Forward-Looking Statements

All statements in this document that are not historical, such as those relating to Universal Display Corporation’s technologies and potential applications of those technologies, the Company’s expected results as well as the growth of the OLED market and the Company’s opportunities in that market, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You are cautioned not to place undue reliance on any forward-looking statements in this document, as they reflect Universal Display Corporation’s current views with respect to future events and are subject to risks and uncertainties that could cause actual results to differ materially from those contemplated. These risks and uncertainties are discussed in greater detail in Universal Display Corporation’s periodic reports on Form 10-K and Form 10-Q filed with the Securities and Exchange Commission, including, in particular, the section entitled “Risk Factors” in Universal Display Corporation’s annual report on Form 10-K for the year ended December 31, 2016. Universal Display Corporation disclaims any obligation to update any forward-looking statement contained in this document.
Who We Are

Critical OLED Innovator & Enabler

Proprietary PHOLEDs

4,200+ Global Patents*

OLED IP Licensor & Material Supplier

Fabless

*4200+ Pending and Issued Patents Worldwide as of December 31, 2016
What is an OLED?

- An Organic Light Emitting Diode is a series of organic thin films between two conductors.
- When electrical current is applied, bright light is emitted.
- OLEDs can be used for displays and lighting.
- OLEDs are not just thin and efficient - they can also be made *flexible* and *transparent*.
AMOLED Display Market Potential

Mobile Growth | Tablet /PC Growth | TV Growth

<table>
<thead>
<tr>
<th>Mobile</th>
<th>TV</th>
<th>Tablet / PC</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.1 billion</td>
<td>$12.4 billion</td>
<td>$15.8 billion</td>
<td>$25.5 billion</td>
</tr>
<tr>
<td>$25.5 billion</td>
<td>$31.2 billion</td>
<td>$36.3 billion</td>
<td>$39.5 billion</td>
</tr>
<tr>
<td>$36.3 billion</td>
<td>$41.4 billion</td>
<td>$41.4 billion</td>
<td>$41.4 billion</td>
</tr>
</tbody>
</table>

*Unit Numbers are for mobile phones only

Source: IHS OLED Display Market Tracker – Q1 2017
OLED Panel Area Demand

Source: IHS OLED Display Market Tracker – Q1 2017
Strong OLED Display Market Drivers

**Lower Power Usage**
- **RED** Phosphorescence reduces power consumption by 25%
- **Add GREEN**: 45% cumulative reduction
- **Add BLUE**: 75% cumulative reduction
- Enabled by PHOLEDs

**Superior Aesthetics**
- Improved image quality
- Thin and Light
- 180 degree viewing angle
- 2,000,000+: 1 contrast ratio – TRUE BLACK
- Real-time video speeds – excellent for 3D
- Self-emissive display
- On cell touch without sacrificing fill factor
- Low UV output
- **Flexible**

**More Cost Effective**
- Fewer manufacturing process steps
- Low cost bill-of-materials
- No backlight required
- No color filter required
- No liquid crystal required
- Reduced driver IC costs
- Enables non-glass substrates
New OLED Smartphones

- Huawei Mate 9 Pro
- Google Pixel
- TCL 950
- OPPO F1 Plus
- Micromax Dual 5
- ZTE Nubia M2
- Moto Z Force
- BLU Energy XL
- Gionee M2017
- Samsung Galaxy S8+
- Asus Zenfone AR
- Colawe W550
More OLED Products

- Panasonic EZ1002 4K OLED TV
- Dell Alienware 13 (2017)
- Samsung Galaxy Book
- Huawei Watch 2
- LG - 65” Wallpaper OLED TV
- Lenovo ThinkPad X1 Yoga (OLED)
- Sony PlayStation VR
- Oculus Rift
- Galaxy Gear Series
- LG Watch Style
- Porsche Mission E Car
- Apple Watch

COLOR IS UNIVERSAL
LCD vs. OLED

- Lower BOM (bill of materials)
- Better Performance, More Efficient
- Thinner and Flexible Form Factor
- Vivid Colors and Superior Contrast Ratio

Image source: LG
Strong OLED Lighting Market Drivers

**Energy efficient – environmentally friendly**
- Low drive voltage
- Low operating temperatures, cool to touch
- Long lifetime
- Easy to control

**Highly desirable color quality**
- Wide range of CCT, high CRI possible
- Color tunable
- Instant “ON”, Dimmable without flicker
- No glare, no noise
- Low UV content

**Novel form factor**
- Thin and lightweight
- Transparent
- Non-breakable, Flexible, Rollable.....

**Low cost potential**
- Scaling advantage
- Roll to roll process

---

*Eco-Friendly*. Extremely clean form of illumination does not contain harmful substances like mercury and consumes little power.

