

Introducing
New
Samsung+

Samsung+ just got a whole lot better.
Check out the new app!

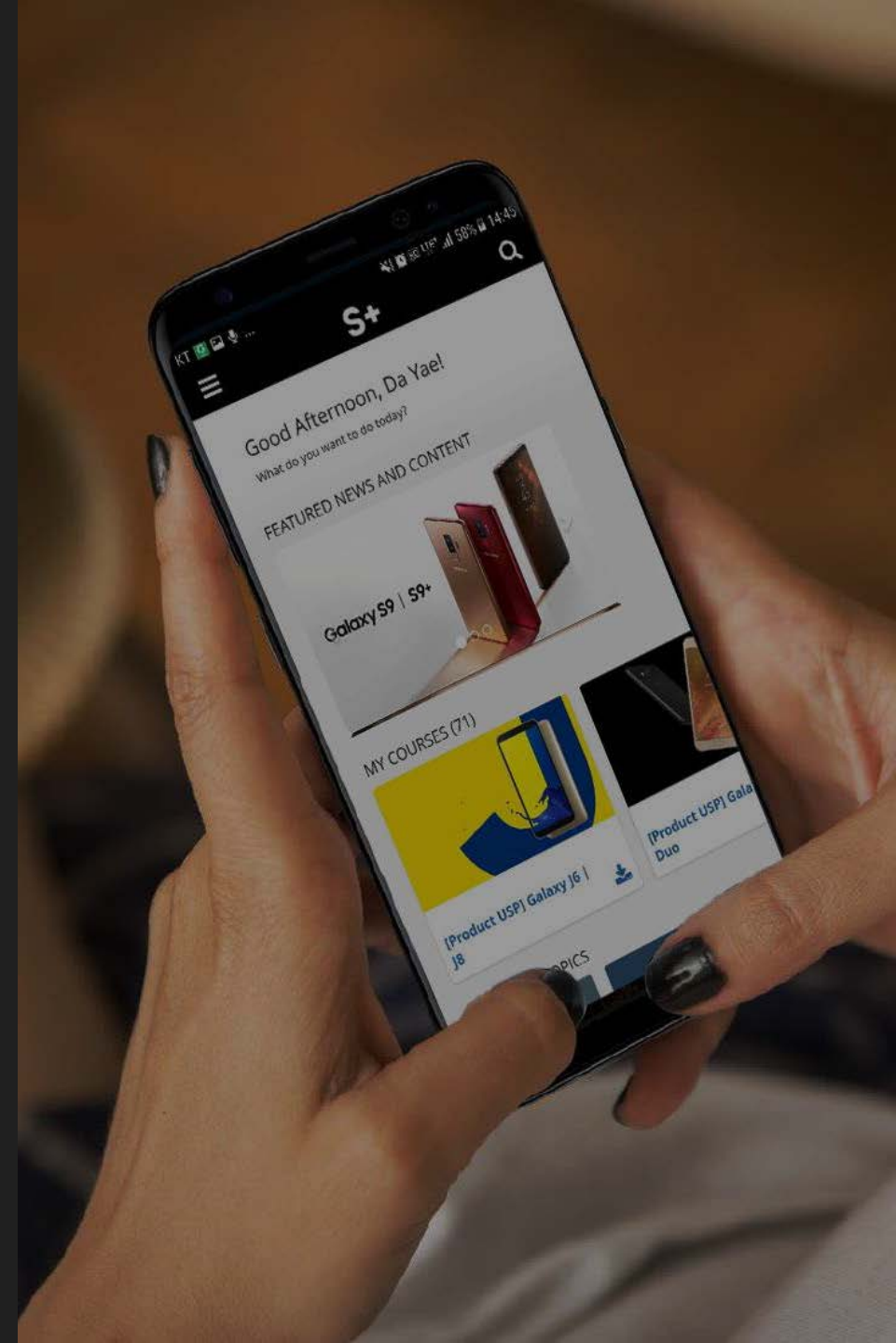
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What is Samsung+?

