



SAMSUNG  
ANNUAL REPORT  
2004

THE NEXT PHASE  
PART II:

# roots/reach



roots/reach

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## A Message from the Chairman

### **Kun-Hee Lee**

Samsung is now well into The Next Phase of its growth and development. While we strive to be one of the world's most respected enterprises, our dream is to do even more. We envisage a future where Samsung will be known as a market leader. This will not be easy. The waves of change will be even greater, the rate of change will be faster, and the turbulence of transition will continue.

As the world gets smaller, every country and company must compete more intensely for customers. This increased competition is obliging everyone to change substantially. This is a great opportunity because those leading change will emerge as front runners, while those resisting it will be forever relegated to second- or third-tier status.

### **Moving Forward**

The 21st century is a time for harmony and interdependence; no one can develop alone. Samsung's strength comes from our people's capabilities, passion, and dedication to a single vision. In addition, the intense competition in recent years has demonstrated one key fact: only the best companies and best products survive.

Samsung is now one of the world's most distinguished brands. However, we are still working hard to reach even higher goals around the world, proceeding with a sense of urgency. If we are careless in our execution or complacent with what we have accomplished thus far, we could easily plummet to the bottom in a flash. In this sense, our struggle is with ourselves. In order to succeed, we must create the necessary management systems and develop our own technologies.

The way to the top is clear: the power of Samsung is in its people and technology. They are the basis of Samsung's legendary achievements and they will continue to provide the foundation for our success in the future.



### A Renewed Emphasis on Global Standards

As the leading company in Korea, Samsung will work hard to meet global standards in our corporate practices. Samsung recently unveiled a new set of “management principles” to be followed by all employees. Among the principles emphasized are adherence to laws and ethics, respect for customers and shareholders, and responsibility to the community.

These new guidelines provide a uniform code across all companies in the group and are a regular part of employee education. Under these official guidelines, all employees must hold to the values of fair competition and accounting transparency, as well as the protection of individual and company properties. The principles also call for management emphasis on shareholder value, environmental friendliness, harmonious coexistence with the community, and improving our employees’ quality of life.

Since taking the helm at Samsung in 1987, I have emphasized the importance of ethical management. These principles of management are an extension of my philosophy, adjusted to a unified global standard.

We were very pleased when, in 2004, we once again received high marks in *Fortune* magazine’s “Global Most Admired Companies” survey, climbing to No. 4 in the electronics category. Our management ethics played a significant role in achieving this ranking.

### An Expanded Sense of Working Together

Our accomplishments could not have been possible without the help of our customers and society as a whole. Moving forward, we must further expand our practice of sharing, allowing local communities to benefit even more from our business accomplishments. In the past ten years, we have contributed greatly to social welfare, environmental protection, and the arts and sciences. Today, Samsung employees are committed to being among the first to get involved in helping those in need in all our local communities. In this way, Samsung will become a stronger, future-oriented enterprise – exuding vitality, limitless creativity, and a spirit that can take on any challenge. As we pursue prosperity, we must also represent hope.

Samsung’s success has been built on five guiding principles: Quality, Creativity, Competition, Culture, and Community. These principles were emphasized at the inception of our New Management initiative and our commitment to them is just as strong today.

Most important of all are the talented, passionate people of Samsung who express these guiding principles, demonstrating them every day, in every part of our organization around the world.

Let us now put all of our efforts into accomplishing this, even more than we have done up until now. Growing from the roots established in the first ten years of our New Management, our mindset must be focused on preparing for the coming ten years – on reaching far beyond the Next Phase to even more impressive achievements.

# roots/re

When we talk about our roots, we are talking about the guiding principles that have been with us from the beginning. Abiding respect for diverse cultural traditions. A sense of responsibility toward the community. An appreciation for things of quality that endure. A competitive spirit. A creative soul. These are homegrown traits, intrinsic to our corporate culture and alive in our people. They are the source of everything we do.

In this essay, we take a closer look at these five principles and profile some of the many Samsung employees who embody them.

ROOTS/REACH

CREATIVITY  
QUALITY  
COMPETITION  
CULTURE  
COMMUNITY





# creativity

People think the creative spark begins in the imagination, but it is actually firmly rooted in reality. This spark is ignited when we spot something that is lacking in the way things are and become inspired to fill the void. Creativity stems from a dissatisfaction with the status quo that is so strong, we are driven to change it.

At Samsung, we look at the latest thing we've created and ask ourselves how it could be better. We thoroughly examine an entire product area and ask ourselves what's missing. We are not afraid of taking a wrong step starting out. We only worry whether we are putting all the effort we can into the project at hand. And we never tell people how to do something. We tell them what the goal is and then let them surprise us (and often themselves) with their ingenuity.

Our creative and innovative technologies are developed throughout our growing network of 17 R&D centers around the world. Last year we invested roughly \$4.6 billion in this work, representing 8.3% of total sales. This investment earned us an impressive list of global awards and world firsts, and over 1,600 patents in the US alone.

In the last five years, we've nearly doubled our design staff to 500 at design centers in Seoul, London, Los Angeles, San Francisco, Shanghai, and Tokyo. At a meeting of our top worldwide executives during the opening of our newest design center in Milan, Chairman Lee emphasized the key role design plays in our success. We are especially proud of our three 2005 IDEA awards, making us the first Asian-based company to lead the award count from the prestigious Industrial Designers Society of America.

“When something feels right, special, then the excitement is the

same as when you first **fall in love.**”

PAUL DE'ATH  
STRATEGIC MANAGER  
SAMSUNG DESIGN EUROPE  
LONDON







The Advanced Technology Group (ATG), which Thierry Lestable belongs to, works on 4G mobile technology with some incredibly challenging goals. The idea is to keep mobile users connected wherever they are, however fast they're traveling, whenever they want, with whatever multimedia application they're using. This is true ubiquitous communication, but to make it work, you need to give people the best connection available in every situation. To come up with creative solutions to problems like these, it helps to have diverse points of view. The ATG represents five different nationalities and Thierry Lestable us: "We have strong technology backgrounds and strong temperaments – and we don't hesitate to change the rules."

"We need to keep mobile users **connected**

no matter what – and this takes some creative **thinking.**"

THIERRY LESTABLE  
SENIOR ENGINEER  
ADVANCED TECHNOLOGY GROUP  
SAMSUNG ELECTRONICS  
RESEARCH INSTITUTE  
LONDON





# quality

Quality begins with an attitude that puts great stock in designing products to the highest standards and building them to last. This attitude of quality focuses on doing everything possible to not just meet customers' needs, but also to anticipate and to exceed them. We then want to keep refining our products and services and working with an ever-expanding knowledge base of customer feedback.

At the heart of quality is the idea of delivering the greatest possible value. Things of quality have a value that lasts. In some cases, their worth even increases with time. At Samsung we work to deliver quality at ever higher and higher levels.

