

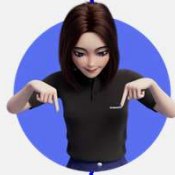
## CHANGE NOTE

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# Q & A 2

## Handling Objections

 Galaxy S23 Series



Cutting-edge device:  
the Galaxy S23 Series!

Dive into more advanced and  
detailed features!



# Questions

Where your customers can ask about the S23 Series

## # Design

- 1. The S23 Ultra has a notably different build from the S23 and S23+. Why do the models having different design?

## # Camera

- 2. Is there a reason for a front camera with fewer pixels than the S22 Ultra?
- 3. Is the Galaxy S23 Ultra's 200 MP camera really good?
- 4. What improvements have been made to the Galaxy S23 and S23+'s camera system?

## # Performance

- 5. I'm wondering about the S23 Series' performance. Is it top tier?
- 6. Why does Galaxy S23 Ultra still have the same battery?

## # Sustainability

- 7. There are recycled materials in the S23 Series. Is this just to reduce the cost?

## # Large Storage Variant

- 8. A small storage seems enough. Why do I need more storage?

## # Security

- 9. Is the S23 Series' security reliable?

## # Price

- 10. Why should I upgrade to the more expensive Galaxy S23 Series?



# Q1.

The S23 Ultra is notably different build from the S23 and S23+. Why do models having **different design?**

Answer. 

## Galaxy S23 Ultra

Two different worlds of Samsung Galaxy innovation are encountered in Galaxy S23 Ultra. As we've integrated the peak performance and productivity tools of **Samsung Galaxy Note** with groundbreaking cameras of **the S Series**, we've created our most elevated Samsung Galaxy smartphone ever.



## New Edge Design (S23 Ultra)

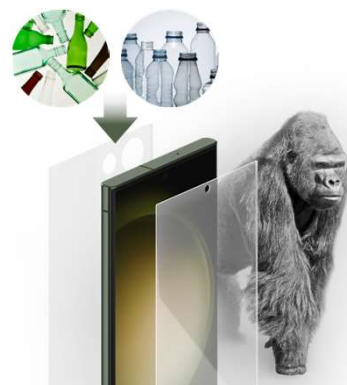
In response to consumer feedback, a newly shaped curvature of the display's edge creates **a larger and flatter surface area** on the Galaxy S23 Ultra for better use of the screen.



## Toughest, yet eco-conscious

With Corning® Gorilla® Glass Victus® 2, the S23 Series' screens are incredibly durable and contain 22% recycled materials on average.

\* Glass both on front & back.





## Q2.

# Is there a reason for a front camera with fewer pixels than the S22 Ultra?

Answer.

### Enhanced Front Camera

The selfie camera is one of the most important features today, so we focused on the consumers' desire to take better **low-light selfies** and record **higher-quality selfie videos** with the S23 Ultra.

Although the S23 Ultra doesn't support high resolution mode, **auto focus, noise performance, and Video HDR** have improved with the new 12 MP sensor. As a result, you can experience **better selfies** with the S23 Ultra.



### Crisp Night Selfies

With the new Dual Pixel AF, you can focus on the subject **quickly & precisely**. You also can capture stunning **portraits** with enhanced AI Stereo Depth in portrait mode.





# Q3.

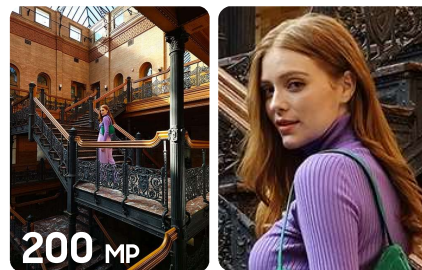
## Is the Galaxy S23 Ultra's 200 MP camera really good?

Answer. 

### Mind-blowing Details

This extraordinary 200 MP main camera provides exquisite detail with **better clarity** and **more authentic colors** than any other Samsung Galaxy smartphone.

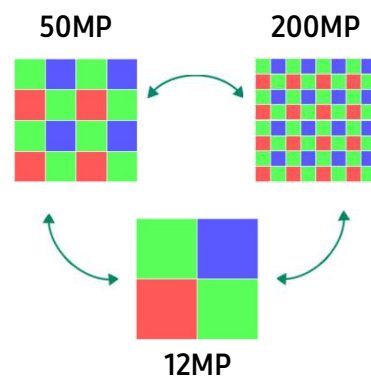
It also allows the camera to **auto focus** faster and more accurately.



