



**ANNUAL
REPORT
2021**

SAMSUNG

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SAMSUNG

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LETTER FROM THE PRESIDENT



Dear all:

We all hoped that 2021 would be the year of a return to normality and that the pandemic would begin to be controlled, but we soon realized that it would not be that easy. We had to continue managing our lives both professionally and personally under difficult conditions. In this sense, I believe that the contribution of technology in general and of Samsung in particular has been fundamental for people and society: we were able to maintain the activity of companies, the educational system or public administrations, among others.

As we pointed out in our CES keynote address earlier this year, in 2021 we have changed the way we engage with the world around us and reprioritized the things that matter most to us: family, friends and loved ones. That's why we believe that devices tailored to our consumers and personal spaces like homes are now more important than ever. So are the connections and experiences that our technologies enable.

In this way, the range of folding devices, Galaxy Fold and Flip, presented its third and most advanced version, also incorporating customization options and accessories as iconic as the S Pen. In addition, we continue to grow with our Galaxy A range, which allowed us to end 2021 as leaders in smartphone market share. Besides, Samsung reached one million units of our The Frame television worldwide and, within the commitment with customization, the company also launched the Bespoke range in digital appliances that allows unique configurations.

Innovation also came from the hand of gaming monitors that incorporated HDR10+ technology for the first time, the development of MicroLED technology or VRan and ORan for 5G telecommunications infrastructures or through our commitment to the manufacture of Exynos processors specific for the automotive market and ecological.

Thus, to the innovation inherent to Samsung we are adding the component of sustainability and

we continue promoting initiatives such as Galaxy for the Planet, our commitment to act in a more sustainable way throughout the life cycle of mobile devices and in commercial operations. But sustainability must also have an economic and social component. Regarding the first, our contribution to GDP in 2021 increased by 11% compared to the previous year due to our better results and our commitment to the countries where we operate. And in relation to social sustainability, we continue to open new projects within the Technology with Purpose program, which is already 10 years old this year, such as, for example, the Future Classroom to train teachers in education methodologies based on digitization.

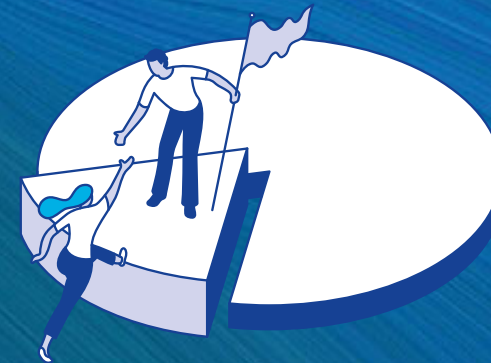
At the end of 2021 we announced structural changes in our organization where we unified all the units that produce and market end devices and call it DX (Device Experience). The other large area is Semiconductors, responsible for the different

components of consumer and corporate electronics. DX integrates different services and solutions that meet the needs of consumers, as well as a wide range of products, from TVs and home appliances to smartphones and network equipment. As we said at the beginning, this division leads us to provide unique experiences for people and prepare the future of Samsung.

Ick Soo Choi
President of
Samsung Electronics Iberia



THE CONTRIBUTION OF TECHNOLOGY IN GENERAL AND OF SAMSUNG IN PARTICULAR HAS BEEN FUNDAMENTAL FOR PEOPLE AND SOCIETY: WE WERE ABLE TO MAINTAIN THE ACTIVITY OF COMPANIES, THE EDUCATIONAL SYSTEM OR PUBLIC ADMINISTRATIONS, AMONG OTHERS





SAMSUNG IN SPAIN

SAMSUNG IN SPAIN

At Samsung Spain we make an effort to **improve people's quality of life** through our products and services, while having a positive impact on the country. Through this, we also help to **strengthen Samsung's position** as a global leader in technology and innovation.

// A leading company

We are Samsung Electronics Iberia, SAU (hereinafter, Samsung Spain), a company with DNA that is **100% technological, leader in innovation**, with a wide range of products and services we make available to society to try to build a more prosperous and sustainable future.

Ours is one of more than 200 subsidiaries which comprise **Samsung Electronics Group**, the parent company created in South Korea in 1969 and which has become an international leader in consumer electronics and other technological areas such as semiconductors, memory chips, and integrated systems. The Group operates in 74 countries and has a human team of more than 250,000 professionals worldwide.

The company began its journey in Spain in 1990. More than three decades later, we continue working towards the same goal: **to improve the life of people through technology**, an essential tool to transform and modernise societies.

To achieve this, we developed a strategy based on the long term, with our sights set on sustainability and value creation shared with the community.

In this context, we have assumed the 17 Sustainable Development Goals included in the United Nations 2030 Agenda as our own. We believe that a better world is possible and all our policies, activities and initiatives are orientated towards this goal. An example of this is the commitment to **economical and local social development**, to which we contribute in important areas such as taxation and employment, which are vital to protect the country's well-being. Our **'Technology with purpose'** programme joins us on this path, as it allows us to drive culture, education, accessibility and entrepreneurship towards a **more prepared, fair, and equal society**.



// Key figures

SAMSUNG IN THE WORLD



Employees (2020):
267,937



Centres (2020):
233



Countries
74



R+D:
39



Sales offices:
53



Regional offices:
15



Design:
7



Production:
36



Others:
83

ECONOMIC RESULTS (BILLIONS OF WON)



Revenue:
279.6
(= €206,540 million)



Net:
39.9
(=€29,474 million)

Profits

Operative:
53.3
(=€39,372 million)



Spending on R+D
22.4
(= €16,546 million)



// Where we are

Our human team, which at the end of 2021 comprised **340 professionals**, mainly works in the **central headquarters, located in Madrid**. The company also has **offices in Barcelona, Seville, and Valencia**, as well as a **main logistics centre in Ontigola** (Toledo).

SAMSUNG IN SPAIN



Employees:
340



Female: **125**



Male: **215**



2021 investment
in 'Technology
with Purpose':
€1.48 million

SOCIOECONOMIC IMPACT



Contribution
to GDP:
743.6 (€ million)



Tax
contribution:
619.4 (€ million)



Work generated:
15,894
(FTE jobs arising from
Samsung's activity)

ECONOMIC PERFORMANCE (MILLIONS OF EUROS)



Turnover:
1,687



Result of
Operating:
44.9

Financial
year: **34.5**



Corporate
income tax
10.4

SAMSUNG

SAMSUNG IN SPAIN

EMPLOYMENT(CLOSE OF FINANCIAL YEAR)

	2020	2021
By sex		
Female:	118	125
Male:	215	215
TOTAL	333	340
By professional category*		
Directors	3	3.5
Key personnel	7	9.3
Graduates, technicians and and administrative staff	207	203.7
Sales representatives	125	122.3
TOTAL	342	338.8

Annual average



**2021 PROFIT WAS WAS
34.5 MILLION EUROS, 57% MORE
THAN IN THE PREVIOUS FINANCIAL YEAR**



FINANCIAL (€ MILLION)

	2020	2021
Turnover	1,557.1	1,687.0
Operating income	25.6	44.9
Profit	21.9	34.5
Corporate income tax	3.8	10.4

SOCIOECONOMIC IMPACT (€ MILLION)

	2020	2021
Contribution to GDP (millions of euros)	669.1	743.6
Tax contribution (millions of euros)	581.5	619.4
Work generated through Samsung's activity	14,743	15,894

TECHNOLOGY WITH PURPOSE

	2020	2021
Investment in local programs (€ millions)	1.35	1.48

// Business model

In order to fulfil our mission to **contribute to creating a better world through technology** and innovation, first we must act with maximum responsibility in all we do. Thus, **government** based on ethics, honesty, and integrity becomes a key aspect for the company.

As well as meeting all the applicable legal requirements, we have a strict code of conduct that applies to all members of the organisation, given that our human team is the

primary ambassador for the brand to stakeholders and society. **Ethics** and our **long-term vision** have allowed us to adapt to the environment and quickly respond to the important changes that have occurred in the past. This is a strategy that will also help us to overcome future challenges too.

We therefore **want to continue to generate and bring value** from an economic, social and environmental point of view,

always enhancing the local character in everything we do.

To achieve this, we have set ourselves **three goals**:

- ▣ Create the best products and services.
- ▣ Orientate management elements on the basis of human resources and technologies.
- ▣ Contribute to society.

OUR PRINCIPLES

In Spain, as in the rest of the world, we follow the 'Samsung five business principles', formulated in 2005 by the company as a base for its social corporate responsibility.

1 We comply with laws and ethical standards.

2 We maintain a clean organizational culture.

3 We respect customers, shareholders and employees.

4 We care for the environment, health and safety.

5 We are a socially responsible corporate citizen.

OUR VALUES



People

Our professionals are the engine which drives us and, because of that, we make an effort to offer them the best possible place to work, facilitating opportunities so they can fulfil their potential.



Excellence

We are identified by our commitment and passion for excellence to develop the best products and services on the market.



Joint prosperity

We are committed to being a socially and environmentally responsible company all over the world.



Change

We focus on the future to be able to drive our company to success in the long term.



Integrity

Ethics is the base for our business and we act guided by equity, respect, and transparency.



GOOD GOVERNMENT

Samsung Spain is governed by the **Global Code of Conduct**, which outlines the standards of integrity that the parent company expects from subsidiaries and their employees around the world. In countries in which different corporate integrity requirements are established by the laws and regulations, the subsidiaries comply with all of them, given that they take precedence over Samsung's general policies.



Corruption and Bribes

For Samsung Spain, it is distinguishing feature that all our operations are undertaken in an honest and ethical way. We therefore fight to eradicate any pay-offs, corruption, influence peddling, or bribery.

We are committed to acting professionally, honestly and with integrity in all operations and with all contacts, regardless

of the place of operation, implementing and enforcing efficient anti-corruption systems.

We have a '**Manual on Corruption, Bribes, and Influences**' so employees are aware of what the Penal Code provides for in this area and what the main offences are. We have also created policies related to the 'Delivery and Acceptance of Gifts and Tokens of Hospitality', which applies to all.



Crime prevention

We have implemented a Crime Prevention Programme, a global tool to tackle, among other things, any activity within the company which could give rise to corrupt practices. Within the framework of this programme, and with the aim of communicating any practice of this type, in Samsung Spain we have created an '**Ethical Channel**' for allegations which allows any employee to make the company

aware, completely confidentially of illicit or unfair practices or behaviour.



Human rights

Everyone is respected at Samsung Spain, regardless of their beliefs, race or status. In the same way, we ensure the human rights of all employees and do not discriminate based on race, colour, origin, age, nationality, gender, religion, physical disability, civil status or any other characteristic protected by law. We demand the same respect from all our partners and collaborators, as well as the **equal and non-discriminatory treatment** of all people related to Samsung's activity.

 **Decent work**

Minors are not permitted to work at Samsung Spain, as set down in local laws. We also determine employment conditions and compensation for staff in a fair and non-discriminatory manner, also in compliance with the law. All our employees are bound by a **Collective agreement** and we ensure that none of them participate in abusive practices nor do we tolerate conduct which violates the Code of Conduct

 **Bullying**

We have **zero tolerance** for any type of behaviour which could offend or cause discomfort to others, sexual harassment, or any other type of physical or psychological bullying.

