



# Client Brief: Samsung Just Posted the Largest Tech Profit Yet Reported: Old Memory Now Costs More Than AI Chips

Published: 8 July 2026 | Author: David Daoud

Samsung's preliminary July 7 filing puts Q2 operating profit at roughly KRW89.4 trillion on KRW171 trillion in revenue, up 1,810% year-on-year and 56% quarter-on-quarter, widely estimated to be ahead of both NVIDIA and Apple's most recent quarters on a primary-source basis. The driver is DRAM, NAND, and HBM scarcity pricing tied to AI infrastructure buildout, the same pricing dynamic that's been showing up in your own component resale margins, and industry sources place meaningful relief no earlier than late 2027.

## What's inside the full analysis:

- What Samsung actually disclosed versus what's market expectation, including the specific caveats on preliminary, unaudited K-IFRS figures and the limits of the NVIDIA/Apple comparison
- The pricing mechanics: current DRAM and NAND contract price movement, and the DDR4/DDR5/HBM3e pricing inversion now showing up in legacy memory
- Independent, non-Samsung corroboration from ITAD- and channel-side sources on how this shortage is reaching component resale and refurbished-hardware demand
- Six specific actions to take before presenting current resale margins as durable, including how to break out pricing by grade and build your own resale-price denominator
- Longer-run risks to manage, including counterfeit and mis-graded component exposure in shortage markets

**This analysis is reserved for clients subscribing to the Pulse Service.**



Already a subscriber? [Log in here.](#)

Subscribe to Pulse

Book a 90-Minute Analyst Presentation

## Subscribe to Compliance Standards' Sector Pulse Research

Contact us at 754.229.0095 or [inquiries@Compliance-Standards.com](mailto:inquiries@Compliance-Standards.com)

**Our Offices:** Boston, MA | 2361 Walnut Court, Pembroke Pines, FL 33026