



Samsung Sets Mobile Standard: Samsung Galaxy S9+ Awarded Best New Connected Device at Mobile World Congress 2018

Samsung's innovative flagship device, mobile payment service, DeX and Gear VR receive over 30 awards

BARCELONA, Spain – Mar. 2, 2018 – Samsung Electronics is pleased to announce that it received over 30 awards at Mobile World Congress 2018, including “Best New Connected Device” at the annual Global Mobile Awards (GLOMO Awards) for the Galaxy S9+. The Galaxy S9+ was selected for its refined design, advanced camera and outstanding performance. The Galaxy S9+ reimagines the way people communicate, share and experience the world.

“Congratulations to all of the winners and nominees of the 2018 GLOMO Awards,” said Michael O’Hara, Chief Marketing Officer, GSMA. “The GLOMOs recognize the best of the best in mobile, highlighting the technologies, products, companies and individuals that are pushing the boundaries of ingenuity and innovation and creating a better future for all of us. We thank all of our entrants, judges, sponsors and partners for supporting the 2018 GLOMOs.”

The Galaxy S9+ also received recognition from TechRadar, Android Authority, Alphr and PC Mag, and the Galaxy S9 was awarded by organizations such as PhoneArena, Android Central, Expert Reviews, Android Police, T3 and Ubergizmo.

Several of Samsung’s innovative technologies and devices were also recognized, including:

- **Samsung Pay** was awarded “Best Mobile Innovation for Payment” at the GLOMO Awards for its industry-leading mobile payment service that is simple, safe and available almost anywhere you can swipe or tap your card.
- **Gear VR with Controller** was recognized as “Best Mobile VR or AR” at the GLOMO Awards for setting and exceeding the standard for VR experiences.
- **Samsung DeX** was awarded “Best of MWC 2018” by ITPro, and best accessory by Tom’s Guide and Digital Trends for its ability to empower a mobile lifestyle by bringing an easy-to-use, full-screen experience to the mobile handset.

“We are honored to be recognized by the GSMA and many organizations for our mobile technologies,” said Younghee Lee, Chief Marketing Officer and Head of Global Marketing, Mobile Communications Business at Samsung Electronics. “The way people use their devices and what they want from technology is changing. At Samsung, we remain committed to listening to our customers and pushing ourselves to deliver not just the best products and services, but ways to make their experiences better.”

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.