



ANNUAL REPORT 2022



SAMSUNG

ANNUAL REPORT 2022



SAMSUNG

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LETTER FROM THE PRESIDENT



Dear friends,

It is a pleasure to present this year's annual report, which details our subsidiary's social and economic activity from the past 12 months. Despite initial forecasts and unexpected events, 2022 not only offered challenges but also opportunities. We at Samsung intend to get the most out of all that is presented to us. We have kept firm to our commitment to be innovative and perfectly adapted to the lives of our customers and their lifestyles without forgetting the need to protect the planet.

This year, in fact, we celebrated the 'Technology with Purpose' programme's 10th Anniversary. It is a platform that brings together local projects that aim to improve people's lives.

Without a doubt, this is one of the projects that makes us as Samsung employees feel the proudest. Almost half a million people in Spain have benefited from the 30 projects put in place with an investment of 25 million euros in education, culture, employability and entrepreneurship, accessibility, and well-being.

But it's not possible to talk about improving people's lives without mentioning our vision and commitment to a more sustainable world, as well. This was one of our main priorities for 2022 and thanks to hard work we were able to implement and further advance on different initiatives in varying business environments to act in a more responsible manner throughout the product's life cycle. Thanks to 'Galaxy for the Planet', the global mobility team was able to further





Our vision and commitment to a more sustainable world was one of our priorities in 2022 and we moved forward on different initiatives aimed at the life cycles of our products



increase the percentage of recycled plastic incorporated into our laptops, smartphones or tablets. Our Consumer Electronics team created a remote control for the TV that can be charged in the sun generated by solar power doing away with the need for batteries. Furthermore, at the local level we created the 'Observatorio de la Eficiencia en los Hogares' (Household Efficiency Observatory in English) to help people in Spain understand and find solutions to energy issues. Solutions such as SmartThings Energy or the integration of Artificial Intelligence in most of our appliances have allowed us to work on sustainable home experiences to become the number one energy efficiency brand.

Maintaining our number1 spot in the market was also one of our objectives in all commercial areas where we are active

by 2022, offering innovative products such as Galaxy S23, the fourth generation of foldable smartphones or OLED TVs, among many others. Our solid growth in 2022 was thanks to the positive reception of our products and services, innovative commercial strategy and our ability to adapt to the market

Without a doubt, the financial figures, along with our social contribution projects, show Spain to be a key strategic market for the Samsung brand.

DAVE DAS
President of Samsung
Electronics Iberia

01





SAMSUNG IN SPAIN

SAMSUNG IN SPAIN

A leading company



At Samsung Spain, our **technology works for people**. We contribute to strengthening Samsung's position as a leading global technology and innovation company by offering **our team's talent and the value of our products and services** to engineer a better society and to program a positive and sustainable impact.



At Samsung Electronics Iberia, which we shall refer to as Samsung Spain for the purposes of this report, we work so that **technology and innovation**, which form a part of our DNA, **can contribute to making society a better place**.

We are one of more than 200 subsidiaries which comprise **Samsung Electronics Group**, the parent company created in South Korea in 1969 and which has become an international leader in technology and innovation with a wide range of products. The Group operates in 74 countries and has a workforce of more than 300,000 professionals worldwide

Samsung Spain was founded in 1990. Throughout our three decades of history, we have contributed to Spanish society through technology and innovation, which has **modernised people's lives** and has **favoured their well-being**.

We are committed to **sustainable development** and to **creating value for our**

stakeholders and for society as a whole.

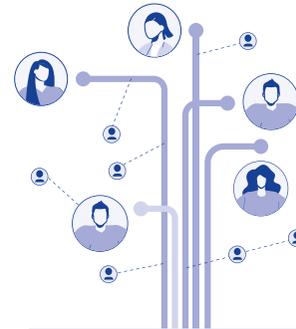
We align ourselves with the Sustainable Development Goals, as part of the UN's 2030 Agenda for Sustainable Development. Our business strategy and our activities are focused on technology being a contributing factor to Spain, both socially and economically. We are focused on generating sustainable wealth and employment in the country.

At Samsung Spain, we are particularly proud of '**Technology with Purpose**'. In 2022, it was 10 years since the initiative launched, which only adds to our joy. It is a tool which is transforming society and leading us down a path to a more just and equal world. It is also allowing us to be better prepared for future problems we may have to tackle. Since 2020, we have helped improve the lives of thousands of people through education, culture, employability and entrepreneurship, accessibility, and well-being.

Key Figures



SAMSUNG IN THE WORLD



Employees (2022):
270,372


Centres (2022):
+ 232

-  **41** R+D
-  **108** Sales offices*
-  **15** Regional offices
-  **7** Design
-  **31** Production
-  **24** Other




Countries:
74

*Subsidiary sales and branches.

FINANCES (IN BILLIONS OF SOUTH KOREAN WON)


Revenue:
302.2
(= €213,300 million)


Profits:
Net: **54.7**
(= €38,625 million)
Operative: **45.3**
(= €32,005 million)


Spending on R+D:
24.9
(= €17,587 million)

Source: Samsung Electronics Sustainability Report 2023.



Where we are

Our workforce was made up of more than **376 professionals** at the end of 2022, which most of whom work at the **Madrid central office**. The company also has offices in **Barcelona, Seville, and Valencia**, as well as a **main logistics centre in Ontígola** (Toledo).

SAMSUNG SPAIN

Employees:
376

Female:
138

Male:
238

10 years investing in
'Technology with Purpose':
€25 million

SOCIO-ECONOMIC IMPACT

Contribution to GDP:
817.9
(million €)

Tax contribution:
707.6
(million €)

Jobs created through Samsung's impact:
17,548
(Full time employment opportunities arising from Samsung's activity)

ECONOMIC PERFORMANCE (MILLIONS OF EUROS)

Business:
1,880

Result of
Operating: **47.2**
Financial year: **36.8**

Corporate income tax:
11.3

EMPLOYMENT(CLOSE OF FINANCIAL YEAR)

	2021	2022
By sex		
Female	125	138
Men	215	238
TOTAL	340	376
By professional category*		
Directors	4	4
Key personnel	9	10
Graduates, technicians and administrative staff	206	227
Sales representatives	121	135
TOTAL	340	376

*Annual average.

TECHNOLOGY WITH PURPOSE

	2021	2022
Investment in local programmes (millions of euros)	1.48	1.17

FINANCIAL (MILLION €)

	2021	2022
Turnover	1,687	1,880
Operating income	44.9	47.2
Profit	34.5	36.8
Corporate income tax	10.4	11.3

SOCIO-ECONOMIC IMPACT

	2021	2022
Contribution to GDP (millions of euros)	743.6	817.9
Tax contribution (millions of euros)	619.4	707.6
Jobs created through Samsung's activity (Employment)	15,894	17,548



2021 profits were 36.8 million euros, 6.67 % more than the previous financial year's figures



Business Model



We follow a business model based on **environmental, social and governance** (ESG) criteria to be socially responsible and promote a better world.

Our corporate governance strategy is to act fully in accordance with local legislation and **code of conduct** focused on **ethics, honesty, integrity** and **transparency**. The entirety of our workforce must comply with these standards, and they set out our values to stakeholders and wider society.

Our company's **good governance** is committed to providing **environmental, social, and economic value** to wider society and harnessing the potential found in local communities. Our ethics code and long-term vision allows us to effectively respond to new challenges the world throws our way.

For value engineering, we are guided by **three principles**:

Create
the best products and services

Orient
management elements based on human resources and technology

Contribute
to society

OUR PRINCIPLES

In Spain, as in the rest of the world, we follow the 'Samsung five business principles', formulated in 2005 by the company as a base for its social corporate responsibility.

- 1 We comply with laws and ethical standards
- 2 We maintain a clean organisational culture
- 3 We respect customers, shareholders, and employees
- 4 We care for the environment, health, and safety
- 5 We are a socially responsible corporate citizen



OUR VALUES



Change

We focus on the future to be able to drive our company to long-term success.



Joint prosperity

We are committed to being a socially and environmentally responsible company all over the world.



Excellence

We identify with our commitment and passion for excellence to develop the best products and services on the market.



People

Our professionals are the engine which drives us and, because of that we try to offer them the best possible place to work, facilitating opportunities so they can fulfil their potential.



Integrity

Ethics is the base for our business, and we act guided by equity, respect, and transparency.

GOOD GOVERNANCE

Samsung Spain is governed by the **Global Code of Conduct**, which outlines the standards of integrity that the parent company expects from its subsidiaries and their employees across the globe. In countries where different corporate integrity requirements are established by local laws and regulations, the subsidiaries always fully comply; they take precedence over Samsung's general policies.



Corruption and Bribery

Samsung Spain strongly identifies with honest and ethical behaviour. We have a zero-tolerance policy against bribery, corruption, and influence peddling. We are committed to acting professionally, honestly and with integrity in all operations and with all contacts, regardless of the place of operation,

implementing and enforcing efficient anti-corruption systems.

To make our employees aware of the standards set out in the Spanish Penal Code in terms of what constitutes corruption and bribery, we distribute a '**Manual on Corruption, Bribes, and Influences**'. We also have policies related to the 'Delivery and Acceptance of Gifts and Tokens of Hospitality'. These policies are universally applied across the entire company.



Crime Prevention

We have a Crime Prevention Programme, a global tool to tackle, among other things, any activity within the company which constitute corrupt practices. All employees undertook training programmes to reinforce the importance

of complying with the law in 2022. Employees then had to complete a test to ensure proper understanding and another course on data protection. Furthermore, Samsung Spain's **'Ethical Channel'** was put in place to allow employees to report illicit or unfair practices or behaviour in a fully confidential space. It fits in with the framework of the Crime Prevention Programme and has the aim to tackle undesirable behaviours.



Human Rights

We are guided by a **"people first"** and defend **human rights, diversity and inclusion**. We respect all people regardless of their beliefs, race, or abilities. We do not discriminate based on race, colour, ethnic origin, age, nationality, gender, religion, diversity of physical abilities, civil status or any other characteristic protected by law. We demand the same behaviour from our associates to ensure there is equal and non-discriminatory behaviour towards everyone involved in Samsung Spain's operations.

Samsung Spain has a group of 12 people, and their role is to represent all employees.

They are called 'Samsung Up'. This group meets once a month to bring together all the suggestions or aspects for improvement received from employees and communicate them to the Human Resources.



Decent Work

We do not allow minors to work at Samsung Spain in keeping with local laws. We also determine employment conditions and compensation for staff in a fair and non-discriminatory manner. All our employees are bound by a **Collective Agreement** and we ensure that no-one participates in abusive practices. We also do not tolerate violations of the Code of Conduct.

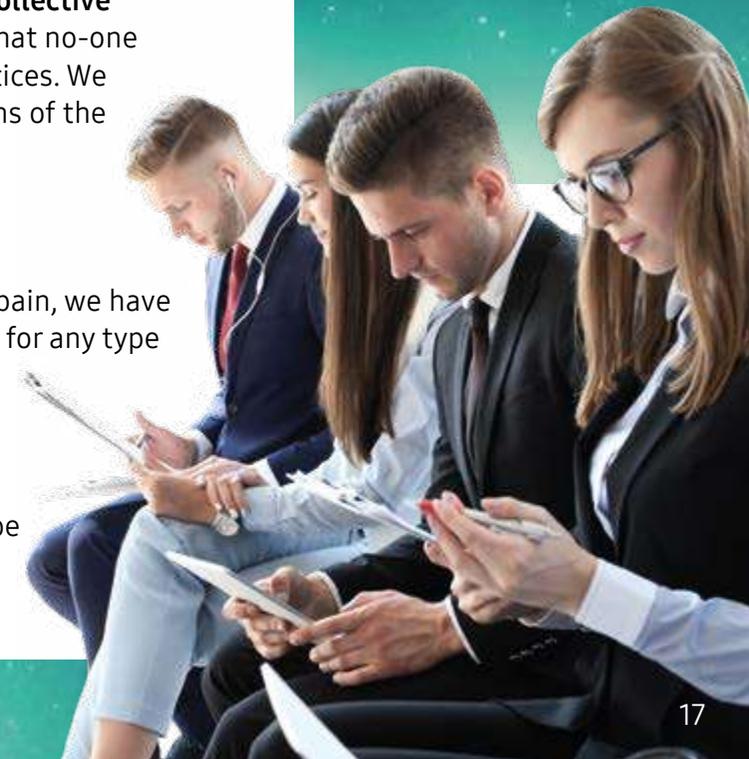


Bullying

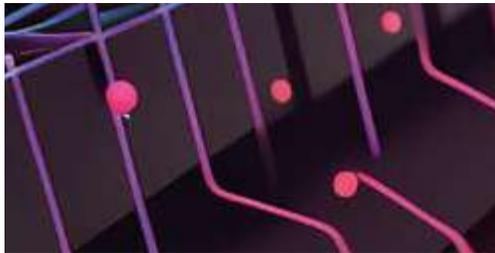
At Samsung Spain, we have **zero tolerance** for any type of behaviour which could offend or cause discomfort to others such as sexual harassment, or any other type of physical or psychological bullying.



