

SAMSUNG

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

B2B USP Messaging



Confidentiality Notice

This material contains important management and technical information.

If revealed to a competitor, this information may result in various losses, such as losing the technological or competitive advantage against the competitor.

Thus, leaking or forwarding any content of this document is strictly prohibited.

Violators will be subject to discipline according to the company information security regulation.

Approvals

Creative checklist for internal Samsung approvals

Does the execution feel premium?	✓
Does the position of the Samsung wordmark and product logo lock-up adhere to guidelines?	✓
Does the content maintain its integrity the way it is being used in this scenario?	✓
Do product/launch key visuals used follow the execution guidelines detailed in this toolkit?	✓
Do the core product USPs on display/feature messaging used, adhere to guidelines?	✓
Have you checked that the spacing on co-op creative adheres to the 80/20 rules for pre-order and the 70/30 rules for launch	✓
Have you provided detailed information on where the asset you are requesting approval of will be used?	✓

All branded comms, including co-op creative are to be shared with day-to-day contact (Channel team), who will then send the comms to the relevant Brand team contact, to review for approval before going live.

- ✓ Dos**
 Please consider there is a minimum 48-hour approval window during launch periods.

 Use the creative checklist on the right of this page before submitting your request for approval.

 Please refer to this toolkit for logos, launch assets, product imagery, messaging hierarchy, specs and specific product USPs.
- ✗ Do nots**
 Do not email Brand team directly for approvals. Instead, please email approve.IM@samsung.com

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

B2B USP Messaging

Welcome to the Samsung Galaxy S21 | S21+ 5G | S21 Ultra B2B messaging deck. This document has been created to guide us all on our way to creating a truly unified, cohesive and successful launch. Unless where explicitly stated, this toolkit contains B2B messaging.



Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

See the potential with the ultimate tool for business

Pillar 1. Collaboration and Connectivity

Enterprise Edition¹, Unique Partnerships, Powerful Connectivity with 5G²

Pillar 2. Powerful Business Tools

Wireless DeX, Samsung Notes with S Pen³, Samsung Knox Security

Pillar 3. Perfect Expression and Performance

Camera, Battery, Display

¹ Enterprise Edition only available on Samsung Galaxy S21 5G Grey & Samsung Galaxy S21 Ultra 5G Black variants

² 5G functionality requires compatible network connection and tariff.

³ S Pen only compatible with S21 Ultra 5G. Pen is sold separately.

Not consumer facing. Not to be used in channel communications.

B2B Campaign Intro Messaging

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

All Size Business Intro Messaging:

In a rapidly changing business environment, collaboration and connectivity are pivotal to remaining competitive. The Galaxy S21 5G series are the new power phones packed with features to give you the flexibility to thrive and grow, uninterrupted. A premium 5G¹ device that's designed to be your 'anywhere office' – delivering an entire suite of mobile technology, business applications, support and services to ensure your business and employees are ready for the world of work.

Small Business Intro Messaging:

The last 12 months has been a year of 'adapt to thrive' for small businesses. The Galaxy S21 5G series are premium phones that provide an all-in-one tool to help small businesses boost their resilience and emerge stronger. The Galaxy S21 5G series are highly versatile, offering users a PC-like experience by connecting to any monitor using Wireless DeX or a cable². And no matter where you work, built-in Knox defence-grade security ensures your data is secure.

Large Business Intro Messaging:

Many large organisations already have strategies in place to manage a changing working environment. However, this can only be realised with the right tools to implement it. The Galaxy S21 5G series has been built to be fast, resilient and adaptable to any business scenario. Connect to any monitor using Wireless DeX or a cable for an intuitive, PC-like experience. And no matter where you work, built-in Knox defence-grade security ensures your data stays secure.

¹ 5G functionality requires compatible network connection and tariff.

² Cable sold separately

B2B Campaign Messaging – Pillar 1: Collaboration and Connectivity

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Collaboration and Connectivity Intro Messaging:

Through unique partnerships with leading technology companies, Samsung has become an invaluable partner that enables businesses to survive and grow. By combining this with the Galaxy Enterprise Edition¹ platform, Samsung gives employees all the tools they need to stay productive, wherever they are. Plus, with hyper-fast 5G² connectivity and next generation Wi-Fi, competitors will be hard pushed to keep up with you.

Enterprise Edition

Enterprise Edition Short:

Work from your phone whenever, wherever with Enterprise Edition

Enterprise Edition Long (All Business Sizes):

A disrupted business environment has seen teams having to adapt quickly to remain productive. Samsung Galaxy Enterprise Edition gives you the tools to meet this challenge. A complete package of mobile technology and services designed to give you more – more choice, more control and more protection. It's now easier to secure, deploy and manage mobile devices across your business at any scale.

Enterprise Edition Long (Small Business):

Galaxy Enterprise Edition keeps your business running with extra support for your devices, along with three years of enhanced service support from Samsung's dedicated UK-based Business Services Centre. Should any devices need replacing, a next business-day replacement service is available³. Enterprise Edition also features a QuickStart build service for customers that don't have a dedicated IT team. Samsung sets up the customer profile, and support staff are on hand to provide technical and hardware support.

Enterprise Edition Long (Large Enterprise):

Getting multiple devices logged on to your enterprise mobility management (EMM) platform is simple with Knox Mobile Enrolment – part of Knox Suite. This all-in-one offering of additional Knox licences comes as part of Galaxy Enterprise Edition to secure, deploy and manage your mobile fleet. You get everything you need to make your IT team's life simple, and your employees as productive as they can be. Enterprise Edition also features a QuickStart build service for those that want to take advantage of the Knox Suite features.

¹ Enterprise Edition only available on Samsung Galaxy S21 5G Grey & Samsung Galaxy S21 Ultra 5G Black variants

² 5G functionality requires compatible network connection and tariff.

