

Despite the global economic recession and rapidly changing business environment in 2012, Samsung Electronics recorded historic sales and profit. Our corporate and brand values also increased significantly.

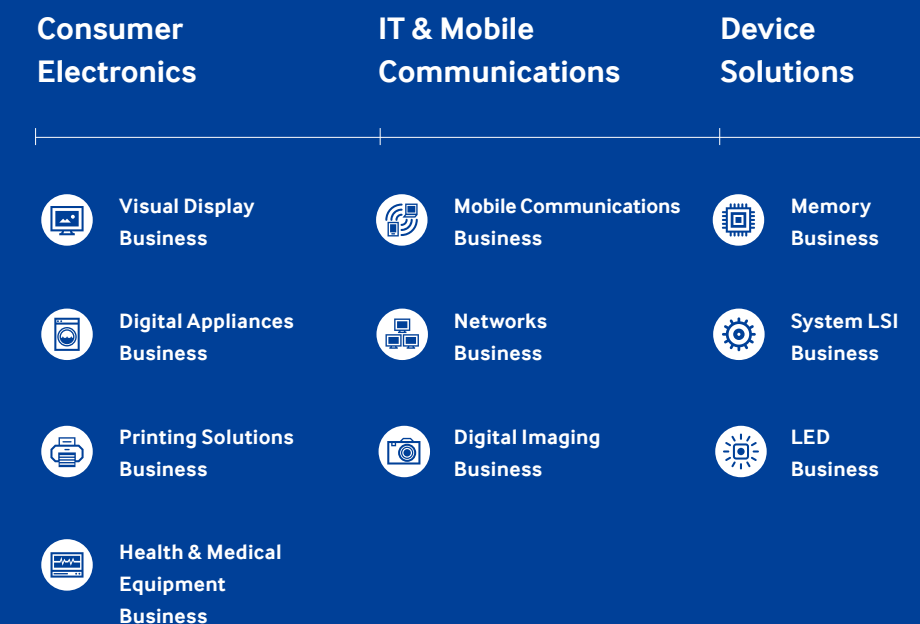
But we're hardly resting on laurels.

We expect to strengthen competitiveness in our core businesses, bolstering our No. 1 status in mobile phones, TVs and memory products.

We plan to fortify key capabilities and structures in our emerging businesses, such as digital appliances, printers, cameras and system LSI.

We also intend to secure the base for our new business areas in health and medical equipment. We are preparing for the future.

# Business Overview



# Consumer Electronics

## DISCOVERY

Dreams are boundless. Samsung Electronics constantly reinvents tomorrow to pursue happier and richer lives. We explore the territory of the unknown to discover potential and fulfill greater promise.

# CE

## Consumer Electronics



Visual Display Business



Digital Appliances Business



Printing Solutions Business



Health & Medical Equipment Business

We continuously develop and expand strategic products in our Consumer Electronics division. Since we first won top global market share in 2006, exceptional technology and innovative design have strengthened our unrivaled leadership in flat-panel TVs and monitors. In the Digital Appliances business, we achieved remarkable growth by debuting inventive new products and differentiated design in the premium market.

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BUSINESS OVERVIEW

## VISUAL DISPLAY BUSINESS

**Our astute strategy for the evolutionary Smart TV and premium ultra large size TVs will solidify the No. 1 global leadership for eight consecutive years**

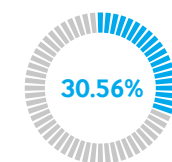


**01**  
**UHD TV 85S9**  
The 85-inch UHD TV, with timeless gallery design and splendid sound, features 8-megapixel picture quality, four times more vivid than Full HD, and the world's largest 2.14-meter screen

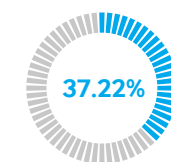
Samsung Electronics has earned No. 1 global market share across all TV categories every year from 2006 through 2012, including for flat panel TVs and LCD TVs. Despite the depressed TV market, we maintained our dominant position by extending our sales lead over competitors in advanced North American and European markets, as well as in emerging markets like Asia, Africa and Latin America. That striking performance was built on ultra large size premium Smart TV models, such as the ES9000 and ES8000, with innovative and differentiated picture quality and design.

Last year, after systematic market research, we implemented our premium TV marketing and differentiated strategy by regions. In 2013, we will reinforce our ultra large size premium TV lineups and enhance the premium brand image by highlighting innovative Smart TV features.

