

Samsung Electronics Unveils Innovation That is In Sync with Real Life at the 2016 Samsung MENA Forum

- *Samsung continues to push the boundaries towards its vision of delivering innovation that matters*
- *2016 SUHD TVs with Quantum dot display are Samsung's smartest, most advanced TVs ever, offering true-to-life picture quality and breathtaking design*
- *Paves the way for smarter living with groundbreaking home appliances - Twin Cooling Plus™ Refrigerator, T9000 4-Door Flex Refrigerator and AddWash Washing Machines*
- *Breaks new ground in mobility with the introduction of the revolutionary Galaxy TabPro S, Gear S2 and Galaxy View*

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Middle East and North Africa (MENA), today, unveiled innovation that is making a meaningful difference in people's lives during the Samsung MENA Forum 2016 in Lisbon, Portugal. The company highlighted how the intersection of great technology, content and services would shape the future and push boundaries to build an ecosystem that promotes smarter living and a connected future.

"Samsung is recognized for breaking barriers, pushing boundaries and shaping the future through the convergence of great technology, content and services. Our ambition in 2016 is to continue paving the way for meaningful innovation and raising the bar when it comes to delivering pioneering products to the MENA region," said Mr. Choong Ro Lee, President of Samsung Middle East and North Africa.

Samsung is delivering innovation that matters to the Middle East and North Africa (MENA) region by bringing likeminded players in terms of the developer community, major companies, and regional content providers together to bring a smarter, more connected future to the Middle East.

As Samsung continues to deliver meaningful innovation to its customers in the region, the company is also committed to using its technological innovation to contribute to the benefit of society at large.

Speaking of his company's view on Corporate Social Responsibility, Mr. Lee said, "We believe it's our responsibility to contribute to the social wellbeing of the MENA community. We have been using our technologies to help enhance the lives of others across the region for almost a decade."

In line with its growing role in the region, Samsung MENA was the recipient of five prestigious Cannes Lions Awards for community inspired initiatives - Samsung Tunisia's Back up Memory mobile app campaign for Alzheimer's patients, as well as Samsung Turkey's Hearing Hands call center project. Moreover, Samsung has joined hands with NGOs, Ministries of Education and Universities to help provide an improved learning experience through its Smart Schools and Tech Vocational Training Centre initiatives.

Shaping the Future of Home Entertainment

Samsung is setting the standards for a superior viewing experience by bringing the next generation of consumer inspired innovation to its 2016 home entertainment lineup.

Samsung unveiled its spectacular new line-up of SUHD TVs that feature unparalleled picture quality with Quantum dot display, the world's first bezel-less curved design which is beautiful from every

angle and the smartest user experience that makes it easy for consumers to access all their entertainment content in one place.

Built on the Tizen operating system (OS), Samsung's 2016 Smart TVs make it easier for consumers to discover and access all their favorite content and services, from TV and movies to games and program information, all in one place.

The new Samsung Smart TV eliminates the need to juggle multiple remote controls. The Samsung Smart TV will automatically recognize the type of, game console, OTT box or home theater system that is connected to the TV. This allows users to control such devices with the Smart Control remote — with no setup required.

Samsung is bringing the #1 Premium VOD Player in the MENA region, with its vast array of entertainment content to its Smart TV customers through our partnership with MBC SHAHID PLUS. This collaboration offers viewers a choice of on-demand exclusive Arabic series, shows and the latest Arabic movies.

Samsung also unveiled the latest additions to its audio product lineup, including the new soundbar lineup with the wireless rear speaker kit that creates a "True" surround sound system without any wire, and Samsung's Wireless Audio 360 Speakers that deliver the 'sweet spot' everywhere in the home with proprietary 'Ring Radiator' technology for a rich and vibrant audio experience.

Groundbreaking Technologies for Smarter Living in the Home

Samsung has introduced first-of-its-kind technologies to bring real innovation to the home. Transforming the home category from nice to have, to can't live without, Samsung Digital Appliances pave the way for a smarter living with simple, thoughtful innovations that offer improved flexibility, convenience and functionality.

The pioneering Samsung RT7000 refrigerator with Twin Cooling Plus™ technology is the new and only Top Mounted Fridge with two independent cooling systems for each the fridge and freezer, which offers consumers flexibility with cooling and storage depending on their needs. With five (5) conversion modes, it is adaptable and saves energy depending on the user requirements.

Samsung technologies are also redefining freshness when it comes to frozen food. The groundbreaking Precise Chef Cooling technology has now been applied to the freezer of the new T9000 4-Door Flex Refrigerator so consumers can experience 'first day fresh' food every day, even with frozen produce.

The new range of Samsung washing machines now come with the much needed practical solutions for an easier laundry experience. The new Samsung Add Wash front-load washer enables consumers to add items or additional fabric softener during wash cycle using the additional Add Door located on the upper part of the main washer door.

Breaking Barriers for Progress in Mobility

At the MENA forum, Samsung stressed the importance of expanding the Samsung ecosystem of connected devices and reiterated its commitment to developing products and services that can support users' different lifestyle needs and work seamlessly together to make their lives easier.



Jane Yun
Samsung MENA HQ
jane.yun@samsung.com

Gregory Henderson
LeoComm PR
gregory.henderson@leocommpr.com

Breaking new ground in productivity and innovation, Samsung announced a brand new mobile product category with the introduction of its Galaxy TabPro S, which integrates the most popular features of laptops and tablets. In less than a year, Samsung has also taken its virtual reality platform from concept to widespread adoption by expanding the compatibility of the Gear VR to a wide range of Samsung devices making virtual reality accessible to millions.

Maintaining the heritage of functional design through its wearables and mobile products, Samsung introduced the Gear S2 Classic with two new unique color variants—Rose Gold and Platinum, reflecting its commitment to bringing more choice with new material varieties to its consumers. Samsung also unveiled the Samsung Galaxy A (2016), a stylish mobile device that combines a large screen and a narrow 2.7 mm bezel for a superior viewing experience, perfect for customers who are not only practical, but want to express their personal style.

Committed to expanding its partner ecosystem to enhance regional consumers' viewing experiences, Samsung also revealed that its customers will receive limited subscriptions to premium regional content with every purchase of the Samsung Galaxy View. The 18.4" Full HD screen offers an unprecedented mobile entertainment experience, further enhanced by a one year free subscription to beIN sports, as well as three month free trials to Shahid Plus, Telly, Starz Play and icflix.

During the keynote address, Samsung also presented its vision for the Internet of Things, and how its strategies translate into products, platforms and forging novel connections across a variety of industries.

Samsung introduced innovative components, such as the bio-processor, an all-in-one chip which can process several different biometric signals specifically designed for health orientated wearable devices.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

###