



# 2020 ANNUAL REPORT

# CONTENTS 2020 ANNUAL REPORT

## LETTER FROM THE PRESIDENT

### SAMSUNG IN SPAIN

Overview

Corporate Governance Model

Areas of Activity

Samsung in Spain in 2020

2020 Milestones

Samsung and COVID-19

### IMPACT OF SAMSUNG ACTIVITY ON SPAIN

For a Sustainable Future

A Commitment to the SDGs

Leaving Our Mark on Spanish Society

'2020 Samsung in Spain Socio-Economic  
and Fiscal Impact' Report

## INNOVATION

Mobile Information

Consumer Electronics

## SOCIETY

Education

Culture

Employment and Entrepreneurism

Accessibility and Wellbeing

Other Collaboration

## CHALLENGES FOR THE FUTURE

Our Next Steps

## ABOUT THIS REPORT



After such a difficult year in 2020, I was given the honor and challenge of becoming the President of Samsung Electronics Iberia and, despite the circumstances, we can be proud of the results obtained by our subsidiary in Spain.

What was supposed to have been a very special year for us upon reaching 30 years of operations in Spain turned into the year of one of the most relevant human, social and economic crises our world has ever had to face. The initial impact was immense and all social, education and business activity came to a halt. However, starting in April, we

proved capable of adapting extraordinarily quickly to the new situation and stimulating economic activity so as to gradually recover our business indicators.

It is quite noteworthy how Samsung Electronics has continued to lead the mobility device market despite the pandemic and the competitive pressure. The same is true for our TVs as once again this year we not only led sales in Spain, but we even achieved better results than in 2019. And that goes without mentioning our kitchen products which have been able to consolidate their position in a very competitive and atomized market.

These results are supported by two fundamental cornerstones: on the one hand, our unequivocal commitment to innovation and technologies which will mark the future of our industry and also our society on all levels: 5G, IoT, AI, 8K, foldable screens, etc. Secondly, the inclusion of design in all our device lines from Galaxy Flip and Fold smartphones to our The Frame, The Sero and The Serif QLED TVs

# LETTER FROM THE PRESIDENT





WE HAVE CONTINUED TO WORK TO IMPROVE THE LIVES OF PEOPLE AND OUR COMMITMENT TO CULTURE, EDUCATION, EMPLOYABILITY AND ACCESSIBILITY HAVE REMAINED UNALTERABLE DESPITE THE PANDEMIC



or even our recently announced Bespoke household appliances. Combining innovation and design will be one of the strategic lines of the future for Samsung.

On the other hand, and especially in a year like the one we have experienced, we have continued to work to improve the lives of people and society at large. Our commitment to culture, education, employability and accessibility have remained unalterable despite the pandemic. Worthy of special mention is our Talkk project to help ALS patients which was also developed last year.

We must no doubt highlight the contributions of technology in this pandemic year. Fortunately, technology and connectivity have kept us united with our loved

ones, children and young people in school and many companies and businesses in operation. Even the consumption of content and entertainment saw incredible evolution thanks to technology in a year like 2020.

After all, all challenges involve opportunities. The European Recovery Fund offers one of the greatest opportunities Spain could have to transform the country on all levels by essentially committing to sustainability and digitization. Neither the authorities nor companies nor society can allow themselves to fail. They can all count on Samsung Electronics.

**Ick Soo Choi**  
President of Samsung  
Electronics Iberia



1

# SAMSUNG IN SPAIN

## CORPORATE INFORMATION



# SAMSUNG IN SPAIN



In Spain, we help reinforce Samsung's leadership as a global company that **leads in technology and innovation**. We also work to **enhance people's quality of life through our products and services**, all while making a positive impact on the country.

## Overview

Samsung Electronics Iberia is one of the more than 200 subsidiaries of Samsung Electronics, the parent company that was created in 1969 in South Korea and is now currently the **leader** in a wide variety of products such as consumer electronics, household appliances, semi-conductors, memory chips and integrated systems.

We've been in Spain for 30 years working to **improve people's lives through technology**, which is the perfect vehicle for transforming and modernizing societies. This has positioned us as a **reference company** thanks to our innovation, our extensive range of products and services and, above all, our vision for the future.

Moreover, we've taken on a **strong commitment to local economic and social development** to which we have significantly contributed each year in areas as relevant as taxation and employment. With our business activities, we are helping to build a more modern, more enterprising and more innovative country by offering ever more advanced tools that aim to **break**

**down barriers through technology.**

This philosophy is part of our corporate program known as **'Technology with Purpose'** with which we stimulate education, culture, accessibility, wellbeing, entrepreneurship and employability. We implement new projects every year for society, always seeking public and private alliances, to make the biggest possible impact and **benefit the greatest number of people**.

Along these same lines, we're completely aligned with sustainable development and have **assumed the 17 sustainable development goals included on the United Nations 2030 Agenda as if our own**. We're convinced that a better world is possible and all of our policies, activities and initiatives are guided by this objective.

“

AT SAMSUNG, WE'RE CONVINCED THAT TECHNOLOGY IS THE PERFECT VEHICLE FOR  
MODERNIZING AND TRANSFORMING SOCIETIES

”



# Corporate Governance Model

At Samsung, we make an effort each and every day to fulfil the **promise** we made: **to perform responsibly as a leading global company.**

In order to do so, we comply with all local laws and standards but also hold our team to a **strict code of conduct.** We're convinced that ethical management is a tool for responding to rapid changes in a global business environment as well as a vehicle for fostering **trust among our stakeholders.**

Thus, we follow a simple yet demanding corporate philosophy which focuses on dedicating our talent and technology to creating excellent quality products and services which help **improve society around the world.**

To achieve this, we've set out **three goals:**

- ◆ To guide our management by our people and technologies
- ◆ To create superior products and services
- ◆ To contribute to society



## OUR PRINCIPLES

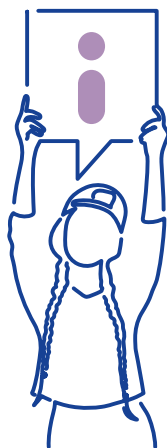
In Spain as well as in the rest of the world, we follow the 'Five Samsung Business Principles' which were established by the company in 2005 as the foundation for its corporate social responsibility.

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





## OUR VALUES



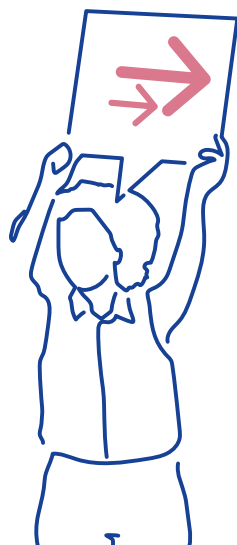
### People

Our professionals are the engine that keeps us moving. Therefore, we go to great lengths to offer them the best possible place to work, fostering opportunities so they may reach their full potential.



### Excellence

We're driven by a passion and commitment to excellence to develop the best products and services on the market.



### Change

We set our sights on the future so we can steer our company toward long-term success.



### Co-Prosperity

We are committed to being a socially and environmentally responsible corporate citizen worldwide.



### Integrity

Ethics is the foundation of our business and everything we do is guided by fairness, respect and transparency.



## Areas of Activity

### BUSINESS

We're constantly re-inventing the future to discover the potential of technology and meet people's needs.



