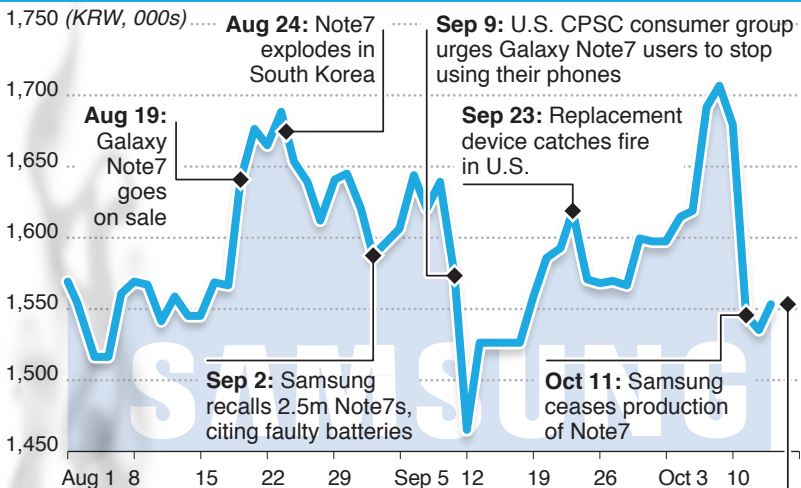


Samsung: billions of dollars up in flames

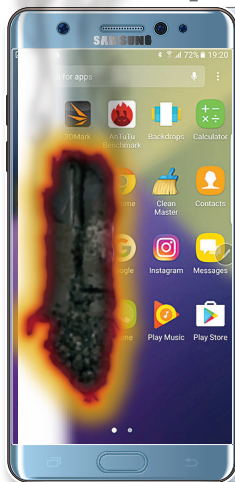
Samsung estimates the total cost of pulling the *Galaxy Note7* smartphone off the market will be at least \$5.4 billion

TURBULENT TIMES

(KRW = South Korean Won)



Galaxy Note7



Oct 12: Samsung expects third quarter profits to fall by one third

Pre-scandal Q3 profit estimate			\$6.9bn
Revised estimate	\$4.6bn	Down	\$2.3bn

Oct 14: Samsung says it expects to take additional hit of about \$3.1bn

	\$3.1bn
Total cost	\$5.4bn

Samsung sales as % of total, 2015