### The New Adaptive Pixel Sensor

Samsung's **advanced pixel binning technology** lets you to take photos in any circumstance.

By binning sensor pixels, you can capture night photos in 50 MP or 12 MP, while taking pictures in 200 MP in bright environments.







# Q4.

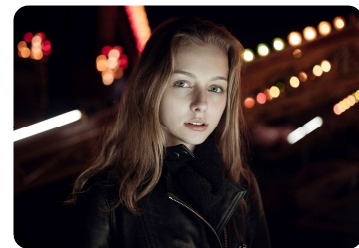
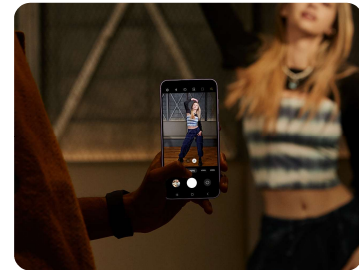
## What improvements have been made to Galaxy S23 and S23+'s camera system?

Answer.

### Improved Nightography

The Galaxy camera technology on the S23 and S23+ provides more **improved features** to every photographer, even at night.

**Night portrait mode** on both the front and rear cameras accurately analyzes and creates stand-out portraits with a beautiful sense of **depth** and provides an enhanced **bokeh effect**.



### Rich Details

Now you can take selfies using **Super HDR** on the front camera just like with the rear camera, which lets you capture a more dynamic range of **colors** and **brightness**.



**Super HDR**



## Q5.

I'm wondering about  
the S23 Series' **performance**.  
Is it top tier?

Answer. 

### Strategic Partnership with Qualcomm

We worked closely with Qualcomm Technologies to **evaluate the performance** of chipsets and opt for the best performer.



### Chipset Optimized for Galaxy

Snapdragon 8 Gen 2 for Galaxy's **GPU and NPU** is now more than 40% faster and more optimized to balance performance and power.

Also, it offers groundbreaking **AI**, super-fast **5G** performance, **ultimate gaming**, a professional camera experience, and leading **Wi-Fi/Bluetooth** technologies.



### Larger Cooling System

With **up to a 2.7x larger** vapor chamber on the S23 Series, you can keep playing your games!

\* Compared with the S22 Series.



Up to **2.7X** Larger





# Q6.

## Why does Galaxy S23 Ultra still have the same battery?

Answer.

### Most Efficient Battery (S23 Ultra)

Although the S23 Ultra has a larger camera than the S22 Ultra **without increasing** the device's **size**, it has same battery capacity.

But, you can watch videos for **up to 26 hours** on the Galaxy S23 Ultra.

It has longer play time than the S22 Ultra.



### Larger Capacity (S23 | S23+)

Compared to the S22 Series, the battery has been increased by 200 mAh for both the Galaxy S23+ & S23.

\* S23+ video playback up to 27 hrs.  
S22 video playback up to 22 hrs.



\* Usage time tested in an internal laboratory with unused products. Usage time on the official website may vary with other test method, considering the deviation in actual user environment. Actual battery life, charging time, and usage time may vary depending on the network environment, usage patterns, amount of calls and messages, charging frequency, and other factors.



# Q7.

There are **recycled materials** in the S23 Series.  
Is this just to reduce the cost?

Answer. 

## Everyday Sustainability

We aim to providing consumers with the best technology at reasonable price, and also to **sustainability**.

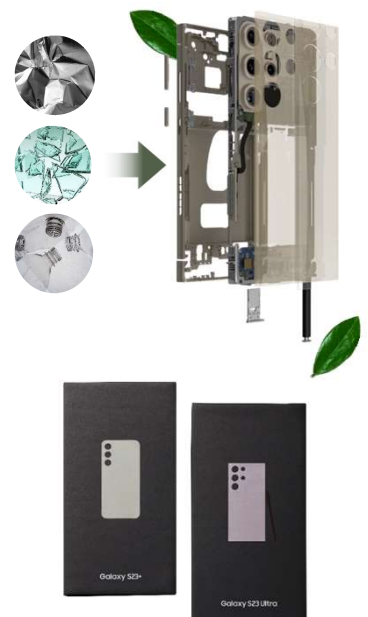
Samsung is advancing its sustainability by **reducing the environmental impact** of its products to help more people live in sustainable ways. It is also the case that consumers should not have to carry the burden of the cost for making sustainable choices.



