

Samsung Electronics Home Appliances America

BUILDING A LEADER IN MANUFACTURING



Since the launch of Samsung Electronics Home Appliances America (SEHA), our state-of-the-art facility in Newberry County, SC has grown exponentially, showing resilience and exceeding expectations. Today, SEHA's more than \$500 million (\$512,858,739) investment, which occupies over 1.5M sq. ft. and employs more than 1,600 workers, is a vital part of the community and a hub for manufacturing innovation.

1,600+ employees
(90% of which are local to South Carolina)

\$500M+ investment

1.5M+ square feet

SAMSUNG AMPLIFIES AMERICA'S GROWTH



JUNE 2017

With a 450k sq. ft. facility in Newberry County, SC, SEHA pledged to support nearly 1,000 jobs and \$380M in local investment



MARCH 2018

SEHA expands to over 600k sq. ft. and opens second production line, manufacturing top-load washing machines, just 8 months after launch



AUGUST 2019

SEHA completes 280K sq. ft. expansion of the on-site warehouse to manage outbound shipments



MARCH 2020

SEHA works quickly to adapt new protocols such as social distancing, face coverings and an intensive cleaning regime to keep employees healthy



SEPTEMBER 2020

SEHA announces it has exceeded pledge investment and employment goal with over \$470M and more than 1,200 on-site employees



JANUARY 2018

With over 800 employees, 20 presses and 11 injection molding machines, SEHA begins commercial production of front-load washing machines



JANUARY 2019

Expansion continues with the addition of a 200k sq. ft. facility to house the injection molding work

1M

OCTOBER 2019

Local production reaches 1 million machines



JUNE 2020

As consumer demand increases, SEHA adapts and adds a second shift and over 300 new employees



JUNE 2022

Celebrates 5-year anniversary in Newberry where Samsung supports 8% of the total county employment base and provides \$740M in annual output



\$800M

economic impact
across South Carolina*



More than 20 different
models of front-load
and top-load machines
produced on-site



All American
manufactured models
are ENERGY STAR-certified

On-site job capabilities include building an ecosystem supporting the full innovation lifecycle, from product concept and R&D to manufacturing, quality assurance, quality care, sales, distribution and customer care. One of the most significant products made at the facility is our ship-ready, premium washing machines.

*Van Nessen, Joseph. "The Economic Impact of Samsung in the United States." 2019, University of South Carolina.



ENVIRONMENT AND SUSTAINABILITY

ENERGY STAR represents economic development and investment in the U.S. Every washer produced at our Newberry County facility is ENERGY STAR-certified, including our new front- and top-load machines that save time and energy and boast stronger performance.

In 2018, we announced plans to source renewable energy for all our factories, offices, and operational facilities in the U.S., Europe, and China by 2020. This year, that goal was fulfilled at SEHA.



UPLIFTING SOUTH CAROLINA

When our communities thrive, we all thrive. That's why we've provided \$300k in monetary and product donations to local organizations including the Harvest Hope Food Bank, American Legion, Fisher House, Boys Farm, and many more.

This support provides resources to those who need it most with a focus on education, technology, and veteran services.

