

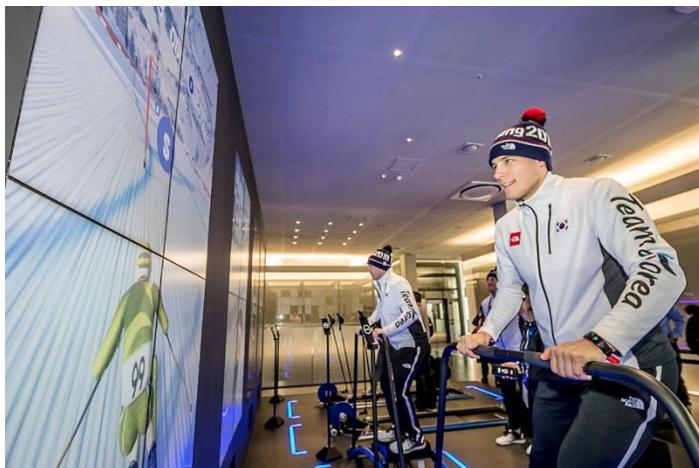
OLYMPIANS FROM AROUND THE WORLD VISIT SAMSUNG OLYMPIC SHOWCASE IN GANGNEUNG OLYMPIC PARK DURING OLYMPIC WINTER GAMES PYEONGCHANG 2018

During the first few days of PyeongChang 2018, athletes from Korea, Italy, and India experienced the Samsung Olympic Showcase in Gangneung Olympic Park. While at the Samsung Olympic Showcase athletes were able to experience a variety of breakthrough innovations and interactive activities powered by Samsung technology.

The Samsung Olympic Showcase is specifically designed to help athletes and fans embrace the excitement of the Olympic Winter Games, enabling them to create, capture and share their own experiences while celebrating the Olympic Spirit.



Members of the South Korea Men's National Ice Hockey team, Bryan Young, Mike Testwuide, Michael Swift, Matt Dalton, and Brock Radunske visit the Samsung Olympic Showcase in Gangneung Olympic Park in South Korea during the Olympic Winter Games PyeongChang 2018.



Team members from the South Korea Men's National Ice Hockey team show off their skills with winter sports skills by participating in the Galaxy Fitness Alpine Skiing at the Samsung Olympic Showcase in Gangneung Olympic Park in South Korea.



Matt Dalton from the South Korea Men's National Ice Hockey team feels the exhilaration of gliding down snowy mountains and precipitous cliffs through the Snowboarding VR experience at the Samsung Olympic Showcase in Gangneung Olympic Park in South Korea. The film is displayed through the Samsung Galaxy smartphone and compatible Gear VR.



Inside the Infinity Room at Samsung Olympic Showcase in Gangneung Olympic Park, Matt Dalton, Michael Swift, and Mike Testwuide from the South Korea Men's National Ice Hockey team experience kaleidoscope like wondrous views controlled by PyeongChang 2018 Olympic Games Limited Edition.



Inside the Infinity Room at Samsung Olympic Showcase in Gangneung Olympic Park, Matt Dalton and Mike Testwuide from the South Korea Men's National Ice Hockey team are all smiles at the kaleidoscope like wondrous views controlled by PyeongChang 2018 Olympic Games Limited Edition.



Snowboarder from Italy, Omar Visintin experiences simulated Olympic Snowboarding through 4D motion virtual reality at the Samsung Olympic Showcase in Gangneung Olympic Park in South Korea. The film is displayed through the Samsung Galaxy smartphone and compatible Gear VR.



Six-time Olympian from India, Shiva Keshavan poses for a photo with his PyeongChang 2018 Olympic Games Limited Edition at Samsung Olympic Showcase in Gangneung Olympic Park in South Korea. In collaboration with the International Olympic Committee (IOC), Samsung presented over 4,000 devices to all Olympians, allowing them to capture and share through Samsung mobile technology to enhance their Games-Times experiences.



A true example of “Do What You Can’t,” six-time Olympian from India, Shiva Keshavan stops to hold the Olympic torch as he learns about Samsung’s 20-year heritage as a Worldwide Partner in the Wireless Communications Equipment category while visiting the Samsung Olympic Showcase in Gangneung Olympic Park in South Korea during the Olympic Winter Games PyeongChang 2018.

About Samsung’s Involvement in the Olympic Games

Samsung began its Olympic Games involvement as a local sponsor of Olympic Games Seoul 1988. Beginning with Olympic Winter Games Nagano 1998, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform and mobile devices. These innovative mobile technologies provide the Olympic Community, athletes and fans around the world with interactive communications and information services, and Samsung Pay. Samsung hosts various Olympic



campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through PyeongChang 2018, and Tokyo 2020 in the Wireless Communications Equipment and Computing Equipment category.

About Samsung Electronics Co., Ltd.

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