Galaxy S23 and Galaxy S23+, represent a new era of phones in the Galaxy ecosystem. Presented during an "epic night" at an event featuring performances by Natalia Lacunza, Dani Fernández, and Álvaro de Luna, participants were able to see the incredible Nightography feature in action, including its ability to record videos at night in cinematographic quality thanks to AI. The trio of artists were the soundtrack and backdrop for this presentation, while users

put all the possibilities that the Galaxy S23 series offers in low-light conditions to the test.

In addition to a more advanced camera system, the Galaxy S23 Ultra also provides cutting-edge gaming performance thanks to the Snapdragon® 8 Gen 2 for Galaxy processor and an infinite variety of performance-enhancing options. It also comes with an S Pen which has become increasingly popular in the Galaxy ecosystem among users. The three models' designs also stand out for the quantity of recycled materials used during their manufacturing process, more than in any other Galaxy smartphone.

Galaxy A range: Awesome experiences for everyone

Without losing sight of our constant goal to democratize technology, the new Galaxy A series models, the Galaxy A54 5G and the Galaxy A34 5G, make the most complete experience even more accessible to users. The devices' optical image stabilization (OIS) and video digital image stabilization (VDIS) systems help record stable and sharp videos, keeping any shaking and out-of-focus shots at bay. The phones also feature our improved Super AMOLED immersive displays (6.4 inches in the Galaxy A54 5G and 6.6 in the Galaxy A34 5G) for amazing visibility outdoors, even in direct sunlight.

Their 5,000 mAh battery lasts more than two days without needing to recharge. The phones also include four generations of operating system updates and five years of security updates. This formula, combined with Samsung Knox and access to the security and privacy panel, allows users to reliably save their files. These smartphones are available in four awesome colors to adapt to all styles and personalities.



Galaxy Tab S9 series: Redefining the tablet landscape

The Tab S9 series features three models: **Galaxy Tab S9**, **Galaxy Tab S9+** y **Galaxy Tab S9 Ultra**. They all include a **Dynamic AMOLED 2X** display, guaranteeing a truly differentiated viewing experience thanks, as well, to the power of their **Qualcomm Snapdragon® 8 Gen 2 for Galaxy** processors. In addition to the immersive screen and improved performance, the Tab S9 models come with the characteristic **S Pen** and an **IP68** rating certifying the tablet's and pen's water and dust resistance.

The enriched experience these Samsung tablets provide allow users to take advantage of various creative tools which are also connected to other Galaxy ecosystem devices. With the **Multi Control** function, users can copy, paste or directly drag texts and images between their tablets and smartphones, enabling them to control their phones with the Galaxy Tab S9 series' touch panel. In terms of design, Samsung has made them to withstand bumps and scratches thanks to their robust frames which have been reinforced with **Armor Aluminum**. They represent a winning formula for a premium experience.



At Samsung, we constantly talk with our users and listen to them and their opinions about what they like the most about our Galaxy series and what they would like to see in a new smartphone. In this respect, our 2023 generation of devices has enabled people to be more productive and creative while taking care of the environment at the same time. The value of technology can be measured by how much it contributes to a better future for society and the planet.

David Alonso, Director of Mobile eXperience (MX), Samsung Electronics Iberia



Galaxy Book3 series: The definitive PCs for Galaxy users

This line of computers includes the **Galaxy Book3 Ultra**, **Book3 Pro 360** y **Book3 Pro**. They are the perfect choice for those looking for a laptop to boost both their productivity and creativity. The Galaxy Book3 Ultra provides top performance as **the fastest Galaxy Book to date**. It features the latest **Intel® Core™ i9, 13th-generation processor** and the **NVIDIA® RTX Geforce™ 4070 GPU** for laptops. The Galaxy Book3 Pro 360 model offers a convertible 2-in-1 format with all the functionality the S Pen provides. Lastly, the Galaxy Book3 Pro comes in a slim and light clamshell design, ideal for users who are constantly on the go.

The **Galaxy Book3 series** provides intuitive and fluid connections, allowing users to take advantage of seamless connectivity between their smartphones and PCs with all operating systems. Users can browse the web from their phones, then switch back to their PCs, and back again. For example, they can search for airplane tickets on their phones and then reserve and pay for them later via their computers. And, thanks to Instant Hotspot, users can connect to Wi-Fi hotspots in just one click.



Galaxy Watch6 and Galaxy Watch6 Classic: A decisive emphasis on wellbeing

The **Galaxy Watch6 series** incorporates embedded health functions and **powerful performance**. Its technology is housed in a refined design, featuring a thinner hinge and a **20% bigger, higher-resolution display**. This launch represents a firm step forward in our efforts to democratize access to cutting-edge tools for users to monitor their wellbeing. **Alongside the Samsung Health app**, the duo helps keep track of users' sleep patterns as well as monitor an endless variety of physical activities and nutritional habits. With Galaxy Watch6 devices, users can now also keep track of their medication and menstrual cycles.

The **BioActive sensor** provides precise health-related data and can also be used to measure users' **body composition (BIA)**, a more complete view than the traditional BMI. Other key features include a **sleep monitoring function** to ensure that each night's sleep is as restorative as possible, given the quality of your sleep may be more important than the actual amount of time slept.



CE – Consumer Electronics

TV/AV

Samsung OLED range: Design and a complete experience

In 2023, the second generation of Samsung's OLED TVs took one more step forward with the S95C model. This TV features an Infinity design, which means an elegant, nearly borderless screen. And, thanks to One Connect, the cables are incorporated into a base to keep everything tidy. In terms of the screen, the TV's RGB display with self-illuminating pixels ensures users enjoy the best color spectrum, from pure black to more than 1 billion colors.

Neural Quantum 4K helps complete the perfect experience with AI to highlight details and Dolby Atmos and Object Tracking Sound+ (OTS+) for an even more immersive sound.

Given all these traits, Samsung successfully ended the year with an increase in its market share of 3% in the premium segment. This success is due precisely to the OLED range of TVs which holds the top position for 77-inch and larger screens.

Our TVs not only provide superb image quality but, also, a unique and customized experience that adapts to what every individual needs in their home. The main objective of our innovations is to improve users' day-to-day lives.

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Nacho Monge,
Director of TV/AV,
Samsung Electronics
Iberia

Neo QLED: Quality images for complete immersion

Our **Neo QLED 8K** TVs are powered by the new **Neuronal 8K processor**, with 64 neural networks to offer more than just a sharp image. They feature a high-resolution display and a Samsung-patented algorithm which feeds the new HDR remastering feature, resulting in an **image quality which rivals reality**.

Thanks to AI, the system applies high-range, dynamic effects pixel by pixel and in real time, providing even more vivid and brighter content for users' complete immersion. But that's not all this technology offers. AI-based upscaling also enables projecting images in 8K quality, regardless of their original resolution.

In addition, and as part of our efforts to make this innovation more accessible to everyone, the 8K and 4K models in the 2023 Neo QLED product range feature the **Relumino Mode**, to help resolve visualization problems by improving the image contrast, colors, and outlines.

This technology can highlight every detail, even in the darkest settings, with more precise lighting control due to thousands of **Mini LEDs**. In terms of design, the TV's **Infinity screen** comes in an elegant, borderless design, with a 99% screen-to-body ratio. And, to make the experience compete, its 90-W speakers with Dolby Atmos provide an immersive sound, placing spectators in the middle of all the action.



Lifestyle TV: Customization and new features

In 2023 Samsung presented its new Lifestyle range of products and features for users to customize the way they see and experience screens:

- **The Freestyle with Smart EDGE Blending** is the most versatile projector, not just because of its portability but also because it lets users watch what they want, where they want. Thanks to the new **Smart EDGE Blending** feature, users can pair two devices together and enjoy content with a 21:9 ratio. In addition, gamers will love the fact that it's compatible with the Samsung Gaming Hub.
- **The Premiere 8K**: This laser projector with an ultra-short range is now available in 8K, providing users the same screen though larger and with greater resolution. It works with 150-inch screens, without compromising on a single iota of image quality.
- **The Frame 2023**: Users can now take advantage of our **Matte Display** technology, which includes an anti-glare screen to provide an even more realistic view of the artwork they display.



One of the biggest premieres we presented this year at the launch event for our new Samsung Smart TV range was the new version of The Frame. Thanks to our partnership with Nifty Gateway, it's the first TV in the world capable of protecting digital works of art, NFTs, against hackers and theft. All of this plus, impossible to forget, its incredible art catalogue which continues to grow every day, with works of arts from the world's best museums, collections and galleries, available exclusively in the Art Gallery of The Frame TV.

”

Elena Ojeda, Retail and Communications Manager, Consumer Electronics,
Samsung Electronics Iberia

DA

Bespoke Life 2023

Samsung presented the latest innovations in its Bespoke range at the third edition of this event. With **sustainability, connectivity, and design** as the pillars of the "Bespoke Life" concept, the focus on this occasion was the company's commitment to **reducing carbon emissions** throughout its products' lifecycles.

In addition, other Samsung Bespoke product features presented included their energy savings and easy **automation**, by combining AI-based SmartThings improvements. These devices can now detect usage patterns and provide extremely important customization options. That is how the **AI Energy Mode** came about and was incorporated into five different product categories, providing additional energy savings of up to 30% in our refrigerators, 20% in air-conditioners, and 70% in washing machines.

Two incredible products within the range stood out at **Bespoke Life 2023**:



Less Microfiber: Reducing microplastics in every wash



This is an external washing machine filter designed to reduce the discharge of plastic microfibers during the different wash cycles. Inspired by the clothing manufacturer, Patagonia, and the experience of the worldwide Ocean Wise NGO, this filter is based on the success of the 2022 Less Microfiber™ cycle which significantly reduces the amount of microplastics and sustainably washes clothes while still being effective and easy to use.

The Less Microfiber cycle successfully reduces microplastic discharge by 54% in each load thanks to Samsung's patented EcoBubble™ technology. For its part, the filter captures up to 98% of the microplastics that are released during the wash and keeps them from ending up in our oceans. Samsung has also made this product so that it's compatible not only with Samsung washing machines but also with other brands of other manufacturers.

Bespoke Jet AI: Samsung's most powerful cordless vacuum cleaner

Without doubt, one of the best examples of this innovation is Bespoke Jet AI, a cordless vacuum cleaner with up to 280 W of suction power and a maximum consumption power of 730 W. These specifications make it the market's most effective option and the most powerful Samsung suction motor to date, in addition to being the lightest. It also features the All-in-One Clean Station that automatically empties the dustbin and incorporates a series of AI-based smart functions.

With all these features, this product increases cleaning efficiency by 56%, compared to the previous model. Based on a single, removable 4,500 mAh battery, it lasts 100 minutes, approximately 80% longer than previous models. It is yet another example of technology at the service of people, enabling them to now clean their homes more efficiently.

Our appliances enable us to reduce the amount of energy and water we consume, and also to avoid releasing microplastics into the sea. Our vision is to develop products which go beyond their basic functions and imagine new homes in which people can enjoy a more sustainable, connected, and stylish life.



