



**SAMSUNG**

2018  
Annual Report

# Contents

Letter from the President	3
Samsung in Spain	4
· Milestones	
· Financial Results	
Samsung in the World	6
Our Drive	7
· Our Philosophy	8
· Driving the Economy	10
· Driving Innovation	18
· Driving Society	26
· Driving Sustainable Development	34



# Letter from the President

Greetings,

I am pleased to share with you the second Annual Report Samsung in Spain has made public in this country. Our aim with it is to reflect our contributions and firm commitment to the technological, economic and social development of this country which is essentially what Samsung pursues all over the world. "Inspire the World, Create the Future". This motto is what moves us each and every day as a global brand and leader in innovation.

We can be proud of our achievements in 2018. Despite the demanding conditions of competition, Samsung is holding on to its leadership in most product segments. Although the smartphone market has seen a slight unitary drop in comparison with 2017, we continue leading sales in this category. Most noteworthy in the television market is how we are clearly leading the segments with the highest value as is the case of 55"+ devices. And, just to give another example of the markets in which Samsung operates, we saw in 2018 how our kitchen products, including

refrigerators and washing machines, are strengthening their position making us a solid role-player in such an extremely competitive and atomized market.

Our commercial activity maintained good indicators in 2018. We can also say that the year was key to laying down the foundations for the company's future. At the end of the year and following immense efforts from R+D, we started operating a Bixby beta model in Spanish. Although Samsung's approach to artificial intelligence goes beyond voice assistants –Bixby Vision is one example–, being able to interact with our devices in each natural language is another step towards humanizing and simplifying technology. We also continue making progress with the development of Internet of Things and smart households with an alliance for the launch of Vodafone V-Home which uses our Smart Things platform. Along with the arrival of 5G and robust security platforms like Knox, these technologies are setting the path for a future in which we are convinced Samsung will play a fundamental role.

However, none of this technological progress is worth anything if it does

not help improve our society. For this reason, we have continued working throughout 2018 on areas such as education, where our Samsung Smart School project continues to be a reference on where the future of our children's education must be headed. The Prado Museum also inaugurated the permanent decorative art exhibit 'The Dauphin's Treasure' where Samsung technology is providing new ways to experience and enjoy culture. These examples are part of our Technology with Purpose offer with which, besides culture and education, we also promote initiatives in the areas of accessibility and employability where technology can have a positive impact.

As would be expected, this second report on Samsung in Spain also outlines our contributions to the country as far as wealth, employment and taxation. Although a humble contribution to the total figures, it is something all of us who form the Samsung family are quite proud of and allows us to reaffirm our commitment to society to create the best possible future.

Thank you.



Hoon Chung  
President of Samsung  
Electronics Iberia, SAU



*"We can be proud of our achievements in 2018, a year that was key to laying down the foundations for the company's future"*

# Samsung in Spain

## 2018 Milestones

### TV

- Presentation of **The Wall** and **MicroLED technology**
- **Presentation and commercial launch of 8K in Spain**
- **Alliance** between Samsung and **Xbox** in Europe
- Exclusive **all-new LaLiga app**

### CULTURE

- Inauguration of the **'The Dauphin's Treasure'** exhibit at the Prado Museum
- The Excelentia Foundation recognizes Samsung as a **'company committed to culture'**

### SAMSUNG PAY

- **100 million euros** in transactions
- **Bankia** joins the platform
- **Paying with Galaxy Watch** is now possible

### VISUAL DISPLAY

- **First CinemaLed** in Europe
- Presentation of **Samsung Flip**

### HOUSEHOLD APPLIANCES

- Launch of **Dual Cook Flex**

### MOBILITY

- Launch of **S9** and **Note9**
- **Certification** by the Spanish **National Cryptologic Center** for S8, S8+ and Note8
- Launch of **V-Home** with **Vodafone** using the Samsung Smart Things platform

### SEMICONDUCTORS

- Launch of the **Premium Exynos 9 Series 9810 processor** for artificial intelligence applications

### COMPANY

- Samsung in Spain receives a **Silver and a Bronze Lion in Cannes** as well as an **Ondas Award**
- Samsung joins the **Seres Foundation**
- Launch of the **accessibility website**
- Presentation of the **First Samsung in Spain Annual Report (2017)**

# 2018 Financial Results and Human Resources

Turnover  
(revenue)

1,696,209  
thousand euros

358  
employees  
and  
100%  
permanent  
contracts

Operating  
income

32,486  
thousand euros

After-tax profit  
26,057  
thousand euros

## Key Results

	2018	2017	2018 vs 2017
<b>Turnover</b> (revenue)	1,696,209	1,813,819	-6%
<b>Operating income</b> (thousand euros)	32,486	37,289	-13%
<b>After-tax profit</b> (thousand euros)	26,057	29,094	-10%
<b>Workforce</b> (no.)	358	327	9%



# Samsung in the World

## Main figures

Global turnover  
(revenue)

188,088  
million euros

Presence in  
73 countries

2,436  
suppliers

320,671  
employees

R&D Expenditure:

14,401  
million euros

217 worksites  
throughout the world

· 35 R+D

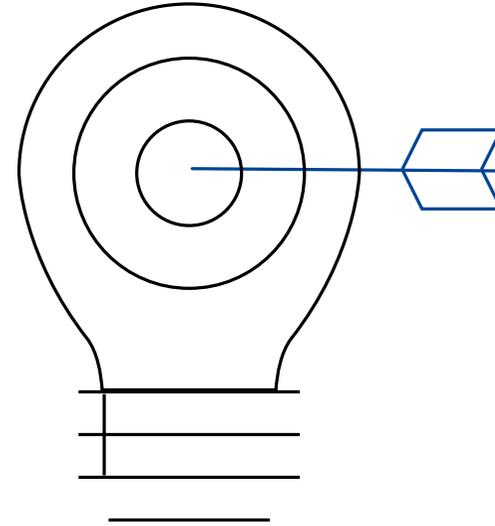
· 7 design

WERE DRIVING

society  
economy  
innovation  
and sustainable  
development

# Our Philosophy

Our corporate values and code of conduct are at the core of every decision we make which allows us to confidently respond to changes in the global business environment all while generating trust among all our stakeholders. This is how we continue moving forward with our goal of becoming one of the most ethical companies in the world.