#### Internet mobility

#### Connected mobile devices

- ◆ Smartphones
- ◆ Tablets
- ◆ PC
- ◆ Wearables

#### Consumer electronics

- ◆ TV
- ◆ Audio
- ◆ Household appliances

#### IT

- ◆ Monitors
- ◆ Storage

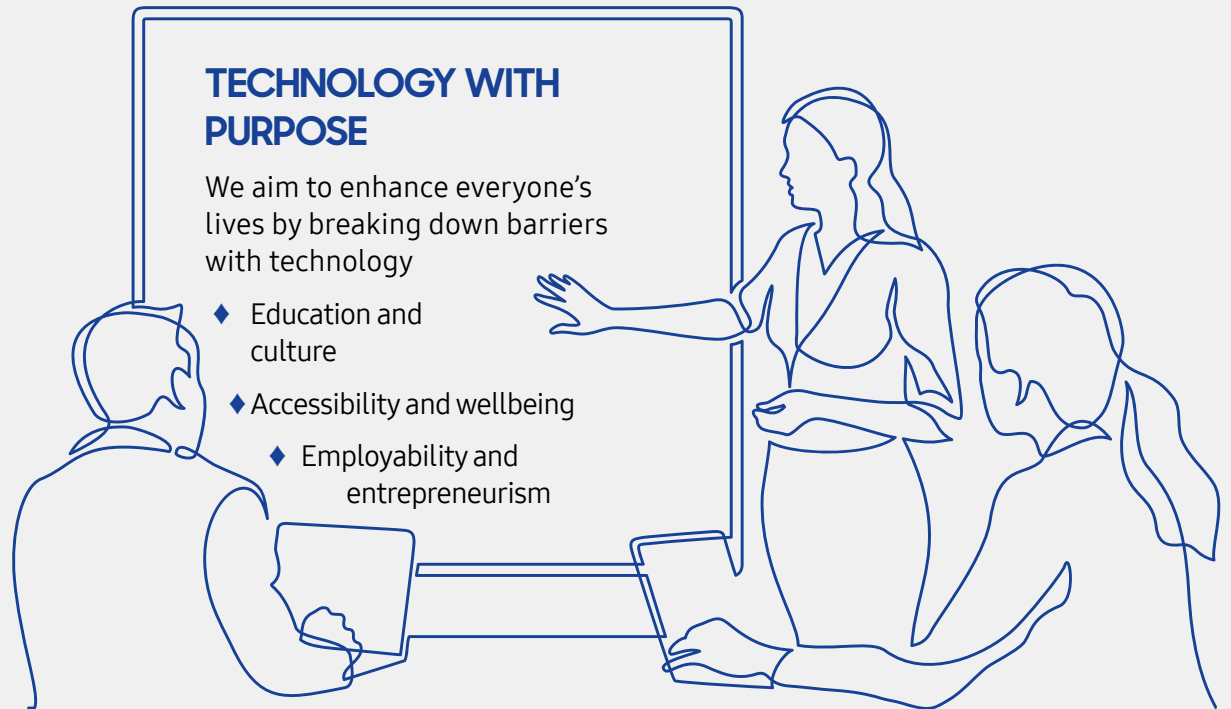
#### Miscellaneous

- ◆ Professional screens
- ◆ Medical and health equipment
- ◆ Climate control systems

### TECHNOLOGY WITH PURPOSE

We aim to enhance everyone's lives by breaking down barriers with technology

- ◆ Education and culture
- ◆ Accessibility and wellbeing
- ◆ Employability and entrepreneurship





# Samsung in Spain in 2020

## Main magnitudes

Magnitude	2020	2019
Turnover (thousands of euros)	1,557,127	1,735,685
Operating income (thousands of euros)	25,655	33,416
Profit for the year (thousands of euros)	21,992	28,153
Workforce (average for the year)	342	344

## Socioeconomic Impact of Samsung in Spain in 2020:

- ◆ Contribution to the GDP: **669.1** billion euros
- ◆ Fiscal contribution: **581.5** billion euros
- ◆ Jobs created with our activities: **14,743** jobs



## Samsung Workforce in Spain\*

Category	2020	2019
Board members	3	3
Key personnel	7	6
Degree holders, technicians and administrative staff	207	219
Sales representatives	125	116
<b>TOTAL</b>	<b>342</b>	<b>344</b>

\* Average for the year

## By type of contract and sex\*\*

	2020		2019	
	Men	Women	Men	Women
<b>Open-ended contracts</b>	215	117	222	126
<b>Fixed-term contracts</b>	-	1	-	-
<b>TOTAL</b>	<b>333</b>		<b>348</b>	

\*\* Data as of the end of the year



**22 projects** IN 2020  
TECHNOLOGY WITH PURPOSE



**+1.35 million euros**  
IN INVESTMENT IN LOCAL PROGRAMMES

## 2020 Milestones

### THE COMPANY

- ◆ 30<sup>th</sup> anniversary of Samsung in Spain
- ◆ Enhanced mobile device security with Secure Element
- ◆ Samsung Dev Spain presents a White Paper on the Impact of 5G
- ◆ The presentation of the IPSOS study on technology usage habits
- ◆ Samsung makes its 2019 annual report accessible
- ◆ Samsung and CEPYME sign an agreement to foster the digital transformation within companies
- ◆ Samsung celebrates one year of collaboration with UNDP in support of the SDGs
- ◆ Samsung enters the top 25 of the Merco ranking of companies with the best reputation
- ◆ Samsung is acknowledged by 'Leaders in Service' for its customer service



### TECHNOLOGY WITH PURPOSE

- ◆ Samsung responds to the COVID-19 emergency
- ◆ An alliance with Save The Children to end the education emergency in underprivileged homes
- ◆ Samsung Innovation Campus continues to be committed to female talent with new artificial intelligence courses
- ◆ The 11<sup>th</sup> Samsung Dev Spain event is held 100% online
- ◆ A boost to female employability with a new edition of 'DesArrolladoras'
- ◆ The 'Prado Guide', the first museum app designed for smartphones
- ◆ The Frame expands its catalogue of works of art from the Prado Museum and the Thyssen Museum
- ◆ The Samsung Galaxy S20 family receives an accessibility seal from the ONCE Foundation
- ◆ Samsung presents Tallk, an app that makes it possible for ALS patients to "speak" with their face
- ◆ Samsung gives 100,000 euros to FECMA
- ◆ An alliance with the Red Cross to help children



## PRODUCTS AND SERVICES

### Mobile Information



#### Mobile Devices

- ◆ New Galaxy S20 phones
- ◆ The presentation of the Galaxy Z Flip
- ◆ The launch of the 5G versions of the Galaxy A51 and A71
- ◆ The launch of the Galaxy TAB S6 Lite

#### Wearables

- ◆ The presentation of the new Galaxy Watch3 and Galaxy Buds Live
- ◆ The Galaxy Fit2, the new biometric personal monitoring bracelet, now available in Spain

#### Services and Security

- ◆ Orange Bank, Santander Consumer Finance and Caja Rural join Samsung Pay
- ◆ Disney+ comes to Samsung Smart TVs
- ◆ Apple Music is integrated into Samsung Smart TVs
- ◆ The launch of the Spanish version of the app 'Hand Wash' for smartwatches

### B2B

- ◆ Samsung Galaxy smartphones and tablets join the Android Enterprise programme
- ◆ Samsung announces Knox Suite, the unification of all of its business security solutions
- ◆ Samsung presents its new Business TV product line



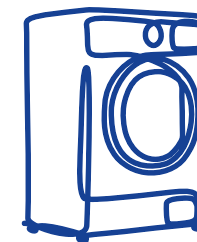
### Consumer electronics

#### TV and Audio

- ◆ The presentation of the new MicroLED, QLED 8K and Lifestyle televisions
- ◆ Samsung launches the Q950TS QLED 8K, its most advanced television
- ◆ New Q and T series sound bars
- ◆ New The Sero and The Serif lifestyle televisions

### Household Appliances

- ◆ A new line of WindFree climate control systems with AI
- ◆ Casa Decor: Samsung is featured in the magazine's connected and sustainable home
- ◆ A new line of smart washing machines and new customizable refrigerators



#### Visual Display

- ◆ Odyssey, a new range of gaming monitors

#### Other Business

- ◆ The presentation of the SSD T7 Touch, an all-new standard in speed and security for external storage
- ◆ Semiconductors: a new manufacturing line with EUV technology
- ◆ The industry's first power circuits optimized for wireless earbuds
- ◆ Samsung presents the all-new SSD 870 QVO with 8 TB of capacity
- ◆ Samsung presents the PRO Plus and EVO Plus SD cards for content creators and photography enthusiasts

## Samsung and COVID-19



The year 2020 will no doubt be remembered as the year of COVID-19, a pandemic that placed the entire world population in a completely unknown situation for which it was not prepared, the effects of which will continue to be visible for years.

In Spain, our main goal was of course to **protect our people** by designing a health and safety-based protocol for action. Likewise, we stayed right by our consumers and loyal to our commitment to society by implementing various collaborative initiatives aimed at **helping the most vulnerable and those in need.**

### INTERNAL INITIATIVES

In line with our commitment to looking after and protecting the health of those who work at the company, we made the decision for the entire team to work remotely and provided the technical resources and specific training on good habits needed to do so.

From the very start of the pandemic, we've offered our employees **continuous information** on the evolution in the situation, advice and recommendation on how to **fight COVID-19** and prevent contagion. We also emphasized the importance of maintaining healthy habits in order to foster a **physical and emotional balance.**

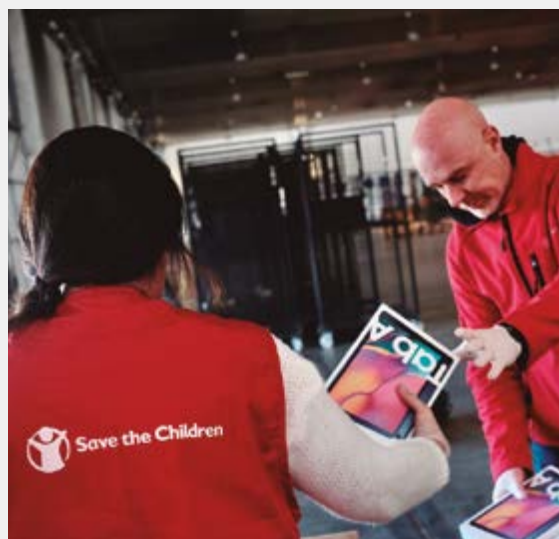
To this end, we launched an awareness campaign known as '**Connected with What Really Matters**' and sent out pharmaceutical kits with vitamins, hand sanitizer and masks to each employee.

Furthermore, to encourage avoiding unnecessary travel, we created an **online format for the nutrition and physical therapy services** provided by Sanitas, a company we have a collaboration agreement with.





