

PRESS RELEASE

Novalled and Samsung Mobile Display sign a strategic cooperation agreement

Dresden (Germany), Seoul (Korea), June 28, 2012. Novalled, a leader in the organic light-emitting diode (OLED) field, has entered into a licensing and purchase agreement with Samsung Mobile Display (SMD), a global leader in the display industry. As part of the agreement, SMD has committed to purchase dopant materials used in the transport layers of its AMOLED display modules from Novalled for several years. In addition, Novalled will provide its proprietary PIN OLED[®] technology to SMD for use in the production of SMD's AMOLED display modules.

Since 2005, Samsung has cooperated with Novalled in the field of technologies and materials for advanced OLED products. Novalled's latest agreement with SMD extends the use of Novalled's high-performance OLED materials and proprietary PIN OLED[®] technology to SMD's next generation of mobile AMOLED devices.

Novalled has developed several doping and transport materials that can be used in OLEDs to further enhance the advantages of Novalled's PIN OLED[®] technology. As a result, these OLEDs have very low driving voltage and high substrate compatibility, while maintaining high power efficiency and long lifetime.

"Novalled materials are designed to deliver customer benefits, especially for mass-produced devices. Our latest agreement with SMD is further proof of our strong position in the research and development of OLED technologies and materials designed to enhance the performance of OLED products," said Gildas Sorin, CEO of Novalled. "It also confirms our strategy to build successful and long-lasting business relationships with leading OLED display and lighting manufacturers."

"We are focused on developing innovative and state-of-the-art OLED technology, and so we have maintained a close cooperation with Novalled," said S.I. Cho, President and CEO of Samsung Mobile Display. "We are pleased today to extend our cooperation with Novalled through this agreement as we drive forward in this growth market."

About Novalled

Novalled AG is a leader in the research, development and commercialization of technologies and materials that enhance the performance of OLEDs (organic light-emitting diodes) and other organic electronics. Novalled offers OLED product manufacturers a unique combination of proprietary technology, materials and expertise, and licenses and sells organic conductivity doping technology and materials for use in the commercial mass production of display products in the OLED industry. Novalled has developed strategic partnerships with key OLED innovators and producers throughout the world and, with a broad portfolio of more than 500 patents granted or pending, has a strong IP position in OLED technologies, structures and materials. Commercially active since 2003, Novalled was founded in 2001 as a spin-off of the Technical University and the Fraunhofer Institute of Dresden. Novalled is headquartered in Dresden with sales offices in Korea and Japan. For more information, please visit www.novalled.com.

About Samsung Mobile Display

Samsung Mobile Display Co., Ltd.(SMD) was established in January 2009 as a core Samsung company that provides cutting-edge display solutions. With highly advanced technological capabilities, SMD offers a comprehensive range of displays including those featuring AMOLED (Active Matrix Organic Light Emitting Diode) and LCD technologies. SMD has become a global leader in visual technology, and its state-of-the-art AMOLED displays are being widely used in smartphones, digital

cameras, gaming devices and media players. As a total solution provider, SMD strives to advance the future with next-generation technologies including flexible, foldable and transparent displays. Recognized as a catalyst for visual innovation, SMD continually works to change how we view our world. For more information about Samsung Mobile Display, visit www.samsungsmd.com.

About OLEDs

OLEDs (organic light-emitting diodes) are solid-state devices composed of multiple thin layers of organic materials often only a few nanometers thick that emit diffuse light when electricity is applied to them. Because they are an area light source, OLEDs are a key part of fulfilling the dream of the rapidly growing flat panel display market: paper-thin, highly- efficient displays with brilliant colors and excellent design flexibility. OLEDs may also lead to new lighting products that combine color and shape to create innovative decorative lighting applications and personalized environments. In addition, OLED lighting products have the potential to offer greater cost and energy savings than current lighting technologies.

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