

Market share in smartphone display

[Monitor] Samsung Display maintains lead in smartphone display market

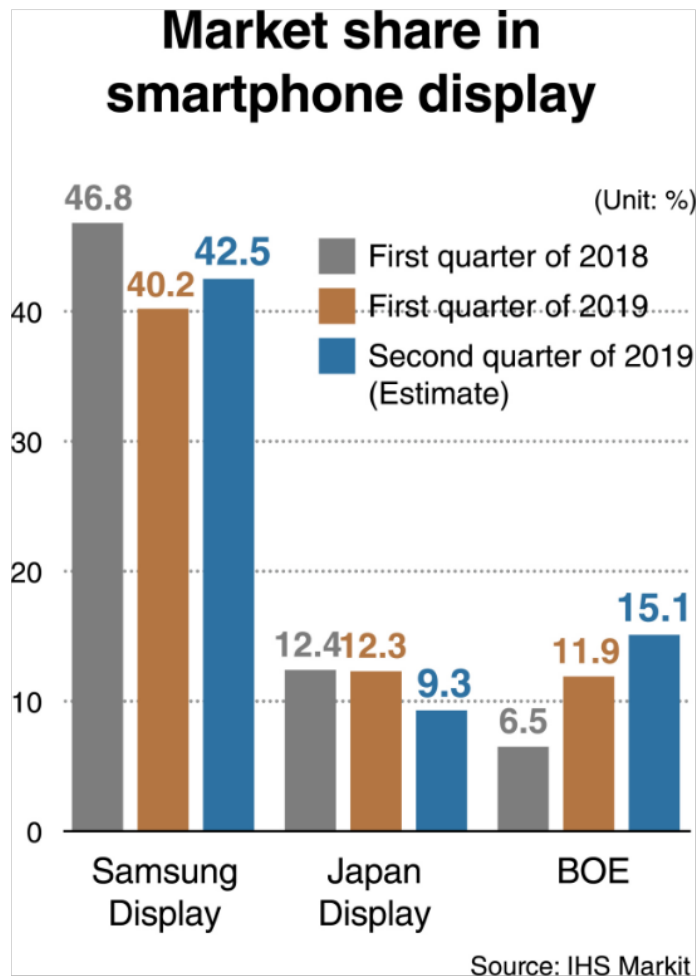
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Samsung Display maintained its top position in the global smartphone display market in the first quarter as more handset makers adopted OLED panels for their premium products, according to the data by IHS Markit.



Samsung Display delivered \$3.4 billion worth of smartphone displays in the first three months of this year, taking up 40.2 percent of the

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Samsung Display Co., Ltd.
Exhibit 2004
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total market share.

Japan Display Inc. was a distant second player with a 12.3 percent share, and China's BOE came in third with 11.9 percent. While at the third place, the Chinese company nearly doubled its market share compared with a year ago.

Among OLED panel producers, Samsung Display took up 80 percent, with its active-matrix organic light-emitting diode panels. ()

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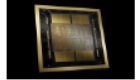
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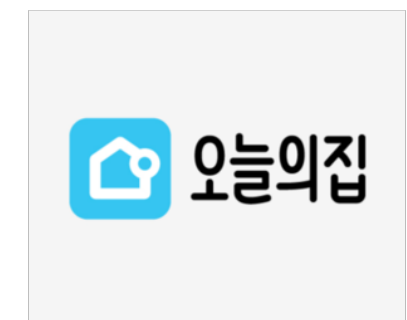
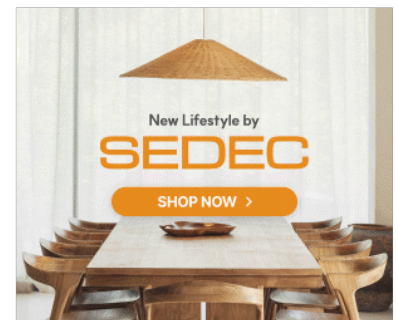
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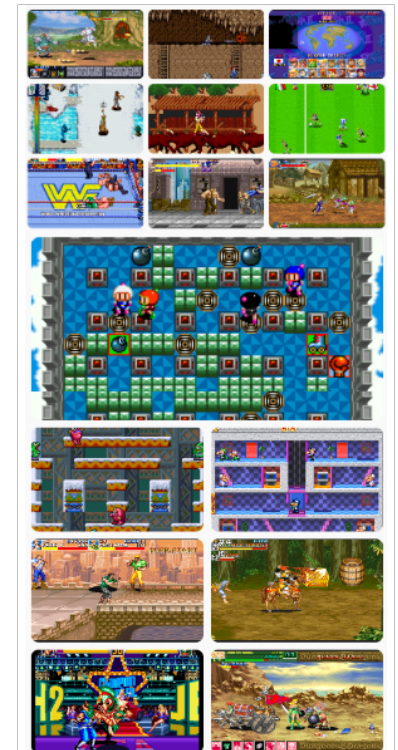
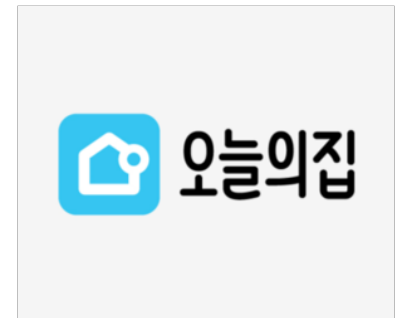
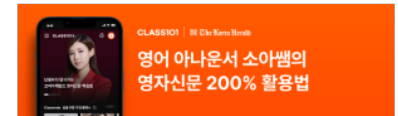


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Address : Huam-ro 4-gil 10, Yongsan-gu, Seoul, Korea | Tel : +82-2-727-0114 | Online newspaper registration No : Seoul 아03711

Date of registration : 2015.04.28 | Publisher, Editor : Choi Jin-Young | Juvenile Protection Manager : Choi He-suk

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Document title: [Monitor] Samsung Display maintains lead in smartphone display market - The Korea Herald

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