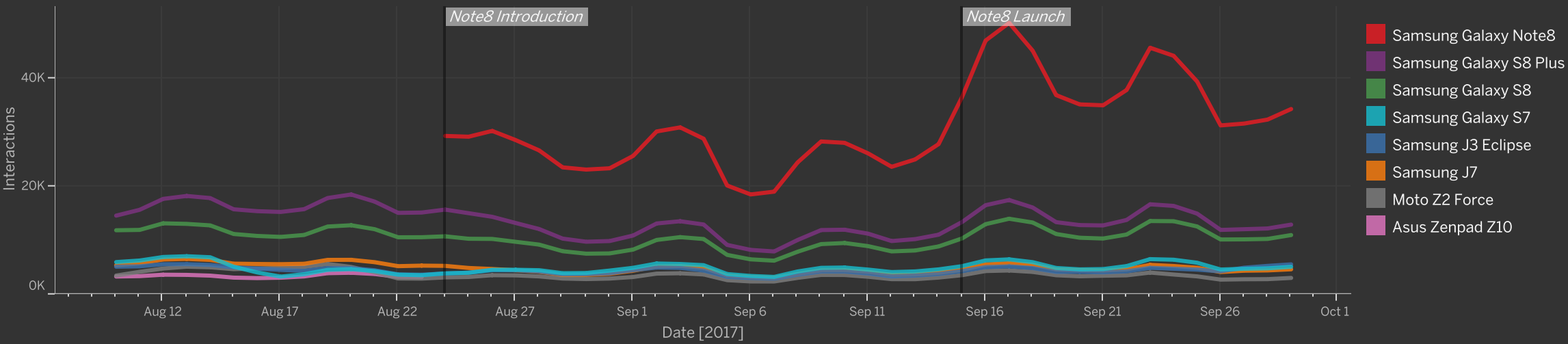
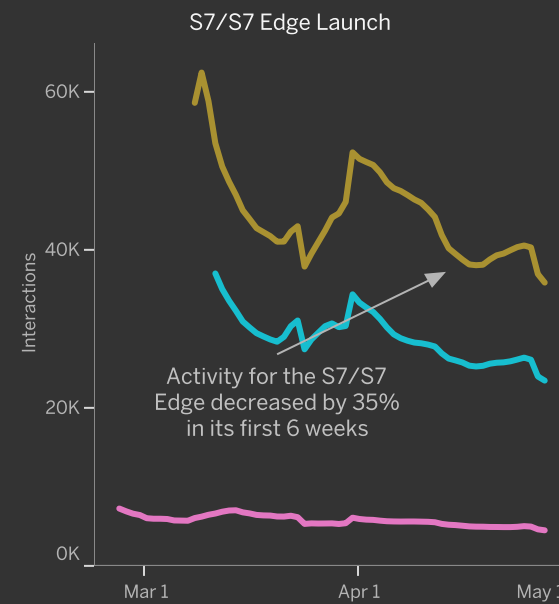
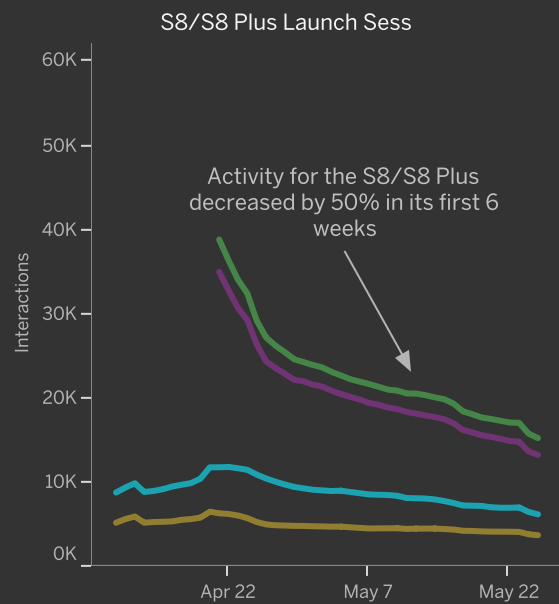
