



SAMSUNG SMART SHOES

STEP INTO THE FUTURE

★ Smart technology, health and a sustainable future in one step.



SMART
TECHNOLOGY



BETTER
HEALTH



SUSTAINABLE
FUTURE



STEP TRACKING



HEART RATE
MONITORING



AI HEALTH
INSIGHTS



ECO-FRIENDLY
MATERIALS



SEAMLESS
CONNECTIVITY

1 COMPANY INTRODUCTION



- A global leader in technology and innovation.
- Working in smartphones, wearables and smart ecosystems.
- Mission: To develop technology that improves people's lives and creates a sustainable future.

(Samsung Electronics, 2025)

2 NEED FOR SUSTAINABILITY FOR THE BRAND



- Growing demand for environmentally friendly and health-focused products.
- Customers prefer brands with a lower environmental impact.
- Need for innovative products combining technology and sustainability.

(Samsung Electronics, 2025; United Nations, 2024)

3 PURPOSE OF BRAND EXTENSION



- ▶ To expand Samsung's wearable technology portfolio.
- ▶ To encourage a healthier and more active lifestyle.
- ▶ To strengthen brand loyalty and create new growth opportunities.

(Kotler et al., 2024)

4 ATTRACTION IN THE CURRENT MARKET



- Growing awareness towards health and fitness.
- Rapid growth in the global wearable technology market.
- Smart, connected, and sustainable products are the main customer trend.
- Attractive investment opportunity with high market potential.

(Statista, 2025)

5 SUSTAINABILITY FRAMEWORK



UN SDG 3:
Good Health
and Well-being.



UN SDG 12:
Responsible
Consumption and
Production.



TRIPLE BOTTOM LINE:
People, Planet
and Profit.



PEOPLE



PLANET



PROFIT

(United Nations, 2024)

6 TARGET MARKET



- Fitness enthusiasts and athletes.



- Health-conscious customers.



- Travellers and daily commuters.



- Older adults interested in health monitoring.



- Technology users aged 18–55.

(Statista, 2025; McKinsey & Company, 2024)

7 HOW ARE SAMSUNG SMART SHOES DIFFERENT FROM CURRENT MARKET PRODUCTS?



- Combines smart footwear, health monitoring and durability in one product.
- Easily connects with the Samsung Galaxy ecosystem and Samsung Health app.
- Made from recycled materials and eco-friendly packaging.
- Provides AI-based health information and personalised fitness tracking.

(Samsung Electronics, 2025)

8 WHY CHOOSE SAMSUNG SMART SHOES?



- Innovative product from a reliable global brand.



- Helps users monitor their health and stay active.



- Eco-friendly and energy-efficient design.



- Comfortable, smart, and convenient for daily use.

(Samsung Electronics, 2025)

9 COMPETITORS

Direct Competitors:



- Nike smart shoes and Nike fitness ecosystem.



- Adidas smart sports footwear and wearable products.



- Xiaomi smart wearable devices.

Samsung's Competitive Advantage:



- Strong global brand reputation of Samsung.



- Full integration with smartphones, smartwatches and other Samsung devices.

- Unique combination of technology, health and sustainability.

(Nike, 2025; Adidas, 2025; Xiaomi, 2025)



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