## EXTERNAL INITIATIVES



### Collaboration with Save the Children

As part of our commitment to education, we joined the NGO's **'By Your Side' project** aimed at mitigating the economic, education and mental health emergency for families with children at risk of exclusion. We also **distributed 600 tablets** so schoolchildren in those households could continue their studies when the schools closed. In addition, we donated a **Limited Edition Thom Browne kit (Galaxy s20+buds+smartwatch)** to the organization so they could give it away in a draw to raise funds.



### Material Donations

In the first few months of the pandemic, we wanted to stay right by coronavirus patients and particularly children. **We donated material**, especially mobile devices, **to centres and programmes throughout Spain** such as the Castilla-La Mancha hospital classrooms, the Autonomous Region of Madrid hospitals, including the one that was installed at the IFEMA fairgrounds in an alliance with Másmóvil, senior citizen homes in collaboration with La Caixa and the Grandes Amigos Foundation as well as the Catalonia Hotels chain which converted some of its locations into medicalized hotels.



### Fund Raising for the Red Cross



**Cruz Roja** We set up a **funds donation campaign** for the Red Cross through Samsung Pay, our mobile payment programme. It raised more than **15,000 euros**.

### Extended Product Warranties

We extended the **manufacturer's warranty on our products** in case they were set to expire while our technical service centres were closed.

### The Launch of the 'Hand Wash' App

Created in record time for our line of smartwatches, the 'Hand Wash' app reminds users of the **need to wash their hands** for at least 20 seconds. This habit became particularly important during the first few months of the pandemic and was **recommended by the World Health Organization**.





# 2

## IMPACT OF SAMSUNG ACTIVITY ON SPAIN

# IMPACT OF SAMSUNG ACTIVITY ON SPAIN

In line with the worldwide corporate philosophy, at Samsung Spain, we work to make a positive contribution to our environment through all of our activities either with innovative products and services or by collaborating with public and private entities. The objective is to turn technology into a tool for making the world better in addition to leaving a mark on society and creating opportunities for future generations.



## For a Sustainable Future

We see sustainability as the best way for creating integrated values in economic, social and environmental areas throughout our value chain. Thus, we have a management system that's based on finding a balance between economic development and social prosperity.



### THE SUSTAINABILITY MANAGEMENT SYSTEM AT SAMSUNG

#### Economic Value

Taking maximum advantage of stakeholder benefits and values (innovation in products and services)



#### Social Value

Contributing to a sustainable society: achieving the United Nations sustainable development goals



# A Commitment to the SUSTAINABLE DEVELOPMENT GOALS

At Samsung, we make an effort each and every day to contribute to the sustainable development goals (SDGs) defined by the United Nations in its 2030 Agenda. In order

to do so, we've identified those most closely linked to our activities in order to boost them more as we also seek new opportunities to build an even better world.

## MAIN SDGS RELATED TO OUR ACTIVITIES



**We contribute by:** Spreading awareness for diseases like cancer.

**Through:** Collaboration with FECMA, implementing initiatives like 'Day Off for a Check-Up'.



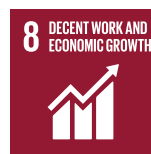
**We contribute by:** Ensuring future generations have ICT skills, promoting inclusive and diverse education and encouraging motivation among teachers.

**Through:** Programmes and initiatives related to enhancing education like Samsung Smart School, Samsung EGO, Samsung Tech Institute, Empathy as a Subject, and SDGs at School.



**We contribute by:** Making male/female equality a reality in all areas, especially at work and in education.

**Through:** Stimulating projects like Samsung DesArrolladoras, which involves training for women.



**We contribute by:** Encouraging entrepreneurship and employability through creation and innovation.

**Through:** Projects like Samsung Dev Spain which has a complete programme of activities.



**We contribute by:** Improving accessibility for the disabled.

**Through:** Technology such as a lever to break down barriers, developing innovative solutions like the Talkk app and encouraging access to information with our accessible memory.



**We contribute by:** Disseminating and preserving culture as well as finding solutions to build more sustainable communities.

**Through:** Collaboration with the most important cultural institutions in the country like the Prado Museum, among others.



**We contribute by:** Strengthening alliances with different entities to promote

inclusion and technological progress.

**Through:** Joint efforts with public and private entities (Ministries, the ONCE Foundation, the Atresmedia Foundation, the Red Cross...), developing projects and initiatives on behalf of the community.



## Leaving Our Mark on Spanish Society

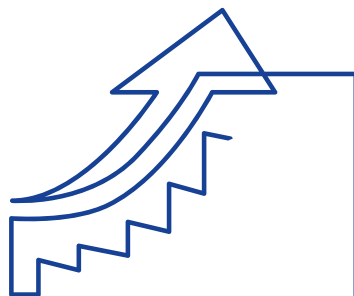
It is our responsibility to help improve society with our activities. At Samsung, we highlight this commitment in the report 'Samsung in Spain Socio-Economic and Fiscal Impact Report', a document which has reflected our contributions to the economy, taxation and employment since 2017.

The report, which details how our business influences progress in Spanish society, is prepared in collaboration with PwC based on financial and tax information provided by the company as well as other macroeconomic and sector data obtained from public sources such as the Spanish National Statistics Institute, the Spanish Tax Agency and the Spanish Ministry of the Tax Administration, among others.

As a new development, the 2020 document includes a new dimension known as 'Knowledge-based GDP' which allows us to quantify our contribution of knowledge which generates an economic value as per the intensity of the cumulative know-how used by productive factors.



## '2020 Samsung in Spain Socio-Economic and Fiscal Impact' Report



### GOAL

To quantify and valorise the company's socio-economic contribution to Spain in 2020

### VARIABLES ANALYSED

- ◆ The Economy (GDP)
  - 'Knowledge-based GDP'
- ◆ Employment
- ◆ Tax revenue



### IMPACT DIAGRAM

#### INDIRECT

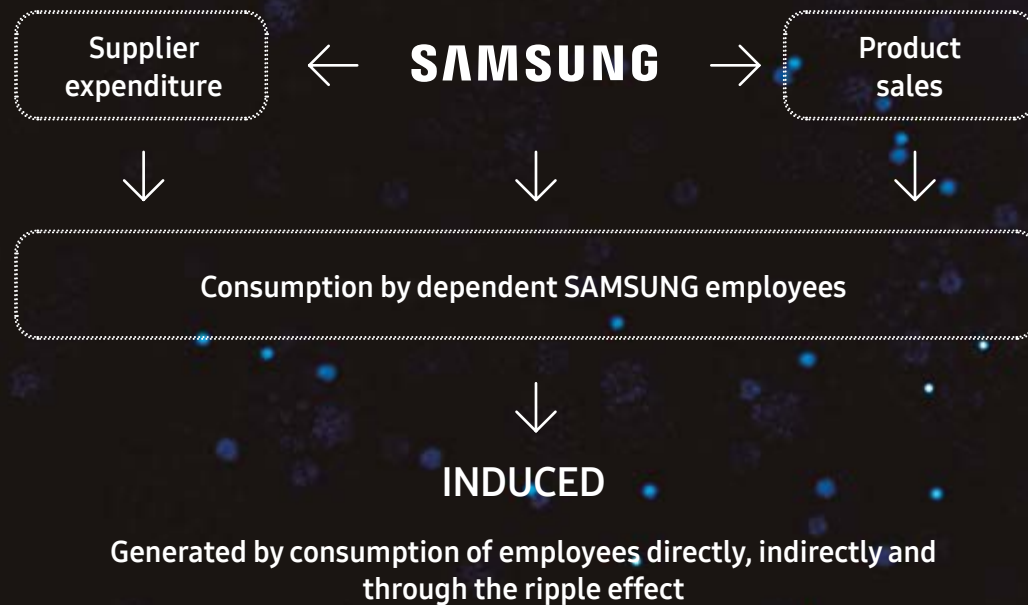
Generated through our supply chains with the expenditure and investments made

#### DIRECT

Generated through our direct business in Spain

#### RIPPLE EFFECT

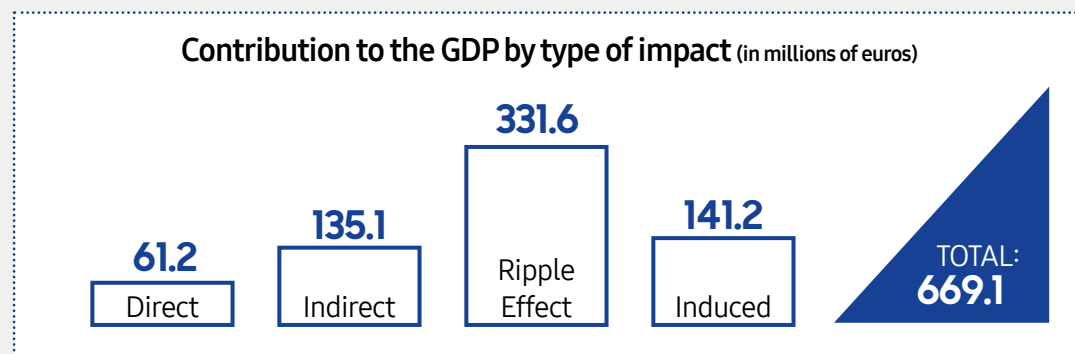
Generated in the retail sector by the sale of our products through retailers





## Impact on the Economy

OUR BUSINESS ACTIVITY IN 2020 CONTRIBUTED TO THE GENERATION OF 669.1 MILLION EUROS IN GROSS DOMESTIC PRODUCT



### Direct Impact

It can be itemized as follows

- ◆ **Personnel expenditure**<sup>1</sup>: €35.4 M
- ◆ **Gross Operating Surplus**<sup>2</sup>: €26.10 M
- ◆ **Taxation**<sup>3</sup>: €0.02 M

(1) Includes wages and salaries earned by employees, social benefits paid by the company and employees and personal income tax.