## VALUES



### People

we offer our human resources opportunities so they can reach their full potential.



### Excellence

we are driven by a commitment to developing the best products and services in the market.



### Change

we're focused on the future to be able to take our company to long-term success.



### Integrity

ethics is the foundation for our business and we operate on honesty, respect and transparency.



### Collective prosperity

we are committed to being a socially and environmentally responsible corporate citizen all over the world.



# Vision 2020

“Inspire the World, Create the Future”

The Vision 2020 is at the core of our commitment to create a better world full of richer digital experiences, through innovative technology and products.



## MISSION

Inspire the world with our innovative technologies, products and designs that enrich people’s lives and contribute to social prosperity by creating a new future



We aim to be:

- A beloved brand
- An innovative company
- An admired company



We’ll get there with:

- Creativity
- Partnership
- Great people



The objective is to become a beloved brand and an innovative and admired company. Therefore, we dedicate our efforts to creativity and innovation, a value that is shared with our shareholders and the people who work with us.

We have designed the best products and services thanks to our passion for innovation and operational efficiency. We plan to explore new business areas such as healthcare and automobile electronics and continue our journey through the history of innovation. Samsung Electronics welcomes new challenges and opportunities with enthusiasm.

# Driving the economy

The Samsung philosophy as a company is to contribute to a better society. We do this through technology but also with the positive impact of our activities in the territories where we're present. Spain is one of them and, in 2018, we significantly contributed to the country's economic and social development in areas as important as the economy, employment and taxation.

For the second year in a row and in collaboration with PwC, we have quantified these benefits in our 2018 Samsung in Spain Socio-Economic and Fiscal Impact Report which is a document that reflects how our business directly and indirectly impacts the country's progress.

The report takes into account the financial and fiscal information provided by Samsung as well as other macroeconomic and sector data obtained from public sources such as the Spanish National Statistics Institute, the Spanish Tax Agency and the Spanish Ministry of the Tax Administration, among others.

## 2018 Samsung in Spain Socio-Economic and Fiscal Impact Report

### AIM

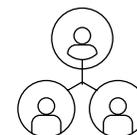
To quantify and highlight Samsung's impact on the economy, employment and tax revenue in Spain in 2018



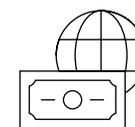
### Variables analysed



Economy  
(GDP)

