



Samsung Announces Expanded Strategic Partnership with Microsoft in the Enterprise Mobility Market

BARCELONA – February 27, 2017 – Today at Mobile World Congress, Samsung Electronics Co., Ltd., announced an expanded strategic partnership with Microsoft that will increase the mobility capability of professionals and support business' desire to transform through digital technology. With this partnership, Samsung and Microsoft will provide professionals with leading technology to work from anywhere and at any time by integrating the best of the companies' hardware, software, solutions and services.

Designed and engineered in close collaboration, Samsung and Microsoft are excited to introduce the new Galaxy Book, a new premium 2-in-1 device designed with the mobile enterprise customer in mind. Built on the Microsoft Windows 10 platform, the Samsung Galaxy Book provides easy access to the full Microsoft Office experience in an ultra-portable 2-in-1 design that delivers unmatched productivity for the professional on-the-go.

Available in 10.6-inch and 12-inch models, the Samsung Galaxy Book is lightweight with ultimate portability that is easy to take with you no matter where you're headed. The Galaxy Book brings the best in enterprise-grade performance with a 7th Generation Intel® Core™ i5 processor Dual Core 3.1GHz for the 12-inch and an Intel® Core™ m3 processor, Dual core 2.6GHz for the 10.6-inch.

Creating seamless experiences that allow simple and secure communication between devices is a key component to a successful mobile transformation. Samsung improved [Samsung Flow](#) with Microsoft on the Galaxy Book. Samsung Flow allows customers to sync their Galaxy smartphone with the Galaxy Book for convenient login and Wi-Fi connection through the smartphone's mobile hotspot when a data connection is not available. The Samsung Flow app communicates with Windows Hello for simple, secure login and notification display directly from your smartphone.

"We believe collaboration with key partners like Microsoft is essential for innovation, as it shares our vision for building excellence in mobile productivity," said Jeeho Baek, Senior Vice President of B2B Product Management Group, Mobile Communications at Samsung Electronics. "Enterprise mobility allows businesses to expand the boundaries with which they operate and workers to gain flexibility in how they work. Together with Microsoft, we hope to further solve the challenges our customers face by creating flexible and secure technology."

"Microsoft and Samsung are working together to deliver innovative mobile experiences that help organizations with digital transformation, and the Samsung Galaxy Book is a great example of that focus in action," said Peter Han, Vice President, Partner Devices and Solutions, Microsoft. "Samsung's new Galaxy Book lights up digital capabilities of Windows 10, such as Windows Ink, that empower employees to achieve more by working in a more intelligent, portable and secure way."

With this partnership, Samsung and Microsoft are placing the needs of their customers at the top of their priorities. In addition to bringing a new device and software solution, the companies have aligned their worldwide marketing, partner and sales programs to deliver a positive go to market experience for its customers.

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

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 semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.