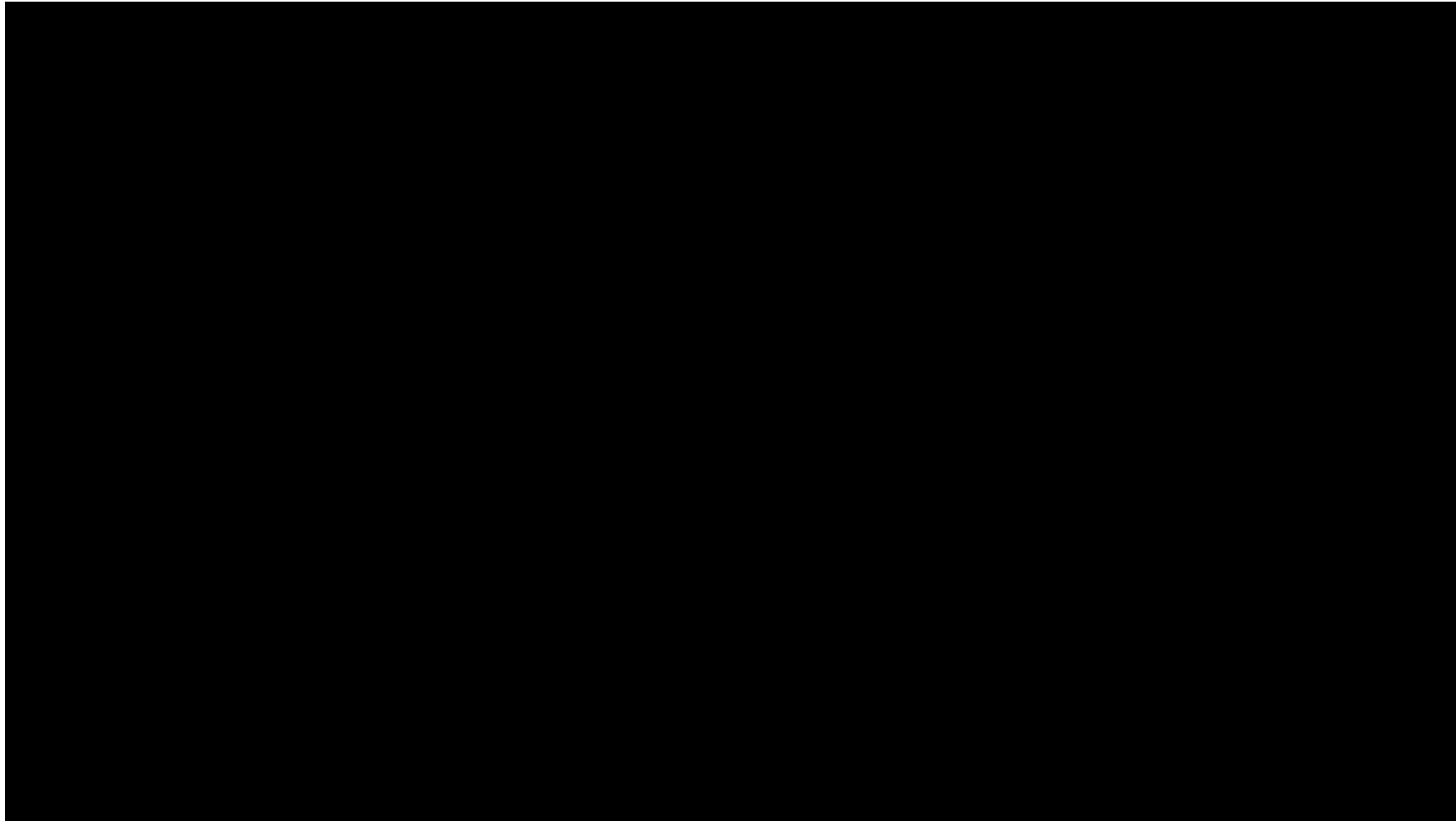


# Introduction to Galaxy Store

Galaxy Store is a one-stop content store provided in Samsung devices by curating various types of contents



