

The Samsung Galaxy Community Raised \$1M to Support the Global Goals



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Each September, thousands of world leaders gather through the United Nations General Assembly to advance a cooperative framework. This year, the United Nations celebrates its 75th anniversary and kicks off the “Decade of Action,” a ten year sprint to achieve the Sustainable Development Goals – also known as the Global Goals – the universal platform to create a better world by 2030.

As leaders meet virtually for the first time since the COVID-19 pandemic began, they face an unprecedented challenge over the next ten years to continue achieving progress on the Global Goals in the face of the biggest global health crisis of our time. COVID-19 has changed the world as we know it and, as leaders of the tech industry, we know we have a responsibility to help move society forward.

We recently celebrated the one-year anniversary of our partnership with the United Nations Development Programme (UNDP), the United Nations lead agency on the socio-economic response to the pandemic. This partnership allowed us to transform the Galaxy smartphone into a powerful platform through our Samsung Global Goals app and mobilize the Galaxy community to take small actions toward the achievement of the Global Goals. And today, we’re excited to announce that thanks to our dedicated Galaxy fans usage of the app, we’ve raised over \$1M in donations to the UNDP.

The funds generated by Galaxy users have contributed directly to UNDP’s progress towards the Global Goals and have supported major achievements in improving the quality of education, combating climate change, and advocating for gender equality.

The Samsung Global Goals app has also supported the immediate crisis and the long-term recovery from COVID-19. Galaxy users, through the app, were able to direct increased funding to the WHO's COVID-19 Solidarity Response Fund and UNDP's ongoing effort to build resilience for those deeply affected by the pandemic.

During this crucial time, Samsung and UNDP have provided users with the ability to make an impact through simple acts. Galaxy users can engage with short ads to generate revenue for UNDP and use wallpapers to increase ad-earnings while their phone is charging. This places an easy solution that makes a notable difference directly into the hands of Galaxy users to use whenever and wherever they want.

Additionally, as part of our partnership with UNDP, Samsung introduced special edition accessories, and a portion of revenue from the sales of each accessory goes to UNDP in support of the Global Goals. The accessories include the Global Goals Edition cover for the Note10, Note10+, and the Kvadrat case for S20+, as well as the Global Goals Edition wireless charger stand.

To continue this incredible momentum, the Samsung Global Goals app is pre-installed on all of the latest Galaxy smartphones, including the Galaxy S20 FE. The newly released Galaxy S20 FE brings our purposeful innovations to even more users around the world, so they can use the best of Galaxy to do the things they love like discovering new ways to make a difference.

Young people today are driven by purpose, and we continue to witness their unwavering passion to make a positive impact on society – using their smartphones to connect with each other and drive change. Now equipped with the Samsung Global Goals app on the Galaxy S20 FE, millions of people can unite around the Global Goals with a direct path to action in more than 170 countries, and help the world accomplish lasting progress by 2030.

We are dedicated to empowering the Galaxy community to take small actions that can add up to incredible change. We

now have less than ten years to achieve the Global Goals by 2030, and we are committed to our partnership with UNDP to help build a better future for all.

In fact, the past few months we've been working together with UNDP on a new initiative that will mobilize a cohort of young leaders who embody our joint mission of positive change and are at the forefront of building innovative solutions. We're excited to share more details soon.

We are steadfast in our belief that technology is an instrument of incredible impact, and together, we will rally an entire generation – and the world – to act on the Global Goals.

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