



Samsung Leads J.D. Power's 2016 Home Appliances Customer Satisfaction Rankings in number of segment awards for Third Consecutive Year

This year, Samsung ranked highest in 6 of 11 categories for customer satisfaction, including front-load washers, top-load washers, clothes dryers, dishwashers, freestanding ranges, and side-by-side refrigerators

For second consecutive year, Samsung was top ranked in all three laundry segments, including front-load washers, top-load washers and clothes dryers

Seoul, Korea – August 1, 2016 – Samsung Electronics once again ranks at the top for customer satisfaction in several segments of J.D. Power's 2016 Kitchen Appliance Satisfaction Study and 2016 Laundry Appliance Satisfaction Study. It is the third consecutive year for Samsung to receive the highest number of segment honors in the study.

Founded in the United States in 1968, J.D. Power is the world's leading authority on customer satisfaction in automobiles, laundry and kitchen appliances, health care, and numerous other industries. The company surveys thousands of recent appliance purchasers every year, measuring satisfaction across six factors: performance and reliability, ease of use, features, styling/appearance, price, and warranty.

On July 19th, J.D. Power announced its 2016 study results, with Samsung ranking highest in customer satisfaction across six segments, including front-load washers, top-load washers, clothes dryers, dishwashers, freestanding ranges, and side-by-side refrigerators. It is the third consecutive year for Samsung to win the highest number of segment awards among the surveyed companies, beating last year's highest ranking in 4 segments.

Samsung is also the first in the industry to receive the highest scores for two years in a row in the laundry segments, which include front-load washers, top-load washers, and dryers, clearly demonstrating the world-class performance of its products.

Samsung earned a score of 857 for its front-load washers, which is well above the segment average of 829, enabling it to maintain its top position for the third consecutive year while outperforming all other manufacturers in both top-load washer and dryer segments by over 30 points for the second consecutive year.

Additionally, Samsung ranked highest among 14 brands in the dishwasher segment for the first time, with a score of 837, which is 30 points higher than the segment average of 807.

These strong outcomes demonstrate Samsung's positioning and reputation for satisfaction and reliability in the eyes of American consumers. J.D. Power specifically mentioned Samsung's strong performance in terms of both styling/appearance and features and performance.

"Continued recognition from J.D. Power's annual studies is made possible due to our customer-first approach and our commitment to exceptional customer satisfaction through continuous innovation," said Jae-soon Park, Executive Vice President, Head of Global Sales & Marketing, Digital Appliances Business. "We will continue to deliver outstanding customer experiences through innovative products that deliver meaningful innovation."

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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[Reference]

■ link

<http://www.jdpower.com/press-releases/jd-power-2016-kitchen-laundry-appliance-satisfaction-study>