Continuing our innovation in the AV business, last year we launched the world's first wireless audio dock with a built-in vacuum tube. In 2013, we employed a vacuum tube and wireless connection to TV to sound bar speakers AirTrack HW-F750, ensuring our lead in the global AV market with our new audio system.



**01**  
Top Global Flat Panel TV Market Share in 2012



Top Global Smart TV Market Share in 2012

Source: GfK, NPD (based on sales revenue)



**02**

**02**  
**Smart TV F8000**  
Offers the full range of Smart TV features: S Recommendation, to recommend customized content; Smart Hub, redesigned to easily find content with intuitive panel UI; Smart Interaction, to recognize voice and gestures; and Evolution Kit, to update to the latest Smart TV



**03**

**03**  
**AirTrack HW-F750**  
New concept in premium audio systems finds the best sound and links to your TV via Bluetooth connection; HW-F750 provides warm and rich sound by combining analog and digitally produced sounds

# Consumer Electronics

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BUSINESS OVERVIEW

## DIGITAL APPLIANCES BUSINESS

Primed for home innovation, with premium lifestyle technology and harmonious design



01

**01**  
**T9000 LCD Refrigerator**  
**RF32FSQDBSR**  
French doors and 32-cubic-foot capacity refrigerator; Unique Triple Cooling system deploys two compressors and three evaporators to ensure commercial-grade humidity that keeps food and produce fresh longer

**02**  
**ecobubble™ Washer**  
**WF80F5E**  
Premium Crystal Gloss design; advanced technology for power and energy efficiency that gently washes delicate loads while fighting stains and protecting fabrics

**03**  
**Smart Oven**  
**MC32F606**  
Smart sensor technology; quality cooking performance and sleek design allows for quick meal preparation with less fat, fresher ingredients and more efficiency, including pre-programmed recipes



02



03

Samsung Electronics works to satisfy differing consumer needs in diverse cultures around the world. We operate five Lifestyle Research Centers to support development of products that will bring more comfort and convenience to customers' lives. We also respond to consumers' emotional satisfaction by providing luxuriously designed products that offer new experiences.

In 2012, the technical excellence of our premium T9000 refrigerator made it a worldwide hit with consumers. The T9000's wide top refrigerated section and bottom freezer drawers allow customers to store food easily and safely according to individual habits and menus.

In our Digital Appliances business, Samsung is committed to developing eco-friendly technologies and smart products for the home. Our premium ecobubble™ washer offers significant energy savings and superior cleaning that's still gentle on clothes. The new Samsung Smart Oven provides convenience and a superlative experience for busy households, allowing consumers to save time and effort while preparing healthy, great-tasting meals.

In 2013, Samsung Electronics will continue its efforts to develop inventive products that offer true value to customers and help them live happily and comfortably.

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BUSINESS OVERVIEW

## PRINTING SOLUTIONS BUSINESS

Providing total printing solutions with first-class products and technology



After entering the A4 laser printer market in 1991, Samsung Electronics now provides a full lineup of A4 laser products. In 2012, we launched seven models of A4 color laser printers and multifunction printers. We also successfully cleared the tough market barrier for A3 multifunction printers with the worldwide launch of our second-generation product. Samsung's exclusive world-first 1GHz dual core processor bolstered our results by improving printer durability, performance and document-processing times. In addition, we added a color touch screen with intuitive smartphone UI to

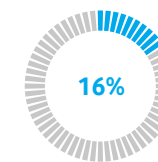
our A3 multifunction printers to improve ease of use and create a more intuitive experience.

Our solution for upgrading user convenience shaped another innovation. Our open-platform XOA (eXtensible Open Architecture) supports Samsung solutions as well as more than fifty global top-tier ISV (Independent Software Vendor) solutions, ensuring that we meet the varying needs of global corporate clients.

In 2013, we will expand our hardware product lineups, solutions and services for the B2B market so we grow business for our partners and corporate clients together.