We are now producing the world's largest monitors in two HDTV flat screen technologies: a 102-inch plasma screen and an 82-inch LCD TV. As an Official Wireless Communications Equipment Partner for the 2004 Athens Olympic Games, Samsung developed Wireless Olympic Works (WOW), a wireless information access system that provides Olympic officials and VIPs with up-to-the-minute information. And in the Interbrand Top 100 global brands report, Samsung posted the biggest gain in value over the last five years, with a 186% surge.

"All this happens because we create and **express**

**quality daily** in everything we do."

JIM SANDUSKI  
VICE PRESIDENT  
VISUAL DISPLAY MARKETING  
SAMSUNG ELECTRONICS NORTH AMERICA  
NEW YORK







Sanghyo Jung is in the group that provides all the wireless telecommunication products and on-the-spot technological support at the Olympic games. An Olympic sponsor since 1988, Samsung first introduced the Wireless Olympic Works (WOW) service at the 2004 Athens Summer Olympic Games. We not only provided wireless devices and infrastructure, but in addition developed a wireless system for delivering Olympic-related news and competition results in real time. The next step? Beyond delivering Olympic information on mobile devices, WOW will be facilitating the most advanced wireless technology to help manage the events more efficiently. As Sanghyo Jung puts it, "We are trying to let people feel a new WOW at every Olympic Games."

"Everyone at the **Olympics** relies on our wireless technology —

unceasing quality is a given."

SANGHYO JUNG  
JUNIOR MANAGER  
OLYMPIC TECHNOLOGY  
PLANNING OPERATION  
MANAGEMENT  
SAMSUNG ELECTRONICS  
SEOUL





Jaeho Youn's group coordinates chip development with business and marketing goals. The group has been involved in working out strategies for the company's next generation New Scheme DRAMs and NAND Flash memories. Samsung has long held a dominant position in these product categories and the group's mid-and long-term development road maps seek to grow that advantage. Our differentiated and diverse product portfolio and leading industry standard platform are important, but Jaeho Youn also tells us: "Our aggressive investments and efficient decision-making process are really key as the industry expands from the PC into the mobile digital world."

"To widen the gap with competitors, we're developing

# competition



At Samsung, the point of competition isn't to win against someone else, it is to produce the greatest value for our customers. To us, competition is not about great victories, it is about great solutions.

To achieve this kind of success, you first have to win a battle with yourself. This battle is totally internal and it involves relentlessly driving yourself to never give up. Competitions are lost because people lack the persistence to keep coming up with the new ideas needed to take the place of the ones that have failed. Once our mind is set on success, the goal becomes to continually make sure we are offering customers the best that is available to them in the marketplace. The key ingredients here are our standards. And they can be summed up in one straightforward idea: at Samsung, good enough is never good enough.

Championing this kind of competitive thinking is the job of Samsung Global Strategy Group, a cadre of top young talents from around the world. Their charter is to come up with new ways to keep advancing our global standard. Evidence of the strength of our competitive position is the growing list of Samsung products with number one market share, including our new memory chips fabricated with sub-70-nanometer process technology and our NAND flash memories, with a 60% market share worldwide.

technologies that can set the **global standard.**"

JAEHO YOUN  
SENIOR STRATEGIST  
TECHNOLOGY PLANNING GROUP  
SAMSUNG ELECTRONICS  
HWASUNG





“We’re future-oriented and **innovation-driven** and

dedicated to making our great products even better and faster.” SAMSUNG GLOBAL STRATEGY GROUP  
SEOUL

Samsung is #1 globally in DRAMs and TFT-LCD displays, the #1 IT supplier according to *BusinessWeek*, and #2 in laser printer engines. But more importantly, the company is striving to achieve a leading position in all its businesses. Finding ways to get us there is the SGSG, composed of over 20 high-caliber multinationals, all graduates of the world's top10 business schools. As part of the Office of the Chairman, the SGSG develops our pool of global managers by challenging them to come up with fresh perspectives and innovative ideas. One member tells us, “Competition looks different in every country. Recognizing the rules of the game faster than others creates an advantage. This is where our varied backgrounds really make a difference.”





## culture

A respect for the diversity of the world's cultures is at the heart of our approach to business. Culture defines a society's values—what its people hold to be most important. These values are so critical to us that our approach to doing business around the world is to treat other cultures with the utmost respect. As a global company, we believe a primary goal is to understand the cultures of the countries in which we do business. In fact, it is our objective to be known in every region as the company that best understands the local needs, producing the best products and services to meet them.

Frequently, cultural differences are reflected in how a product is looked at and used within that society. The only way to get this knowledge is to be in the country, interacting with its people. This was the genesis of our Regional Specialist program, which sends our people around the world to immerse themselves in the languages and lifestyles of our customers. Our dedication to cross-cultural understanding has led to some impressive results. Just in the last year, we became the top-selling brand in France, Russia, and Ukraine. We were selected as the "Narodnaya Marka," or the best national brand, by the people of Russia.

Our own company culture is also committed to supporting employee development through the Samsung Fellow and Samsung MBA programs and the Cheil GCNP program which each year offers advanced marketing course work at Northwestern University. Additionally, the Samsung Lee Kun Hee Scholarship Foundation supports young talented students in their overseas studies, with the goal of developing the global leaders who will drive Korea's future and contribute to the world's welfare.

"Our culture is **driven** by technical

excellence, agility, and **inclusiveness.**"

CHANGHYUN KIM  
VICE PRESIDENT & SAMSUNG FELLOW  
ADVANCED TECHNOLOGY DEVELOPMENT  
SAMSUNG ELECTRONICS  
HWASUNG

One thing Changhyun Kim loves about working at Samsung is that everyone is welcome on the team. This esteemed research fellow is working to develop circuits for next generation semiconductor memories. His group is pushing the envelope in many areas – high density, high speed, and low power, plus new value added products such as low latency and high bandwidth memories. This demanding work benefits from Samsung's corporate culture, where technology leadership, efficient decisions, and teamwork are highly prized. Changhyun Kim's personal values are no less important. He tells us: "I love doing research with my colleagues. When you're in such a dedicated team of workers, the idea of regular working hours loses its meaning."







Changpyo Hong is devoted to understanding the culture of the 4th largest global economy. To succeed in today's world, product design, quality, and price are key. But as competition intensifies, personal relationships become just as important. Knowing about local politics, economics, and culture can make a big difference in serving customers and partners. Samsung's unique Regional Specialists Program sends our people around the world to learn everything they can. This is why Samsung products are so often rated the best in meeting local needs – just like our people. Changpyo Hong's unique insight into France? "They're a people who really love diversity, just like the people of Samsung."



“The world may be getting smaller,

but France will always be France.”

CHANGPYO HONG  
REGIONAL SPECIALIST  
EUROPEAN STRATEGIC MARKETING TEAM  
SAMSUNG ELECTRONICS  
PARIS



# community

Human beings are social by nature. We seek out communities to belong to. We cannot exist without each other's support. And what is true for us as individuals is true for corporations as well.

At Samsung, we take our role as a good corporate citizen very seriously and we stand firmly behind our commitment to contributing to the betterment of society on a global scale. We sponsor a range of activities around the world, from the Building Elementary Schools in Vietnam program to the Four Seasons of Hope in the US.

