

# CHANGE NOTE

Date	Details
2024.03.29	1 <sup>st</sup> version upload (Subject to continuous updates)
2024.04.01	11P_Image edited 14P_Appendix (Disclaimer page) deleted
2024.04.05	9P_Updated



SAMSUNG  
WORLDWIDE PARTNER

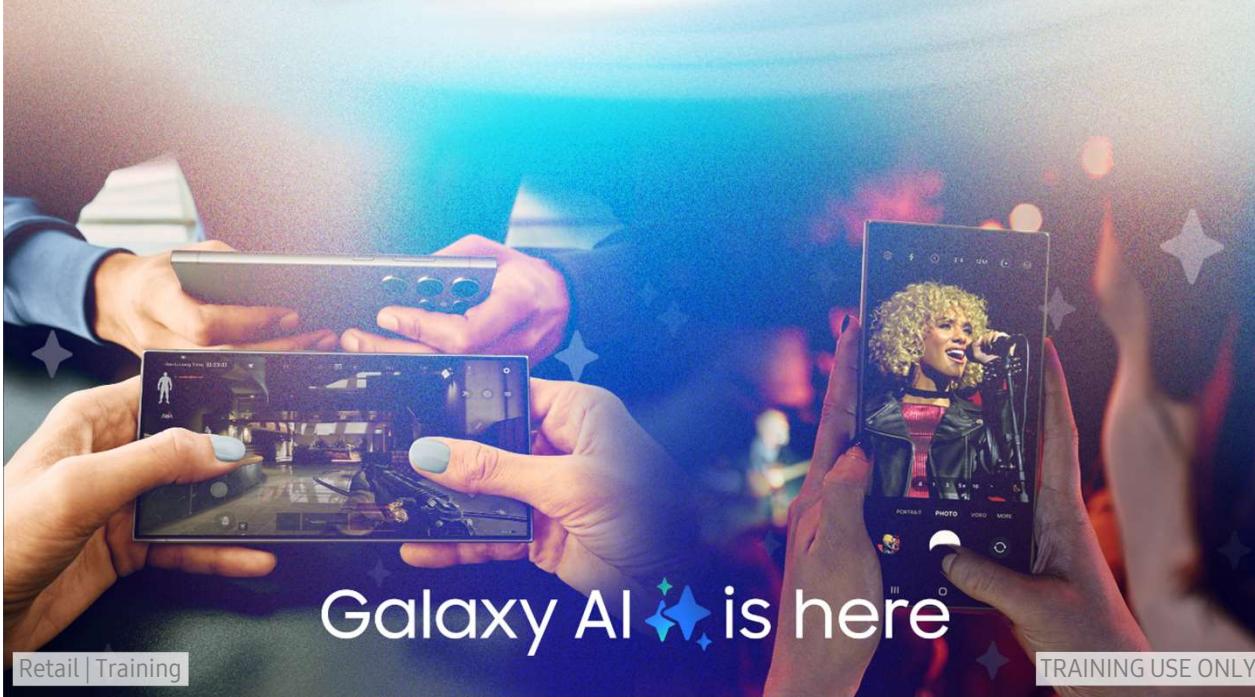


Try Galaxy

Experience the  
Galaxy UI even  
on a non-  
Android device

SALES TALK (SUSTAIN)

# Galaxy Fundamental Customer Engagement



Galaxy AI is here

Retail | Training

TRAINING USE ONLY

# Customer Engagement

## Opening Pitch

"Are you interested in the latest S24 Series? With Galaxy AI, the S24 Series offers **unparalleled basic performance**, giving you a **truly satisfying mobile experience**."

### Top 3 Things Customers Want to Know

\* [Consumer Survey] Total 5 subs, 1.5K Shopper (Jan 31-Feb 14)    \* UK, FR, IN, AE, TH

#### Fundamental Features    Comparative Advantages    More Info on Promotions



50%

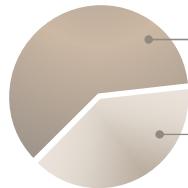


49%

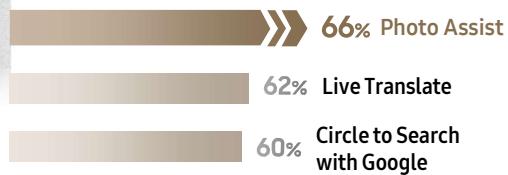


"Promote the S24 Series' core features and comparative advantages over competitors."

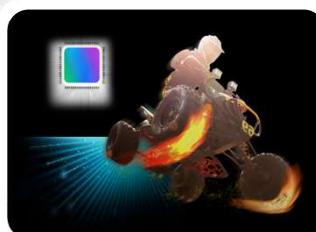
#### Features CoA users most frequently use



#### Galaxy AI Features appealing to CoA users



"Highlight the S24 Series' camera features to CoA users."