01



2<sup>nd</sup> in Global A4 Laser Printer Market Share in 2012

Source: IDC

02



03



**01 MultiXpress C9301 Series**  
A3 color MPFs with 1GHz dual core processor improves document-processing by up to 1.5 times; unique image improvement technology, ReCP (Rendering Engine for Clean Pages) delivers smooth images and clean text

**02 CLP-415/CLX-4195 Series**  
The laser printing industry's first iF Design Award 2013 Gold Winner. These Color laser printer and MFPs also offers fast speed, durability and high quality

**03 MultiXpress C9352 Series**  
A3 color MFPs with expanded paper handling features and latest technology; 1GHz dual core processor, ReCP, polymerized toner and all-in-one board for business document use

# Consumer Electronics

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BUSINESS OVERVIEW

## HEALTH & MEDICAL EQUIPMENT BUSINESS

Developing new and advanced healthcare and medical equipment for faster and more accurate diagnosis



01

### 01 XGEO GC80

Digital X-ray for large hospitals, with soft handling function using robotic technology along with outstanding image-processing technologies

### 02 UGEO H60

Ultrasound diagnosis device that shows clear intra-ventral images through a built-in 18.5-inch LED monitor, with a slim and compact design

### 03 LABGEO PT10

Chemical analyzer that provides accurate test results within 7 minutes from small blood sample (less than 7μL) for 16 exam categories, including liver function, blood sugar level, kidney function and more

## 8 Award Winners

### IF Design Award 2012 in 5 Categories

XGEO GC80 (GOLD), XGEO GU60, LABGEO PA20, LABGEO IB10, LABGEO HC10

### IDEA 2012 Award in 3 Categories

XGEO GC80 (GOLD), XGEO GU60 (GOLD), XGEO UX



02



03

Samsung Electronics has created world-class cutting-edge technologies across industries, including in IT, semiconductor, telecommunications and imaging. Building on those technologies, we are developing and launching differentiated diagnostic equipment to support a new and innovative medical environment.

Our state-of-the-art ultrasound, digital X-ray and in-vitro diagnostics help medical professionals provide fast and accurate diagnosis in more than 110 countries. In 2012, we launched a high-performance flat-panel

detector and four digital X-ray products, including the XGEO GC80, GU60 and GR40, all with outstanding image-processing technology. We also released two ultrasound systems as well as three in-vitro diagnostics, including the UGEO H60, which provides high-resolution image presentations in slim profile.

Looking forward, we will harness the technological expertise of our Consumer Electronics and IT businesses to realize sophisticated digital convergences. Samsung will strive to develop innovative medical devices for both medical professionals and patients.

# Consumer Electronics

## DISCOVERY

Dreams are boundless. Samsung Electronics constantly reinvents tomorrow to pursue happier and richer lives. We explore the territory of the unknown to discover potential and fulfill greater promise.

“Samsung Electronics is like an inventor for trends that change our lives. Its features and designs transform my days with exciting creative experiences that I never before imagined. I find new ways to live with Samsung Electronics.”



# IT & Mobile Communications



## INNOVATION

Samsung Electronics is creating a culture of infinite possibilities that enriches lives and amazes the world. The deep trust and commitment of our customers drives our continuous efforts to lead change and innovation.

# IM

## IT & Mobile Communications



Mobile Communications  
Business



Networks  
Business



Digital Imaging  
Business

Technological innovation at Samsung Electronics accounts for our growth and stellar performance. That's proven by annual sales of more than 400 million mobile devices worldwide, fueled by our amazing smartphone technology. Our telecommunications equipment and solutions power the global expansion of 4G. And our digital imaging technology enriches people's lives, not only by capturing special moments but also by allowing memories to be shared instantly, anytime, anywhere.



# IT & Mobile Communications

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BUSINESS OVERVIEW

## MOBILE COMMUNICATIONS BUSINESS

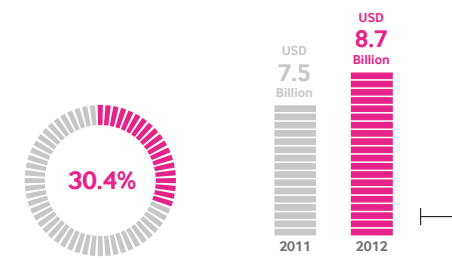
Focused on People Inspired innovation, we always aim to deepen value and convenience for our customers



As digital devices evolve, the way of mobile communications is rapidly shifting from simple voice calls and text messaging to image-based interactions. Ushering in a new era of image communications and a new category in the digital camera market, Samsung Electronics pioneered the world's first SMART camera. In 2012, anticipating rising interest in enjoying, editing and instant sharing of images after shooting, we released the GALAXY Camera is an innovative camera that features Android OS, 3G/LTE network capabilities and a generous 4.8-inch HD display, the camera was hailed for originating new trends in digital imaging devices.