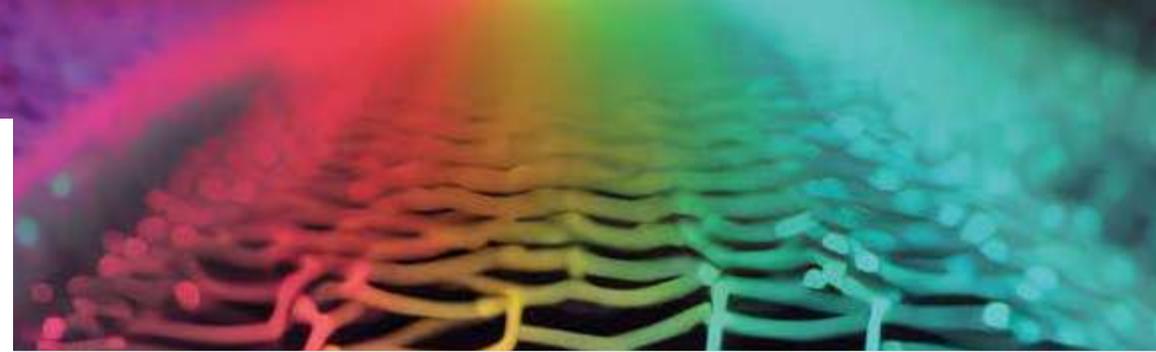
We abide by the Global Code of Conduct, which outlines Samsung's integrity standards worldwide



Areas of activity



The development of our performance is focused on **two distinct areas** that maintain a close connection: **business activity** and social development through the '**Technology with Purpose**' programme.



BUSINESS ACTIVITY

Technological products and services are our main business focus. To carry out related activities, we have a **interconnected organisational structure** with different areas or divisions:

Consumer Electronics (CE Division)

Consumer electronics.

- **Televisions and Audiovisual Equipment (TV/AV):** a range of audiovisual products, such as televisions and sound systems.
- **Digital Appliances (DA):** including electrical appliances (fridges, washing machines, driers, vacuum cleaners, etc.)
- **Visual Display (VD):** monitors and professional screens.

Mobile Experience (MX Division)

This includes all mobility products, such as smartphones, tablets, wearables, etc.

D2C & Marcom

- **Direct to Consumer (D2C):** this is Samsung's own on-line sales channel.
- **Marcom:** this is the area where all corporate marketing activities are grouped.

Support Division

- **HR & GA.**
- **Business Innovation:** including logistics and systems.
- **Customer Service:** providing a service to our customers for their Samsung needs.
- **Legal.**
- **Business Support:** including Finance, Accounts Receivable & Credit, and Controlling.



SAMSUNG

10 Años Tecnología con Propósito

TECHNOLOGY WITH PURPOSE

We drive social development with technology through this initiative. We focus on **four main fields**:



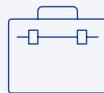
Education: driving technological integration as a vehicle of change for education and adapting it to the 21st century.



Culture: improving the cultural experience and help spread culture so it reaches the greatest possible number of people.



Accessibility and Well-Being: removing barriers for real equality and improve people's quality of life.



Employability and Entrepreneurship: facilitating young people's employability through training in emerging technologies.



2022 Milestones



COMPANY

- Celebrating 10 years of 'Technology with Purpose' programme.
- Publication of the 'Socio-economic and Fiscal Impact of Samsung in Spain' report for the fifth year running.
- Publication of the Samsung's annual report on their contribution to making the SDGs happen.
- Vice-president and CEO of Samsung Electronics, Jong-Hee Han, meeting with the president of the Spanish government and other business and institutional counterparts.



PRODUCTS AND SERVICES

Mobile Experience (MX Division)

- Galaxy Unpacked: presentation of the Galaxy S22 series, the new S-range premium smartphones .
- New Galaxy Tab S8 tablets, bigger and more versatile than ever before: S8, S8+ and S8 Ultra.
- Galaxy A series presentation: Galaxy A53 5G and Galaxy A33 5G. Singer Ana Mena, Galaxy A series ambassador. Streamer Ibai Llanos sponsors the special limited-edition Samsung Galaxy A53.
- New foldable smartphones: Galaxy Z Fold4 and Galaxy Z Flip4. Presentation by actress Blanca Suárez.
- Galaxy Book2 Business, the new Samsung PC on the vPro platform.
- Samsung launches the Galaxy S21 FE 5G, new addition to our flagship smartphone.
- Singer Mónica Naranjo, Samsung's image for its Galaxy Z Flip4 foldable mobile phones, presents her album *Mimétika*. The sound enjoyed when wearing Samsung Galaxy Buds2 headphones.
- Samsung sponsors the Mapoma running club four races. The GalaxyWatch5 smart watch and Galaxy Buds2 Pro headphones, sports accessories.
- Samsung participates in the Barcelona Mobile World Congress (MWC).

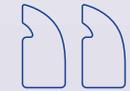


Consumer Electronics (CE Division)

- New Neo QLED 8K and 4K televisions with the Ultra Slim 2022 sound bar.
- Smart Monitor M8 presentation in four new colours with SlimFit camera.
- First Samsung OLED television.
- Samsung participates in the ISE 2022 fair with three models of The Wall.
- Gaming Hub launch, a new platform for discovering games.
- Participation at Gamescom 2022. New range of gaming monitors Odyssey Ark, Odyssey G70B and G65B and the SSD 990 Pro storage unit.
- 'Bespoke Home 2022' presents the new products in Samsung electrical appliances. New Bespoke JET cordless vacuum cleaner.
- 'Observatorio de Eficiencia en los Hogares' (Household Efficiency Observatory) presentation.
- Samsung presents the first edition of the Digital Art Awards in Spain and Portugal.
- Participation at the Academy of Cinematographic Arts Goya Awards with the new Neo QLED 8K televisions.
- Samsung presents The Freestyle: a versatile projector designed for Gen-Z and Millennials.



We introduced new foldable mobile phones such as Galaxy Z Fold4 and Galaxy Z Flip4, and next-generation projectors such as The Freestyle



SAMSUNG

10 Años Tecnología con Propósito

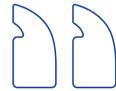
Museo del Prado, one of the most iconic cultural references in Spain and with whom we actively collaborate, hosted the **10-year celebration event** for 'Technology with Purpose'. It has been a decade of achievements, which has been compiled in a **report** showing the **positive impact** in society and in people's lives. This report embodies Samsung's commitment and effort to contribute to a better world through technology and innovation. Furthermore, numerous initiatives have been developed within this programme in 2022:

- Samsung is a participating partner in the Alliance for Vocational Training of the Ministry of Education and Vocational Training (Alianza por la Formación Profesional del Ministerio de Educación y Formación Profesional by its name in Spanish).
- 'Seoul Destination': Samsung runs a competition between Spanish universities and the winners get to travel to South Korea to learn about new technologies.
- Agreement with Edelvives to market Galaxy Chromebook 2 for the education sector.
- New edition of the Samsung Innovation Campus Big Data course.
- Presentation in Valladolid and Logroño of new Aula del Futuro spaces.
- Museo del Prado proposes an olfactory relationship with painting for the first time through Samsung's collaboration.
- Another 'Prado Inclusivo' project.
- Collaboration with National Archaeological Museum in Madrid
- Agreement with the Sagrada Família Foundation to implement innovation and technology projects.
- The Frame expands its collection with works from the Carmen Thyssen Collection and collaborates with the LIFE Picture Collection.
- Agreement with Human Age Institute to boost employability.





Samsung celebrate 10 years of 'Technology with Purpose', the programme aimed at improving people's lives and which has received over 25 million euros in investments in 2022



- Fifth edition of Samsung DesArrolladoras programme. Samsung trains more than one thousand woman as programmers.
- Collaborating with AMETIC and the Spanish Royal Academy of Engineering to develop female talent in STEM professions.

- The Samsung Dev Spain developer community presents the Top Developer Awards to the best apps of the year.
- Six Samsung mobiles have the ONCE Foundation's accessibility seal.
- Collaborating with the ONCE Foundation's accessible house in SIMA (the leading real estate event in the Spanish market, aimed at individuals, companies and national and international professionals)
- Samsung has a support service available in Sign Language for deaf and hard-of-hearing people at its repair centres.



AWARDS AND RECOGNITION

- ★ The Samsung Smart School project received the **Premio CEU Ángel Herrera** in the category of educational innovation in the technology sector.
- ★ Samsung tops the ranking of the **most responsible company in the consumer electronics sector** for the second year running, according to **Merco**.
- ★ The TALLK app received an award at the **National Marketing Awards** in the innovation category.
- ★ Samsung Electronics received the **Premio SEAL Award for Business Sustainability 2022** for re-purposing plastic found in the ocean.

02





PRODUCT INNOVATION

PRODUCT INNOVATION

MX - Mobile Experience



MOBILE PHONES



Galaxy Z Fold4 and Galaxy Z 5G

The new foldable Samsung **Galaxy Z Fold4** and **Galaxy Z Flip4** models offer higher productivity, more customisation possibilities, and better experiences. They were presented by **Blanca Suárez**, who pointed out that "the new Samsung foldables are perfect for those who like design and functionality. They are compact and fit anywhere, come in a range of colours and a multitude of incredible features such as flex mode that allows you to perform different tasks without opening the phone, such as recording videos or taking selfies".

The **Galaxy Z Flip4** improves on the user's favourite features and with a compact design that **allows you to do everything** without even opening the device, such as taking a call, replying to messages, recording videos, or taking selfies all from the external screen. The **Galaxy Z Fold4** is Samsung's **most powerful smartphone to date**. A device with enhanced functionality regardless of whether it's open, closed or in Flex mode.



At Samsung we are **working to reinvent tomorrow**. And we do this through technology, our ally in changing the world, helping people, and improving lives for greater enjoyment and happiness. We strive to **create products and solutions that bring value** and convenience to consumers, with versatility and safety, always keeping in focus the responsibility to sustainability.



The new Galaxy Z has all the latest features: the **Galaxy Watch 5 Pro**, the most durable and feature-packed watch and the **Galaxy Buds2 Pro**, the smallest and lightest ear buds





Galaxy S22 Series

The **Galaxy S22 and S22+** put the power and creativity in your hands to break rules of what a *smartphone* can do with the ultimate tools to shape your world. With **new advanced Nightography features**, capture vivid colours and sharp images even in low light. The smartest camera that Samsung has ever designed with a sensor that is 23% bigger and the previous generation of smartphones and incorporates a **a 10 MP front camera**. They are the first Galaxy devices to incorporate a processor manufactured with 4nm technology, capable of playing video games with great fluidity. Furthermore, it has a battery life that lasts all day and is made from entirely sustainable materials.

Also **Galaxy S22 Ultra** joins the new Galaxy S series as **today's most powerful Ultra device created by Samsung**, as it merges the Note series' unmatched power and the professional-quality camera and performance of the S range.

Galaxy TAB S8

As well as the new **Galaxy Tab S8 and S8+**, the **first tablet Tab S8 Ultra** was presented in 2022, with the **biggest and brightest screen** (14.6-inch Super AMOLED) with the most powerful performance ever offered. Now that we live in an age of video calls, the new Galaxy Tab S8 series offers an **enhanced video conferencing experience** with ultra-wide-angle front-facing cameras, **three microphones and smart self-framing technology** for a truly differentiated video calling experience.

You can also turn Galaxy Tab S8 into a **second portable monitor** with Galaxy PC touch screen capabilities for side-to-side multitasking.



Galaxy A Range

One year on, we are revolutionising the Galaxy A series, the most popular Galaxy smartphones with the new **Galaxy A53 5G and Galaxy A33 5G**. The new Galaxy A series has **5G connectivity**, defence-grade security and an environmentally friendly, sleek and slim design along with a **new generation processor, the AI camera** the Galaxy's defining feature, a **bigger and more fluid screen**, and a battery life of two days.

Galaxy A53 5G has a **6.5-inch Super AMOLED screen** with a 120 Hz refresh rate for an immersion experience. The **Galaxy A33 5G** has a **6.4-inch Super AMOLED screen** with a refresh rate of 90 Hz. Both devices offer a **high level advanced quality camera experience**, full of potential and fun features of the Galaxy A series.



Galaxy Buds2 Pro

Without a doubt, they are one of the best audio experiences created by Samsung with **complete surround sound** thanks to a 11mm woofer for deeper low notes and a 6.5mm tweeter for sharper high notes with minimum distortion; superior call quality with **smart active noise cancellation** and improved connectivity for all devices. Not forgetting the updated and ergonomic design which makes them unique.



Galaxy Book2 Pro

The Galaxy Book2 Pro series is the *début* for new *flagship* computers including **Galaxy Book2 Pro 360 with S Pen and Galaxy Book**. Both devices combine the **flexibility and versatility** needed for today's work and learning lifestyles, and the **advanced security** that has been the hallmark of this series, previously designed for business PCs in high-security industries such as finance. Built with Samsung's mobile DNA, the result is a productive yet portable PC experience. The Galaxy Book2 Pro series features the **latest 12th generation Intel® Core™** processors that allow users to work, video call and game with smooth, reliable performance. It also features an environmentally friendly AMOLED display that has earned 'GREEN GUARD' gold certification.

■ Samsung is the sponsor of Mónica Naranjo's tour

Six years after her last studio album, the artist has released her eighth album: **Mimétika**, an electronic rock album, full of force and imagery, with powerful vocals and melody, and **released in 8D version**, being one of the first artists to take advantage of this new and revolutionary technology. For full enjoyment, Samsung has loaned **Samsung Galaxy Buds2 ear buds** to all attendees so they could enjoy the experience with Mastodonte in 8D quality.



Galaxy Watch5 and Watch5 Pro



Samsung's smart watch range is continuing to make advancements. The new **Galaxy Watch5** series with the new **Galaxy Watch5 and Galaxy Watch5 Pro** is a commitment to **innovation and physical health** offering users full monitoring and practical data to provide them with the information they need for a healthy life and greater well-being. The Galaxy Watch 5 now measures health indicators more accurately than the Galaxy Watch4. It has a larger surface area for more direct contact with the wrist and incorporates **new features** such as a **temperature sensor** and with personalised training, recovery, and rest programs.