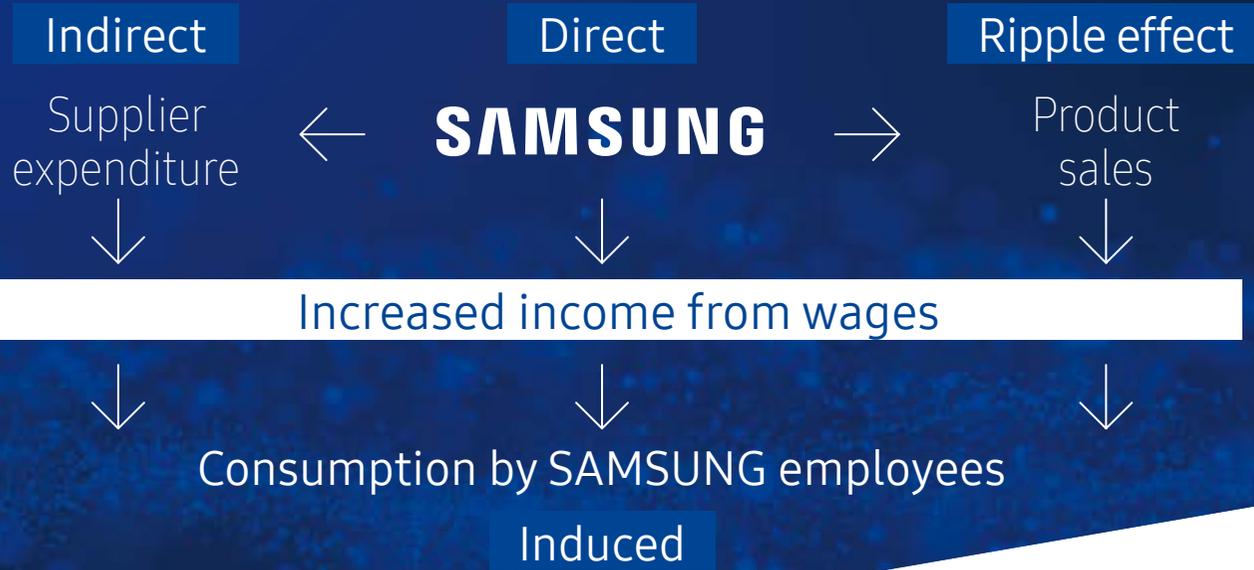


Employment



Tax  
revenue

# IMPACT DIAGRAM



**Direct**  
generated through our direct business in Spain

**Indirect**  
generated through our supply chains with the expenditure and investments made

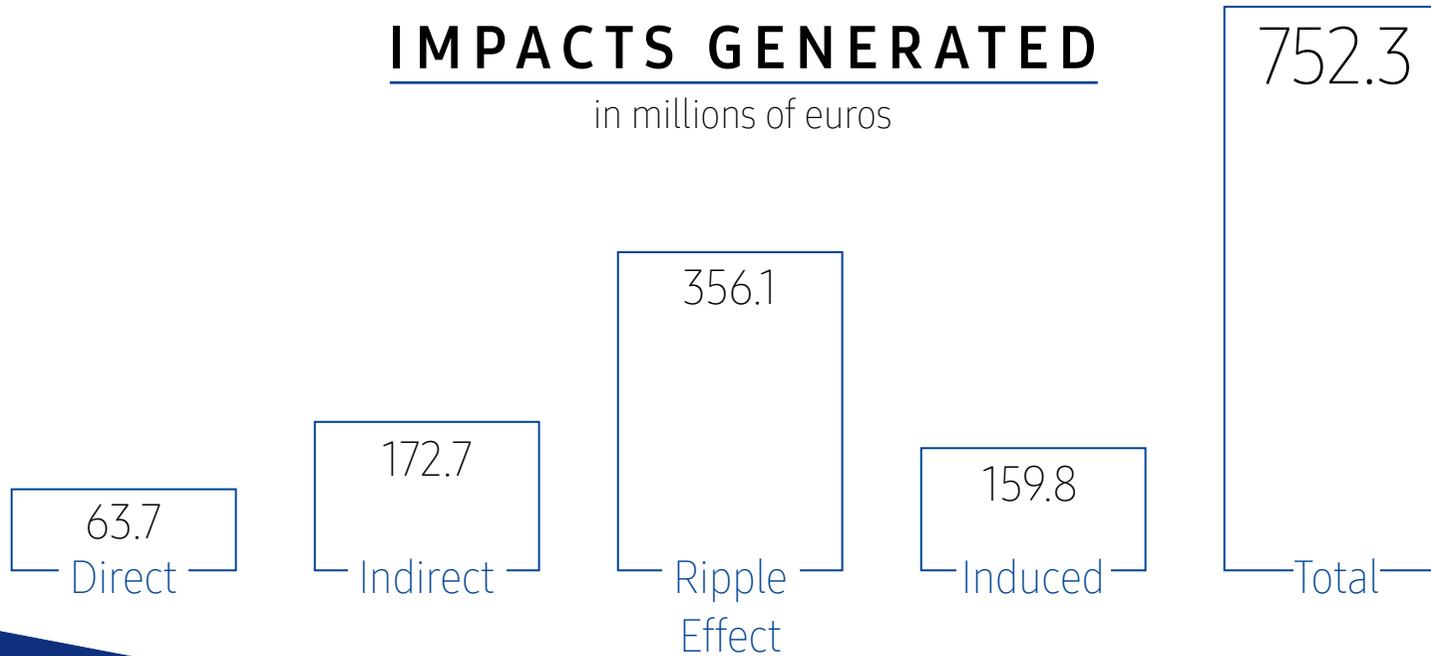
**Ripple effect**  
generated in the retail sector with the sale of our products through retailers

**Induced**  
generated by higher consumption due to jobs created by Samsung directly, indirectly and through the ripple effect

## Impact on the economy

### IMPACTS GENERATED

in millions of euros



Despite not having any manufacturing plants in Spain, **we spent 196.5** million euros on **local suppliers** in 2018

Our **business** contributed **752.3** million euros to the **Spanish Gross Domestic Product** in 2018, which equals **0.06%** of the national GDP



### Direct impact on GDP

- ▶ It accounts for 0.12% of the gross added value generated by the wholesale sector in Spain and 0.01% of the national GDP. It can be broken down as follows:
  - » **Personnel Expenditure:** €31.17 million<sup>1</sup>
  - » **Gross Operating Surplus:** €32.49 million<sup>2</sup>
  - » **Taxes:** €0.03 million<sup>3</sup>

<sup>(1)</sup> Includes wages and salaries paid to employees, social benefit contributions paid by the company and employees as well as personal income tax.

<sup>(2)</sup> Corresponds to the SAMSUNG EBITDA which, therefore, includes the sum paid for corporate tax.

<sup>(3)</sup> Includes all taxes not included under other items (economic activity tax, property tax, etc.).

We spent more than 30 million euros on personnel expenditure, 25.4 million of which went to our employees in gross wages and salaries

### Indirect Impact

- ▶ Sectors that most benefitted: advertising and marketing (€57.6M) and equipment repairs (€21.4M).
- ▶ €76.9M went to Spanish households in gross wages and salaries.

### Ripple Effect Impact

- ▶ This corresponds to the business generated at retailers who sell any of our products.
- ▶ **It includes the following retail sub-sectors:** those specializing in electronics (€282.7M), those specializing in household appliances (€16.6M) and non-specialized retailers (€56.8M).

### Induced Impact

- ▶ Our direct, indirect and ripple effect impacts led to a total of €314.7M in wages and salaries in 2018, which fostered an increase in consumption and, thus, generated an additional impact on the GDP of €159.8M.
- ▶ The sectors that most benefitted were real estate (€39M), food service (€20.5M) and retail (€10.8M).



This figure accounts for **72%** of the direct contribution from the **maritime transport** sector