Samsung is also taking the lead in emergency relief services around the globe with the 3119 Rescue Corps, the first civil emergency relief organization, as well as the Search and Rescue Dog Center. We have dispatched rescue corps and medical teams to the Kobe Earthquake in 1995, the Taiwan Earthquake in 1999, and the Indian Ocean Tsunami in 2005. In addition, local employee volunteers provided critical assistance on site. In this area, Samsung has contributed US\$5 million in financial support, including US\$3 million of generous donations from employees.

Our focus on programs to help people in need also contributes to initiatives designed to enhance their quality of life. We support employee volunteer programs that directly involve our people, often on company time. We have a strong commitment to improving the quality of education, particularly for students from economically disadvantaged backgrounds.

Equally important, we value the artistic and cultural activities that reflect the heart and soul of a community. We run Leeum, the Samsung Museum of Art in Korea, and in Russia we co-founded the new Tolstoy Literary Awards and support the Bolshoi Ballet.

Although it is not often thought of in this way, we see our sponsorship of sports as part of our work for the community. The appreciation of athletic achievement transcends cultural and political differences, breaking down barriers, allowing people to communicate through one universal language. Activities like our sponsorship of the Olympics and the worldwide Torch Relay stem from our desire to support the joy we all share in great sports accomplishments.

Our commitment to the community embraces environmental concerns as well. We firmly believe in contributing all we can to helping man and nature co-exist in harmony.

Our Green Management philosophy is evidence of our commitment to take part in the global effort to enrich human lives by preserving the environment. We recognize and actively promote the environment, health, and safety as key components of our business.





“It’s imperative that we help make the world

a better place to live in.”

EUISUN KIM  
MANAGER  
CORPORATE PUBLIC RELATIONS  
SAMSUNG ELECTRONICS  
SEOUL

Euisun Kim works on a diverse range of cultural, educational, and social welfare activities that benefit the community. One of her most important recent efforts has been the “Korea-China Green Great Wall” project. This environmental initiative helps both countries by re-foresting areas of China’s Gobi desert, which thereby prevents dust and sand from adversely affecting the Korean Peninsula. Additionally, the company supports Chinese and Korean university students working on the Korea-China Future Forest Formation program in Beijing which will help make the coming Olympics a green event. Euisun Kim tells us: “Every company needs to work on energy saving and preserving the environment.”



Art reflects its people, society, and time, according to Hyunsun Tae. That is why the Samsung Museum of Art's commitment is so important to the community. In October of 2004, the museum was renamed Leeum in recognition of the family name of its founder. The former chairman Byung-Chull Lee's commitment to collecting and preserving Korea's cultural heritage began 40 years ago. Equally important to our history are the museum's collections of contemporary art from Korea and around the world. As Hyunsun Tae puts it, "Art inspires other fields with its creativity, generating other new works, providing society with the backbone of its cultural development."

"Art is the most **creative**

**expression** of the community."

HYUNSUN TAE  
CURATOR  
LEEUM, SAMSUNG MUSEUM OF ART  
SEOUL

As a company, our greatest assets are our people. They are as diverse as our products and services. And as global. They give us boundless reach, and their exchange of experiences and ideas is critical to our continued success. Without it, we cannot survive. With it, we are a force to be reckoned with.

We talked with a number of our employees about Samsung's guiding principles and asked them to share their own unique perspectives. Here's what they had to say.

ROOTS/REACH

- CREATIVITY
- QUALITY
- COMPETITION
- CULTURE
- COMMUNITY



# ts/reach





"Great ideas can come out of international conferences and research journals, but most of the time they come from just talking to team members during researching at the laboratory."

HYUK CHANG  
SAIT MASTER  
SAIT  
GIHEUNG



"Quality occurs in a finished product when every aspect of the needs of our customers is taken into account – and then exceeded."

PETER SALADINO  
GLOBAL STRATEGIST  
SAMSUNG GLOBAL  
STRATEGY GROUP  
SEOUL



"With the worldwide information network, a lot of research is on the same level. Now more than ever, we need the creativity of a breakthrough idea to put us ahead."

YANGSEOK SEO  
EXECUTIVE VICE PRESIDENT  
& SAMSUNG FELLOW  
SAIT  
GIHEUNG



"Samsung's culture is all about self-improvement – and self-reliance."

ELAINE YANG  
ACCOUNT EXECUTIVE  
SAMSUNG FIRE & MARINE INSURANCE  
COMPANY (CHINA), LTD.  
SHANGHAI



"In my work, quality comes from making sure we're matching the right technology to the right solution."

CHANGHEE PYO  
ADVISORY ENGINEER  
SAMSUNG SDS  
SEOUL



"How can Samsung be the first in the market with the best ideas? That's what we work on every day."

MARK TOLLER  
RESEARCHER  
SAMSUNG EUROPE  
RESEARCH INSTITUTE  
LONDON



"I want the products I design to give customers the pleasure of a premium quality experience."

HEAME LEE  
DESIGNER  
SAMSUNG ELECTRONICS  
SEOUL







“Samsung’s **commitment** to its employees fosters a **loyalty** and dedication that makes the impossible possible.”

ERIK JOHNSON  
GLOBAL STRATEGIST  
SAMSUNG GLOBAL  
STRATEGY GROUP  
SEOUL

“We’re the first foreign insurance company approved in China. We aim for Total Risk Solution Partner, providing the highest level of insurance services to our clients.”  
SEUNG PYO HONG  
SENIOR MANAGER  
SAMSUNG FIRE & MARINE INSURANCE  
COMPANY (CHINA), LTD.  
SHANGHAI



“It’s not enough to have global reach. We must always strive to deepen our knowledge of the regions we serve.”  
JUBAEK SONG  
REGIONAL SPECIALIST  
CHEIL INDUSTRIES  
SHANGHAI



“Samsung is so unique in its speed, its future-orientation and its drive to be best in class. We don’t hide from challenges – we enjoy them.”  
CORDULA OERTEL  
GLOBAL STRATEGIST  
SAMSUNG GLOBAL  
STRATEGY GROUP  
SEOUL



“To be a global company, you’ve got to know local cultures. We’re creating a whole database of very detailed information.”  
SUNGYEON CHOI  
REGIONAL SPECIALIST  
SAMSUNG FIRE & MARINE INSURANCE  
SHANGHAI



“In Dubai, we’re putting up the world’s tallest building – working to the world’s highest standards.”  
AHMAD ABDELRAZAQ  
VICE PRESIDENT  
SAMSUNG CORPORATION  
SEOUL



“To be the world’s number one shipyard, our target is zero-defect quality – shipbuilding without supervision.”  
KYOSUNG LEE  
GENERAL MANAGER  
SAMSUNG HEAVY INDUSTRIES  
GEOJE







"Our commitment is to enhance the quality of life, to promote economic activities, and to preserve the environment."

HYOSOO LEE  
SENIOR RESEARCHER  
SAMSUNG GLOBAL  
ENVIRONMENTAL  
RESEARCH CENTER  
SEOUL



"We're living in an ever-changing marketplace. To stay a tier 1 company, you have to keep coming up with the fresh, up-to-date products consumers will crave."