The new Samsung+ is
an e-learning platform of Samsung Mobile

Provides **the optimal learning space for you** working
in different retail environments to enhance your knowledge
and selling skills on product

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New Samsung+ Values

Mobile First

**Optimized
Contents**

**Self Evolving
Platform**

Evolved from learning management centric
to **optimal usability for learners**

Our Major Customer : Millennials

- 70% Of Floor Sales People
- Content Consumption Trend Of Millennials

| Optimal Online Videos' Length For Millennials



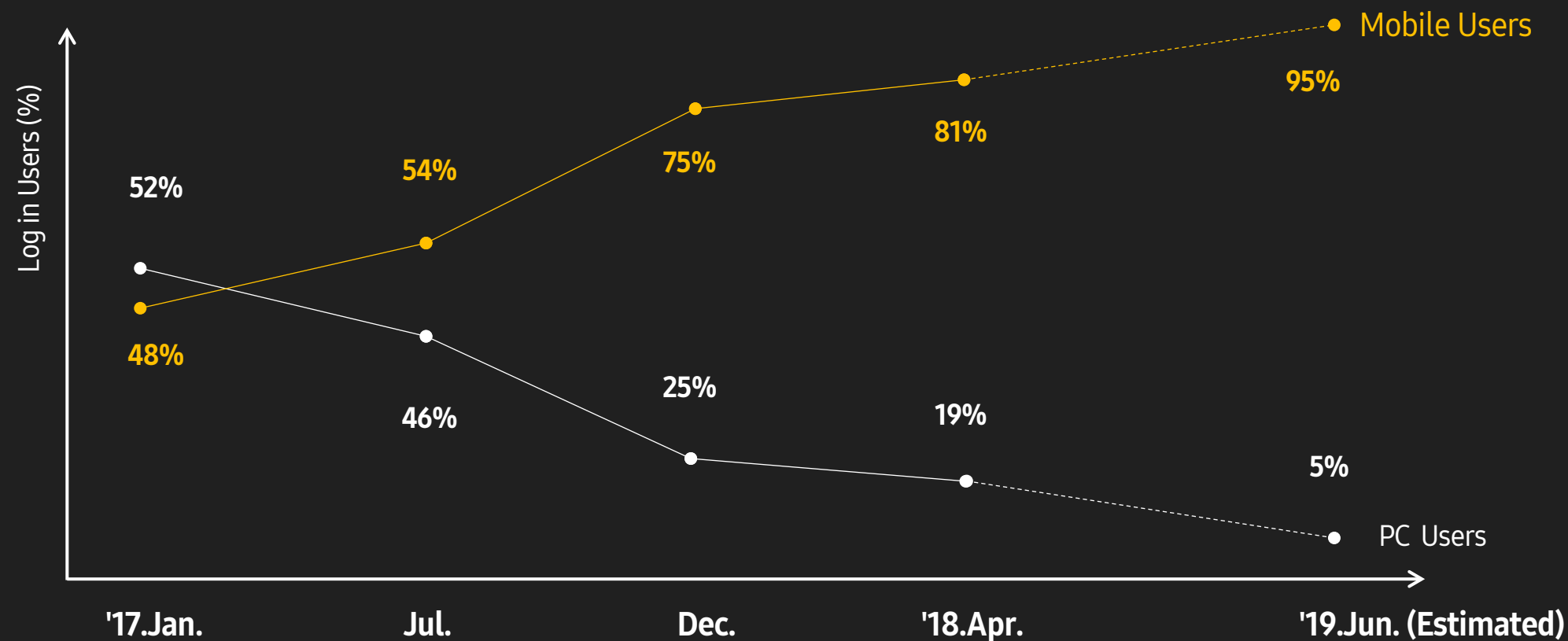
- **6 Hours Of Video Content A Day**
- **On Their Mobile Device**
- **Attention Span : Average 6 Seconds**

<https://www.clearvoice.com/blog/survey-results-millennials-social-video-habits/>
<https://www.cnbc.com/2017/07/21/comscore-ceo-millennials-need-5-to-6-second-ads-to-hold-attention.html>
<https://inplayer.com/articles/us-millennials-watch-an-average-of-6hrs-content-per-day/>

| Millennials' Learning Trend

- ✓ **Mobile Learning**
Mobile First, Multi-device.
Only 12% Corporate Training Is Currently Mobile Friendly
- ✓ **Micro Learning**
A Worker Is Distracted On Average Every 5 Minutes.
Quick, Effective Learning That Cuts Through The Clutter
- ✓ **Personalized Learning**
Adaptive And Responsive Training That Meets Individual Needs
- ✓ **Social Learning**
- ✓ **Game Based Learning**

Samsung+ User Behavior



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PC

MOBILE

3.5 times/month

12.5 times/month

A woman with long dark hair is holding a smartphone up, looking at the screen. She is standing in front of a blurred background of a fairground or amusement park, with colorful lights and structures visible. The image is used as a background for the text overlay.