(2) Corresponds to the Samsung EBITDA which includes the sum paid for Corporate Tax.

(3) Includes taxes not included in the other items (Economic Activity Tax, Property Tax, etc.)

### Indirect Impact

We've spent **135.1 million euros** on Spanish suppliers, generating a significant increase in the GDP in direct receiving sectors such as their supply chain. The **sectors most benefitted** were advertising and market studies (€53.3 M), electronic equipment repair (€10.8 M) and estate services (€10.5 M).

Our indirect economic impact also generated a total of 60.7 million euros in wages and salaries in Spanish households.



OUR CONTRIBUTION  
TO THE GDP EQUALS **94%** OF  
THE DIRECT CONTRIBUTION BY  
**MARITIME TRANSPORT**  
IN SPAIN



EACH EURO EARNED  
IN PROFIT (NET PROFIT FOR THE  
YEAR) IN 2020 WAS **TURNUED**  
**INTO €30** IN WEALTH FOR  
THE SPANISH ECONOMY, WHICH  
IS **11%** MORE THAN IN 2019

### Ripple Effect

The sale of our products had a powerful ripple effect on the retail sector, which can be calculated as an impact of **331.6 million euros** on the GDP.

By **type of retail business**, our sales are distributed as follows:

- ◆ **Specialized electronics:** 69% (€229.3 M)
- ◆ **Non-specialized:** 23.4% (€77.6 M)
- ◆ **Specialized in household use:** 7.4% (€24.6 M)

### Induced Impact

In 2020, we helped generate an additional **141.2 million euros** in GDP through the wages and salaries generated directly, indirectly and through the ripple effect.

Household consumption generated an induced impact which was distributed among the **traditional household expenditure receiving sectors**, particularly estate services (€34.8 M), hotel and restaurant (€18.0 M) and retail (€9.6 M).

### Impact on Knowledge

The knowledge-based GDP is a novel metric that quantifies the portion of economic value produced in advanced societies from such source based on how much knowledge is used or returned.

**73% of the direct added value** generated in 2020 was knowledge-intensive which is **13 points above** the Spanish average.

#### Direct

We engaged in knowledge-intensive activities which helped generate **44 million euros** in economic value through the cumulative know-how of our productive factors.

At 66% of the total, **our employees** are the **productive factor that most contributes** to the generation of value through knowledge.

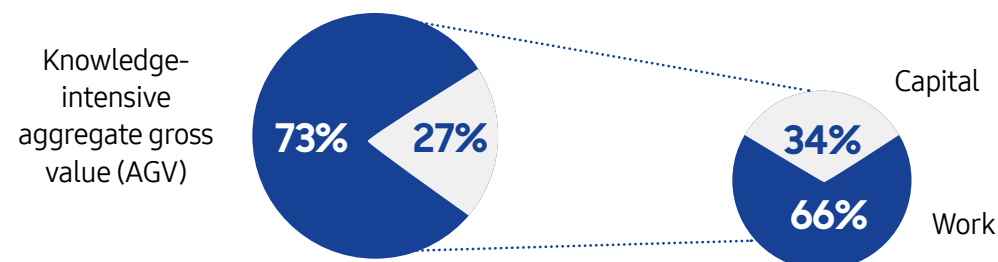
#### Indirect

Our expenditure on Spanish suppliers helped generate **88.2 million euros** in knowledge-based added value to the economy.

65% of the added value generated indirectly was through knowledge-intensive productive factors.

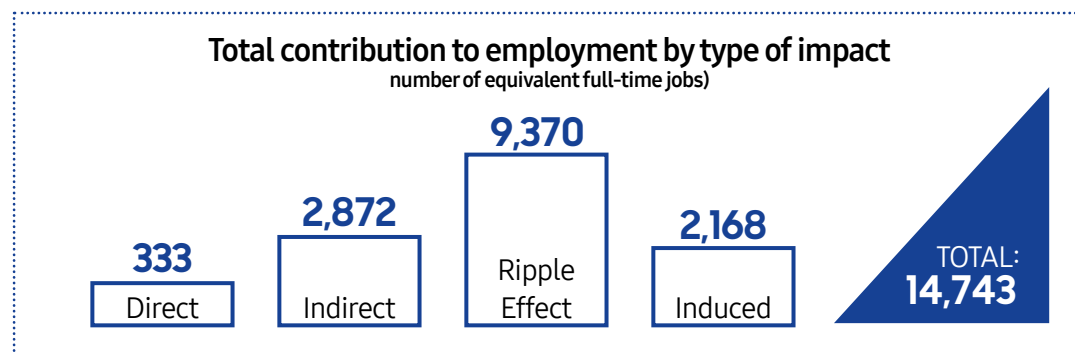
Advertising and market studies was the sector in which knowledge was most relevant at 42 million euros.

### Contribution to knowledge through SAMSUNG direct business activities (%)



# Impact on Employment

## OUR BUSINESS ACTIVITY HELPED CREATE AND MAINTAIN 14,743 JOBS IN 2020



### Direct Impact

We continue to be committed to stable, quality employment with a **workforce of 333 people**, whose average salary is three times higher than the national average.

### Indirect Impact

Our business activities created **2,872** equivalent full-time jobs throughout the Spanish economy. The sector most benefitted was advertising and market studies (1,287 jobs), followed by electronic equipment repair (433).

### Ripple Effect

The sale of our products in Spain in 2020 helped generate a ripple effect totalling **9,370 equivalent full-time jobs in the retail sector**.

Itemized by **sub-sectors**, the most benefitted was specialized electronics retail with 6,594 jobs (70.4%), followed by non-specialized retail with 2,078 jobs (22.2%) and specialized household use retail with 698 jobs (7.5%).

### Induced Impact

In 2020, we generated a total of **2,168 induced jobs** in very diverse sectors.

The sectors most benefitted were **retail trade and hotels and restaurants** with 344 and 336 jobs, respectively. The other sectors that stand out are wholesale trade (156 jobs) and security and office services (113).

## IN SPAIN



**44** EQUIVALENT FULL-TIME JOBS WERE CREATED FOR EACH SAMSUNG EMPLOYEE ON OUR PAYROLL

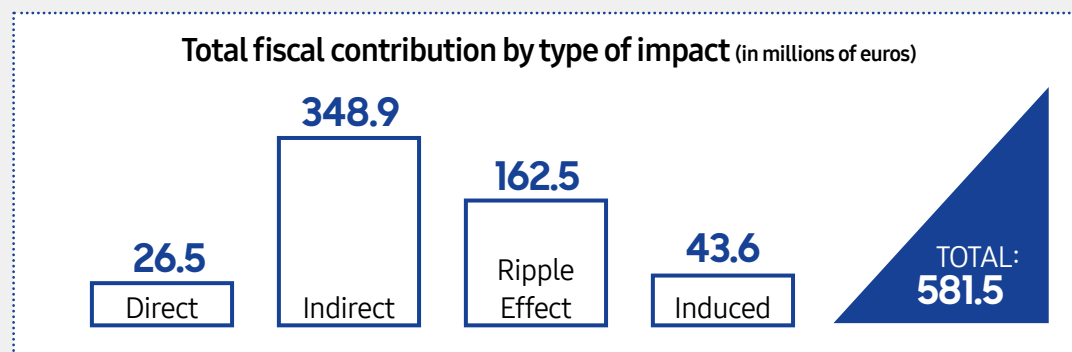


WE GENERATED A TOTAL IMPACT ON EQUIVALENT EMPLOYMENT OF **48%** OF THE **DIRECT JOBS** IN THE **AIR TRANSPORT SECTOR**



## Fiscal Impact

### OUR BUSINESS ACTIVITY GENERATED 581.5 MILLION EUROS IN TAX REVENUE IN 2020



#### Direct Impact

The **26.5 million euros** generated correspond to social welfare contributions (€14.1 M), VAT (€8.6 M) and corporate tax (€3.8 M).

#### Indirect Impact

Our expenditure on Spanish suppliers generated an indirect fiscal impact of **348.9 million euros**.

**VAT accounts for 90.5% of the total**, which was generated from acquisitions from Spanish as well as EU and non-EU suppliers.

#### Ripple Effect

The sale of our products at retail outlets generated a ripple effect of **162.5 million euros**.

The intensity of retail labour meant 41% of the ripple effect tax revenue came from social welfare contributions. On the other hand, VAT contributed to 38% of the ripple effect tax revenue.

