

## Appointment of New Chief Executive Officer

Samsung Electronics Co., Ltd. (KS005930, KS005935, SMSN, SMSD), on November 28, 2025, announced the appointment of Mr. Tae-moon Roh as one of its Chief Executive Officers.

Mr. Roh's key leadership positions are summarized below:

2025-present : Head of Device eXperience (DX) Division

2025-2025 : Acting Head of Device eXperience (DX) Division

2022-2025 : Head of Design Management Center

2020-present : Head of Mobile eXperience (MX) Business

2017-2020 : Head of Mobile R&D Office, Mobile Business

2016-2017 : Head of Mobile R&D Office 2, Mobile Business

2015-2016 : Head of Mobile R&D Office 2 & Product Strategy Team, Mobile Business

2014-2015 : Head of Product Strategy Team & Innovative Product R&D Team, Mobile Business

2011-2014 : Head of Innovative Product R&D Team in Mobile Business

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