



SAMSUNG



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Letter from the president

Hoon Chung

President of Samsung Electronics Iberia, SAU

Greetings,

Samsung Electronics arrived in Spain almost three decades ago. Throughout these years, the company has worked to introduce the most innovative technology in our homes and offices. We have been doing it with dedication and responsibility from all our employees and with respect towards our clients, partners and competitors.

During this time, Samsung has become the leader in most of the product categories we make available to users. Year after year, we continue to maintain a position of preference among consumers when choosing the smartphones, televisions and other consumer electronics so commonly found among us today.

Through Samsung's people and technology, we have a firm desire to help create a better society

Our global promise is to inspire the world to create the future and that is what we shall keep on doing. We are facing a real change in the technological paradigm which will modify the daily lives of people and both public and private organisations. These are exciting times as artificial intelligence, the Internet of Things (or "smart things", as we refer to them internally) and new generation 5G telecommunications are bringing us never-before-seen services, experiences and entertainment in a simple and safe way and with respect for everyone's privacy.

Without any doubt, I can guarantee that Samsung will be there. Our company will be a key player in the technological advances to come. Only a global company like Samsung is able to provide useful innovation for society in all the countries where it operates and Spain is one of the most relevant.

We wanted to reflect our commitment to Spain in this Annual Report which we are publishing for the first time. We are using it to not only share the most representative of our

business figures, but also to highlight what a global company like Samsung can contribute locally in terms of wealth for the country (GDP), employment and taxes.

We believe that these economic indicators can provide a very useful image of the relevance of our activity in the country, yet not the only one. Our commitment goes beyond that: through Samsung's people and technology, we have a firm desire to help create a better society. It is for this reason that we have also pointed out the company's main initiatives to support education, culture, accessibility and youth employability in this Annual Report.

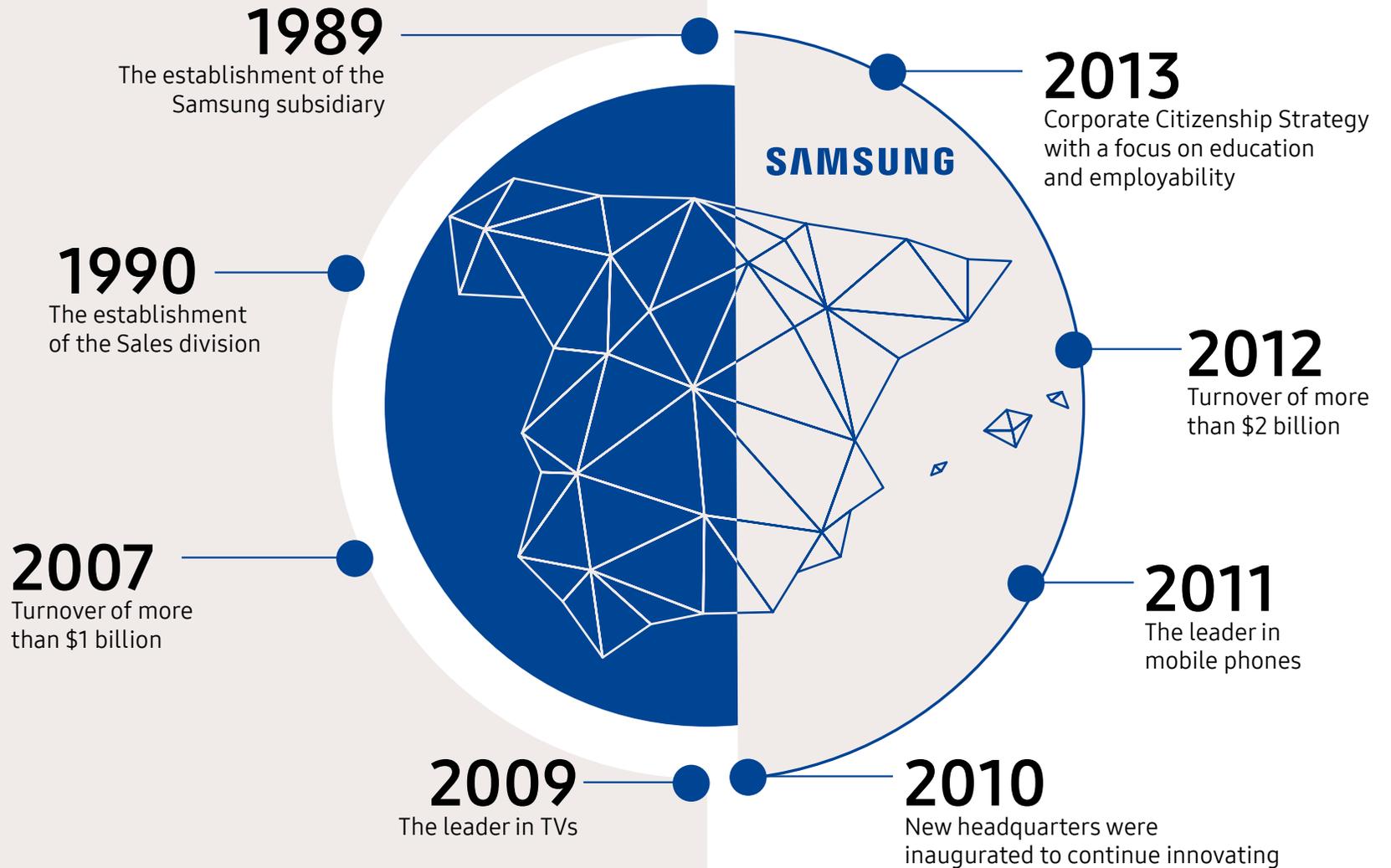
Companies acting in a responsible manner and committing to the societies where they operate is the best way to give back to the people and organizations that give us so much and this is reflected in the income statements. I hope that this Annual Report helps you best understand what Samsung aims to offer our society.

Thank you.