#### Induced Impact

The consumption generated by **jobs created** directly and indirectly by our business activities led to **43.6 million euros in tax collected**.

The **tax most benefitted** by the induced impact was **social welfare contributions** which total nearly 34% of the tax revenue collected while VAT accounted for 33%.



**EACH EURO** WE EARNED IN PROFIT (2020 NET PROFIT) **GENERATED €26 IN TAX REVENUE** FOR THE PUBLIC TREASURY, WHICH IS **13% MORE** THAN IN 2019



**OUR TAX CONTRIBUTION** EQUALS **11%** OF THE SPANISH NATIONAL **BUDGET FOR INFRASTRUCTURES** INCLUDED IN THE GENERAL STATE BUDGET

# Impact on the SDGs

Our business activities in Spain directly influence the achievement of the



585.1 million euros in total tax revenue, which is the equivalent of 22% of the expenditure on Social Services in the Spanish State Budget

- ◆ 14,743 total full time equivalent jobs
- ◆ A direct average salary 3.3 times higher than the national average
- ◆ 669.1 million euros in aggregate gross value, which is 0.06% of the GDP



78% of the added value generated is knowledge-intensive, which is 13 percentage points above the national average

26 euros in total tax revenue were generated for every euro in profit



## The Influence of COVID-19 on the Socio-Economic Impact

### ECONOMY

Our contribution to the economy in 2020 fell 11.3% (86 million euros) in comparison to 2019, mainly due to the lower indirect impact and ripple effect. In relative terms, however, the total impact **remained stable at 0.06% of the GDP** (just as in 2018 and 2019).

### EMPLOYMENT

Our business activities generated a total of 1,843 jobs less than in 2019, which is a drop of 11.1%. This was also due to the lower influence of the indirect impact and ripple effect. As occurs with the economy, the total impact in relative terms **remained at around 0.01% of the total equivalent full-time jobs in Spain**.

### TAX REVENUE

In line with the above dimensions, tax revenue in 2020 also dropped in comparison to 2019, specifically by 8.7% (60 million euros). Likewise, in relative terms, the total impact **stayed near 0.3% of the total tax revenue in Spain**.



“

DESPITE THE PANDEMIC,  
OUR RELATIVE  
SOCIO-ECONOMIC  
IMPACT ON SPAIN IN 2020  
REMAINED STABLE IN  
COMPARISON  
TO PRIOR YEARS

”

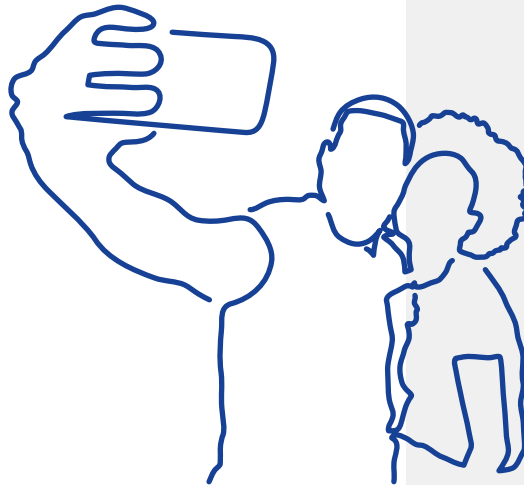




3

PRODUCT  
INNOVATION

# PRODUCT INNOVATION



At Samsung, we work to inspire the world and create the future. We do so with our activities and, above all, with our **products** which are designed to **stimulate tomorrow's society through technology, innovation and connectivity**. In 2020, we continued to expand and update our catalogue, offering **choices for all publics and needs** and always using technology to **serve people in order to achieve the best possible experience**.

## Information mobile

### MOBILE DEVICES



### The New Galaxy S20 Smartphones

The Galaxy S20 family is the first **completely 5G** Samsung line and is designed to revolutionize the future of communications. The 5G technology allows users to enjoy a more complete experience when communicating and accessing their favourite music, videos or games. Plus, it features an all-new camera architecture which combines artificial intelligence with the largest sensor ever designed by the company to capture images of incredible quality. The line also includes the **Secure Element solution** which offers secure password storage with CC EAL 5+ certification and specialized security software for better data protection. Moreover, the S20 family comes with the **ONCE Foundation accessibility seal**.

## Galaxy Z Flip and Galaxy Z Fold2

Technology as a means of expression is all about the Galaxy Z Flip, a revolutionary smartphone with an elegant and compact design that features the **first foldable glass screen** by Samsung (6.7 inches) as well as a unique user interface. The innovative hidden hinge allows the device to be folded to fit in a person's hand all while offering new and elegant ways to capture, share and experience the content. All of this comes with the company's latest **5G technology**.

Also standing out in the foldable smartphone category is the **Galaxy Z Fold2** with a larger front screen and new intuitive features.



## The Galaxy A Line, Also with 5G

Our family of Galaxy A smartphones aims to **offer the best technology at an affordable price** to provide an unbeatable experience. The A71 and A51 devices are two examples of this as they include the industry's latest developments such as 5G connectivity, an Infinity-O screen, a quadruple camera and long-lasting battery. This range includes some of the **best-selling models** in Spain and around the world, such as the A40 and the A51.



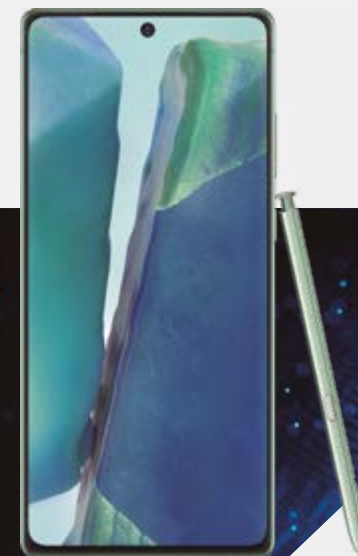
## Galaxy TAB S7 and S6 Lite

There are two reference versions in our TAB line, the S7 and the S7+. They're two versatile devices that combine the **capability of a PC with the flexibility of a tablet and the connectivity of a smartphone**. The S7+ features 5 G connectivity and both offer video conferences without interruptions, quick downloading and essentially delay-free transmission as well as a wide and improved screen for entertainment. One rung down is the all-new **TAB S6 Lite**, which has **three outstanding characteristics**: a compact size and premium design, an S Pen for enhanced productivity and access to an entire ecosystem of apps for the whole family.



## Galaxy Note20

Just like the Note20 Ultra, this device is here to **revolutionize the way we work** with smartphones with a new and improved S Pen, the Samsung Notes app and integration with Microsoft. It not only **enhances productivity** by operating like a computer, but it also makes entertainment even better as users can **play like professionals**.





## WEARABLES



### Galaxy Watch3

The latest version of our premium smartwatch features **advanced wellness characteristics**, making it possible for users to manage routines, update goals and track their health. It can measure oxygen saturation in the blood and the all-new **Samsung Health Monitor** app is capable of measuring blood pressure and doing an electrocardiogram. It can also notify chosen contacts in the event of a fall.



### Galaxy Buds Live

These next-generation earbuds with a breakthrough design offer the entire **AKG sound experience**, combining a larger 12 mm speaker and a bass canal meaning the audio sounds deep and music can be enjoyed in an enriched way. Galaxy Buds Live include three microphones and a voice recorder in addition to **active noise cancellation** for an enhanced user experience.

## B2B



### ‘Business Must Go On’

In collaboration with the Spanish Confederation of Small and Medium Enterprises Cepyme (CEPYME), we organized this digital event which brought together more than 500 from SMEs throughout Spain to debate the new **challenges and opportunities companies are facing**. Among other topics, emphasis was placed on the value of digitalization in order to

adapt to an ever changing environment and the advantages of mobility within organizations. Boosting and promoting the digital business and customer relations model is fundamental to the sector and this is an area where **technology can offer a whole lot**.

# Consumer electronics

## TV AND AUDIO

### Lifestyle Televisions

At Samsung, we continue to be committed to **technology without giving up on design** with our new range of lifestyle televisions. The all-new, revolutionary television **The Sero** is known for being **the only one in the world that can change between horizontal and vertical display** just as a smartphone does. The 43-inch screen automatically rotates to **adapt to the content** viewed. On the other hand, **The Frame** now comes in new 32 and 75-inch models and features **artificial intelligence** to make suggestions in line with the user's preferences. Finally, **The Serif** has also been updated with **enhanced image technology**.



### Apps for the Samsung Smart TV

Our Smart TVs come with longer lists of apps all the time so people can enjoy the best entertainment. Two of the latest to join this list are **Disney+** and **Apple Music**. The first provides access to all the **streaming content available from The Walt Disney Company** with brands like Disney, Pixar, Marvel, Star Wars, Fox and National Geographic. On the other hand, Apple Music offers **60 million songs** without advertising and the option of viewing music videos, lyrics and exploring thousands of playlists.