Fundamentals

Comparative Adv.

Use cases



# BASIC FEATURES

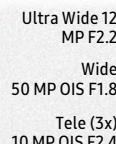
Is your top priority the camera?  
Let's check out the S24 Series' amazing key camera features!

## 1. Stunning camera

### S24 Ultra



### S24+ / S24



#### + S24 Ultra +

### Nightography Zoom

"Take brighter, clearer zoom shots with reduced hand-shake, even at night or in low-light conditions."

1.6x larger pixels

Wider OIS



#### + S24 Ultra +

### 200 MP / 50 MP High Resolution

"Check another level of detail & color captured in its high resolution shots."

Reinforced AI Engine

New adaptive pixels



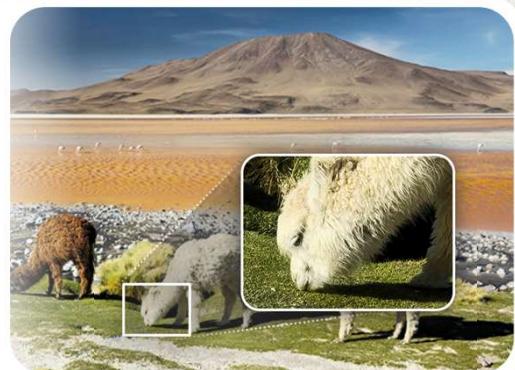
#### + S24 Ultra +

### New Quad Tele Camera

"Capture high-res 50 MP photos at 5x zoom, and crop to 10x zoom while maintaining optical quality, without losing details."

50 MP Wide

Optical-quality zoom at all ranges

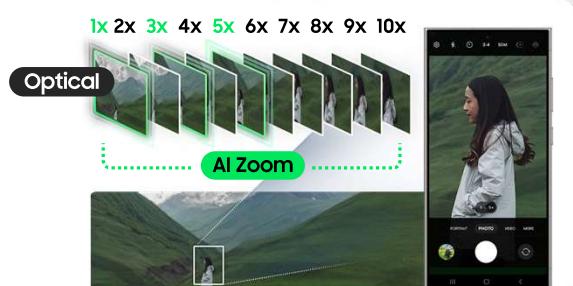


### AI Zoom for Photos

"With the AI Zoom, you can get high-quality zoom shots even when using a digital zoom."

Multi-frame processing

Super resolution



# BASIC FEATURES

**Do you frequently enjoy mobile games?  
With the S24 Series, enjoy a smoother,  
more stable gaming experience.**

## 2. Performance

### S24 Ultra



Snapdragon 8 Gen 3 for Galaxy



### S24+ / S24



Snapdragon 8 Gen 3 for Galaxy



Exynos 2400 for Galaxy



#### Ultimate Gaming

**"Smoothly & stably enjoy even the most graphic-intensive games without lagging."**

Latest processor

Ray Tracing

Up to a 1.9x Larger Vapor Chamber



#### Immersive Display

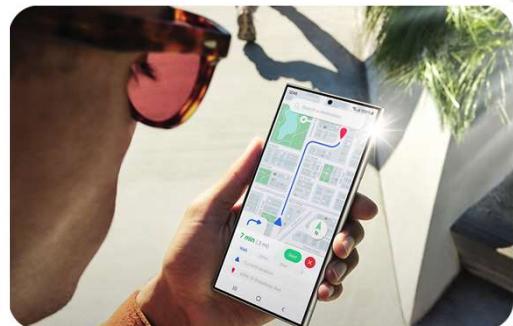
**"Watch your favorite content with impressive brightness & vividness, even in direct sunlight."**