■ Laundry and kitchen appliance segments

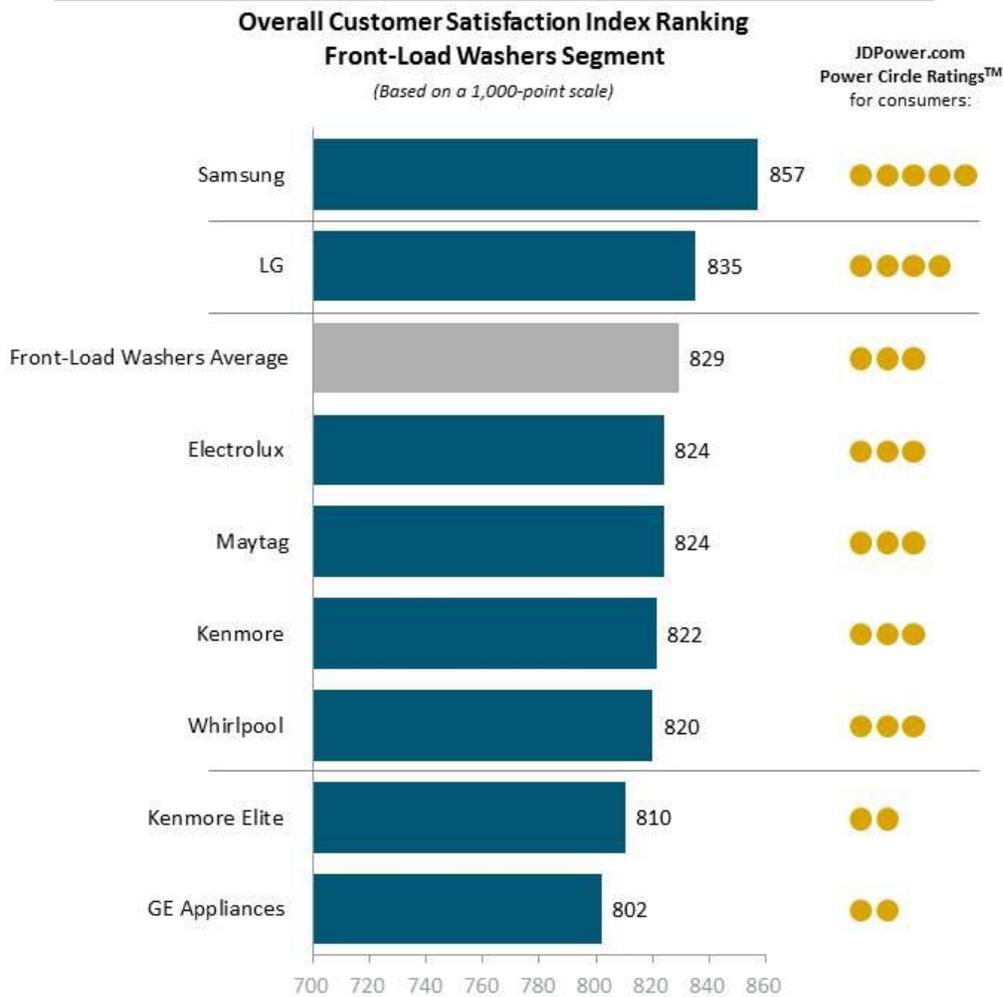
Segment	Rank		Score				
	Samsung	Total	Samsung	Avg	(Gap)	Lowest	(Gap)
Front-load Washer	1	8	857	829	28	802	55
Top-load Washer	1	9	845	815	30	766	79
Dryer	1	10	857	825	32	775	82
Dishwasher	1	14	837	807	30	774	63
Free-standing Range	1	13	841	822	19	768	73
Side-by-side Refrigerator	1	11	826	808	18	784	42
Range Microwave	2	13	822	801	21	777	45
French door refrigerator	2	10	843	829	14	806	37

* Green cells: The segments that samsung ranked highest in 2015 J.D. Power study.

■ J.D.Power 2016 Laundry Appliance Satisfaction Study

- Front-Load Washers

J.D. Power 2016 Laundry Appliance Satisfaction StudySM



Source: J.D. Power 2016 Laundry Appliance Satisfaction StudySM

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■ J.D.Power 2016 Laundry Appliance Satisfaction Study

- Top-Load Washers

J.D. Power 2016 Laundry Appliance Satisfaction StudySM



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

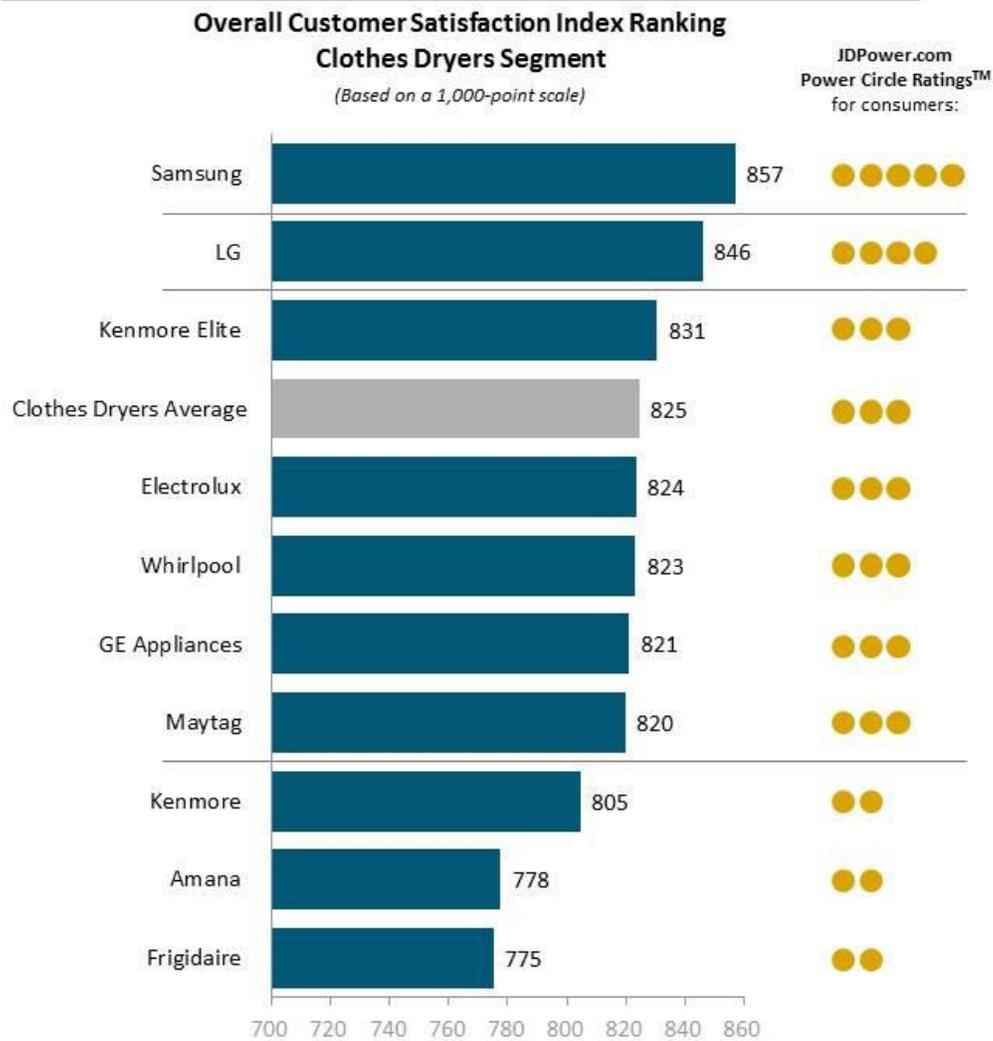
Source: J.D. Power 2016 Laundry Appliance Satisfaction StudySM