### Q and T Series Sound Bars



We added **artificial intelligence** to our sound bars. The **Q Series**, which is designed

for greater **synergy with QLED televisions**, enhances the **surround sound** experience with Q-Symphony which uses the television speakers to create multi-dimensional sound. On the other hand, the **T Series** models feature **Dolby Digital** and offer **spectacular bass** with its wireless subwoofer.

### QLED 8 K and MicroLED Televisions

Samsung continues to move forward into the **future of televisions** with its all-new QLED 8K and MicroLED ranges, which were created for home theatre and connected lifestyle needs with enhanced image quality, sound and smart features. The **Q950TS QLED 8K** model is the flagship in this category and the first 8K television to combine an **ultra-thin format with premium 8K image quality** and surround sound. It's equipped with the 8K Quantum Processor featuring artificial intelligence to automatically scale non-8K content to this resolution in an impeccable and realistic manner in addition to optimizing the screen based on the environmental conditions and individual images. On the other hand, the **MicroLED** combines **next-generation screen technology with unprecedented personalization options**. The innovative design has no more frame which means a number of panels can be connected to adapt the television to a specific area.



## HOUSEHOLD APPLIANCES



### Customizable Refrigerators

The latest technology is also present in our all-new range of refrigerators with **greater capacity and more flexibility** as well as different options for all storage needs. The **RB7300 range** offers central cooling and various options for food in addition to **SpaceMax technology** which **gets the most out of the space available** without increasing the outside dimensions.

### Smart Washing Machines

We launched a new line of washing machines with **artificial intelligence** which are capable of personalizing the cycles for **more efficient washing**. Plus, they feature well-known, solid technologies like QuickDrive, AddWash and EcoBubble to reduce wash times and energy consumption.



### EVENT



### Casa Decor

In 2020, we again sponsored Casa Decor, a benchmark interior design and lifestyle event. For its 55th edition, we created the #SamsungHome space where we exhibited a **connected and sustainable home** with the latest in household appliance and television design. This habitat came to life with the **SmartThings app** for mobile devices which can remotely manage all of the brand's television and household appliance features.



## Other Business

### CLIMATE CONTROL

#### WindFree Climate Control Systems

Innovation has also come to the climate control sector. The new line of Split equipment for walls comes in five variants, three of which include the **unique WindFree cooling technology** for climate control without air currents, which is complemented with all-new **smart technologies** for greater comfort and better energy efficiency.



### VISUAL DISPLAY

#### Odyssey, The New Line of Gaming Monitors

Designed for the most demanding gamers, the Odyssey line of monitors is aimed at unique performance and an unbeatable design. The G9 as well as the G7 are the first monitors with high-performance **1000R curving** which also offers incredible image quality with QLED technology. **More speed and response capacity for better results.**



### STORAGE



#### T7 SSD

The T7 and T7 Touch (portable) solid state drives (SSD) combine a compact and elegant design with the best features given that they offer the **fastest data transfer speeds to date** as of their launch (1,050 MB/s, up to 9.5 times faster than conventional external hard drives). Plus, they provide stronger **information protection** with password encryption.

#### SSD 870 QO SATA SSD

This second-generation QLC (quad-level cell) flash storage unit sets a **new standard for large-volume storage** as it has up to eight terabytes of capacity. It includes '**Intelligent TurboWrite**' technology which provides the greatest performance through a variable SLC buffer as well as 'Data Migration' and 'Migration 6' software so users may more easily update, manage and optimize the SDD.



#### PRO plus and EVO Plus SD Cards

**Speed and durability** are the outstanding characteristics of these SD cards which were designed to be used in a **wide range of devices** including DSLR, compact and mirrorless cameras, video cameras and PCs. The PRO Plus range guarantees sequential reading and writing speeds of up to 100 MB/s and 90 MB/s, respectively, and allows impeccable UHD 4K video recording. The EVO Plus family also guarantees fluid reproduction with 4K and Full HD video editing.





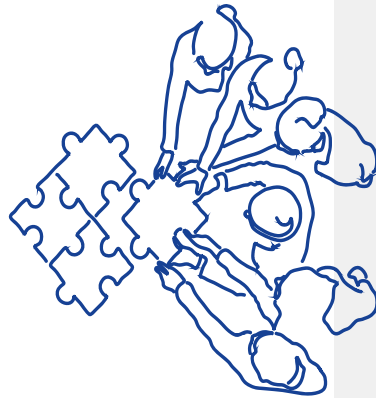
4

**SOCIETY**  
**TECHNOLOGY WITH PURPOSE**

# SOCIETY TECHNOLOGY WITH PURPOSE

At Samsung, we work to enhance people's lives and **break down barriers through technology.**

In Spain, this philosophy is materialized under the motto "Technology With Purpose", an idea that moves us every day and which is present in everything we do. We want to improve society and in order to do so, we are constantly collaborating with public and private entities so that **our initiatives in the areas of education, culture, employment and accessibility have a positive impact and truly benefit the communities where we're present.**



## Education

We create new paths for learning with technology and innovation, all while fostering equal access and development opportunities to improve the education level of tomorrow's society.

### Samsung Smart School

This initiative, which is a clear example of public-private collaboration, aims to **promote the use of technology in the classroom** and encourage the development of digital skills among students. Ever since it was created in 2014, the program has been implemented in 108 5th and 6th grade classrooms, has trained some **700 teachers** and has had an impact on more than **4,000 students** at **40 public schools** all over Spain. In fact, 95% of the teachers in the program stated that they were able to **better adapt to the situation during the pandemic** thanks to what has been learnt with Samsung Smart School. This helped make it possible to keep students learning over the first few months of the lockdown.



### Award for One of the Programme's Schools

The public school CEIP Gumersindo Azcárate in León was one of the winners of the 12<sup>th</sup> Stars in Education School Teaching Awards in recognition for their contribution to educational development in the world. The students at this school, which is part of the Samsung Smart School project, come from underprivileged families.





### Alliance with Mediamarkt for Save the Children

With a view to promoting the social education project Save The Children which is aimed at **reducing the digital gap**, we joined Mediamarkt to donate two euros to this NGO for each **Galaxy Fit 2** activity bracelet sold. Thus, we helped reinforce development and education among young people in situations of vulnerability.



### A Year Driving Sustainable Development

At Samsung, we work to support and promote the sustainable development goals (SDGs) by spreading social awareness and encouraging people to also collaborate. In order to do so, we aligned a year ago with the United Nations Development Programme (UNDP) and **launched the Samsung Global Goals app** which offers Galaxy users the possibility of learning more about the SDGs and actively participating in small actions. We updated this tool, which has already been downloaded more than 45 million times around the world, in 2020 to enhance the user experience and offer information more specifically linked to each SDG.



### 7th Edition of Great Teachers!: The Excitement of Educating

This even, which we organize each year along with Santillana and the Atresmedia Foundation, aims to pay homage to teachers all over Spain. The 2020 edition, which was held in February, featured the **participation of 1,700 teachers**. Excitement was at the core of this ceremony through which we wanted to once again make clear the relevant role of these professionals given their contributions to education and training the citizens of the future.



## Culture

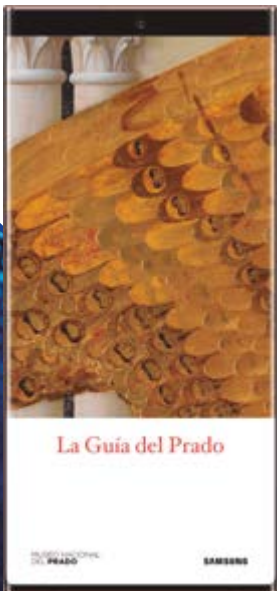
At Samsung, we're convinced that culture is an unbeatable vehicle for social development. Therefore, we've been collaborating for nearly a decade with the most important cultural centres in Spain by offering our solutions to bring the arts closer to society and enhance the experience.



### Prado Museum

We've been collaborating since 2013 with the Prado Museum, the most important painting museum in Spain, as part of a public-private alliance aimed at enhancing the experience in and outside the museum with the development of interactive and multimedia projects.

One of the most recent examples is **The Prado Guide app**, the first ever created for the museum for smartphones as an important step in bringing art closer to society through responsible use of technology. The app makes 400 works of art from the Prado available to users to enjoy anywhere, anytime either to prepare for a visit or study the details of the different pieces. Moreover, all the works of art come with a technical data sheet and the images can be downloaded in high definition.

