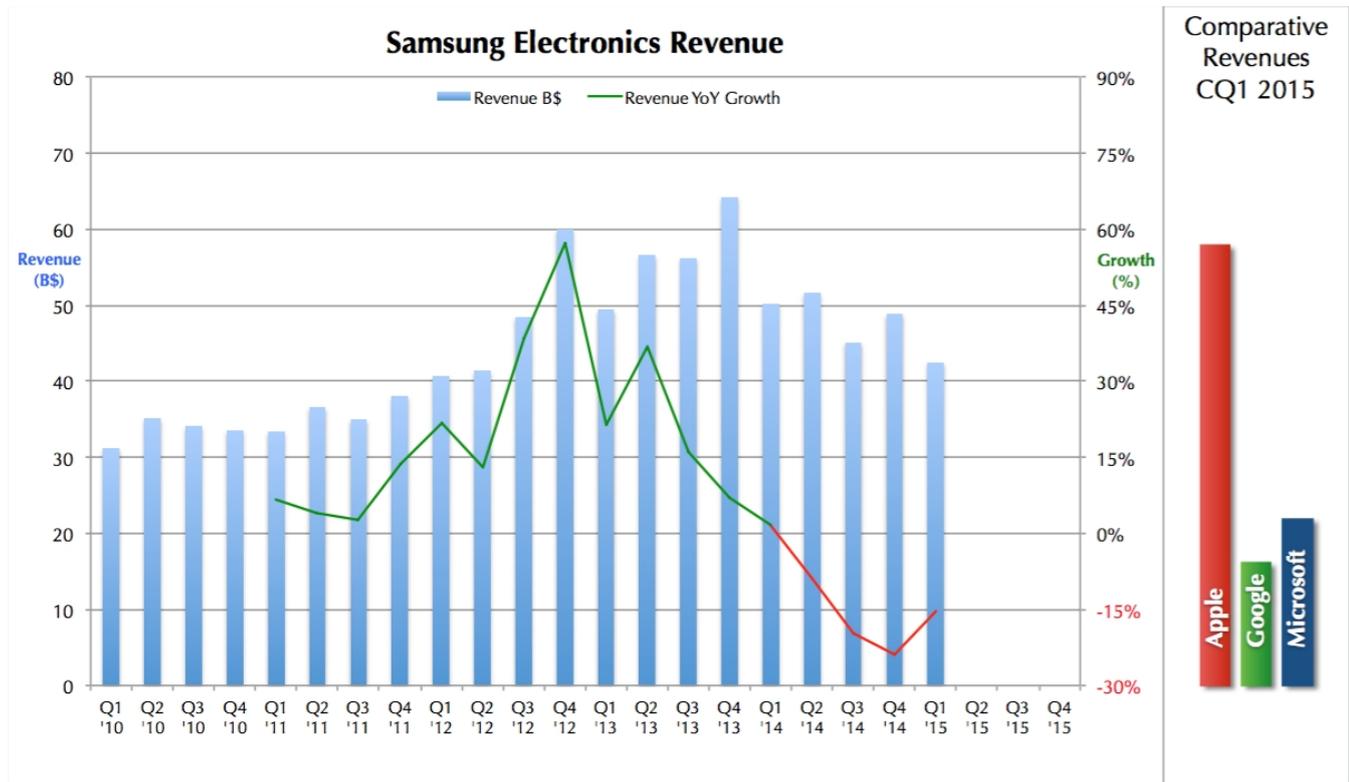


Samsung Confirms Slowing Decline

Written by Nick Graves
15. May 2015



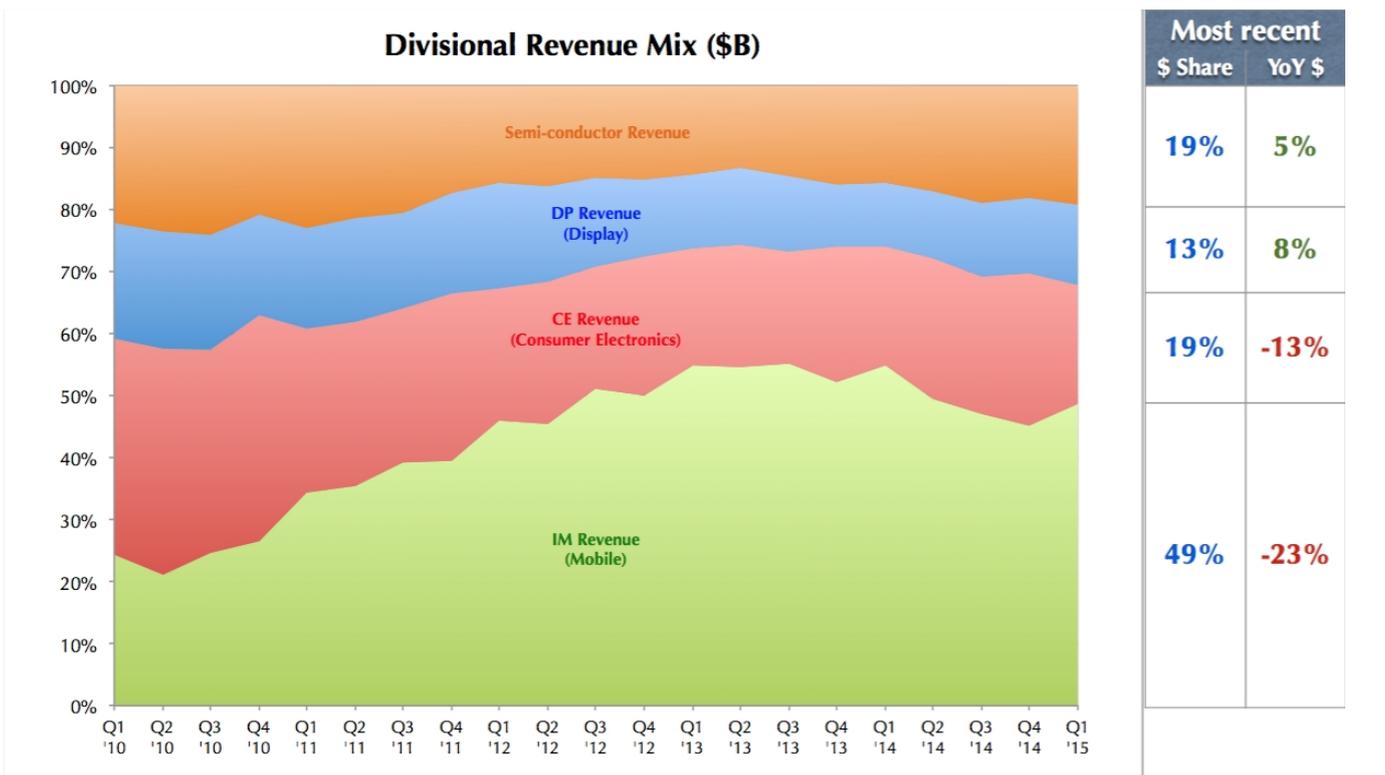
Source: Samsung Electronics Results

Samsung Electronics has released its unaudited accounts for Q1 2015, and confirmed its continuing decline, but with some signs of a reversal in sight. Notably the next generation Galaxy S6 and S6 Edge did not ship during the quarter, suggesting a recovery is possible in Q2. However China continues to be a challenge for the company, and the overall balance appears to be swinging back towards its OEM businesses.

Highlights in the announcement were the continued growth of its Semi-conductor Division, supported by its DP (Display) business. Apple and others are reported to be returning to the fold, and the latest 14nm chip plant, already feeding the Galaxy S6, will most likely supply the next iPhone. This seems to confirm B-to-B/OEM through chips and screens as the long term core business for Samsung Electronics.

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