

¹ Samsung does not make any promises, assurances or guarantees as to the accuracy, completeness or reliability of the output provided by AI features. Samsung Account login may be required to use certain Samsung AI features.

¹ Live Translate requires a network connection and Samsung Account login. Live Translate is only available on the pre-installed Samsung Phone app. Certain languages may require language pack download. Service availability may vary by language. Accuracy of results is not guaranteed.

¹ Tone suggesting feature in Chat Assist requires a network connection and Samsung Account login. Must meet length requirements to activate feature. Service availability may vary by language. Accuracy of results is not guaranteed.

¹ Translating feature in Chat Assist may require Samsung Account login. Some chat applications may not support this feature. Certain languages may require language pack download. Service availability may vary by language. This feature is activated when a translatable language is detected. Accuracy of results is not guaranteed.

¹ The new features of Android Auto will be supported with app update.

¹ Note Assist requires a network connection and Samsung Account login. Character limit applies. Service availability may vary by language. Accuracy of results is not guaranteed.

¹ Transcript Assist requires a network connection and Samsung Account login. Transcript Assist is only available on the pre-installed Samsung Voice Recorder app or files recorded using the pre-installed Samsung Phone app. Voice recording feature in the pre-installed Samsung Phone app may not be supported in some countries. Audio files must be under 3 hours in duration to be processed. Summarizing feature in Transcript Assist can be activated when a certain number of characters is met. Service availability may vary by language. Accuracy of results is not guaranteed.

¹ Results may vary depending on visual matches. Requires internet connection. Users may need to update Android to the latest version. Product functionality may be dependent on your app and device settings. Some functions may not be compatible with certain apps. Availability of the service varies by country and language. Accuracy of results is not guaranteed.

¹ AI Zoom is applied to distances between digital zoom lengths. Accuracy of results is not guaranteed.

¹ 3x and 5x distances are optical zoom. 2x and 10x distances are optical quality zoom.

¹ Compared to Galaxy S23 Ultra.

¹ Edit Suggestion is compatible with JPG, PNG, GIF and MP4 formats. Edit results and quality may vary depending on the photography or filming condition. Accuracy of results is not guaranteed.

¹ Generative Edit requires a network connection and Samsung Account login. Editing with Generative Edit results in a resized photo up to 12MP. A visible watermark is overlaid on the image output upon saving in order to indicate that the image is generated by AI. The accuracy and reliability of the generated output is not guaranteed.

¹ Some social media apps may not support Super HDR. Accuracy of results is not guaranteed.

¹ AP performance improvements shown compared to prior generation chipset. Actual performance will depend on user environment, conditions, and pre-installed software and applications.

¹ Snapdragon branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries.

¹ Compared Galaxy S24 Ultra to Galaxy S23 Ultra.

¹ The Dynamic AMOLED 2X display on Galaxy S24 Ultra received a certification from VDE Germany for 100 percent Mobile Colour Volume in the DCI-P3 color range, which means your images aren't washed out and you'll get unbelievably vivid colours regardless of differing levels of brightness. The display can achieve peak brightness of up to 2,600 nits, improving the contrast between dark and light aspects of digital content for a more brilliant picture quality, with a 5,000,000:1 contrast ratio to make your mobile experience more immersive.

¹ Corning® Gorilla® Armor is incorporated into front display of Galaxy S24 Ultra. Scratch tested compared to a competitive alum inosilicate cover glass and reflection tested compared to a typical glass.

¹ Compared to Galaxy S23+ and Galaxy S23 respectively. The display and device size of each model: Galaxy S23+(6.6-inch, 76.2 x 157.8 x 7.6mm), Galaxy S24+(6.7-inch, 75.9 x 158.5 x 7.7mm), Galaxy S23(6.1-inch, 70.9 x 146.3 x 7.6mm), Galaxy S24(6.2-inch, 70.6 x 147 x 7.6mm).

¹ Samsung Account login required. Advanced Intelligence settings preventing server access will limit the functionality of some AI features. Regardless of server access, Samsung does not save user input or output data.