Vision Booster

Adaptive color tone

2,600 nits of peak brightness

Gorilla® Armor\*



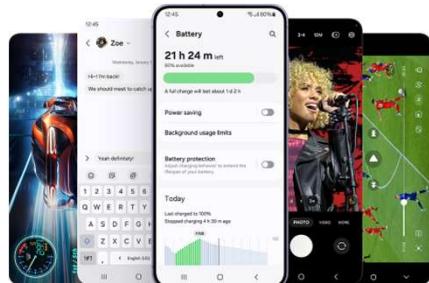
#### Longer Battery Life

**"Enjoy your mobile experience all day long without worrying about charging."**

Larger battery capacity\*

Adaptive refresh rate

\* S24 Ultra/S24+/S24: 5,000/4,900/4,000 mAh

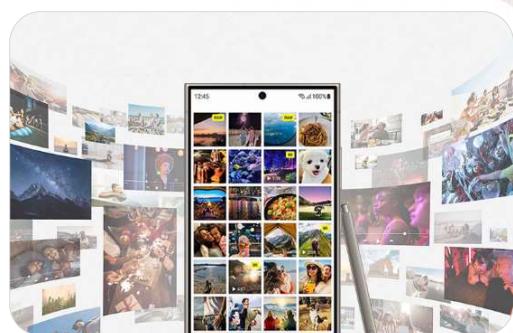


#### Large Storage Variants

**"Freely save heavy apps, games, and high-res photos/videos on your device."**

Up to 512 GB / 1 TB\* of storage

\* Ultra model only



# BASIC FEATURES

Are you looking for a phone with a longer lifespan? The S24 Series sets a new standard for durability.

## 3. Durability

### S24 Ultra

#### Titanium Frame

"The S24 Ultra comes with a premium, titanium frame, the strongest metal ever in a Galaxy. Its toughness has also increased, compared to the S23 Ultra."

Enhanced dent resistance

Luxurious finish & textures



#### Corning® Gorilla® Armor

"With the new Gorilla® Armor, the S24 Ultra provides unprecedented durability for the toughest, most scratch-resistant Galaxy."

Galaxy-best scratch resistance

Reduced reflectivity by up to 75%



### S24+ / S24

#### Enhanced Armor Aluminum

"The S24+/S24 features a new, enhanced Armor Aluminum frame that's stronger than the S23+/S23."

More dent/scratch-resistance

Rounded form for a better grip



#### Corning® Gorilla® Glass Victus®2

"With a Gorilla® Glass Victus®2, the S24+/S24 provides the same industry-leading glass durability popularized by the S23."



#### IP68 Water & Dust Resistance

"All S24 models features an IP68 rating, so you can enjoy even vigorous outdoor activities with less worry."

\* Based on lab test conditions for submersion in up to 1.5 meters of fresh water for up to 30 minutes. Beach/pool use not recommended.



# Comparative Advantages

Are you hesitant about switching to the Galaxy?  
Check out how the S24's superior features stack up against competitors.

## 1. Highlight Galaxy Superiority

### Camera

S24 Series	iP15 Series	
	N/A	
<b>Photo Assist</b> Fine details & textures Generative Edit Edit Suggestion		<b>Space Zoom</b> Clearer zoom, day & night Tele 50 MP at 5x* Nightography Zoom * Ultra only.
* Samsung account login required.		
		<b>High Resolution</b> Fine details & textures 200 MP* (Ultra) 50 MP* (Plus, Base) * Wide camera.
		Wide 48 MP

### Gaming

S24 Series	iP15 Series	
	Peak/Max: 2,000/1,000 nits N/A	
<b>Bright/Vivid Display</b> Ultimate outdoor visibility HBM Peak/Max: 2,600/1,500 nits Vision Booster Gorilla® Armor*		<b>Long-lasting Battery</b> Longer usage time than ever Ultra/Plus/Base: 5,000/4,900/4,000 mAh * Ultra only.
* Ultra only.		
		<b>Ray Tracing</b> More realistic graphics Accurate lighting effects
		<b>Vapor Chamber</b> Enhanced cooling Up to 1.9x larger (Ultra)
		Worse quality (by Solar Bay) N/A

### Camera for SNS Activity

S24 Series	iP15 Series	
	Same level	
<b>Super HDR</b> Clearer photos, even in backlit situations		<b>Nightography</b> Brighter night photos & videos with reduced noise
		<b>Video Stabilization</b> Steadier, clearer videos with minimized shake
		Same level

# Comparative Advantages

Switch to the Galaxy while maintaining your familiar experience on your old phone. Plus, enjoy our exclusive purchase benefits.

## 2. Relieve Switching Barriers

### CoA-like App Experience on the Galaxy

#### Quick Share

Share files with any device, no matter how far away, whether it's an Android or not



#### Google Meet

Enjoy high-quality video calls, whether in groups or one on one



 “Must highlight Galaxy UI Customization and provide a short demonstration if store conditions allow.”