// Areas of activity

We focus our performance development on **two distinct areas** which, however, are **closely connected**: business activity and social development (through the Technology with Purpose programme).

BUSINESS ACTIVITY

Technological products and services are our main business focus. To carry out related activities, we have a **transversal organisational structure** with different areas and divisions:

CONSUMER ELECTRONICS (CE DIVISION): consumer electronics.

- ▣ **CE Business:** range of audiovisual (AV) products, such as televisions or sound systems, as well as white goods, (HA), including refrigerators, microwaves, ovens, etc.
- ▣ **Display Business:** small and large format monitors and LCD/S, Smart Signage Monitors (big screens) and B2B LCD (aimed at the hotel

industry and restaurants).

- ▣ **Memory:** memory cards
- ▣ **HME (Health and Medical Equipment):** products for medical diagnosis.

MOBILE EXPERIENCE (MX DIVISION): encompasses mobility products such as smartphones, tablets, smartwatches and accessories such as wireless headsets.

D2C DIVISION (DIGITAL TO CONSUMER): own online sales channel.

DIGITAL TRANSFORMATION & MARCOM: Department which unites the marketing, communication and social

corporate responsibility activities of the company.

SUPPORT DIVISION: offers support and backup to the other areas.

- ▣ HR & General Affairs.
- ▣ Innovation.
- ▣ Service (including after sales service).
- ▣ Legal & Compliance.
- ▣ Business Support (where Finance, Accounts Receivable and Controlling are found).

EXTERNAL ORGANIZATIONS: area which encompasses people contracted by Samsung Spain, but



who provide their services to other areas within the Group, such as:

- ▣ SEACE (air conditioning).
- ▣ ETO (European Telecoms Operations), which manages agreements with mobile communication companies at a European level.
- ▣ ESBO (European Service Business Office), team in charge of services incorporated in Samsung products at a European level and SNE (Samsung Networks Europe, an area dedicated to the development of telecommunication networks in Europe).

TECHNOLOGY WITH PURPOSE

Through this initiative **we drive social development** through technology. To do so, we focus on four main fields:

- ▣ **Education:** driving the integration of technology as a vehicle of change for education and to adapt it to the requirements of the 21st century.
- ▣ **Culture:** improve the cultural experience and help spread

culture so it reaches the greatest possible number of people.

- ▣ **Accessibility and well-being:** remove barriers to achieve real equality and improve people's quality of life.
- ▣ **Employability and entrepreneurship:** facilitate the employability of young people through training in emerging technologies.



// A year of change

The **Mobile Communications division changed its name to MX (Mobile Experience)** in 2021, a change which reinforces the company's commitment to create leading mobile phone experiences and encourage innovation. As well as the new name, the division also **appointed David Alonso Nieto as head of the mobility business in Spain and Portugal.**



// 2021 milestones

COMPANY

- Presentation of the commemorative book **'Samsung : 30 years in Spain'**.
- Samsung makes **its 2021 annual report available**.
- Publication of the company's first **Statement of Non-Financial Information**.
- Performance of the **first materiality analysis** of Samsung Spain.
- Publication of the report **'Socioeconomic and fiscal impact of Samsung in Spain'** for the fifth consecutive year.
- Creation of the **'Galaxy for the Planet'** platform, to encourage sustainability in the brands mobile devices.

PRODUCTS AND SERVICES

MX (Mobile Experience)

- Launch of the new **Galaxy Z Fold3 5G** and **Galaxy Z Flip3 5G** and development of a service of testing or rental for the range.
- New models Samsung **Galaxy S21 5G**, **Galaxy S21+ 5G** y **Galaxy S21 Ultra 5G**.
- The **Galaxy A range** was renewed with the devices, A52, A52 5G, A52s 5G y A72.
- Samsung launched the **Galaxy Buds Pro headphones**.
- **Galaxy Watch4** and **Galaxy Watch4 Classic**: latest generation smart watches.
- New tablets **Galaxy Tab S7 FE** y **Galaxy Tab A7 Lite**.
- Samsung contributed to the **digitalisation of Planasa**, a leading name in the agri-food sector.
- **IVECO advanced in its digital transformation** with Samsung's support.

CE (Consumer Electronics)

- Samsung revolutionised televisions with its **new models Neo QLED, MICRO LED and Lifestyle**.
- **Odyssey Neo G9**, high specification monitor for gamers.
- Samsung presented **'Life Unstoppable: The box of surprises'**.
- **'Bespoke Home 2021'** presented the new products in Samsung electric appliances.
- New **refrigerator with four doors** to personalise any kitchen.

SEACE

- The **'Climate Solutions Day'** event demonstrates the future of air conditioning.
- **ClimateHub**, a sustainable solution for controlling temperature.
- Expansion of the **WindFree range**.



TECHNOLOGY WITH PURPOSE

- ❑ Sixth edition of the **Samsung Smart School Teachers' meeting**.
- ❑ The **first Classroom of the Future** was opened, a project developed by INTEF and driven by Samsung.
- ❑ Joining **Haz, Alliance for education**.
- ❑ Collaboration in the permanent exhibition **'History of the Museo del Prado and its buildings'**.
- ❑ The **'Inclusive Prado'** project held its 15th edition.
- ❑ The Frame enlarged its collection with **23 new images** of artworks from the **Museo Thyssen Bornemisza**.
- ❑ The training programme **Samsung DesArrolladoras** held its fourth edition.
- ❑ **Agreement with the ONCE foundation** to improve the employability of disabled people.
- ❑ The community for developers, **Samsung Dev Spain**, launched the course 'Development of Tizen applications for Smart TV'.
- ❑ The company joined the **'AECOC Pact for Youth Employment'**.
- ❑ **New impetus for the investigation of breast cancer** from **FECMA**.
- ❑ Samsung became the first manufacturer to receive the **Atech label** of the ONCE foundation for televisions in the 2021 range, as well as the **Amóvil label** for several of its mobile devices.
- ❑ Elaboration of the **'2nd Study on Security and**

Privacy around mobile telephony', along with IPSOS.

- ❑ Samsung joined the **STEAM Alliance for Female Talent** and the **Alliance for Vocational Training**, promoted by the Ministry of Education and Vocational Training.

// Awards and recognition

- ❑ Samsung Spain, awarded the **'Los Líderes en Servicio' (leaders in service)** award for the fourth consecutive year.
- ❑ Gold awarded to Samsung Spain at the **2021 Efficiency prizes** award in the category 'social relevance of a brand'.
- ❑ The Samsung Smart School project received the **SERES 2021 award**.
- ❑ The company is among the top **100 most responsible businesses in Spain** in 2021, according to the Merco ranking. As in 2020, Samsung was at the top of the consumer electronics sector.
- ❑ The TALLK app won the **e-Inclusion Prize**, awarded by the Galician Association of Computer Engineers.
- ❑ TALLK also won the **Genio Award** for Innovation in the design of a product or service, awarded by Vocento.

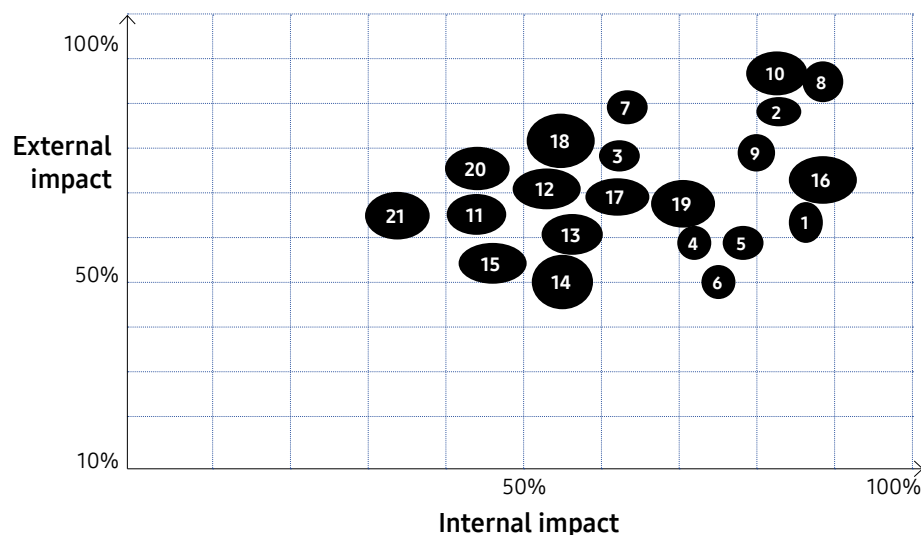
// Materiality of Samsung Spain

True to our commitment to good government, and with the aim of **developing the corporate strategy in a sustainable way**, in 2021 we carried out the first materiality analysis of Samsung Spain. Through this **exercise of accountability and transparency**, we consulted our stakeholders on which should be the material issues for the company, in other words, those which most interest or concern to them and, as a consequence, are also important for Samsung Spain.

The result of this analysis has been converted into a list of 21 points or highlighted issues which are structure into seven groups. Such groups are the **main themes on which Samsung Spain's strategy is based** and which allows us to continue advancing in the creation of economic, social, and environmental value, as well as satisfying the interests of current and future stakeholders.

GROUP	IMPORTANT POINTS
Environment	1 Energy efficiency
	2 Use of renewable energy
Employees	3 Diversity and integration
	4 Talent attraction and retention
	5 Flexibility and conciliation
	6 Development of human capital
	7 Health and Safety
Corporate government	8 Global Ethical Code of Conduct
	9 Directors
	10 Corruption and Bribes
Society (foundations, NGOs...)	11 Relationship with stakeholders
	12 Investment in the local community
	13 Social corporate responsibility
Customers	14 Commitment to customers
	15 Integration of sales channels
Excellence in products	16 Cybersecurity and data protection
	17 Sustainable products
	18 Quality, health and safety of products
Fiscal transparency	19 Product information and labelling
	20 Socioeconomic impact on society
	21 Fiscal transparency and tax contributions

The evaluation of the internal and external impact of the main point has given the following **materiality matrix**:



MAIN STAKEHOLDERS IN SAMSUNG SPAIN

- ▣ Clients (individuals, companies, Public bodies, operators, centre for buying and distribution).
- ▣ Employees.
- ▣ Suppliers.
- ▣ Government and Public Bodies.
- ▣ Partners and associations.
- ▣ Social actors, NGOs and foundations.

- ▣ Media.
- ▣ Society.

Communication channels with them:

- ▣ Media.
- ▣ Social and digital media.
- ▣ In person meetings.
- ▣ Internal media.
- ▣ Communication tools.

17 PARTNERSHIPS FOR THE GOALS



// Alliances that make us stronger

At Samsung Spain, in line with our goal of generating value through out products and activities, we work to be a **leading actor in the sector and in society**. To achieve this, we actively participate in numerous bodies, organisations, and associations **sharing experiences and knowledge** and collaborating in favour of sustainable development.