New Samsung+ Concept

LEARNER'S PLAYGROUND

Where they can grow in their daily meaningful habit

The new Samsung+ is all about the user, featuring new and different ways to learn, clear goals to work towards and rewards them to let them show off to colleagues and friends. Intuitive mobile-first designs ensure easy navigation, and **varied content formats accommodate any busy schedule**. All in all, Samsung+ will feel less like a classroom, and more like a playground.

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New Samsung+ Structure

Interactive learning space

To encourage millennials' active involvement



LEARN

Simple Learning Platform



PLAY

Enjoyable Contents



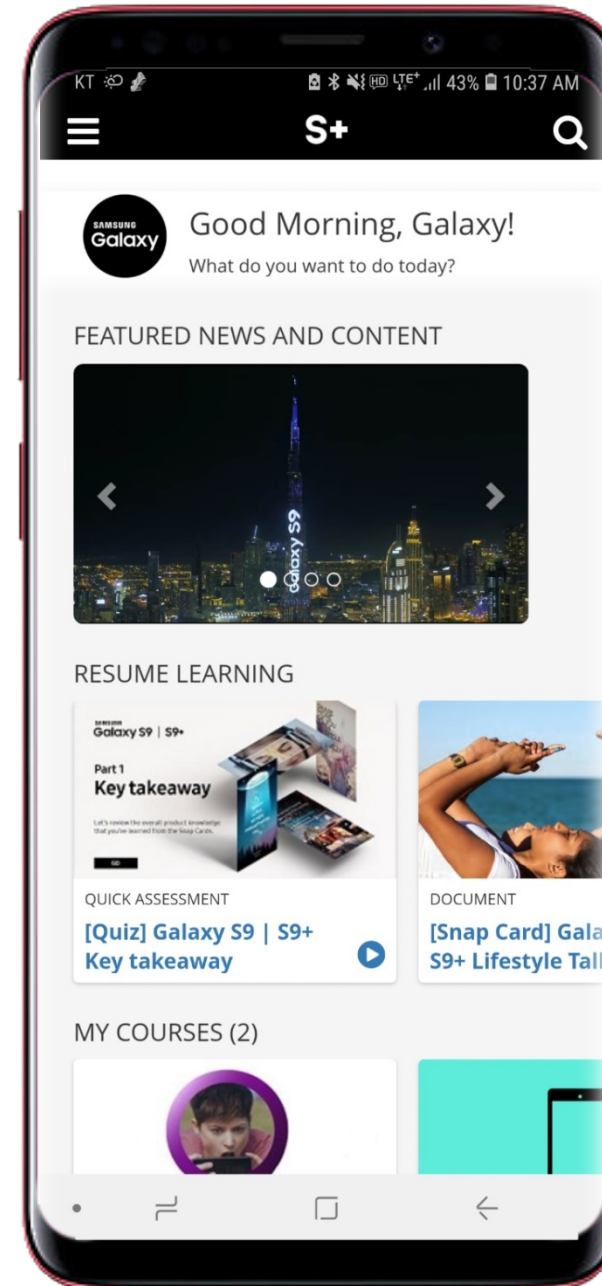
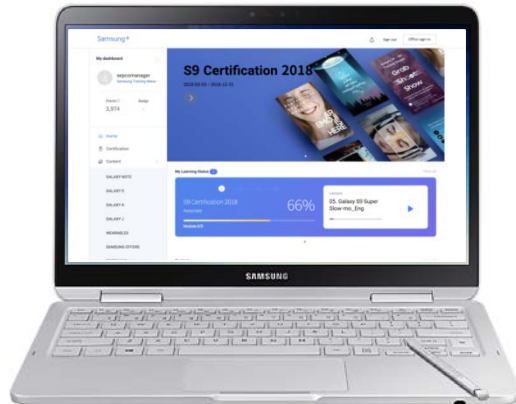
CHAT

Enhanced Social Community

Mobile Centric Go Mobile!

Web-based learning was great back in the day.
Today, it has to be an app.

