Samsung To Invest USD 1 Billion in AI Infrastructure Company Helix

29.9.2026 - | Samsung Electronics Slovakia

Samsung Electronics to invest USD 500 million; five other affiliates investing the remainder Samsung affiliates' capabilities across the AI infrastructure stack provide a strong basis for future cooperation with Helix Samsung commits to Helix's global AI infrastructure build-out alongside KKR, Kuwait Investment Authority, NVIDIA, and Vistra.

Samsung Electronics, Samsung C&T, Samsung SDS, Samsung SDI, Samsung Life Insurance and Samsung Fire & Marine Insurance today announced they are investing a combined USD 1 billion in Helix Digital Infrastructure, an AI infrastructure company established by global investment firm KKR.

Launched in June 2026, Helix is an AI-enabling infrastructure provider that is designed to deliver integrated solutions across the entire value chain, including hyperscale data center development and operations, power generation (covering both baseload and flexible energy sources), transmission and distribution infrastructure, and fiber-optic networks.

Through Helix, hyperscalers can rapidly secure the large-scale, comprehensive infrastructure required to keep pace with exponentially growing AI demands.

Helix is led by Adam Selipsky, former CEO of Amazon Web Services (AWS) and is assembling a dedicated management team comprising leading experts from the data center and power industries. Helix also leverages the capabilities of KKR’s leading global infrastructure business with about 170 dedicated professionals.

Alongside Samsung, KKR, the Kuwait Investment Authority (KIA), NVIDIA, and US power company Vistra are also founding investors in Helix.

AI Data Centers Evolve Into Core Platforms for a New Industrial Ecosystem

AI data centers are rapidly evolving beyond simple facility investments into core business platforms. Today, they integrate diverse, high-value business models, including GPU-as-a-Service (GPUaaS), Sovereign AI, and colocation services.

The rapid expansion of these data centers is driving the creation of a massive, multi-sector ecosystem that spans power generation, cooling technologies, semiconductors, and finance. Samsung affiliates’ investment reflects a strategic commitment to securing next-generation AI leadership within this emerging infrastructure landscape.

As AI services integrate deeper into daily life and global industries, the need for data centers capable of processing massive compute workloads — and the specialized power infrastructure required to run them stably — is growing exponentially. If data centers are the production hubs of the AI era, power is the fuel that drives them. Consequently, the ability to secure both compute and power infrastructure simultaneously has emerged as a defining competitive advantage in the AI industry.

By targeting both data center deployment and the underlying power infrastructure, Helix's investment strategy addresses the very core of this market competition. Recognizing that power availability is currently the greatest bottleneck in AI infrastructure, Helix plans to rapidly secure energy capacity through direct investments and strategic partnerships with major energy developers, including investor Vistra.

The investment this time is expected to serve as a pivotal milestone for Samsung's affiliates, allowing them to leverage their world-class hardware and component expertise to build system- and infrastructure-level influence. Moving forward, Samsung is poised to expand its role from a traditional hardware component supplier to an active architect of the global AI infrastructure ecosystem.

Samsung's Expertise Across the AI Infrastructure Stack Serves as Critical Anchor for Global AI Buildout

Samsung Electronics' Device Solutions (DS) Division supports the global buildout with its state-of-the-art semiconductor solutions, responding to changes in global demand in a timely manner.

Samsung Electronics' Device eXperience (DX) Division delivers a comprehensive portfolio of data center cooling products and solutions — from air cooling systems to coolant distribution units (CDUs) for liquid cooling — through FläktGroup, its data center HVAC specialist subsidiary acquired in 2025. It also operates 14 production sites worldwide and a supply and service network across 65 countries, giving it the speed and flexibility to meet hyperscalers' demands for rapid capacity expansion.

Samsung C&T Engineering & Construction Group is actively driving the large-scale infrastructure projects as an engineering, procurement, and construction (EPC) contractor across data centers and power generation.

Samsung SDS is an IT solutions provider that also designs, builds and operates data centers and has recently ventured into the GPUaaS business. The company boasts the lowest power usage effectiveness (PUE) level in Korea which it applies both to its own data centers and to the Korea AI Computing Center (KOACC).

Samsung SDI is recognized for world-leading technology in uninterruptible power supplies (UPS) and battery backup units (BBUs), both essential to running data centers that operate high-performance servers 24 hours a day. It plans to explore new business opportunities in this field, where ultra-high-output, high-capacity battery technology is essential.

Through this investment, Samsung Electronics and its affiliates aim to accelerate global AI data center deployment alongside Helix, while maximizing collaborative synergies among participating companies.

https://news.samsung.com/global/samsung-to-invest-usd-1-billion-in-ai-infrastructure-company-helix