The Store have improved to provide the best content experience for Galaxy Users



### **Samsung Apps (2009)**

An app marketplace provided in all Samsung manufactured smart devices



### **Galaxy Apps (2014)**

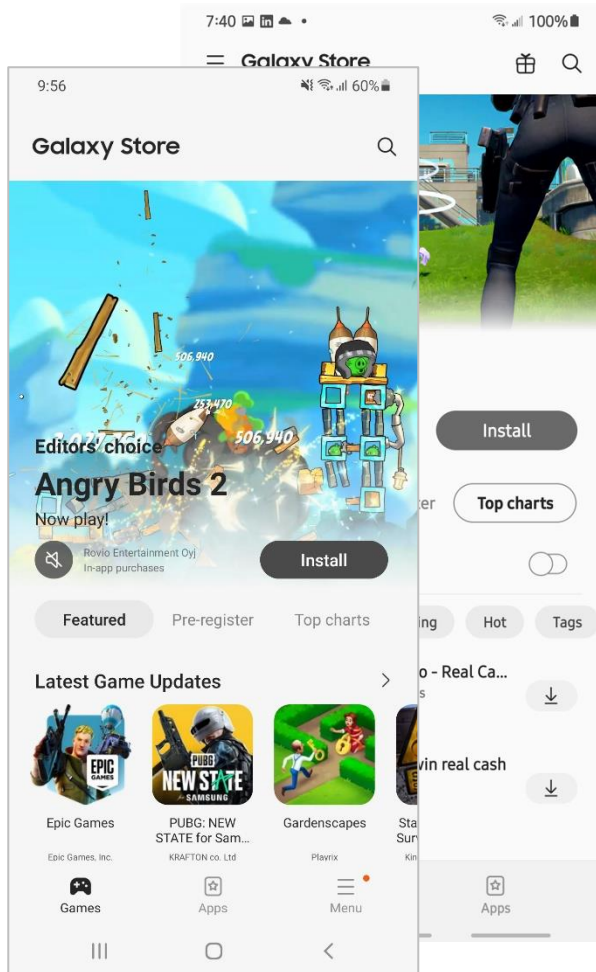
A Store with selected apps to help users customize their own devices



### **Galaxy Store (2019)**

A tailored one-stop shop, for all Galaxy purchase, with custom-curated and AI recommended contents

Curation of the best mobile games with exclusive benefits, contents and events



## **EGP(Essential Games Pick)**

**A selected game one at a time with video clips**

**Pre-register**

**To-be-launched games are provided with special benefits**

**Top chart**

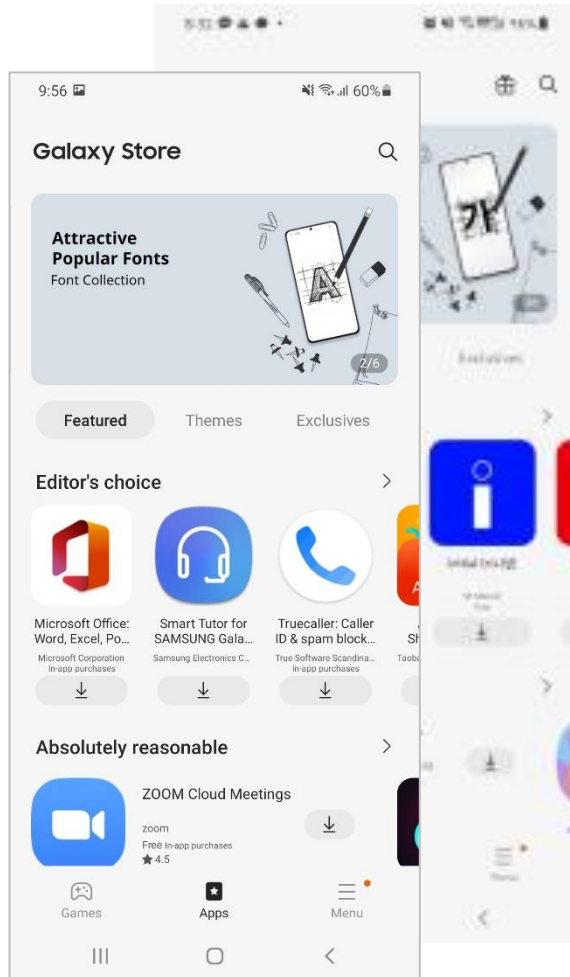
**Provide 4 types of ranking chart to help users to pick contents**