CE (Consumer Electronics)

TV SALES

Screens everywhere, screens for all

Samsung Electronics presented its 2022 portfolio of TVs, sound bars and accessories, through the vision of 'Screens everywhere, screens for all' in Spain.



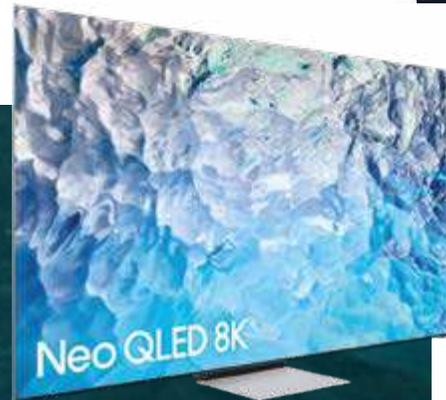
Samsung OLED

The first **OLED** model from the company, the **Samsung OLED (S95B)** expands on Samsung's Smart TV range. With an **AI-powered Neural Quantum Processor 4K**, Tizen's intelligence with an incredible sound system from **Object Tracking Sound and Q-Symphony with Dolby Atmos** exclusively part of Samsung products All within the slimmest design: the LaserSlim.

Neo QLED

The **Neo QLED 8K and 4K** range features substantial improvements and upgrades for higher quality and performance, such as higher picture quality thanks to the **AI-powered Neo QLED**, which enables 14-bit contrast mapping; the **Real Depth Enhancer** that analyses lines, shapes and surfaces, improving the brightness and accuracy of all shapes on the screen; and **Dolby Atmos** uses the TV's speakers to create an immersive and realistic surround sound effect.

The brand new **QN900B** has been the range's 2022 flagship, thanks to its **AI-powered Neural 8K processor**, 20 neural networks and **Quantum Matrix Technology Pro**. The TV has **best ever image quality which boosts the brightness, contrast, resolution, and sound of everything you watch into incredible 8K and 33 million pixels**. The **QN700B** is Samsung's **most affordable model** in terms of 8K quality, and is available from 55 to 75 inches.



Smart Monitor M8

The **M8** is the latest Smart Monitor with an **improved and more elegant design**. Perfect for those who want to combine functionality and entertainment at home, as well as a monitor, the **M8** allows you to enjoy a variety of services such as Netflix, Amazon Prime Video, Disney+ and Apple TV via Wi-Fi without having to connect to a PC or TV.



With an **ultra slim design** three-quarters the size of previous models, it comes in four new colours: –Warm White, Sunset Pink, Daylight Blue and Spring Green– available in 32 inches with a **UHD resolution** and a **SlimFit camera**.

Lifestyle TV

Samsung's stylish range of Lifestyle TVs offers consumers a new visual and aesthetic home experience. **The Serif** and **The Sero** models combine unique and premium designs and now with the new 2022 viewing experience:

- **The Frame.** A stunningly slim TV that looks just like a picture frame. Enjoy your favourite content on the brilliant QLED Matte TV Display with glare-free 4K detail building on the 2022 technology. Instead of turning into a black screen, it transforms into a beautiful showcase of artwork and photography when it's turned off with more than 1600 pieces to choose from. You can even choose the perfect bezel frame colour to match your home or the art pieces on display.



- **The Freestyle.** Versatile projector that can improvise a screen up to 100 inches, on any flat surface (from wall to ceiling) thanks to its 180-degree rotation mechanism. With a lightweight and minimalist design, it can also be used as a Bluetooth speaker, voice assistant or as an ambient lamp by emitting light in various colours. The Freestyle was awarded the Gold at the **iF Design Awards 2022**.

Samsung Gaming Hub, game streaming

Samsung Gaming Hub is the ultimate home for **gaming on your 2022 Samsung Smart TV** without the need for a console or PC. Samsung Gaming Hub is a game streaming service built into all 2022 & 2023 smart TVs and monitors. **It provides quick and easy access to top game titles from Xbox, NVIDIA GeForce NOW & other streaming services.** Gaming Hub is included in the 2022 models Neo QLED 8K, Neo QLED 4K, QLEDs, OLEDs and Smart Monitor displays.



■ ■ ■ We celebrate great Spanish cinematography

We were at the **Goya Awards Gala** in 2022, welcoming guests to a space where the image was forefront and centre through Neo QLED 8K TVs. **Bibiana Fernández** and **Boris Izaguirre** welcomed the stars of Spanish cinema to the space and providing social commentary on Samsung's platforms of what was happening at the event.



DA SALES

New Bespoke range for the home



In 2022, we launched the **new Bespoke product range** in Europe, which reinforces the company's commitment to become the **leading supplier of sustainable, smart, and stylishly designed home appliances**. Products in the Bespoke range include the **Bespoke AI™ line of washing machines**, the **Bespoke AI™ oven** and **Bespoke Infinite** line, plus the new **Bespoke Jet™ cordless vacuum cleaner**.

Samsung's new **Bespoke front-loading washer-dryer duo** enables consumers to save energy, water, and detergent through AI-based sustainability. The **Bespoke AI™ oven**, thanks to the Dual Cook Steam function, combines the upper and lower zones with a steam technology so that users can save time and energy, and are able to prepare different dishes simultaneously. The **Bespoke Jet™** cordless vacuum cleaner is the best for cleaning in the home. With the state-of-the-art All-in-One Clean Station™, **it automatically empties and refills after each use**, while Samsung's exclusive Air Pulse technology **cleans the waste tank**.

Observatorio de Eficiencia en los Hogares

Due to our commitment to sustainability and the environment, we created the 'Observatorio de Eficiencia en los Hogares' (Household Efficiency Observatory) programme in Spain in 2022, with the aim of raising awareness and **helping consumers to be more sustainable**, just as our appliances are. The programme aims to be a guide for developing **more efficient homes** and taking care of the planet, a task that companies, institutions and citizens must take on together. On the Samsung side, we are innovative with our appliances, always focused on **reducing energy consumption, durability and savings**.

More connected homes

Introducing the new **era of the connected home** with the **Family Hub™** upgrade and the global launch of **SmartThings Home Life**, solutions that offer consumers around the world a **broader and more comprehensive smart home experience**.

SmartThings Home Life provides **centralised, integrated control for Samsung appliances** by conveniently connecting six SmartThings™ services: SmartThings Cooking, Energy, Clothing Care, Pet Care, Air Care and Home Care.

Samsung's upgraded **Family Hub™** adds to an expansion of the home experience with its **new AI features** that facilitate convenience in daily routines.



DISPLAY BUSINESS

The Wall: the future of micro-LED technology

The **Integrated Systems Europe (ISE) 2022** event held in Barcelona became the best showcase for the presentation of **The Wall's new models**, an example of the latest generation of display technology. With Micro LED technology, designed to define the future of display innovation, **IWB** was presented, an innovative modular Micro LED display that offers immersive viewing experiences in high resolution. Also presented were **The Wall All-in-One (IAB), incredible new generation screen** which highlights its convenient installation and elegant design with a thin screen of only 49 mm and **OHA 55" and 75"**, Samsung's latest outdoor 2022 range, verified for outdoor visibility by Underwriters Laboratories (UL).



The Best Gaming Monitors

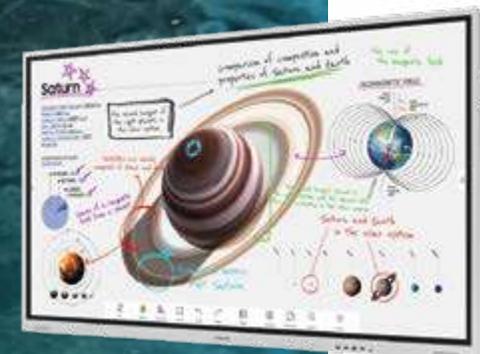
Gamescom, Europe's biggest video gaming event was the stage for **Samsung's new range of gaming monitors**, which include the innovative **Odyssey Ark** and the **Odyssey G70B and G65B**. Both monitors provide **intelligent functionality**, including the option to create a home office environment without a PC, connection to multiple devices and IT services, all from one display for an ultra-efficient working environment.

Also at Gamescom was the **SSD 990 PRO**, a high-performance NVMe SSD that provides an **optimal balance of speed, power efficiency and reliability**, making it an ideal choice for gamers and professionals looking for uninterrupted work and play.



Samsung Flip Pro 2022 (WMB)

In the education sector, Samsung continues to support hybrid-learning models, such as the new **Samsung Flip Pro 2022 (WMB)**, available in the 75" and 85" models. This **interactive whiteboard for teachers and students**, brings a new intuitive control panel, brightness control sensors and four front- and rear-facing speakers, which **enhance the overall classroom experience and enable seamless video communication in a remote or hybrid classroom environment**.



SEACE



EHS Mono HT Quiet, innovation in air conditioning



The **EHS Mono HT Quiet**, a high temperature, low noise heat pump ideal for the residential renovation market. The **elegant design** combines advanced features and new technologies to achieve high water temperatures and **low noise levels**. The EHS Mono HT Quiet is a heat pump system that provides energy efficient heating (SCOP* of **A+++**) and **hot water up to 70°C** for your home. You can also **control the unit remotely with SmartThings**, which, among other benefits, allows for easy monitoring of daily, weekly, and monthly energy consumption.

* Efficiency ratio of heating output (capacity) versus power input (electricity). Internally tested under lab conditions based on EN 14511, results may vary depending on the actual usage conditions.



Samsung is among the top 5 best brand in 2022

Samsung Electronics Co., Ltd. Has been recognised by Interbrand as **one of the 5 best global brands in 2022**. Every year, Interbrand announces the world's 100 most highly valued companies, and **the Samsung brand was valued at USD 87.7 billion**, representing a 17% growth from USD 74.6 billion in 2021. Samsung placed fifth for the third consecutive year.



As well as product innovation with customer experience in mind, the development of advanced technologies such as **artificial intelligence (AI), 5G, automation and robotics** through constant investment have all played a **relevant role in Samsung's growth**.

03





ESG CRITERIA

ESG CRITERIA

Our Path to Sustainability



It's not only important to us what we do, but also how we do it. We are an active part of society and promote changes for a better future. We are **committed to sustainable innovation**, and work to **improve the ESG criteria and have a positive impact**. We care for the environment, promote the development of society through collaboration with our stakeholders and are governed by fair and transparent corporate governance.

Every year, since 2017, in collaboration with PwC, we draft the '**Socio-economic and Fiscal Impact of Samsung in Spain**' report, a study which places value on our contribution to Spanish society in the economic, fiscal and employment fields.

Environmental

The environment is one of the pillars of our global strategy: the planet needs all of us to care for it. For the first time, our report focuses on **sustainable innovation actions** and the development of technologies and products that **reduce environmental impact**, in keeping with Sustainable Development Goals (SDGs), part of the UN's 2030 Agenda.

Social

The SDGs are a global call to improve the lives of everyone in the world. At Samsung Spain, we are proud of our impact on society with our '**Technology with Purpose**' programme. Our business also has a **positive economic impact both in terms of finances and employment opportunities**. We quantified **our annual contribution** to the country and highlighted our role in **social development**.

Governance

Exemplary begins at home. **Good Governance** is another fundamental pillar of our global strategy at Samsung. Transparency, **integrity and ethics** are the bases for how our company is run. We are guided by a **Global Conduct Code** that respect human rights and promote gender-based equalities.

Samsung and its Sustainability Management System



Economic value

Maximising the benefits and stakeholder values (product and services innovation)



Social value

Contributing to a sustainable society: fulfilment of the UN's Sustainable Development Goals



We understand sustainability to be a balance between our financial development and social prosperity, respecting and preserving the environment



We make headway with 12 of the 17 Sustainable Development Goals (SDGs)



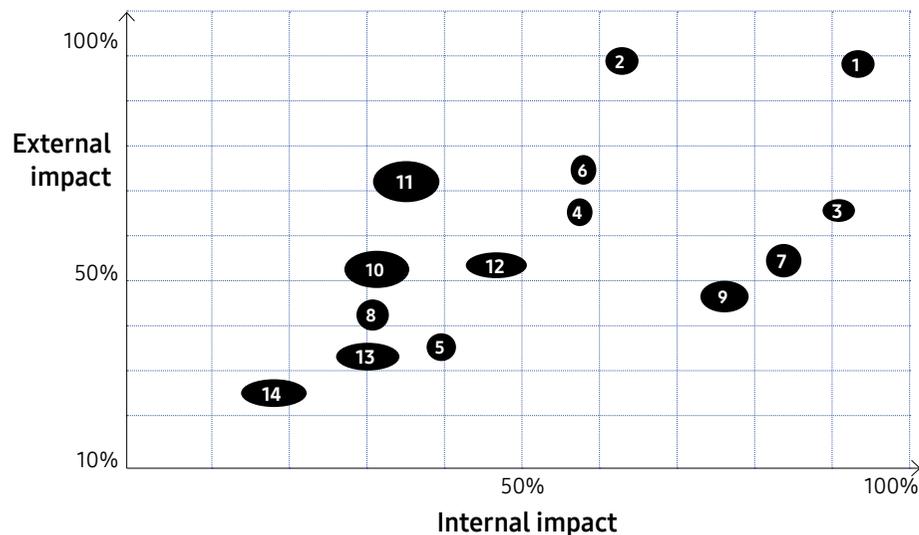
Materiality of Samsung Spain



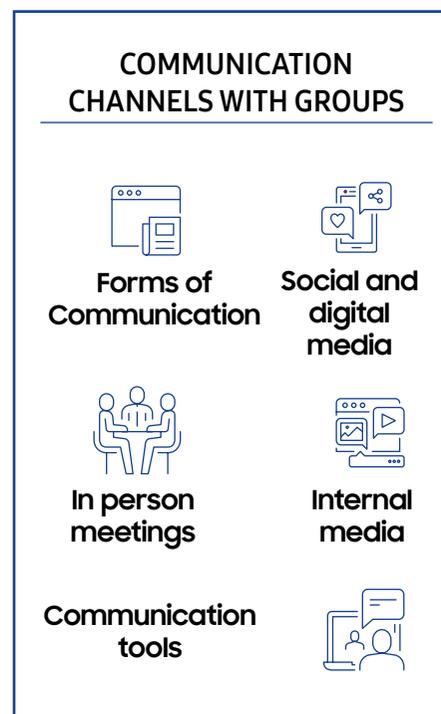
We are committed to **developing our corporate strategy in a sustainable manner** and to **promoting the environmental, social and corporate governance factors** of ESG criteria. We did another materiality analysis of Samsung Spain as an exercise in **responsibility and transparency**. We identified, through the analysis, the most relevant issues for our stakeholders. These are also the most important issues for Samsung Spain.