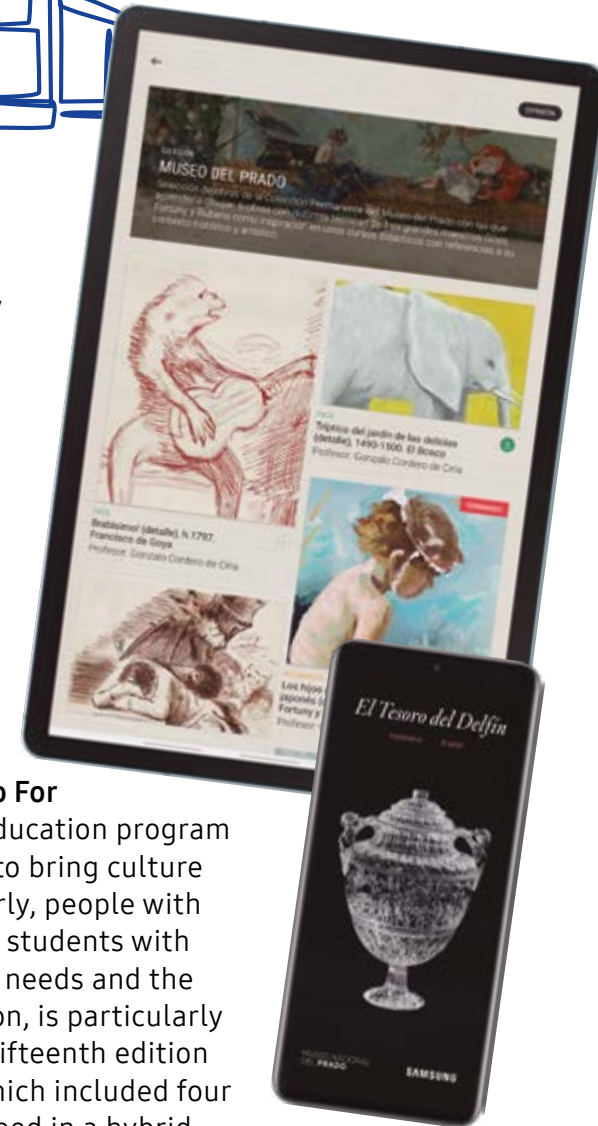


It's the second official Prado app following **The Dauphin's Treasure** which back in 2018 became the very first decorative art application available for smartphones and tablets. It's used to get detailed data, descriptions and the history of the works of art in this collection which belonged to King Philip V (1683-1746), which are conserved at the museum.

Another example of the fruitful collaboration between Samsung and the Prado is the **S Pen Academy app** which offers art and new technology enthusiasts a unique tool to learn and delve deeper into drawing and painting techniques through courses. The collection of Prado drawings makes it possible to recreate details from the following works of art: *Universal Language*. *The Author Dreaming and Bravissimo!* by Francisco de Goya; *The Garden of Earthly Delights* by El Bosco; and *The Painter's Children in the Japanese Room* by Mariano Fortuny.

Also standing out is the **'Art Store'** by Samsung which has a list of 48 works of art from the museum so The Frame users can enjoy an unbeatable cultural experience right at home.

Likewise, the project **'The Prado For All'**, which is an education program that was created to bring culture closer to the elderly, people with cognitive decline, students with special education needs and the migrant population, is particularly noteworthy. The fifteenth edition began in 2020, which included four initiatives developed in a hybrid manner; in other words, physically and virtually.







### National Thyssen Bornemisza Museum: More Art for The Frame

As part of our efforts to promote the art world and culture, we've reached an agreement with the Thyssen Museum to **include 38 new works of art in our 'Art Store'**. These pieces are being added to the six already available since 2019 following the 'The Impressionists and Photography' exhibit organized in collaboration with the museum. Thus, our The Frame television now has a catalogue of 44 works of art from the Thyssen including post-impressionism references of the likes of *The Stevedores in Arles* by Van Gogh and *Bottle, Carafe, Jug and Lemons* by Paul Cézanne. Also available are paintings by German expressionist August Macke, Italian landscape painter Canaletto and Juan Gris, a master of Spanish cubism.



### The Royal Theatre Expands its Offer Through the 'My Opera Player' App

Samsung, Telefónica and Endesa have taken one step further towards the future by implementing the **'My Opera Player' app, the Royal Theatre video platform**. The app, which now joins the version for smart TVs created in 2019, offers the opportunity to enjoy exclusive content on the brand's mobile devices. With this application, the Royal Theatre is consolidating its international presence with a new catalogue that includes its own productions as well as titles from other important lyrical coliseums such as the Opera of Paris, the Royal Opera House, the Bolshoi Theatre, the Gran Teatre del Liceu and the Great Chinese National Theatre.



### The Spanish National Archaeology Museum in Virtual Mode

The closing of cultural centres due to the pandemic did not halt visits to the National Archaeological Museum, at least digitally, through the **MAN Virtual platform** which experienced user peaks in the first half of 2020 ten times higher than normal.

The same occurred with the **MAN Virtual Classroom**, the education tool that allows teachers to prepare personalized itineraries for their students so they may enjoy the museum remotely. The number of visits pre-designed by qualified personnel for students at different education levels increased in 2020.



## Employment and Entrepreneurism

We use technology to foster entrepreneurship and enhance access to the job market by focusing on the most vulnerable groups of people to encourage equal opportunities.



### Samsung DesArrolladoras

Our training programme for women in the field of web programming, Samsung DesArrolladoras, is now in its third edition. The initiative, which has already successfully trained more than 1,200 students, is aimed at **boosting Spanish female talent in STEM professions** (Science, Technology, Engineering and Mathematics) **and helping to reduce the gender gap in sectors like programming** (according to European Commission data, only 30% of the people who work in ICT are women). The 2020 edition offered 1,000 vacancies which we've increased by 16% due to the high number of applications. The nine-month training is free of cost and online. It's divided into three phases for a total of 350 hours.



### An Award-Winning Project

**Samsung DesArrolladoras** was recognized with a **Digital Skills Spain Awards 2020** prize in the Digital Skills for Women and Girls category as part of the 3rd Alliance for Digital Talent Development Forum organized by AMETIC. This recognize reaffirms our commitment to equality and our strategy of breaking down barriers through technology.

## Samsung DevSpain

Samsung DevSpain is the community for Spanish Samsung developers which already has more than **9,700 members**. The initiative offers a complete programme of events, courses and publications carried out in order to **provide tools and knowledge** for local developers, support entrepreneurship through innovative projects and foster access to new challenges and opportunities for professionals.

In 2020, 5G was the star of Samsung DevSpain. One of the year's milestones was the **'5G: Technologies and Vertical Applications' Report**

which details the technical characteristics and evolution of this technology as well as the sectors of application and most breakthrough and innovative use cases.

Another annual milestone was **DevDay**, the community's annual conference which was held virtually for the first time ever in 2020. The eleventh edition made clear the role for Samsung DevSpain in **promoting innovation in Spain** with several conferences focusing on aspects as relevant as 5G, artificial intelligence and **the role of women in technology**.



## Winners of the Top Developer Awards

The Top Developer Awards 2000 were handed out at the annual Samsung DevSpain gala ceremony. These awards recognize the work of the Samsung software developer community in Spain and its best apps of the year which enrich the Galaxy Store app ecosystem.

- ◆ Smart TV category: **Alacarta RTVE**
- ◆ Mobile device category: **GOAZ**
- ◆ Apps with a social component: **Tallk**
- ◆ Apps with a cultural component: **MAN Aula Virtual**



## More Training and Employment with Samsung Innovation Campus

The goal of this training programme, which focuses on new technologies and artificial intelligence, is to **stimulate youth learning and employability in Spain**. In 2020, we created a new **free online course on artificial intelligence for women** taught by the Polytechnical University of Madrid. Students get access to 240 hours of cutting-edge educational content with training in statistics, programming and machine learning.



## Accessibility and Wellbeing

We want access to technology to be universal and engage in innovative projects that bring us closer and closer to reaching this goal all while enhancing people's quality of life.

### Collaboration with FECMA

We've been collaborating with the Spanish Breast Cancer Federation (FECMA) for more than 12 years in order to help spread awareness among society for this disease which affects more than 32,000 women in Spain each year. In order to continue supporting the federation's work and its fight against breast cancer, **we donated 100,000 euros** in 2020. What's more, **we extended the 'Day Off for a Check-Up' campaign to 2021**. It's an initiative that was set up by both entities which made us the first company to give employees a day off for medical check-ups.



### Our Annual Report is Now More Accessible

In line with our commitment to bring technology to the disabled, we made the digital version of the annual Samsung Electronics Iberia, S.A.U. annual report accessible in 2020 for the first time ever. It's a PDF that **allows access to the entire content for the blind or people with vision problems** through a complete description in 'Read Mode'.





## ONCE Foundation Accessibility Seal

Samsung has become the first manufacturer to receive universal accessibility classification from the ONCE Foundation for its terminals, specifically the **Galaxy S20 and Note 10**. The Amovil seal, which was developed by the ONCE Foundation in collaboration with ILUNION Tecnología y Accesibilidad, offers information on the accessibility features available on commercially-sold terminals. Thus, it ensures these devices **comply with universal accessibility requirements**.