We also launched three NX series cameras, including

NX20 with 20.3-megapixel APS-C CMOS sensor, developed by Samsung to provide high-quality images with rich color and details in 3-inch AMOLED display. In addition, we garnered top reviews for our unique compact camera MV900F with a rotating flip-up touch screen, and for the QF20 Wi-Fi camcorder with a switch-grip feature that permits shooting with either hand. In 2013, we will build on our advances in digital imaging by launching new products with excellent picture quality, great optical performance and convenient user interfaces to reinforce our leadership in SMART camera market, including new NX and GALAXY Camera series.



**01**  
Top Global Smartphone Sales and Market Share in 2012  
213 Million units sold

Source: Strategy Analytics, IDC

**02**  
16% Growth in Mobile PC Sales Revenue  
Best industry growth rate



**02**



**03**

**01 GALAXY S4**  
Developed to redefine the way we live, the next-generation smartphone makes every moment of life meaningful with highly crafted larger screen and battery, thin bezel, slim chassis and eye, voice and motion recognition. The GALAXY S4 gets you closer to what matters in life.

**02 GALAXY Note II**  
The ultimate smartphone for on-the-go creativity, the GALAXY Note II enables unique experiences in personalized and expressive content creation. Advanced S Pen interface and Air View give users more options and allow content previews without opening email or applications.

**03 ATIV book 9 Notebook**  
Designed for mobility, the premium notebook is built with the same material as advanced aircraft, making it twice as strong as aluminum yet ultra-light with fast, powerful performance.

# IT & Mobile Communications

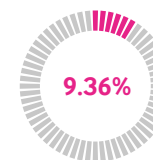
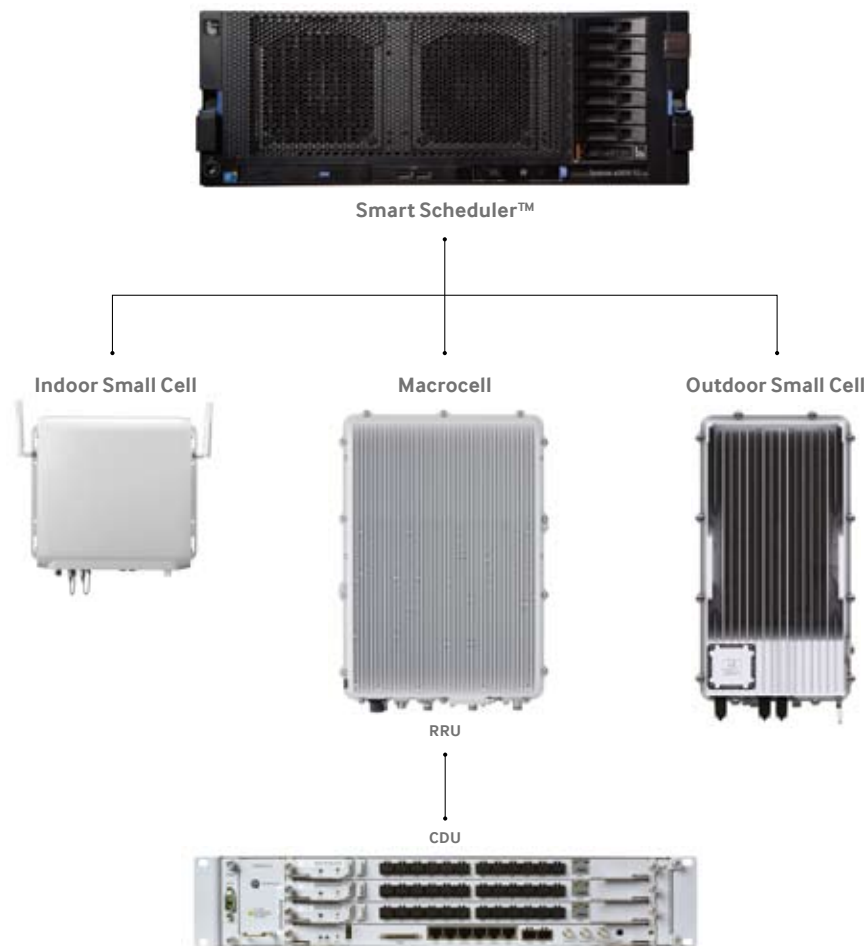
## INNOVATION