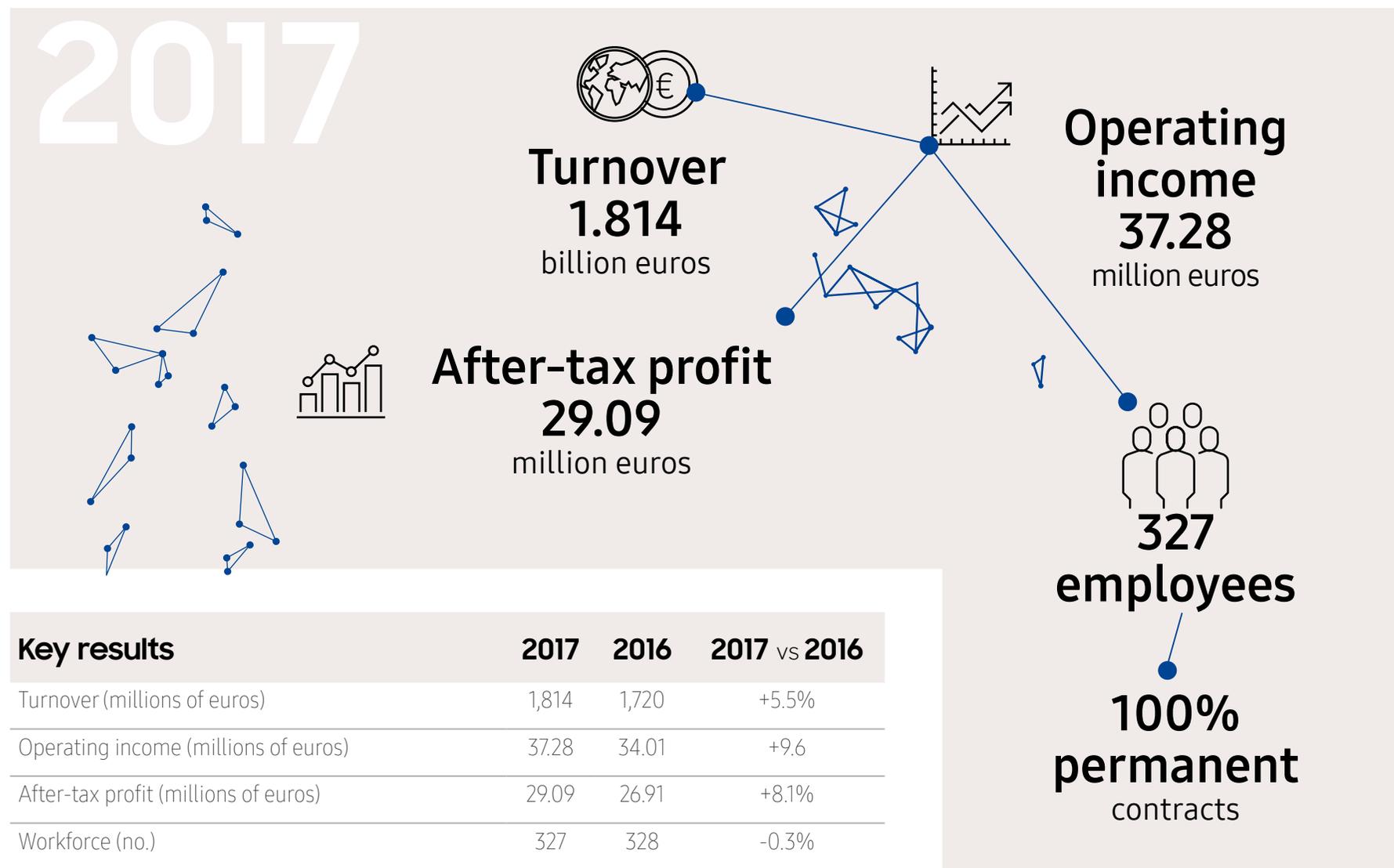


Our history

Timeline of Samsung's History in Spain



Financial Results for Spain



Samsung throughout the World

2017

217
worksites
throughout the world

35 R+D



2,436
suppliers

Global
turnover
194.512
billion euros (revenue)



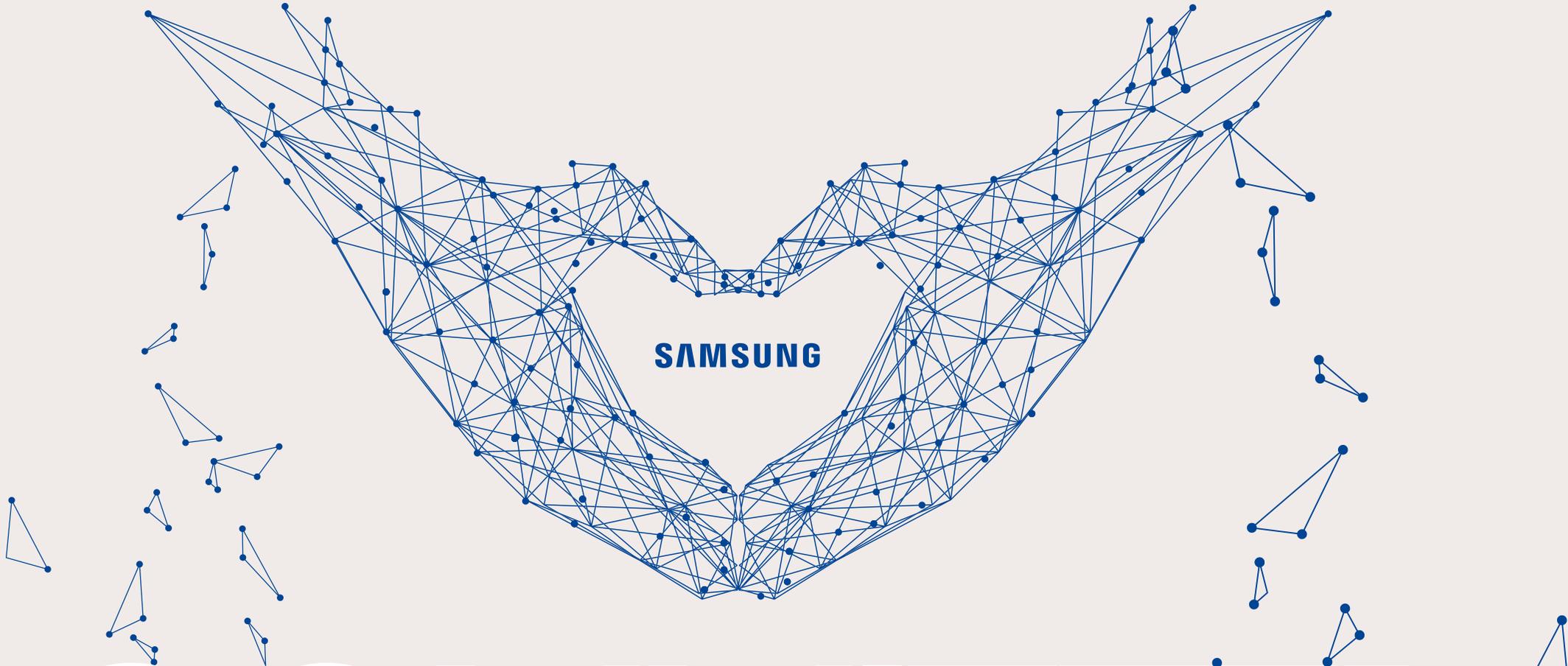
Present in
73 countries



320,671
employees



11.68
billion euros
investment
in R+D



SAMSUNG

COMMITTED

Mission, vision and values

The values that define Samsung's spirit

Samsung believes that living by strong values is the key to good business. That's why these core values, along with a rigorous code of conduct, are at the heart of every decision the company makes.

People 

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

Excellence 

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

Change 

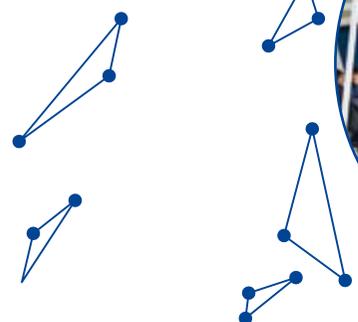
As we have done since our foundation, we set our sights on the future, anticipating market needs and demands so we can steer our company toward long-term success.

Integrity 

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

Co-prosperity 

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



Vision 2020

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

The goal of the vision is to become a beloved brand, an innovative company, and an admired company. For this, we dedicate our efforts to creativity and innovation, shared value with our partners, and our great people.

WE LOOK FORWARD TO EXPLORING NEW BUSINESS AREAS

We have delivered world best products and services through passion for innovation and optimal operation.

We look forward to exploring new business areas such as healthcare and automotive electronics, and continue our journey through history of innovation.

Samsung Electronics will welcome new challenges and opportunities with joy.



COMMITTED

Our contribution to jobs and the economy

At Samsung, we're committed to offering society value by contributing to the country's economic and social growth. This commitment was made clear in the 2017 Samsung Spain Socio-Economic and Fiscal Impact Report prepared by the consulting firm PWC for Samsung.

The report quantifies the impacts generated by Samsung Electronics Iberia S.A.U. on the economy, employment and tax revenue in Spain

throughout 2017, not only including that which we generate directly but also that which we generate indirectly by a ripple effect and induced.