- LMS always accessible anywhere
- Easy Searching Engine
- Mobile-friendly (first) content structure

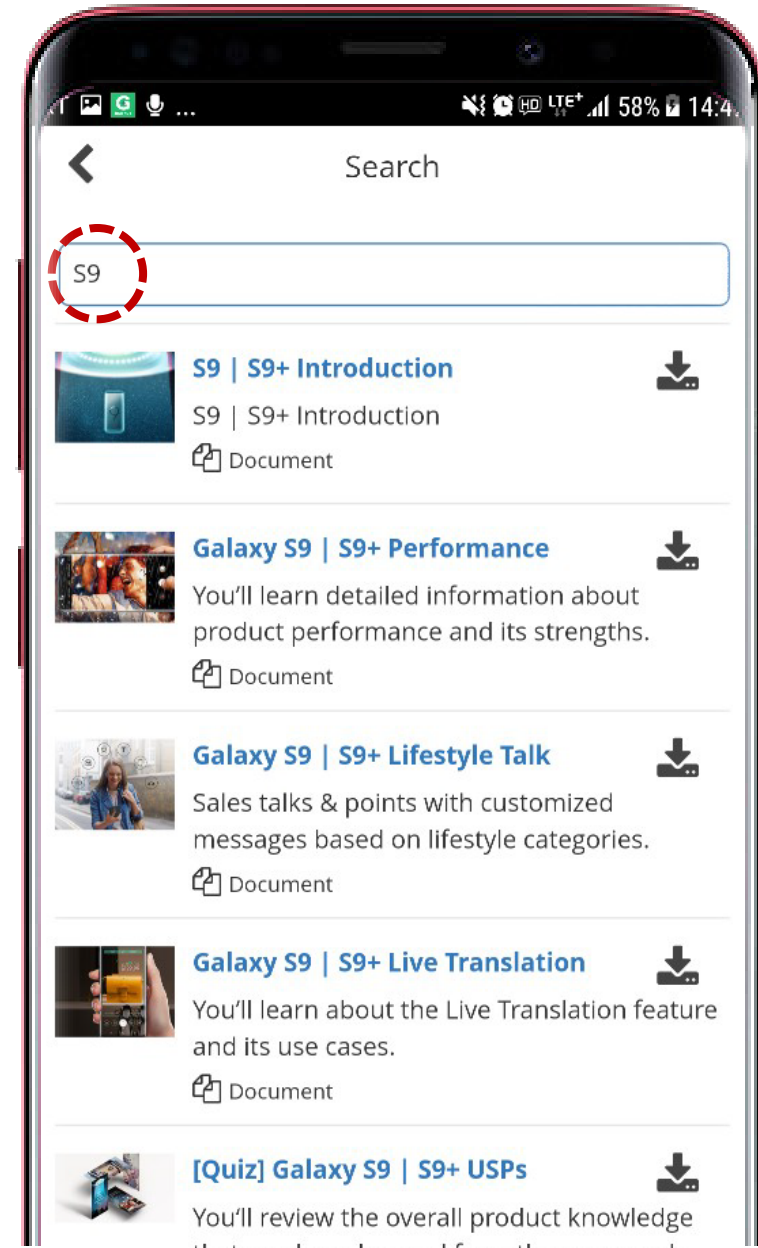
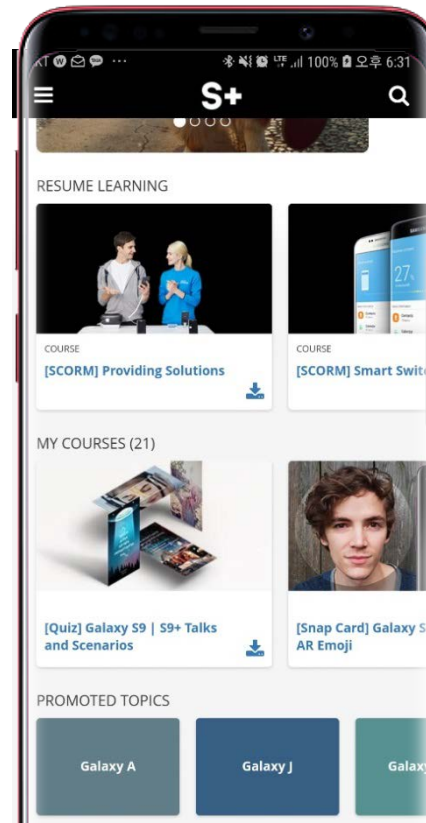


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Intuitive Learning Just Ask.

Input a keyword and find what you want.
Search products and model names in seconds,
and even track down colleagues.