CHRIS WOODWARD  
PROJECT MANAGER  
SAMSUNG DESIGN EUROPE  
LONDON



"You can draw an unlimited amount of inspiration from people – studying their behavior, their desires and anxieties, to create new and exciting ideas."

SARITA ROBEE  
RESEARCHER  
SAMSUNG DESIGN EUROPE  
LONDON



"It's very important to showcase our leadership in giving – it encourages others to help those in need."

SONIA CHANG  
MANAGER  
SAMSUNG ELECTRONICS  
NORTH AMERICA  
NEW YORK



"To compete against global leaders, it's crucial to study local cultures."

SEJOON LEE  
JUNIOR MANAGER  
SAMSUNG SECURITIES  
SAMSUNG MBA  
NEW YORK



"Steady support for our communities is one of our most important investments – one we know will never fail."

PETER WEEDFALD  
SENIOR VICE PRESIDENT  
SAMSUNG ELECTRONICS  
NORTH AMERICA  
NEW YORK



"We co-founded the Tolstoy Literary Award because we believe in what it celebrates – art, common values, humanism, and tolerance."

ELENA ZEMYATOVA  
SAMSUNG ELECTRONICS  
CIS & BALTIC HQ  
MOSCOW



"We're developing various programs for local communities like adopt-a-river, adopt-a-village, and environmental education."

JINKI NOH  
GENERAL MANAGER  
SAMSUNG GLOBAL  
ENVIRONMENTAL  
RESEARCH CENTER  
SEOUL



"You can win every time if you know your competitor – and yourself."

SANGCHUL SHIN  
SAMSUNG ELECTRONICS  
SENIOR ENGINEER  
SEOUL







"Being the best of the best has been my steady goal since I started working at Samsung."  
 EUNJOO CHUNG  
 SPECIALIST  
 SAMSUNG SDS  
 SEOUL



"Technology advances excite me all the time. Surpassing them is a scientist's raison d'être."  
 CHULHONG KIM  
 SENIOR RESEARCHER  
 SAMSUNG SDI  
 CHEONAN



"We introduced a better solution ahead of our competitors because we started long before them."  
 BYUNGHEE LEE  
 SENIOR ENGINEER  
 SAMSUNG ELECTRONICS  
 SEOUL



"Last summer the company sent me to a marketing course at Northwestern in Chicago – what a boost to my global mindset!"  
 DOHOON LEE  
 SENIOR DIRECTOR  
 CHEIL COMMUNICATIONS  
 SEOUL



"We're working on a range of programs to help Samsung companies preserve their local environments."  
 TAEYONG KIM  
 GENERAL MANAGER  
 SAMSUNG GLOBAL ENVIRONMENTAL RESEARCH CENTER  
 SEOUL



"Focus on what you excel in and resist the temptation to chase the competition."  
 ROBERTO MAURO  
 GLOBAL STRATEGIST  
 SAMSUNG GLOBAL STRATEGY GROUP  
 SEOUL



"Research is vital in the design process, exploring merging trends and patterns to create something fresh, exciting, and dynamic."

VICKI ELLIOTT  
 RESEARCHER  
 SAMSUNG EUROPE RESEARCH INSTITUTE  
 LONDON





“Creativity is differentiation. Making something **different**  
is what makes a **design** come alive.”

SEUNGHYUN PAEK  
DESIGNER  
SAMSUNG ELECTRONICS  
SEOUL

# product gallery







#### DuoCam

The ultra-compact SC-D6550 DuoCam with Samsung's groundbreaking dual-lens system allows consumers to effortlessly switch from shooting sharp digital videos to still images with 5 megapixel resolution.







#### X50 Notebook

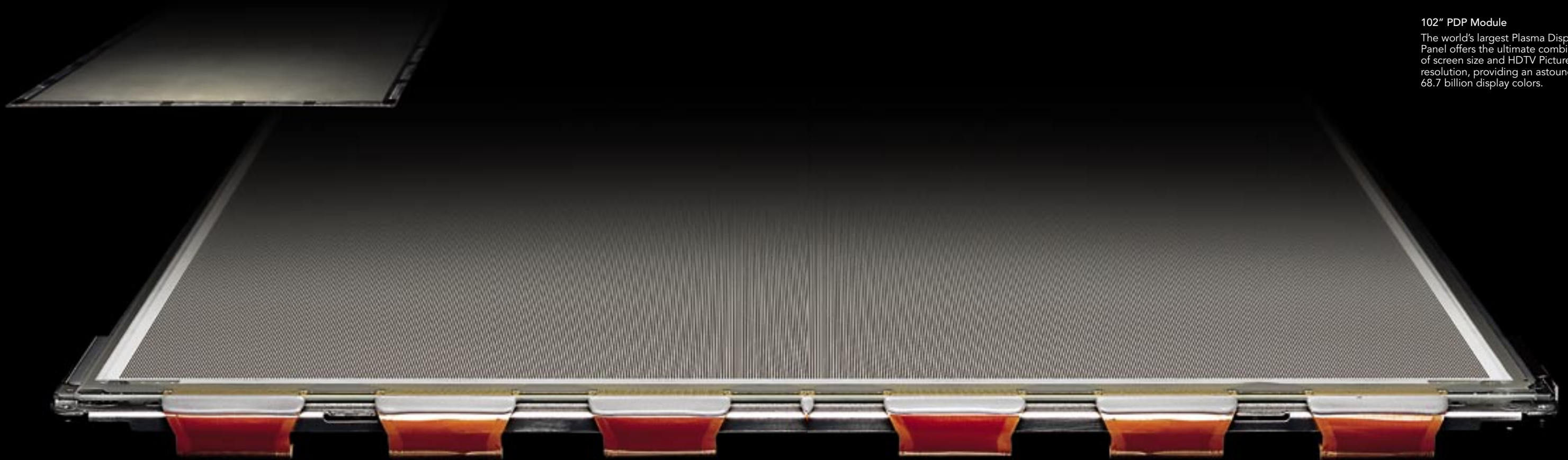
Combining the powerful performance of a desktop PC with stylish, compact design, this world's thinnest and lightest laptop is the ideal companion for mobile engineers and designers. Its features including the integrated wireless LAN Antenna, Digital Natural Image/Sound for ultra-sharp video and sound, AVS control function that requires no booting up (not to mention its long battery life) work together to offer the most pleasurable user experience.

#### 17" AM OLED

Organic Light Emitting Diode technology produces a perfectly flat display 0.2cm thick. Originally developed for Digital TV, we now also make this display for desktop PCs where its brightness, speed, and wide angle viewing and welcome advantages.

#### 102" PDP Module

The world's largest Plasma Display Panel offers the ultimate combination of screen size and HDTV Picture resolution, providing an astounding 68.7 billion display colors.







#### Flat Backlight Unit

Developed in 2003, as the world first Flat Backlight Unit for TFT LCDS. It is more competitive than the current CCFL in terms of cost and performance. It outperforms CCFL with high luminance, full-color reproduction, and high uniformity. It reduces the assembly process for better production efficiency and enhances LCD TV's slim and light features.

