October 27, 2014

Promoting ENERGY STAR-certified Consumer Electronics
Why ENERGY STAR?

**CREDIBILITY**
- Administered by Government
- Third-party certification
- Mandatory program requirements for partners

**RELEVANCE**
- 12 Samsung product categories fall under ENERGY STAR
- Alignment with Samsung vision and goals

**STRONG AWARENESS**
- Widely recognized and understood
- 65% of households surveyed associated the label with the “energy efficiency” message.*

**RECOGNITION OPPORTUNITY**
- Prestigious Partner of the Year award program allows C-level engagement and public awareness of Samsung’s efforts in product innovation.

* Based on the CEE 2013 ENERGY STAR Household Survey
Integrating ENERGY STAR across company’s functional areas

1,000+ ENERGY STAR® Certified Models (2014)
- 12 product categories
- Highest number of ES-certified TV models (297)
- Highest number of ES-certified A/V equipment (51)

71 ENERGY STAR Most Efficient 2014 models

100% of sales reps are trained on ENERGY STAR standards and their benefits to consumers
Training materials are updated annually

Proper labeling in-store
Increasing visibility on samsung.com
Promoting through social media, Times Square Billboard, and at CES 2014
Designing energy-efficient products

Eco-product Rating System

The system evaluates a new product on its eco-friendliness and relies on stringent environmental standards, such as ENERGY STAR.

**Premium Eco-Product**
Meeting or exceeding the highest environmental standards + innovative eco-friendly features

**Good Eco-Product**
Meeting leadership environmental standards

**Eco-Product**
Meeting environmental regulation standards

Meeting or exceeding the highest environmental standards AND demonstrating innovative eco-features (e.g. ENERGY STAR Most Efficient, European label A+++)

Meeting second-grade global environmental standards (e.g. ENERGY STAR)

Meeting environmental regulation standards

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<tr>
<th>Improvement in energy efficiency of products (compared to 2008)</th>
<th>2020 Goal</th>
<th>2013 Performance</th>
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<tbody>
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<td></td>
<td>50%</td>
<td>42%</td>
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Proper ENERGY STAR labeling in stores

Using ENERGY STAR logo on packaging, product stickers, and in digital embedded POP

Digital embedded POP on TV screen
Increasing ENERGY STAR visibility online

Shop by Feature

ENERGY STAR Filter on Product Finder Tool

“ENERGY STAR Content on Samsung.com

Samsung’s Partnership with ENERGY STAR

Look for the ENERGY STAR

What is ENERGY STAR?
A product is awarded an Energy Star label when it meets the energy-efficiency criteria set by ENERGY STAR—a voluntary program run by the U.S. Environmental Protection Agency. By choosing a product that saves energy, you can save money on energy bills, while helping to reduce greenhouse gas emissions and prevent climate change.

Take the ENERGY STAR Pledge

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Social Media contest

• Samsung is now running a Contest (21-31 October) to raise awareness about the importance of energy efficiency and climate change.

#SamsungEnergyRockstar

Advertising

• Samsung ENERGY STAR Ad ran for the entire year on a Times Square Billboard, generating over a hundred million impressions

100+ million impressions in 2014
Encouraging visitors to take the ENERGY STAR Pledge at CES 2014

1,230 pledges collected
One Brand Can’t Do It Alone

THANK YOU