

SAMSUNG



**SAMSUNG TO BECOME EXCLUSIVE PARTNER FOR MSC CRUISES'
NEXT-GENERATION SMART CRUISE SHIPS**

**Comprehensive Strategic Technology Partnership
Signed Today in Milan**

Geneva, Switzerland and Milan, Italy, 12 January 2015 – MSC Cruises, the Swiss-based world's largest privately-owned cruise line and market leader in Europe, South America and South Africa announced today that it has entered into a strategic partnership with global technology leader **Samsung**. In connection with this breakthrough agreement, Samsung will fully equip all of MSC Cruises next-generation ships – from cabin TVs and public screens to specialized equipment in the ships' medical centres.

Starting with MSC Meraviglia and MSC Seaside, which will come into service in June and December 2017, respectively, the strategic partnership with Samsung will supply all seven MSC Cruises' Meraviglia and Seaside generation new builds with digital solutions and devices, including among others:

Visual displays: in-cabin flat screen HDTV's, public screens and displays, ad hoc digital signage solutions like augmented reality mirrors

Mobile solutions: smartphones, tablets and accessories for virtual reality and 360° digital experience

Medical equipment: expert technology for on-board medical centres

Printing solutions: in support of MSC Cruises' business needs

MSC Cruises CEO Gianni Onorato commented: "Samsung is the master of technology, and at MSC Cruises we have consistently shown our commitment to both cutting edge innovation and working with best-in-class partners that can support and further enhance the on-board experiences we offer our guests."

He added: "As well as being revolutionary in concept, design and marine architecture, the Meraviglia and Seaside generation ships mark a leap forward in terms of cruise ship technology. Equipped throughout with Samsung's latest-technology products and solutions, they will make available to our guests the best of the next generation in smart ships at sea."

Samsung Italia President Carlo Barlocco said: "Samsung has always been committed in providing its technology to improve the quality of people's lives and

to support the competitiveness of companies. The partnership with MSC Cruises is an example of how our advanced solutions are able to enhance the passenger experience: not only monitors and tablets to access information and infotainment contents on board but also advanced medical equipment to support first aid in case of emergencies. This partnership, finally, allow Samsung and MSC to bring innovation to the whole cruise industry.”

The new agreement was signed today in Milan, Italy, at an international media event at Samsung’s local headquarters, the “Samsung District”.

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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.

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