It was prepared based on financial and fiscal information provided by Samsung as well as other macroeconomic and sector data extracted from public sources (INE (Spanish National Statistics Institute), the Spanish Tax Agency, the Spanish Ministry of the Tax Administration, etc.).

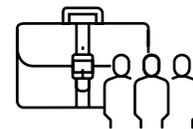
Method and scope

SCOPE OF ANALYSIS



Economic

Quantification of the total impacts generated in terms of wealth (GDP)



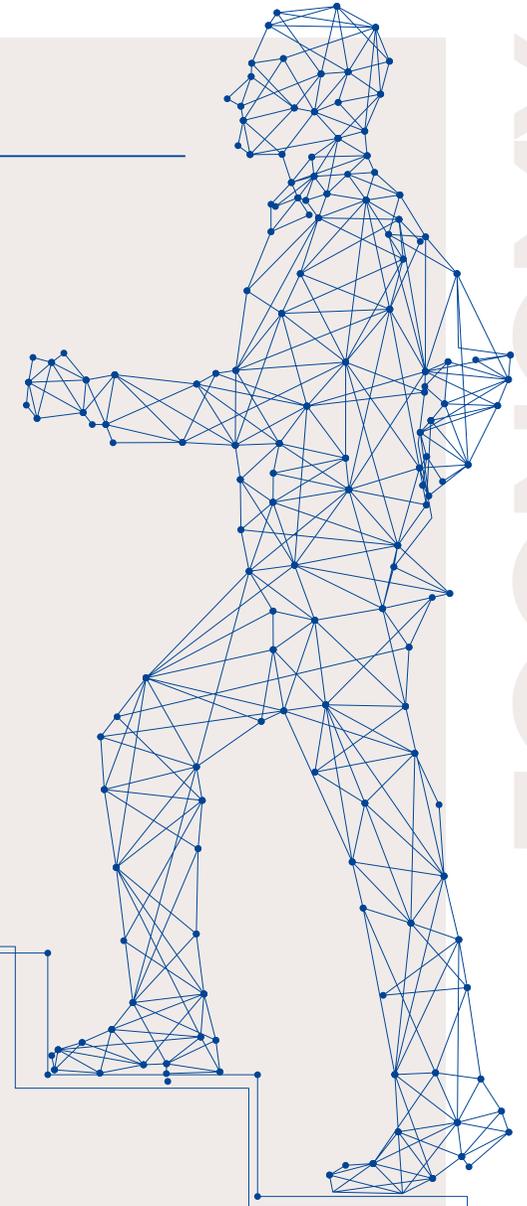
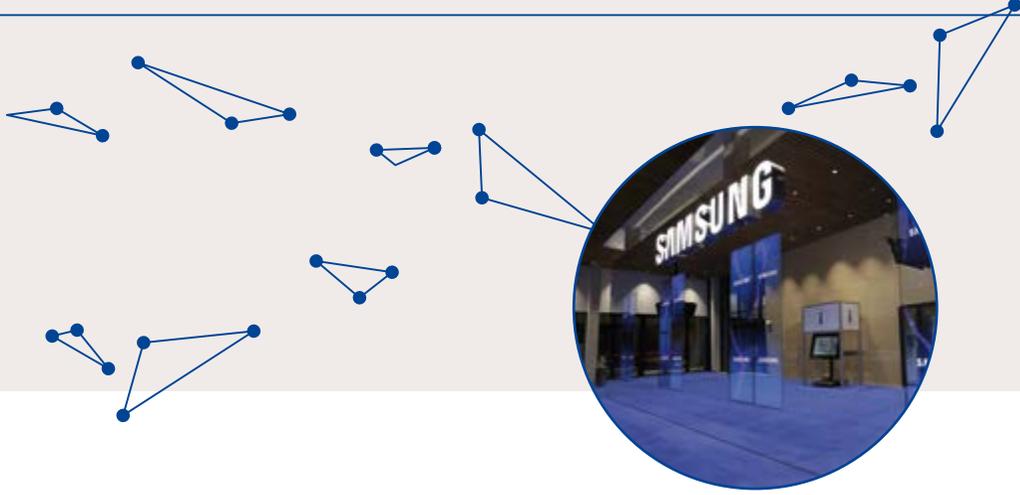
Employment

Quantification of the total impacts generated on employment



Fiscal

Quantification of the total impacts generated on tax revenue



ECONOMY

IMPACTS GENERATED

1

Direct

generated directly by our activities in Spain

2

Indirect

generated in our supply chains through the expenditures and investments made

3

Ripple effect

generated in the retail sector with the sale of our products at shops

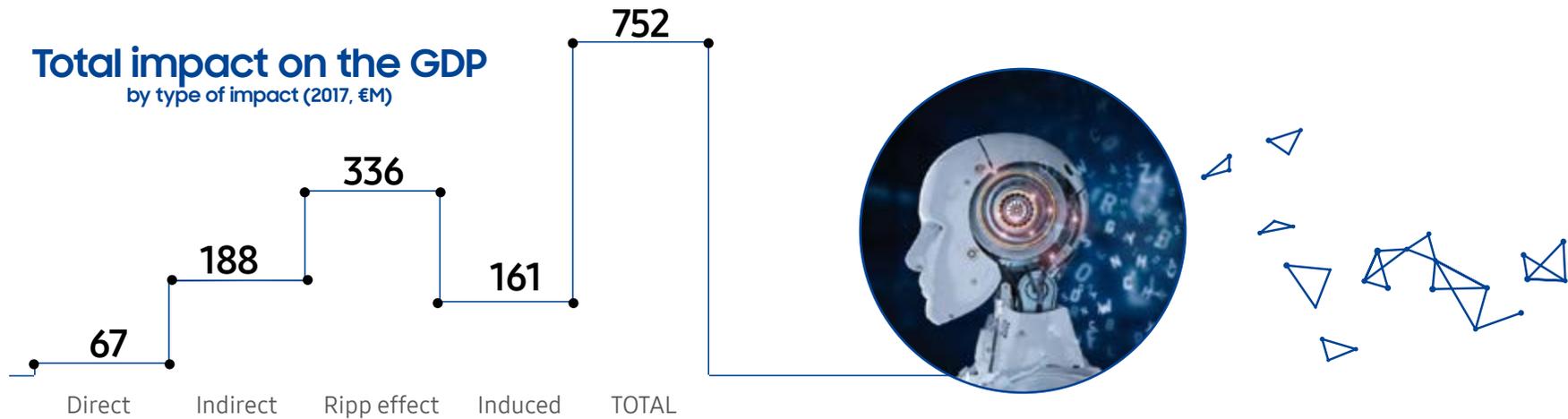
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Induced

generated by higher consumption due to the jobs created by Samsung directly, indirectly and via a ripple effect

Impacts on the economy

Our **total contribution to the GDP in 2017 was 752 million euros**, which accounts for 0.07% of the Spanish GDP. This figure is the result of all direct, indirect, ripple effect and induced impacts.



€752 M TOTAL IMPACT ON GDP

Equivalent to:

nearly **90%** of the direct contribution from the **maritime transport** sector



+ **15%** direct contribution from **research and development**



Every **€1**  in profit earned generated **€26** for the national GDP



In 2017, **we directly contributed** to the Spanish gross domestic product (GDP) with **67 million euros (M€)** which accounts for 0.13% of the GDP generated by the entire wholesale sector in Spain and 0.01% of the total GDP. This direct contribution corresponds to the value generated through:



In addition to this direct contribution, **another 685 million euros were contributed** among the:

- **€188M indirectly contributed to the GDP.** The expenditure on Spanish suppliers has benefitted a large number of sectors particularly advertising and marketing (€59M) and equipment repair (€31M).
- **€336M contributed by ripple effect to the GDP.** The sale of our products creates a powerful ripple effect on the retail sector.
- **€161M induced contribution to the GDP.** The direct, indirect and ripple effect impacts we've generated led to a total of €286M in wages and salaries in 2017, which fostered an increase in consumption and, thus, generated an induced impact on the GDP of €161M.

