



Samsung and de GRISOGONO Make Baselworld Tick to Luxury Smart Time

Samsung Gear S2 boldly shines in the glow of jeweler-watchmaker de GRISOGONO

BASEL, Switzerland – March 16, 2016 – Today, Samsung Electronics Co., Ltd. announced their latest fashion collaboration with the renowned and glamorous jewelry and watchmaker, de GRISOGONO. The two iconic brands have come together to co-create the Samsung Gear S2 by de GRISOGONO - a limited-edition jewelry watch designed and sculpted in gold and precious jewels, boasting Samsung's innovative Gear S2 technology.

The partnership between de GRISOGONO and Samsung goes far beyond mere co-branding and extends into authentic co-creation and design. Both brands combined their vision and unique aesthetic to co-create a limited-edition smartwatch that brings fashion and function together, while allowing you to express your personal style.

"The combination of style and substance is inherent in every Samsung device," said Younghee Lee, Executive Vice President of Global Marketing, Mobile Communications Business at Samsung Electronics. "This dynamic partnership builds on this heritage by merging Samsung's barrier breaking technology with de GRISOGONO's signature style to create a smartwatch as unique as the wearer."

"de GRISOGONO has always been associated with daring products and a visionary approach to High Jewellery and watches," said Fawaz Gruosi Founder and Creative Director, de GRISOGONO. "Designing a connected watch with Samsung has been an incredible experience for both brands. Samsung brought to the table the best and most intuitive technology, while de Grisogono brought its glamorous design and craftsmanship expertise. The resulting Samsung Gear S2 by de Grisogono clearly embodies all of our boldness in watch design and our jewellery savoir-faire, while maintaining all of Samsung's technological capabilities and intuitive usage. This watch will take an honourable place alongside de GRISOGONO's Meccanico, Otturatore and Occhio, as another of our brand's revolutionary approaches to displaying time."

The Samsung Gear S2 by de GRISOGONO channels inspiration from traditional jewelry and watchmaking, evoking the distinctive de GRISOGONO design heritage. The smartwatch is transformed into smart fashion with rose gold, over 100 black and white diamonds and a bracelet studded with de GRISOGONO's signature galuchat. The diamond-set gold bezel turns freely around the dial, allowing consumers to access the Gear S2's library of applications and features, including notifications, activity logs.

Dedicated to perfection, innovation and imagination, de GRISOGONO has spent the last 20 years creating a characteristic and distinguished style expressed through collections that have made a lasting impression on the watch and jewelry industry. The designer's signature look blends glamour and artistry, and brings his bold vision to life. Both Samsung and de GRISOGONO share a barrier-breaking vision and cherish

craftsmanship along with the beauty of design, thereby fueling the co-creation of the Samsung Gear S2 by de GRISOGONO and a partnership that further unites fashion and technology.

The Samsung Gear S2 by de GRISOGONO will be debuted at Baselworld 2016. This limited-edition smartwatch will be available for purchase starting this summer through both Samsung and de GRISOGONO's retail channels.

For more product information, please visit <http://www.samsungmobilepress.com>.

Samsung Gear S2 by de GRISOGONO:

Case	41 mm, rose gold set with 56 white diamonds (approx. 1.2 cts), black DLC-coated stainless steel set with 71 black diamonds (approx.. 1.8 cts)
Watch faces	A two-hand dial with dual-time display complete with day/night indicator at 3 o'clock, day-date indicator at 6 o'clock and small seconds at 9 o'clock. A two-hand dial with a central seconds counter, a power-reserve indicator at 4 o'clock and a moon phase at 8 o'clock.
Strap	Black Galuchat
Triple folding clasp	Black DLC-coated stainless steel
Display	1.2", Circular Super AMOLED, 360x360, 302ppi
Memory	Storage: 4GB Internal Memory / RAM: 512MB
Connectivity	Wi-Fi: 802.11 b/g/n Bluetooth® 4.1 NFC
Sensor	Accelerometer, Gyroscope, Heart Rate, Ambient Light, Barometer
Battery	Wireless Charging 250mAh Li-ion Typical Usage 2~3days

**All functionality, features, specifications and other product information provided in this document including, but not limited to, the benefits, design, pricing, components, performance, availability, and capabilities of the product are subject to change without notice or obligation.*

** Battery performance may vary depending on network conditions and configuration, and device usage.*

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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.

About de GRISOGONO

Jeweller since 1993

Watchmaker since 2000

de GRISOGONO has created a characteristic and immediately recognisable style expressed through watch and jewellery collections. Each creation is unique, while bearing within it the distinctive signatures that reflect the spirit of the Maison. In the course of time, its collections have become icons and sources of inspiration, representing an art that at first glance appears astonishing simple, yet which takes great skill to master.

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