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BUSINESS OVERVIEW

## NETWORKS BUSINESS

Providing next-generation network infrastructure and solutions with outstanding technology and successful experience



**01** Top Ratio of Contributions to Global LTE Patents in 2012  
Contributions for 1,177 LTE patents

Source: iRunway 2012

Samsung Electronics is a trailblazing provider of telecommunications infrastructure, including wireless and enterprise network systems. In 2012, we made giant strides in the market for LTE (Long-Term Evolution) infrastructure with large-scale commercial LTE network deployments in the most active LTE markets. We contributed to building a nationwide LTE network in Korea, deployed LTE service commercialization in the U.S. and Japan, and established the world's first commercial TD-LTE network in Saudi Arabia. In addition, we achieved recognition in the GSM-based EU market by earning

**01 Smart LTE Networks™**  
The LTE base station handles large-capacity mobile data traffic more efficiently by flexible use of resources depending on network conditions

**02 Wireless Enterprise Solutions**  
An integrated solution to create a more comfortable and efficient office environment with Wireless LAN communications systems for enterprise customers



**02**

the contract to provide a LTE service network for the United Kingdom.

In 2013, we expect the commercialization of LTE service to be expanded to Europe, South America and Asia. We are actively identifying new markets based on successful LTE commercialization in advanced markets, such as the U.S., Japan and Korea. We also plan to develop and provide solutions in established markets to generate value for telecommunications providers and subscribers, including with such services as VoLTE (Voice over LTE) for high-quality voice calling, and Carrier Aggregation to double speeds for data transmission.

# IT & Mobile Communications

## INNOVATION

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BUSINESS OVERVIEW

## DIGITAL IMAGING BUSINESS

Introducing the next big thing in digital imaging and the innovative SMART cameras that lead the trends

As digital devices evolve, the way of mobile communication is rapidly shifting from simple voice calls and text messaging to image-based interactions. Ushering in a new era of image communications and a new category in the digital camera market, Samsung Electronics pioneered the world's first SMART camera. In 2012, anticipating rising interest in enjoying, editing and instant sharing of images after shooting, we released GALAXY Camera. GALAXY Camera is an innovative camera that features Android OS, 3G/LTE network capabilities and a generous 4.8-inch HD display, the camera was hailed for originating new trends in digital imaging devices.

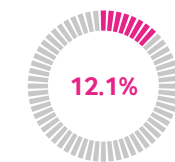
We also launched three NX series cameras, including NX20 with 20.3-megapixel APS-C CMOS sensor, developed by Samsung to provide high-quality images with rich color and details in 3-inch AMOLED display.

In addition, we garnered top reviews for our unique compact MV900 Mirror Pop camera with a rotating flip-up touch screen and for the QF20 Wi-Fi camcorder with a switch-grip feature that permits shooting with either hand.

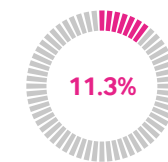
In 2013, we will build on our advances in digital imaging by launching new products with excellent picture quality, great optical performance and convenient user interfaces to reinforce our leadership in SMART camera market, including new NX and GALAXY Camera series.



01



Global CSC (Mirrorless Camera) Market Share



Global Compact Camera Market Share

Source: GfK (based on Q4 2012 sales revenue)



02



03

**01 NX300**

An interchangeable-lens SMART Compact System camera with 20.3-megapixel APS-C CMOS sensor, fast Hybrid Auto Focus (AF) system and AutoShare, which can simultaneously shoot and send photos to other digital devices

**02 GC100**

GALAXY Camera features 21x optical zoom, 16.3-megapixel BSI CMOS sensor, 4.8-inch HD display, Android OS platform and 3G/LTE network

**03 WB250F**

24mm wide-angle lens with 18x optical zoom and upgraded SMART Camera 2.0 features, including Remote Viewfinder and AutoShare to connect with smartphone or tablet and automatically back up images and videos

# IT & Mobile Communications

“Passion gives us essential energy for life. With passion, we’re not so excited by success or frustrated by difficulties. The thing we must fear most is not failure after doing our best but the unwillingness to begin at all.”

## INNOVATION

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# Device Solutions

## POSSIBILITY

Our future is yet to be determined. We can't assume tomorrow's promise. We must shape it with our vision and effort. Samsung Electronics proposes the possibility of a positive future for us all.