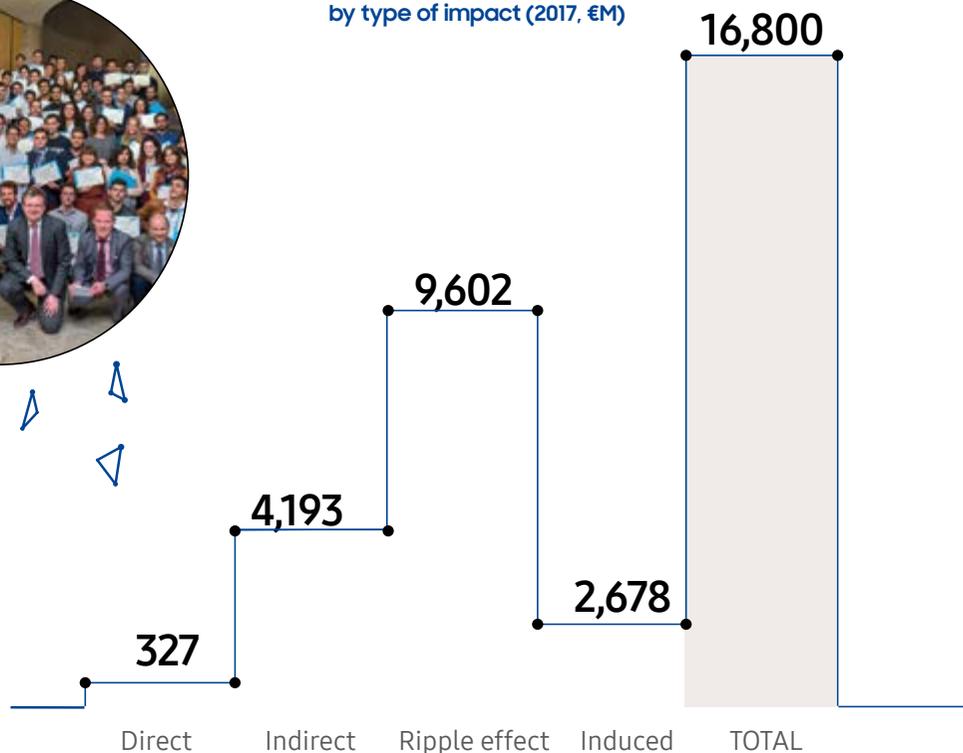
The **advertising** and **marketing** sector with **€59M** and the **equipment repair** sector with **€31M** were **most highly benefitted** indirectly in terms of GDP

Impacts on employment

Our **total contribution to employment was 16,800 FTE (full-time equivalent) jobs**, which accounts for 0.1% of the total FTE jobs in Spain. This figure is the result of all direct, indirect, ripple effect and induced impacts.

Total impact on employment

by type of impact (2017, €M)



16,800 FTE JOBS

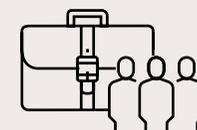
Equivalent to:

40% of those directly employed by the **air transport** sector



+ 25% of those directly employed in

research and development



51 FTE jobs

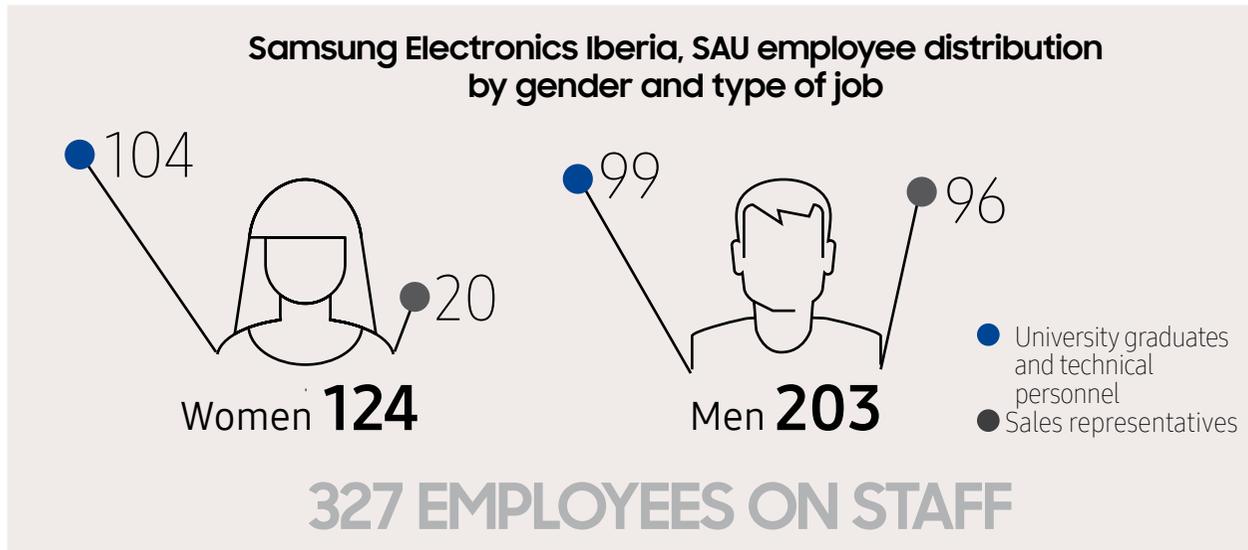
were created in

Spain for **every person** under contract



Employment is one of Spaniards' main concerns according to the CIS (Sociological Research Centre) barometer, which continues to rate unemployment at the top of their concerns. At Samsung, people and their employment wellbeing is one of our most important priorities. That is why we make efforts each year to offer quality jobs and be the best company for our teams' talent development. In 2017, our human resources

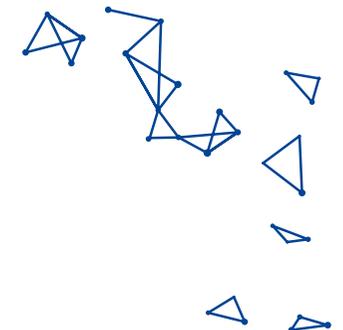
in Spain totalled 327 people and 100% of them had indefinite contracts. We believe in diversity and equality; women currently represent 38% of our workforce. Although there is still much to be done, we continue making an effort to achieve workforce equality. As far as backgrounds, 62% of our employees are university graduates, and technical and administrative personnel while 35% are sales representatives.



