



SAMSUNG

Enterprise Mobility The New Normal

October 2023

Samsung Electronics Hellas

Future of Work

BIG TRENDS

VERTICALS

SAMSUNG

THE BIG TRENDS

Digital
Transformation

Hybrid
Workplace

Great
Migration

Speed of Transformation
Unlocks New Growth Possibilities

Digital Transformation is not slowing

70% **64%**

of businesses plan to maintain and increased IT projects spend.

of global IT decision makers' number one concern is the ability to deliver a measurable return on this tech investment quickly (and to the satisfaction of internal stakeholders).

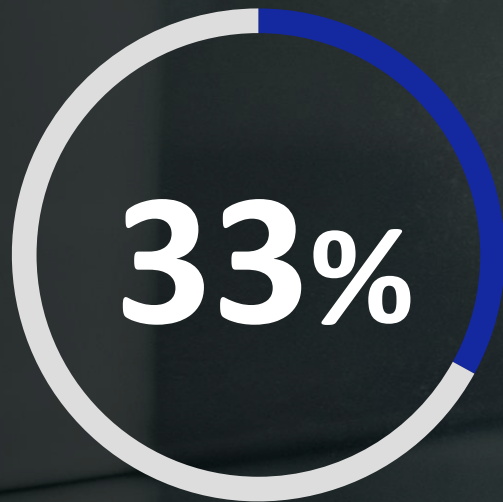


80%

of workers stating that a company
using the
Latest Technology
is more desirable to join



Enterprise mobility—the new normal



of employees work in three different locations in a day. *



of employees manage at least one of their tasks while mobile. *



of global enterprises will be testing smartphones as their company's singular IT-supported 3-in-1 device. **



of employees consider being more productive when mobile. ***

* Source: Tech Research Asia – Ruggedized Smartphones and Tablets in Asia Pacific,

** Source: IDC InfoBrief, sponsored by Samsung, FoW Device Convergence Empowering Next Generation, Mobile Workers

*** Source: VDC Research 2020 | COVID-19 Impact on IoT and Industrial Markets



VERTICAL MARKETS

Industries are united in a mutual quest for answers, insights and solutions as they charge forwards at pace.

Easy to Access Learning

83%

of educators say technology is necessary for everyday life, so it should be reflected in lessons.

* Source: Promethean— The State of Technology in Education 2021/22

Fast to React Frontline

Organizations that
empower their frontline
workers are 3 times more
likely to be high-growth
companies