# DS

## Device Solutions



Memory Business



System LSI Business



LED Business

Samsung Electronics is expanding its market leadership in the memory business by demonstrating superior technology and dramatic cost savings. That is generating exciting prospects. We are expanding our highly profitable differentiated products, mainly for mobile devices, and accelerating process conversion while also focusing on developing next-generation products. Supported by increased demand for AP and CIS sensors, our System LSI business showed strong growth and cost leadership, allowing us to launch next-generation products more quickly.

# Device Solutions

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BUSINESS OVERVIEW

## MEMORY BUSINESS

Creating an easier world through cutting-edge green memory with the world's highest performance

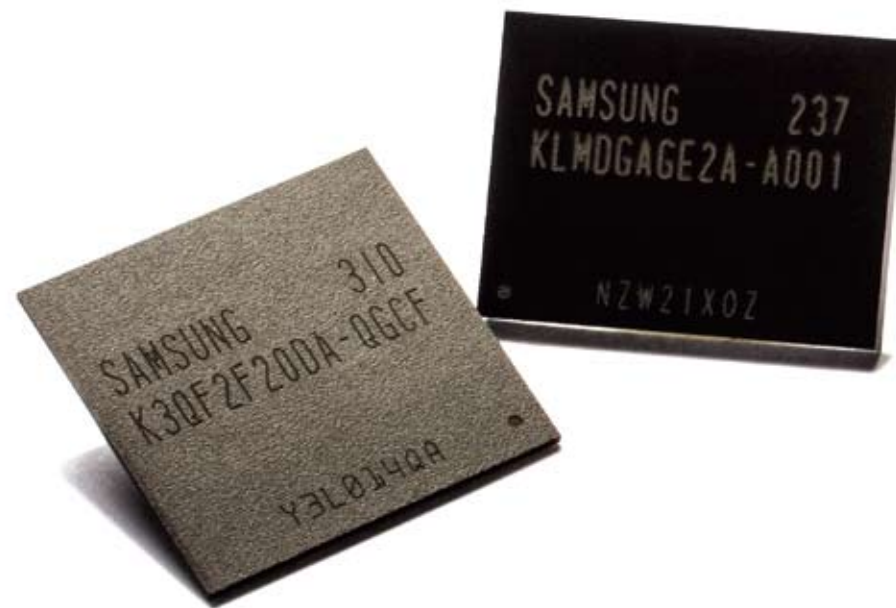
The undisputed leader in advanced memory technology since 1993, Samsung Electronics pioneered the green IT market throughout the computer and mobile era. From the 40-nanometer class green DDR3 in 2009 to the 20-nanometer class green DDR3 and green SSD (Solid State Drive) in 2012, we have been launching differentiated green memory products and solutions every year.

Based on our green memory products with outstanding energy efficiency, on-time introduction of green IT systems resulted in significant achievements, helping global companies improve their IT investment efficiency, expanding the premium memory market and

consistently increasing global market share.

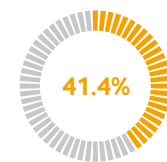
As we continue to lead the trends in the rapidly developing IT industry in 2013, Samsung will expand markets for both high-efficiency green memory with ultimate performance and smart memory tailored to maximize customer convenience, utilizing our optimized systems, solutions and software, or "3S Innovation Technology."

With increasingly convenient and eco-friendly next-generation memory products and solutions, Samsung Electronics will pioneer the green IT era by creating deeper customer value and conserving our environment.

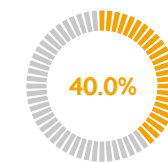


01

**01**  
**2GB LPDDR3 DRAM, 128GB eMMC**  
 Mobile DRAM and memory storage suitable for cutting-edge mobile devices with the world's highest performance and largest capacity



Global DRAM Market Share



Global NAND Flash Memory Market Share

Source: IHS iSuppli and Samsung Electronics



02

**02**  
**800GB SSD, 64GB DDR3 DRAM**  
 Highly efficient enterprise SSD and server DRAM with the world's highest performance and large capacity