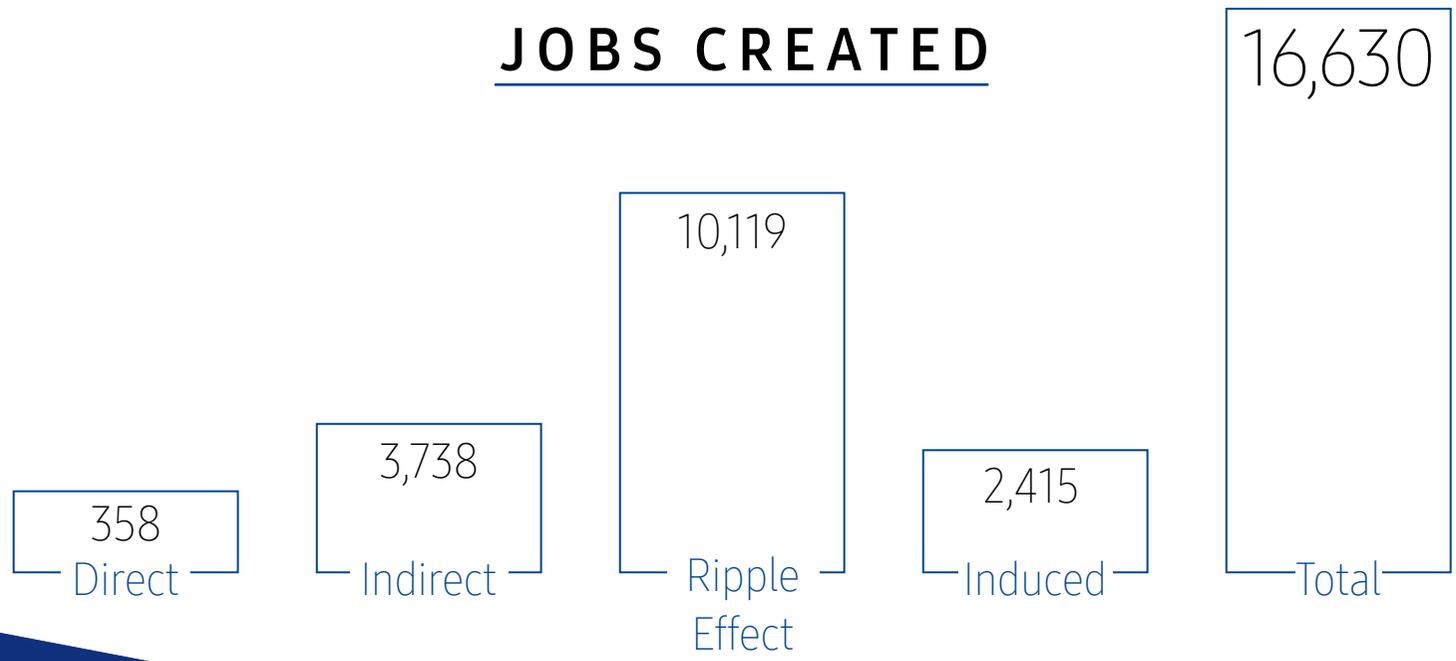


For **every euro** in profit, we generate **29 euros** of wealth for the Spanish



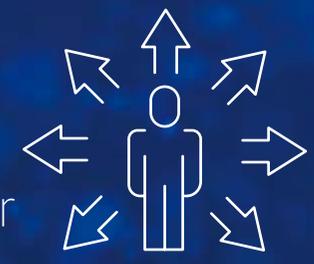
# Impact on Employment

## JOBS CREATED



The total impact generated was **16,630** full-time equivalent (FTE) **jobs** in Spain

**We created 46 jobs** for every direct worker



### Direct Impact

- ▶ We increased our workforce in Spain by almost 10%, in line with our commitment to stable and quality employment.

### Indirect Impact

- ▶ The sectors that benefitted the most were Advertising and Market Studies (1,386 jobs) and Repairs of Electronics and Similar Equipment (852 jobs).

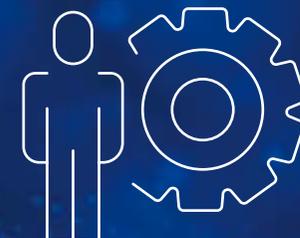
### Ripple Effect Impact

- ▶ The sale of our products generate a significant number of jobs at different types of retail outlets.
- ▶ By sub-sectors, the main ones are: those that specialize in electronics (8,127 jobs), those that specialize in household appliances (472) and non-specialist retailers (1,520).

### Induced Impact

- ▶ We induce more than 2,400 jobs in a large variety of business sectors.
- ▶ The sectors that most benefitted were retail (383 jobs), food service (374) and wholesale trade (174).

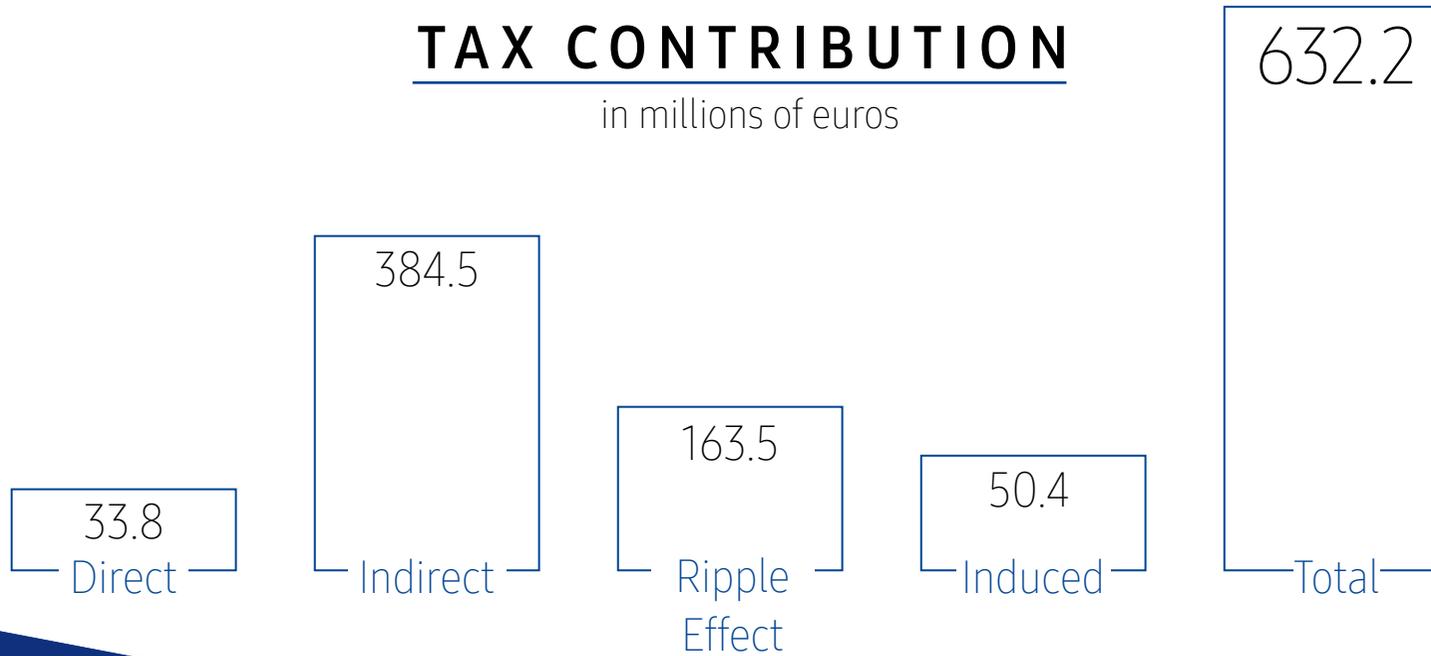
The **total employment** we generate equals more than **34%** of the direct jobs in the Spanish textile industry and more than **31%** of those in **R+D**