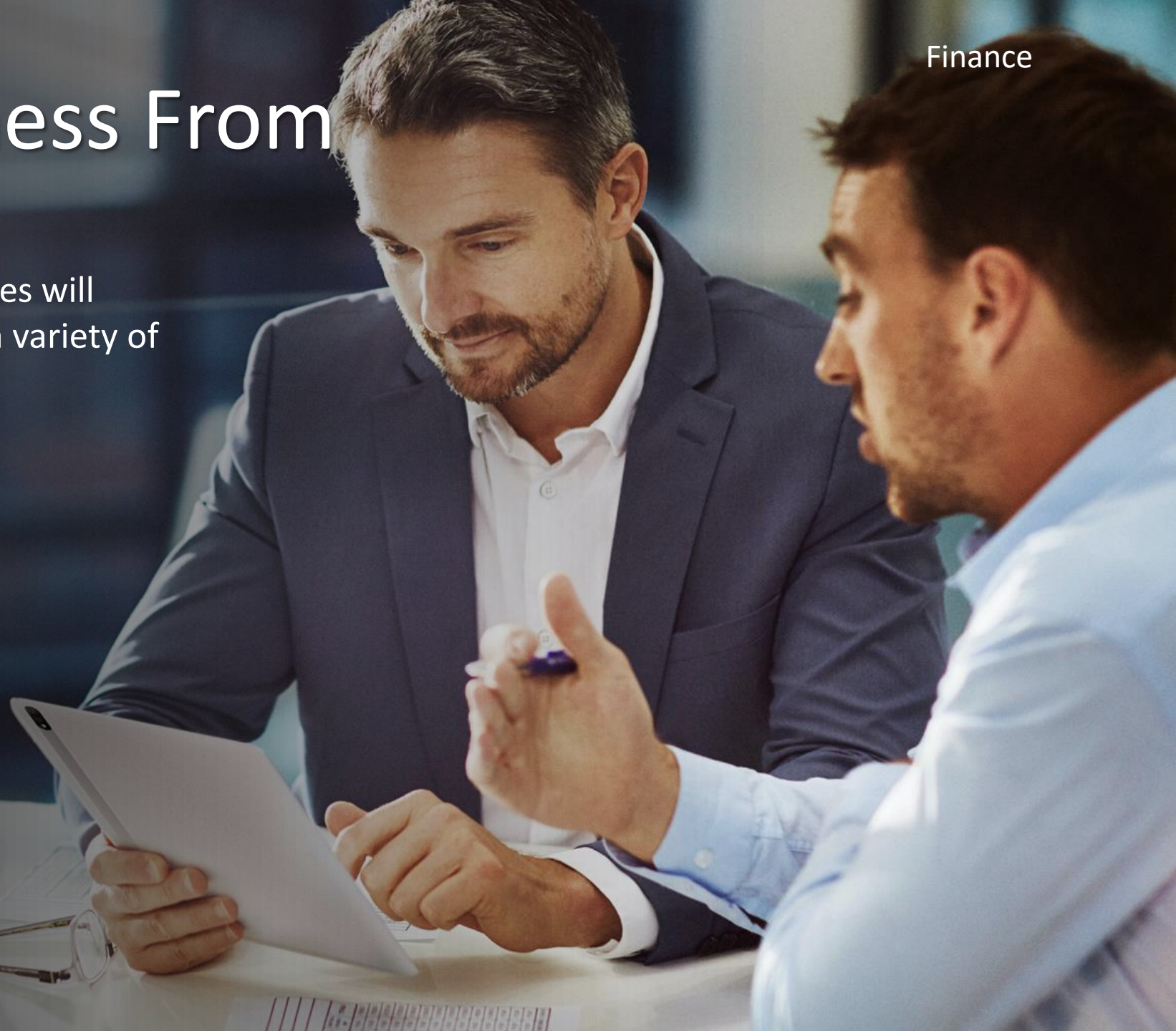
3x

Real-Time Business From Anywhere

Over the next five years, mobile phones will transform the way work gets done in a variety of work settings

20% / X2

of all retail investor annual trades have been executed using mobile devices and estimate this percentage to double in the next few years."



* Source: Seeking Alpha— How Smartphones Affect Investor Behavior

A Single Device for Retail Workflow

Optimized technology is key for Retail

78%

of employees have seen inferior technology hurt a customer relationship



Product Inventory					
ID	DESCRIPTION	SKU	PRICE	LOCATION	STATUS
10001	Hammer	10001	15.99	Aisle 8, Row 3, Slot 1	Stock
10002	Wrench	10002	12.49	Aisle 8, Row 3, Slot 2	Stock
10003	Screwdriver	10003	8.99	Aisle 8, Row 3, Slot 3	Stock
10004	Pliers	10004	18.99	Aisle 8, Row 3, Slot 4	Stock
10005	Hand Saw	10005	24.99	Aisle 8, Row 3, Slot 5	Stock
10006	Utility Knife	10006	5.99	Aisle 8, Row 3, Slot 6	Stock
10007	Work Gloves	10007	9.99	Aisle 8, Row 3, Slot 7	Stock
10008	Work Boots	10008	49.99	Aisle 8, Row 3, Slot 8	Stock
10009	Work Socks	10009	4.99	Aisle 8, Row 3, Slot 9	Stock
10010	Work Hat	10010	6.99	Aisle 8, Row 3, Slot 10	Stock



Accelerated Digital Healthcare

Smartphones and tablets are changing the way we practice medicine and go about our healthcare routines

247 B\$ 2025

Global mHealth revenues are expected to reach 46 billion US dollars in 2020 and to further increase to around 247 billion dollars by 2025,



* Source: Ring Central - 6 Ways Mobile Technology Is Impacting Healthcare

SAMSUNG

**WHY
SAMSUNG?**



Built for the new way business is done

Open
ecosystem

Innovation that
opens possibilities

Trusted performance

Wide Range Of Portfolio

Knowledge Workers

Frontline



Galaxy S Series

Galaxy Z Foldable Series

Galaxy Tab A Series

Galaxy Tab S Series

Galaxy A Series

Galaxy XCover Series

Galaxy Tab Active Series

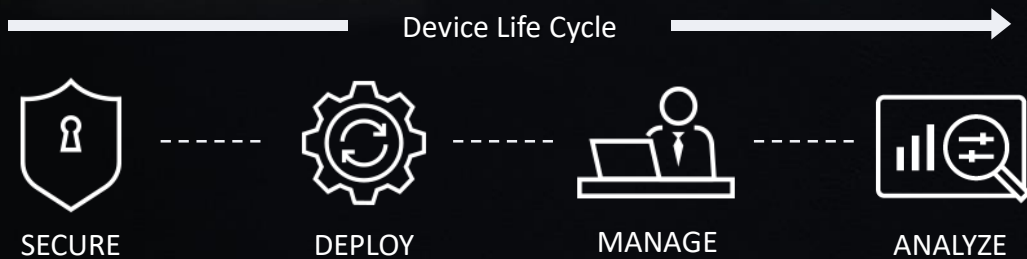
Galaxy Watches/Buds

Samsung Has You Covered

Stay connected, protected, and productive

Samsung Knox Suite

A comprehensive suite of Samsung enterprise mobility solutions empowers both IT teams and employees through powerful management capabilities



Samsung Business Services

Premium services designed for business using Samsung mobile devices and Knox solutions



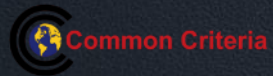
Market Proven Since 2013

Knox has been widely adopted in the market and trusted by experts and government bodies

Secured **1B+**
Devices

Managed **70M+**
Devices

Supported **30K+**
Businesses



Common Criteria



DISA (USA)



ANSSI (France)



AIVD (Netherlands)



Traficom (Finland)



ISCCC (China)



FIPS 140-2
(USA, Canada)



NCSC (UK)



BSI (Germany)



CCN (Spain)



ASD (Australia)



STRK (Kazakhstan)

"Knox transformed Android into a viable business operating system from a security standpoint"

Forbes 2023

Samsung Knox Suite was picked by the GSP for its military grade tools and mobile protection, suitable for a highly-secured place like the Vatican. So now, when one thinks of Mobile protection, Samsung should be coming to mind

Phone Arena 2023



Thank you