

Innovations in Washing and Cleaning from Samsung

Practical and thoughtful features in functionality of washing machines and vacuum cleaners make consumers' lives much easier

Lisbon, 16 February 2016 — Samsung Electronics Co., Ltd., a global leader in home appliance innovations, announced two significant additions to its laundry lineup, both of which feature intuitive and clever design changes that translate into big benefits for consumers. These new models of 2016 showcase simple, yet truly practical innovations that change the way ordinary consumers look at cleaning. Samsung will debut these innovations – alongside its other groundbreaking home appliance introductions – at the 2016 International CIS® in Lisbon.

"Focusing on marrying beautiful design and practical innovation Samsung creates appliances that help consumers be more efficient – Aleksei Mamushkin, Director of the Sales Department of Home Appliances Samsung, has commented. – New washers reflect Samsung's commitment to infusing refined style and unmatched performance".

Make the Washing Machine Work on Your Schedule

In the rush to get laundry done something important may simply get overlooked. Not to stop the wash cycle due to the single sock, Samsung offers a simple, but extremely effective solution and presents the first AddWash system to its front load washer.

The Samsung Front Load Washer with AddWash has a distinctive access AddDoor that makes it convenient to add anything without needing to drain the washer and open the main washer door. Adding a forgotten item or laundry detergent at any stage of the wash will not cause any problem.

With the world's largest capacity of 141 Liters built into a standard 69-cm washing machine and EcoBubble technology Samsung Front Load Washer ensures the highest performance among similar models on the market.

The new time-saving and high-performance washers make sure you get the clean you need in as little time as possible. From gently caring for delicate fabrics, to advanced technologies that make detergent work harder, to a full load washed in as little as 30 minutes, Samsung's Front Load Washer with AddWash and EcoBubble technology can easily keep up with your family's toughest laundry tasks.

Available Spring 2016, Samsung Front Load Washer with AddWash (model WW12K8412OX/LP) debuts in Samsung's new and modern graphite or white color with Blue Crystal door and graphic display.

Power Up with Innovations

In addition to Samsung's existing POWERbot VR9000 and POWERbot Essential Robotic Vacuums, Samsung is dedicated to enhancing the robotic vacuum market with two new additions at the 2016 International CIS: POWERbot Turbo and POWERbot Essential Wi-Fi.

Now with 70 times more powerful suction than the leading robotic vacuum brand¹, Samsung's POWERbot Turbo Robotic Vacuum is a reliable cleaning partner at home. Equipped with Smart Control Wi-Fi connectivity, the vacuum enables consumers to control the movement of the vacuum remotely using their smartphone. The Select & Go™ feature creates a virtual map of the entire home on your smartphone app, with each room that can be named individually. It then lets you pick specific areas or rooms in the home that may need cleaning. Simply select a room and the vacuum will make its way over there. With an enhanced

digital mapping system that can literally “see” its way around your home, Samsung’s new robot vacuum delivers the ultimate clean, all without lifting a finger.

The POWERbot Essential Wi-Fi Robotic Vacuum has an increased suction power compared to the leading robotic vacuum brand² and is also equipped with Wi-Fi so you can easily schedule specific cleaning times or turn the vacuum on/off.

Both models feature Visionary Mapping™ Plus System, with an onboard digital camera and high performance sensors that detect its surroundings and map out the optimal cleaning path. As it cleans, the vacuum stores this path as a Digital Floorplan® as the most efficient path to systematically clean your home and navigate around typical obstacles with ease. The robotic vacuums’ Cyclone Force system uses strong centrifugal forces to pick up and separate dirt and debris into an outer chamber to reduce filter clogging and to maintain optimal suction power as it cleans your whole house.

Recommended retail price 79 990 RUR

New technologies on demand of consumers

Samsung always thinks about its customers and listens to their needs. According to the results of research conducted among buyers, 75% consider the high suction power as well as its high-level maintenance to be important while cleaning.

To solve this problem, the company offers a revolutionary solution - TangleFree Cyclone technology. This is a high-speed turbine inside the container, which rotates with speed 15,000 rpm and repels dust and dirt, keeping the free air flow, so that the vacuum cleaner does not lose suction power as you fill the container. This technology will be available in VC5100, VC4100 and VS3100 series.

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.

¹ - Suction power of Samsung VR 9300 has been compared to a specific model of the most popular brand of robotic vacuum cleaners in the United States of March 2016. The test has been conducted by an independent laboratory (SLG) for the modified method EN 60312-1

² - Suction power of Samsung VR 9300 has been compared to a specific model of the most popular brand of robotic vacuum cleaners in the United States. Based on internal testing standard EN 60312-1