#### PDP Filter

High definition filter with the world's contrast highest ratio. This essential component of PDP TV shields against harmful electromagnetic interference(EMI) and near infrared(NIR), enhances image quality of PDP TV by reducing reflection, helps enriching color reproduction, and protects the PDP module against external impact. Its low electrical resistance and high uniformity are made possible by Samsung Corning's advanced thin-layer coating technology.





#### CRT Glass

Leading CRT TV technology with flat, ultra-slim design. CRT glass includes both display panel glass and the funnel glass for TV and computer displays. Samsung Corning's high-performance, price-competitive glass with high luminance and high definition for the next generation HD TVs is playing a major role in the ongoing revolution of the CRT.





#### 82" TFT-LCD TV

The world's largest, thin film transistor, liquid crystal display TV rivals the size of plasma displays. Its under 8ms response time ensures smooth playback of action-packed visuals. And its 1080 progressive scanning offers the highest possible HDTV resolution.



#### SGH-i300

Samsung's SGH-i300 features a full range of enhanced multimedia capabilities. It is the first handset to feature the "Plug & Play Files-to-Go" function, which allows the phone to be used as a removable, 3GB hard disk drive. With its advanced music functions, the SGH-i300 is also tailored for music lovers on-the-go. Capable of storing up to 1,000 music files and employing scroll wheel navigation, this music smartphone allows for easy retrieval of files.

#### Megapixel CMOS Image Sensor Module

This Complementary Metal Oxide Semiconductor (CMOS) Image Sensor Module puts 5 megapixel camera resolution in a cell phone module 1/4th the size of Charge Coupled Device (CCD) modules.

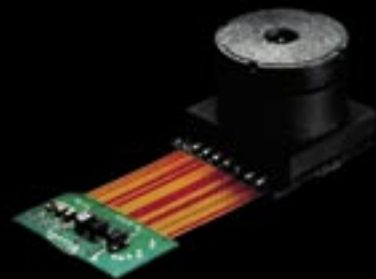


#### SGH-D600

The SGH-D600 is specifically designed with luxury in mind, featuring a compact and stylish 'Intenna' and an elegant slide-up design. Packed with advanced features, including a 2-megapixel camera phone with flash, the SGH-D600 is Samsung's flagship model for 2005, as well as the Olympic WOW phone for Torino Olympics 2006.

#### Intenna (Metal Plate Antenna)

Perfect for multi-functional mobile phones of all types and sizes, this new integrated Metal Plate Antenna displaces the conventional antenna protruding outside for higher convenience and a more stylish, slimmer design.







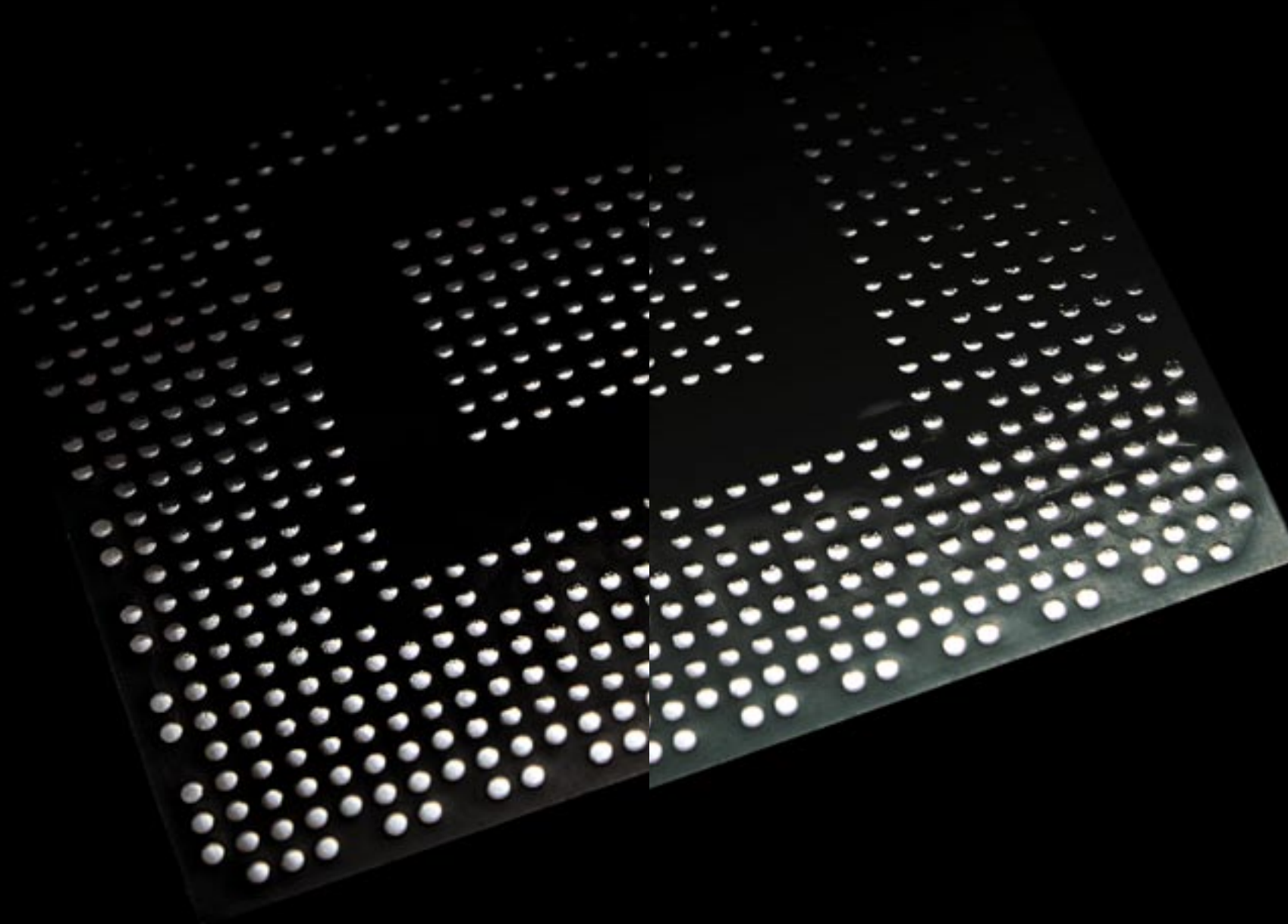
#### DVD-L25 Mini DVD

Our new mini DVD player, DVD Jr., is made for little hands. With a 2.5" TFT LCD screen, this kid-friendly device plays 3" mini DVD discs, MP3s, JPEG photos, and even CD-R/RWs recorded in 3" format.



#### Flip Chip BGA

Flip Chip BGA packaging technology allows us to bring products to market faster. It can meet the requirements for new communications-oriented packages that include more than 1,000 pins and I/O performance as high as 1.0 GHz.