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■ J.D.Power 2016 Laundry Appliance Satisfaction Study

- Clothes Dryers

J.D. Power 2016 Laundry Appliance Satisfaction StudySM



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

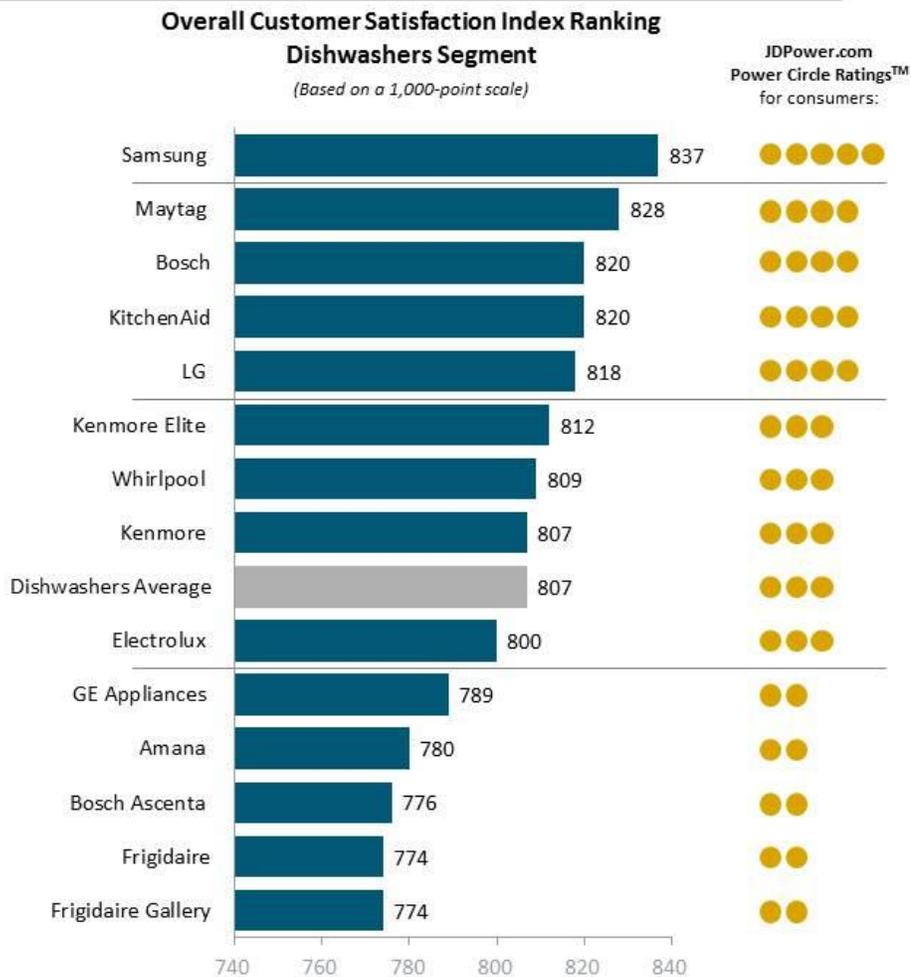
Source: J.D. Power 2016 Laundry Appliance Satisfaction StudySM