Nacho Ángel Murciano,
Director of Digital Appliances,
Samsung Electronics Iberia

IT (Visual Display + Memory)

Odyssey OLED G9 monitor: Next-level gaming

Improved with AI upscaling technology and featuring incredible image quality, this monitor definitively raises the bar for OLED gaming monitors. With a 49-inch, 1800R curved screen, the Odyssey OLED G9 is the first OLED monitor to provide **Dual Quad High Definition (DQHD; 5120 x 1440)** resolution with a 32:9 aspect ratio. Its immense size and screen-to-body ratio lets users lose themselves in the ultrawide views, equivalent to two QHD screens.

Its 0.03-ms gray-to-gray (GtG) response time and 240-Hz refresh rate give players a huge advantage. In addition, incorporating the **Neo Quantum Processor Pro** clearly differentiates it from other OLED gaming monitors.



Annual report 2023

Design and ergonomics are extremely important for us. We worked with some of the biggest streamers and gamers in order to improve their experience with our solutions. For example, thanks to the Dual QHD display in the Samsung Odyssey OLED G9, these gamers were able to integrate their old monitors into a single, 49-inch panoramic device, simplifying processes, keeping their setup tidier, and enjoying a more immersive experience.

”

Francisco Javier Luque,
B2B Visual Display Marketing
Manager, Samsung
Electronics Iberia

Annual report 2023

From commercial displays to monitors and storage solutions, our products have become increasingly versatile. Technology is having a tremendous impact on companies that want to improve their productivity while achieving their business objectives, as well as on users who want to enjoy new experiences in the gaming world.

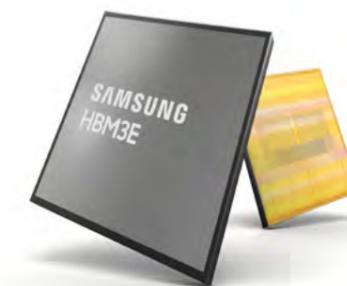
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Eugenio Jimenez,
Director of Information
Technology, Samsung
Electronics Iberia

New memory solutions to lead the AI era: Memory Tech Day

As the industry leader in cutting-edge memory technology, Samsung held its annual Memory Tech Day to unveil the latest innovations in the sector as well as its next generation of memory products for apps, cloud storage, pioneering devices, and automotive vehicles.

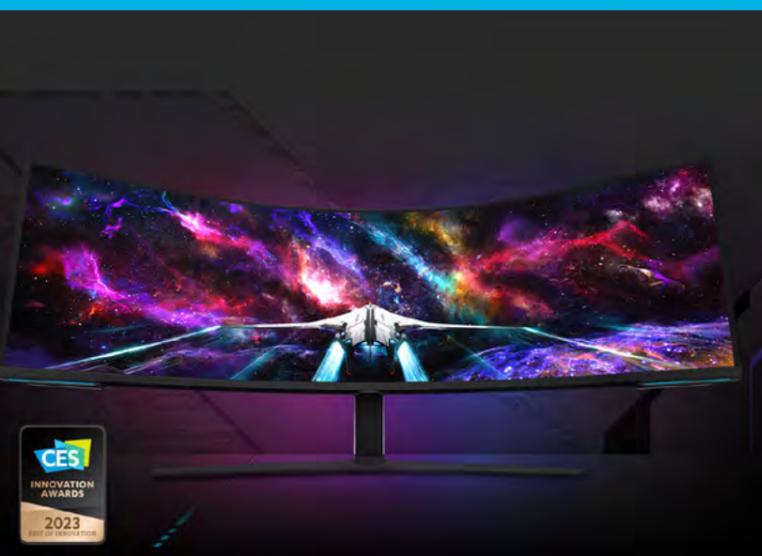
Worth highlighting among the company's latest memory solutions are: **HBM3E Shinebolt**, for high-performance computation to drive the next generation of AI applications; **LPDDR5X CAMM2**, which is changing the rules of the game in the next generation of DRAM memory for PCs and laptops; and **Detachable AutoSSD**, which features a sequential read speed of up to 6,500 megabytes per second (MBps).



Odyssey NEO G9 57" monitor: The world's first DUHD screen

Samsung designed this monitor to provide revolutionary visual experiences to gamers who want to improve their performance and hone their competitive skills. It is also the world's first Dual Ultra-High-Definition (DUHD) monitor. In addition to a series of high-speed connectivity options, its 1000R curvature immerses users in crisp images and a wide field of vision.

Quantum Matrix technology powers Samsung's Quantum Mini LED lighting system in the display, providing more discreet dimming zones. The result is clearer definition between bright and dark areas, with sharper contrast and less brightness.



Samsung's new solid-state drives (SSDs): Innovations for cutting-edge technology

Samsung, as a leader in advanced technology, has continued to innovate its SSD drive product range:

- **990 PRO SSD de 4 TB:** This drive is part of the high-performance SSD PCIe4.0 range equipped with the 8th generation of Samsung's V-NAND technology and an improved proprietary controller. It offers heart-stopping speeds and has been optimized to process a large volume of data, such as 3D/4K images, data analytics, and high-quality games, making it the ideal SSD drive for PCs, laptops, video consoles, and IT systems.
- **SSD externo T9:** The portable SSD T9 is the latest in the T series. With its elegant and easy-to-transport design, the SSD T9 has been created to keep your data safe while moving, providing you quick transfer times, ample storage, and the reliability and comfort you need.
- **SSD externo T5 EVO:** This portable and light SSD offers up to 8 terabytes (TB) of storage, making it the SSD with the largest storage capacity currently available in the market. In addition to this innovative and versatile drive's capacity, the SSD T5 EVO provides ultra-fast speeds in a compact and robust design.





SEACE

EHS Mono R290: Heating at reduced costs

Samsung's new heat pump uses **R290 as its refrigerant**, a much less polluting substance than in previous models. The heat pump can provide **hot water up to 75° C** for household heating purposes. This makes it the perfect substitute heating system in old residential buildings that previously relied on gas boilers.

In addition, the **EHS Mono R290** has a larger heat exchanger capable of transferring more heat compared to conventional exterior units. Its **heat transfer area is up to 39% bigger**, as a result, it provides 100% reliable heat, even at temperatures as low as -10°C. Without doubt, it is a sustainable heating solution, thanks as well to its **AI Energy Mode**, which successfully reduces consumption by detecting and learning from consumers' use patterns.

Our objective is to provide comfort and convenience for people in their homes while taking care of the environment. Samsung's EHS Mono R290 heat pump features innovative technology with lower global warming potential and a constant supply of high-temperature hot water up to 75° C. All this while always taking into account our technical partners, providing them training and remote-control options, in addition to expanding our services with our new Partner Program, Samsung Climate League, to continue fostering our relationship with our partners

Director of Climate Solutions,
Samsung Electronics Iberia



EHS Cloud Service: efficient in maintenance too

EHS Cloud Service is a new remote management service for Samsung's aerothermal EHS devices. Thanks to a new platform offering a **cloud-based service**, maintaining EHS systems is now much more efficient, enabling considerable **savings in terms of both time and money**.

Samsung designed this platform to facilitate day-to-day tasks for their technical partners, clients, and installers. The EHS Cloud Service is an ally to help them manage their daily work, representing a new tool which provides a vast array of data on the systems and the devices: **bug reports, types of failures, status checks, and even energy consumption data**. Maintenance personnel, no matter where they are, will now be able to keep track of everything that is happening within the installation.



Samsung Climate League

Samsung presented this new Partner Program designed to offer professional customers its latest innovations and exclusive benefits. It launched this project as one of the key pillars within the company's strategy to ensure its sustainable growth, which has already surpassed 30%.

The program is founded on three key areas of action: developing the professional channel, reinforcing the brand's positioning, and specifying heating and air-conditioning solutions in order to expand the company's market share in Spain. Samsung Climate League is an improved version of the company's current incentive program, focused on accompanying and guiding each and every one of its clients.

HME

Health and Medical: Innovation to improve diagnostics and patient management

Samsung's Health & Medical Equipment Division in Spain, presented to the media in 2023, has been working on providing **cutting-edge technological solutions to transform medical care** since 2018. Based on developing hardware, software, and Artificial Intelligence, the company manufactures devices and provides services which apply **deep learning** to medical imaging, launching a variety of **diagnostic imaging equipment** with this technology. In total, the company has developed more than 25 solutions which help and improve diagnoses and clinical results.

Samsung is expanding its presence in critical healthcare areas, such as obstetrics and gynecology, cardiology, radiology, and musculoskeletal in the medical world, as well as providing specific solutions in the veterinary area. And, as part of its commitment to provide training, Samsung is creating centers with reference institutions focused on the use of **diagnostic ultrasounds**. Thanks to this focus, the division has grown 40% year after year since 2021.

HERA W10 Elite: A visionary change in diagnostic obstetric tests

Samsung took advantage of the **2023 World Congress in Fetal Medicine (WCFM)** held in Valencia to present its latest innovative diagnostic solutions for ultrasounds using AI-based technology in real time. Worth highlighting is **HERA W10 Elite**, a premium obstetric and gynecological ultrasound solution which incorporates a new volumetric endocavity transducer in addition to other AI-based solutions integrated within the device itself.

This new device successfully frees healthcare professionals from repetitive tasks, consequently improving workflow efficiency. The **ViewAssist™** feature simplifies workflows by measuring and automatically recording numerous images simply by pressing a button. **HeartAssist™**, which incorporates AI, also speeds up diagnostic processes and fetal cardiological exams.



Samsung's diagnostic imaging equipment currently features more than 25 AI-based tools assisted by Deep Learning. These tools help medical professionals in various ways: Speeding up repetitive tasks, standardizing processes and results, and providing support and guidance when carrying out diagnoses. In addition, this process leads to shorter waiting lists, clearly benefitting patients.



Ricardo Hernández,
Director of Health Medical
Equipment, Samsung
Electronics Iberia

D2C and Marcom

The Direct-to-Consumer (D2C) area came about as a way to give the public greater presence in our sales channel. This has enabled us to reach a new type of consumer by means of a premium shopping experience that features personal advice, payment methods adapted to the needs of all types of users, strategic initiatives with discounts for students and companies, and exclusive products.

Samsung Students: Exclusive benefits for younger people

Education and technology have gone hand in hand for a long time now, helping simplify the learning process and making it more accessible. For this reason, Samsung repositioned its Samsung Students portal for the entire community of students to enjoy a series of benefits to help them buy the latest in technology, featuring discounts when buying products or when turning in their old devices. This campaign was extremely successful as evidenced by the target audience's positive feedback, the number of visits to the company's different social media accounts, and the number of sales. In fact, website traffic grew six times over.

Samsung.com lands in the Canary Islands

As part of our ongoing commitment to make their most innovative technology accessible to more and more people, Samsung opened its e-shop to the Canary Islands, a key area in the company's expansion strategy. With this launch, Canary Island residents now have the entire mobile division's catalog of products at their disposal, including free shipping for their purchases, just like those living on the Spanish mainland.



Innovation affects every area of our company, including marketing and e-commerce. We are committed to launching relevant initiatives for our local consumers and providing them a unique purchasing experience: Customized advice, various payment and delivery options, and exclusive products, that differentiate our e-shop.



Alfonso Fernández, Chief Marketing
Officer and Head of Direct to Consumer,
Samsung Electronics Iberia

| Our sustainability roadmap

| Materiality assessment
of Samsung in Spain

| Aligned with UN's Sustainable
Development Goals

| Samsung's impact
on Spain

| Economic impact

| Knowledge-based GDP

| Impact on employment

| Fiscal impact

| Impact on sustainability

| Committed to providing
stable, quality jobs



Our sustainability roadmap

For the seventh year in a row (since 2017), we have drafted our 'Samsung's Socio-economic, Fiscal, and Environmental impact on Spain' report in collaboration with PwC. It analyzes and highlights our contribution to Spanish society in keeping with our commitment to transparency and with environmental, social, and governance (ESG) criteria.