The culmination of this analysis is 14 key areas structured into 7 key categories. Such groups are the **main themes on which Samsung Spain's strategy is based**. It allows us to continue creating economic, social, and environmental value, as well as satisfying the interests of current and future stakeholders.

GROUP	IMPORTANT POINTS
Environment	1. Energy efficiency and management
Employees	2. Human Rights
	3. Development of human capital and work-life balance
	4. Diversity and Integration
Corporate governance	5. Accessibility
	6. Health and Safety
Society (foundations, NGOs, etc.)	7. Global Ethical Code of Conduct
	8. Relation with Stakeholders
	9. Social Corporate Responsibility
Clients	10. Commitment to Customers
	11. Cybersecurity and Data Protection
	12. Quality, Health, and Safety of Products
Fiscal Transparency	13. Transparent Information
Suppliers	14. Responsible Procurement



The evaluation of the internal and external impact of the main point is represented in the **materiality matrix**:

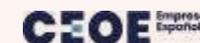


Alliances to Grow



We collaborate with or are part of various associations, organisations, and entities with

the aim to be a benchmark in the sector and in society. We work very closely with our partners and share knowledge and experiences with a common goal: sustainable development.



Aligned with the SUSTAINABLE DEVELOPMENT GOALS

MAIN SDGS LINKED TO SAMSUNG SPAIN'S ACTIVITY

The Sustainable Development Goals (SDGs), part of the United Nations 2030 Agenda, are a universal call to action to end poverty, protect the planet and improve the lives and perspectives of everyone all over the world. In line with Samsung Spain's commitment to sustainable development, we contribute through our activity to these goals so they may become reality, especially those which are closely linked to our company's activities.

1 NO POVERTY



707.6 million euros total tax revenue, equivalent to 21% of expenditure on Inclusion in the General State Budget.

3 GOOD HEALTH AND WELL-BEING



Raise awareness about illnesses such as cancer through collaborations with associations such as FECMA.

4 QUALITY EDUCATION



We put together programmes and initiatives for improving education, such as **Samsung Smart School, Aula del Futuro** project and the **Alliances for female talent and vocational training**.

5 GENDER EQUALITY



We promote equality in all areas of life especially in the workplace. We have **Samsung's Gender-Based Equalities Plan**, and we promote equality in education through projects like **Samsung DesArrolladoras**, aimed at providing women with necessary skills and knowledge for their professional development.

6 CLEAN WATER AND SANITATION



We work with partners such as Patagonia to **considerably reduce micro plastic waste** in the oceans with a special technology integrated into our washing machines.

7 AFFORDABLE AND CLEAN ENERGY



100% of the electricity used through the **2022 financial year** came from **renewable energy sources**.



8 DECENT WORK AND ECONOMIC GROWTH



We strengthen entrepreneurship and employability through **Samsung Dev Spain** and **Samsung Innovation Campus**, and work with the **AECOC Pact for Youth Employment** and with **Human Age Institute Foundation**.

17,548 total FTE jobs.

Average direct salary 3.1 times higher than the national average. 817.9 million euros of gross value added (0,06% of GDP).

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



88% of the direct value added we generated is knowledge-intensive, 22 points above the national average.

10 REDUCED INEQUALITIES



We develop innovative solutions so that technology is accessible to all, and we work with key organisations such as **ONCE Foundation** and the **Luzón Foundation**. For every **€1 of Samsung's direct profit, €19 of total tax revenue** is generated.

11 SUSTAINABLE CITIES AND COMMUNITIES



We work to promote and preserve culture. We work with some of the most culturally influential institutions in Spain, such as **Museo del Prado**, the **National Archaeological Museum**, the **Sagrada Família Foundation**, among others

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



28% of the plastics used in the **SolarCell Remote Control** come from **recycled materials**. Furthermore, this controller replaces the need for lithium batteries with a super capacitor, resulting in a battery-free controller reducing even further the impact on the environment.

17 PARTNERSHIPS FOR THE GOALS



Every year, we strengthen alliances with different bodies to promote **inclusion and technological advances**. The sum of forces between public and private bodies allows us to continue developing project and initiatives in the community.

Impact of Samsung's activity in Spain



Every year since 2017, in collaboration with PwC, we have drafted the report '**Socio-economic and fiscal impact of Samsung in Spain**', a study which places value on our contribution to Spanish society in the economic, fiscal and employment fields. This year, for the first time, we included information on our work connected to **sustainable innovation** and the development of products and technology that help us to **reduce our environmental impact**.

The report is a **transparency exercise**. It is compiled based on financial and fiscal

information provided by the company, together with macroeconomic and sectoral data obtained from public sources, such as the National Statistics Institute, the Tax Agency and the Ministry of Finance, among others. The result **quantifies our annual contribution to the country**, highlighting our relevance in Spanish society's development.

The 2022 data confirms the increase in our contribution in Spain compared to the previous year and demonstrates the progress made in reducing our environmental impact and the steps we are taking on the road to sustainability.

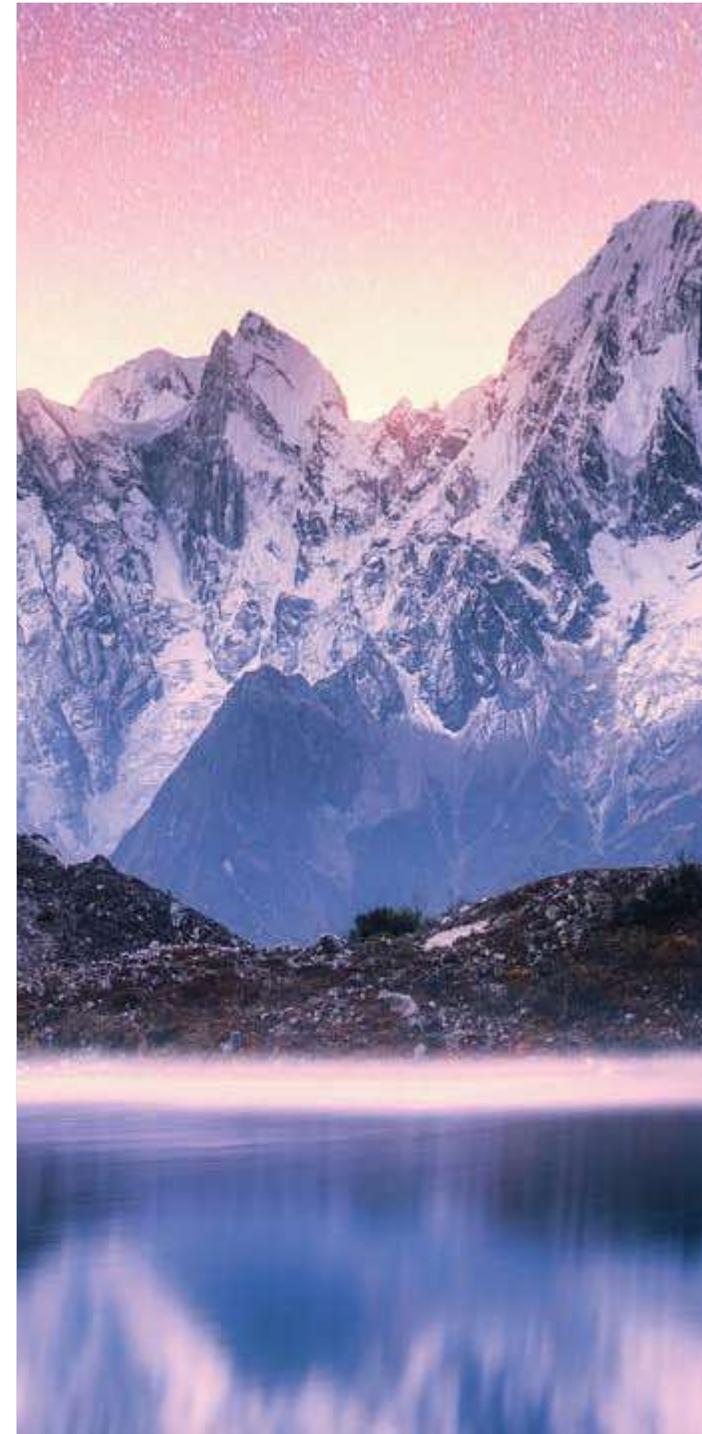


CHART OF IMPACTS GENERATED

INDIRECT

Generated in our **supply chains** by expenses and investments made

DIRECT

Generated through our **direct activity** in Spain

RETAIL IMPACTS

Generated in the **retail sector** through products sales in commercial outlets

Expenditure on suppliers

← **SAMSUNG** →

Product Sales



Increased salaries



INDUCED

Generated by the consumption of **workers employed directly, indirectly and in retail**

ENVIRONMENTAL

This year we have also incorporated our environmental impact into the report, thanks to the **development of new, more sustainable products** and the increased use of **recycled elements, more sustainable packaging and product repairs**, as well as the increased use of **clean energy and other corporate initiatives**.

Impact on the Economy

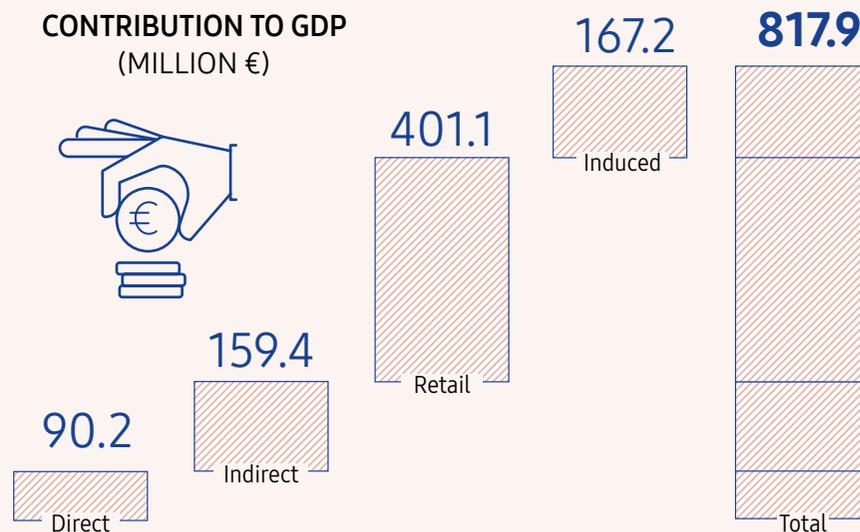
Samsung Spain contributed 817.9 million euros to Spain's GDP in 2022, a 10% on the last financial year's results and the highest for the past six years

Direct impact

The direct contribution of Samsung's activities represents about 0.01% of Spain's total GDP in 2022. The direct contribution of the wholesale trade sector accounted for 0.14% of the gross value added to Spain's wholesale trade sector¹. Personnel expenses accounted for 42% of the company's direct impact, 80% of which was allocated to employee compensation. The direct contributions are broken down as follows:

- Staff expenditure²: €37.8M
- Gross Operating Surplus: €52.4M
- Taxes³: €0.03M

CONTRIBUTION TO GDP (MILLION €)



Indirect impact

Spending on domestic suppliers amounted to 183.4 million euros, generating a significant increase in GDP in both the direct recipient sectors and their supply chain. The sectors that benefited most were advertising and market research (€67.9M), real estate services

(€12.45M) and repair of electronic equipment (€8.1M).

The indirect economic impact also generated a total of 71.2 million euros in wages and salaries for households in Spain.

⁽¹⁾ Gross value added figure by the sector's activity relative 2020 (latest data available).

⁽²⁾ Includes wages and salaries received by employees and social security contributions.

⁽³⁾ Includes those taxes not included in the other items (Business Tax, Property and Real Estate Tax, etc.).

