



Samsung Electronics Sets the Bar for Innovation, Winning Multiple Mobile Technology Awards at Mobile World Congress 2016

BARCELONA, Spain – February 24, 2016 – Samsung Electronics announced awards for Galaxy S6 edge and Gear S2 from GSMA at the annual Global Mobile Awards at 2016 Mobile World Congress. The leader in mobile innovation, Samsung continues to push the boundaries of hardware, software and services, creating devices that help consumers get more out of life. The company is redefining what is possible, beyond the limits of today's technology, by introducing a constellation of seamless mobile experiences.

In testament to Samsung's consistent pursuit of excellence in design and function, Gear S2 was named "Best Connected Consumer Electronic Device" in the Best Mobile Handsets & Devices category. This award recognized Gear S2 for its versatile circular design and intuitive functionality for a more convenient and enjoyable experience.

Samsung Galaxy S6 edge was also awarded "Best Smartphone 2015", in acknowledgement of its functional design and usability for seamless everyday use.

"We are honored to be recognized for our industry-leading technology," said DJ Koh, President of Mobile Communications at Samsung Electronics. "At Samsung we remain committed to providing mobile devices that are inspired by consumers and always underpinned by a focus on progress and innovation."

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.