### Customizable Galaxy UI



Buttons



Swipe gestures

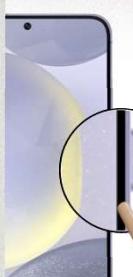
#### Simplified Navigation Bar

Change the bar to match your familiar style



#### Consolidated Apps Screen

View all apps on the Home screen



#### Easy-to-Open Samsung Wallet

Simply double-press the Side button to open it



#### Simple Shooting

Easily take a selfie by pressing the Volume button



#### Lock Screen Customization

Change Lock Screen details to your preference

### Purchase Benefits



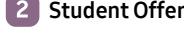
Trade-in



Financing



1 EIP



2 Student Offer



Samsung Care+

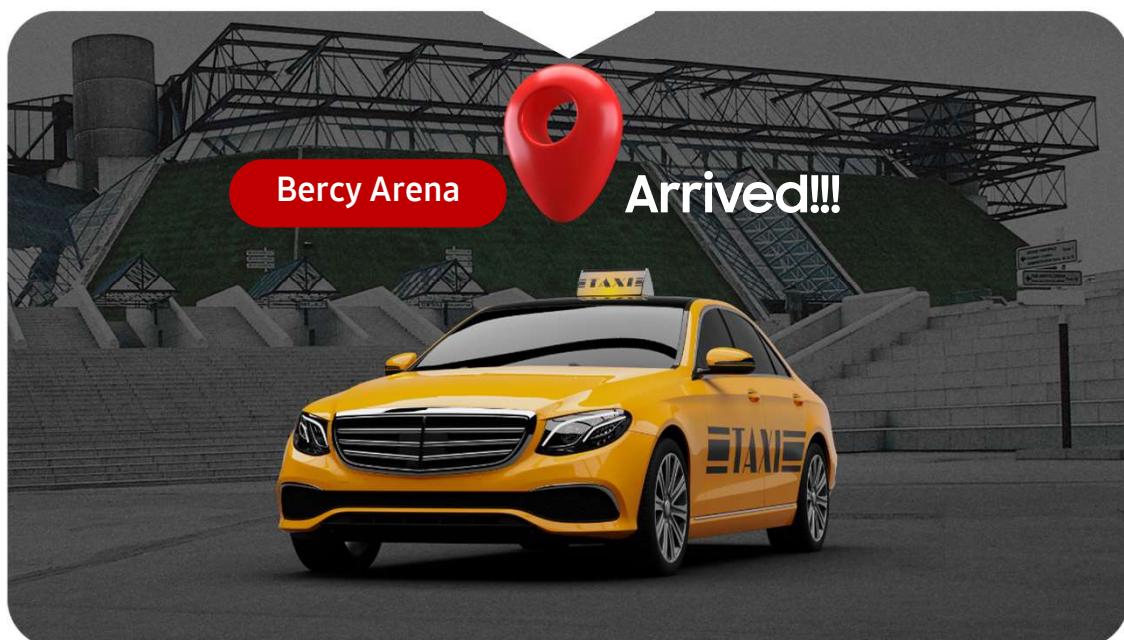
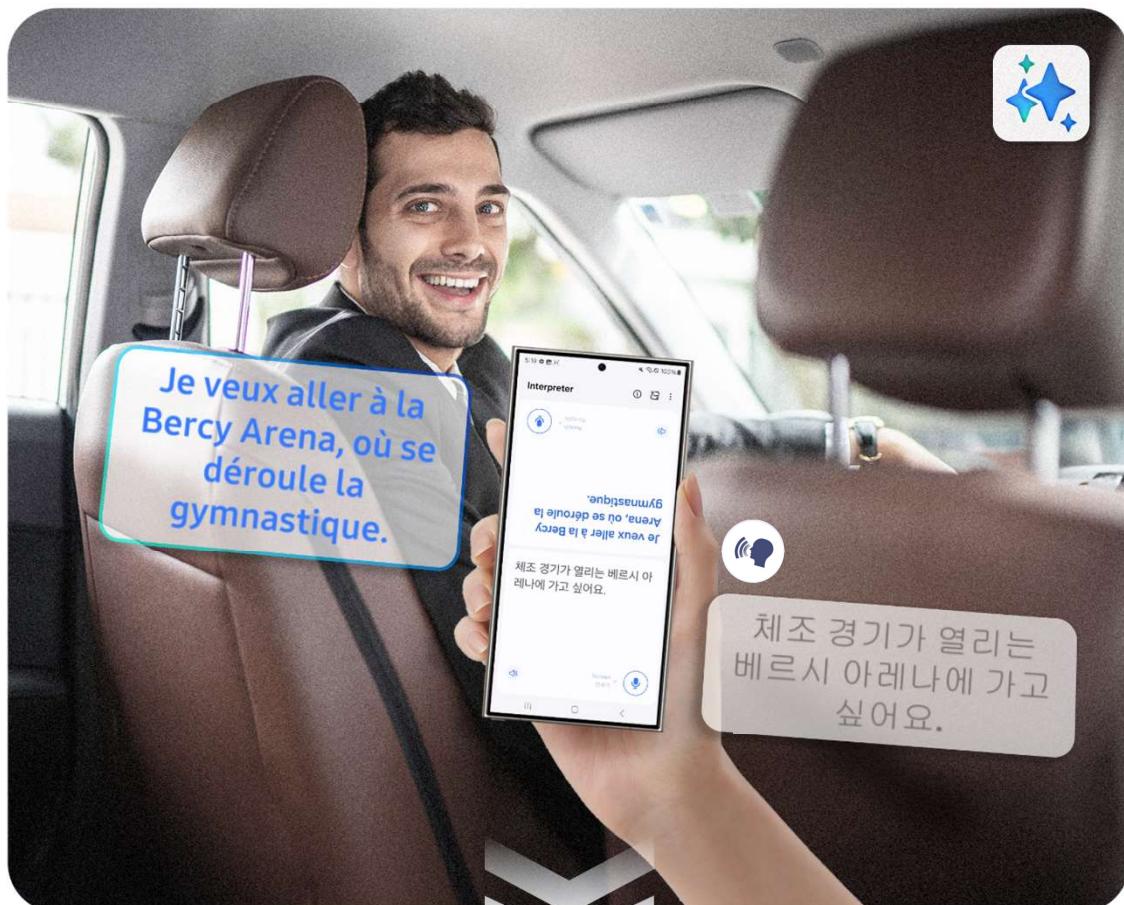