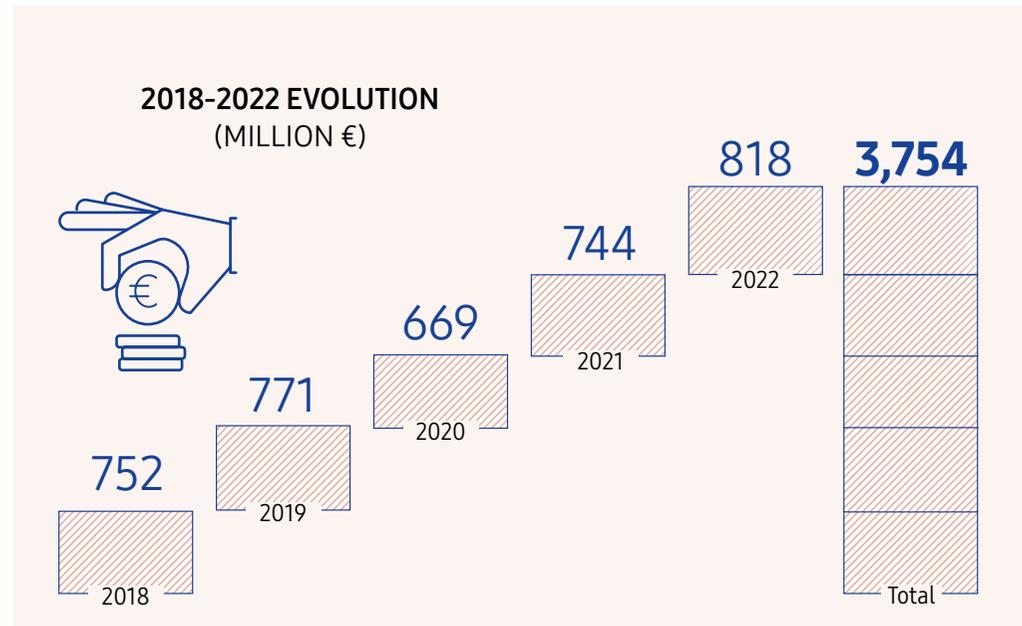


Every Euro of profit was turned into 22 EUROS of wealth for Spain's economy



The number of local Samsung suppliers represents 84% of the total





Retail Impact

The products sold by Samsung in Spain generated a powerful tractor effect in the retail sector. **The final sales value was 2.215 million euros¹**. Samsung's sales represented 1.8% of total sales by these outlets in Spain.

By **trade type**, sales were distributed in the following way:

- **Specialised in electronics:** 69.2% (€277.4M)
- **Warehouse and non-specialised centres:** 23.4% (€93.9M)
- **Specialised in domestic use:** 77.4% (€29.8M)

⁽¹⁾ Figure excluding VAT, estimate based on Samsung's sales (1,869 M€) and an estimate of the total price increase by retailers (+18.5%). ⁽²⁾ Sector 471 CNAE; Sales in non-specialised establishments (department stores).

Induced impact

Our activity generated **334.8 million** in additional GDP through direct, indirect and retail wages and salaries. Benefiting households spent an average of around 64%² on consumption.

Household consumption generated an induced impact that was distributed among those sectors that traditionally receive spending from households in Spain, in which real estate services (€41.2M), hotels and restaurants (€21.4M) and retail trade (€11.4M) stand out.

⁽²⁾ PwC's marginal propensity to consume for the Spanish economy estimated.



The total contribution to GDP generated by Samsung in Spain is equivalent to **46%** of the direct value added generated by Spain's computer, electronic and optical products manufacturing sector

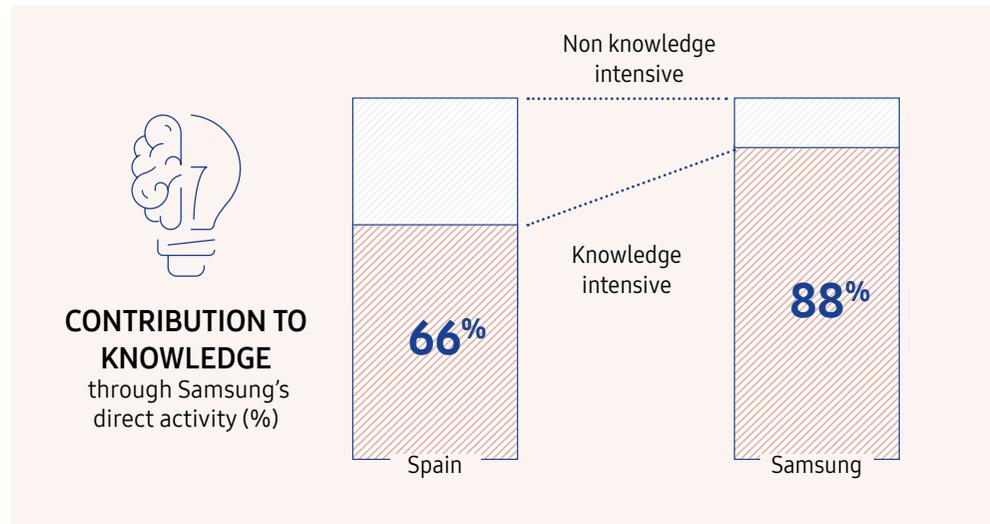


In the last 5 years, Samsung has contributed **3,754** million euros to Spain's GDP



GDP based on knowledge

In today's economy, part of production is based on accumulated knowledge, both labour (employee training) and capital (technology used). Knowledge intensive GDP is a new metric which quantifies **what part of the economic value produced in society is based on knowledge**, in terms of how much knowledge is used or given back.



Direct impact

88% of the direct value added we generated in 2022 was knowledge-intensive, 22 points above the Spanish average.

The knowledge-intensive activity carried out contributed to generating 79.4 million euros of economic value through the accumulated knowledge of our productive factors, 8.7% more than in 2021.

Capital is the productive factor in that it contributes most to value generation through knowledge, accounting for 61% of the total.

Indirect impact

Our spending on domestic suppliers contributed to **€105.3 million of value added in the knowledge-based economy, 8.3% more than in 2021.**

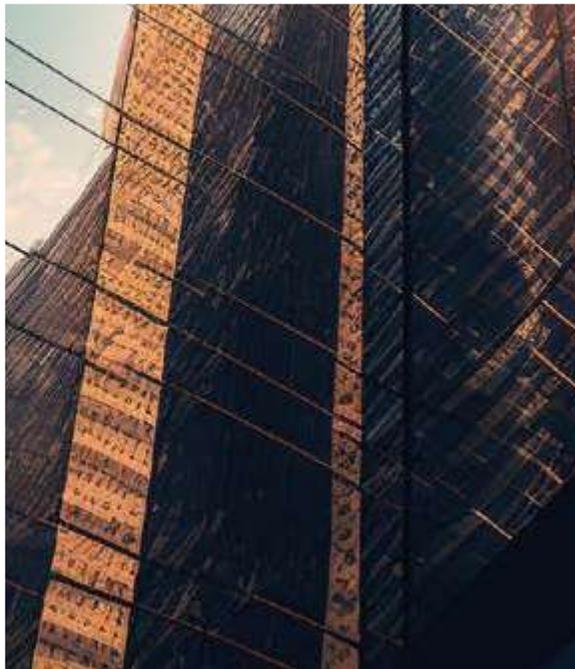
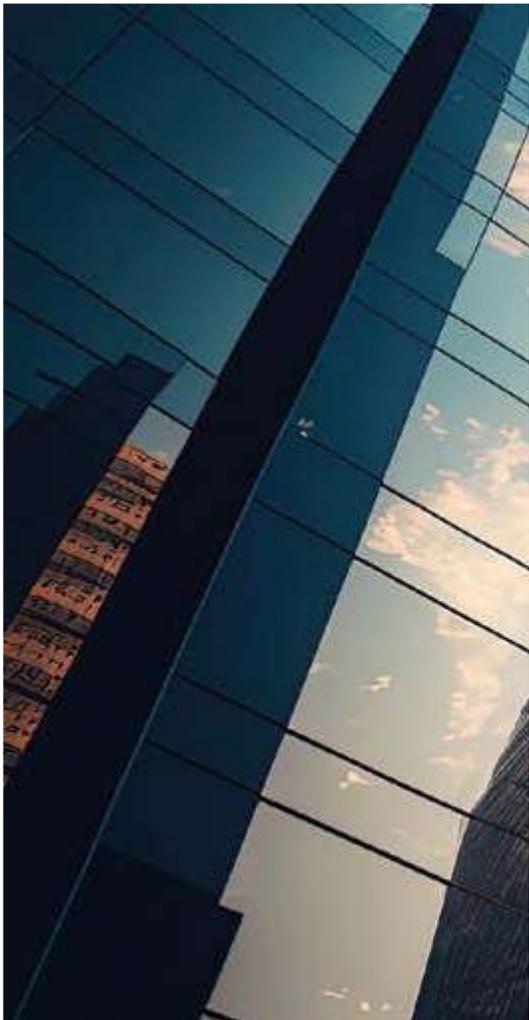
66% of the value added generated indirectly realised through knowledge-intensive factors of production.

Advertising and market research was the sector where, in absolute terms, knowledge played the most relevant role in value generation with 53 million euros (78% of its impact on GDP).



Knowledge-based GDP improves competitiveness and drives the transformation of Spain's economy





Knowledge-based GDP is a new way of measuring how much economic value produced in advanced societies is knowledge based.

It is not based on how much knowledge is created, but on **how much knowledge is used or rewarded**



Impact on Employment

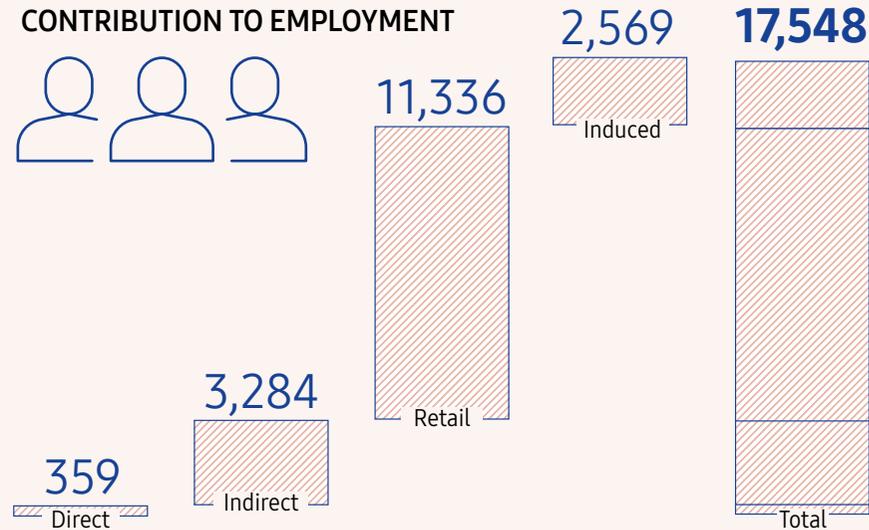
Our activities helped to create and maintain 17,548 employment positions in 2022. That's 10.4% than in 2021, reaching the highest number in six years.

Direct impact

We contributed to employment stability with our **359 full time employees** in the 2022 financial year, a **5.8% increase compared to the previous year**.

We helped generate €2,569 million in employment through direct, indirect, and tractive salaries.

CONTRIBUTION TO EMPLOYMENT



Indirect impact

In 2022 our activity generated **3,284 FTE jobs** for Spain's economy. The sector which benefited the most was advertising and market

research, with **1,639 FTE jobs**, followed by **Electronic equipment repair (325)** and **Office security services (246)**.

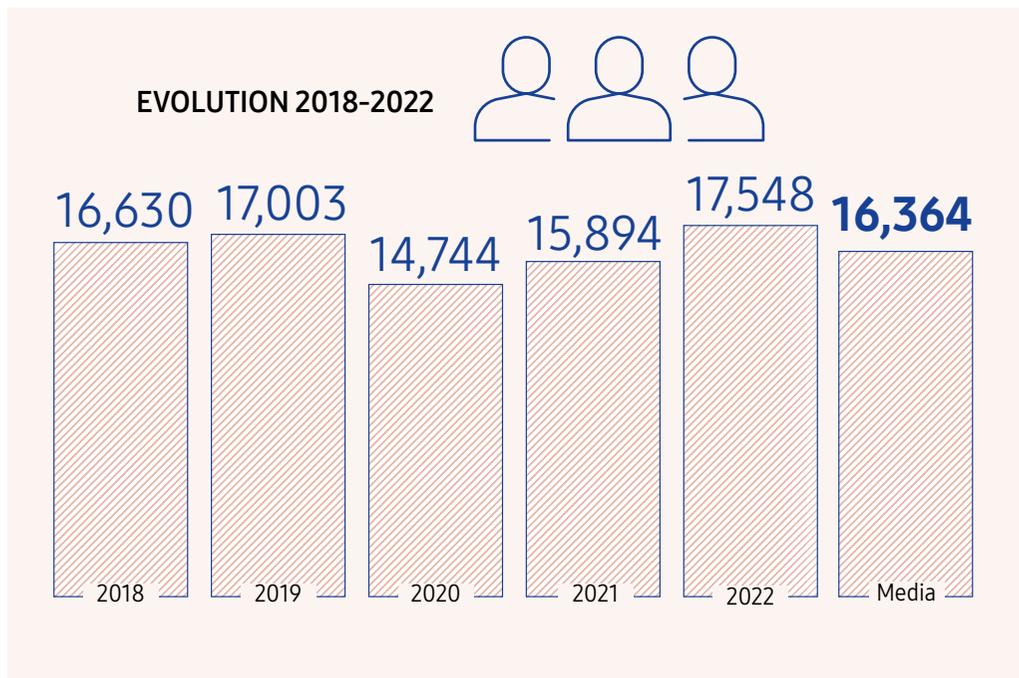


Every job at Samsung Spain generates **49** full-time equivalent jobs



Samsung's activity has generated an average of **16,364** annual FTEs in the last five years





Induced impact

Our activities lead the creation of **2,569 jobs** in a variety of sectors. The sectors that benefited the most were **retail trade (408)**, **hotels and restaurants (398)** and **wholesale trade (185)**.

⁽¹⁾ INE: full-time employment figures by activity sector relative to 2022.

Retail Impact

Our Spain product sales in 2022 generated a retail impact of **11,336 FTE jobs** in the retail sector, almost **11.5%** more than in the previous year.