As a company, the results for Samsung Spain have been marked not only by the projects and initiatives we have launched but also by the way we have carried them out. As an active member of society, we want to be part of the change to achieve a better future. For us, maintaining our commitment to sustainable innovation is fundamental, and we continuously strive to improve in terms of meeting ESG criteria as well as having a positive impact on our stakeholders.

Environmental

We maintain a long-term vision, given that the objective is to be able to help achieve a better and, especially, more sustainable future. For this, we are aligned with the United Nations' Sustainable Development Goals (SDGs). In addition, we have detailed our **sustainable innovation actions**, again in this year's report alongside our technological developments and products which have enabled us to **reduce our environmental footprint**.

Social

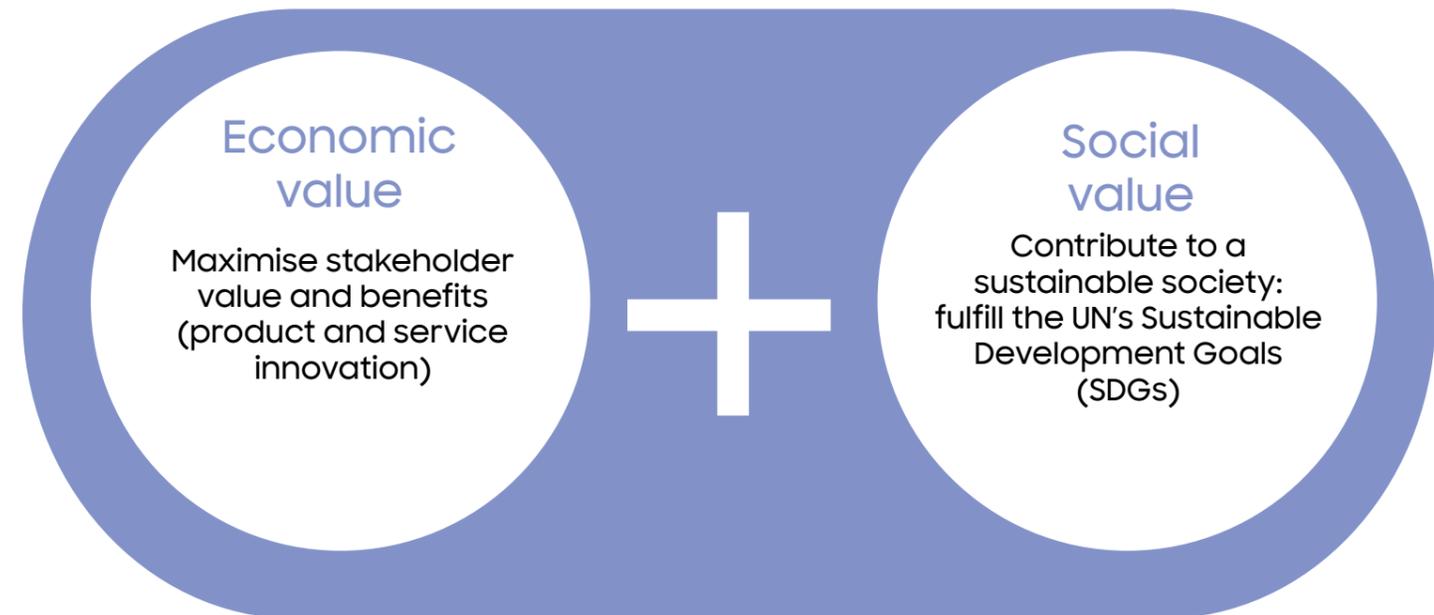
The importance of having a positive impact on the users of our technology is one of our core principles, as reflected in our 'Technology with Purpose' program which includes key projects such as Unfear, enabling people on the autism spectrum to silence external noises and enjoy calmer settings. At Samsung Spain, we also work to develop a solid and socially committed organizational culture which reflects our **positive impact on the economy, taxation, and employment**. This enables us to contribute to the country's **social development** and improve people's lives as called for by the SDGs.

Governance

We base all our operations and internal organization on **integrity, ethics, and transparency**. We believe that we should **lead by example**, and we are guided by our **Global Code of Conduct** to ensure equal opportunities for all. The image we project internationally has to represent the values which undergird **our corporate governance**. For this reason, we underpin a holistic focus on our performance to constantly develop and improve.



Samsung and its sustainability management system

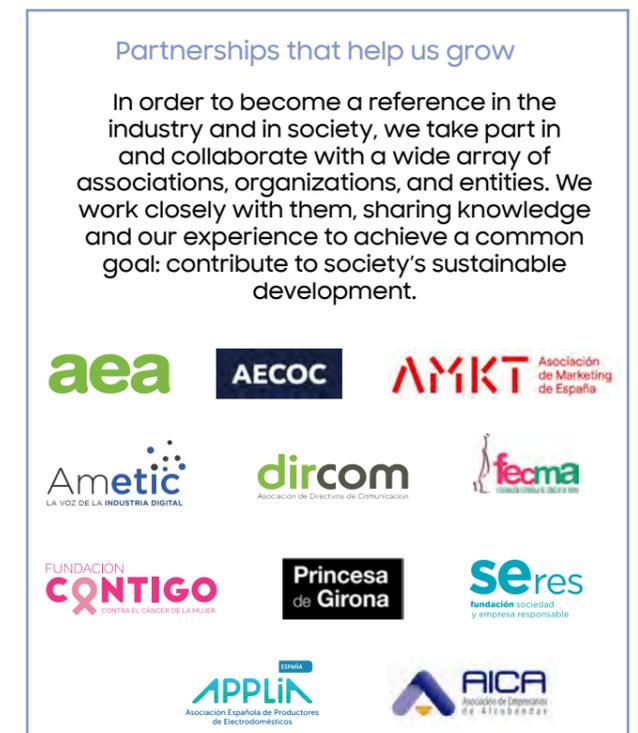
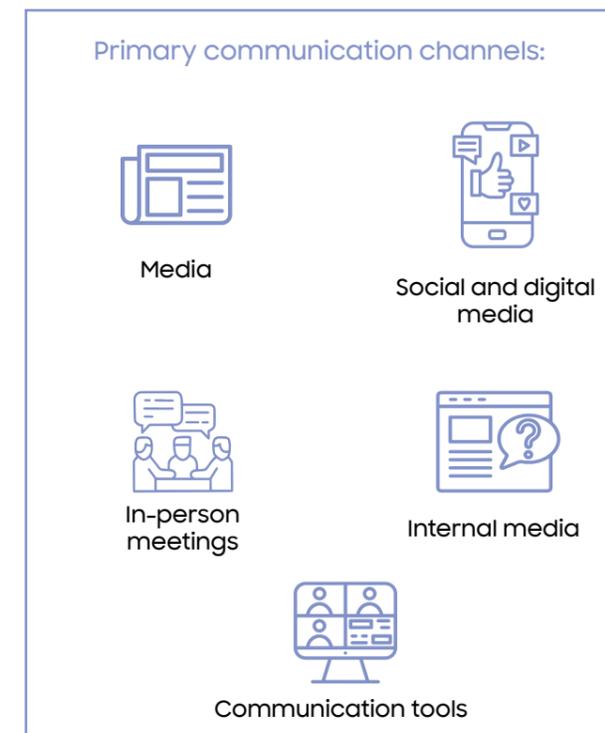


Materiality assessment of Samsung Spain

Like every year, Samsung Spain carried out a materiality assessment last year to identify the positive and negative points with the greatest impact on our business. In 2023, we identified 16 key points classified into 7 distinct groups.

These groups represent the main areas on which Samsung Spain bases its strategy to continue creating economic, social, and environmental value and to ensure that current and future needs are met.

A novel item included in this year's report is that we have adopted a double materiality focus in the Environment and Society groups to align them with the standards established by the European Union's Corporate Sustainability Reporting Directive (CSRD). This implies taking into account our social and environmental impact as well as our financial effects, highlighting our influence in the areas of human rights management, sustainable supply chains, climate actions, and energy management.



Group	Key points
Environment	1. Energy efficiency and management 2. Waste management 3. Air pollution management
Our employees	4. Development of human capital and work-life balance 5. Human rights 6. Diversity and integration 7. Health and safety 8. Accessibility
Corporate governance	9. Corporate governance 10. Ethics and compliance
Society (foundations, NGOs)	11. Corporate Social Responsibility (CSR)
Clients	12. Product quality and safety 13. Cybersecurity and data protection 14. Commitment to clients
Fiscal transparency	15. Transparent dissemination of information
Suppliers	16. Responsible contracting

In line with UN's Sustainable Development Goals

The United Nations defined its Sustainable Development Goals (SDGs) in 2015, representing a call to ensure social, economic, and environmental sustainability. It also represents a joint effort in which companies have to take part, providing knowledge and technology to successfully end poverty, protect the planet, and achieve prosperity for all by 2030, as outlined in the SDGs. To this end and in line with Samsung Spain's commitment to sustainable development, all of our actions and activities have made significant contributions to achieve the SDGs throughout the year.

1 NO POVERTY



773 million euros in total taxes paid, equivalent to **12% of expenses allotted to social services** in the Spanish Government's general budget.

3 GOOD HEALTH AND WELL-BEING



We continue to **partner with the Spanish Breast Cancer Federation (FECMA) and Foundation With You Against Breast Cancer (Fundación Contigo)**. In addition, we launched **Unfear and Unnoise**, two apps to help people with autism and auditory hypersensitivity.

4 QUALITY EDUCATION



We have developed programs and initiatives to improve education, including the **Classroom of the Future** project and **partnerships to promote female talent and provide professional training programs**.

5 GENDER EQUALITY



We promote gender equality through programs such as **Samsung DesArrolladoras (Developers) and our Samsung Innovation Campus for young women**, specifically focused on training women.

6 CLEAN WATER AND SANITATION



Using the Less Microfiber wash cycle helps **considerably reduce the amount of microplastics** discharged during the wash **by 54%**.

7 AFFORDABLE AND CLEAN ENERGY



During 2023, **100% of the electricity we consumed stemmed from renewable sources**.

8 DECENT WORK AND ECONOMIC GROWTH



We promote entrepreneurship and encourage employability through projects such as **Samsung Dev Spain and Samsung Innovation Campus**. **16,153 completely full-time equivalent (FTE) job positions**. Mean salaries are 3.8 times higher than the national average. 841.8 million euros in gross value added (GVA), representing 0.06% of the country's GDP.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



89% of the direct value added we have generated is knowledge-intensive, 22 percentage points above the Spanish average.

10 REDUCED INEQUALITIES



We make technology more accessible for everyone thanks to the development of innovative solutions. In addition, we work with leading organizations such as the **ONCE Foundation**. Each **€1 Samsung earns in direct profit** generates **€20.70 in total collected taxes**.

11 SUSTAINABLE CITIES AND COMMUNITIES



We partner with the country's most important cultural institutions, such as the **Prado Museum and the National Archaeological Museum**, in order to promote and preserve culture.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



28% of our **SolarCell Remote Control** consists of plastics sourced from recycled materials. In addition, it does not require batteries, reducing the need for lithium batteries, creating a double positive environmental impact.