**IMPACT
OF SAMSUNG'S
ACTIVITY
IN SPAIN**



IMPACT OF SAMSUNG'S ACTIVITY IN SPAIN

At Samsung Spain, following the philosophy of our parent company, we know that the things we do are as important as the way in which we do them. We are proud of creating innovative products and solutions to improve people's lives, but this approach goes further, and through our activities, we can **contribute to leaving an impression on society**, building a sustainable future for the next generations through the collaboration with our stakeholders, by driving social development and, of course, looking after and protecting the environment. A holistic approach to our performance that moves us towards continuous improvement.

// The path to sustainability

As a company, we have the obligation and the responsibility to encourage **the development of a sustainable future**. This means that we must have a **long-term vision**, always aware of the effect that our actions today may have on the society of tomorrow. Thus, **sustainability**, which is

understood to be the balance between the economic development of the company and social prosperity, must be the guiding light for us to continue as leaders in our sector and, in time, become a key player due to our economic, social and environmental contribution.

// Samsung and its sustainability management system



Economic value

Maximising the benefits and values of stakeholders (innovation in and services)



Social value

Contributing to a sustainable society: fulfilment of the United Nations Sustainable Development Goals

// Aligned with the SUSTAINABLE DEVELOPMENT GOALS

MAIN SDGS LINKED TO SAMSUNG SPAIN'S ACTIVITY

The Sustainable Development Goals (SDGs), part of the United Nations Agenda 2030, are a universal call to action to **end poverty, protect the planet and improve the lives and perspectives of everyone** all over the world. In line with our commitment to sustainable development, at Samsung Spain we contribute through our activity to these goals so they may become a reality, especially those which are most closely related to our activity.

3 GOOD HEALTH AND WELL-BEING



// CONTRIBUTION

Raise awareness about illnesses such as cancer.

// PROGRAMME/ COLLABORATION

Collaboration with FECMA, as well as launching internal initiatives such as 'Day off for a check-up'.

4 QUALITY EDUCATION



// CONTRIBUTION

Guarantee ICT skills for future generations, promote inclusive and diverse education and drive teacher motivation.

// PROGRAMME/ COLLABORATION

Programmes and initiatives related to improving education, such as Samsung Smart School, our participation in Haz, alliance for education and the new project Classroom of the Future, supported by the Ministry of Education and Vocational Training and the autonomous communities.

5 GENDER EQUALITY



// CONTRIBUTION

Make equity between men and women a reality in all spheres, especially in work and education.

// PROGRAMME/ COLLABORATION

Promoting projects such as Samsung DesArrolladoras, aimed at training women.





8 DECENT WORK AND ECONOMIC GROWTH

// CONTRIBUTION
Encourage entrepreneurship and employability through creation and innovation.

// PROGRAMME/ COLLABORATION
Projects such as Samsung Dev Spain or Samsung Innovation Campus, which have a complete programme of activities, the collaboration with AECOC Pact for Youth Employment and the presidency of the Digital Talent committee at Ametic are examples of this.

10 REDUCED INEQUALITIES

// CONTRIBUTION
Improving accessibility for people with a disability.

// PROGRAMME/ COLLABORATION
Technology as a tool to break barriers, developing innovative solutions such as the TALLK app to improve the quality of life for ALS patients and their families, and collaborating with leading organisations such as the ONCE Foundation or the Luzón Foundation.

11 SUSTAINABLE CITIES AND COMMUNITIES

// CONTRIBUTION
Disseminating and preserving culture, as well as generating solutions to build more sustainable communities.

// PROGRAMME/ COLLABORATION
Collaboration with the most important cultural entities in the country such as the Museo del Prado and the MAN, among others.

17 PARTNERSHIPS FOR THE GOALS

// CONTRIBUTION
Strengthen alliances with different bodies to promote inclusion and technological advances.

// PROGRAMME/ COLLABORATION
The sum of forces between public and private bodies allows us to continue developing projects and initiatives in the community. Because technology by itself is nothing.



// Socioeconomic contribution of Samsung Spain

Every year since 2017, in collaboration with PwC, we have drafted the **report 'Socioeconomic and fiscal impact of Samsung in Spain'**, a study which places value on our contribution to Spanish society in the economic, fiscal and employment fields.

The report is an **exercise of transparency**, as it is compiled

on the basis of financial and fiscal information provided by the company, together with macroeconomic and sectoral data obtained from public sources, such as the National Statistics Institute, the Tax Agency and the Ministry of Finance, among others. The result **quantifies our annual contribution to the country**, noting

our relevance for the progress of Spanish society.

The data gathered in the 2021 edition of the report demonstrate an **important increase in the contribution of the company** in the three defined areas with respect to the 2020 results, and are very close to the pre-pandemic levels of 2019.



CHART OF IMPACTS GENERATED

INDIRECT

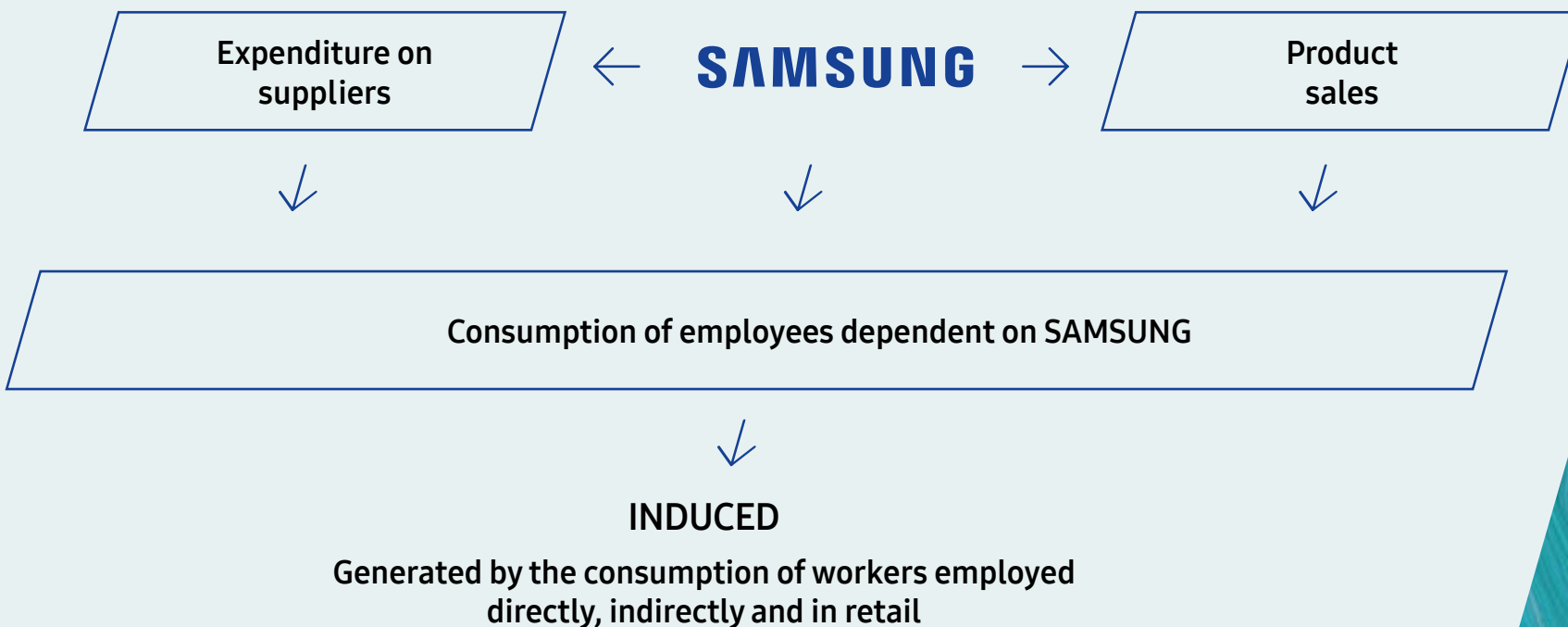
Generated in our supply chains by expenses and investments made

DIRECT

Generated through our direct activity in Spain

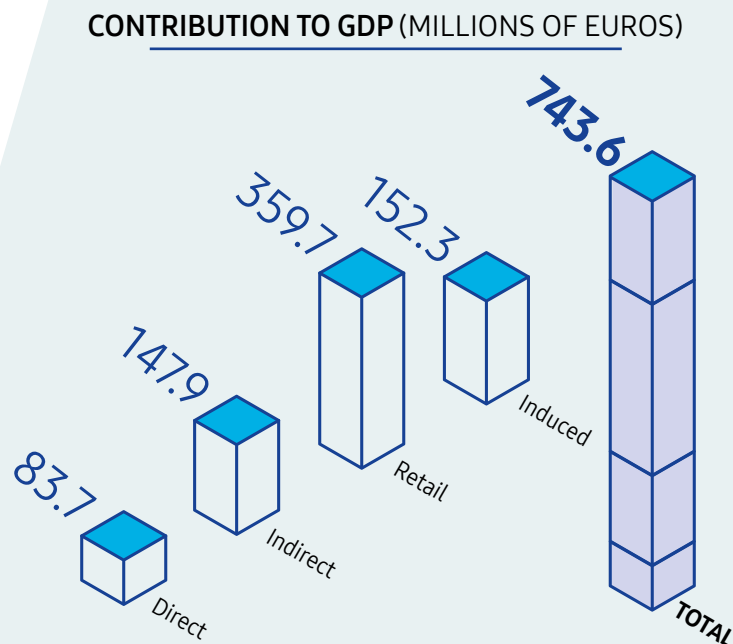
RETAIL IMPACTS

Generated in the retail sector through the sale of our products in commercial establishments



IMPACT ON THE ECONOMY

Samsung Spain contributed 743.6 million euros to the Gross Domestic Product (GDP) of Spain in 2021, 11.2% more than in the previous financial year.



“
EACH EURO
OBTAINED AS PROFIT
WAS TURNED INTO 22
EUROS OF WEALTH FOR
THE SPANISH ECONOMY
”



Direct impact

All types of impact grew, but it is the direct impact which proportionally grew the most, due to the recovery of the volume of Samsung sales in Spain, after a 2020 marked by the pandemic. It is broken down as follows:

- ▣ **Staff expenditure**¹: €35.6m
- ▣ **Gross operating surplus**²: €48.1m
- ▣ **Taxes**³: €0.02m

Indirect impact

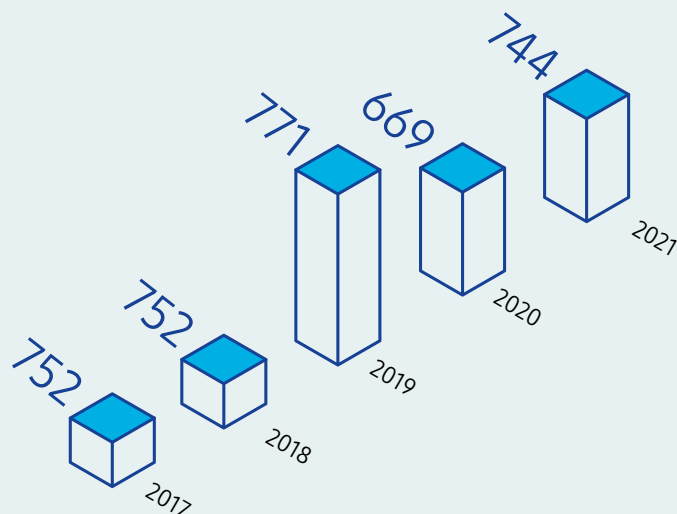
Spending on domestic suppliers amounted to 170.3 million euros, generating a significant increase in GDP in both the direct recipient sectors and their supply chain. The sectors that benefited most were advertising and market research (€63m), real estate services (€11.5m) and repair of electronic equipment (€7.5m). The indirect economic impact also generated a total of 66.1 million euros in wages and salaries in Spanish households.