Broken down by sub-sectors, retailers specialised in electronics benefited the most, **with almost 7,977 jobs (70.4%)** The **non-specialised trades generated 2,214 jobs (22.2%)** and **domestic use generated almost 845 jobs (7.4%)**.



Samsung's total contribution to employment was equivalent to **32%** of direct employment generated by **air transport sector in Spain** and more than **19%** of direct employment in the **electricity sector**



Fiscal Impact

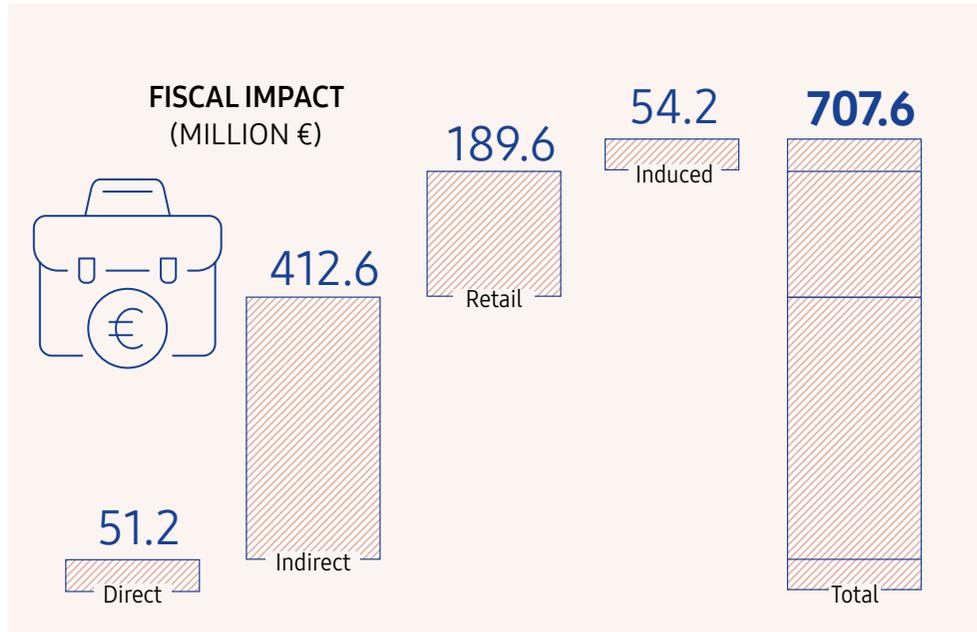
Samsung generated €707.6 million in 2022, 14.2% more than in 2021, making it the tax highest contribution in the last six years.

Direct impact

The 51.2 million euros generated, 30.7% more than in 2021, corresponded to net VAT (€16.7M), corporate income tax (€11.4M), income tax (€16.6M) and social security contributions (€6.5M).

Indirect impact

Expenditure on domestic suppliers generated an indirect tax impact of €412.6 million, 11.6% more. VAT generated by purchases from domestic, EU and non-EU suppliers accounted for more than 91% of the total.



For every euro in profit Samsung has created 19 € of wealth for the Spanish treasury in 2022

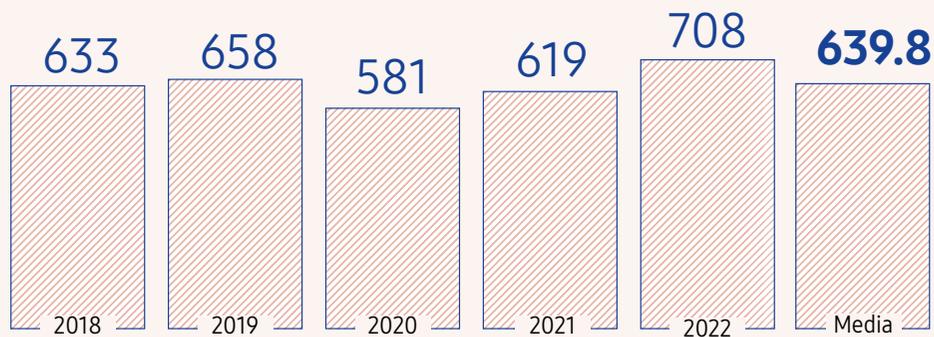


For every one of Samsung's employees in Spain in 2022, a tax revenue of 2 million euros was accounted for



EVOLUTION 2018-2022

FISCAL IMPACT
(MILLION €)



Retail Impact

Our product sales generated **€189.6 million**, **15.2% more than in 2021**. **VAT contributed 38.2%** of the retail revenue, while social security contributions contributed **36.1%**.



Induced impact

The total consumption because of jobs created directly and indirectly by our company resulted in **54.2 million euros** in tax revenue. The highest amount of tax contributed was VAT, with **40.6%** of tax revenue, followed by **social security contributions (13.9%)**.

Source: PwC analysis using information provided by Samsung, Ministry of Finance and the Civil Service, and the Tax Agency.

⁽¹⁾ Includes only the state expenditure budget, included in the general state budget for 2022.



Samsung's total fiscal contribution in Spain is equivalent to **45%** of the state budget for culture or **31%** of the budget for **Foreign Policy** provided for in the **General State Budget¹**



By tax type, the increase in consumption generated by Samsung's activity contributed to generating **68.8%** of the company's total revenue through VAT



Environmental Impact

As part of a world-leading consumer and information technology company, we at Samsung Spain are increasingly **committed to our responsibility to minimise the environmental impact of our activities.**

Our two main areas in terms of the environment are reducing **the rate of climate change** and creating a truly **circular economy**, applied to the life cycle of products.

For the first time, we quantified our **environmental impact** through a report put together by PwC in 2022.



'Galaxy for the Planet': our vision of a sustainable and circular model

Samsung has established an initial set of targets to be reached by 2025 to reduce its environmental footprint and lessen resource depletion from production to disposal of its Galaxy products. 'Galaxy for the Planet' was first unveiled in 2021. We are playing a key role to play in providing innovative solutions that protect the planet for generations to come.

Main goals for 2025:

1. **Incorporate recycled material in all new mobile products.** To foster a more circular economy, Samsung is investing in new and innovative eco-conscious materials for its products. We have already **started using plastics from discarded fishing nets¹ and recycled water barrels¹ into various components of the Galaxy series** (more than 74,000 products² on the market by 2022).
2. **Remove all plastic from mobile phone packaging.** Samsung is working towards the full elimination of single use plastics from product packaging by 2025 – reducing, removing, and replacing unnecessary resources and materials traditionally used in device packaging and incorporating eco-conscious solutions.
3. **Reduce standby power consumption of all smartphone chargers to below 0.005W by 2025** Samsung is prioritising energy-saving technology. Samsung has successfully reduced the standby power consumption across all smartphone chargers to 0.02W, which is among the most energy efficient in the mobile industry.
4. **Achieve zero waste to landfill.** Samsung is minimising waste generated at its mobile work sites, with the commitment to divert all waste from landfill by 2025. Samsung will also work to reduce e-waste on a global scale by optimising the product life cycle, improving product design processes, and through initiatives like Galaxy Upcycling and Certified Refurbished programmes.

⁽¹⁾ Each component with recycled materials includes at least 20% recycled fishing nets or water barrels.

⁽²⁾ Taking into account the 2022 sales for Galaxy Z Fold4 (19,723), Galaxy Z Flip4 (41,102) and Galaxy Buds2 Pro (13,222).

Innovations to look after the planet

We promote sustainable innovation by developing technologies and products that reduce our environmental impact. We innovate to increase the lifetime of our products.

Less Microfiber™ Cycle

Samsung worked with Patagonia to engineer the **Less Microfiber™ Cycle** technology to help prevent the release of **micro plastics from our daily life, and to enable sustainable laundry washing** that is both effective and effortless

AI Energy Mode

Samsung developed **AI Energy Mode** to help with our customer's aims to be more energy efficient when using our products. It is a system that jointly **monitors the electricity consumption of all household appliances** and allows you to reduce energy consumption and generate the following estimated annual savings:

- Dryers¹: 20% - Annual saving of 44 kWh
- Washing Machines²: 70% - Annual saving of 87 kWh

Source: PwC analysis using information provided by Samsung.

SolarCell Remote Control

Our new TV ranges include a **battery-free remote control**, with cells made from recycled plastic that are charged by **sunlight** or light, or via a USB-C device. The environmental benefits are doubled:

- No need of batteries
- Free from disposable batteries

This innovative product has **saved more than 5.7 million AA batteries³**, equivalent to the **batteries used by more than 1.7 million people in Spain⁴ over one year**. It is estimated that over the next 7 years, **99 million alkaline batteries will be used⁵**. This is equivalent to all the batteries in Spain in more than 213 days⁶. The solar remote is well-suited for today's eco-friendly era, and can work to **reduce that staggering number to zero**.



We designed a remote control that is charged by **sunlight**



⁽¹⁾ Calculated by Samsung comparing two A-grade models: DV9400B (AI Energy Mode = 176kWh per year) versus DV5000T (no AI Energy Mode = 220kWh per year).

⁽²⁾ Calculated by Samsung for model WW11BB944AGB without AI Energy Mode (119kWh/year) and with AI Energy Mode (32kWh/year).

⁽³⁾ Estimated taking into account a use life of 7 years using 2 AA batteries per year.

⁽⁴⁾ Estimated from data on batteries and portable batteries collected by Ecopilas in 2021.

⁽⁵⁾ Calculations done by Samsung

⁽⁶⁾ Calculated using data from Ecopilas.

Durability of Digital Inverter Motors and Compressors

Digital Inverter Technologies (DIT) –its patented motors and compressors, which are the key components of its washing machines, tumble dryers and refrigerators– increase energy efficiency, performance and durability and extend the warranty to 20 years.

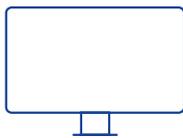
Increased recycled elements in our products

Because of our commitment to sustainability, we increased the percentage of recycled plastic in several products.



TV Remote: 28% of the plastics used in the SolarCell Remote Control come from **recycled materials**. This innovation enabled Samsung Spain to use **246 kg of recycled plastics¹** in

TV remote controls in 2022, equivalent to almost 16,000 plastic bottles².



Televisions: We are committed to using **30 times more recycled plastics** in television manufacturing

from 2021.

More sustainable packaging

From 2019, the packaging used currently for Samsung’s products and accessories is substituted with environmentally sustainable materials like **recycled/bio-based plastics and paper**.

To reduce the Greenhouse Gases generated during delivery, **we use smaller packaging and lighter materials.**

IN 2022:

Fridges

We have reduced the weight of plastics in packaging³ by almost **9 kg** compared to the previous year, a reduction of more than 16%.

Vacuum cleaners

Reduction of almost **17% of plastics** in packaging³ compared to 2021.

Televisions

Reduction in the weight of plastics in TV packaging³ by almost **60%** compared to 2021, representing a weight reduction of more than 36 kg.



The 2022 Neo QLEDs earned the **'Reducing CO₂'** certification from the Carbon Trust in recognition of its efforts to reduce its carbon footprint

⁽¹⁾ Calculated from the ratio obtained from the use of 6 million tons of recycled plastic per 10 million units sold.

⁽²⁾ Weight per plastic bottle (500ml) equal to 15.4g.

⁽³⁾ Weight corresponding to the sum of plastics used in the packaging of all models sold as a unit in 2022 and 2021.



ECO Repairs programme has helped save **51,390 trees**

ECO Repairs

Our ECO Repairs programme has created an **ECO system to repair components and avoid direct replacement**, which allows for more sustainable repairs on some TV and mobile phone models, generating less electronic waste. Customers can receive information electronically to promote a paperless environment.

We use clean energy

We are committed to using clean energy sources. **We reduced energy consumption by 23.3%** between 2022 and 2021. This reduction is equivalent to **the annual energy consumption of 108 households¹ in Spain.**

The 100% renewable origin of the electricity used by Samsung in 2022 avoided the emission of 188 metric tons of CO₂e².

⁽¹⁾ Calculation based on the average consumption per household of 'Red Eléctrica de España 2022' (Redeia).

⁽²⁾ Calculation based on the average consumption per household of 'Red Eléctrica de España 2022' (Redeia).

⁽³⁾ Source: Miteco. Calculated from the average rate of CO₂ absorption of different tree species that are 20 years old.