- Learning Search
- People Search
- Communities Search



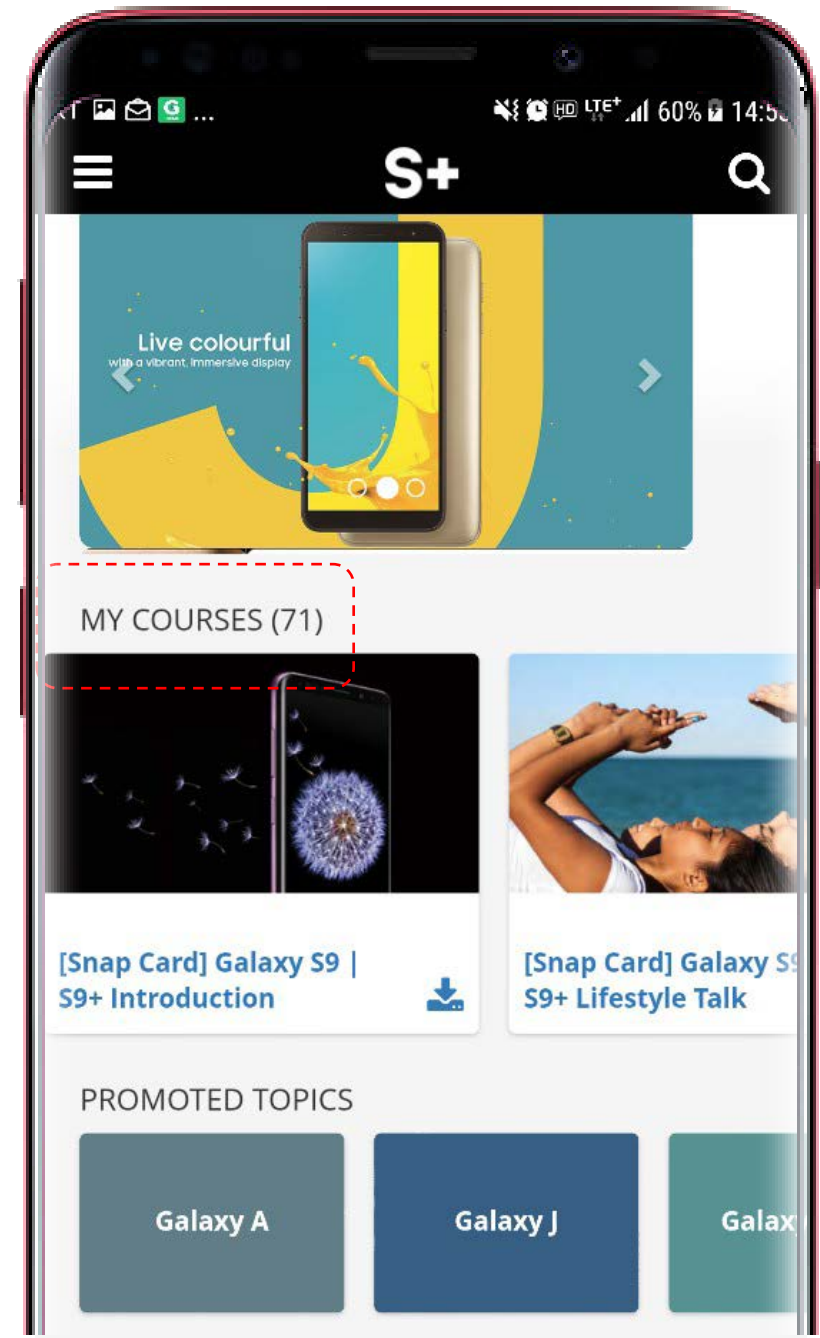
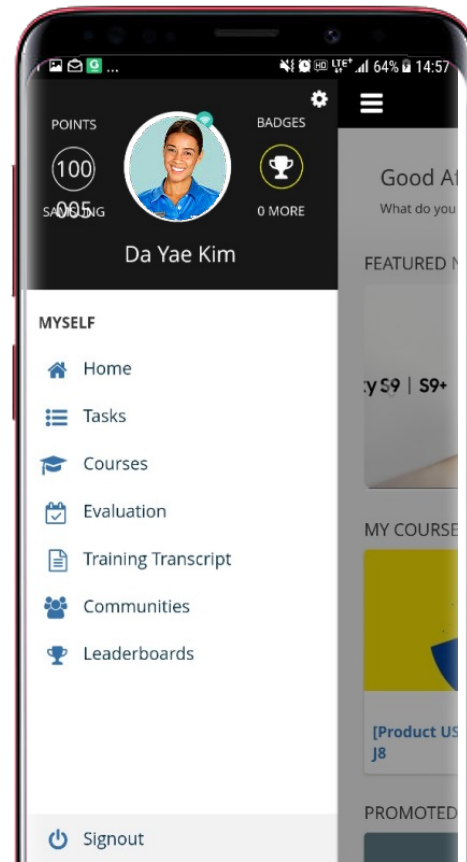
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Personalization Just For You