HT-P1200  
Home Cinema System

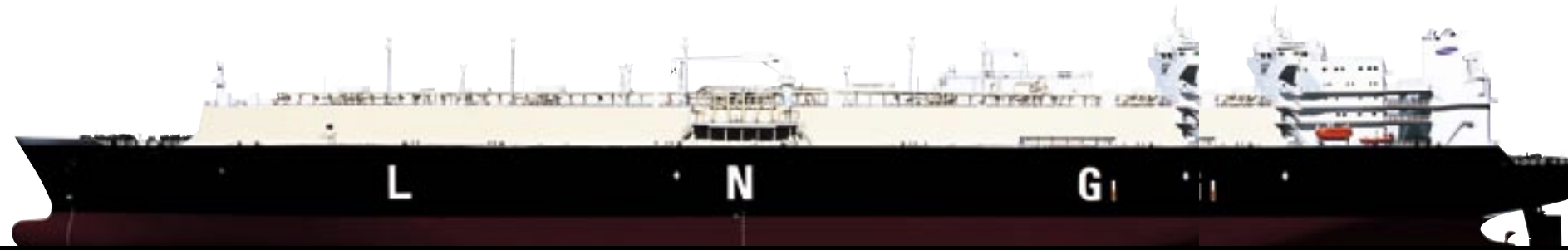
Selected as the European Home Cinema System of the year by EISA Award, the HT-P1200 incorporates such new innovative features as USB Host play function, which provides, for the first time in a home cinema system, direct USB connection for easy access to various multimedia files. Revolutionary sDSM-EX capabilities create virtual 9.1 channel surround sound from the 5.1 channel speaker system, thus further intensifying the 360° surround sound experience.

#### Barium Titanate Powder

This core electronic chemical material for making MLCCs (Multi Layer Ceramic Capacitors) allows for smaller and lighter electronic devices. Our powder's more uniform particle distribution delivers superior electronic performance.







#### LNG Carrier

In 2004, we received the most LNG ship orders ever, 27% of the world market, completing 19 ships with a value of \$3.3 billion. Also we are the world's number 1 shipbuilder in the electric-propelled LNG ships, which use naturally evaporating LNG to generate power, a very fuel efficient and pro-environmental design.

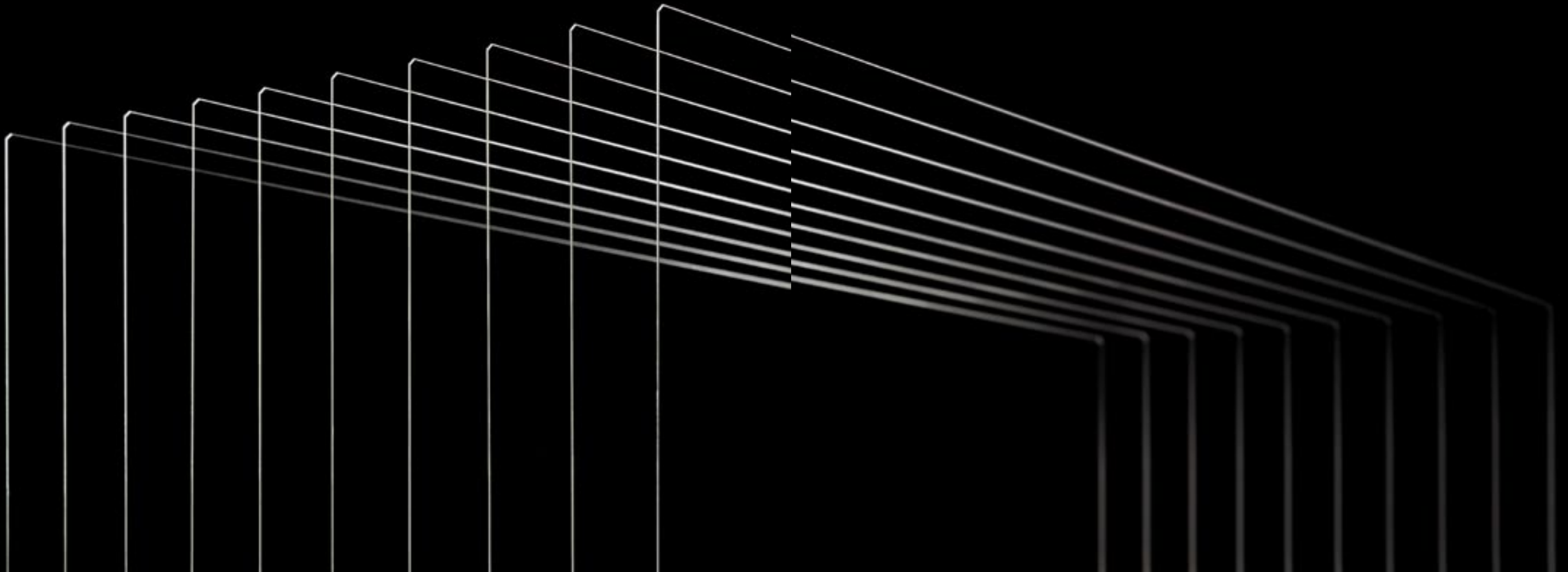
#### Vixlim

Incorporating the stylish, space-saving aspect of LCD TV, this high-performance, price-competitive CRT TV features several unique Vixlim technologies including vital coating, high-frequency DY, and nano pigment screen for the more efficient delivery of deeper colors and high contrasts throughout the entire screen. Fully capable of integrating DVD, PVR, digital set-top box, and Home Network System into a single-body set, this multifunctional unit represents the future of CRT TVs.



#### TFT-LCD Glass Substrate

We produce the world's finest TFT-LCD (Thin Film Transistor-Liquid Crystal Display) glass substrates with ultra pristine surface quality. Untouched by any other material during its formation, these lighter and thinner glass substrates are the world's finest display products.







#### 8G-bit NAND Flash Memory

Based on our ground-breaking, extremely thin circuit and cell technology, this high density chip enables us to develop 16Gbyte memory cards containing up to 16 hours of DVD-quality video or 4,000 songs.

