



Samsung and Rakuten Wuaki Expand 4K HDR Content Availability in Europe

*The first 4K HDR channel will be part of TV PLUS offering
Samsung's TV PLUS Service Launches in European Countries*

CANNES, France – April 4, 2017 – Samsung Electronics and Rakuten Wuaki, a leading provider of 4K high dynamic range (HDR) movies and video-on-demand (VOD) content, announced the expanded availability of Samsung's TV PLUS service at MIPTV (Marché International des Programmes de Télévision) in Cannes. With this announcement, Rakuten Wuaki, partnered with Samsung, becomes the first VOD service to sell newly released, premium 4K HDR movies across Europe.

Launched in Germany in January 2017, TV PLUS will be available in five European countries, including France, Germany, Italy, Spain, and United Kingdom with contents tailored for consumers in the region. This user-friendly service allows Samsung Smart TV owners to quickly navigate and access popular VOD channels using their internet connection.

"At Samsung, our goal is to help our consumers discover the content they want to watch, rather than make it difficult to find," said Heeman Lee, Vice President of Connective TV services at Samsung Electronics. "With this in mind, we're proud to partner with Rakuten Wuaki to expand availability of TV PLUS in Europe, offering the fastest way to discover the latest 4K HDR movies and entertainment on Samsung QLED TVs."

Samsung TV PLUS is an innovative experience that allows users to easily access contents, including 4K (and HDR), Newly Release, Kids, Action and Comedy movies and their previews from IP-based TV channels run by Rakuten Wuaki.

The application's interface features a scrolling channel menu similar to that of traditional cable or satellite TV providers, which allows users to quickly and directly rent or purchase their favorite high quality movies. This process makes the user experience both streamlined and enjoyable, presenting unique and game-changing opportunity to maximize the potential of 4K HDR quality movies within the predominant linear TV experience.

"Through TV PLUS, Rakuten and Samsung have been able to come together to offer consumers a wide variety of content options from an assortment of different genres and interests. A complete offer for everyone in the family," said Jacinto Roca, chief executive officer of Rakuten Wuaki. "Rakuten is excited to grow our partnership with Samsung as we continue to look for new, innovative ways for users to consume the content they desire."

Samsung and Rakuten Wuaki held an exclusive event to celebrate this partnership at MIPTV 2017, showcasing demonstrations of TV PLUS for both media and Hollywood studios. MIPTV serves as the global marketplace for TV and digital content for all genres and all screens, featuring a number of programs in support for the global media industry.

First introduced in 2015 in South Korea, TV PLUS continues to gain popularity across all available markets including Southeast Asia and North America.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit Samsung Newsroom at <http://news.samsung.com>.

About Rakuten Wuaki.tv

Rakuten Wuaki.tv is a video-on-demand (VOD) streaming service, offering thousands of hours of high quality movies and TV series for rental, purchase and also within a Subscription package. Rakuten Wuaki.tv's extensive catalogue is specifically dedicated to the entire family, reaching all kind of likes within it. It includes content from major Hollywood studios such Warner, Disney, Sony, and Fox, production companies like as HBO, and European distributors, giving consumers access to new releases, blockbusters, classic movies and TV series on the device of their choosing. Rakuten Wuaki.tv's content can be streamed to Internet-connected PCs, laptops, gaming consoles, tablets, iPhones, Chromecast and Smart TVs.