“
THE NUMBER OF LOCAL
SAMSUNG SUPPLIERS
REPRESENTS 84% OF
THE TOTAL
”

⁽¹⁾ including the wages and salaries of employees, social security contributions paid by the company and employees, and income tax.

⁽²⁾ Corresponds to Samsung's EBITDA, which includes the amount paid for corporate income tax.

⁽³⁾ Includes those taxes not included in the other items (Business Tax, Property and Real Estate Tax, etc.).

2017-2021 EVOLUTION (MILLION €)

“
**SINCE 2017,
 SAMSUNG HAS
 CONTRIBUTED
 AROUND 3.7 BILLION
 EUROS TO THE
 SPANISH GDP**
 ”

Retail Impact

The sale of Samsung products in Spain had a powerful driver effect on the retail sector which translated into an impact on GDP of 1.986 billion euros.

By **type of trade**, sales were distributed in the following way:

- **Specialised in electronics:** 69.2% (€248.8m)
- **Non specialised:** 23.4% (€84.2m)
- **Specialised in domestic use:** 7.4% (€26.7m)

Induced impact

Our activity generated a total of 305 million in additional GDP through direct, indirect and retail wages and salaries.

Household consumption generated an induced impact that was distributed among those sectors that traditionally receive Spanish household spending, in which real estate services (€37.5 m), hotels and restaurants (€9.5 m) and retail trade (€10.4 m) stand out.



KNOWLEDGE INTENSIVE GDP

Knowledge intensive GDP is a new metric which quantifies **what part of the economic value produced in society is based on knowledge**, in terms of how much knowledge is used or given back.

A company with a high knowledge intensive GDP has worker that are more qualified, as well as **greater transformative power** in the long-term. It therefore contributes more to the **competitiveness of the country**, both in the present and the future.

“
KNOWLEDGE INTENSIVE GDP CONTRIBUTES TO IMPROVING COMPETITIVENESS AND DRIVING THE TRANSFORMATION OF THE COUNTRY
 ”

Direct impact

87% of the direct value added we generated in 2021 was knowledge-intensive, 21 points above the Spanish average.

The knowledge-intensive activity carried out contributed to generating 73 million euros of economic value through the accumulated knowledge of our productive factors. This figure is **65% higher** than the one recorded in 2020.

Capital is the productive factor in Samsung Spain that contributes most to the generation of value through knowledge, accounting for 59% of the total

Indirect impact

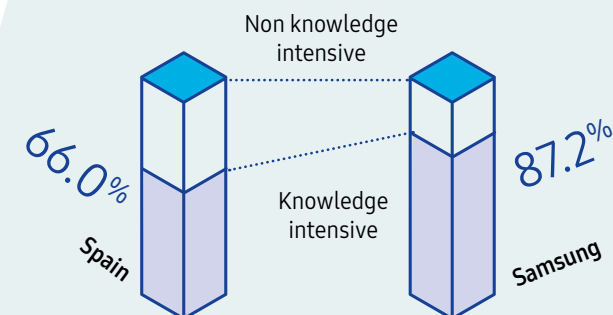
Our spending on domestic suppliers contributed to €97.2 million of value added in the knowledge-based economy, 10% more than in 2020.

65% of the value added generated indirectly was realised through knowledge-intensive factors of production.

Advertising and market research was the sector where, in absolute terms, knowledge played the most important role in the generation of value, with 49 million euros (79% of its impact on GDP).

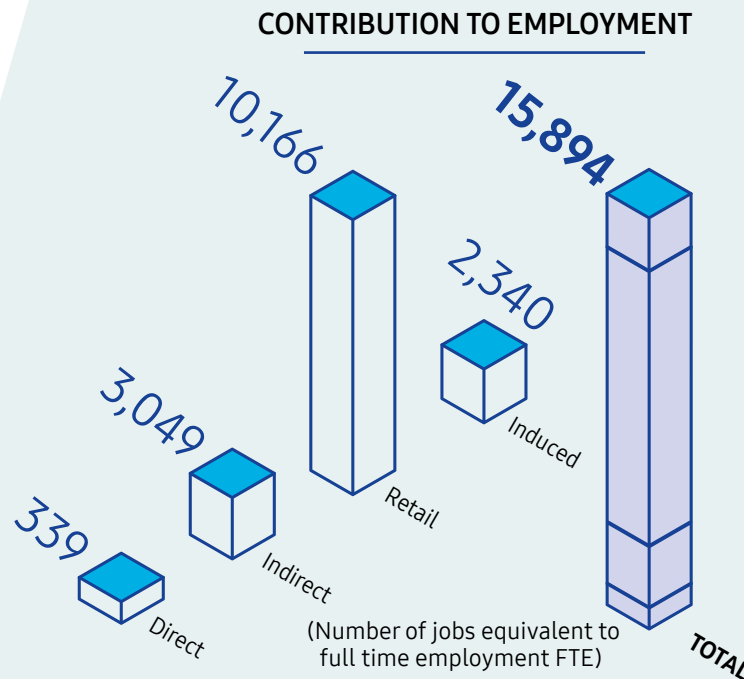
CONTRIBUTION TO KNOWLEDGE

through Samsung's direct activity (%)



IMPACT ON EMPLOYMENT

Through our activity we helped to create and maintain 15,894 jobs in 2021, 7.8% more than in 2020.



“
EACH DIRECT SAMSUNG SPAIN JOB GENERATES 47 FULL-TIME EQUIVALENT JOBS
 ”

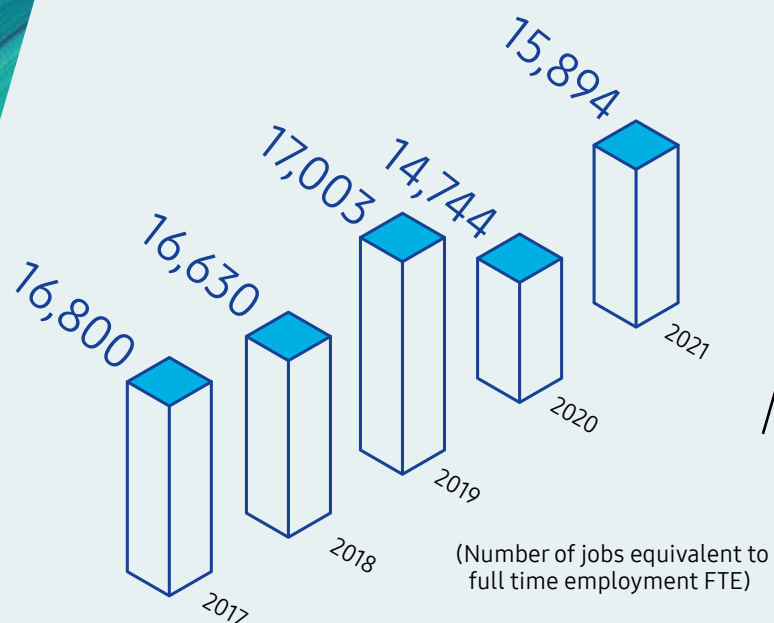


Direct impact

Our average staff of 339 in the financial year 2021 increased slightly compared to 2020 (333).

Indirect impact

In 2021 our activity generated 3,049 FTE jobs in the Spanish economy. The sector which benefited the most was advertising and market research, with 1,522 FTE jobs, followed by Electronic equipment repair (302) and Office security services (228).

EVOLUTION 2017-2021

“
**SAMSUNG'S ACTIVITY
 HAS GENERATED AN
 AVERAGE OF 16,214
 ANNUAL FTE IN THE LAST
 FIVE YEARS**
 ”

Retail Impact

The sale of our products in Spain in 2021 contributed to generate a retail impact amounting to 9,370 FTE jobs in the retail sector, almost 8.5% more than in the previous year.

Broken down by sub-sectors, retailers specialised in electronic benefited the most, with almost 7,200 jobs (70%) The non-specialised trades generated 2,255 jobs (22%) and domestic use generated almost 706 jobs (7.5%).

Induced impact

During the year, our activities generated 2,340 induced jobs in a wide range of sectors, benefiting retail trade (372), hotels and restaurants (362) and wholesale trade (169) the most.



// We commit to stable and quality employment

People are the engine which powers our company. Their commitment, effort and talent drive us to continue improving and growing each year. For this reason, we make an effort to **offer the people who join**

Samsung Spain the best possible work environment, where quality and stability are the bases which foster professional development, but also work-life balance, security, well-being and equality.

At Samsung Spain we work for employment that is...

...stable: Practically 100% of staff have a **permanent contract**.

...balanced: with the aim of increasing employees' satisfaction levels and improving the **balance between personal and professional life**, the company counts on measures such as remote working, flexible hours and childcare vouchers.

...equal: since 2019 we have had an **Equality Plan** which promotes effective equality of opportunity for all people, supporting an inclusive corporate culture in which all differences are respected.

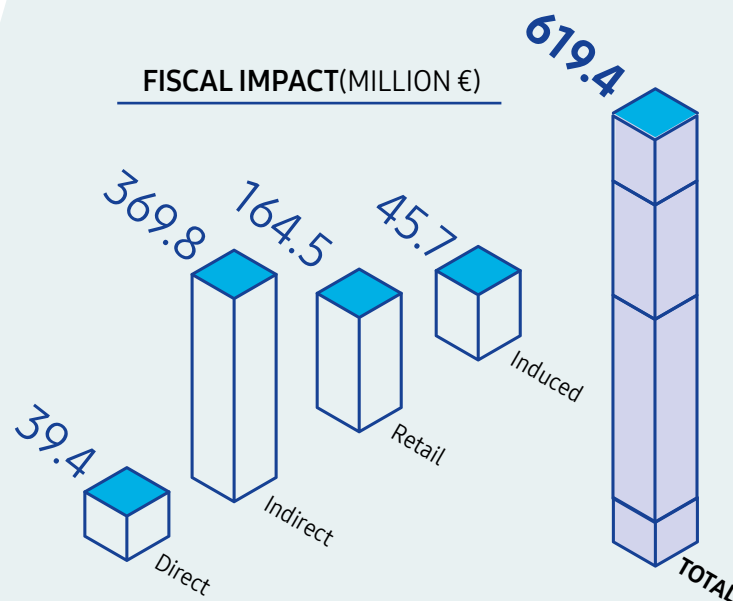
...formative: the company has a **training plan** as a tool to strengthen development and professional growth, with a focus on digital abilities and languages.

...safe: everyone has **private medical insurance**, as well as a 'Day off for a check-up' to go for a medical revision. Anyone who wishes to do so can undergo a medical examination by an external company.