# Fiscal Impact

## TAX CONTRIBUTION

in millions of euros



In 2018, we generated **632.2** million euros in **taxes** in Spain

This accounts for **0.2%** of the total Spanish tax revenue



### Breakdown by type of tax

- ▶ **Income Tax:** €50 million
- ▶ **Employee social benefit contributions:** €22.7 million
- ▶ **Company social benefit contributions:** €94.6 million
- ▶ **Corporate tax:** €35.1 million
- ▶ **VAT:** €429.8 million

### Direct Impact

- ▶ Of the €33.8M in direct contributions, €11M corresponds to corporate tax and social benefit contributions payable by the company, 7.9 million to income tax and social benefit contributions payable by employees and 14.9 million to VAT associated with the value increase generated by our products.

### Indirect Impact

- ▶ By type of tax, VAT stands out above the rest at €341.6M.
- ▶ This corresponds to the VAT generated by our purchases from all our suppliers in Spain, in the EU and outside the EU.

### Ripple Effect Impact

- ▶ Generated with the sale of our products through retailers.
- ▶ More than 43% of this impact is generated through social benefit contributions while 35% corresponds to VAT.

### Induced Impact

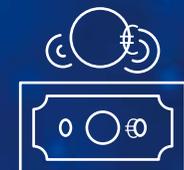
- ▶ The expenditure and employment we generate in Spain produced an additional induced fiscal impact of €50.4M.
- ▶ At €17M, VAT is the most relevant type of tax as far as revenue.

The total impact equals **74%** of the Spanish government's budget on **Culture**



**Each euro**

in profit (financial year result) generates **€24 in tax revenue** for the public treasury



# Driving innovation

Advancing towards the future

Samsung is building the future, redefining the world of smartphones, wearables, tablets, TVs, household appliances, communications networks, memories, semiconductors and LED solutions. Our objective: to enrich consumers' lives. These are the main new developments seen in our different business divisions in 2018.

## Information Mobile (IM)

MOBILE  
DEVICES



### GALAXY S9 Y S9+

Smartphones are re-inventing the way we communicate, share and experience the world. They feature an advanced camera with a Dual Aperture lens capable of capturing the best photographs and videos anywhere in addition to AKG calibrated speakers and an Infinity Display. Both were the first to use the SmartThings application, which unifies Samsung's IoT services and interconnects with other devices, and are protected by Knox 3.1, the latest version of the company's security platform.



## GALAXY NOTE9

The flagship in the company's smartphone line, it offers maximum performance, an all-new S Pen which features Bluetooth connectivity for the first time ever and the most intelligent camera ever developed by Samsung. It has a larger screen to foster corporate customers' digital transformation and combines powerful specifications with intelligent features to guarantee user productivity anywhere, anytime.



## GALAXY A

Our medium/high range presented the A7, A8 and A9 models in 2018. Its main virtues include the five cameras (four in the back) on the A9, the Infinity Display on the A8 and the fingerprint reader on the side of the A7. All of them were designed to achieve a complete and simple mobile experience all while getting the best use out of each of them.



## GALAXY TAB S4

Designed to enhance productivity in any environment, whether at the office, at home or when traveling. With Samsung DeX, you can open multiple PC style applications—including Android and Microsoft Office apps—directly on the tablet in addition to being able to organize and re-size windows, drag and release content between applications and use keypad and command “shortcuts”. It also features the S Pen which is used just like any other traditional pen.



## SAMSUNG GALAXY TAB A 10.5

Designed to entertain any family member, it's ideal for enjoying films or TV programs. It features four built-in speakers which provide real 3D sound and offer parents specific controls with Kids Mode to manage content and usage time.



## WEARABLES AND ACCESSORIES



### GALAXY WATCH

Ready to adapt to consumers' day-to-day thanks to the longer-lasting battery, new wellness features and an elegant, timeless design. It has a circular design with a rotating bezel and various personalization options so users can choose from among two sizes –42 and 46 mm –, with Bluetooth and 4G versions. Plus, it is 5 ATM water resistant.

## SERVICES AND APPS



### S PEN ACADEMY

This app makes it possible to learn different freehand drawing techniques, whether a beginner or advanced designer. Classes are taught by a teacher via tutorial videos which can be easily followed in multi-screen mode and the drawings can be shared later via social media.

### THE FIRST LOS40 AND SAMSUNG VIRTUAL REALITY APPLICATION

Samsung in Spain and LOS40 have developed the first application to connect millennials with Spanish and international artists on the music scene through virtual reality technology using Samsung Gear VR glasses. Plus, users can become an active part of the story with interactive experiences built into the content.

### GALAXY GEAR ICON X

Wireless earplugs that offer an impeccable, uninterrupted connection experience while on the go. They're ideal for everyday use given the truly comfortable format, simple commands, clear and intelligent sound and compact size.



### SAMSUNG PAY

Ever since it arrived in 2016, the company's mobile payment service has positioned itself as a leader with high loyalty among users because of its main virtues: simplicity, convenience and satisfaction. In 2018, Samsung Pay surpassed 100 million transactions in Spain and continued expanding the possibilities:

- **Available for Galaxy Watch:** an alternative to payment with a smartphone.
- **New partners:**
  - » **Edenred**, a leader in the Ticket Restaurant® market in Spain, it has joined the service to allow its users to digitize their tickets and pay with their mobile phones.
  - » **Bankia:** this agreement with Samsung allows the bank's customers to buy and perform transactions using this payment service.