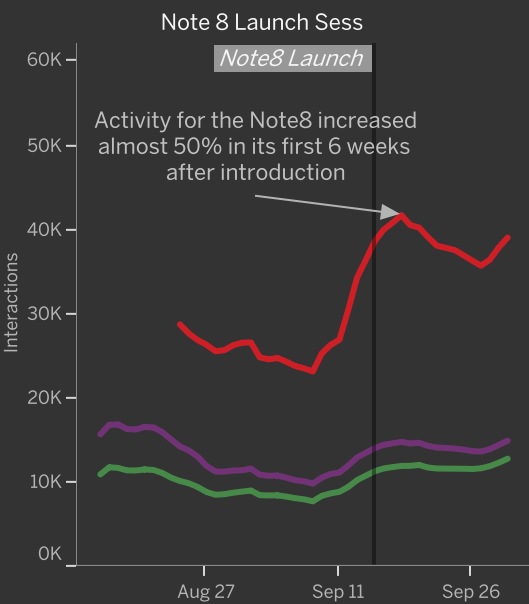
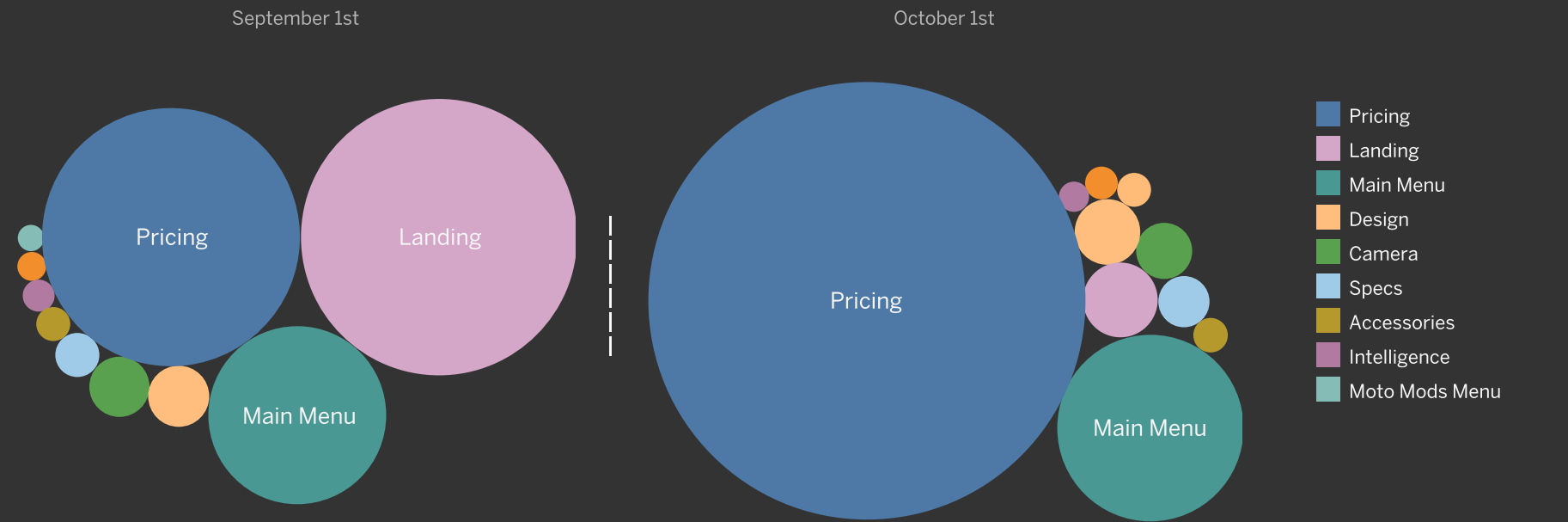