...healthy: employees at the headquarters can eat daily in the restaurant located in the business park promoting a **healthy and balanced diet**.

...responsive: a **satisfaction survey is carried** annually **out** to listen and respond to employees' needs, strengthening corporate culture.

...has rewards: at Samsung Spain **loyalty is rewarded**, with a gift to those who have completed 5, 10, 15, 20, 25 and 30 years of service. In addition for every 10 years of service, an additional day of holiday is awarded.



“
**EVERY EURO OF
 PROFIT WE MADE IN
 2021 GENERATED 18
 EUROS OF TAX REVENUE**
 ”

Direct impact

The 39.4 million euros generated, 48% more than in 2020 correspond to net VAT (€15.3m) corporate income tax (€10.4m) and social security contributions (€5.1m).

Indirect impact

Expenditure on domestic suppliers generated an indirect tax impact of EUR 369.8 million. VAT generated by purchases from domestic, intra- and extra-EU suppliers accounted for more than 90% of the direct total of 369.8 million euros.

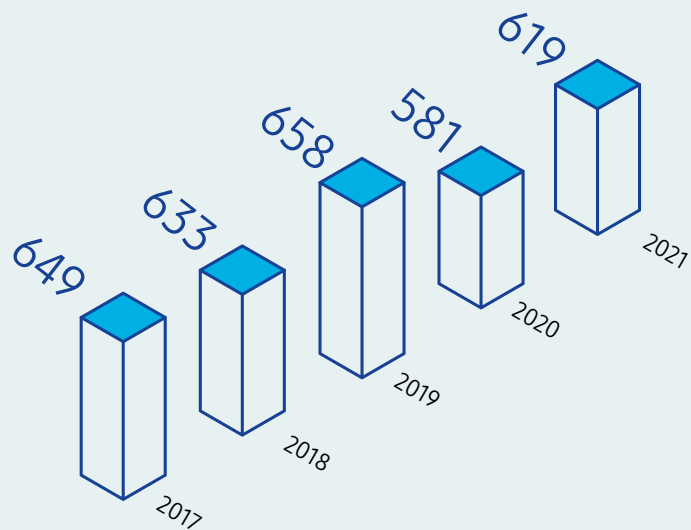
Retail Impact

The marketing of our products had a retail impact of 164.5 million euros. VAT contributed 39.5% of the retail revenue, while social security contributions contributed 37%.

Induced impact

The consumption generated by the jobs created directly and indirectly by our company resulted in 45.7 million euros in tax revenue. The most highest amount of tax contributed was VAT, with 35.2% of tax revenue, followed by social security contributions (27.8%).

EVOLUTION 2017-2021



“
**SAMSUNG HAS
 GENERATED MORE
 THAN 3.14 BILLION
 EUROS IN TAXES OVER
 THE LAST FIVE YEARS**
 ”



IMPACT ON THE SDGS

1 NO POVERTY



- 619.4 million euros of total tax revenue, equivalent to 25% of expenditure on Inclusion in the General State Budget.

8 DECENT WORK AND ECONOMIC GROWTH



- 15,894 total FTE jobs.
- Average direct salary 3.2 times higher than the national average.
- 744 million euros of gross value added (0,06% of GDP).

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- 87% of the direct value added we generated is knowledge-intensive, 21 points above the national average.

10 REDUCED INEQUALITIES



- For every euro of direct profit obtained by Samsung Spain 18 in total tax revenue were generated.

// Activity with an impact in media

Our own business activities and those we carry out in the field of social development, such as those related to the 'Technology with Purpose' programme, have a **significant impact on the media** in our country, both in traditional and, especially, in digital media.

These are some of the figures that show that Samsung Spain is an important **source of content and information** for the national media:

- ▣ **Audience** 13,430,180,439 (+596% compared to 2020)
- ▣ **Value of the impacts:** € 27,279,231 (+9% compared to 2020)
- ▣ **Total impacts in 2021:** 7,245 (+5% compared to 2020)

MAIN PROACTIVE IMPACTS:

	Impacts	Value (in €)
Corporate	934	2,601,727
'Technology with purpose'	450	3,079,361
Education	111	367,634
Culture	74	165,745
Employment and entrepreneurship	120	190,501
Accessibility and well-being	110	251,942



// Commitment to the environment

As part of a world-leading consumer and information technology group, we at Samsung Spain have a **responsibility to minimise the environmental impact of our activities**,

focusing on products, innovations and services. In line with this commitment, we focus on two main areas which are **reducing the rate**

of climate change and the **creation of a true circular economy** to use resources efficiently and throughout the life cycle of products we manufacture and market.

'GALAXY FOR THE PLANET', OUR NEW VISION OF SUSTAINABILITY

The platform 'Galaxy for the Planet' was born in 2021 with the aim of **improving the environmental impact of Samsung by the year 2025** through the integration of sustainable practices in each stage of the production process. In this way it will contribute to building a better future for all the communities in the world.

Main goals for 2025:

1. Incorporate recycled material in new mobile phone products.

To encourage a more circular economy, Samsung is investing in innovative materials with an environmental conscience.

removing and substituting unnecessary materials and resources traditionally used in such packaging and incorporating environmentally friendly solutions.

2. Remove all plastic from mobile phone packaging.

Samsung is working to completely remove all single use plastics, reducing,

3. Reduce the energy consumption on standby mode of all smartphone chargers to less than 0.005 W.

Samsung is prioritising low

energy consumption technology which increases energy efficiency. The company has reduced the standby power consumption of all smartphone chargers to 0.02W, which is one of the highest energy efficiencies in the mobile phone industry.

4. Achieve zero waste to landfill.

Samsung is minimising the

waste generated at its mobile production sites with a commitment to avoid landfill. It also aims to reduce e-waste on a global scale by optimising product life cycles, improving design processes and through initiatives such as the 'Galaxy Upcycling' and 'Certified Re-Newed' programmes.

INNOVATIONS WHICH LOOK AFTER THE PLANET

Reducing emissions

With its **eco-friendly packaging**, the company hopes to reduce its annual CO₂ emissions by **10,000 tons**.

Solar powered television remotes will achieve a **14,000 ton** reduction in Greenhouse Gases over 7 years' use of the device.

The incorporation of a greater quantity of **recycled plastic** in our products will achieve a **500 ton** reduction of greenhouse gas emissions over seven years of the product's use.

With these innovations, we hope our **Visual Display products**

equipped with 'eco-friendly' features will have reduced our emissions by **25,000 tons** during 2021.

This is equivalent to the amount of greenhouse gases that could be absorbed by 30 million 30-year-old pine trees over the course of a year.

Using more sustainable materials

For some years now, Samsung has been committed to using more environmentally friendly materials for the packaging and wrapping of our products, replacing the most polluting

ones with **recycled elements, bioplastics and paper**.

This is the case for the Galaxy smartphones, in which 100% of the paper used in their packaging in

recycled. Similarly, we use a **QR code** on many of our products to allow customers to digitally download the instructions for use, achieving a considerable reduction in paper usage.

Reusing products

The '**Galaxy Upcycling**' program encourages the recycling of the older Galaxy smartphones so they can continue to be useful and giving them a **second life**, while at the

same time reducing the generation of electronic waste.

In this way, older Galaxy smartphones become a variety of IoT (Internet of

Things) devices through a simple software update that allows their sensors to be used to, for example, detect a baby's cry or control household light and sound functions.



INCREASINGLY SUSTAINABLE PERFORMANCE IN SPAIN

In line with the parent company, we at Samsung Spain are, of course, making every effort to **ensure that our performance is increasingly responsible and environmentally friendly.**

To this end, we have an **Environmental Policy** through which we respond to all the requirements defined in this area, in addition to complying with all the legal requirements established locally. This internal policy helps us to actively minimise the creation of harmful materials and use resources efficiently.

Because Samsung Spain is a distributor, we do not incur raw material consumption,

emissions or waste from the parent company's core business of manufacturing products. Despite this, we focus on measures to **reduce the emissions we generate**, which we have achieved through **energy efficiency initiatives** related to electricity consumption and sustainable mobility.

At our work centres we have specific containers for the **appropriate treatment of waste**, and we have authorised suppliers for the recycling of electronic components, among others.

“
ALL THE ENERGY
CONSUMED AT
SAMSUNG SPAIN
COMES FROM
RENEWABLE ENERGY
SOURCES



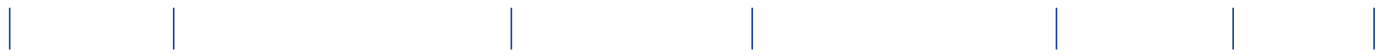
A differential service to generate less waste

In order to **further improve our environmental performance**, as well as continuing to provide excellent customer care, in 2021 we launched a **new repair service for Galaxy mobile devices and components of our TVs**. This service allows us to replace a damaged screen on our smartphones* without having to also replace the frame module and

the battery, as was previously the case. For televisions, we can substitute one or several LED bars without having to replace the whole screen. In this way we are able to offer a better service at a **reduced price**, at the same time as **reducing the generation of waste** and, as a consequence, our impact on the environment.

* Applicable to specific models. Consult availability at www.samsung.com/es/support/galaxy-repair/reparar-pantalla/





INNOVATION

PRODUCT INNOVATION



At Samsung we understand **technology to be a tool to improve the world** and, in particular, people's lives. With this philosophy, we make an effort each year to offer **innovative solutions**, capable of responding to consumer needs. Devices and equipment which is becoming smarter, more versatile and connected to help our clients, both individuals and companies, to have **the best experience** and develop their maximum potential.

This is in line with our long-term vision of following **increasingly more sustainable path**.

// *MX - Mobile Experience*

MOBILE PHONES

Galaxy Z Fold3 5G and Galaxy Z Flip3 5G

The latest evolution of the iconic Z range of foldable mobile devices opens a new chapter, with a **refreshed design and new features** that offer unique and unprecedented ways to work, experience audio-visual content and play next-generation games.

The **Galaxy Z Fold3 5G** stands out for its power, its 7.6-inch Infinity Flex display and its compatibility, for the first time in a foldable device, with S Pen. The **Galaxy Z Flip3 5G**, meanwhile boasts functionality with a sleek, compact design, a larger exterior display and an improved camera. The innovation and engineering of **Samsung has improved the durability of both** in all aspects, thanks to the use of Armor aluminium, Corning® Gorilla® Victus™ glass and a new protective film made of flexible PET and improved layers on the screen panel, making it 80% more durable than previous devices.



“
TO BRING THE Z RANGE OF DEVICES TO EVERYONE, IN 2021 WE LAUNCHED TWO INNOVATIVE PROGRAMMES THAT ALLOW THEM TO BE TRIED FOR 60 DAYS OR LEASED FOR 18 MONTHS
”

Serie Galaxy S21

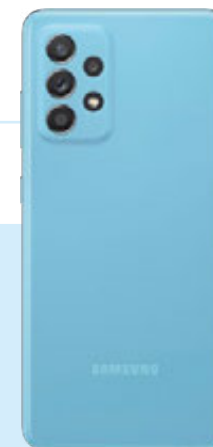
The S range has a new 'flagship', the **Galaxy S21 Ultra 5G**, a device that pushes the boundaries of what a smartphone can do. It incorporates the **most advanced professional camera system** (with a new 108MP professional sensor) and the brightest and smartest display (6.8 inch Dynamic AMOLED 2X), and takes productivity and creativity to the next level by **integrating the S Pen experience** into the Galaxy S series for the first time.