# Consumer electronics (CE)

## TELEVISION AND AUDIO

TVs



QLED 8K

This television is the first with 8k technology and artificial intelligence on the Spanish market. Samsung is reaffirming its commitment to Quantum Dot nanotechnology which makes it possible to view up to a billion colours and offers up to 16 times more resolution than Full HD.



GAMA QLED 2018

The QLED 2018 line enhances the previous year's features. The image quality, connectivity and design were all improved with Direct Full Array, Bixby and Ambient Mode, a futuristic technology that camouflages the TV among a home's decor.



SAMSUNG THE FRAME

With enhanced features, new personalization options and more than 800 works of art available, the lifestyle television The Frame can turn any living room into a dynamic place with a complete art gallery. The 4K UHD screen with HDR10+ technology allows users to view the content exactly as the director intended.

Exclusive services and apps



BEIN CONNECT 4K

We renewed our agreement with the Mediapro OTT platform to continue offering the best LaLiga Santander football content in 4K-UHD quality for the 2018-2019 season.



LALIGA SPANISH FOOTBALL LEAGUE

The official LaLiga app, first offered for Samsung Smart TV, provides direct access to the official native LaLiga app. It allows football fans to enjoy a wide variety of content with the interactive and intuitive user experience provided by Samsung smart TVs.



DISNEY CHANNEL

The app for this children's channel is exclusive to the Samsung Smart TV, offering live and a-la-carte content from the television channel. Up until now, this application was only available through web platforms and mobile devices.



AMC NETWORKS MICROCHANNELS

With this app, users can enjoy three programs a month from each of the company's 14 channels including content from AMC, Cooking Channel and HISTORY, among others.

## HOUSEHOLD APPLIANCES



### QUICKDRIVE™ WASHING MACHINES

These smart washing machines reduce washing time by 50%. When using Super Speed mode, the all-new technology guarantees a deep and complete wash in just 39 minutes. QuickDrive™ moves the clothes up and down in the drum while the rear plate adds additional forward and backwards movement. Plus, they're ready to work with Internet of Things.



### RS8000 REFRIGERATORS

The RS8000 refrigerator reflects the current trend of a slick, simple and organized style. It features three doors with the top and bottom areas making it so food can be well-organized and easy-to-access. The FlexZone enables the storage of different foods and beverages under the best conditions so they remain fresh and tasty much longer.

### WATERWALL™ DISHWASHER

With innovation as its standard, Samsung entered the dishwasher product category with its revolutionary range featuring WaterWall™ technology which is a revolutionary high-pressure water curtain for corner-to-corner deep cleaning throughout the washing cycle.



# Other business

## BRAND MEMORY

### SAMSUNG 860 QVO SSD

The Samsung SSD 860 QVO range is the all-new solid state drive line with a capacity of up to 4 terabytes as well as exceptional speed and security. Built with high-density 4-bit multi-level cell NAND flash architecture, 860 QVO provide terabyte storage capacities.



### SAMSUNG PORTABLE SSD X5

Samsung is driving innovation in external storage with its all-new SSD X5 portable unit. Based on the cutting-edge Thunderbolt™ 3 technology, the X5 offers exceptional transfer speeds in a compact and robust format as the ideal portable storage option for content creators and professionals.



## DISPLAY BUSINESS



### MONITOR PROFESIONAL SAMSUNG CJ89

This ultra panoramic monitor offers 49 inches to foster productivity and enhance user comfort by reducing eye fatigue due to the exceptional screen image quality.

Business to  
business



## SAMSUNG MOBILE BUSINESS SUMMIT

Madrid hosted this international event organized by Samsung to debate business opportunities the new mobile economy can offer companies. More than 250 technology leaders and influential executives from all over Europe participated to explore how mobile technology can foster new ways of working within companies and provide employees with a better work-life balance.

### “Samsung Blurred World”

This study conducted by Samsung in 2018, based on data compiled from 5000 survey-takers in 10 European countries, analyses the impact of mobile work on employees. The main conclusions indicate that more than half of all Europeans (55%) say mobile technology has made them more efficient on the job and has facilitated collaboration with colleagues (51%) while 45% are able to work outside the office and even outside business hours.



# Driving society

Technology with purpose

Improving the lives of everyone, breaking barriers with technology. This statement summarizes our philosophy and strategy, our way of doing things to achieve a better society. It's a constant commitment for which we use all our technological knowledge and materialize through three areas of action: education and culture, accessibility and wellness, employability and entrepreneurship. In order to implement it, we always work closely with government agencies and cultural institutions.

## Education

As a result of our commitment to society, we have designed a Corporate Citizenship strategy focusing on enhancing the areas most relevant to people and where technology can contribute to their development. Education and training are two clear examples of this.



### SAMSUNG SMART SCHOOL

At Samsung, we work so technology will enhance people's lives and one of the best ways to do it is by encouraging and promoting education starting in the early years. Thus, we collaborate with government agencies to foster the use of technology in education in Spain through the Samsung Smart School initiative which is carried out in conjunction with the Spanish Ministry of Education and Vocational Training and the regional education ministries in 17 autonomous regions. The ultimate aim is for people to learn to use technology in the classroom as an integrating element and further help support a methodological change in classrooms to get kids ready for the challenges of the 21st century. The project has already been implemented at 108 schools throughout Spain with more than 4,000 participating students.

Samsung Smart School was begun five years ago with a national scope of action although it focuses on public schools in areas at risk of a digital gap, isolated areas and other urban areas with a high level of immigration and unemployment.



## EMPATHY AS A SUBJECT

At Samsung, we help fight bullying and do so through technology. In collaboration with the Spanish Ministry of Education and Vocational Training, this project develops workshops so young people can learn to overcome bullying using virtual reality glasses and resolve conflictive situations. More than 22,000 children have already participated in these activities.