³ Doorstep exchange with Samsung gold stock.

B2B Campaign Messaging – Pillar 1: Collaboration and Connectivity

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Unique Partnerships¹

Unique Partnerships Short:

Take your office anywhere

Unique Partnerships Long (All Business Sizes):

The Galaxy S21 5G series delivers a seamless experience in or out of the office. Through Samsung's partnership with Microsoft and Cisco¹, we've made sure this device works smoothly and consistently with collaboration platforms like Teams and WebEx. In addition, the Galaxy S21 5G series benefits from Microsoft apps built in as standard, giving you instant access to emails, contacts and calendars. And with apps like Word, Excel and Outlook running on your phone, you can multi-task like a pro.

Powerful Connectivity with 5G²

Powerful Connectivity Short:

Work faster and smarter

Powerful Connectivity Long (All Business Sizes):

You need a device with data speeds that can keep up with your busy workload. That's why the Galaxy S21 5G series supports Wi-Fi 6E, which is twice as fast as Wi-Fi 6, giving you 20 percent faster speeds than previous generation Wi-Fi networks. It also comes with Intelligent Wi-Fi, which lets you switch between Wi-Fi and mobile data, depending on available network strength. Plus, when Wi-Fi isn't available, 5G² offers lightning-fast speeds and low latency. All of which means you have the reliable connection you need to keep working.

¹ Separate licenses may be required from Microsoft and Cisco

² 5G functionality requires compatible network connection and tariff.

B2B Campaign Messaging – Pillar 2: Powerful Business Tools

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Powerful Business Tools Intro Messaging:

As the world adapts to new ways of working and collaborating, businesses need to be smart about the devices that will enable them to do more with less. The Galaxy S21 5G series is ready for business today – highly adaptable, intuitive and fully secure, to keep you and your employees protected wherever they work.

Wireless DeX for PC

Wireless DeX for PC Short:

A phone and PC in one

Wireless DeX for PC Long (All Business Sizes):

Samsung DeX makes working from your device simple and intuitive. Simply connect your device to any monitor using a single cable¹ for a PC-like experience. It makes multi-screen working simple and intuitive. And you can still use your power phone whilst working on the larger screen. For extra convenience the device features Wireless DeX meaning you can launch your content onto a smart TV via Wi-Fi, for an even easier way to present on a big screen.

Samsung Notes with S Pen²

Samsung Notes with S Pen Short:

Find new ways to express yourself

Samsung Notes with S Pen Long (All Business Sizes):

Welcome to the first pen in the S Series. The Galaxy S21 Ultra 5G allows you to build out your business ideas with more freedom and ease. So, whenever inspiration strikes, just write it down using the highly responsive S Pen and convert it into PowerPoint or Word with a simple tap. Use the S Pen² to provide feedback on PDFs or sign important documents, it offers a whole new way to make your mark on business.

¹ Cable sold separately

² S Pen only compatible with S21 Ultra 5G. Pen is sold separately.

B2B Campaign Messaging – Pillar 2: Powerful Business Tools

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Samsung Knox for Security

Samsung Knox for Security Short:

Advanced security from the chip up

Samsung Knox for Security Long (All Business Sizes):

Whether working on the move or from home, rest assured your device and data are safe. Samsung Knox delivers vault-like security, data protection and faster authentication. From defence-grade encryption to ultra-secured folders, Samsung Knox has got your business covered on the most important front. Plus, facial recognition and ultrasonic fingerprint technology deliver convenient and reduced low latency security to make sure only you can access your device.

B2B Campaign Messaging – Pillar 3: Perfect Expression and Performance

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Perfect Capture and Performance Intro Messaging:

The world of business has never been more visually dependent than today. Video collaboration, sharing presentations and images digitally, plus remote team meetings can take its toll on devices. The Galaxy S21 5G series has been built for the new world of work and a workforce more dispersed than ever. A pro-grade camera and long-life battery keeps you and everyone else in the picture for longer, while the display provides the brightest yet in a business phone.

Camera

Camera Short:

New ways to express through photo and video

Camera Long (All Business Sizes):

With the Galaxy S21 5G series you have the ultimate expression tool. Packed full of all the photo and video power you need to take your best shots yet. Effortlessly capture epic, share-ready moments anytime – no apps or editing. For the first time, you get to be the director by shooting with all your video cameras at once. That's not all. Shoot incredibly detailed 8K videos, then pull out high-res stills with 8K Video snap. Plus our new 108MP sensor allows you to capture extraordinary detail – even at night. All this, and filming with cinematic 12bit raw content is a creators dream.

Performance

Performance Short:

Performance is everything

Performance Long (All Business Sizes):

Amp up your smartphone experience with our very best Galaxy performance yet – all supported by a binge-worthy battery. The Galaxy S21 5G series comes with an Exynos 2100 5nm processor that not only packs unreal power, but lets you make the most of 5G¹ connectivity. Then you can bring all the oomph you need to grow and support your business

¹ 5G functionality requires compatible network connection and tariff.

B2B Campaign Messaging – Pillar 3: Perfect Expression and Performance

Galaxy S21 5G | S21+ 5G | S21 Ultra 5G

Display

Display Short:

Smarter, brighter, smoother viewing

Display Long (All Business Sizes):

With the Galaxy S21 5G series bright, Dynamic AMOLED 2x displays, nothing will come between you and your work. You can make any place your workplace with a display that's as expansive as your ideas. With the crisp resolution, you have access to the most vivid and brightest phone display ever. So, you can see more and do more on the go. And the Galaxy 21 Ultra 5G brings our brightest, most vivid smartphone display yet, ensuring every single image looks spectacularly true to life.