This model is joined by the **S21 5G**, created for those looking for a lightweight design and a compact 6.2 inch screen, and the **S21+ 5G**, with a larger screen (6.7 inches) and a bigger battery, perfect for gamers and movie and series lovers. Two styles with a common connectivity nexus, and the power and performance only Samsung can offer.



Galaxy A range

The best **technology in reach of everyone**. This is the aim of the Galaxy A range of devices, innovative handsets that allow users to communicate and express themselves with an impressive camera, enjoy a unique viewing experience thanks to its display, and take full advantage of Galaxy's most iconic features, such as water resistance and long battery life. The **Galaxy A52** and **Galaxy A72** are cousins, although the latter is differentiated by its 6.7-inch screen and greater camera power and battery life. For those looking for a faster connection **Galaxy A52 5G** is the best option. And if you need higher performance, the Snapdragon 778G processor of the **Galaxy A52s 5G** offers superior power.



// An aid for the absent-minded

SmartTag is an **object** locator which helps items to be found easily via Bluetooth or audio. Whether it's keys or a pet, this device, which complements Samsung's Galaxy ecosystem, makes life easier for those prone to losing their belongings.



Galaxy TAB S7 FE

The latest model to join the Samsung range of tablets stands out for its large **12.4 inch screen** and its **excellent performance** to boost work or enjoy entertainment. **It includes the S Pen**, which can be used to develop the user's creativity to the full, and its powerful battery means less reliance on plugs and sockets.





Galaxy Buds Pro

Without a doubt, the best headphones created by Samsung. Their features: **complete surround sound** thanks to an 11mm woofer for deeper low notes and a 6.5mm tweeter for sharper high notes with minimum distortion; superior call quality with **smart active noise cancellation**; and **improved connectivity** for all devices. Not forgetting the updated and ergonomic design which makes them unique.

Galaxy Watch4 and Watch4 Classic

These are the first smartwatches to include our **WearOS Powered by Samsung** platform, developed with Google, as well as being equipped with One UI Watch, Samsung's most intuitive interface. All this is accompanied with high performance hardware (20% faster CPU and 50% more RAM than the previous generation), and new tools to help control health status via the **innovative BioActive sensor**.



Maxi Iglesias wins the Samsung Award at the GQ Men of the Year party

Samsung was once again one of the protagonists at the '**GQ Men of the Year Awards**'. At the 20th edition, the company was once again the main sponsor of the event and awarded the Samsung Award to actor Maxi Iglesias, in recognition of his professional career and his links with technology.

// CE (Consumer Electronics)

AV (AUDIOVISUAL)

Neo QLED

Samsung incorporates this completely new technology in its 8K and 4K models, taking QLED one step further through a **new light source, Quantum Mini LED**, precisely controlled by Quantum Matrix Technology and its Neo QLED processor.

The **QN900A** is the most advanced 8K model on the market, bringing a new dimension of brightness and contrast thanks to the new Mini LEDs, which control the light more precisely, reproducing 100% of the colour volume. The Neo QLED 8K processor, meanwhile, by using up to 16 different neural network models, each primed for quality enhancement through **artificial intelligence and deep learning technology**, can optimise the resolution of the 8K image regardless of the input quality.

The new **Infinity design** almost completely eliminates the screen border, while the **Slim One Connect integrable in its base** allows cables to be tidied behind televisions. In addition, the new NEO QLED models include smart features, such as the panoramic play mode or the PC on TV feature.



Odyssey Monitors

Samsung strengthened its leadership in the gamers' monitors market with its new models in the Odyssey range. Among them the **Neo G9** stands out, the first curved Mini LED monitor for videogames in the world with **Quantum Matrix technology** which takes the playing experience to another level. It has an **ultra-panoramic 49 inch screen** with an aspect ratio of 32:9 which offers high definition (DQHD) with a fast refresh rate (240 Hz) and a response time of 1 ms. The range is completed with the **Odyssey G7** (28 inches), **G5** (27 inches) and **G3** (27 and 24 inches).



Lifestyle TV

In this product category, Samsung creates **televisions designed for each consumer and space**, inside and outside the home.

▣ **The Frame.** The television becomes a **work of art** which can be personalised to adapt to the aesthetics and decoration of each home, with a library which includes more than 1,600 artworks from internationally recognised institutions. New features include **greater storage space** (6 gigabytes), and the '**Slim**' wall mount included in the box, which attaches the television to the wall for a minimalist effect.

▣ **The Premiere.** The first laser projector in the industry with **4K UHD resolution and with ultra-short throw** brings the visual experience of the cinema into the home. In addition, it stands out for its beautifully compact and minimalist design that fits in with any decorative style

▣ **The Terrace.** The first television with **QLED 4K technology for outside spaces**, weatherproof thanks to an IP55 rating that protects it against water, dust and heat. It boasts high image quality, perfect audio reproduction and many smart functions.

▣ **The Sero.** The only television which rotates its screen automatically (horizontal or to **adapt to the content** being watched). It includes a powerful subwoofer of 60 watts in its stand to offer the best sound.

▣ **The Serif.** Design and technology go hand in hand in this model **designed by the Bouroullec brothers**, available in white and blue and with screen sizes of 43 and 50 inches. Sharing content from your smartphone is now easier thanks to the NFC connectivity.



// Sustainable technology

Samsung has begun an **environmental transformation**, called 'Going Green', which aligns the operations of the television division with the following sustainability programmes.

- ✓ **Reduction in the carbon footprint** associated with the fabrication of televisions and **improving energy efficiency** through greater use of recycled materials.
- ✓ **Sustainable packaging:** 'eco-packaging' will be found in the majority of the television range with the aim of saving up to 200,000 tons of cardboard boxes every year and eliminating the use of oil based ink, as well as packaging staples.
- ✓ **Solar powered remote control:** rechargeable from interior or exterior light sources or a USB port, it will help avoid the waste produced through the use of AA batteries.

HA (HOME APPLIANCES)

Bespoke refrigerators

Samsung's range of Bespoke refrigerators is designed to allow users to harmonise their appliances with the decoration of their home, **uniting technology and design**. In addition, it offers different configurations, as it is available in 1.85 and 2 metres, single-door or combined models, with four different finishes and colours. It includes **SpaceMax technology** for highly efficient insulation, while **Cool Select +** allows the lower compartment of a combi refrigerator to be used as a fridge compartment or be converted into freezer space.



Another major innovation in 2021 was the **four door refrigerator**. It stands out for its **hidden 'Beverage Center'**, which allows quick access to the water dispenser where you can fill a jug easily and rapidly. In addition, it includes all the technologies typical of a premium refrigerator, such as the **Triple Cooling Plus** cooling system which, thanks to its triple cooling circuit, does not mix odours and maintains an optimum humidity level.

B2B

Planasa: tablets to optimise operations

With the aim of becoming a **strategic partner for companies**, Samsung collaborated with **Planasa**, a leading multinational agri-food company specialising in plant research, nurseries and fresh produce, optimising its operations and driving its digital transformation. Thanks to the use of **rugged tablets** (ready to endure adverse conditions and falls) such as the **Galaxy Tab Active**, the company has improved the efficiency of its processes and employees' productivity in nurseries and crop fields all over the world.

These devices have enabled Planasa to **automate the data collection** carried out by its field teams from different work areas, such as greenhouses, crop fields, warehouses and other facilities, in demanding humidity and temperature conditions. The aim was to provide real-time access to information from their farms to analyse it more quickly, improve decision making and therefore **business strategy**.



Boosting IVECO's competitiveness

In the same vein, Samsung teamed up with IVECO, a global manufacturer of light, medium, heavy and passenger commercial vehicles, to help **increase its profitability, efficiency and competitiveness** in the transport sector.

To encourage better management of activity in their workshops, IVECO introduced the use of **new mobile devices** allowing the instant consultation of information, and to make real-time orders and reports. All securely through the Samsung Knox platform. Thanks to the **Galaxy Tab Active3, Tab Active Pro, Galaxy Note20, and Samsung Dex**, IVECO's management processes have notably improved.

CaixaBank, solutions to continue growing

For years, Samsung has been a technology partner of CaixaBank, providing the bank with around 40,000 mobile terminals for its staff. And the **Galaxy Enterprise Edition devices, along with their associated services and solutions**, offered everything CaixaBank needed.



In addition, Samsung brought its software solutions with the aim of improving the management and **security of devices**. The premium technical support stands out in particular, which allows any incident to be resolved and help to be provided rapidly and efficiently. Samsung's experience, security and adaptability have been decisive in strengthening a **long-term relationship**.

'B2B Summit, Unfold your Business'

For another year, Samsung organised its traditional **event for businesses**, which in 2021 was called 'B2B Summit, Unfold your Business' and was attended by more than 200 companies virtually and in person. The meeting allowed the new challenges faced by businesses, and the **opportunities offered by mobile technology** in Industry 4.0 to be put in common.



// SEACE

New innovations in the air conditioning range

In 2021 two important new innovations were presented in relation with air conditioning products. The first is the **DVM S2** range, created for commercial use, which offers greater seasonal energy efficiency, AI innovations and control capacities to optimise temperature conditions in different environments.



The second is the launch of the **WindFree™ Pure 1.0**, for home use. It incorporates a PM 1.0 filter to purify the air, the unique WindFree™ climate control technology, Freeze Wash functionality and other smart features that allow for comfortable climate control and, at the same time, **cleaner air** in homes.

A hand is shown holding glowing digital lines, symbolizing technology and human interaction. The background features a globe with a grid pattern, set against a sunset sky. The overall theme is digital technology and its impact on society.

4

**SOCIETY
TECNOLOGY
WITH PURPOSE**

TECHNOLOGY WITH PURPOSE

We are sure that **technology is key in the development and transformation of society**. It is a tool which brings us together, enriches us, encourages knowledge and pulls down the walls which separate us. For Samsung Spain, technology has an aim, but above all a purpose, which is to improve people's lives. For nine years, our **'Technology with Purpose'** programme has brought together all the purpose-driven initiatives we have put in place to achieve this. On this path, we count on the help and collaboration of public and private entities, with whom we share the vision that a better world is possible. And to achieve this we focus our efforts on four main areas: education, culture, accessibility and well-being, and employability and entrepreneurship.

// Education

The society of the future is the one that is being built today, which is why we at Samsung want to contribute our technology to promote knowledge and learning in an innovative, accessible and, above all, egalitarian way.



SAMSUNG SMART SCHOOL



This is one of the brilliant projects of our 'Technology with Purpose' programme and a clear example of **public-private collaboration**. In 2014, we signed a collaboration agreement with the Ministry of Education and Vocational Training and all the autonomous communities, as well as the autonomous cities of Ceuta and Melilla, with the aim of **promoting digital learning through better use of technology** and to confirm the importance of using technological resources in the education system.