## GREAT TEACHERS

We've joined forces with the Atresmedia Foundation and Santillana to celebrate Great Teachers, an annual event for teachers aimed at paying homage to them as the drivers of change in society, motivating them to do their jobs even better and acknowledging their important work in all areas through discussions of various topics. We also organize the Great Teachers, Great Initiatives Awards each year to recognize the best projects implemented by teachers and schools and to spread visibility for and encourage best practices in education.

## Culture

Supporting culture and contributing to its development as one of the backbones of the Spanish government-backed national image policy Marca España are essential to our strategy. This commitment has led to various initiatives with an investment of more than seven million euros since 2013.



### PRADO MUSEUM

We have been working with the country's main painting museum since 2013 to enhance experiences in and outside the museum and make educational dissemination activities accessible with technology.

On the occasion of the exhibit **"The Spirit of Painting. Cai Guo-Qiang at the Prado"**, six paintings were selected to be seen and enjoyed at home using the "art mode" feature of The Frame. Moreover, Samsung sponsored the documentary "The Spirit of Painting", which was filmed in 4K and directed by the prestigious Isabel Coixet.

Several art and technology workshops have been held for young people aged 16 - 18 such as **"200 +... Videogame Workshop"**, during which a videogame was designed for the Museum's bicentennial celebration. Another activity held, aimed at adolescents, was **"Meet the Artists. Music in Your Eyes"**, where a DJ showed how an electronic musical piece is composed based on one of the paintings in the 19th century collection. Additionally, with the program **"Prado for All"**, we provide access to the museum's content to those with functional diversity in inclusive environments that promote principles such as encouraging participation, collaboration and autonomy.

More than 1100 people have participated in these education initiatives.

### The Dauphin's Treasure

The exhibit **"The Dauphin's Treasure"** was inaugurated in June, offering a digital experience with the actual collection for the first time ever. The project allows visitors to view each of the 244 pieces that have been digitized in 360° using more than 11,000 photographs as well as enjoy the documentary "The Dauphin's Treasure", produced in 4K. Likewise, an all-new smartphone and tablet app makes it possible to expand information before, during and after a visit with nearly 180,000 people having already used it.

# SAMSUNG



## BOOK FAIR

We collaborate with the Madrid Book Fair, one of the country's main literature events considering the more than 2.5 million visitors. The Samsung Pavilion is set up with cultural content where we offer a complete schedule of educational, entertainment and cultural activities for the whole family.



## I TECHNOLOGY AND CULTURE FORUM

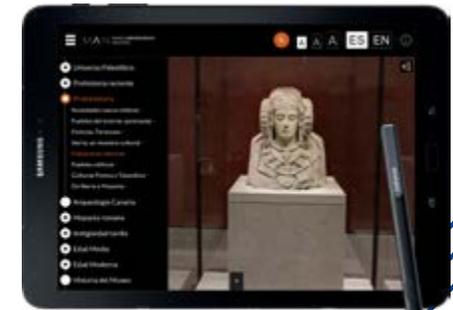
The company brought together outstanding figures in culture (including the directors of the Prado Museum, the Royal Theatre and MAN as well as film director Isabel Coixet) for a roundtable to reflect upon the role of technology in the creation and dissemination of cultural content as well as the benefits of this tool for sector professionals and users when it comes to enhancing their experience.

## ROYAL THEATRE

As a Royal Theatre technology partner, we collaborated with the organization of this institution's 200th Anniversary and its digitization strategy, developing projects such as "Royal Theatre VR", a virtual reality application that enables a unique experience with fragments from plays performed at the Theatre (Madame Butterfly, La Bohème, Street Scene) and an immersive walk through the theatre's backstage. This exclusive content is available in 270 countries and has already been enjoyed by more than 18,000 people right inside the actual theatre in a specific area set up for this purpose.

## PHOTOESPAÑA

We have been supporting the main photography event in Spain since 2012 by backing innovative mobile photo art-related projects in collaboration with professionals (like Cristina de Middel, the winner of the Spanish National Photography Prize) and young talents on the rise in social media as well as anonymous citizens.



## NATIONAL ARCHAEOLOGICAL MUSEUM

In 2016, we began a partnership which has led to technological dissemination projects such as the first virtual reality experience application "Living in..." which made it possible to adapt different archaeology pieces and content to the virtual reality experience. More than 100,000 museum visitors have been able to take this journey and discover five key moments in Spanish history first-hand while the app has been downloaded more than 7,000 times.

Moreover, the MAN Virtual app allows people to take a look at the Museum's permanent exhibits from anywhere in the world thanks to the 360º digitization of its four floors and 40 rooms. More than 10,000 people have already enjoyed this content.



# Accessibility and wellbeing

We're breaking barriers with our innovations to achieve universal access to technology.



## TECHNOLOGY FOR ALL

Samsung has created a website specializing in accessibility ([www.samsung.com/es/accesibilidad](http://www.samsung.com/es/accesibilidad)), with all the information on the accessibility features and characteristics of Samsung smartphones. Access to different resources is available in various categories —vision, hearing, skills and interaction and voice— so the disabled can take maximum advantage of all the options Samsung includes in its mobile devices and get the best performance out of their smartphones.

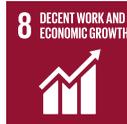


## COLLABORATION WITH THE ONCE FOUNDATION

People with disabilities face significant accessibility deficiencies in many areas which makes it more difficult for them to live an autonomous and full life. We have been working with the ONCE Foundation for several years with the shared goal of improving the quality of life of the handicapped and fostering their accessibility to technology. During this time, we have developed a number of initiatives and taught courses that have benefitted thousands of people.

# Employability and entrepreneurship

We use technology to foster entrepreneurship and improve access to the job market.