100% of electricity consumed by Samsung Spain came from renewable energy sources



5.646 tCO₂³
absorbed thanks to ECO Repairs

Recycling in our offices

In our offices and in the vending and printing areas we have different containers for recycling. Additionally, **once a month, an external company collects all the computer components and takes them away for recycling.**

We conduct our corporate activities in **BREEAM-certified buildings (4 out of 6 stars).**

Minimising our environmental impact

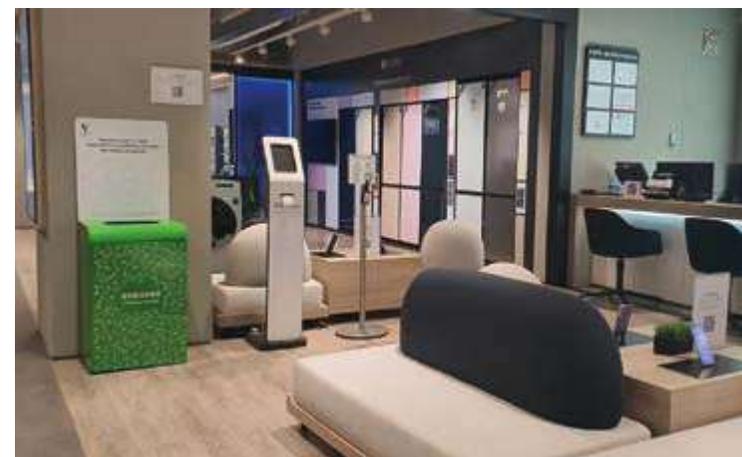
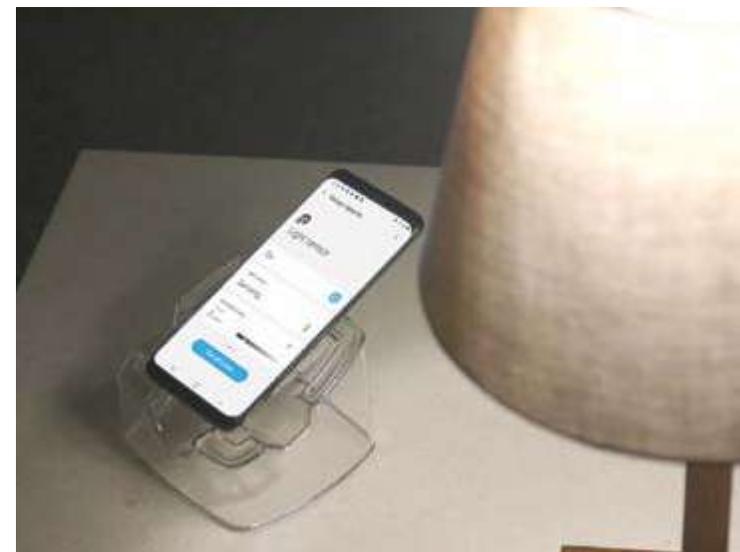
We introduced programmes to minimise environmental impact at every stage of our product value chain, including raw material procurement, production, manufacturing, distribution, use and waste disposal. **100% of our manufacturing sites are managed in compliance with the sustainability standards established by the Environmental and Energy Management Systems.**

Reuse: a second life for products

We promote reuse to favour a circular economy model. The **'Galaxy Upcycling' programme** is the innovative platform for creative reuse with old Galaxy smartphones to extend its life cycle and reduce electrical waste. The packaging of the Galaxy range is made from 100% recycled paper.

Responsible with recycling regulations

We comply with current legislation in Spain related to **packaging and waste.** Our used packaging is recycled through the Ecoembalajes de España (**Ecoembes**) Integrated Management System. Electrical and electronic products do so through the Collective Systems of Extended Producer Responsibility (Sistemas Colectivos de Responsabilidad Ampliada del Productor Fundación Ecotic and Fundación Ecoasimelec). In the case of used batteries and accumulators, recycling is carried out through the Collective System of Extended Producer Responsibility (Sistema Colectivo de Responsabilidad Ampliada del Productor **Fundación Ecopilas**).




 We are making headway for greater energy efficiency and **consumption savings**




 The 'Galaxy Upcycling' programme promotes reusing older models



WE ARE MAKING STRIDES TO BE THE MOST SUSTAINABLE COMPANY

Society demands that companies take firm steps on the road to a sustainable world. At Samsung we are not only **aware**, but every year we move **forward and adopt the necessary measures to be more responsible in caring for the planet**. We have an **Environment Policy**, which ensures we abide by the strict standards demanded from us.

Samsung Spain is not a distributor, so we do not consume raw materials, nor do we generate emissions or waste derived from

the main activity of our parent company. But we are committed to fighting climate change and we **undergo an external energy audit every four years** to better understand the impact we are having and how to improve it.

Thanks to the high level of scrutiny, we are making headway for greater energy efficiency and consumption savings. Measurements were taken of electricity, diesel and **gasoline consumption, as well as CO₂ emissions**.

We commit to stable and quality employment



The commitment, effort and talent of the people who make up Samsung Spain drive us to continue improving and growing every year. For this reason, we try to **offer the people who join the best possible work environment**, where quality and stability are the bases which foster professional development, but also work-life balance, security, well-being and equality.



At Samsung Spain we work for employment that is...

...stable: Almost 100% of staff have a permanent contract.

...work-life balance: with the aim of increasing employees' satisfaction levels and improving the **balance between personal and professional life**, the company has measures such as **remote working** (the possibility of working remotely two days a week is offered), **flexible hours** and **childcare vouchers**.

...equal: since 2019 we have had an **Equality Plan** which promotes effective equality of opportunity for all people, supporting an inclusive corporate culture in which all differences are respected.

...formative: the company has a **Training Plan** as a tool to strengthen development and professional growth, with a focus on digital abilities and languages.

...safe: everyone has **private medical insurance**, as well as a 'Day Off for a Check-Up' to go for a medical revision. Anyone who wishes to do so can undergo a medical examination by an external company. We

also have an internal **prevention plan** to prevent occupational hazards and an **emergency action plan**.

...healthy: employees at the headquarters can eat daily in the restaurant located in the business park promoting a **healthy and balanced diet**.

...responsive: annually a **satisfaction survey is carried out** to listen and respond to employees' needs, strengthening corporate culture.

...with rewards: at Samsung Spain **loyalty is rewarded**, with a gift to those who have completed 5, 10, 15, 20, 25 and 30 years of service. Furthermore, for every 10 years' service, the employee gains an extra day of holiday.

...accessible: our physical operations are adapted to people with reduced mobility.

...solidarity: we promote several corporate volunteering initiatives, including mentoring.

Activity with an Impact in Media



Our activity in the technology sector and all the actions we carry out in social development through our 'Technology with Purpose' programme have a **relevant impact on the media** in Spain, especially in the digital media.

Samsung Spain is an important source of content and information for the media, as these figures show:

- **Total Impacts in 2022:**
1,601 (+6.3% compared to 2021)
- **Value of the impacts:**
€ 7,595,640 (+8.3% compared to 2021)

MAIN PROACTIVE IMPACTS:

	Impacts	Value (in €)
Corporate	786	3,953,488
'Technology with purpose'	815	3,642,153
Education	272	1,351,007
Culture	220	1,099,219
Employment and entrepreneurship	119	504,174
Accessibility and well-being	88	183,684



In 2022 the **value of media impacts** has increased by **8.3%** compared to 2021



04





**TECHNOLOGY WITH
PURPOSE**

TEN YEARS OF TECHNOLOGY WITH PURPOSE

Education

Training and education open the door to a more just and equal future. We put our technology at the service of learning and knowledge through innovative programmes that promote equal opportunities and destroy barriers.

'Technology with Purpose' began its journey ten years ago. It is a programme that gives meaning to Samsung's technology and innovation because it puts it at people's service. More than **25 million euros was invested in more than 30 projects** throughout the decade in education, culture, employability and entrepreneurship, and accessibility and well-being. In 2022, we strengthened our alliances with public and private entities to continue advancing towards achieving a more egalitarian and fairer society.

Classroom of the Future

In 2022, Classroom of the Future was consolidated, a project that was born the previous year, and which is developed in collaboration with the **National Institute of Educational Technologies and Teacher Training (INTEF)** to promote the professional development of teachers. INTEF's headquarters in Madrid and others in Valencia, Valladolid and Logroño have been added to this national network of classrooms.

Classroom of the Future is a space for developing digital competencies and promoting teaching and learning processes. The class is divided into **six zones: Research, Explore, Interact, Develop, Create and Present**. It also promotes participation in workshops, seminars, and courses.





Samsung Smart School

This has been one of our biggest projects since 2014. Its aim is to enhance students' future capabilities by providing a cutting-edge educational environment to prepare students for the future. We have an **effective public-private partnership model**. We are committed to fostering new ways of learning and new ways of teaching. More than 4,000 students from 5th and 6th of primary school have benefited from the programme, which provides technology to classrooms and schools and trains teachers in how to best use them. Samsung Smart School is a programme aimed at bridging the IT accessibility gaps between students in Spain.

Agreement with Edelvives

The agreement with **Grupo Editorial Edelvives** has enabled the exclusive launch of the **Galaxy Chromebook 2** device, which will be available to the entire educational community through their on-line commercial platform.

Another agreement with this group will allow Samsung's educational tablets to be marketed with **Matific**, the **digital mathematics platform** designed by education experts with more than 2,500 activities aimed at building the foundations for lifelong academic achievement.



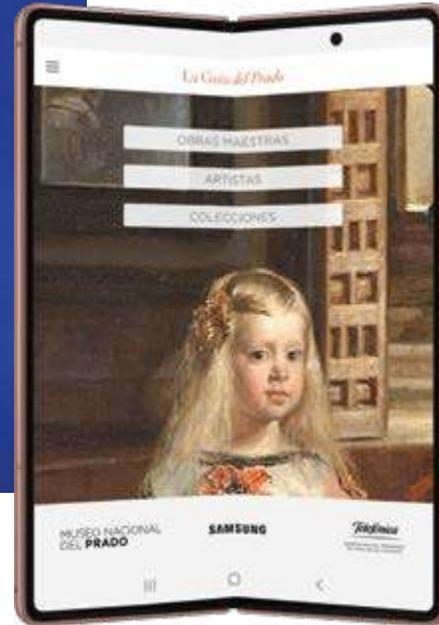
'Seoul Destination'

Samsung and Google have come together to work with **13 universities** to show young people the enormous capabilities of their technology. This partnership will allow students to discover the **Galaxy ecosystem** and the **Android** system with experts. As part of the roadshow, Samsung launched the 'Seoul Destination' contest, a paper aeroplane competition to reward those who came closest to a target with the name of the capital city marked on a map. The winners **travelled to our central office** to learn about advances in culture and technology in South Korea.



Culture

Culture is the soul of societies and is at the heart of their development. Samsung Spain collaborates with leading cultural institutions to bring the arts to all audiences, including the most vulnerable, and promote unique experiences that leave a lasting impression.



Museo del Prado

We have been technology partners with Museo del Prado since 2013 and every year **we strengthen this collaboration**. We install our technology in exhibitions, we collaborate in workshops to bring culture closer to vulnerable groups, and we develop apps and content to offer innovative experiences, such as the **Official Prado Guide**, the Guide to **Dauphin's Treasure** or the **Museum's Virtual Gallery on The Frame Samsung televisions**. Some of the things we did in 2022 were:

- **'Prado Inclusivo' 16th Edition** More than **1,400 people from different groups** participated in the **five activities that make up this programme**, which brings art to the elderly, people with cognitive impairment, special education schools and psychosocial rehabilitation centres, among other vulnerable groups. The objective of this project is to allow everyone to **access and enjoy culture** on show at Museo del Prado. This programme has already benefited **more than 8,000 people** since its launch.
- **We collaborated on the first olfactory experience in painting.** *The Essence of a Painting. An Olfactory*

Exhibition represents a new approach to the Prado's collections, on this occasion through the sense of smell. The **perfumer Gregorio Sola** created ten fragrances associated with elements present in the painting *The Sense of Smell*, part of the series on 'The Five Senses' executed by **Jan Brueghel and Rubens**. Through the four diffusers in the Samsung interactive touch screens available for use in the gallery, visitors could appreciate the smell of the elements present in the painting. This was a special collaboration of the **Perfume Academy Foundation**, Samsung and the 'AirParfum' technology developed by **Puig**.



National Archaeological Museum in Madrid, Spain



The agreement between the National Archaeological Museum (Spanish acronym: MAN) and Samsung, **sponsors of MAN since 2016**, includes the installation of the company's most advanced visual display technology and provides

mobile devices and virtual reality technology to enrich visitor experiences. Platforms such as **MAN Virtual** allows users from around the world to visit the rooms of the National Archaeological Museum remotely. Furthermore, a powerful and pioneering educational tool has been developed for both teachers and students. **MAN Aula Virtual** allows access to the contents of the museum adapted to the different curricular levels from the classroom, as well as to interact with additional unpublished information prepared by the museum.

Sagrada Família Foundation

Samsung collaborates with the **Sagrada Família**, Antoni Gaudí's masterpiece, and its **Foundation** to share audiovisual content through the use of its technology. Samsung installed 16 screens with advanced **Neo QLED 8K technology**, which show **live images of various spaces inside the Temple** in an unprecedented way, improving visitor experience. The audiovisual project also includes the production of the **video 'Sagrada Família: Vidrieras'** produced in 8K quality. It uses time-lapse technology to capture the changes in light and colour as the sun passes through the windows. Art like you have never seen it before.



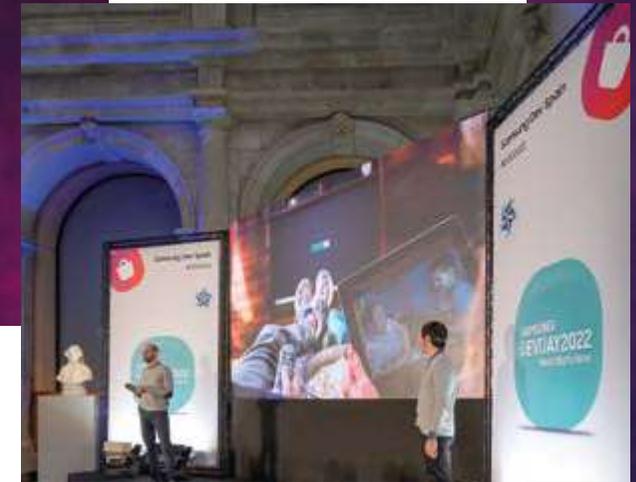
The Carmen Thyssen Collection and LIFE Picture Collection join up with The Frame

As part of our agreement with the **Thyssen-Bornemisza Museum**, which celebrated its fourth anniversary in 2022, we included 15 new works of art from the **Carmen Thyssen Collection**, which become part of the Museum's collection in The Frame Art Store, now with **68 works from this art gallery**. **LIFE Picture Collection** is a visual archive of the 20th century, capturing more than 10 million photographs of historically significant figures and moments in time, of which **20 photographs** from the collection have been carefully curated. **Samsung Art Store's** ever-expanding selection hosts **more than 2,000 works of art** from prestigious art institutions from around the world and that are suitable for every person's unique taste to enjoy at home.