¹ Knox Matrix is supported on Galaxy smartphones and tablets with One UI 6 or above. Availability may vary by country or region.

¹ Galaxy S24 Ultra features recycled materials in the Top Speaker Module, Bottom Speaker Module, Case Front, S Pen Inner Cover, S Pen's Knob Holder, Side Key, Volume Key, SIM Tray, Camera Deco, Front Screen, Back Glass and Battery.

¹ Neodymium

¹ The batteries of the Galaxy S24 Ultra and Galaxy S24+ include a minimum of 50% pre- and post-consumer recycled cobalt. The battery of the Galaxy S24 includes a minimum of 10% pre- and post-consumer recycled cobalt. The above measurements are based on weight.

¹ The speakers of the Galaxy S24 series include 100% pre- and post-consumer recycled neodymium. The above measurements are based on weight.

¹ The speakers of the Galaxy S24 series include a minimum of 40% pre- and post-consumer recycled steel. The above measurements are based on weight.

¹ Availability and timing of Android OS upgrades and security updates may vary by device model and market.

¹ UL ECOLOGO® Certified products and services are verified for reduced environmental impact based on environmental performance criteria throughout its life cycle, including energy reduction, materials, health, environment, and manufacturing and operations. Galaxy S24 series met the UL 110 which is the UL Environmental Standard for Mobile Phones Sustainability.

¹ The Carbon Trust has measured and verified the cradle-to-grave carbon footprint of the Galaxy S24 series, including manufacturing, distribution, use and eventual disposal. This has been verified against PAS2050, an internationally recognized standard.

¹ In 2021, the Samsung MX business announced a set of four goals across its products and business to be accomplished by the end of 2025. The goals include developing and incorporating recycled materials in all new mobile products, eliminating single-use plastics from mobile packaging, reducing the standby power consumption of all smartphone chargers to zero, and achieving zero waste to landfill across global operations.

¹ Samsung defines a module of a smartphone as the Antenna, Battery, Camera, Display, Mechanical Components, Motor, PBA/FPCB, Speaker, Wireless Charger Module and Packaging.

¹ Titanium is only applied on the device frame. Frame does not include volume and side keys.

¹ Colors may vary by market and carrier.

SAMSUNG ELECTRONICS SOUTH AFRICA (PTY) LTD

2929 Winnie Mandela Drive, Bryanston, Johannesburg, 2021. P.O. Box 70006, Bryanston, 2021, South Africa
Tel: 0860 SAMSUNG (0860 726 7864)

**About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. For the latest news, please visit the Samsung Newsroom at news.samsung.com. For the latest news, please visit the Samsung Newsroom at <https://news.samsung.com/za/>

Samsung's Involvement in the Olympic Games

Samsung has been a Worldwide Olympic Partner since the Olympic Winter Games Nagano 1998. For over 25 years, athletes and fans have trusted Samsung's transformative mobile technology to share the Olympic spirit globally and continue to shape the digital future of the Olympic Games for Beijing 2022 and beyond. The company's commitment to the Olympic Movement will enter its fourth decade of partnership and extend through Los Angeles 2028. Samsung's purposeful innovations in the wireless communications and computing equipment category, including the activations of Artificial Intelligence, Virtual Reality, Augmented Reality and 5G features of that equipment will change the way the world experiences the Olympic Games.

About Samsung's Involvement in the Paralympic Games

Samsung is a Worldwide Partner of the International Paralympic Committee (IPC) in the wireless communications and computing equipment category. Starting from Paralympic Winter Games Torino 2006, the company has proudly supported the Paralympic Movement and enabled athletes and fans around the world to share the excitement and inspiration of the Games through Samsung's transformative mobile technology. Samsung's commitment to the Paralympic Games will extend through to Los Angeles 2028 and be celebrated through innovative mobile and computing experiences powered by purposeful innovations in the wireless communications and computing equipment category, including the activations of Artificial Intelligence, Virtual Reality, Augmented Reality and 5G features of that equipment.