## SAMSUNG DEV SPAIN

The Spanish Samsung developers community, which has already surpassed 6000 members, held the ninth edition of its annual conference in an effort to continue supporting local talent and encouraging projects related to innovation and entrepreneurship. The more than 150 in attendance were able to share their knowledge and experiences with the latest new developments presented at the 2018 Samsung Developer Conference and listen to talks by international experts on artificial intelligence and new user interfaces for mobiles. Plus, the first edition of "The Challenge: Better VR Gaming" was held, awarding 'Deadalus' as the best videogame for Samsung Gear VR developed in Spain.



## TECH INSTITUTE

This ambitious new technologies training project is designed to foster learning and enhance the employability of young people in Spain. Aimed at people aged 18-25 looking for a job, Samsung Tech Institute aims to offer new opportunities to future professionals and make a high-tech qualified job force available to companies capable of adapting to the new needs in the job market.

The program has trained more than 1900 students over the last five years with a 45% employability rate.



## Samsung DesArrolladoras

It was under this name that we launched our first call to foster women's access to tech jobs in the last quarter of 2018. Nearly 200 women from all over Spain received free online and face-to-face training in programming. This initiative will be expanded to 1000 more students in 2019.

# Equality



## FECMA

We have been collaborating with the Spanish Breast Cancer Federation (FECMA) since 2008, offering support for research and social awareness for this disease. Coinciding with World Cancer Day 2018, we presented the charity initiative “Breast Cancer War Correspondents” along with FECMA and the Spanish Medical Oncology Society which features the photography work of Manu Brabo, a 2013 Pulitzer Prize Winner, on the fight against this disease in Spain. The photography exhibit can be seen in the Mood Malasaña hall and at the CaixaForum Madrid venue at the end of the year. As part of these same efforts and just like every year since this collaboration began, we gave FECMA a cheque for 100,000 euros which was raised with the downloads and views of the documentary on Brabo’s project.



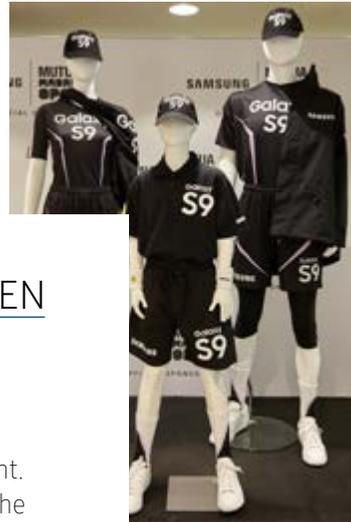
## #NOMOREEXCUSES

This initiative, which was begun in 2017, aims to spread awareness for the equal distribution of household chores. The company received three awards at the 13th International Children’s Communication Festival El Chupete after integrating the project in its QuickDrive washing machine advertising campaign.

## SAMSUNG COPILOT

This app for smartwatches, which was developed in Spain in order to reduce the number of traffic accidents caused by sleepiness and drowsiness at the wheel, proves how technology can enhance people’s lives. The app has already been downloaded more than 25,000 times and has issued more than 4100 drowsiness warnings over 28,000 driving hours.

## Other collaborations



### MUTUA MADRID OPEN

For the seventh year in a row, Samsung participated as an official sponsor of the Mutua Madrid Open tennis tournament. The company again designed the uniforms worn by the ball boys and girls throughout the event.

### LALIGA SPANISH FOOTBALL LEAGUE

In line with our commitment to the world of sports, we collaborated with LaLiga Spanish Football League, making all our technological potential available to them. We launched the official LaLiga Spanish Football League application for Samsung Smart TV as part of this agreement in 2018.



### FASHION WEEK MADRID

We continued supporting the world of fashion this year with our presence at the 2018 MBFWMadrid, one of the most important events in the country. Along with young designers and emerging talents, we brought Samsung technology and products to the catwalk to turn them into fashion items.



#### Samsung EGO

This competition supports projects by young talents in fashion who integrate technology in their creations. The initiative has given out more than 100,000 euros over the ten editions held. In 2018, the winner was Constanza+LAB with designs that can be personalized however the wearer wishes using a smartphone.



# Driving sustainable development

We view sustainability as the tool for creating integrated values in the economy, society and the environment throughout our value chain.

## ECONOMIC VALUE

Getting the most out of all the benefits and values for stakeholders (innovation in products and services)



## SOCIAL VALUE

Contributing to a sustainable society: the achievement of the United Nations Sustainable Development Goals

## SUSTAINABLE DEVELOPMENT GOALS

The **SDGs** are a universal call for governments, society and companies to take measures to end problems like poverty, protect the planet and ensure all people enjoy peace and prosperity:

17 goals  
169 targets

## Samsung and the Sustainable Development Goals



Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship. (SDG 4) Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

### How we contribute

- By ensuring ICT skills for future generations
- By promoting inclusiveness and diversity in education
- By motivating qualified teachers

### Projects

- Samsung Smart School
- Samsung EGO
- Tech Institute
- Empathy as a Subject
- Dytective



Strengthen efforts to protect and safeguard the world's cultural and natural heritage.

**How we contribute**

- By committing to cultural preservation and dissemination
- By creating solutions to build sustainable cities and communities

**Projects**

- Initiatives with museums
- WETIC



Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of

shared responsibility within the household and the family as nationally appropriate.

**How we contribute**

By acknowledging household chores and promoting shared responsibility

**Project**

#NOMOREEXCUSES



Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and wellbeing.

**How we contribute**

By spreading awareness for diseases like cancer

**Project**

FECMA. "Breast Cancer War Correspondents"



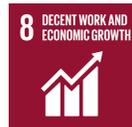
By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

**How we contribute**

By improving accessibility for the visually disabled

**Project**

Collaboration with the ONCE Foundation



Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage

the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.

**How we contribute**

By encouraging entrepreneurship, creativity and innovation

**Project**

Samsung Dev Spain



Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology

and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

**How we contribute**

By fostering partnerships among different entities to promote inclusion and technological progress

**Project**

Partnerships to develop projects



**SAMSUNG**