The Samsung Note8 is has been the most interacted phone in stores since its introduction



The number of customers that viewed the Pricing screen increased dramatically since the deployment of new screen content for devices.

The Pricing screen has been viewed more than 1.66 million times in the last month.



The pre-order period for the Note8 had a significant positive impact on raising customer interest when compared to past Samsung releases without pre-order dates.

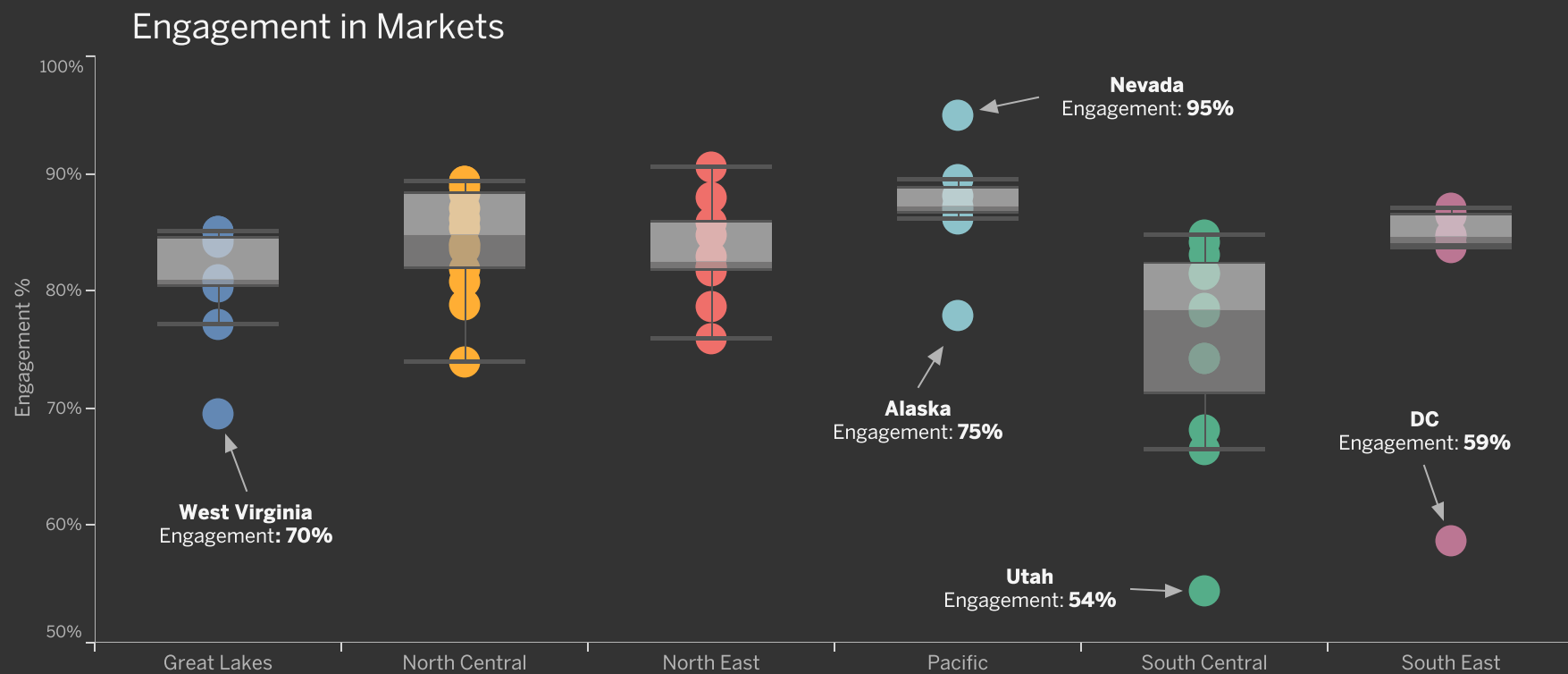
The launch of the Samsung Galaxy Note8 has had a significant impact on all demo devices



All Pacific states have higher engagement* levels with on sight devices than the majority of all South Central states.

Nevada was the state with the highest engagement with instore devices with 95% of devices being interacted with in the month of September.

Utah was the state with the lowest engagement rate with only 54% of devices on display being itneracted with in September.



* Engagement levels are calculated as the percentage of single devices that are intereracted with by customers at least once on any given day.