Advertising and marketing with **1,400** FTE jobs and **equipment repair** with more than **1,100** jobs, are the **most highly benefitted**

In addition, we contribute to employment in the following way:

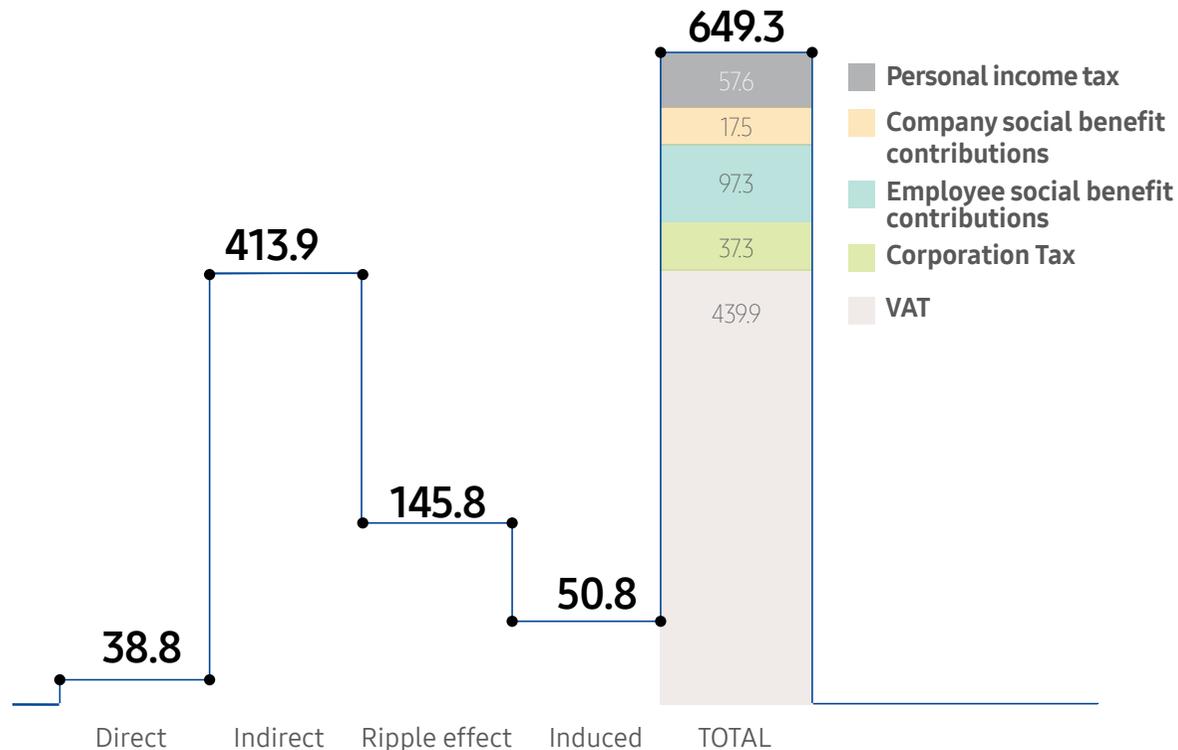
- **4,193 FTE jobs.** Just as with the indirect impacts on GDP, the advertising and marketing (1,400 FTE jobs) and electronic equipment repair (1,100 FTE jobs) sectors are the ones most benefitted in terms of employment.
- **9,602 ripple effect jobs.** Sales of Samsung products generated an additional impact of more than 9,600 FTE jobs in the retail sector. 78% of the total was generated through businesses that specialise in the sale of electronics.
- **2,678 induced impact jobs.** The sectors most greatly benefitted by the induced effect in terms of employment are those that habitually receive expenditure from Spanish households, particularly the retail sector with 503 FTE jobs and the hotel and restaurant sector, with 377 jobs.



Fiscal impacts

The **total fiscal impact** we generated in 2017 accounts for more than **649 million euros**, which is 0.22% of the total national taxes collected in Spain.

Distribution of the total fiscal impact by type of impact and tax (millions €)



A TOTAL FISCAL IMPACT OF MORE THAN €649M

Equivalent to:

85% of the Spanish National General Budget spent on **Culture**



the expenditure nationwide on **scientific research**



Every **€1** in profit earned generated **€22** in tax revenue for the public treasury



A commitment to ethics and transparency is present in our philosophy and day to day. We maintain transparent accounting through precise records. Our contributions to the public administrations creates a direct, indirect, ripple effect and induced fiscal impact.

In 2017, the **direct fiscal impact** totalled **38.8 million euros**, itemised as input VAT (€17.3M), employment-related, personal income and social benefit contribution taxes (€13.4M) and corporation tax (€8.1M).

The impact
of our business on
Vat was **€440**

On the other hand, **the additional fiscal impact created** accounts for more than **600 million euros**, generated by indirect, ripple and induced effects among the following:

- **A direct impact of 414 million euros**, deriving from the expenditure and employment created by our supply chain. Standing out above all other taxes in this figure is VAT as €364M correspond to the VAT associated with the increase in added value by all our Spanish, EU and non-EU suppliers.
- **A ripple effect of 146 million euros.** The 336 million euros in GDP and 9,600 jobs generated in the retail sector due to the sale of our products also create a fiscal impact of 146 million euros, largely due to employment-related taxes (63c) and VAT associated with the increase in value in retail which totals €44M.
- **An induced impact of 51 million euros.** The induced business and employment we've generated created an additional fiscal impact of 51 million euros. Standing out here is an induced impact on VAT of 15 million euros due to increased household consumption.

ECONOMY

Cutting-edge technology

One of our values as a company is to focus on the future, anticipating needs and market demands in order to create products and services that offer customers the best satisfaction. Our sector's success is based on innovation.

And that is our big bet to launch products and services that can improve the lives of those who use them. These are the main new developments unveiled by our different business divisions in 2017:

INFORMATION MOBILE (IM)

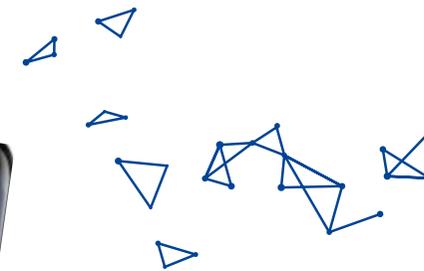
MOBILE DEVICES



Smartphones

SAMSUNG GALAXY S8

Available in 5.8" and 6.2", with the iconic Infinity Display screen and a frameless design. It is equipped with an advanced front camera with smart autofocus and a 12 MP Dual Pixel rear camera. Integrated is the new Bixby smart interface which displays contextual information on the world around you through the camera.



SAMSUNG GALAXY A 2017

Available in two versions: the 5.2" A5 model and the 4.7" A3 model. It features an improved camera and several functionalities and stands out because of the metal structure and 3D glass back. Water and dust-resistant with IP68 certification, it can be used in conditions with rain, sweat, sand and dust.

SAMSUNG GALAXY J 2017

The Galaxy J7, J5 and J3 models offer high performance with a spectacular metal design and improved camera technology. The Galaxy J7 model includes a premium metal body, Full HD Super AMOLED screen, long-lasting battery and 3 GB of RAM.



SAMSUNG GALAXY NOTE8

It features a Quad HD Infinity Display + 6.3" Super AMOLED screen. It's the perfect smartphone for multitasking as it offers more space to see videos, read and draw. Integrated is the advanced S Pen so users can enjoy new ways to write, draw, interact with the phone and communicate.

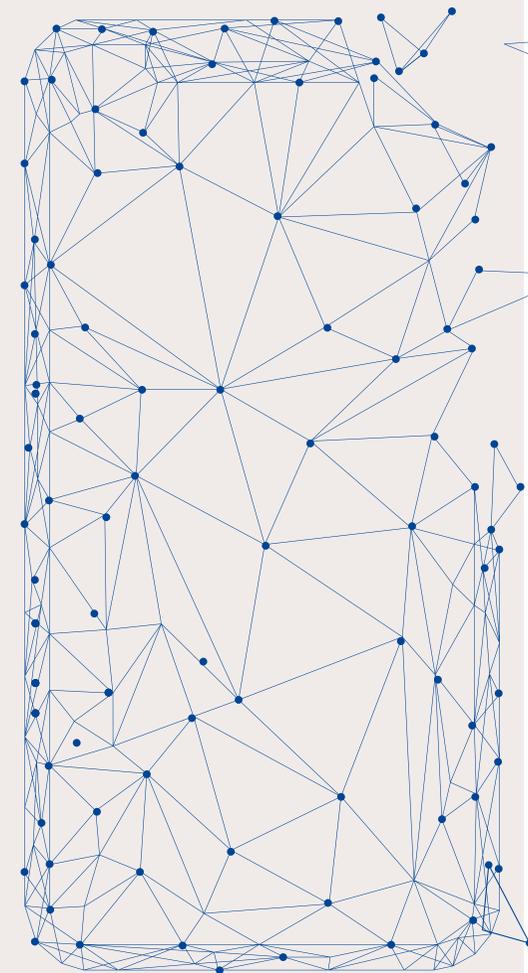
Tablets

TAB S3

A versatile device with advanced digital writing capabilities, powerful performance to enjoy the best digital content and an attractive design. With a 9.7" Super AMOLED screen, it's also the first Samsung tablet to feature four stereo speakers with HARMAN's AKG technology.