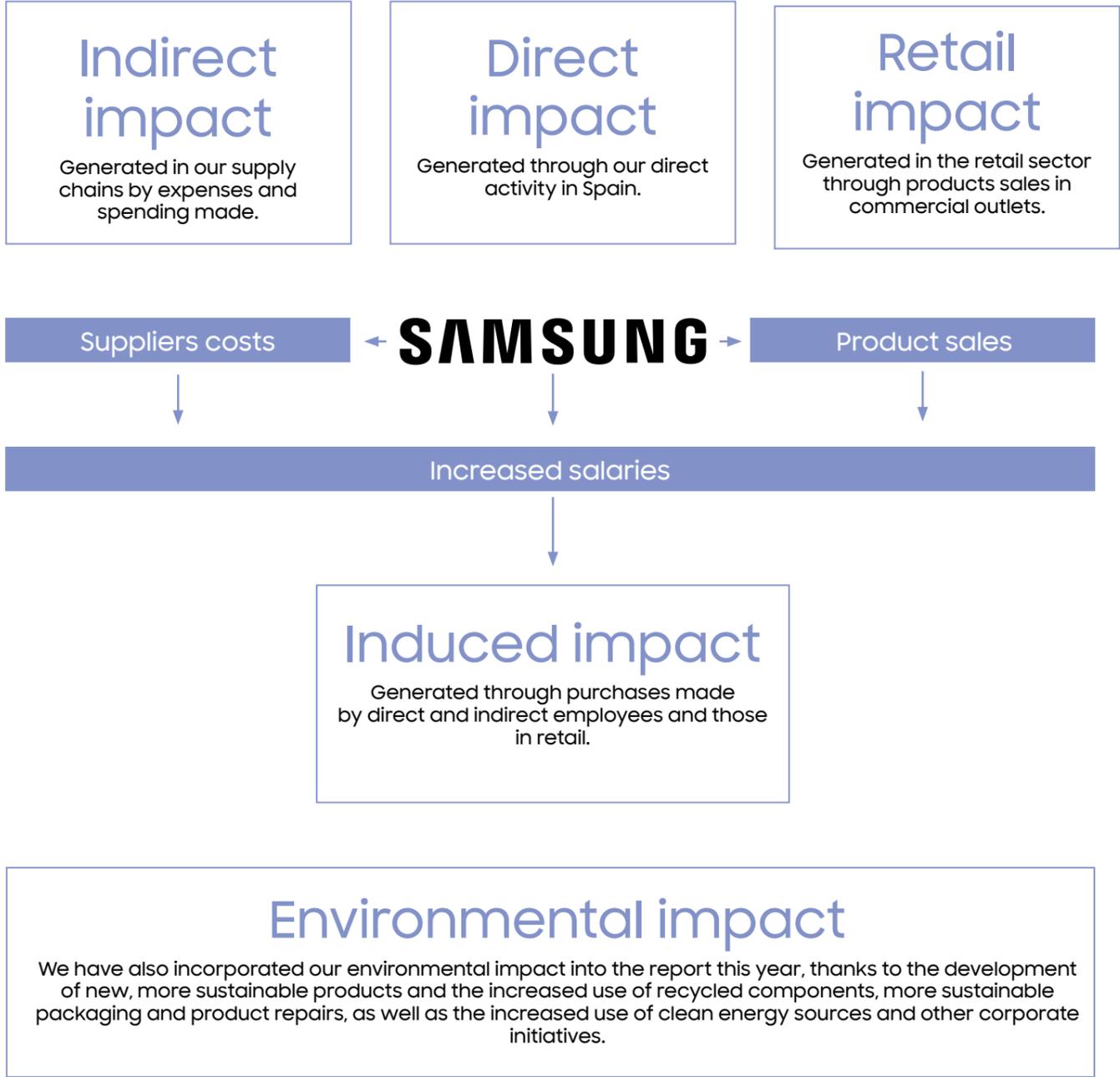
17 PARTNERSHIPS FOR THE GOALS



Each year we **strengthen our partnerships with different institutions, including ONCE Foundation and the Spanish Ministry of Education, Vocational Development and Sports**, among others, to promote inclusion and further technological advancement.



Summary of our impact



Samsung's impact on Spain

We have drafted the **Samsung's Socio-economic, Fiscal, and Environmental Impact on Spain** report in collaboration with PwC since 2017. The objective is to quantify and evaluate our company's impact on Spanish society in terms of jobs, the economy, and taxation. And, in keeping with the previous year's report, we have continued to include our **sustainable innovations** and technology and product developments that have enabled us to **reduce our environmental impact**.

This report is an **exercise in transparency** and aligns with our ESG strategy. The report's financial, fiscal, and environmental data stems from the company

which is then complemented with macroeconomic and industry-specific data from public sources such as the Spanish National Statistics Institute (INE), the Spanish Tax Agency, and the Spanish Ministry of Finance, among others. The resulting report **allows us to quantify our annual contribution to the country**, underscoring our positive impact on Spanish society's growth and development.

Our 2023 figures illustrate our growing contribution to Spain compared to the previous year and the steps taken in terms of reducing our environmental impact as we continue on the path to sustainability.

Impact on the economy

Samsung Spain contributed **841.6 million euros** to Spain's Gross Domestic Product (GDP) in 2023, almost **3% more** than in the previous year, despite the economic uncertainty.

Direct impact

The company's direct impact on Spain added more than €94 M to the country's GDP in 2023, representing 0.01% of Spain's GDP last year. Personnel-related expenses represented 59% of Samsung Spain's direct impact, and 82% of these expenses corresponded to staff salaries and wages. This direct impact can be broken down as follows:

Salaries and wages	€37.7 M
Social Security obligations	€8.4 M
Gross operating surplus	€47.9 M
Taxes ¹	€0.6 M

84% of Samsung's suppliers in Spain are local.

Indirect impact

The amount we paid local suppliers rose to **162.8 million euros in 2023**, representing a significant increase in GDP both in terms of direct recipient sectors and firms as well as their supply chains. The sectors that benefitted the most were advertising and market research (€77.1 M), followed by electronic equipment repairs, and real estate services (€8.6 M both). Our indirect economic impact also generated 67.8 million euros in salaries and wages for Spanish households in 2023.

2019-2023 FIGURES (IN MILLIONS OF €)



¹Includes taxes not encompassed in other items (municipal business activity tax, local real estate property tax, etc.).

Retail impact

The products sold by Samsung in Spain had a strong, driving effort on the retail industry. **The total value of sales reached €391.1 M in 2023.** The company's sales represented 1.5% of all sales in these retail businesses¹. Sales were distributed as follows by type of establishment:

Electronics stores	66% (€259.1 M)
Department stores and unspecialized stores	26% (€101.2 M)
Stores specialized in home appliances	8% (€30.9 M)

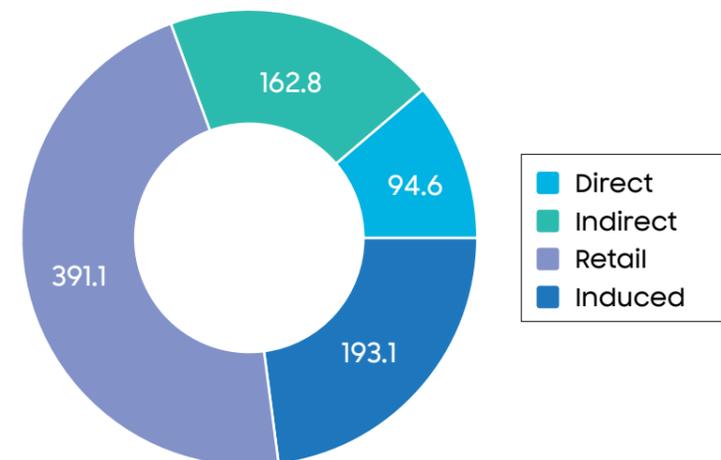
66% of the company's driving effect on retail sales stems from sales in specialized electronics stores.

Induced impact

Our **business activity generated an additional 324 million euros for Spain's GDP** thanks to direct, indirect and retail salaries and wages.

Household spending had an induced effect among the industries in which households traditionally spend their money. Worth noting are: real estate services (€39.5 M), hospitality, bars, and restaurants (€20.9 M), and retail (€8.8 M).

CONTRIBUTION TO GDP (IN MILLIONS OF €)



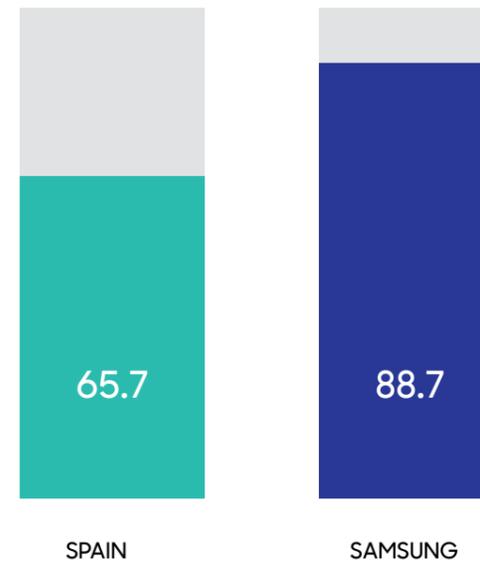
Every euro in profit turned into 24.40 euros of wealth for the Spanish economy.

¹Not including VAT. Figure calculated based on Samsung sales in 2023 and an estimate of final prices after retailer price increases (18.5%).



CONTRIBUTION TO KNOWLEDGE

Via direct Samsung activity (%)



In today's economic environment, a significant part of production is based on already accumulated knowledge.

Knowledge-based GDP

In today's economic environment, a part of the production process is based on accumulated knowledge, both in terms of work (employee training) as well as capital assets (the technology used). Knowledge-based GDP is a new way of **quantifying how much economic value produced in society stems from knowledge** according to how it is used or remunerated.

Direct impact

89% of the direct added value we created in 2023 was knowledge intensive, 22 points above the Spanish average. Samsung's activity in Spain is knowledge intensive and helped generate 83.9 million euros in added value in 2023 through the accumulated knowledge of our production factors, 5.6% more than in 2022. Capital assets are the factor that contributed the most to adding value through knowledge, representing 54% of the total.

Indirect impact

Our outlays to local suppliers helped generate 121.8 million euros in knowledge-based added value, 15% more than in 2022. Nearly 75% of the indirect added value generated by Samsung in 2023 was knowledge intensive (more than 10 percentage points over the Spanish mean). Advertising and market research were the areas which benefitted the most, receiving 54% of knowledge-based added value for a total of 65 million euros.



Knowledge-based GDP is a new way of quantifying how much of the economic value produced in advanced societies stems from that knowledge; it is not based on how much knowledge is created but, rather, on how much it is used or remunerated.

Impact on jobs

Our business activity helped to create and maintain 16,150 jobs in 2023.

Direct impact

We contributed to job stability by maintaining 393 full-time job positions during the 2023 fiscal year, 5% more than in the previous year.

Indirect impact

In 2023 our business activity created **2,444 full-time equivalent (FTE) jobs** in the Spanish economy. The industry that benefitted the most was **advertising and market research**, with **FTE jobs**, followed by **building and office services (230)**, and **electronic equipment repairs (207)**.