**by checking the trends and other user's need**

**Instant Plays**

**No-install required, ready-to-play games**

Highlight contents which can enrich Galaxy users' device



### **Featured**

**Customized contents for users are provided with Recommendation Algorithm**

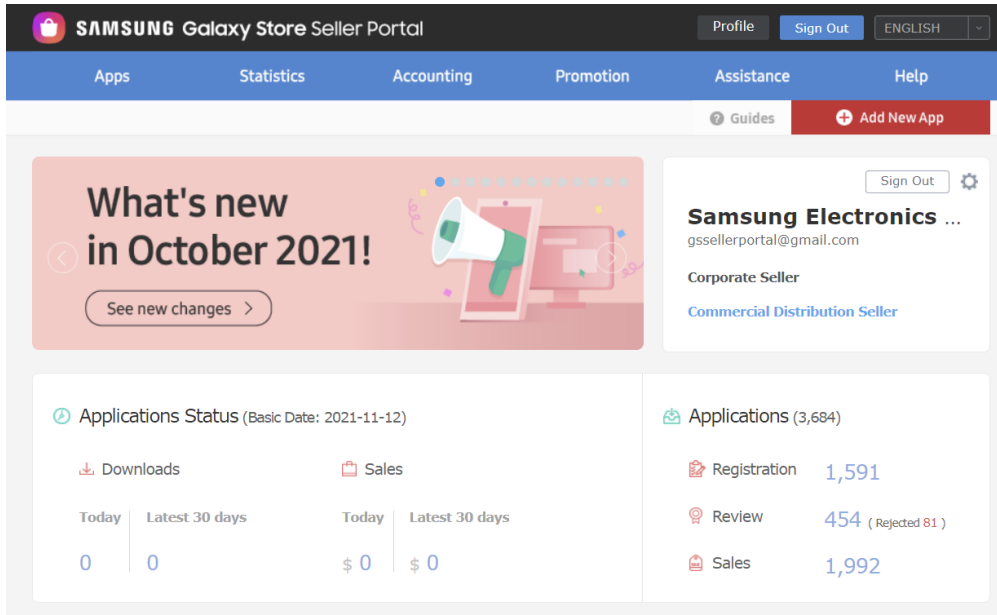
### **Theme**

**Various decorative contents to help users make one-and-only device**

### **Exclusives**

**Tailored contents for Galaxy devices (Made for/by Samsung)**

A channel for sellers can run their business easily and efficiently



The screenshot shows the Samsung Galaxy Store Seller Portal dashboard. The top navigation bar includes 'Profile', 'Sign Out', and 'ENGLISH'. Below this is a secondary navigation bar with 'Apps', 'Statistics', 'Accounting', 'Promotion', 'Assistance', and 'Help'. A 'Guides' link and an 'Add New App' button are also visible. The main content area features a 'What's new in October 2021!' banner with a 'See new changes' button. To the right is a user profile for 'Samsung Electronics ...' with a 'Sign Out' button and a settings gear. Below the banner are two summary cards: 'Applications Status (Basic Date: 2021-11-12)' and 'Applications (3,684)'. The 'Applications Status' card shows 'Downloads' and 'Sales' for 'Today' and 'Latest 30 days', with values of 0 and \$0 respectively. The 'Applications' card shows 'Registration' (1,591), 'Review' (454, with 81 rejected), and 'Sales' (1,992).