It is a *surface* light source. The light is soft and illuminates large areas evenly.

*It remains cool*. Even after many hours of use, this form of illumination does not heat up.

Picture source: Konica Minolta
OLED Lighting Around the World Today

*Now available @
Innovation: Future Revenue Streams

- **Ink Jet**
- **Liquid Solution Printing**
- **P2OLED**
- **Nozzle**
- **Vapor Jet Printing**
- **OVJP**
- **Barrier Encapsulation**
Future Growth: Flexible

Unbreakable
Lighter

Thinner
New Form Factors
Strong, Broad and Deep Patent Portfolio

- Lighting
- Flexible OLEDs
- Manufacturing Processes & Equipment
- Phosphorescent OLEDs (PHOLEDs)
- Light Out-Coupling
- Encapsulation
- Device Architectures
- Printable Phosphorescent OLEDs
2,530 patents issued (I) + 1,756 patents pending (P) For a total of 4,286 (I & P)*

*as of December 31, 2016
## Strategic Relationships with Blue Chip Partners

<table>
<thead>
<tr>
<th>Display</th>
<th>Lighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUO</td>
<td>Fraunhofer</td>
</tr>
<tr>
<td>BOE</td>
<td>LG Chem</td>
</tr>
<tr>
<td>DUPONT</td>
<td>KONICA MINOLTA</td>
</tr>
<tr>
<td>INNOLUX</td>
<td>Lumiotec</td>
</tr>
<tr>
<td>LG Display</td>
<td>NEC Lighting, Ltd.</td>
</tr>
<tr>
<td>SAMSUNG</td>
<td>OLEDWorks</td>
</tr>
<tr>
<td>SAMSUNG DISPLAY</td>
<td>Naturally Illuminating</td>
</tr>
<tr>
<td>TIANMA</td>
<td>OSRAM</td>
</tr>
<tr>
<td>Pioneer</td>
<td>SUMITOMO CHEMICAL</td>
</tr>
</tbody>
</table>
Historical Financial Performance

Revenues ($ in millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosts</td>
<td>$11.2</td>
<td>$6.0</td>
<td>$34.2</td>
<td>$41.3</td>
<td>$12.5</td>
<td>$1.4</td>
</tr>
<tr>
<td>Royalty &amp; License</td>
<td>$15.3</td>
<td>$31.7</td>
<td>$47.0</td>
<td>$63.2</td>
<td>$77.8</td>
<td>$96.1</td>
</tr>
<tr>
<td>Emitters</td>
<td>$26.2</td>
<td>$38.4</td>
<td>$61.6</td>
<td>$85.6</td>
<td>$100.6</td>
<td>$97.9</td>
</tr>
</tbody>
</table>

Income ($ in millions)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$3.2</td>
<td>$9.7</td>
<td>$32.6*</td>
<td>$45.5**</td>
<td>$44.8**</td>
<td>$48.1</td>
</tr>
</tbody>
</table>

- *adjusted net income; 2013 included $41.4M net benefit from release of income tax valuation allowances of $59.4M and deferred income tax expense of $17.9M; GAAP net income was $74.1M
- **adjusted net income; excludes inventory write-down and its related impact on our effective tax rate

see "Reconciliation of Non-GAAP Measures" for further discussion of these non-GAAP measures on slide 20 and our Form 10-K for the year ended Dec. 31, 2016.
The following table details our reconciliation of non-GAAP measures to the most directly comparable GAAP measures:

<table>
<thead>
<tr>
<th>(in thousands, except per share data)</th>
<th>Year Ended December 31,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
</tr>
<tr>
<td>Operating Results:</td>
<td></td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$14,678</td>
</tr>
<tr>
<td>Non-GAAP Reconciling Items:</td>
<td></td>
</tr>
<tr>
<td>Inventory write-down</td>
<td>33,000</td>
</tr>
<tr>
<td>Tax impact of inventory write-down</td>
<td>(2,836)</td>
</tr>
<tr>
<td>Deferred income tax expense</td>
<td>—</td>
</tr>
<tr>
<td>Release of income tax valuation allowances</td>
<td>—</td>
</tr>
<tr>
<td>Total non-GAAP reconciling items</td>
<td>(30,164)</td>
</tr>
<tr>
<td>Non-GAAP Measures:</td>
<td></td>
</tr>
<tr>
<td>Adjusted net income</td>
<td>$44,842***</td>
</tr>
<tr>
<td>Adjusted net income per common share, basic</td>
<td>$0.96*</td>
</tr>
<tr>
<td>Adjusted net income per common share, diluted</td>
<td>$0.94*</td>
</tr>
</tbody>
</table>