Recommend Try Galaxy to hesitant CoA users.  
Experience the Galaxy UI on a non-Android device  
<https://trygalaxy.com>

When you want to go to a stadium



"If you're unfamiliar to French, no worries. Just tell your taxi driver where you want to go and get to the next event on time."



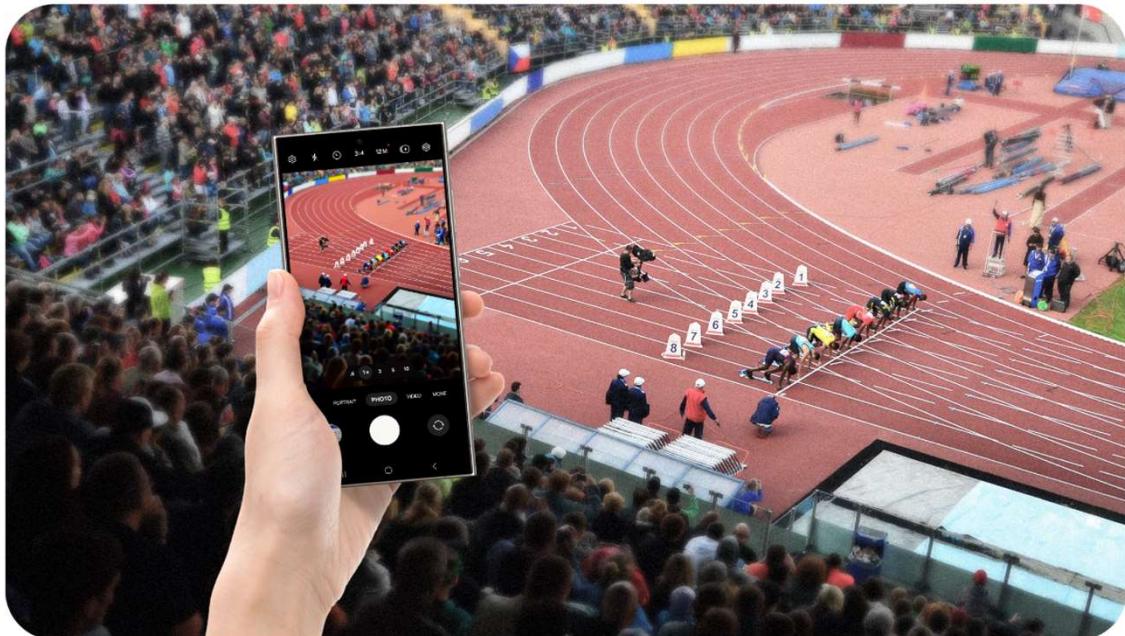
## Interpreter (Live Translate)

\* (TBU) Supports 13 languages (17 locales): English (US/Great Britain/India), Portuguese (Brazil), Spanish (Spain/Mexico/US), French, Korean, German, Italian, Chinese (Simplified), Japanese, Hindi, Polish, Thai, Vietnamese