Since its start, the programme has been implemented in more than 108 Primary Education classrooms, **reaching some 4,000 students** in 40 state schools throughout Spain. Around 700 teachers have also been trained.

// A prize-winning project

Samsung Smart School has received much recognition, such as the **SERES Award** received in 2021. This award, one of the most prestigious in the country in terms of sustainability and social commitment, drew attention to the project for the company's commitment to education and society in our country.



Virtual teachers' meeting

Despite health and safety restrictions, we did not want to miss our annual meeting with all the teacher who participated in the Samsung Smart School project. So, on the 14 and 15 April the **sixth edition of the Samsung Smart School Teachers' meeting** was held virtually, in which experiences and projects were shared by the educational centres belonging to this project. All this was done through an augmented reality platform that allowed attendees to interact with other people through avatars, in a simple way, without CO₂ and without geographical barriers.

TECHNOLOGY AS AN ENGINE FOR LEARNING



During the 2020-2021 academic year, we carried out a study along with the international sustainability platform 'Quiero' with the aim of **discovering the current role technology is playing in education** and the role

it could have in the future. For this purpose, we interviewed primary and secondary school teachers, as well as final year students for a master's degree in secondary education and students training to become primary school teachers.

Some of the main conclusions were:

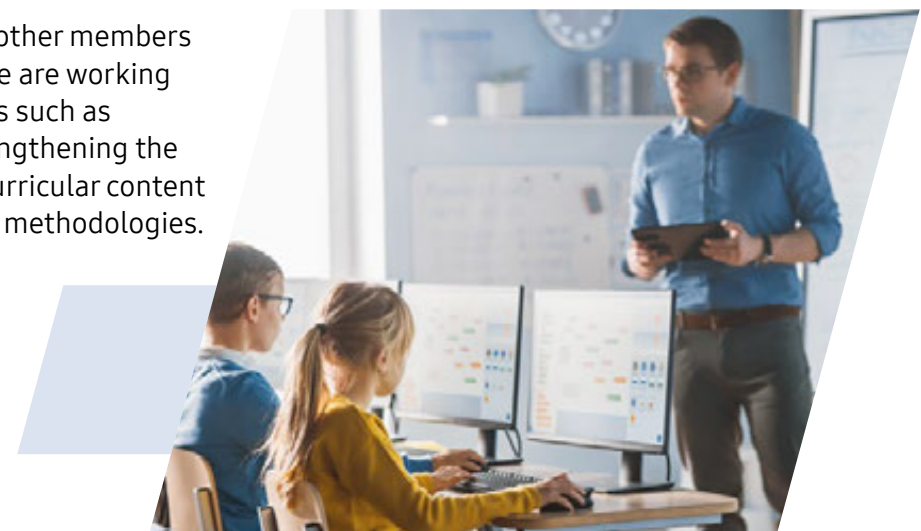
- ▣ More than 70% of teaching staff think that technology **encourage teamwork**, creativity, and interaction among students.
- ▣ More than 60% of interviewees are of the opinion that **the pandemic has accelerated the use of technology** in education.
- ▣ 8 out of 10 teachers consider that **technology enabled students' learning**.

HAZ, ALLIANCE FOR EDUCATION



Samsung Spain has joined Haz, Alliance for education, whose aim is to **transform society through education**, taking the knowledge and experience of the private sector as a base.

Together with the other members of this initiative, we are working to promote aspects such as digitalisation, strengthening the role of teachers, curricular content and new skills and methodologies.



CLASSROOM OF THE FUTURE.

In 2021 **the first Classroom of the Future was opened**, with INTEF (National Institute of Educational Technologies and Teacher Training), for the professional development of teaching staff. It is the **first in a network of classrooms** that Samsung Spain will continue to promote, along with the Ministry of Education and Vocational Training.

The classroom of the future develops the concept of space organisation focusing on the competency

development of students beyond the acquisition of content. The flexible and reconfigurable classroom is divided into six zones, **Investigate, Explore, Interact, Develop, Create and Present**, which aim to encourage and stimulate the teaching and learning processes. Samsung, as the driving force behind the project, is providing all the necessary technology for the digitisation of these spaces, favouring teaching without limits adapted to the new digital era.



SCIENCE IS ALSO FOR GIRLS

Loyal to our commitment for equal opportunities we adhere to the **'STEAM alliance for female talent. Girls standing for science'**, an initiative from the Ministry of Education and Vocational Training that was created with the aim of encouraging STEAM

careers (science, technology, engineering arts and maths) for girls and young women to **reduce the gender gap.**



// Culture

Culture is essential for the development of societies and, for this reason, at Samsung Spain we collaborate with the leading centres in the country, providing our technological solutions and generating content to bring the arts closer to the public and improve their experience.

MUSEO DEL PRADO

Since 2013 we have been collaborating with the Museo del Prado, considered to be the most important Spanish cultural institution, on different projects and initiatives. One of the most significant was the permanent exhibition '**History of the Museo del Prado and its buildings**', a museum installation that traces the history of the institution since its birth in 1819, combining artwork and digital experience. It includes a **4K audiovisual production** that combines historical images, graphics, VFX illustrations, modelling techniques and 3D animation to recreate the architectural evolution of the Museum, which can be enjoyed on a 65-inch screen placed in the hall. Visitors can also enjoy an **application specifically designed for this exhibition** which provides further information on the different stages of the institution's history through Samsung tablets located at six points of the hall.



A close link with technology



- Official Prado Guide APP: an application** created by the Museo del Prado and Samsung which allows more than 400 of the institution's works of art to be explored with the quality and rigour of commentaries from conservators and specialists in each School. It is available in **multiple languages** (Spanish, English, French, German, Portuguese, Italian, Russian, Japanese, and Chinese), for smartphones and tablets.
- 15th edition of 'Prado Inclusivo' ('Inclusive Prado')**: more than a thousand people from different collectives took part in the four activities of this educational programme,

which aims to **use technology to bring culture closer** to older people, people with cognitive issues, special needs schools and psychosocial rehabilitation centres. In the four years we have participated in this initiative we have brought art closer to **more than 7000 people**.

- Samsung The Terrace**: a selection of audiovisual content from the Museo del Prado were available over the summer at the terraza de Jerónimos of the Café Prado **using the television of the same name** from the Lifestyle range as a screen.



THE MUSEO NACIONAL THYSSEN-BORNEMISZA CONTINUES ITS APPROACH TO THE FRAME

Our collaboration with the Museo Thyssen has brought **23 new frames** of different artworks which form part of the current collection of the museum in the **Art Shop of The Frame**, which already has 67 pieces. This collection includes works by Piet Mondrian, which are included in the worldwide Shop for the first time. There are also other emblematic works from the 20th century from artists such as Max Beckmann, Paul Klee and Wassily Kandinsky, among others.

// An unrivalled showcase for art

Samsung's 'Art Store' is a virtual shop that includes **more than 1,200 works of art and photographs in 4K quality** from museums and galleries around the world such as the Prado Museum, the Thyssen Museum, the Albertina Museum in Vienna, the Tate Modern in London, the Uffizi Gallery in Florence, the Van Gogh Museum in Amsterdam, the State Hermitage Museum in St. Petersburg, Magnum Photos and LUMAS. It will be available in more than 100 countries and has **more than a million subscribers**.



// Employment and entrepreneurship

Technology is more present than ever in our professional environments. For this reason, at Samsung we help to promote initiative which favour entrepreneurship and improve access to the jobs market.

SAMSUNG DESARROLLADORAS

This programme began in 2018 with the aim of **motivating and interesting women in STEM disciplines** (Science, Technology, Engineering and Mathematics), to encourage their inclusion in the different professions related to software development. Since then Samsung DesArrolladoras has trained **more than 2.700 female students** aged between 18 and 35.

The **fourth edition of the programme** began in September 2021 and received 1,400 applications for 1000 places. The course is taught by Bejob and certified by the General Foundation of the Universidad de Alcalá (FGUA)



SAMSUNG INNOVATION CAMPUS

In 2020 the new **training programme in new technologies** Samsung Innovation campus was launched, an initiative developed worldwide to boost the learning and employability of young people.

The courses have a duration of 240 hours distributed over three months in which students have access to cutting-edge educational content in the technology sector, with training in statistics, programming and artificial intelligence. To take part in these programmes it is necessary to be between 18 and 25 years of age and have basic knowledge of programming, probability and statistics. As such, the course is **aimed at young people who have a special interest in creating their future in the field of new technology.**

The knowledge that forms the core of the training curriculum is based on key technologies for the **Fourth Industrial**

Revolution, where artificial intelligence (AI) stands out.

The courses, **completely funded by Samsung**, were taught online due to the epidemiological situation and, in parallel, by the Polytechnic University of Madrid and the University of Malaga.

In 2021, three editions with 90 places were held from April to July. In the September-December

edition, three editions were held, also with 90 places, but reserved only for women, in order to promote female talent and reduce the gender gap in the sector. Since its inception, **a total of 300 young people have taken part in the programme**, 120 students in 2020 and 180 participants in 2021, enjoying training and practical experience in the field of AI.



SAMSUNG DEV SPAIN

More than 12,000 developers make up Samsung's community for Spanish developers, a meeting point that provides tools and knowledge in order to promote entrepreneurial projects and **foster new professional opportunities**. Therefore, every year a complete programme of activities is launched.

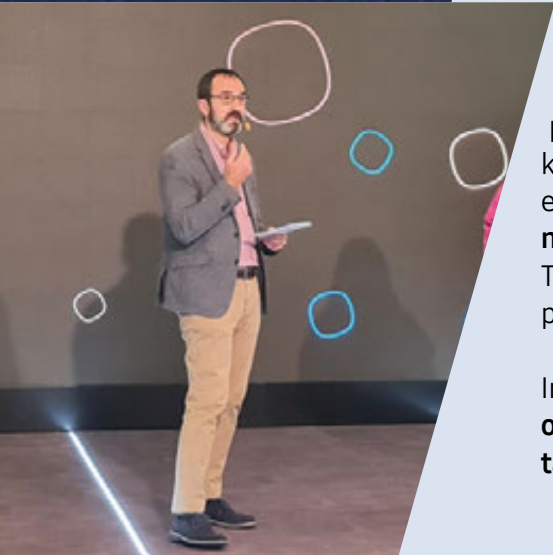
In this context, in 2021 a **new edition of 'Devices for Apps: Unfold your talent'** was undertaken presenting

two challenge related to folding devices. The initiative served to recognise the work of developers in the creation of apps which enrich the 'Galaxy Store' ecosystem of applications.