Samsung indirectly created more than 13 jobs in Spain for every million euros it spent on local suppliers.

Retail impact

In 2023 our product sales in Spain helped drive job creation in Spain, with **10,508 FTE jobs in the retail industry**.

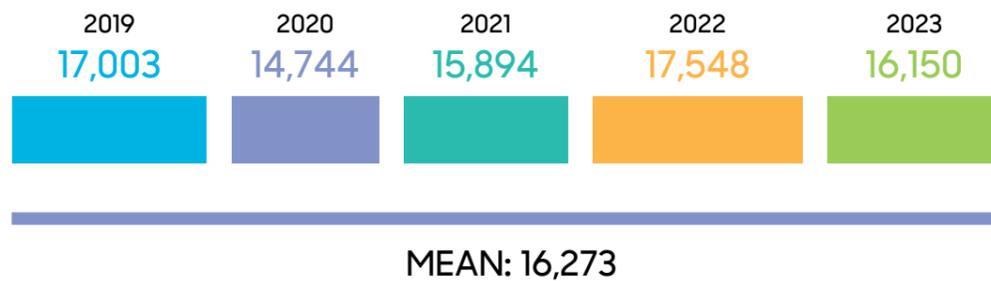
By sub-sector, the one benefiting the most was **electronics stores, with 7,139 jobs (67.9%)**. Sales in **non-specialized stores helped create 2,477 jobs (23.6%)**, while **sales in stores specializing in domestic products helped create nearly 893 jobs (8.5%)**.

Induced impact

Our activity helped stimulate the creation of **2,808 jobs** in a wide variety of industries. The ones benefitting the most were **hospitality, restaurants, and bars (422)**, **retail trade (256)**, and **wholesale trade (144)**.

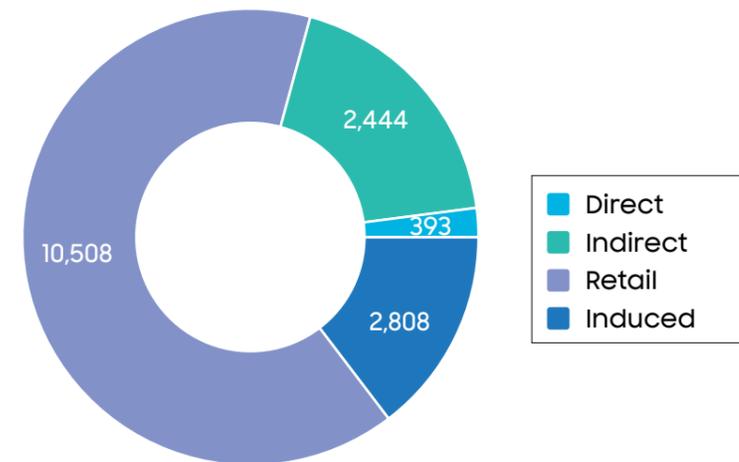
Samsung's total contribution to employment¹ was equivalent to 44% of the direct jobs generated by the veterinary industry in Spain and 30% of the direct jobs created by the country's film and TV industry.

2019-2023 TRENDS



1 in 5 full-time jobs in electronics stores depends on the sale of Samsung products¹.

CONTRIBUTION TO JOBS



The sale of Samsung products in retail stores represented 65% of our contribution to employment.

¹Figure calculated based on the weight of Samsung product sales in the sector and full-time employment by the sector's business revenue.

¹INE: Full-time job figures by activity areas in 2023.



For every euro Samsung earned in profit, it generated €20.70 for the Spanish treasury in 2023.

Retail impact

The sale of our products generated **191.2 million euros, 8% more than in 2022**. Social Security obligations contributed **39% in this category**.

Induced impact

The total consumption generated by the direct and indirect jobs we created had a **fiscal impact of 67.9 million euros in tax revenue, 25% more than in 2022**. The tax contributing the most was **VAT, representing 37% of tax revenue, followed by Social Security obligations (32%)**.

Samsung's total fiscal impact on Spain is equivalent to 32% of the Spanish State Budget for Justice or 21% of the amount budgeted for transportation subsidies from the National Government.¹

Fiscal impact

Samsung's fiscal impact in 2023 totalled 713 million euros, 1.4% less than in 2022.

Direct impact

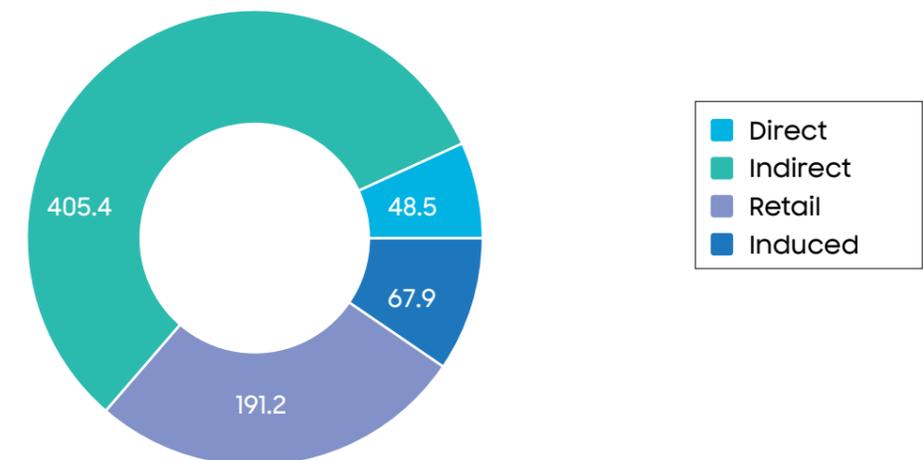
48.5 million euros correspond to net VAT (€16.8 M), corporate tax (€12.6 M), personal income tax (€11.3 M), and Social Security obligations (€7.8 M).

Indirect impact

Samsung payments to Spanish suppliers had an **indirect fiscal impact of 405.4 million euros**. The VAT generated by purchases from local, EU, and non-EU community suppliers represented **90% of the total**.

For every Samsung employee in Spain in 2023, the company generated 1.8 million euros in fiscal revenue.

FISCAL IMPACT (IN MILLIONS OF €)



Source: PwC assessment based on data provided by Samsung, the Ministry of Finance, and the Spanish Tax Authority. ¹This only includes the national budget for state expenditures included in the Spanish Government's general budget for 2023.

Environmental impact

As an integral part of a worldwide, leading IT and consumer company, at Samsung Spain we are increasingly committed to fulfilling our responsibility to minimize our business activity's environmental impact. The two key areas which are of specific interest for us are reducing the rate of climate change and creating a real circular economy as applied to our product lifecycles.

We have evaluated our environmental impact for the second consecutive year in a report drafted by PwC.

Galaxy for the planet: Our vision of a sustainable and circular model

Samsung launched its "Galaxy for the Planet" platform in 2021 in order to improve its devices' environmental impact by 2025, by incorporating sustainable practices into each of the products' manufacturing processes. The aim is to help us to contribute to build a better future for all the world's communities.

Key objectives for 2025:

- 1 **Incorporate recycled material into our new mobile products.** We promote the circular economy and invest in innovative, tech-conscious material. We have already incorporated plastics from discarded fishing nets¹ and recycled water barrels¹ into various Galaxy series components (in 2022 more than 74,000 products² available on the market).
- 2 **Eliminate all plastic from mobile phone packaging.** We are working to completely eradicate single-use plastics in our packaging, reducing, eliminating, and substituting the unnecessary material and resources used and incorporating ecological solutions instead.
- 3 **Reduce standby power consumption in all smartphone chargers to under 0.005 W.** Samsung prioritizes energy-saving technology. We have reduced standby power consumption in all our smartphone chargers to 0.02 W, making them among the most efficient in the mobile phone industry.
- 4 **Achieve zero waste to landfill.** We minimize the waste created in our mobile phone manufacturing plants to keep this waste from ending up in landfills. We also aim to reduce electronic waste, optimizing or products' lifecycles, improving design processes, and launching initiatives such as the "Galaxy Upcycling" and "Certified Re-Newed" programs.

¹Each component with recycled material includes at least 20% from recycled fishing nets or water barrels.
²Taking into account 2022 sales of the Galaxy Z Fold4 (19,723), the Galaxy Z Flip4 (41,102), and the Galaxy Buds2 Pro (13,222).

Innovations to take care of the planet

At Samsung Spain we promote sustainable innovation by developing technologies and products that reduce our environmental impact. We innovate to prolong our products' lifecycles.



The "Less Microfiber" wash cycle

Samsung washing machines feature a ground-breaking wash cycle called "Less Microfiber" which reduces the microplastics discharged from clothes by up to 54%.¹ This wash cycle not only represents a sustainable way to wash clothes but also helps mitigate the negative impact on aquatic ecosystems caused by water pollution.

If all the washing machines in Spanish homes had this technology available, we would avoid dumping 1,843 tons of plastic² which is equivalent in terms of emissions to 5,719 tons of CO₂e.³ In addition, this wash cycle would achieve annual savings equivalent to 4.5 half-liter plastic bottles.⁴

AI Energy Mode

The aim of this system is to monitor how much energy all the appliances in the home consume collectively to thus reduce costs and increase energy efficiency using AI-enhanced systems.

Thanks to our AI Energy Mode, the most noteworthy energy savings can be found in:

Washing machines	70%
Heating	40%
Refrigerators	30%
Dryers	30%
Air-conditioning	20%

¹Tested using a 2-kg load of 100% polyester hoodies, comparing the synthetic fabric cycle in the conventional Samsung WW4000T model and the Less Microfiber cycle in the WW9400B.
²Calculated based on Samsung data (15.4 g for each barrel) and data from the INE (26.6 million Spanish households in 2021, calculating that each home has one washing machine).
³Calculated based on 2023 emission factors from the UK Department for Environment Food & Rural Affairs (DEFRA).
⁴Calculated by Samsung for the WW90T734DWH model. Calculated based on an estimated four 5-kg loads of wash every week (2 kg correspond to clothes with synthetic fabric and plastic bottles (500 ml) weighing 15.4 g).



Solar Cell Remote Control

Our latest TVs include a battery-less remote control made from recycled plastic. It is solar-powered or can be charged by means of a standard USB-C device. Given all the above, the remote's environmental impact is twofold:

- Zero batteries consumed
- Made from recycled plastic.

We have sold nearly 345,000 units of this remote, avoiding the use of more than 4,800,000 AA batteries.¹

In addition, 28% of our SolarCell Remote Control includes components made from recycled sources, equivalent to 207 kg of recycled plastic total².

Source: PwC analysis based on Samsung data.
¹Considering a 7-year lifecycle and 2 AA batteries consumed per year.
²Calculated by PwC based on data published by Samsung (10 million sold units would be equivalent to the use of 6 tons of recycled waste).

Greater durability thanks to our Digital Inverter

An important part of sustainability is increasing the lifecycles of products. In order to improve the resilience of key appliances, Samsung Spain has incorporated the Digital Inverter, which improves the appliances' energy efficiency, their performance, and durability.

Refrigerators: More than 35,000 refrigerators that incorporate the Digital Inverter have been sold. This technology distributes the cold air to the compartments uniformly and adjusts the refrigerator's power automatically and intelligently, taking into account the existing conditions and, as a result, increasing their performance and efficiency.