Customized schedule,
content and progress rate based on the user's history

- My course
- Resume Learning
- Leaderboards

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Quick & Easy No More Slow Loads

It's super fast with a really simple user interface.
Everything just makes sense.

In 2 sec

Loading time should be within 2 sec for every contents.

In 2 min

Running time should be within 2 min per content.

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PLAY

: Enjoyable Contents

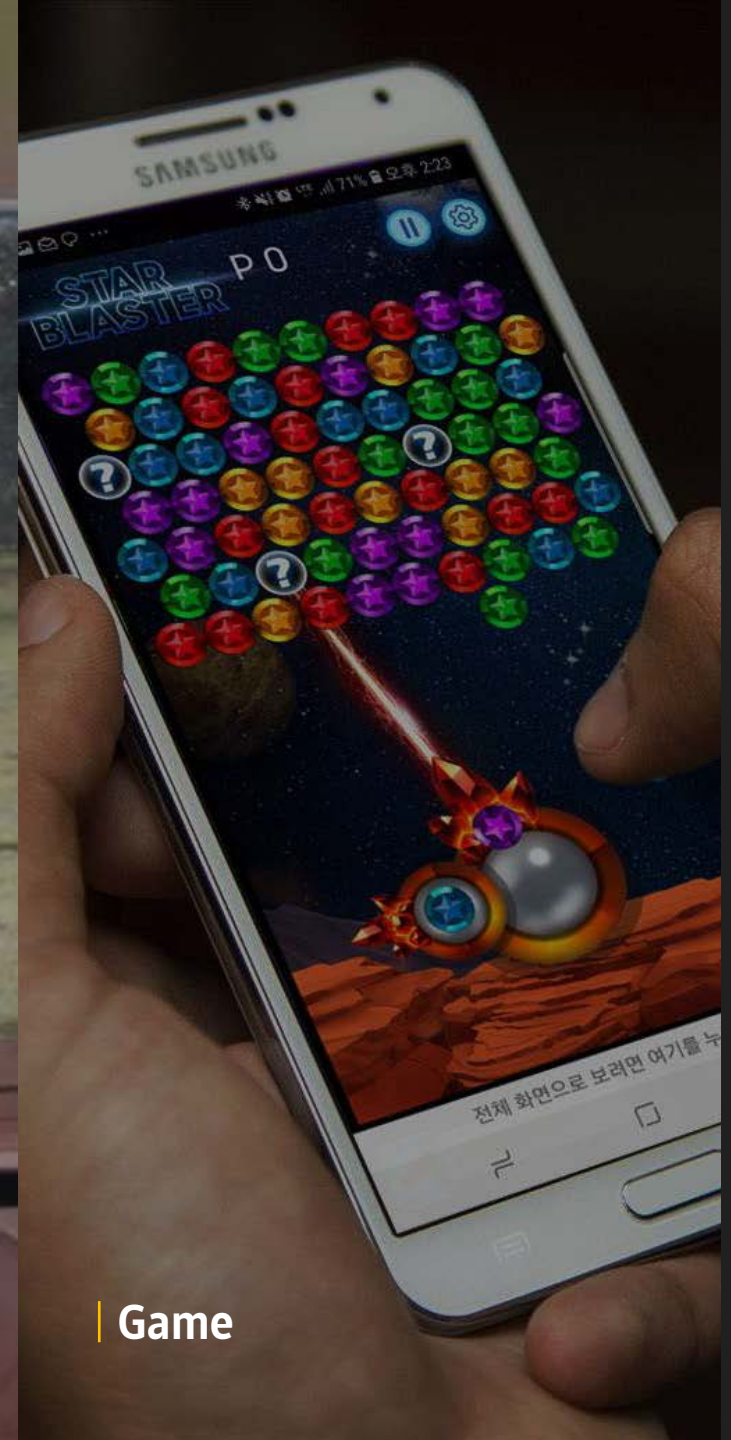
Fun & Playful Learn The Way You Like

Say goodbye to boring tutorials.
Learn product USPs
from exciting games and short videos
that get you in and out in two minutes or less.
Fast and fun.