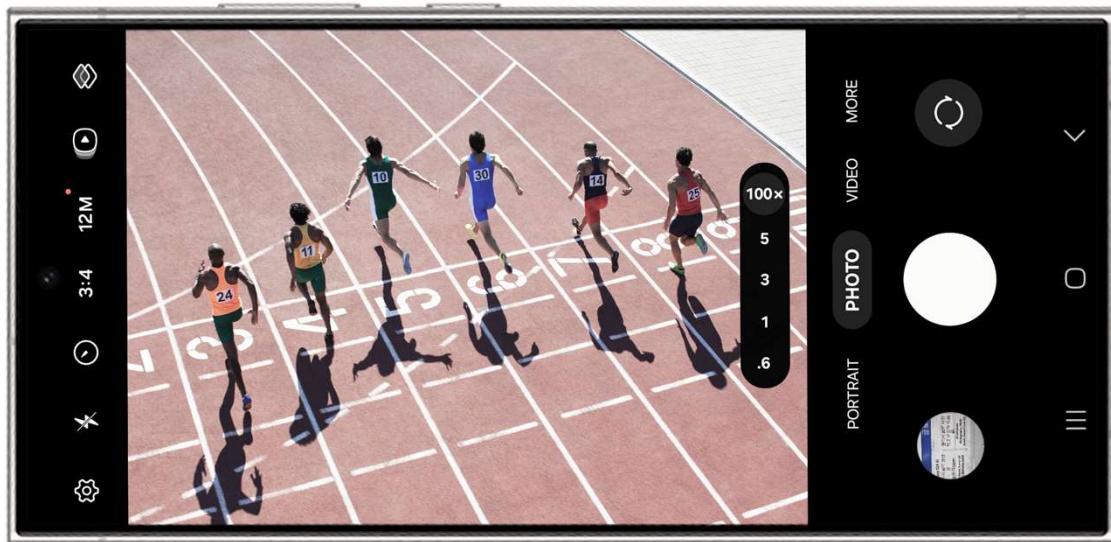
When watching events from  
far away in the stands



"Capture runners' dynamic moves with amazing zoom shots, even when you're high up in the stands."