#### Smart Card IC

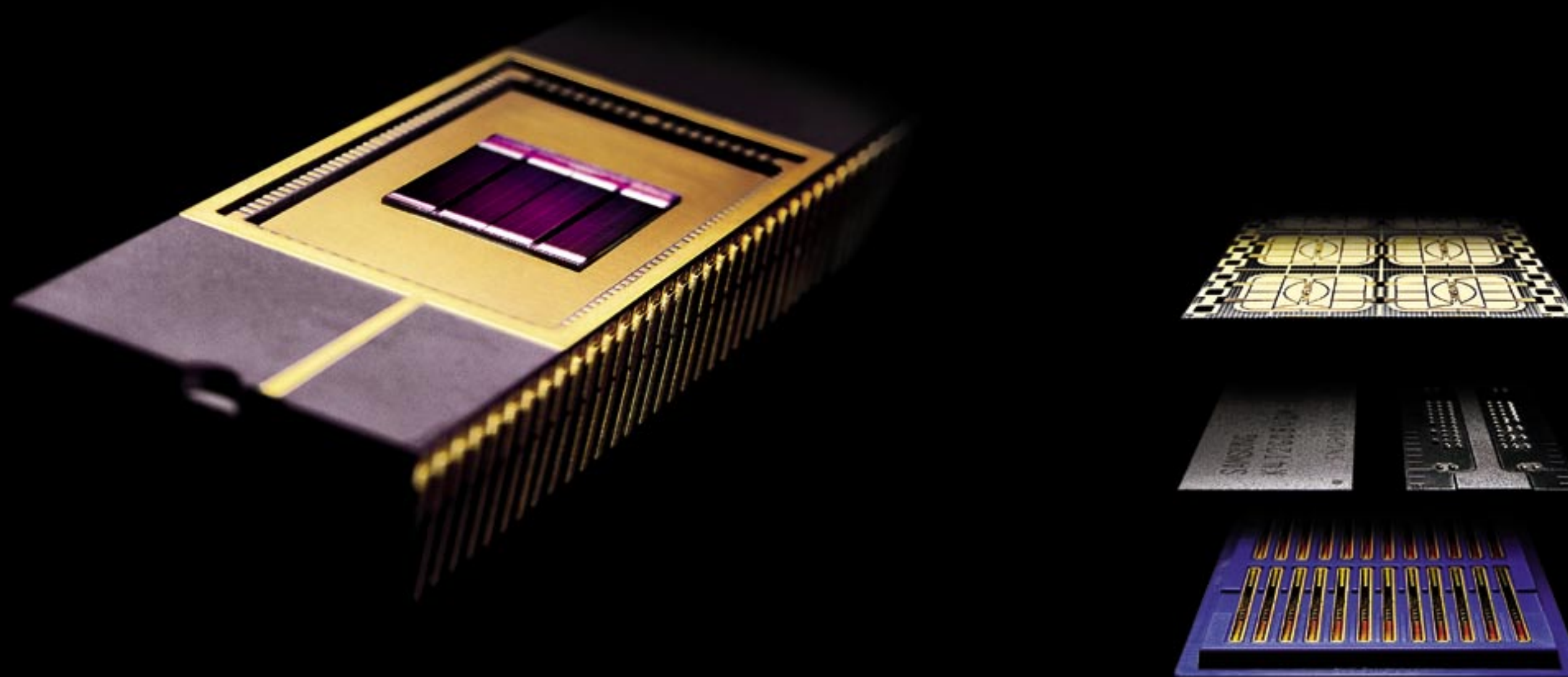
The World's first 512KB EEPROM embedded smart card IC based on advanced 0.13um CMOS process, this high-capacity IC provides a high-density embedded memory to support a wide range of applications such as personal data storage, games, internet access, banking, and e-business, as well as conventional SIM-card function. It also features 16bit CalmRISC CPU and PKI Crypto-Processor for faster data processing with reliable security.

#### 2G-bit DDR2

This 2G-bit DDR2 SDRAM (Synchronous Dynamic Ram) is a big leap forward from today's 256M-bit products. It will help Servers and high-end PCs handle memory-intensive applications such as video and 3D graphics processing.

#### Mobile DDI

The industry's first VGA class resolution mobile DDI utilizing 4-color sub-pixel rendering technology is the result of synergy between System LSI division and LCD business of Samsung Electronics and Samsung Advanced Institute of Technology. Featuring a resolution four times higher than that of a conventional mobile phone, it will play a crucial role in expanding the high-resolution mobile display device market comprising of camera-phones, video-phones and TV-phones.





# financial overview

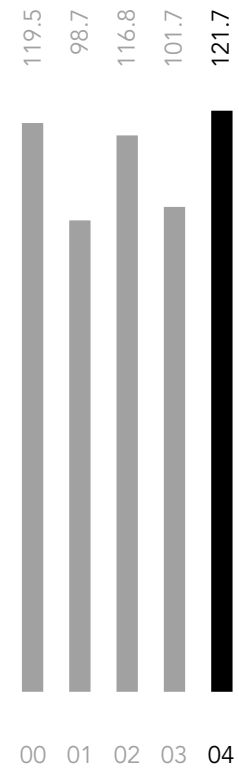


<i>Amounts in billions</i>	<i>Won</i>	<i>Dollars</i>	<i>Euros</i>
Net Sales*	139,452.2	121.7	98.0
Total Assets	218,607.9	209.4	153.6
Total Liabilities	143,179.3	137.2	100.6
Total Stockholders' Equity	75,428.6	72.2	53.0
Net Income*	13,568.7	11.8	9.5

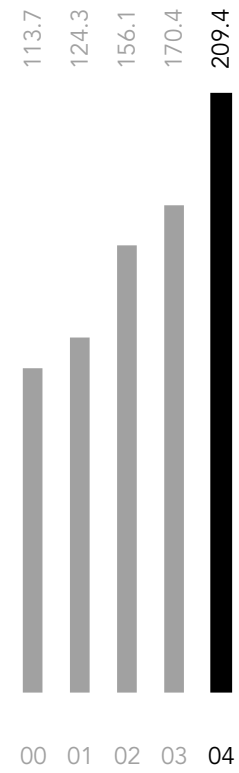
\*Won/US Dollar yearly average exchange rate: 1,146.05/1 Won/Euro: 1,423.34/1  
Won/US Dollar as of the year end of December 31, 2004: 1,043.80/1 Won/Euro: 1,422.96/1



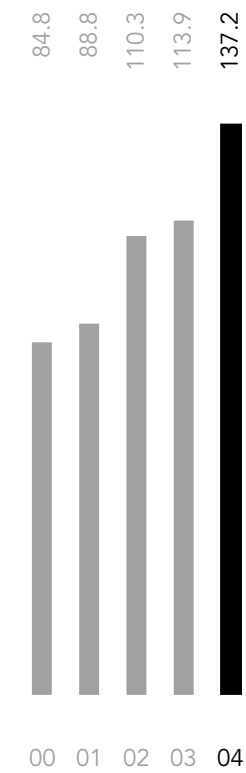
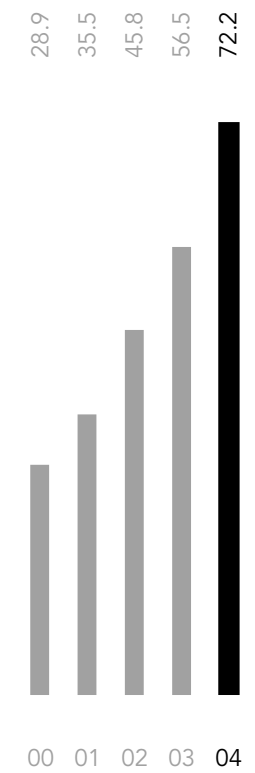
## NET SALES

*dollars in billions*

## TOTAL ASSETS

*dollars in billions*

## TOTAL LIABILITIES

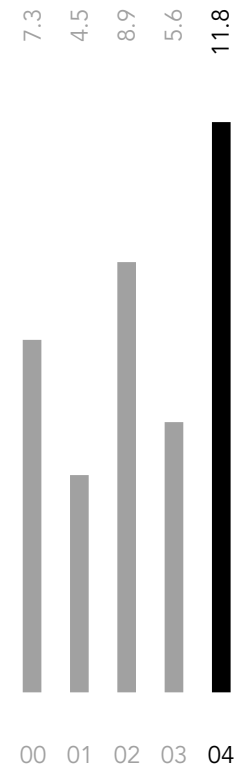
*dollars in billions*TOTAL STOCKHOLDERS'  
EQUITY*dollars in billions*

