



Samsung Electronics

Samsung Electronics sells finished devices (Galaxy phones, TVs, appliances) and components (memory, foundry, displays) from a Korea base. FY2025 consolidated revenue was \$234.6B (+10.9% vs FY2024, Samsung convenience USD), with DX KRW 188.0T and DS KRW 130.1T; operating profit \$30.7B. About 86% of sales were outside Korea.

KEY PARTNERS

- ~2,473 global suppliers; purchasing costs KRW 242.7T in 2025 (FACT, Facts & Figures).
- Carriers and retailers for Galaxy / CE devices (FACT theme / About).
- Memory and foundry OEM customers (server, mobile) (FACT theme).
- Display panel customers including major smartphone OEMs (FACT theme).
- Automotive OEMs via Harman (FACT, Newsroom / conference).
- Equipment vendors for fab and assembly CapEx (FACT theme).

KEY ACTIVITIES

- Manufacture memory, LSI, foundry wafers (DS) (FACT).
- Produce OLED / display panels (SDC) (FACT).
- Design and sell Galaxy phones, tablets, wearables (MX) (FACT).
- TV, monitor, and home appliance businesses (VD/DA) (FACT).
- R&D KRW 37.7T full-year 2025 record (FACT).
- HBM / AI memory and advanced-node foundry ramps (FACT, Newsroom).

KEY RESOURCES

- Memory / foundry / LSI manufacturing capacity (FACT theme).
- Samsung Display OLED manufacturing (FACT).
- Galaxy / Samsung brand and device IP (FACT theme).
- 308 consolidated subsidiaries at Dec 31, 2025 (FACT, Business Report).
- 259,149 employees year-end 2025 (FACT).
- Harman automotive + audio brands (FACT).

VALUE PROPOSITIONS

- Galaxy smartphones, tablets, wearables with AI features (FACT / product).
- Premium and mass-market TVs / monitors (VD) (FACT).
- Home appliances and HVAC (DA; FläktGroup acquisition noted) (FACT, Newsroom).
- DRAM / HBM / NAND for AI and mobile (FACT, Newsroom).
- Foundry and system LSI for external + captive use (FACT).
- Harman automotive cockpit / audio (FACT).

CUSTOMER RELATIONSHIPS

- Carrier and retail assisted sales for devices (FACT theme).
- samsung.com and brand experience stores (FACT theme).
- Enterprise / OEM account coverage for memory & foundry (FACT theme).
- Warranty and service networks by region (FACT theme).
- Harman multi-year automotive OEM programs (FACT theme).
- Developer / SmartThings ecosystem touchpoints (FACT / product).

CHANNELS

- Carrier and retail for Galaxy / CE (FACT theme).
- samsung.com direct e-commerce (FACT).
- Regional DX / DS sales subsidiaries (FACT, Business Report).
- Direct OEM sales for memory, foundry, panels (FACT theme).
- Americas 40% of FY25 sales; Korea 14% (FACT).
- Harman OEM and consumer audio channels (FACT).

CUSTOMER SEGMENTS

- **Consumers** — smartphones, TV, appliances (FACT).
- Carriers as bulk device buyers (FACT theme).
- **Hyperscalers / OEMs** — memory & foundry (FACT theme).
- **Smartphone OEMs** — display panels (FACT theme).
- **Automotive OEMs** — Harman (FACT).
- Korea only 14% of FY25 sales by region (FACT).

COST STRUCTURE

- Cost of sales KRW 202.2T / ~\$142.2B FY25 (FACT, SOI).
- SG&A KRW 87.8T / ~\$61.7B FY25 (FACT, SOI).
- R&D KRW 37.7T full-year record (FACT, Newsroom).
- Purchasing costs KRW 242.7T (FACT, Facts & Figures).
- Personnel expenses KRW 45.5T (FACT, Facts & Figures).
- Operating profit KRW 43.6T / \$30.7B (FACT).

REVENUE STREAMS

- Consolidated revenue \$234.6B FY25 (+10.9%) (FACT / INFERENCE %).
- DX KRW 188.0T sales FY25 (~52%) (FACT).
- DS KRW 130.1T sales FY25 (~36%); Memory KRW 104.1T (FACT).
- SDC KRW 29.8T; Harman KRW 15.8T (FACT).
- Operating profit \$30.7B; net profit \$31.8B (FACT, convenience USD).
- **Main engine** — hardware product sales (devices + components) (INFERENCE / model).

Sources: samsung.com/global/sustainability · news.samsung.com/global/samsung-electronics-announces-fourth-quarter-and-fy-2025-results · images.samsung.com/is/content · images.samsung.com/is/content · samsung.com/global/about-us · samsung.com · samsung.com/global/ir
Not affiliated with Samsung Electronics.