## Astonishing 100x Space Zoom

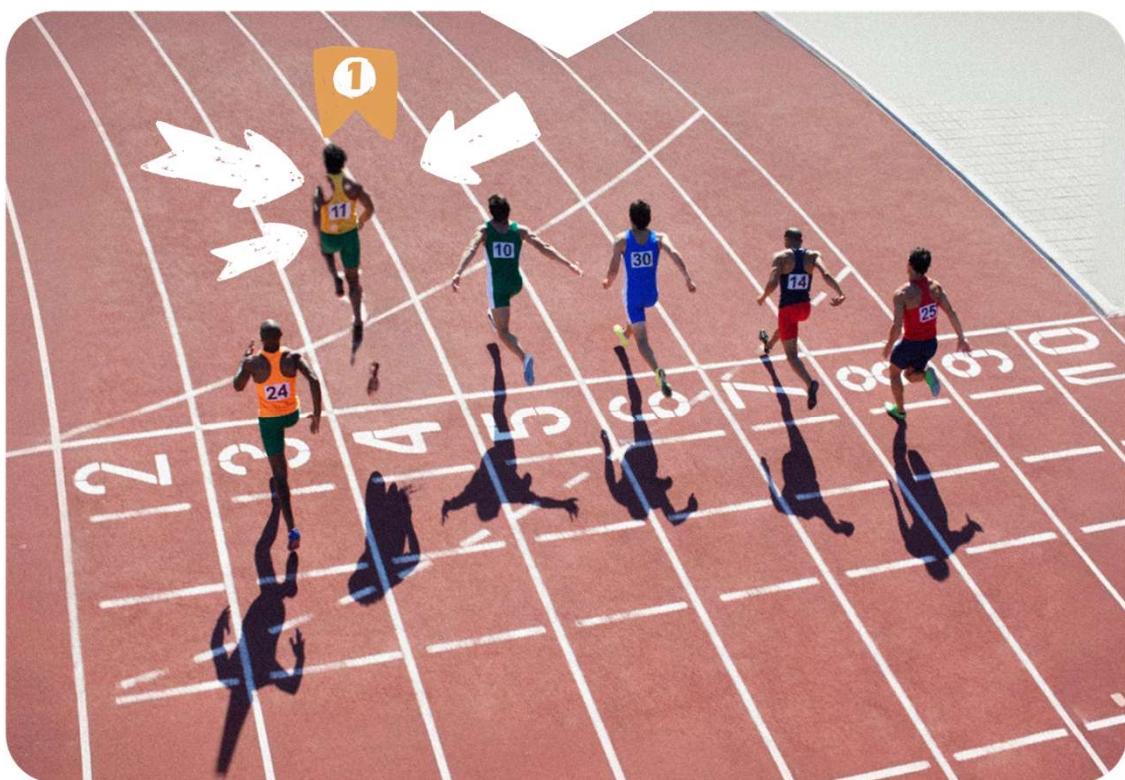
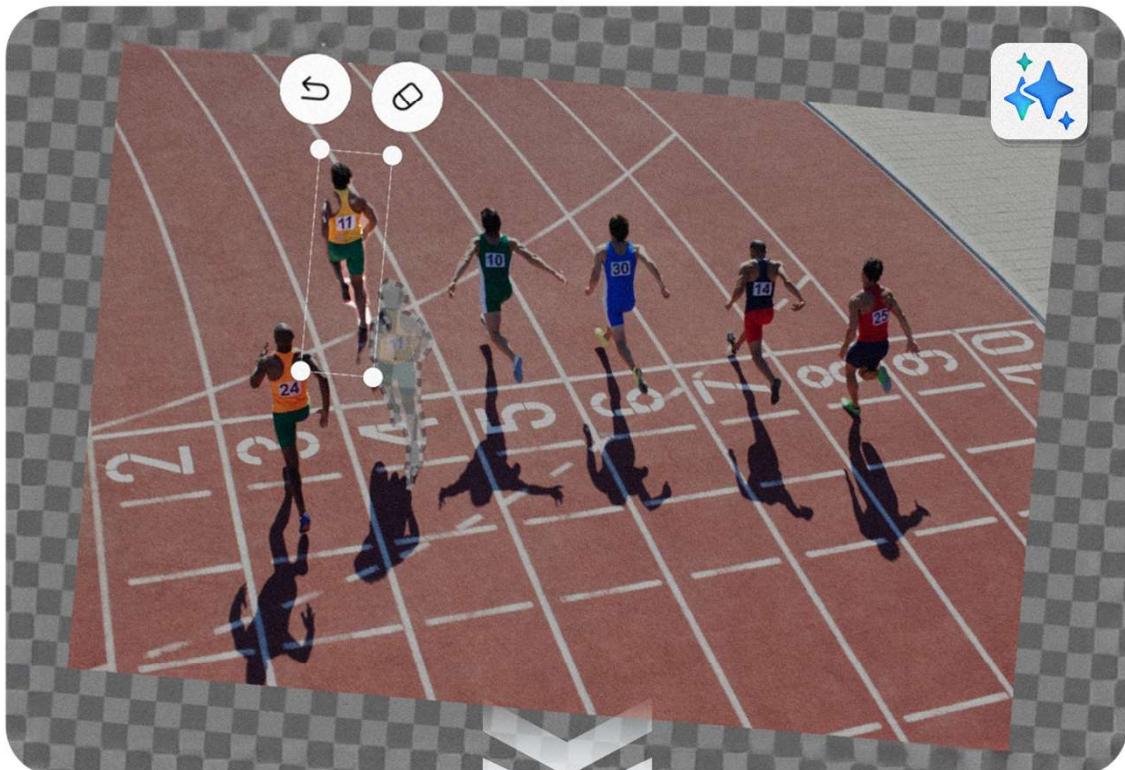


Space Zoom

After the final game of the  
Olympics, while memorizing



"Even if your favorite player loses,  
you can make it look like they  
won in your photo."



