

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

Design
Products



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

Train
Sales Reps



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

Promote
To Market



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

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



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

Good Eco-Product

Meeting leadership environmental standards



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

Eco-Product

Meeting environmental regulation standards



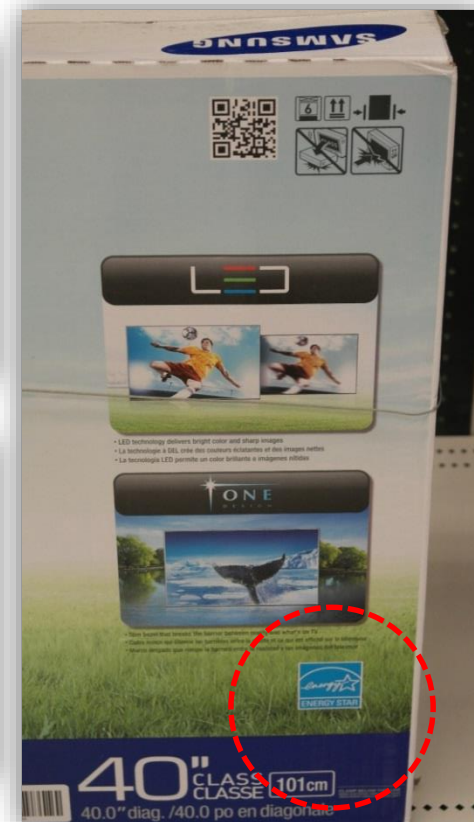
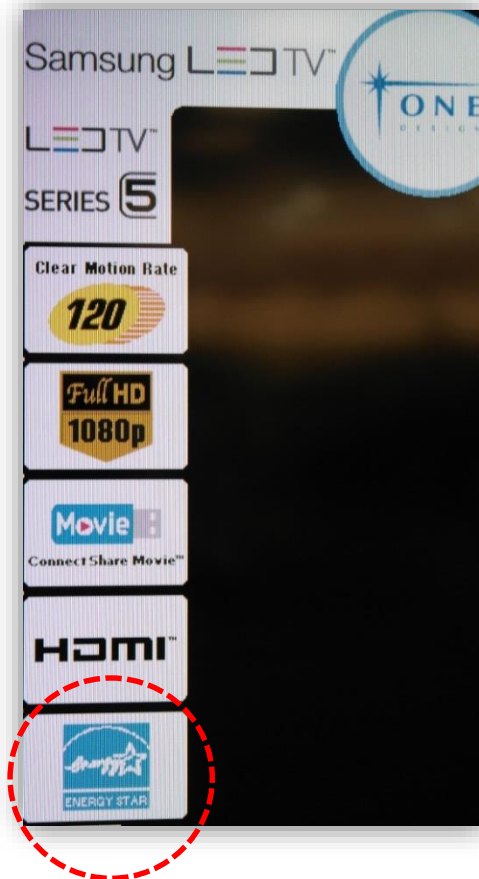
Meeting environmental regulation standards

	2020 Goal	2013 Performance
Improvement in energy efficiency of products (compared to 2008)	50%	42%

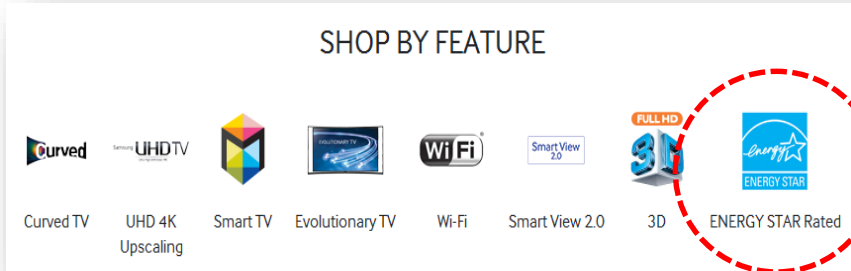


Using ENERGY STAR logo on packaging, product stickers, and in digital embedded POP

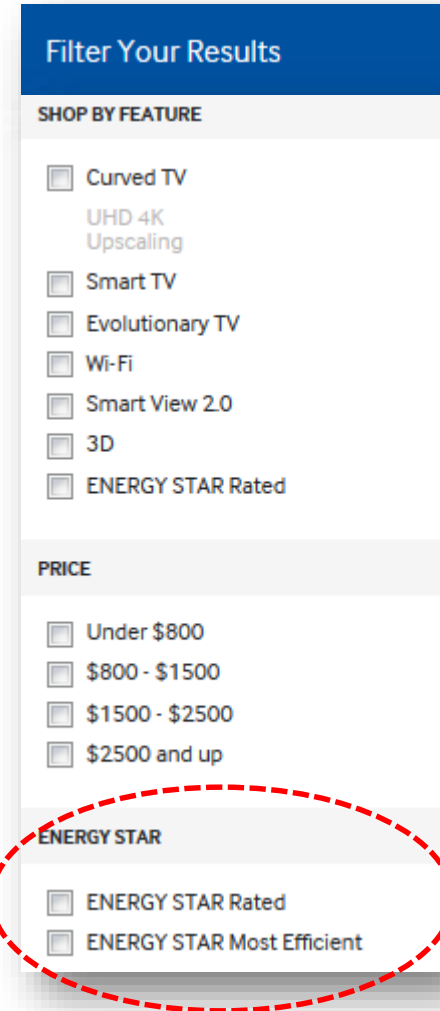
Digital embedded POP on TV screen



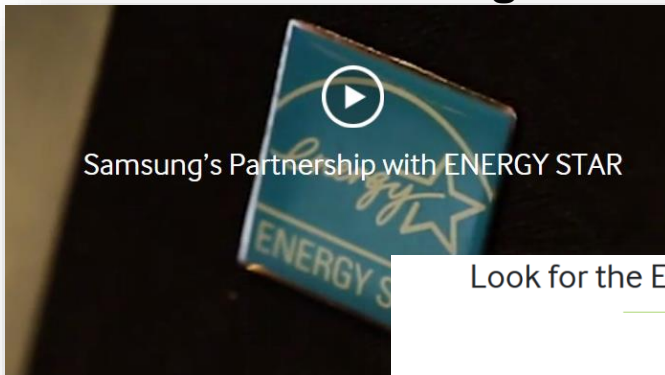
Shop by Feature



ENERGY STAR Filter on Product Finder Tool



“ENERGY STAR Content on Samsung.com



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



Samsung shares the ENERGY STAR mission of protecting the climate through superior energy-efficiency.

Help create a more energy-efficient planet today –
Take the ENERGY STAR pledge!

ENTER TO WIN 



2 GRAND PRIZES: 50" Class LED with Smart TV



3 FIRST PRIZES: Galaxy Note 10.1



1,230 pledges collected



One Brand Can't Do It Alone

THANK YOU

