

Samsung Gear S2 Greet the New Year with Bright New Collection *Samsung elevates the Gear S2 classic design with new materials*

Lisbon, Portugal – February 20, 2016 – Continuing its leadership in the wearables category, Samsung Electronics Co., Ltd., announced two new elegant editions of the Gear S2 classic, one plated in 18K Rose Gold and another in Platinum, offering users diverse options to express and match their style while highlighting its circular design and advanced functionality.

“Last year we set the standard in smart wearables with the launch of our stylish Gear S2 range, one of Samsung’s most progressive wearables on the market. This year, we continue to offer the most functional design when it comes to wearable technologies by delivering on what our customers want most,” said Abdo Chlala, Head of IT & Mobile Business at Samsung Electronics Middle East & North Africa.

With the successful launch of the Gear S2, Samsung is openly working with partners to provide more convenience and expanded user capabilities. CNN and Bloomberg Gear S2 apps, together with its watch face feature, have been a few of the more popular apps followed by a variety of watch faces and convenient apps like eBay, ESPN, and Voxel.

For a more personal and customizable experience, Samsung is expanding its line of watch straps and watch face options. Samsung has partnered with exclusive designers, such as Colombo, on premium watch straps for the Gear S2, and has introduced fun and creative watch faces including Peanuts characters and artworks from Keith Haring, Jean-Michael Basquiat, Jeremyville and Burton Morris.

The new Gear S2 classic will be available in Rose Gold with an Ivory Genuine Leather Band and in Platinum with a Black Genuine Leather Band in selected markets across the Middle East and North Africa from March 2016.

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.