GALAXY BOOK

It's the most powerful and versatile two-in-one, offering immense productivity for workers on the go since it's light and easy to carry. It can be easily switched from a table to a laptop with maximum performance and comfort. With a 12" Super AMOLED screen, it stands out as it perfectly combines the keyboard and touchscreen with a versatile and functional design.



INNOVATION

INFORMATION MOBILE (IM)

WEARABLES AND ACCESSORIES



GEAR SPORT

An elegant and practical smartwatch with a minimalist design, circular bezel, 1.2" Super AMOLED screen and an enhanced user interface to make it easier to read information even when moving. Designed with military durability, it can be used in all types of environments and customized with a large variety of easily interchangeable standard bands to be perfect for any occasion.



GEAR ICONX

The IconX wireless earbuds make it possible to listen to music online and offline, transfer songs from a Samsung smartphone or PC and access favourite songs using a Bluetooth connection. With quick charging capability and a longer-lasting battery as well as 4 GB internal storage, Gear IconX allows users to listen to music autonomously without interruption.

GEAR FIT 2 PRO

It's water-resistant and includes advanced capabilities to monitor training sessions, listen to music and check heart rate. Integrated with GPS and various smart functions, it helps users look after their health and track their physical activity. This device reinforces Samsung's commitment to healthy lifestyles.

SAMSUNG DEX

A unique solution that turns a smartphone into a desktop computer offering users the same comfortable and productive experience. With DeX Station, users can connect their smartphone to a monitor, keyboard and mouse to comfortably use their favourite apps, edit documents...



GEAR 360 (2017)

A 360° camera with 4K resolution that stands out because of its meticulous compact design which eases use as well as the possibility of creating and sharing high-quality immersive content. For the first time ever, it offers the possibility of shooting ultra high-definition video and broadcasting live via a mobile phone or PC. It's equipped with 8.4 MP image sensors and two F2.2 sharp fish-eye lenses.

GEAR VR WITH REMOTE CONTROL

It expands the Samsung virtual reality ecosystem and gives consumers the possibility of enjoying new experiences. The remote control features an ergonomic curved design so it can be comfortably used with a single hand all while enhancing interaction by responding to arm and head movements.



SERVICES AND APPS



Throughout 2017, we've reached various agreements to improve the mobility services we offer users.



SAMSUNG PAY

This mobile payment service has become a leader and driver in this field since it was launched in 2016. When specifically analysing its used over the last year, users showed a high level of loyalty. Plus, they emphasized the convenience and simplicity the service offers with a high satisfaction level.

SAMSUNG REWARDS

An all-new loyalty program for the Samsung Pay mobile payment service. Users who shop with Samsung Rewards receive Samsung Rewards points every time they make a purchase.

SAMSUNG PASS

An identity management service that provides secure access through biometric authentication (iris scanner, fingerprints and face recognition). Thus, it frees users from having to type in identifiers and passwords to log in to their apps.

TELPARK

Users get a personal parking meter to pay and manage their parking in areas regulated with **Samsung Gear smartwatches**.

CABIFY

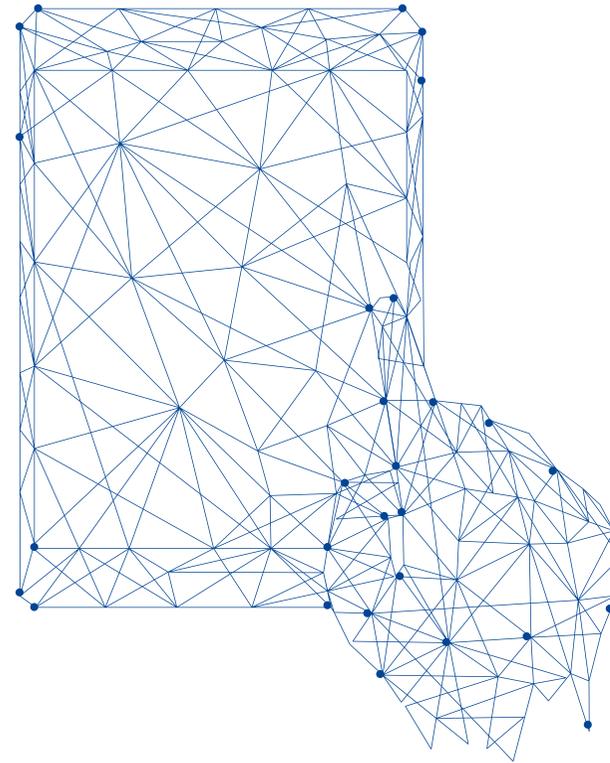
Samsung Galaxy Tab A tablet (2016) integration with the CarMedia Solutions platform in the Cabify fleet, offering users multimedia content, real-time tourist information and other digital services such as a voice translator in seven languages.

EMT MADRID

An app for **Samsung Gear S3 and Samsung Gear S2 smartwatches** with which users can find out how long the wait is for the next bus, the closest stops to their location and which lines stop at them. Once a user gets on a bus, they just enter their destination and the app notifies them when to get off while they read or talk on the phone.

BARRABÉS ACTIVITY FOR GEAR

An exclusive app for **Samsung Gear S2 and Gear S3 smartwatches** for users to conveniently monitor their climbing, trail running, skiing/snowboarding, trekking, canyoning and cycling sessions. The app is the result of cooperation between Samsung and Barrabés, one of the leading groups in Spain dedicated to the sale of climbing, skiing and mountain sports equipment.



CONSUMER ELECTRONICS (CE)

TELEVISION AND AUDIO



TVs

2017 QLED TV RANGE

The range features the reworked Quantum dot technology which is capable of reproducing 100% colour volume irrespective of the brightness level or lighting in the room. These televisions come with the Samsung One Remote Control to control all devices connected to the TV with a single remote control offering voice-control capability for more Smart TV functions.



THE FRAME

A TV developed with an artistic approach aimed at enhancing any room. Based on innovative technology, The Frame is designed to look like a piece of art when wall-mounted and connected in the "Art" mode. Instead of going black like a conventional television, the screen on this TV becomes a work of art as an excellent decorative item for living rooms or any other room.

Services and apps

The **FACEBOOK APPLICATION** available in the 2017 QLED TV range and all 2015, 2016 and 2017 Smart TV models made Samsung the only manufacturer to integrate this app in its televisions.

The **MÁS TELEDEPORTE (+TDP) APP** from the Spanish broadcaster RTVE for the Samsung Smart TV allows users to enjoy a large variety of sporting events with the most advanced image quality in deferred or live mode which is currently not available with DTTV.

The **FIRST HBO SPAIN SMART TV APP** available for Samsung Smart TVs which allows users to enjoy the excellent catalogue of series and films from the popular streaming service. The availability of the Sky app to be able to enjoy streaming service in Spain was also announced this year.

