

Samsung's Monthly TV Sales Top \$1 Billion in North America for First Time

Samsung Electronics achieved television sales of more than \$1 billion in October in North America, setting a new record for monthly sales in that market.

That sales record demonstrates how much Samsung has grown over the past 11 years. In September 2004, Samsung achieved \$100 million in monthly sales for the first time. Then, in October 2007, it reached \$500 million.

Samsung is enhancing its interactive experience marketing for customers. This year, Samsung expanded the Samsung Entertainment Experience areas into approximately 600 Best Buy stores, the world's largest multi-channel consumer electronics retailer. It is specially designed to allow consumers to explore Samsung products, including SUHD TVs and Samsung Audio Systems.

Samsung installed a Brand Wall (a wall made of Samsung TV screens) in approximately 2,600 Walmart stores.

In addition, Samsung Electronics received two industry-leading customer satisfaction awards in the annual J.D. Power 2015 High-Definition Television (HDTV) Satisfaction Report.

J.D. Power surveyed more than 3,750 consumers who purchased an HDTV in the past 12 months to arrive at these rankings. The study recognized Samsung as the highest ranking company customer satisfaction for two consecutive years in the categories of HDTVs 50 inches and above, and 50 inches or below.

The entire line of SUHD TVs features High Dynamic Range (HDR) technology, which has been called the future of UHD TV. HDR increases the brightness range and improves contrast, so lights and shadows reproduced on the screen look more realistic. SUHD TVs also use Samsung's revolutionary Nano Crystal Technology to create the most brilliant colors and details in the TV market.

"Samsung Electronics attaining over \$1 billion in monthly sales in North America shows that the Samsung has now become the most trusted and representative TV brand," said Yoon Lee, Senior Vice President of Visual Display Business at Samsung Electronics.

According to the NPD Group, a global information company, Samsung accounted for 35.1 percent of TV sales in the United States and 38.4 percent of sales in Canada, making it the leading TV seller in North America.

For UHD TVs (with a resolution of 3,840 pixels by 2,160 pixels), Samsung accounted for more than half of all sales in the third quarter of 2015—52.1 percent of sales in the United States and 54.4 percent of sales in Canada.

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