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■ J.D.Power 2016 Kitchen Appliance Satisfaction Study

- Dishwashers

J.D. Power 2016 Kitchen Appliance Satisfaction StudySM



Source: J.D. Power 2016 Kitchen Appliance Satisfaction StudySM

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■ J.D.Power 2016 Laundry Appliance Satisfaction Study

- Freestanding Ranges

J.D. Power 2016 Kitchen Appliance Satisfaction StudySM



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

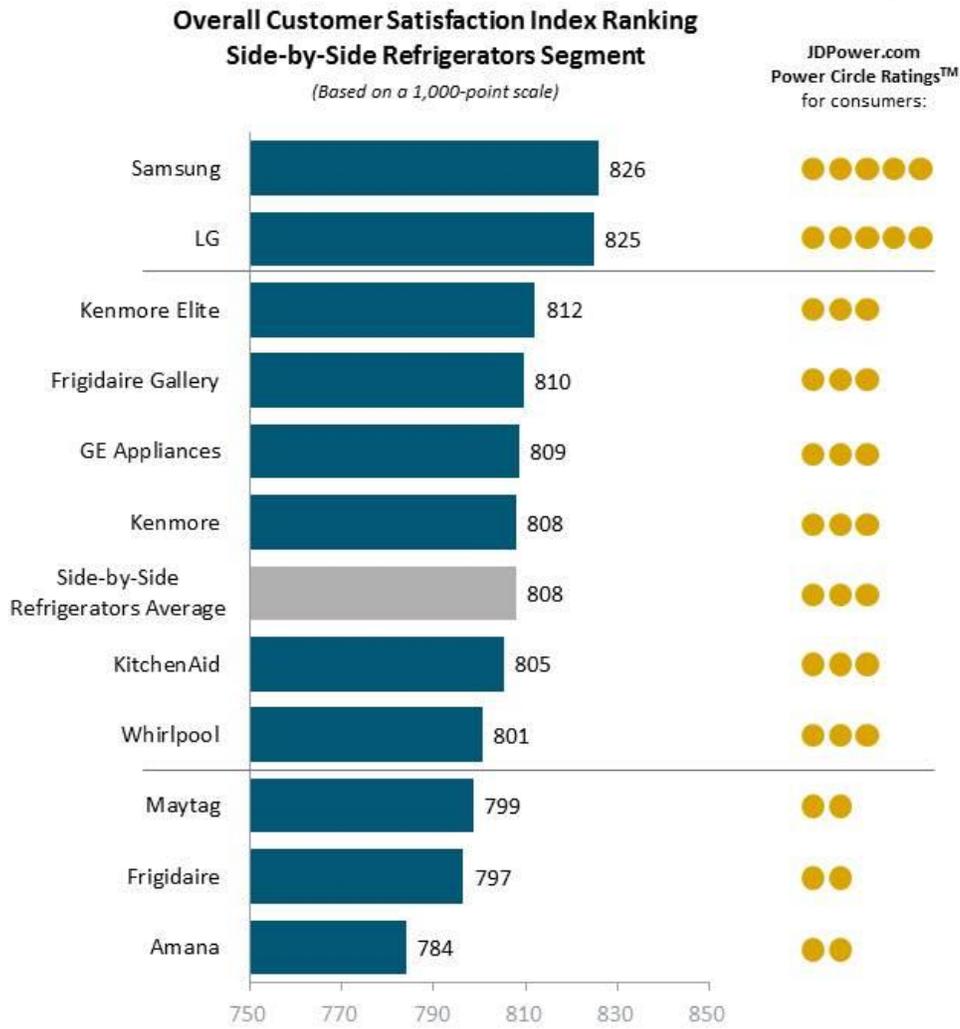
Source: J.D. Power 2016 Kitchen Appliance Satisfaction StudySM

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■ J.D.Power 2016 Kitchen Appliance Satisfaction Study

- Side-by-Side Refrigerators

J.D. Power 2016 Kitchen Appliance Satisfaction StudySM



Power Circle Ratings Legend

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- Better than most
- About average
- The rest

Source: J.D. Power 2016 Kitchen Appliance Satisfaction StudySM

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