03

**03**  
**SSD 840 Series**  
 High-quality computer SSD with the world's highest performance and stability

# Device Solutions

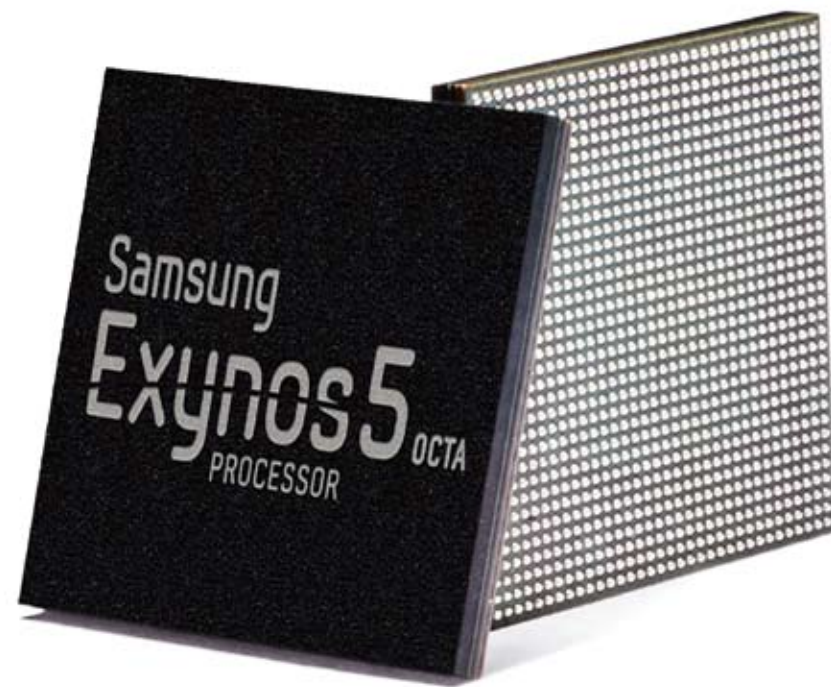
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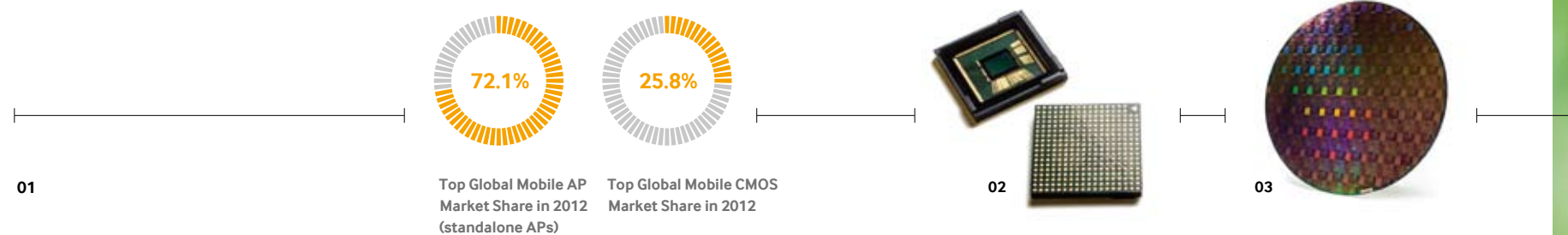
BUSINESS OVERVIEW

## SYSTEM LSI BUSINESS

Leading innovation in electronic devices with competitive R&D and trailblazing process technology



**01 Exynos 5 Octa**  
Industry-first eight-core mobile AP that consists of four high-performance ARM Cortex™-A15 cores and four low-power ARM Cortex™-A7 cores



Top Global Mobile AP Market Share in 2012 (standalone APs) **72.1%**  
Top Global Mobile CMOS Market Share in 2012 **25.8%**

Source: Strategy Analytics, Techno Systems Research

Owing to continual R&D and reinforced competitiveness, Samsung Electronics is ranked No. 1 in market share for standalone mobile APs for smartphones, CMOS image sensors for mobile cameras, display driver ICs and smart card ICs. With increasing demand for mobile devices, we have been recording an average annual sales growth of 30 percent since 2009, solidifying our leading position in the system semiconductor business.

We pioneered component innovation in mobile APs with the development of Exynos 5 Octa that supports the optimal computing environment by combining ultimate processing power and energy efficiency. We also successfully acquired Nanoradio and CSR,

strengthening technological competitiveness of the Exynos family and laying the groundwork to enter the wireless connectivity market. In addition, we established a sound ecosystem with our EDA partners and IP companies to strengthen leadership of our process technology to build an infrastructure for cutting-edge 14-nanometer FinFET process.

In 2013, we plan to increase sales of our core products and expand our high-value product lineups to secure our position in the mobile industry. As a global system semiconductor company with product leadership and process technology prowess, we will continue to grow alongside our customers.

