



Samsung Establishes New European Sales Office for Air Conditioner in Amsterdam

*New infrastructure aims to boost competitiveness
with specialized distribution and enhanced services*

Amsterdam, the Netherlands – October 31, 2016 – Samsung Electronics today announced the company establishes the Samsung Electronics Air Conditioner Europe (SEACE) in Amsterdam, the Netherlands, which will begin operations in January 2017. SEACE, a dedicated sales office for air conditioners in Europe is expected to solidify the sales activities which have been previously operated by each office across 17 European countries.

The move comes as part of Samsung's larger efforts to expand its air conditioning business in the European market. The company estimates that Europe is the second largest B2B air conditioning market in the world - it has shown steady growth of \$3.6 billion this year, which is forecasted to increase to \$4.2 billion by 2020.

Samsung's system air conditioner business established strong momentum with several significant new products, including the innovative ceiling-mounted indoor 360 Cassette and the DVM (Digital Variable Multi air conditioner) S, both of which were showcased at the Global AC Forum in October 2015.

"Our innovative, world leading air conditioning solutions, including the 360 Cassette, with its structural beauty and innovation, have been recognized as game-changers in the system air conditioner market," said Byung-sam Suh, Head of Digital Appliances Business at Samsung Electronics. "Our goal is to double air conditioning sales in Europe by 2020, and we are going to achieve that with specialized operations and strengthened marketing."

SEACE will be a pioneer in specialized distribution, by providing technology support and training, and enhancing services in ways that foster an acceleration of mutual business success for SEACE's partners in Europe.

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