Collaboration with the **PRADO MUSEUM** to include works of art from one of the most important art museums in the world in its television gallery, The Frame. The Prado Museum Collection offers 37 works from the Prado Museum in 4K edited for optimal TV display to reflect their impressive artistic value.

HOUSEHOLD APPLIANCES:



RF9000 REFRIGERATOR

It stands out because of the Triple Cooling feature that independently controls and optimizes temperature and moisture in three compartments (refrigerator, freezer and 0° zone) without mixing odours. The metal plate on the inside (Metal Cooling) also helps keep the appliance cold longer.



QUICKDRIVE WASHING MACHINES

The all-new Series 8 washing machine with QuickDrive technology reduces washing times with the same cleanliness results in addition to featuring an extra AddWash door and an assistant with smart functions to help manage laundry more efficiently.

WATERWALL DISHWASHER

A new range of dishwashers with WaterWall technology: a revolutionary high-pressure water curtain that deeply cleans corner to corner throughout the entire wash cycle. The company entered the dishwasher product category in Spain with this launch, ready to keep on innovating to adjust to the demands of modern households.

BUSINESS TO BUSINESS (B2B)



C49HG90 MONITOR

It features the powerful HDR technology that displays games exactly as they were conceived by developers all while enhancing gaming with brighter colours and sharper contrast. The C49HG90 monitor takes advantage of the revolutionary QLED quantum dot technology to attain more natural colours which is very important in tasks where chromatic precision is a key factor.

SAMSUNG PORTABLE SSD T5

It offers superior data transfer speed, better performance and greater security with hardware-based encrypted data storage. Built with Samsung's latest 64-layer V-NAND technology, the T5 is available with 250 and 500 GB as well as 1 and 2 TB storage capacities.

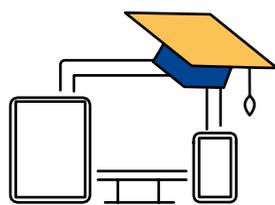


INNOVATION

Technology with a Purpose:

At Samsung, we believe technology is a very important tool for enhancing people's lives, breaking down barriers and effectively contributing to the creation of a better and more just society by eliminating social and personal differences to offer the best opportunities to all.

This commitment to society leads us to using our technological knowledge, our efforts and our resources –in collaboration with the government and institutions– to improve education, culture, youth employability and accessibility. This is the purpose of our technology: to help those who need it the most.



EDUCATION

Education is the foundation of our society. If we'd like to create a richer and more just world, we must begin with education. Technology can have an immense impact on the way we teach and learn as long as it's used properly. The idea is not to use it just because, but rather to change the way our children learn so they can 'learn to learn' and this knowledge will always accompany them.



Asignatura Empatía

OTHER PROJECTS IN EDUCATION

■ **Dydetective by Samsung.** Dyslexia is a disorder that affects the capacity to read and write among 10% of the population with a high impact on early school leaving. Samsung developed 'Dydetective by Samsung', the first application to detect dyslexia risks in children. More than 7,500 cases have been detected with it.

■ **Grandes Profes (Great Teachers).** Samsung has been collaborating with the Atresmedia Foundation for several years to organize and hold '¡Grandes Profes!', a forum for teachers aimed at motivating them in their professional day-to-day and acknowledging their work in the classroom with discussions on various issues. The focus was on digital competence and personal growth and development in 2017. Furthermore, both entities organize the 'Grandes Profes, Grandes Iniciativas' (Great Teachers, Great Initiatives) awards each year to recognize the best projects driven by teachers and schools.

■ **Asignatura Empatía (Empathy as a Subject).** Developed along with the Spanish Ministry of Education, Culture and Sports, this project aims to fight bullying through technology. As a part of it, Samsung produced a narrated virtual reality video that recreates one case of cyberbullying suffered by a school kid to spread awareness among pupils and the education community.



Samsung Smart School

WE'D LIKE TO HELP
THOSE WHO NEED
IT THE MOST

SAMSUNG SMART SCHOOL PROJECT

Samsung collaborates with the Spanish Ministry of Education, Culture and Sports, the Regional Ministries of Education in the 17 Spanish autonomous regions and with the autonomous regions of Ceuta and Melilla with the 'Samsung Smart School' project. The objective is to learn to use technology in the classroom to make the necessary methodological change for the 21st century. Thus, students 'learn to learn' and teachers become mentors and encouraging leaders. It's all about project-based education with support from technology.

Samsung Smart School has been up and running throughout Spain for four years now in areas with a digital gap risk, in isolated rural areas and urban areas with a high rate of immigration and unemployment.

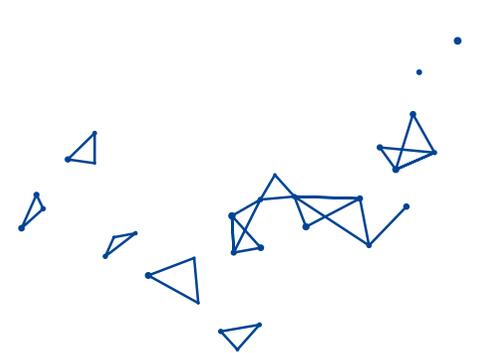
Everything we're learning in the 108 classrooms where this programme has been implemented can be used to successfully transform all classrooms in Spain through the annual publications we make available to society.





CULTURE

We've been collaborating for several years with some of the most prestigious cultural institutions in our country, helping to disseminate the rich Spanish artistic heritage through our technology and advisory services



THE PRADO MUSEUM

We've worked with the main art museum in Spain since 2013, by contributing to a better visitor experience with our technology and making the museum's educational activities more attractive and accessible in addition to enabling better knowledge of the collection through the development of applications and digital content. More than three million visitors to the museum have already experienced the different solutions developed by Samsung along with The Prado.



PHOTOESPAÑA

We've sponsored the main photography contest in Spain since 2012, to support young artists discovering the possibilities of mobile photography and encourage popular participation in this festival which has already celebrated 20 editions.

SPANISH NATIONAL ARCHAEOLOGICAL MUSEUM (MAN)



Samsung couldn't be missing from a museum which has stood out since it re-opened in 2014, for its commitment to innovation. Along with MAN's team of historians and collaboration from top digital artists, we launched the first virtual reality experience 'Vivir en...' (Living in...) which offers visitors (more than 40,000 since it was presented in 2017) and users at home the chance to travel back in time to five key periods in Spanish history. Moreover, we supported the ambitious project MAN Virtual: a world-unique multiplatform service (web, application and virtual reality experience) which enables digital tours of the 400 museum rooms with information on more than 13,000 objects in its collection.

BOOK FAIR

More than 350,000 visitors have walked through the Samsung Digital Content pavilion over the five years we've participated with educational activities for the whole family at the most popular cultural event in Spain.

The 'De la Red al Papel' (From the Net to Paper) activity was also developed as a project to learn about and understand the history of the people who began their literary careers in social media and, by going viral, were capable of writing a book in the traditional format.



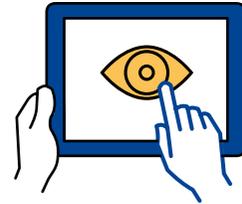
THE ROYAL THEATRE



We participated in the 200th Anniversary celebrations for the country's main performing arts institution by supporting the development of digital tools such as the TR Virtual (360º content) and Palco Digital (on-demand access to theatre productions through Smart TV) applications as well as the digitization of different areas of the building.

SITGES FESTIVAL

In 2017, we were again present at the Sitges - International Fantastic Film Festival of Catalonia sponsoring the official 'Samsung Sites Cocoon' section for the second consecutive year. More than 18,000 people walked through the areas set up with virtual reality technology during the festival days enjoying the 27 productions from around the world with Samsung Gear VR glasses.