Washing machines: We sold more than 46,000 washing machines that incorporate this technology. In this case, the Digital Inverter helps improve the machines' precision and power, resulting in faster and more efficient wash cycles.

Commitment to the circular economy

Our commitment to sustainability is present in all our processes and activities, including the development of new products. For example, we maintain a firm commitment to resource circularity, integrating recycled and reusable materials into our new products:



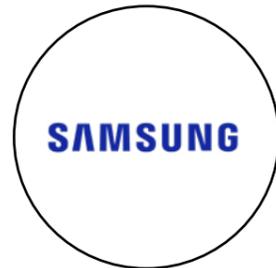
Galaxy Z Flip5 & Fold 5

These foldable Samsung devices represent a significant step forward compared to the previous generation: 15 versus 6 components with recycled material. Additionally, they also include the use of pre-consumer² recycled aluminum and glass, post-consumer² recycled plastic, and 100% recycled paper for their packaging.



Galaxy S23 FE

This device, designed to appeal to the youngest users, also includes a wide variety of recycled material¹ in both its internal and external components. In addition, it includes aluminum and recycled pre-consumer² glass and post-consumer² recycled plastic.



Galaxy Book 3 Ultra laptop

Samsung's top laptop range also stands out in terms of recycling. The front, top and back are made from recycled plastics sourced from fishing nets which were previously discarded in our oceans, and all plastics have been eliminated from their packaging.



Galaxy Tab S9 FE

It includes pre-consumer² recycled aluminum and post-consumer² recycled plastics in some of its internal and external components.



Galaxy Buds FE

Our commitment to circularity can also be found in these devices. The earbuds incorporate post-consumer recycled plastic from discarded fishing nets and water barrels.

Source: PwC analysis based on Samsung data.
¹The components with recycled material include a minimum of 30% pre-consumer recycled aluminum, 10% pre-consumer recycled glass, or 10% post-consumer recycled plastic.
²Pre-consumer aluminum comes from discarded scrap metal, while pre-consumer glass stems from glass waste generated as a manufacturing byproduct. Post-consumer plastic originates in the polyamide (PA) found in discarded fishing nets, discarded polybutene (PBT) or polycarbonate (PC) found in discarded water barrels.



Recycled and sustainable packaging

Focusing on the sustainable design and creation of the packaging of our devices is as important as recycling the material used in our devices, so that the products as a whole are in line with our commitment to the environment.

Reduced use of plastics

At Samsung we have reduced the weight and use of LDPE (low-density polyethylene) and HDPE (high-density polyethylene) in various of our product ranges since 2021.¹

Refrigerators

We have reduced the weight of LDPE plastics² in their packaging by more than 8 kgs, representing a 19% reduction in the last three years.

TVs

In 2023 we reduced the use of LDPE plastics² by more than 48% and HDPE plastics³ by more than 46% in TV packaging compared to 2021.

Vacuum cleaners

We reduced the use of plastics in packaging for these products by 17% in 2023.

Smartphones

We also reduced the use of plastic in these devices' packaging in 2023, specifically, with 16% less polyethylene terephthalate (PET) plastics⁴ compared to 2021.

Exclusive use of recycled paper:

We specifically referred to our commitment to circularity and the circular economy above, something which we have not only applied to our devices' manufacture but also their packaging. In 2023, Samsung Spain launched an initiative to exclusively use recycled paper for new smartphone packaging.

100% of the paper used for the Galaxy Z Fold5 and Galaxy Z Flip5 models is recycled.

This sustainable solution has avoided the use of 10 tons¹ of single use paper² which, in turn, has avoided the emission of more than 11 tons of CO2e, equivalent to the paper waste generated by more than 720 Spanish households⁴ every year.

Source: PwC analysis based on Samsung data.
¹ Analysis carried out on existing models in 2023 and 2021.
² Calculated based on the difference in weight of LDPE plastics used in the packaging for all models sold by product type and unit in 2023 and 2021.
³ Calculated based on the difference in weight of HDPE plastics used in the packaging for all models sold by product type and unit in 2023 and 2021.
⁴ Calculated based on the difference in weight of PET plastics used in the packaging for all models sold by product type and unit in 2023 and 2021.

ECO-Repairs

In 2023 Samsung Spain continued to provide its Technical Assistance Service which includes the ECO-Repairs program. The latter serves to repair components instead of replacing them, making the processes more sustainable, generating less electronic waste, and thus reducing our environmental impact.

We have carried out nearly 27,000 repairs through this initiative.

Televisions	9,735
Appliances	3,086
Smartphones	14,159

In fact, we wanted to go even further and have added three electric vans (ECO-Vans) to our fleet to carry out repairs at users' homes. The use of these ECO-Vans for door-to-door repairs has helped to save 30 tons of CO2e emissions¹ in their trips.



Thanks to our ECO-Vans project we can fix televisions inside the vans themselves in less than an hour. In addition, we can repair a single component, not the entire item. This all represents savings in terms of travelling and time.



Alberto Luengo, Head of Service, Samsung Electronics Iberia

Clean energy consumption

Samsung Spain has chosen to use clean energy sources. We have reduced the amount of energy we consume by 25% since 2021, equivalent to the amount of energy consumed by appliances in 237 Spanish households² every year.

In addition, all the electric energy we used in 2023 was generated from renewable sources, that is, 100% of the energy we consumed is renewable in origin, thus avoiding the emission of 139 tons of CO2e² over the year with an equivalent social cost of carbon (SCC) of €17,152.⁴

Source: PwC analysis based on Samsung data.
¹ Source: Spanish Ministry for Ecological Transition and Demographic Challenge (MITECO), comparing vans which run on diesel fuel (calculated using the kilometers travelled by the ECO-VANS).
² Calculated by mean household consumption according to data from MITECO.
³ Calculated based on emissions factors according to 2023 data from the Spanish Electrical Grid (Redeia).
⁴ 3 of the QHC, QMC, and QBC displays by 40% compared to previous models. This has implied reducing the number of containers needed to transport them by 20%. Source: Climate Impact Lab. Calculated based on the estimated 2021 SCC, accounting for inflation in Spain.

Smart and sustainable signage

Actions we have taken to increase the energy efficiency of our new smart signage display products and reduce their environmental impact include:

Reducing the thickness of the QHC, QMC, and QBC displays by 40% compared to previous models. This has implied reducing the number of containers needed to transport them by 20%.

Energy efficiency in the XHB series, reducing consumption by 15% compared to the previous model and avoiding up to 2,492 tons of annual CO2e emissions¹.

Use of recycled material in the back panels of our smart signage display products. 10% of the material used in the QHC, QMC, and QBC series products consists of post-consumer material (PCM).

Brightness adjusted automatically thanks to an embedded sensor which reacts to surrounding light conditions. This also helps users automatically optimize their energy consumption.

We have achieved positive figures in terms of our sustainable impact. However, we are always looking to the future at Samsung Spain, and, in this case, we want to highlight our cloud-based signage platform. This initiative will include an extensive range of energy-saving solutions for users to be able to manage and reduce the energy they consume, with features such as a timer, remote brightness adjustment, and automatic device management.



Eco-friendly volunteers

Included among our activities to help take care of the planet are volunteering opportunities for Samsung Spain employees. These initiatives help underscore our commitment to CSR, demonstrating that serving the community and teamwork are not just business objectives. They are fundamental, deeply entrenched values in our organizational culture and identity.

We take part in environmental-related actions such as removing rubbish from wooded areas, cleaning ponds, and replanting. Some of the cities in which we have carried out these activities include Madrid, Valencia, Barcelona and Seville.

Source: PwC analysis based on Samsung data.
¹ We calculated the XHB series' emissions reductions by comparing results with those of its predecessor (the XPR series), based on XPR series sales in 2022 and the energy consumed by both series.

In figures:

294
volunteers

1,269
hours dedicated
(including transport)



Making strides to become a more sustainable company

Our objective and commitment to support and add value to Spanish society is sustained and strengthened year after year. For this reason, we strive to break down barriers through technology with every action we take, respecting and fostering sustainability on our innovation journey.

We have also taken decisive steps forward to adopt the necessary measures and continue being responsible in terms of our planet and its care. For example, Samsung Spain has an environmental policy which complies rigorously with the country's norms. The latter focuses on actively minimizing the production of harmful material, using resources efficiently, and recycling waste to benefit the environment.

Our commitment to the fight against climate change is unwavering. We are implementing all the necessary changes and making all the effort required to substitute the material used in our products' packaging and we also carry out an external energy audit every four years to not only know how much energy we consume but also to help us reduce those figures. We will continue working like we did in 2023 to reduce our environmental impact.

Committed to providing stable, quality jobs

Samsung Spain is the sum of all its people. Our employees are the source of the motivation we need to achieve our established objectives. Their talent, hard work, and commitment help us keep moving forward and growing year after year. For this reason, we are firmly committed to **providing them the best possible work environment**, prioritizing quality and stability to encourage their professional development while also ensuring they enjoy a positive work-life balance, security, wellbeing and equality.

At Samsung Spain we are committed to providing employment that is:

...stable: Practically 100% of our staff have permanent contracts.

...focused on ensuring a good work-life balance: To increase our employees' satisfaction and improve their work-life balance, the company has implemented measures such as a **hybrid work model** (including the possibility of working remotely two days per week), **flextime** and **childcare vouchers**.

...egalitarian: We continue to enforce our **Equality Plan** (created in 2019) which promotes effective equal opportunities for everyone and an inclusive corporate culture which respects all differences.

...educational: The company has a **Training Plan** in place designed to reinforce our employees' professional growth and development, with a special focus on digital skills and foreign languages.

...safe: All our employees have **private medical insurance**, and a free day off for annual medical checkups. Employees can opt for an external company to carry out these checkups. In addition, we have an internal **Prevention Plan** to mitigate work-related risks and an **Emergency Action Plan**

...healthy: Employees working at our headquarters can have lunch every day at the restaurant located in our facilities, favoring a **healthy and balanced diet**.

...responsive: We carry out an annual **satisfaction survey** among our employees to listen to them and take their needs into account, reinforcing our corporate culture.

...rewarding: Samsung Spain **rewards long-term service**, giving a gift to employees who have completed 5, 10, 15, 20, 25, and 30 years of service. In addition, employees receive an extra day of holiday for every ten years they work with us.

...accessible: Our facilities are adapted to meet the needs of people with reduced mobility.

...solidarity-minded: We promote various **corporate volunteering** initiatives, including mentoring.

In 2023, we consolidated our home working policy and expanding our range of social benefits, for example, by extending coverage with medical insurance or life and accident insurance

”

Nacho Fernández,
Compensation and Benefits,
Samsung Electronics Iberia

Technology with Purpose 4

Education

Culture

Employability
and entrepreneurship

Accessibility and wellbeing

I am truly proud to be a part of one of the world's most innovative companies, where we put people first and are concerned about their individual wellbeing and quality of life. Marketing has to be based on values, be committed, and responsible.

That is the foundation of our **Technology with Purpose** program. It is a 100% local platform which has enabled us to develop numerous technological projects over the last 10 years to improve and even change people's lives in terms of education, culture, employability, and accessibility. They represent deeds and not words with which we make our commitment to our country's society a reality.

”

**Alfonso Fernández, Chief Marketing Officer
and Head of Direct to Consumer,
Samsung Electronics Iberia**

We launched the Technology with Purpose program 11 years ago, investing more than 25 million euros and implementing 32 projects which have benefitted 500,000 people in Spain since then.