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| USP Storytelling Videos



| Game



PLAY

: Enjoyable Contents

Social Networking

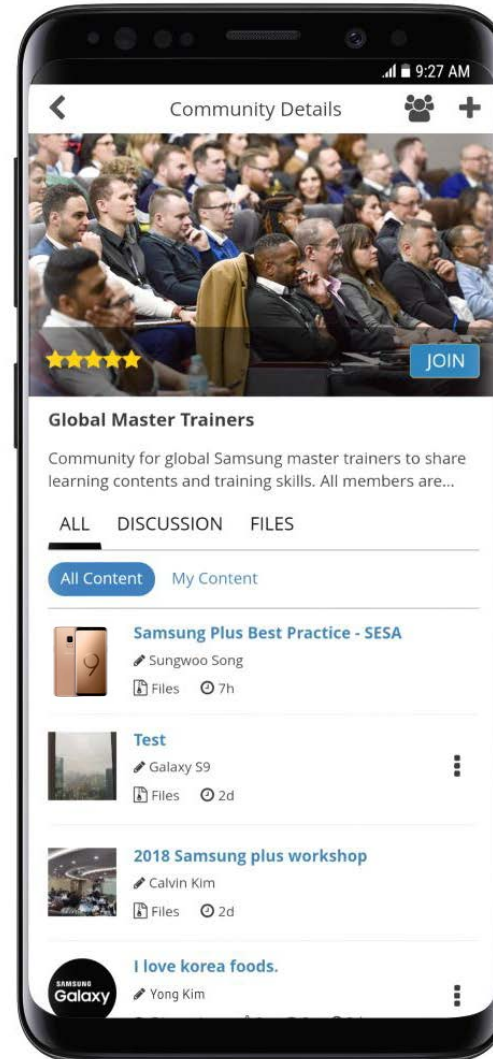
Share

Like

Talk

You can share, like, and even leave comments for your peers around the world.

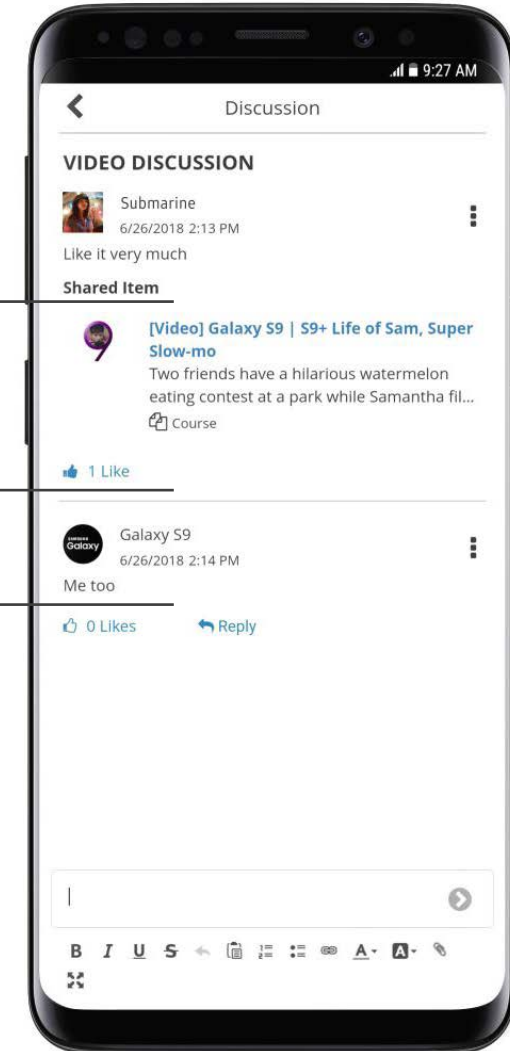
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Share ●

Like ●

Talk ●



CHAT

: Social Networking

New Samsung+

Learner's Playground



Simple Learning Platform

LEARN

Mobile Centric

Intuitive Learning

Personalization



Enjoyable Contents

PLAY

Quick & Easy

Fun & Playful



Social Community

CHAT

Social Networking
(Likes, Comments, Share)

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THANK YOU