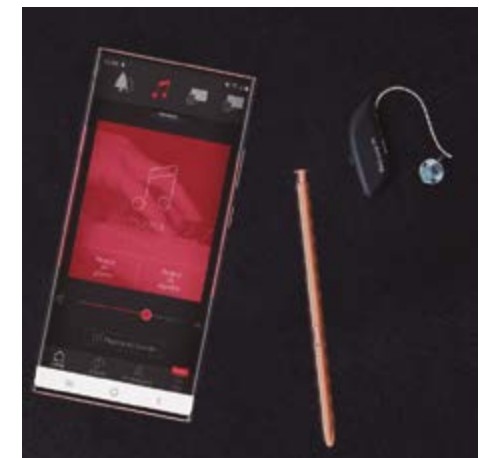
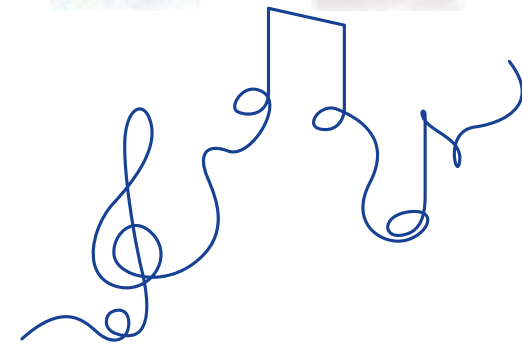
## Talkk, An App that Fosters Communication

Along with the Luzón Foundation, we've presented the application Talkk, an innovative tool that **enables communication in people with reduced mobility and no oral language capabilities** such as ALS patients. The app is the first to support basic communication based on eye tracking technology for Samsung Galaxy Tab tablets. It's an important project with which we help give people with such pathologies more independence and enhance their quality of life.



## Enhanced Smartphone Hearing Features

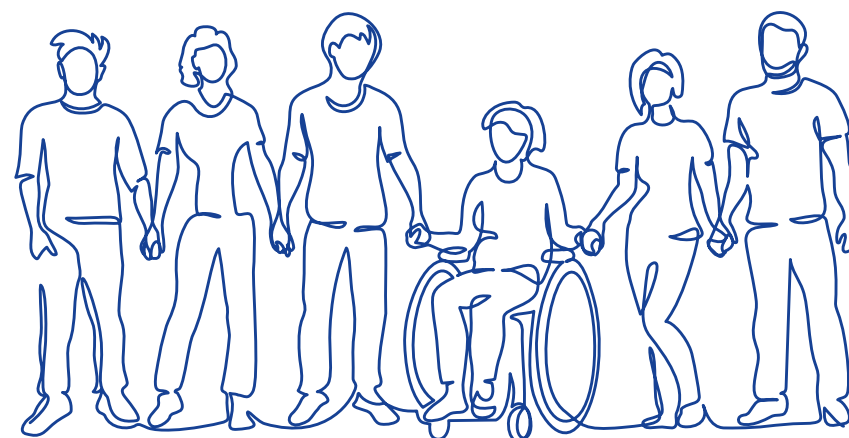
In cooperation with the Danish hearing solution manufacturer ReSound, we've been working at Samsung to adapt and **equip our smartphones with greater accessibility** to make their use easier for people with hearing loss. Our Galaxy Note20 and Note20 Ultra 5G models are now compatible with the new line of ReSound ONE hearing aids both to send audio in streaming as well as to be used as a remote control via an app specifically developed for such purpose. Through this collaboration, both companies have created a **permanent multidisciplinary team to verify the hearing accessibility** of the different Samsung terminals.



## IPSOS, A Study to Get To Know Us Better

At Samsung, we wanted to know a little more about **Spaniards' habits during the lockdown and their thoughts about the future**. Thus, along with IPSOS Spain, we conducted a complete study which offered very significant information on topics as interesting as education, relations and leisure.

- ◆ **Distance learning.** 82% of all households with children between the ages of 4 and 18 stated they had the necessary resources for online classes during the lockdown. On the other hand, 87% believed the teachers and schools would encourage the use of technology once the pandemic is over.
- ◆ **More telework.** 36% of Spaniards engaged in telework and rated this option very positively in terms of time and cost savings as well as the balance between one's personal and work life. 96% of them said they had the necessary equipment to work remotely (their own or provided by the company).
- ◆ **Confined, but not bored.** Cooking, sports, watching TV and gaming were the main sources of entertainment for Spaniards trying to get through the lockdown. Moreover, 65% of them said they had used their TV more and had watched more content on streaming platforms.
- ◆ **A desire to see others.** 66% of those surveyed used video calls more during the lockdown and half of the population said they would continue doing so following the return to normality.
- ◆ **Online shopping.** Online shopping increased during the lockdown in 12 out of the 14 categories analysed, particularly for technology and food. 39% stated they had shopped online for food for the first time ever or more frequently than before the pandemic.



## 'Technology for People' Event

For World Disability Day, we collaborated with Servimedia to hold **'Technology for People'**. Through this online dialogue, institutions and social organizations discussed the company's initiatives in accessibility, highlighting projects like the Talkk app.

## Other Collaboration



### For Children with the Red Cross

For Christmas 2020, we renewed our commitment to the Red Cross project **'Their Rights at Play'** by helping to raise funds to take educational toys to underprivileged homes. The campaign also aims to spread awareness for **the importance of play in personality development during early ages**. In 2019, our collaboration with the Red Cross meant more than 600 families were able to give their children a Christmas present thanks to 1,500 donors who contributed through our network of 70 Customer Service centres around the country.



### Revolution at Madrid Fashion Week

In 2020, we continued to support the fashion world through our participation at MBFWMadrid. We made history at the 71st edition with **the very first 5G fashion show in Spain** which connected IFEMA pavilion 14.1 and the Samsung flagship store at El Corte Inglés Callao through the 5G network to present proposals by Yvan Andreu, the winner of the Samsung EGO Innovation Project.

### Samsung EGO

Our catwalk for emerging talents has already been held 14 times, becoming the best showcase for **young talent in the world of fashion who include technology in their creations**. Moreover, the 10,000 euro EGO Innovation Project award is our way to acknowledge the best initiatives. In 2020, the winners were Paula Alegría, from Madrid, with her *Arquitectura de lo vivo y lo no vivo* collection and Yvan Andreu, from Alicante, with AURA.







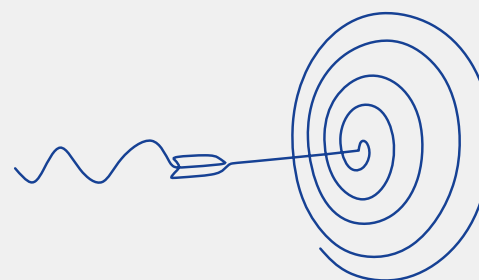
5

# CHALLENGES FOR THE FUTURE



# CHALLENGES FOR THE FUTURE

In 2020, we celebrated our first 30 years in Spain as a success story we wish to continue building over the coming decades through innovation and a commitment to people, the two identity signs that have marked and will continue to mark the company's path in this country and around the world.



Our goal is to make it so that customers, shareholders and institutions will continue to trust in Samsung to design a more connected and prosperous future together that benefits everyone. The idea is for technology to be a vehicle that helps us grow and improve in all areas: business, education, public management, entertainment, etc. And to do so, we must work with

immense digital responsibility; in other words, implicating ourselves in development as well as in the potential repercussions of new applications always focusing on security, privacy and ethics.

Likewise, we must keep our social commitment in order to stimulate sustainable growth all while enhancing people's lives. To this end, we must continue invigorating the sectors in which we've been working for years through our 'Technology With Purpose' programme which includes culture, education, employability, accessibility and, of course, sustainability and environmental protection.

This is the only way we'll be able to continue fulfilling our purpose, strengthening our position of leadership and leaving our mark on society. In another 30 years, we'd like to look back and feel the same pride we do now. It won't be easy, but we have the people, ambition and, above all, the vision for the future required for this demanding challenge.

## Our Next Steps

### VISION

- ◆ **Artificial intelligence:** It's already a reality in many devices from household appliances to smartphones and a trend that will no doubt go even further in consumer electronics. We must cooperate with the entire industry to achieve open and secure ecosystems all while guaranteeing users' privacy and giving them tangible benefits.
- ◆ **Connectivity:** We'll continue working to strengthen our solutions in the field of IoT (Internet of Things) where the SmartThings Cloud platform and our line of 5G products help us bring the connectivity needed for the future even closer.
- ◆ **Experience:** We'll continue working to achieve the best user experience which is simple, practical and intuitive through our services and devices. Technologies like 8K and Microled are already foreshadowing our next steps in this area. Design is also becoming an element of differentiation in order to attract customers: the Bespoke range or The Frame TV are clear examples.



### SOCIETY

- ◆ **Technology and education:** We'll continue promoting technology as the vehicle for enhancing knowledge, helping teachers and students develop and expand their digital skills through our education programmes.
- ◆ **Equal opportunities:** We want to continue stimulating employability and entrepreneurship among all groups of people through talent and training just as we do with projects as important as DesArrolladoras.
- ◆ **A more accessible world:** We know that technology breaks down barriers and that's why we'll continue working to design solutions that help everyone improve their quality of life and create a more fair, inclusive and accessible world.



# ABOUT THIS REPORT

## SAMSUNG

Company	Samsung Electronics Iberia S.A.U.
Country	Spain
Period covered	2020
Frequency	Annual
Registered address	Parque Empresarial Omega, Avenida de Barajas, 32, Edificio C 28108, Madrid

### More Information

Email: [comunicacion@samsung.com](mailto:comunicacion@samsung.com)

Website: [www.samsung.com/es](http://www.samsung.com/es)



**SAMSUNG**