Another of the year's milestones was the launch, in collaboration with Bejob, of the **'Tizen application development for Smart TV'** course, a training programme that provided students with the necessary skills

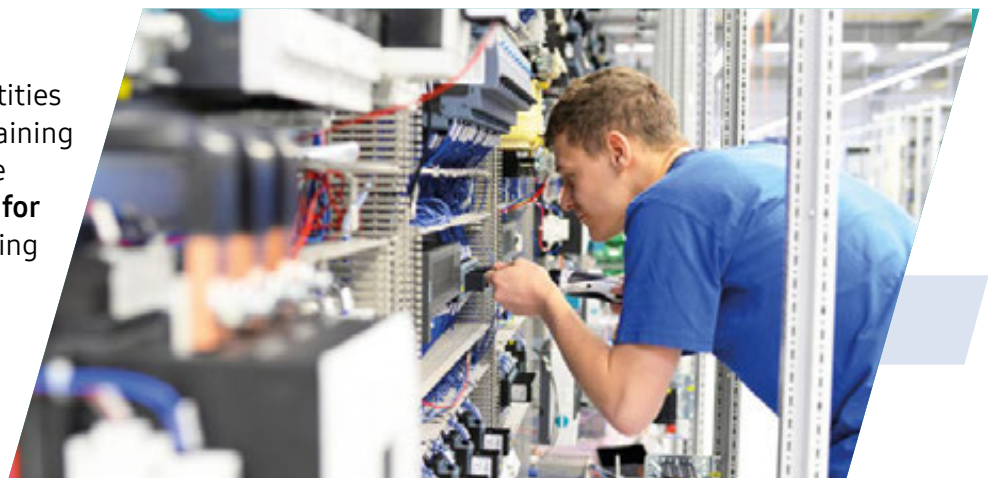
for the design and development of applications for Samsung Smart TVs.

In addition, in order to boost the profile and professional career of community members, **Samsung Dev Spain launched 'My Developer Career'**, a repository of five videos and seven articles covering different topics of interest, such as tips on how to become a freelance developer, how to get funding or how to start a business with an app.



ALLIANCE FOR VOCATIONAL TRAINING

In 2021 we joined this initiative driven by the **Ministry of Education and Professional Training** whose aim is to consolidate, with the collaboration of companies and entities involved in VT, the great transformation of Vocational Training promoted by the Spanish Government. In this context we participated in the creation of the **Specialisation Course for Artificial Intelligence and Big Data**, of higher-level training and with a duration of 600 hours.





// Dev Day, a day to celebrate

One of the annual milestones of Samsung Dev Spain is the Samsung Dev Day, the annual conference for developers in the community which **in 2021 held its twelfth edition**. For the second year, the event was broadcast live and virtually from The Cube in Madrid for **more than 500 attendees** from all over Spain.

Artificial Intelligence, connectivity, the Internet of Things, Tizen and foldable devices were some of the main topics discussed during the conference. As usual, the meeting also served to **deliver the 'Top Developers Awards'** to the best apps of the year.

The **winners of the 2021 edition were:**

- ▣ **Smart TV:** Sport Values Academy TV (Fundación Real Madrid).
- ▣ **Mobile devices:** Precio de la Luz.
- ▣ **App with a social component:** Gravity Now.
- ▣ **Training app:** Bronkanoid.

SAMSUNG AND THE SERES FOUNDATION: BOOSTING EMPLOYMENT

As part of our commitment to employment in 2021 we came together with the SERES Foundation to create the **'Keys to the company's contribution to employment'**. This is a valuable document that takes an in-depth look at the current situation of the labour market in Spain, focusing on the most disadvantaged groups in the aftermath of the pandemic and the initiatives of companies to contribute with innovative solutions. In this sense, and among many other conclusions, the study shows that **professional organisations must act as agents of change** and offer training that contributes to improving the situation of young people, boosting their personal development as well as their professional careers.



AGREEMENT WITH THE ONCE FOUNDATION



At Samsung Spain we work to increase professional opportunities in society, especially for the most vulnerable collectives. In line with this commitment, we have signed a collaboration agreement with the ONCE Foundation to **improve the employability of people with a disability in the technological field**. As such we offer **free training in two of our programmes**: Samsung Innovation Campus, focused on training in Artificial Intelligence, and Samsung DesArrolladoras, focused on getting started in the world of web programming.

A PACT IN FAVOUR OF YOUTH EMPLOYMENT

AECOC

In 2021 we joined the '**AECOC Pact for Youth Employment**', created in 2015 with the aim of putting more than 65 universities and Vocational Training centres throughout the country in contact with companies to facilitate young people's access to the jobs market. In this way, the initiative helped to **train and capture talent generated in the classrooms** and, at the same time, to highlight the value of the quality employment opportunities created in partner companies. The Pact is promoted by the University - Business and Employability projects of the Association of Manufacturers and Distributors, which already has 86 member companies.



// Accessibility and well-being

We work to break down barriers through our technological innovations to achieve universal access to technology.



A RELENTLESS FIGHT AGAINST CANCER

For more than a decade **we have been collaboration with FECMA** (Spanish Federation for Breast Cancer), donating more than one million euros during this time to raise awareness and promote research projects related to breast cancer, a disease that affects 32,000 women every year in Spain alone.

(SEOM), which are given to oncology doctors so that they can research and train to improve the survival and quality of life of patients suffering from this disease. Specifically, we participated in the **grant for the Fundación Instituto Valenciano de Oncología (Valencian Institute of Oncology Foundation)** and their project 'Role of cyclin E isoforms as a predictive biomarker of Palbociclib resistance in luminal metastatic breast cancer'.

We also support the work carried out by the Spanish Association Against Cancer through our **participation in the charity race 'Madrid en Marcha'**.

In 2021, we funded grants awarded by the Spanish Society of Medical Oncology



CUSTOMER SERVICE IN SIGN LANGUAGE

At Samsung Spain, as well as favouring integration through technology, we do it through people. Coinciding with the International Day of Sign Languages **we launched our new customer service for deaf people with sign language**. With this initiative, which we have developed in collaboration with the CNSE Foundation, the most important association for deaf people in Spain, we want to improve the access of this group to receive technical support in our country thanks to an interpreting service between the deaf person and the company.

FOR A MORE ACCESSIBLE WORLD



We devise and manufacture products which go beyond entertainment and functionality to create, through them, an **effective improvement in users' quality of life**. Proof that we are on the right path is that we have become the **first manufacturer to receive the Atech label from the ONCE Foundation** for all our televisions in the 2021 range. This certification is awarded to technological products and services adapted or accessible to people with physical, hearing, vision, motor or intellectual disabilities.

We are also the first manufacturer to obtain the **Amóvil label**, which is also granted by the ONCE Foundation, **for several of our mobile devices**, specifically ten models of smartphone and two tablets. The latest devices to obtain this certification, which accredits that they meet the requirements for universal accessibility were the Galaxy A12, A22, A32 5G, A52 5G, S21 Ultra 5G and Xcover5, as well as the Galaxy Tab S7 FE and Tab A7 tablets.

FOR A HAPPY CHILDHOOD



At Christmas **we once again collaborated with the Red Cross** in an initiative to collect donations and provide low-income families with educational toys. Under the motto **'Our dream, your happiness'**, the campaign not only **aided more than 400 families**, it also achieved its aim of raising awareness in society of how important it is for young children to play. To encourage donations, we activated **68 access points throughout the country**, centres and shops in which we placed different visual material to publicise the action.



2ND STUDY ON SECURITY AND PRIVACY AROUND MOBILE TELEPHONY

One of our main goals is to ensure **responsible use of technology**, especially when it comes to small children. For them, it has become an essential tool and a classmate in education and leisure. In this context, and in order to delve deeper into the habits of technological use and consumption, we carried out, with the collaboration of IPSOS, the **'2nd Study on Security and Privacy around mobile telephony'**, which shows the main concerns of Spaniards, as well as the risks related to the privacy and security of their smartphones.

Main conclusions of the study:

- ▣ 3 in 4 parents surveyed are worried about classroom safety.
- ▣ More than 50% of parents with school-age children surveyed do not know the main safety applications used in schools.
- ▣ Access to inappropriate content, cyberbullying, or the loss of habits such as reading or writing are some of the risks which, according to parents, are associated with online education.
- ▣ 83% of parents were worried about cybersecurity in their home.
- ▣ Despite this, almost half said they did not have any parental control installed on their devices.
- ▣ The laptop (79%) tablet (71%) and the smartphone (64%) were the most used devices for doing homework.
- ▣ Minors under 13 use these devices on average for 2 hours a week and 2.67 hours at weekends. For teenagers the time is longer, with 3.21 hours per weekday and almost 4 at the weekend.
- ▣ More than 80% of teachers surveyed confirm that technology in education can facilitate students' learning.
- ▣ 71% of teachers think that technology encourages teamwork, interaction with classmates, creativity, and other social skills.



// Technology in podcast format

There are increasingly more options through which content can be accessed. One of the channels that has gained most prominence in recent years are podcasts, which are gaining more and more followers. Samsung, in collaboration with PODIMO, one of the main European streaming platforms for podcasts and audiobooks, has launched a **series of nine episodes** which tackle, from a different angle, the **transformation that the world is going through thanks to technology** in topics such as culture, education, entrepreneurship and accessibility.



FUTURE CHALLENGES

WE LOOK TO THE FUTURE

At Samsung we have a **long-term vision** which always allows us to advance forward. We work every day to create the world we envision for tomorrow, developing innovative technology products and solutions that help **build a more digital, connected and accessible society**. In short, a better world.



// Fulfilling our mission

We know that, as a company, **we must be a reflection of the future we aspire to**, which means that we have to set an example and be a reference in everything we do. To do so, we have committed to **focus our business on ethics and honesty**, making continual improvement on a strategic level in all our areas of management and influence. This also means continuing to strengthen and deepen our relationships with all our stakeholders, defining meeting points that favour the **creation of shared value**.

All of this, of course, with a **focus on people and sustainable development**, centring our efforts on further developing our 'Technology with Purpose' project, on strengthening ongoing collaboration with the public and private sectors, and on caring for and protecting our environment. In this way, sustainability will be crucial to complete our mission.

Our commitment and determination have enabled us to successfully meet the demanding challenges we have been facing since the beginning of 2020. A complicated period in which we have understood that only with solid principles and values will we be able to **achieve our goals by doing what we do best**, which is to improve people's lives through technology



AREAS WHICH WILL DEFINE THE FUTURE OF SAMSUNG SPAIN



// Environment

The future must be sustainable or there will be no future. Environmental protection is already a key element in the management models of companies and ours is no exception, allocating more and more resources to make environmental sustainability a determining factor throughout the entire value chain. We will continue to make progress in reviewing and optimising processes, making better use of resources, using more environmentally friendly materials and promoting the circular economy. All of this with the firm objective of reducing our greenhouse gas emissions and reducing the footprint of our activities on the planet.



// Technology

The Fourth Industrial Revolution is already underway and solutions related to Artificial Intelligence, the Internet of Things, connectivity and 5G, among others, are making it possible.



// Society

A sustainable future implies, inevitably, the development of people to construct more advanced societies. Once again, our technology will play a key role in this process, providing solutions to promote important areas such as education, culture, employment and accessibility. In the same way, we will continue to set up initiatives which contribute to achieving real equal opportunities and reduce the gender gap in the professional environment.

ABOUT THIS REPORT

SAMSUNG

Since 2017, in Samsung Spain we have prepared our Annual Report in an exercise of transparency and responsibility with all our stakeholders and with society as a

whole. Through this document we would like to share the highlights of our performance, as well as the financial contribution that our activity generates in the country.

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