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HER MAJESTY THE QUEEN EXPERIENCES SAMSUNG DIGITAL CLASSROOM

Visit to Prince's Trust Centre includes tour of classroom and interaction with young people

London, UK – Tuesday 22nd March 2016 – Samsung Digital Classroom in London, United Kingdom, recently received a visit from some highly prestigious guests. Her Majesty The Queen and HRH The Prince of Wales marked the 40th anniversary of The Prince's Trust by visiting one of the charity's Centres in Kennington, South London. The visit saw the Royal dignitaries hear from young people about how The Trust has helped them find employment or get into education and training. This included a visit to the Centre's Samsung Digital Classroom to see how the technology is making an impact on the interactivity of their lessons.

In the last four decades The Prince's Trust has given over 825,000 disadvantaged young people the skills and confidence to find a job. Three in four young people who receive help from The Prince's Trust move into work, training or education.

Samsung has been a supporter of The Prince's Trust since 2012 through The Prince's Trust & Samsung Celebrate Success Awards and has been introducing Digital Classrooms into its Centres. Each Digital Classroom, equipped with an interactive whiteboard, Galaxy tablets, PCs and digital cameras, creates an enhanced interactive learning environment and gives young people an opportunity to pick up vital digital skills. The Samsung Digital Classroom at the Kennington Centre opened its doors in March 2014.

Aleyne Johnson, Head of Government Relations and Citizenship, Samsung UK said:

"We are honoured to have received a visit to one of our digital classrooms from Her Majesty The Queen and HRH The Prince of Wales. Samsung shares the desire of The Prince's Trust to enhance the lives of young people. The classroom at The Prince's Trust is part of our wider Digital Classrooms programme, now in its third year. We have been working hard to establish Digital Classrooms at schools across the UK, providing them with access to Samsung's technology, but also teacher training and connectivity, with the aim of making lessons more enjoyable and engaging."

A recent survey, commissioned by Samsung, of young people attending the Kennington Centre has revealed the technology is already making an impact on their experiences. Of young people surveyed at end of 2015 (who had taken part in the programme since January 2015):

- 82% said that using a computer in lessons makes learning more interesting
- 76% said they'd 'learnt a lot' in the Samsung Digital Classroom

- 64% agreed with the statement 'I worked more effectively with my classmates when in the Samsung Digital Classroom'

The findings are reflected in the comments of one of the Centre's tutors. William O'Connor, Literacy, Language and Numeracy Tutor, said:

"The sessions I run really benefit from the interactive screen in the Samsung suite. It is a great way to energise the young people as it gets them up on their feet and brings a tactile, hands on aspect to the session. Being able to display apps/programmes on such a large screen really services to bring them to life and increases their impact."

Samsung is continuing to work closely with The Prince's Trust to introduce technology initiatives, embedding digital and STEM (Science, Technology, Engineering and Mathematics) skills across its programmes. Beyond London, Samsung Digital Classrooms have been opened at The Trust's Centres in Stoke-on-Trent and Glasgow.

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About Samsung's Citizenship Programmes

Samsung is committed to help close the digital divide and skills gap in the UK. Samsung Digital Classrooms in schools, charities/non-profit organisations and cultural partners provide access to the latest technology. Samsung is also providing the training and maintenance support necessary to help make the transition and integration of the new technology as smooth as possible. Samsung also offers qualifications and training in technology for young people and teachers through its Digital Academies in London and Birmingham. These initiatives will inspire young people, staff and teachers to learn and teach in new exciting ways and to help encourage young people into careers using technology. Find out more: www.samsung.com/uk/citizenship

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.

About The Prince's Trust

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. Founded by HRH The Prince of Wales in 1976, this year it is celebrating 40 years of supporting 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion.

Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training.

The Prince's Trust has supported 825,000 young people in the last 40 years and supports over 100 more each day.

Further information about The Prince's Trust is available at princes-trust.org.uk or on 0800 842 842.