## Designed with the Planet in Mind

With this sustainable vision, we provide **eco-conscious features** in S23 Series.

By using recycled glass, metal, and plastic in products, **2x more recycled materials** were used in the S23 Series compared to the S22 Series. We've also used **100% recycled paper** in our packaging, providing **longer product usage** with 5 years of security updates & 4 generations of OS upgrades.





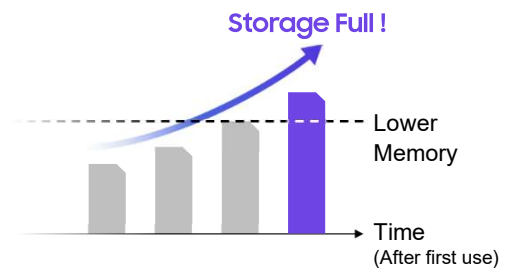
## Q8.

# A small storage seems enough. Why do I need **more storage**?

### Answer.

#### Future-proof

Many customers use more than 80% of their storage after 1.5 years. More storage is the **safer choice**.



#### More Room for More Content

You can store more **high-res photos & videos** and graphic-intensive **apps & games** without worrying.



#### Convenient Offline Viewing

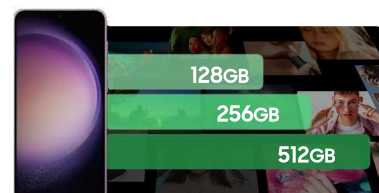
You can **enjoy popular content and your photos offline** even when there's no network like when you are on an airplane.



#### Better Value

You can upgrade the storage at a lower cost.

\* The cost per upgrade may vary by model and country.





# Q9.

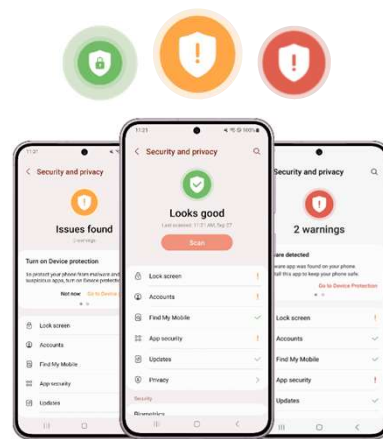
## Is the S23 Series' security reliable?

Answer. 

### Security and Privacy Dashboard

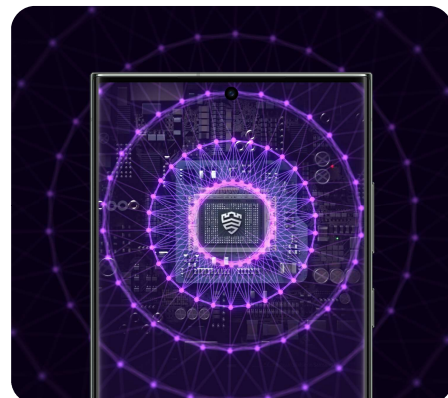
Galaxy gives you **full visibility over who has access to your data** and **how it's being used**.

With just a glance, it's easy to see if personal data is at risk and receive simple prompts to change settings for a **more secure experience**.



### Knox Vault

It was first introduced on the Galaxy S21 Series, and it continues to **protect critical information** on the Galaxy S23 Series by isolating it from the rest of the device, including the OS, for added protection against vulnerabilities.





# Q10.

## Why should I upgrade to the more expensive Galaxy S23 Series?

Answer.

### Premium Mobile Experience

Enjoy industry-leading innovation with the Galaxy S23 Series. It features a **pro-grade camera**, the **most powerful hardware**, and the **latest One UI** for the best mobile experience.



### Purchase Benefits

You can trade in your old phone to get the best deal while saving the earth, with **Trade-in, our certified re-new and take-back programs**.

Also, you can get a new S23 with a monthly financing plan through **Samsung Financing**.

\* Purchase Benefit policy may vary by model and country.



**SAMSUNG**  
Financing