Education

Training and education will help bring about a fairer and more egalitarian society for everyone. Our technology and innovation are at the service of everyone, with initiatives that promote knowledge and learning through new technologies.

Classroom of the Future

In association with the Spanish National Institute of Educational Technologies and Teacher Training (INTEF), the aim of our Classroom of the Future program is to develop teachers' digital skills.

To this end, it consists of a flexible learning space encompassing six different areas: Research, Explore, Interact, Develop, Create, and Present. It is a space in which students take centre stage, and teachers are there to guide them in their learning.

Since its creation in 2021, the Classroom of the Future program has trained 5,426 teachers in 158 workshops. In 2023 we added five new classrooms (in Ceuta, Zaragoza, Seville, Tenerife, and Toledo) to our network of existing classrooms in Valencia, Valladolid, and Logroño, as well as at INTEF headquarters in Madrid.

In order to create great projects, we build alliances. I'm especially proud of all the initiatives we carried out at the educational level in 2023.

Elena Díaz-Alejo,
Brand and ESG,
Samsung Electronics Iberia



We work side by side with schools and teachers on their digitalization processes, supporting them on the responsible use of technology. We are the driving force behind these types of initiatives, helping them find the key tools that allow them to put meaningful educational projects into practice. One example is the use of our tablets with S pens that enable students to interact more actively with the content while also working on their reading, writing, and fine motor skills which are so important in early learning stages. We also work to make sure the digital space at the school is safe, implementing solutions which protect our minors' devices and enable teachers to monitor what students do during class.

”

Diego Granja, Sales Account Manager, Education, MX B2B, Samsung Electronics Iberia



Culture

Culture is the essence that defines any society. We work with the country's leading cultural institutions to create new digital experiences that help make art more accessible to all types of audiences.

The Prado Museum

Samsung and The Prado Museum first partnered in 2013, when both began working together to promote education and culture through technology. Over the last decade, over 25 projects have been carried out, investing more than 3 million euros. In 2023, we launched a new edition of the "Inclusive Prado" project, a set of activities that aim

to facilitate participation and cultural contributions among all among all groups tied to diversity. Worth noting among these are centres working with the elderly and others with people with special educational needs. During these 10 years of collaboration, more than 8,000 people have participated in the Inclusive Prado project.

In addition, the Prado Museum's Official Guide is available in Korean in 2023. With Samsung's sponsorship of this edition, the permanent collection's 400 masterpieces are now more accessible to people from that Asian peninsula.

To celebrate the 10 years we have been working with the Prado Museum, various halls within the museum open at night on the first Saturday of each month. More than 10,200 visitors have attended these "Prado at Night" events so far, and Samsung has made this experience possible.

Elena Díaz - Alejo,
Brand and ESG, Samsung Electronics Iberia

The biggest group of visitors come from Italy, while the second from the Korean Republic, which has overtaken other countries such as China and Japan.

”

Marina Chinchilla,
Adjunct Administrative Director
at the Prado Museum

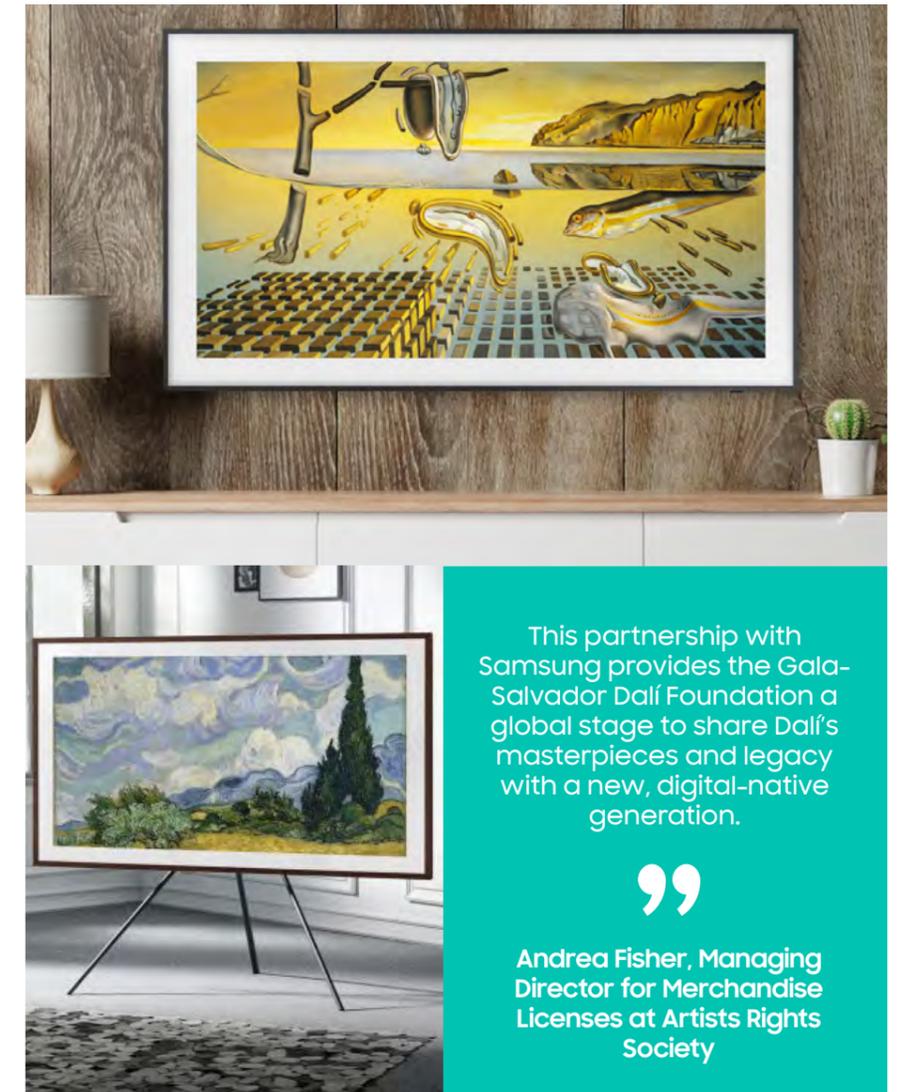
Partnership with the Sagrada Familia

Samsung is the Sagrada Familia's primary technological partner. The collaboration began in 2022 and expanded in 2023 with the installation of a Smart LED signage display in the Sagrada Familia's museum. The large screen featured a video detailing the temple's construction over more than 100 years, from Antonio Gaudí's original drawings to today. This is Samsung's first video-installation in a building of this type.

Art in Samsung's The Frame

The Art Store in Samsung's The Frame helps users see and enjoy more than 2,100 digital works of art from some of the world's best-known museums and by some of the most famous artists ever. In 2023, the collection incorporated 12 of Dalí's most impactful masterpieces thanks to an agreement with the Gala-Salvador Dalí Foundation. Renowned around the world for his surrealistic style, dream-like images, fanciful illusions, and his meticulous eye for detail, Salvador Dalí is still one of the most unforgettable and enigmatic artists of the last 100 years.

Similarly, the Metropolitan Museum of Art (the Met) has included 38 works of art from a wide variety of its collections, including its American Wing, Asian Art, Egyptian Art, European Paintings, and Islamic Art, among others. The selection includes high-resolution digital reproductions of work such as Edgar Degas' "The Rehearsal of



the Ballet Onstage" (ca. 1874) and Vincent van Gogh's "Sunflowers" (1887), among others.

This partnership with Samsung provides the Gala-Salvador Dalí Foundation a global stage to share Dalí's masterpieces and legacy with a new, digital-native generation.

”

Andrea Fisher, Managing
Director for Merchandise
Licenses at Artists Rights
Society

Employability and entrepreneurship

We are committed to promoting entrepreneurship and improving access to jobs in the science, technology, engineering, and math (STEM) fields among young people and women, partnering with prestigious universities and training centers to achieve this objective.

Samsung Innovation Campus

Samsung's Innovation Campus has trained nearly 700 young people since 2020, giving them the opportunity to further their technological skills and improve their employability in areas such as Big Data and AI in partnership with the Polytechnic University of Valencia, the Polytechnic University of Madrid, and the University of Malaga.

In 2023 the program offered 170 spots specifically for women between the ages of 18 and 35. These classes were completely free and did not require any prior programming skills to be able



to take part. Students learned how to solve real-world problems using AI, enabling them to pursue careers within this field.

In addition, Samsung Electronics has signed a collaboration agreement with the ONCE Foundation and the University of Malaga to train students with disabilities in new technologies, such as the internet of things (IoT) and Artificial Intelligence.

I began studying philosophy and then did a Masters in education. I decided to change the focus of my studies and came across this Samsung scholarship to train women in AI. I'm working today, and I'll probably have a stable salary in the future and more than I could have ever imagined.



Alba María Díaz-Carrasco,
AI program student

Ayho

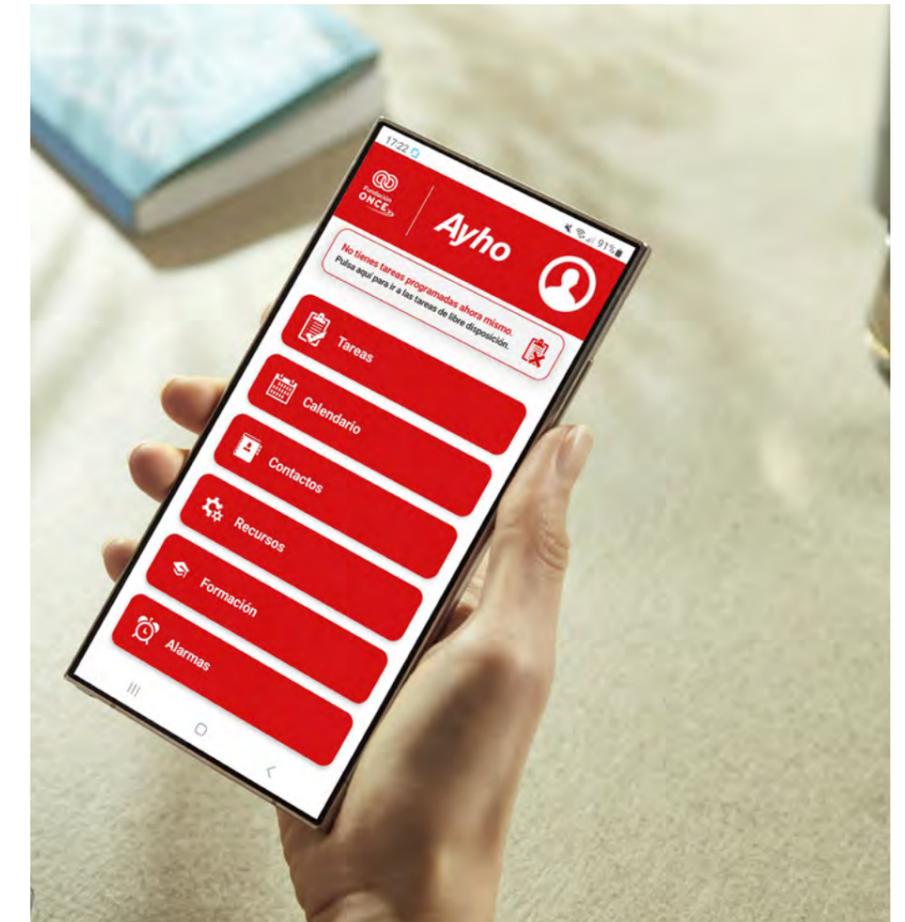
According to the Spanish National Statistics Institute (INE), only 27.8% of people with disabilities and of legal working age are currently working in Spain.