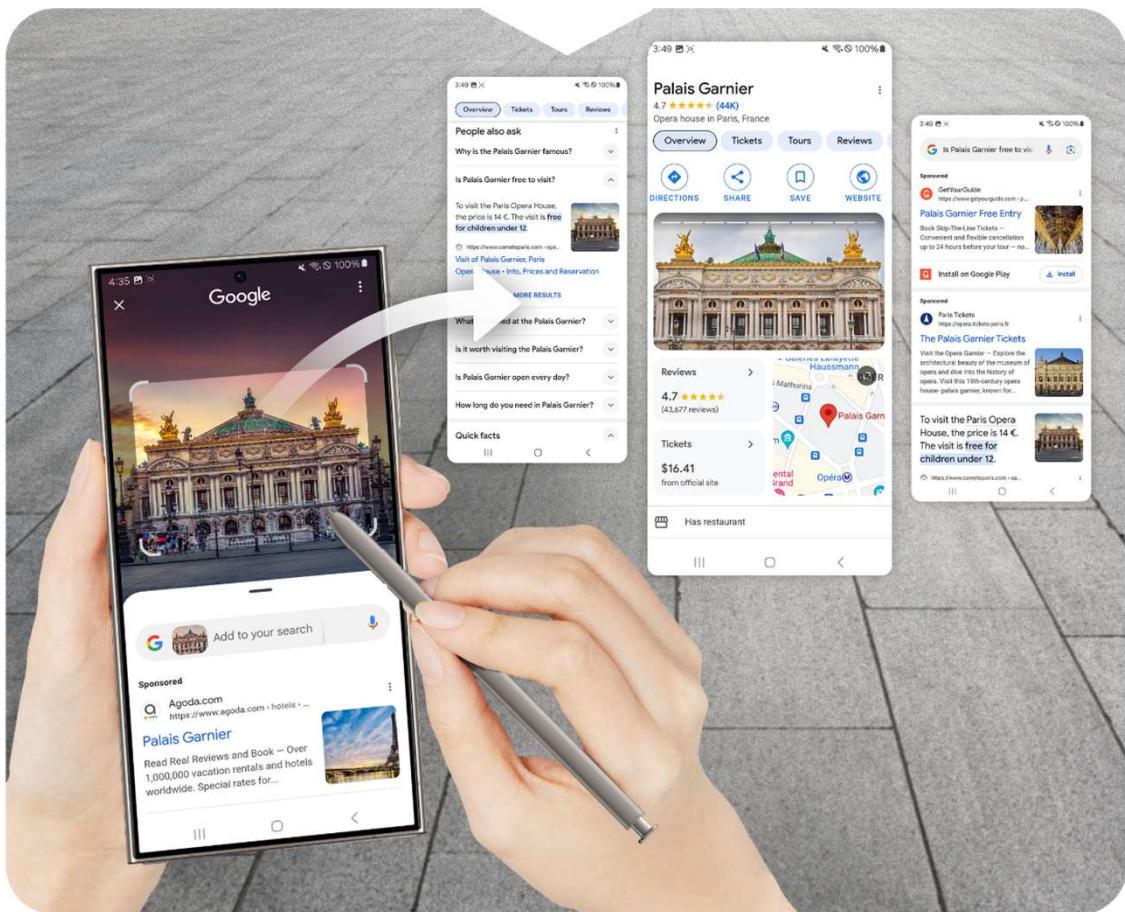
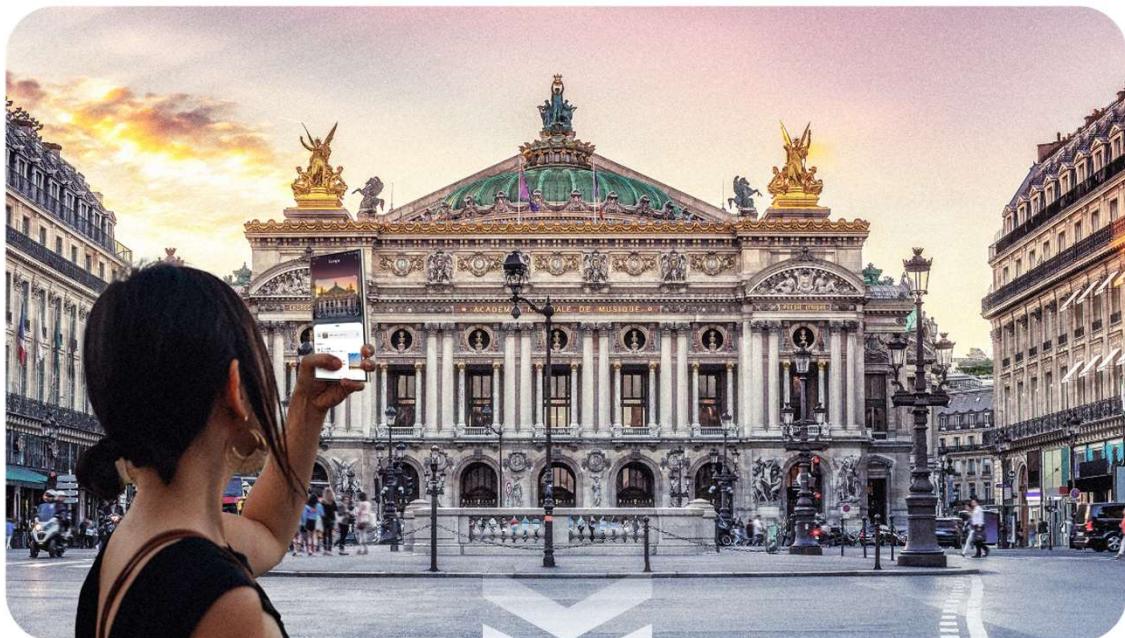
## Photo Assist (Generative Edit)

\* Samsung account log-in required.

While touring,  
when there's no game



"If you're curious about landmarks while strolling the streets of Paris after an Olympic game, just take a shot and circle it."



## Circle to Search with Google

\* Generative overview & follow-up questions:

Supports 7 languages - English, Hindi, Indonesian, Japanese, Korean, Portuguese (Brazil), Spanish (Mexico)  
Supported in over 120 countries and territories