

Currently, LSI operates as a separate structure, supplying Exynos not only to Samsung but also to other companies like Vivo, and assisting Google with Tensor chips for Pixel. However, this approach sometimes results in Galaxy devices with Exynos chips being outperformed by those with Qualcomm Snapdragon in terms of performance or energy efficiency. Moving to MX could make the chips more “native” to Galaxy, reduce costs, and improve integration, similar to Apple’s Silicon strategy.

However, there are challenges. Within Samsung, debates are ongoing: the mobile division fears losses from Exynos, which recently “went into the red.” The Exynos 2600 chip, expected by late 2025, will play a crucial role. According to media reports, its success will determine whether Samsung continues to follow Apple’s path.