Category	Today	Latest 30 days
Downloads	0	0
Sales	\$ 0	\$ 0

Category	Count
Registration	1,591
Review	454 (Rejected 81)
Sales	1,992

## Content Management

Upload, update, and check contents

## Statistics

All performance of contents in the Store

## Settlement

Business result data with regularly issued reports

## Assistance

various tools (APIs, badges) to enhance seller business

## Support

Guide, FAQs, Policy help sellers to understand the Store

# Introduction to Samsung SA

- Samsung Electronics South Africa Proprietary Limited (Samsung SA) is a wholly owned subsidiary of Samsung Electronics Co., Ltd in South Korea (Samsung HO).
- Samsung SA is primarily concerned with the supply and sale of Samsung branded electronic products and related services. Amongst other things, Samsung SA supplies and sells home appliances (such as microwaves and fridges), televisions and audio-visual products, mobile products, computer monitors, memory and storage devices, and large displays for business applications.

# Introduction to Samsung Galaxy App Store

- The Galaxy Store was started more than 10 years ago by Samsung HO and that it was developed with the intention of providing a better user experience to Samsung device users (mobile and tablet).
- Consumers can access the same apps offered by both the Galaxy Store and the Google Play store on Samsung devices.
- The Galaxy Store terms and conditions apply to all developers regardless of the geographical regions they operate in. These terms and conditions can be found on the internet, together with the applicable privacy policy and user terms.



# Local Phone Dynamics

## Samsung **Perspective:**

- **Market Environment:** 22 Active Brands in SA Market (excl. Feature Phones & Wearables)
- **Market Business Model:** Largest Distribution Channel via MNO
- For Phone Manufacturers: **Hardware & Software Optimisation** are key grounds of competition / product differentiation (including App rendering / operation)
- **OS + App Availability:** historically important, but not a current basis of differentiation
  - App Developers publish across most OS → High degree of parity (Play / iOS / Samsung)
  - Ecosystem interoperability is becoming a key platform of competition (seamless Handset → Tablet → Computer)

# Supporting App Development

## 1. Strong history of local application development support

- App Developer Lab: Partnership with University of Cape Town & University of Johannesburg
- Vega School of Advertising: Theme & Content Design Programme
- Supported Tizen OS App Development (~ 2018) ※Termination of Tizen OS as a Mobile Handset service

## 2. Developer portal (<https://developer.samsung.com/>):

- Developer assistance including code samples and an online support forum.

## 3. Annual Samsung Developer Conference

- Informing sharing and technology direction.
- Open access to local developer community

# Supporting App Development

## 4. **Android OS Enhancement:** adding additional APIs to our mobile devices

- B2C developers can take advantage of feature like Galaxy Themes, Samsung S-Pen, Foldable screens, etc.
- B2B developers can take advantage of the additional Security of Samsung Knox to manage and secure their corporate devices.

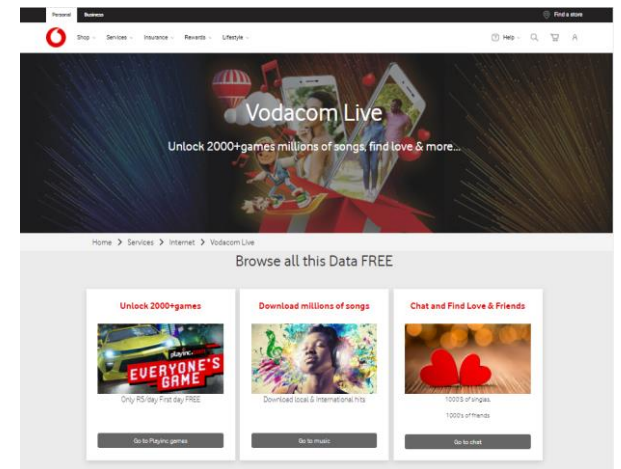
# Local Market Direction

## 1. MNO Partnerships for Content & Services Utilisation:

- Samsung provides Mobile Operator customization to leading networks from Home Page & Start Up (Support Operator Platform) → Access Local & International Apps

## 2. Supporting South Africa

- Sustainability playing a vital role in business
- Transitioned EEIP to support of eWaste Management (2019 ~)



※High degree of collaboration in Operator Driven Market

THANK YOU