Employability and Entrepreneurship

Our initiatives focus on nurturing entrepreneurship and expanding access to employment for groups such as young people and women in technology and STEM (science, technology, engineering, and mathematics) professions. We work with prestigious universities and training centres.



Samsung DesArrolladoras

This was our **fifth** time running the programme, which promotes **employability** and is **committed to training up women in STEM professions**. Thanks to the programme, **more than one thousand women have been trained up to work in programming roles** throughout this year. The 350-hour course is taught by **Bejob**, a **Grupo Santillana** training company, and is certified by the **Camilo José Cela University**.



We have worked with six mentors on the 6th edition of the 'Women and Engineering' programme, promoted for the second consecutive year by the Digital Talent Commission of the Multisectorial Association of Spanish Electronics and Communications Companies (Spanish acronym: AMETIC) and the Royal Academy of Engineering in Spain. The aim is to promote female talent in STEM professions to develop women's visibility and presence in technical careers and combat the gender gap in this industry.

Samsung Dev Spain

Samsung's community for female developers in Spain is a meeting point for almost **15,000 members**, with a strong female presence thanks to Samsung DesArrolladoras. Samsung Dev Spain has promoted **more than 7,000 apps** through training programmes, development challenges or device loans.

In 2022, the **13th edition** of the annual **Samsung Dev Day** event was held in hybrid format, presenting the most prominent trends in the industry and the Samsung product ecosystem. **Foldable devices** and the development of **apps for Tizen Smart TV** were discussed.

The **Top Developer Awards 2022**, the awards that recognise the best apps from Samsung's developer community in four categories, were presented at this event.

Also held was the **Dev Day Quiz**, an on-line contest on the day's papers with prizes for participants.

Alliance for Vocational Training

Samsung Spain is a participating company in the **Alliance for Vocational Training**, an initiative launched by the **Ministry of Education and Vocational Training** that promotes efficient, dynamic and excellent vocational training programmes. Samsung partnered on the creation of the **AI and Big Data Specialisation Course** by setting the basic aspects of the curriculum. This Advanced Vocational Training course lasts 600 hours and allows access to **jobs relevant to society**, such as artificial intelligence and big data programmer, expert systems programmer, artificial intelligence and big data expert and data analyst.



Samsung Innovation Campus

We created the **first Samsung Professor** in Spain authorised to teach in higher education settings in 2022. This initiative allowed 24 students to receive **340 hours of free training in Artificial Intelligence at the Universitat Politècnica de València** through our Samsung Innovation Campus (SIC) training programme.

Additionally, we carried out **two new editions of SIC on big data** in collaboration with the **Universidad Politécnica de Madrid**, in which **69 students** received specialist training. The objective is to promote learning in new technologies and improve the employability of young people.



Agreement with Human Age Institute Foundation

We have joined the **Human Age Institute Foundation**, a non-profit launched by **ManpowerGroup**, to promote talent as a vehicle for transformation in organisations and youth employability as a development guarantee. The **'Empowering People Talent' project** will connect the technical learning of the Samsung DesArrolladoras and Samsung Innovation Campus programmes with the development of the most in demand soft skills for IT job roles. More than 1,000 companies and institutions facilitate the connection between education and employment.

Accessibility and Well-Being

We help to break down barriers so that the limitations of people with functional diversities do not affect their quality of life and are not at risk of being socially excluded. Our aim is to achieve universal access to technology and to work for people's well-being.



Mobiles and more accessible homes

We work to ensure that our products effectively improve the quality of life of our users. An example of our commitment is our **collaboration with ONCE Foundation**, with whom we have developed initiatives such as:



- **New accessibility stamps from ONCE Foundation.** Two new tablets from the **Galaxy family, the Tab S8 and the Tab A8**, got the '**Amóvil**' stamp of approval from the **ONCE Foundation**. It is a seal of approval showing that the technology is accessible to people with functional diversities. The **Galaxy Tab S7 FE** also received the seal in 2021. As well, six new **Galaxy S (S22, S22+, S22 Ultra)** and **Galaxy A (A13, A33 5G and A53 5G)**, handsets gained approval.
- **Collaborating on making the home more accessible at the SIMA event - the leading real estate event in the Spanish market, aimed at individuals, companies and national and international professionals.** Samsung participated as a technology partner in ONCE Foundation's SIMA project, the largest Spanish real estate fair: a house designed for all people. The **Accessible, Smart and Sustainable House** project aimed to show that universal accessibility is not utopia. Assisted by specialised facilitators, the accessible house incorporates all device types for use by people with functional diversities. Electrical appliances can be controlled without the need to touch them, as well as opening the front door, controlling the lights, and opening the blinds through the use of an app.



Greater availability of support in Sign Language

Samsung has a **support service available in Sign Language for deaf and hard-of-hearing people** at its **repair centres**. It is the first consumer electronics provider to offer this service. Up to now, the service was only available on-line. ONCE Official Samsung Technical Services in Madrid, Barcelona and ia now have a customer service for deaf people using the **SVisual video-**



interpretation platform. An interpreter of the State Confederation of Deaf People in Spain (CNSE) can communicate with the deaf person and convey in real time all the information from the specialised technicians.

Toys for Christmas

Samsung Customer Service renewed its commitment to the **toy campaign 'Your Rights at Stake' of the Cruz Roja Juventud**. Samsung supported the fundraiser so that children from low-income families would have toys for Christmas.



As well as raising funds, another objective was to raise awareness of the importance of playing in the development of personality in a child's early years.

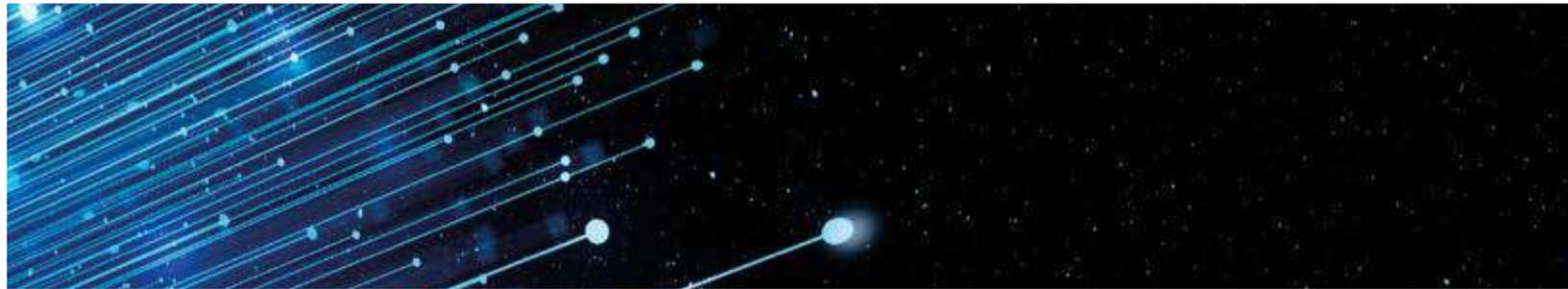
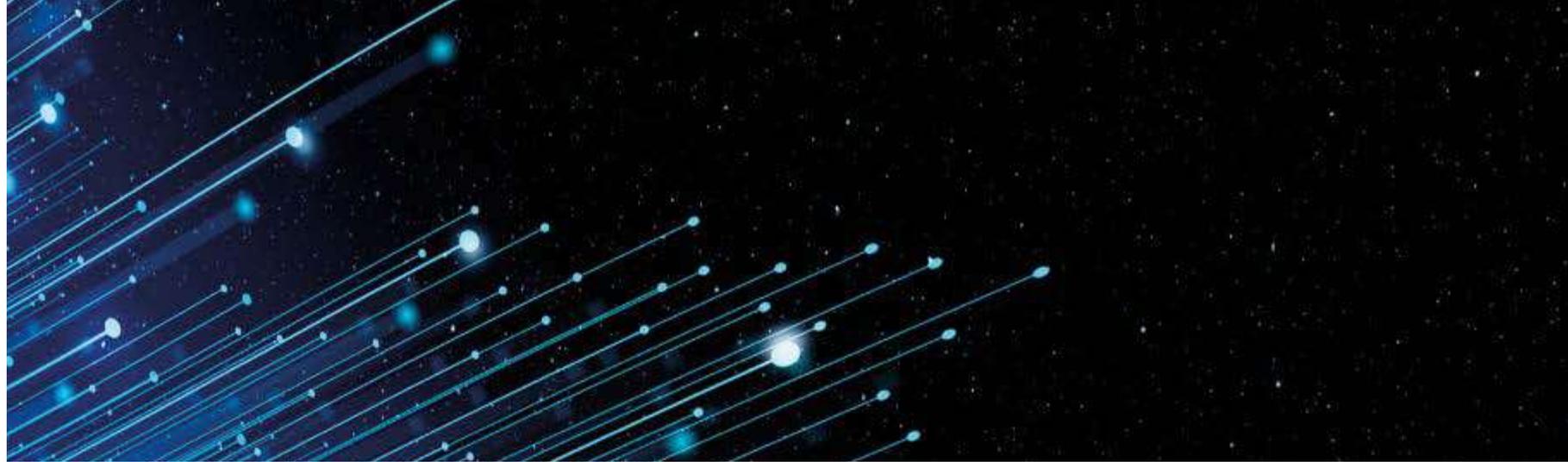
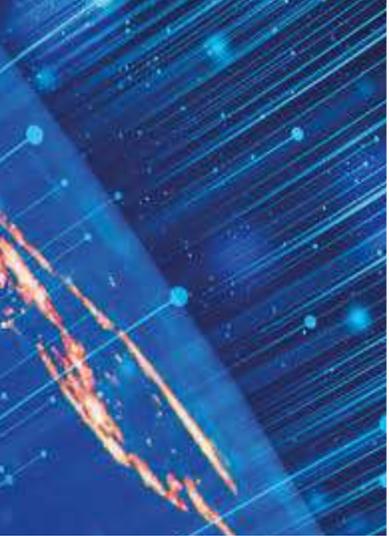
Supporting the fight against cancer

In our commitment to improve society through technology, we continue to collaborate with the **Spanish Breast Cancer Federation (FECMA)** through a new special edition of several of our most iconic mobile devices: **Galaxy Z Flip4, Galaxy S22 Series and Galaxy A53**. We designed an exclusive '**FECMA Edition**' pack with limited units for each model including a solidarity bonus. Each pack included a special case with the iconic 'fight against cancer' pink ribbon and a **direct donation to FECMA** of up to 200 euros designated entirely for breast cancer research.



05





FUTURE CHALLENGES

WE'RE HEADING TO THE FUTURE



Innovation and Sustainability



We are living through the **Fourth Industrial Revolution**. At Samsung, we are progressing responsibly into tomorrow's world with innovative products and solutions that we develop with people and a more digitally connected society in mind, but also one that is fairer, more equal and more accessible. We want to contribute to the future with our technology.

We are a socially responsible corporate citizen. The future lies in developing our business while always being at **the service of society** based on **ethics, honesty and transparency**. Our business strategy is based on **good governance** and is based on **continuous innovation** and **sustainability**.

We are guided by our mission to develop the best products and services in the sector, marrying innovation with **respect and care for the environment**. We will continue to work in close collaboration with our stakeholders to get there. We listen to consumers and associates, with whom we share values.

Our commitment to society has also led us to double down on our efforts and enthusiasm we have been putting into our **'Technology with Purpose'** programme for the past ten years. We will continue this path without losing sight of our main goal: to put technology at people's service for a better standard of life.

We must further strengthen **public-private collaboration** and forge **alliances** that make it possible for innovation to have the widest audience possible and translate that into real progress, **especially for those most in need**. We move forward into the future guided by our principles and values.

AREAS WHICH WILL DEFINE THE SAMSUNG SPAIN'S FUTURE



Environment

Protecting the environment is more important each day at Samsung. We are aware that there is no future without sustainability. Our commitment to society and to our stakeholders is to **ramp up our efforts to make sustainability a foundation in the value chain**. We are committed to developing products and solutions that contribute to **reducing our carbon footprint** and promoting a **circular economy** model that protects the planet's resources.

Technology

Artificial intelligence (AI) is already part of many of our products and services and will be increasingly present in our daily lives. AI must **anticipate and respond** to consumer needs. We want technology to be at your service and for advances to be developed ethically. We are also working to make SmartThings technology and the Calm Tech concept deliver a more intuitive and less stressful experience for our consumers.



Company

Sustainability is about favouring development for a **more advanced and fairer society**. We will continue to put our technology at the service of **education, culture, employment, entrepreneurship, accessibility** and people's **well-being**. We will keep moving forward in our commitment to reduce the digital divide in education and employment, to promote female talent and to contribute to a more equal society.



We are committed to developing products and solutions that promote a circular economy model that protects the planet's resources



ABOUT THIS ANNUAL REPORT

SAMSUNG

Since 2017, at Samsung Spain we have been preparing our Annual Report in an exercise of transparency and responsibility with all our stakeholders and with society. Through this document we would like to share the highlights of our performance, as well as the contribution that our activity generates in the country.

Company	Samsung Electronics Iberia S.A.U.
Country	Spain
Period covered	2022
Periodicity	Annual
Registered office	Parque Empresarial Omega, Avenida de la Transición Española, 32, Edificio C. 28108, Madrid

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SAMSUNG