ACCESSIBILITY AND WELLBEING

At Samsung, we'd like to improve the quality of life of people with disabilities through technology.

COLLABORATION WITH THE ONCE FOUNDATION

We maintain a close alliance with the ONCE Foundation with a shared goal of improving the quality of life and fostering access to technology for people with visual, hearing, motor and/or cognitive handicaps. Important projects have been set up in this field in recent years such as the ONCE Foundation and Spanish Royal Patronage on Disability 'Smart Accessible and Sustainable House', which has travelled to 15 Spanish cities to demonstrate the main innovations in universal accessibility and design for all in homes. This Accessible Home was also present at SIMA (Madrid International Real Estate Exhibition). The relationship has become even stronger after signing a collaboration agreement in 2017 aimed at continuing to work together in the same areas.

On the other hand, mobile device accessibility courses have been given at more than 35 territorial ONCE offices with the participation of more than 900 students. The company has also launched special discounts for accessible premium smartphones which have benefitted 36,000 handicapped ONCE Foundation and Ilunion employees. We also collaborate with the Spanish Paralympic Committee by evaluating the accessibility of their devices.



Smart House ONCE

ONCE Foundation

SOCIETY



EMPLOYABILITY AND ENTREPRENEURISM

Technology is an opportunity to improve young people's access to the job market with 21st century occupations.

According to the 'Immune' report, prepared by the Coding Institute and published in April 2018, more than 90% of professional occupations in the European Union now require at least some information and communication technology (ICT) skills. Furthermore, the demand for qualified professionals in the ICT sector increases 3% each year yet is not covered by the number of Spanish university graduates.

"This means there is a gap between the job offers and the talent available which makes them difficult to cover," and if the necessary measures are not taken before 2020, "there will be a shortage of up to 900,000 ICT professionals throughout Europe".

THE DEMAND FOR PROFESSIONALS IN THE ICT SECTOR INCREASES 3% EACH YEAR

TECH INSTITUTE

Technology as a window of job opportunities.

'Samsung Tech Inst-itute' is a training program aimed at young people aged 18-25 actively looking for a job. It reinforces Samsung's commitment to the firm aim of improving local opportunities for new generations and offers companies a workforce with high-tech qualifications capable of meeting new needs and filling new professional profiles.

- From June 2014 to December 2017:
 - » 1,300 students trained.
 - » 40% employability rate.

SAMSUNG DEV SPAIN

Talent in Spain has been promoted for seven years through a community of software developers and digital content producers including more than 4,000 registered members which has become a reference in Europe. This community spreads knowledge of tools Samsung makes available to developers to create experiences and content in the ecosystem of Samsung products. It also organizes various initiatives such as training courses, challenges and competitions in addition to holding the 'Samsung Developers Day' event each year with inspiring dissemination discussions with a capacity for more than 200 attendees. Samsung Dev Spain collaborates with various institutions as well as universities and companies to encourage training and future employability among young people.

www.samsungdevspain.es



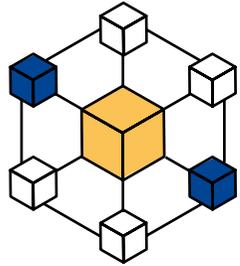
Tech Institute



Samsung EGO

SAMSUNG EGO

This competition created by Samsung boosts projects by young fashion talents that integrate technology in their collections. The initiative has given out 100,000 euros over the ten editions held.



OTHER COLLABORATIONS

CSR



FECMA

We have been collaborating with the Spanish Breast Cancer Federation (FECMA) since 2008, supporting research and social awareness of this disease. Upon the end of the cuidAPPlas app charity project in 2017, we delivered a symbolic cheque to FECMA with a donation of 100,000 euros which had been collected every time the application was downloaded and would be entirely used by the organization for research to fight breast cancer and to spread social awareness for this disease. Among others, the cuidAPPlas app features tools that allow users to track and record their gynaecology appointments, the results of check-ups and mammograms and the dates of their monthly periods.

SAMSUNG COPILOT



The first application that warns drivers when they're falling asleep. Since its creation, it has been downloaded more than 22,000 times and has generated more than 2,700 drowsiness warnings.

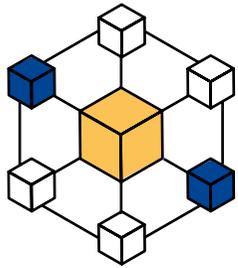
SAMSUNG CUP

This sports project expresses our commitment to encouraging sports which is key to children's personal and social development. More than 15,000 children aged 8 to 10 receive sports kits and the chance to demonstrate their skills on football pitches throughout Spain each year thanks to this project. Samsung Cup has sponsored more than 3,000 teams and nearly 45,000 children have shared the playing field with teammates and rivals as well as excitement for the sport since the first season back in 2014.



Samsung Cup





OTHER COLLABORATIONS

Sports / Lifestyle

MUTUA MADRID OPEN

We participated as the official sponsor of the Mutua Madrid Open tennis tournament for the sixth consecutive year. The company equipped the tournament ball boys and girls with a uniform designed by Maria ke Fisherman, the firm that debuted in 2009 in the MBFWM young designers platform that Samsung currently sponsors under the name 'Samsung EGO'.



Mutua Madrid Open

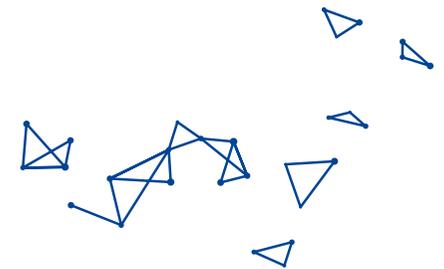
CASA DECOR



As standard bearers of the relationship between design and technology, we were present once again this year at Casa Decor, one of the most important interior design events in the world. Along with decorators Guille García-Hoz and Beatriz Silveira, we created unique areas –Samsung Home– where our technology is integrated in the home through innovation and design.

FASHION WEEK MADRID (MBFWMADRID)

In 2017, we again supported the fashion world with our presence at another edition of MBFWMadrid. With help from top-level designers like Juan Duyos and Juan Vidal, we bring Samsung technology and products to the catwalk as fashion elements during this major Spanish fashion event.



LA LIGA

We've been collaborating since the 2015/16 season with the Spanish football league, La Liga, by making our most innovative technology available to the best league on the planet as part of our commitment to the world of sport.

2017 Awards and Institutional Visits

Our intensive work throughout 2017 has been acknowledged with prizes such as the one we received from the ONCE Foundation for the best accessibility company, which was presented by Queen Letizia.

There have also been many institutional visits. Standing out among others were the ones by HM King Felipe during 'Mobile World Congress' and the visit by Their Majesties King Felipe and Queen Letizia at the Madrid Book Fair.

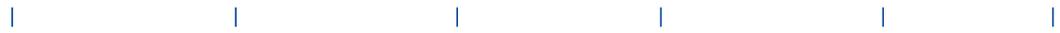
There were also meetings with the Minister of Health, Social Services and Equality, Dolors Montserrat; the Minister of Energy, Tourism and Digital Agenda, Álvaro Nadal; the Minister of Education, Culture and Sports, Íñigo Méndez de Vigo; and with Secretary of State for Education, Marcial Marín. Moreover, Pablo Casado, president of the PP political party, visited the Samsung Electronics Iberia, SAU headquarters and there was a Spain-Korea conference with the Secretary of State for Tourism, Matilde Asian, in attendance.

SAMSUNG

OPEN
TO SOCIETY

2017





SAMSUNG