**02 13-Megapixel CMOS Image Sensor**  
1.12 micrometer pixel-sized image sensor for mobile phones that represents sharp images in low-light environments

**03 14-Nanometer FinFET Process**  
Cutting-edge process technology that enhances performance and reduces power consumption utilizing three-dimensional cell structures

# Device Solutions

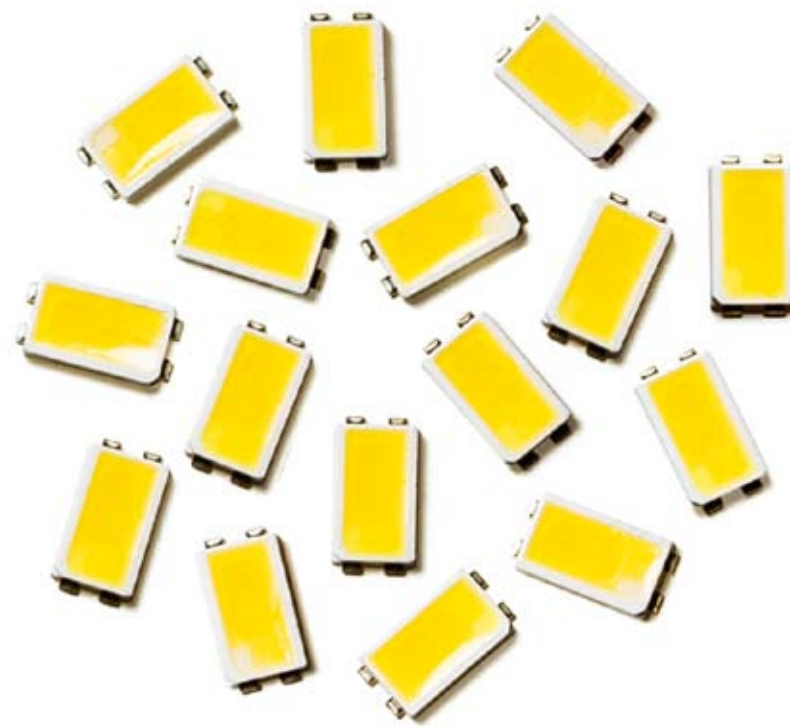
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BUSINESS OVERVIEW

## LED BUSINESS

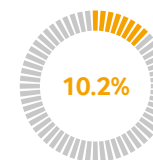
Continuous eco-friendly, next-generation technology excellence and leadership in light sources in the LED industry



Harnessing the past three decades of know-how in semiconductor technology and manufacturing excellence, Samsung Electronics has developed the world's best eco-friendly LED lighting solutions that include LED packages, LED display modules, LED light engines and LED retrofit lamps. We launched a new series of product portfolios that offer a range of energy savings, brightness levels and price points to meet the needs of all consumers who desire energy efficient lighting, from the most performance-oriented to the most value-conscious. In addition to their high performance, our LED products have also been recognized for their brilliant design. We have received prestigious awards for our LED lamp and package

designs including the Japan Institute of Design Promotion's Good Design Award 2012 and the iF Design Award 2013 in Germany.

Worldwide, environmental regulation is becoming more exacting as concerns regarding the environment and energy consumption rise, and the rapidly growing LED lighting market reflects this trend. In 2013, we will focus our efforts to satisfy the expanding market needs and increasing consumer demand by launching additional new product lineups, including LED packages and lighting solutions. While retaining our leadership in LED light sources in the display industry, we will strengthen our product competitiveness in LED lighting to become the most preferred LED solutions provider.



2<sup>nd</sup> in Global LED Package Market Share in 2012

Source: Strategies Unlimited



### 01 LM561B

The most advanced middle power LED package that is the ideal solution for most LED lighting applications. It features the industry's highest light efficacy of 160lm/W (65mA, 5000K CCT) and a color rating of over 80 CRI.

### 02 LH351A

A 3-watt-class high-power LED package with high efficiency, high brightness, and superior heat radiation which is suitable for LED lighting applications that require high light output

### 03 FH411A

Lens integrated flash LED which enables high-quality photos to be taken under low-light environments, and features intense light output, high efficacy, and excellent color rendering



# Device Solutions

“You help me to dream  
and brighten my every  
possibility. You recognize  
who I am and understand  
what I want now and  
where I want to go next.  
I think that must be love.”

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