* The adjusted net income per common share, basic and diluted is derived from dividing adjusted net income by the number of weighted average shares used in computing basic and diluted net income per common share.

** The adjusted net income per common share, diluted for the year ended December 31, 2013, is derived from dividing adjusted net income by adjusted weighted average shares of 46,582,347, which excludes the amount of any excess tax benefits in assumed proceeds in calculating the weighted average shares using the treasury stock method. The exclusion is intended to present our diluted net income per common share for the year ended December 31, 2013 as if our assessment of the future realizability of our deferred tax assets did not change and the income tax valuation allowances were not reversed, consistent with prior periods. For the year ended December 31, 2014, there is no difference between net income per common share and adjusted net income per common share.

*** Adjusted net income assumes an effective tax rate of 32% and 29% for the years ended December 31, 2015 and 2014, respectively and is based on excluding the impact of the inventory write down

Non-GAAP Measures - To supplement our selected financial data presented in accordance with U.S. generally accepted accounting principles (GAAP), we use certain non-GAAP measures. These non-GAAP measures include adjusted net income (loss), adjusted net income (loss) per common share, basic and adjusted income (loss) per common share, diluted. Reconciliation to the nearest GAAP measures of all non-GAAP measures included in the presentation can be found within the tables detailing the reconciliation of non-GAAP measures to GAAP measures above. We have provided these non-GAAP measures to enhance investors' overall understanding of our current financial performance, and as a means to evaluate period-to-period comparisons. We believe that these non-GAAP measures provide meaningful supplemental information regarding our financial performance by excluding the effect of the release of income tax valuation allowances that may not be indicative of recurring core business operating results. We believe that the non-GAAP measures that exclude the impact of the release of income tax valuation allowances and deferred income tax expense recognized after the release of the allowances, when viewed with GAAP results, enhance the comparability or results against prior periods and allow for greater transparency of financial results. The presentation of non-GAAP measures is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP.
<table>
<thead>
<tr>
<th>Description</th>
<th>March 31, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash, Cash Equivalents and Investments</td>
<td>$339,767</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$655,443</td>
</tr>
<tr>
<td>Long-term Debt</td>
<td>$21,124</td>
</tr>
<tr>
<td>A/P and Accrued Liab.</td>
<td>$39,020</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$565,151</td>
</tr>
<tr>
<td>Shareholders’ Equity</td>
<td></td>
</tr>
<tr>
<td>Total Shares Outstanding*</td>
<td>46,742,894</td>
</tr>
</tbody>
</table>

*Weighted average shares used in computing net income (loss) per common share
Company Summary

**Global Leader in OLED Technology & Materials**
- Lighting up the OLED Revolution
- License & Sell Proprietary Phosphorescent OLED Technology and Materials to Display & Solid-State Lighting Manufacturers
- Fabless Model; Partnering w/ PPG
- ~212 Employees (131 R&D, 73 PhDs); Largest Global PHOLED Team

**Blue-Chip Customer Base**
- **Displays:** Samsung, LG Display, BOE, Tianma, AUO, Innolux
- **Lighting:** Kaneka, Konica Minolta, LG Chem, Lumiotec, OLEDWorks, OSRAM, Sumitomo Chemical
- Working with over 25 Companies
- Growing Pipeline

**Strong Financial Performance**
- $340M Cash, no debt*
- ~$7.20 in cash/share*
- High Margin Business
- Lean Operating Model
*as of March 31, 2017

**Comprehensive & Robust IP**
- Largest Phosphorescent OLED (PHOLED) Technology & Materials Portfolio
- Over 4,200** Issued & Pending Patents Worldwide and Growing
**as of Dec. 31, 2016

- Issued & Pending Patents Worldwide and Growing

- ~212 Employees (131 R&D, 73 PhDs); Largest Global PHOLED Team

*as of March 31, 2017