ONCE Foundation and Samsung developed Ayho (from the Spanish, Asistente y Herramienta de Orientación or the "Guidance and Assistance Tool"), which enables people with disabilities to train and acquire knowledge adapted specifically to their jobs. This has also been supported by the collaboration of the Spanish Association for Supported Employment (AESE) and more than 30 other organizations actively working in providing this type of support.

As recognition for its efforts, Ayho won the 2023 Award for Innovation granted by the European Platform for Rehabilitation (EPR), a European network of rehabilitation service providers for people with disabilities and other disadvantaged groups.

We have demonstrated that people with disabilities can not just find low-skill jobs but, rather, any type of job. And these students are the best example of this.

Sabina Lobato,
Director of Training and Employment, Operations, and Studies at ONCE Foundation



Samsung Dev Spain

Since its creation in 2011, Samsung's development community in Spain (Samsung Dev Spain) has grown to more than 21,000 members. In addition, it has sparked the development of more than 7,000 apps through training programs, challenges and device loans. The 14th edition of the annual Samsung Dev Day was held with a total of more than 6,000 developers taking part.

This event also served to hand out the 2023 Top Developer Awards, recognizing the work of Samsung's community of software developers in Spain and the year's best apps. The El Gourmet app by AMC Networks International won the award for the best app in the Smart TV category, while Elemental Raiders by Games for a Living won the prize for the best app in the Mobile Device category.



Partnership with the Human Age Institute Foundation

According to the INE, only 47% of companies hire people with ICT profiles. "Empowering People Talent" is a joint program between Samsung and the Human Age Institute Foundation which combines the technical knowledge taught at the Samsung Innovation Campus with the development of the most demanded soft skills for technology profiles. This initiative organizes practical workshops to help participants develop their personal brands and write letters of introduction for the digital sector, as well as providing participants access to a tool to assess their degree of employability. Participants also join the country's largest job platform, with support from specialized consultants to follow up on their candidatures.



Accessibility and wellbeing

We help tear down technological barriers for people with any type of disability. Our goal is to achieve universal access to technology and improve people's quality of life.

Unfear

Some estimates indicate that there are approximately 450,000 people in Spain on the autism spectrum, a neurodevelopmental condition which manifests itself in their first three years of life and lasts their entire lives. People with autism tend to have auditory hypersensitivity which can lead to intolerance and anxiety when exposed to certain sounds or noise levels.

In collaboration with the agency Cheil, the Spanish Autism Federation, and nine other Autonomous Community and local autism entities, we created Unfear to improve the day-to-day lives of people with autism, minimizing annoying noises and favoring their social integration. The dedicated app has also been certified by the Spanish Psychiatry and Mental Health Society, the leading medical institution in Spain in the area of mental health and autism.

Thanks to AI and the Galaxy Buds2 Pro earbuds, the Unfear app analyzes both external noise and that generated on the device to activate the earbuds' noise-cancelling function. It silences bothersome sounds when noise levels exceed the threshold previously defined by users. In addition, it modulates the earbuds' audio output in real time to

People can't imagine how difficult it is to have a child with autism. We are putting our faith in this new technology, so they can feel freer, more listened to, and they don't feel like they live in a bubble like they did before.

”

Cristal del Valle, mother of Samuel Rodríguez who has hyperacusis and ASD

avoid abrupt changes in sound. It also features a mode designed to help users relax when a crisis occurs, enabling the Galaxy Buds2 Pro to play a given sound or pre-recorded therapeutic program to help calm them.

Unfear has received numerous recognitions from more than 70 organizations like the Spanish Red Cross and at international festivals such as The Clios, Cannes Lions International Festival of Creativity, and Ojo de Iberoamérica, among others.

Unnoise

Approximately 21% of people in Spain suffer from some degree of auditory hypersensitivity, keeping them from enjoying certain day-to-day situations with any sense of normalcy. Unnoise builds on the work previously carried out with Unfear to make it available to the general public. Unnoise lets users customize the level of decibels they can tolerate and automatically reduces annoying noises above pre-established thresholds. In addition, it also features a conversation mode, designed to protect users from external noise while still enabling them to hear conversations around them. It does this by automatically detecting when these conversations occur and activating the ambient mode so that users can converse and interact as normal.



I connect the hearing aid to the device and I can hear it as if it were at full volume in my house.



Natalie González,
a person with hearing impairment

ATECH and Amóvil seals of approval

Like every year, ONCE Foundation has awarded its Amóvil accessible technology seal of approval to Samsung's Galaxy Z Fold5, Galaxy Z Flip5, and Galaxy Tab S9, as well as the S23 range. It also awarded its ATECH seal of approval to all 2023 Samsung TVs. These devices thus join the ranks of the Galaxy Tab S8 and A8 series, the S21, S22, A33, and the A53 which received the Amóvil seal of approval in 2021, 2022, and at the start of 2023. In addition, Samsung's 2021 and 2022 TVs also received ONCE Foundation's ATECH seal of approval, demonstrating the company's continued efforts in accessibility since 2020.



If we take into account the fact that, despite today's omni-channel reality, a large part of the decision-making process still occurs in stores, what better place to tell people with some type of listening or visual impairment that, thanks to Samsung TVs' accessibility, they can improve the way they watch television.



Retail and Communications Manager,
Consumer Electronics,
Samsung Electronics Iberia

I can perceive light, but not shapes or colors. Without doubt, technology, in terms of accessibility, is helping us a lot.



Moisés González, a person with visual impairment

We work with ONCE Foundation to certify that our mobile devices are accessible.



Santiago Izquierdo,
Head of Technology and Platforms,
Samsung Electronics Iberia

Our commitment to progress, safety, and sustainability

Areas that will leave their mark on Samsung Spain's future

- Technology
- Society
- Environment

For another year, we wanted to provide you with a snapshot of some of the major steps forward we've taken as a company in different areas,

both for the team that makes up Samsung Spain as well as for people and society as a whole. That notwithstanding, we work every day and enthusiastically take on new challenges, all with a firm commitment to build a better future.



Our commitment to progress, safety, and sustainability

We are fully aware that AI represents the onset of a new era and, just as you have been able to see throughout this report, we are not only witnesses to this shift, but also its protagonists. For this reason, our innovation goes hand in hand with our consumers' safety and security and the planet's sustainability. This is the only way we will be able to create technology at the service of people.

Our mission is to create products and services that adapt to the needs of an ever-changing world in which users' wellbeing has to be the focus. This has led us to work in tandem with key stakeholders and partners to help us achieve excellence, sharing the same values to work together both ethically and successfully.

This premise, which guides our day-to-day business activity, is the foundation of our Technology with Purpose program. Through the latter, we work with both public and private entities to carry out projects which have a direct impact on people's wellbeing, improving their inclusion and access to technology, while also mitigating existing inequalities in the country. We do all this with what we do best: Innovation.

However, we want even more at Samsung. That's why we have not strayed from our path, always maintaining the same motivation, ensuring our technology further brings together the progress, safety and sustainability that we need to build the world we want, a future for YOU.

Areas that will leave their mark on Samsung Spain's future:

Technology

The advent of AI has caused a paradigm shift, similar to the rise of internet. Consequently, as pioneers in this technology, it is our responsibility to create products that are both revolutionary and safe. 2023 represents the beginning for all that is yet to come, as the ultimate aim for this innovation is to make our lives easier, always keeping in mind ethical principles and alongside partners who share our same values.

Society

We believe in a fairer and more inclusive society in which technology plays a fundamental part. For this reason, we strive to dedicate our talent to education, culture, and employment, areas that are the drivers of our present and the future we want to build. At Samsung we will continue working to help mitigate inequalities and democratize access to knowledge.

Environment

We are committed to constantly seeking out new formulas to ensure that sustainability underpins our entire value chain. Reducing our carbon footprint and committing to the circular economy model are the two key priorities for us when designing and offering our new products and services. Only by protecting our resources will we achieve the future we want.

Statement of intent

Reference data

Acknowledgments

Samsung Spain has been issuing an annual report since 2017.

For us, it's an exercise in transparency and responsibility towards all our stakeholders and society, in general. With this document, we want to share some of our most noteworthy achievements with you as well as highlight how our activity contributes to this country.



Company

Samsung Electronics Iberia S.A.U.

Country

Spain

Period covered

2023

Frequency

Annual

Headquarters

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28108, Madrid

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Web: www.samsung.com/es

Impossible without YOU

Since its foundation in 1938, Samsung has been there for you, for us, for society, for its employees. The results of this Annual Report are an example of this. It would not have been possible without the contribution of the people who form part of Samsung Spain. We want to thank each and every person who has made this 2023 report a reality, especially those who have actively participated in the testimonies:

- David Alonso, Director of Mobile eXperience (MX), Samsung Electronics Iberia
- Eugenio Jimenez, Director of Information Technology, Samsung Electronics Iberia
- Alberto Aterido, Head of Product, Digital Appliances, Samsung Electronics Iberia
- Alberto Luengo, Head of Service, Samsung Electronics Iberia
- Guillermo Barberá Galiana, Head of Ecommerce Sales & Demand Generation, Samsung Electronics Iberia
- Francisco Javier Luque, B2B Visual Display Marketing Manager, Samsung Electronics Iberia
- Beatriz Díaz, MX B2B Marketing Manager, Samsung Electronics Iberia
- Paula Martí, Demand Generation and Customer Insights, D2C, Samsung Electronics Iberia
- Elena Díaz - Alejo, Brand and ESG, Samsung Electronics Iberia
- Ricardo Martins, Director of Climate Solutions, Samsung Electronics Iberia
- Paqui Díaz, Head of Order Desk, Samsung Electronics Iberia
- Nacho Monge, Director of TV/AV, Samsung Electronics Iberia
- Pablo Enríquez, Finance Director, Samsung Electronics Iberia
- Nacho Ángel Murciano, Director of Digital Appliances, Samsung Electronics Iberia
- Alfonso Fernández, Chief Marketing Officer and Head of Direct to Consumer, Samsung Electronics Iberia
- Elena Ojeda, Retail and Communications Manager, Consumer Electronics, Samsung Electronics Iberia
- Elena Fernández, Integrated Marketing Communication Manager, Samsung Electronics Iberia
- Paula Ortega, Procurement Specialist in Marketing, MX, B2B and Travel Manager, Samsung Electronics Iberia
- Nacho Fernández, Compensation and Benefits, Samsung Electronics Iberia
- José Ramón Pérez, Operations Manager, Climate Solutions, Samsung Electronics Iberia
- Diego Granja, Sales Account Manager, Education, MX B2B, Samsung Electronics Iberia
- Oriana Rangel, Executive Assistant, MX, Samsung Electronics Iberia
- Ricardo Hernández, Director of Health Medical Equipment, Samsung Electronics Iberia
- Miguel Ángel Ruiz, Brand Strategy and Innovation Manager in Samsung Electronics Iberia
- Santiago Izquierdo, Head of Technology and Platforms, Samsung Electronics Iberia

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