# company profile



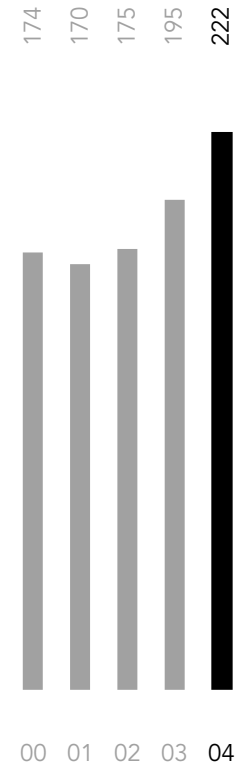
## NET INCOME

*dollars in billions*



## EMPLOYEES

*in thousands*





**SAMSUNG ELECTRONICS CO., LTD.**

Employees: 123,000  
 2003 Sales: \$36.4 billion  
 Tel: 82-2-727-7114  
 Fax: 82-2-727-7985  
 www.samsung.com

Samsung Electronics products fall into five categories: 1) Digital Media: camcorders, computers, DVD-players, home theater systems, monitors, MP3 players, PDAs, printers, set-top boxes and TVs; 2) Telecommunication Network: home network systems (STB), mobile phones, MITs (Mobile Intelligent Terminal by Samsung), NGN (Next Generation Network) infrastructures, office network systems (key phones, info mobile systems) and wireless communication infrastructure (WCDMA systems, CDMA2000 1x / 1x EV-DO / 1x EV-DV systems); 3) Digital Appliance: air conditioners, microwave ovens, refrigerators, vacuum cleaners and washing machines; 4) Semiconductor: CMOS image sensors, DRAMs, flash memory, hard disk drives, LCD driver ICs, MCPs (multi-chip package), optical disk drives, SIPs (system in package), smart cards, SOCs (system on chip) and SRAMs; 5) LCD: TFT-LCDs for handheld devices, monitors, notebook PCs and TVs.

Despite the unfavorable business environment, Samsung Electronics posted a third record-breaking year in 2004. Results were driven by sales of premium products, including high-value mobile phones, flash memory chips and LCDs for notebook computers, desktop monitors and television sets.

Widely acknowledged for technological innovation and elegant functional style, Samsung Electronics had impressive achievements: number one world-wide in flash memory, DRAMs, SRAMs, color TVs, TFT-LCDs, color monitors and DVD-VCR Combos; number two in CRT and DLP projection TVs, laser printers and DVD players; number three in mobile phones, LCD TVs, microwave ovens and vacuum cleaners; and number four in plasma TVs and camcorders. To propel innovation, the company continues to invest heavily for the future. Samsung Electronics' 2003 capital investment of \$6.5 billion was one of the highest in world. In 2004, the company has allotted over \$4.6 billion in R&D and \$7.4 billion for capital improvements.

A responsible corporate citizen, Samsung Electronics believes in sharing the profits of its success to create a better world. In 2004, more than 61% of our employees donated their time and efforts to worthy causes either individually or through one of our 600 service teams. Through matching grants and its annual Global Volunteer Service Festival, Samsung Electronics contributed to hundreds of community service programs around the world, from environmental cleanups and disaster relief to housekeeping assistance for the elderly and mentoring services for orphans and young parents.

**SAMSUNG SDI CO., LTD.**

Employees: 27,0540  
 2004 Sales: \$8.13 billion  
 Tel: 82-2-727-3100  
 Fax: 82-2-727-3377  
 www.samsungsdi.co.kr

Through impressive technological advancements, Samsung SDI, a top-tier display and energy maker, maintains its position as one of the world's leading manufacturers of PDPs (Plasma Display Panels), OLEDs (Organic Light-Emitting Diodes), mobile phone LCDs, CRTs (Cathode Ray Tubes) and rechargeable batteries.

During 2004, the company's achievements were truly wide-ranging. Samsung SDI put in place the world's first PDP mass-production line applying 3-panel technology, which enables the company to produce three 50-inch panels from one mother glass at the same time. They also developed the world largest 102inch Full HD PDP and produced a 42-inch HD PDP with the world's best image quality –1300 candela luminous intensity and 10,000:1 contrast ratio.

Beyond PDPs, Samsung SDI unveiled: a new concept small-size LCD, called UFB (Ultra Fine and High Brightness) LCD; the world's highest resolution PM (Passive Matrix) OLED for high-end mobile phones; and the world's largest OLED with low-molecular LTPS for monitors and TVs.

In the field of energy, the company also succeeded in producing the world's highest capacity 2600mAh lithium-ion battery for notebooks.

As a display manufacturer, Samsung SDI has a special interest in sponsoring charitable programs to help the visually disabled and the elderly. As of 2005, we provided 2,865 people with free eye surgery.

**SAMSUNG ELECTRO-MECHANICS CO., LTD.**

Employees: 13,254  
 2004 Sales: \$ 2.34 billion  
 Tel: 82-31-210-5114  
 Fax: 82-31-210-6363  
 www.sem.samsung.com

Samsung Electro-Mechanics (SEM) major products include: Material Parts (High Density Interconnections, Multi Layer Ceramic Capacitors, IC-Substrates); RF Parts (Digital Tuners, Network Modules, Mobile RF Components, Precision Motor, Power); and Optical Parts (Image Sensor Modules, Light Emitting Diodes, Optic Modules).

In 2004, SEM announced a new vision called "The Inside Edge that Shapes the Future," focusing on the cutting-edge technology and components that will create our future. SEM aims to be one of the world's top three electronic parts makers by 2010, with annual sales of U\$ 8,620 million and profits targeted at 15% of sales.

To this end, the company is restructuring into three strategic technology areas: Materials, Radio Frequency & Networks and Optics. Our vision will be achieved by repositioning SEM as a technology-driven company; by strengthening its global competitiveness, concentrating on businesses that can gain top global market share; and by cultivating an organizational mindset oriented toward creativity, performance, and openness.

In the past year, SEM has received numerous awards, including best company citations for our subsidiaries in Thailand, and an environmental award for our Tianjin subsidiary. We are also proud of the members of our company's badminton team who won gold, silver, and bronze medals at the Athens Olympics.

New products in 2004 include: the world's smallest DAB receiving module for mobile devices; the world's smallest PMG module; Korea's first wireless AV module for the "Digital Home"; the world's smallest triple FEM; the world's first liquid lens module for a 1.3 megapixel camera with auto-focus; the world's first megapixel camera module for cell phones with optical zoom and auto focus; the world's first oscillation-controllable motor; the world's largest capacity MLCC; the world's thinnest semiconductor package board; an ultra-micro 3 megapixel camera module for cell phones; the world's first ultra-speed semiconductor board; and an ultra-micro wireless LAN module for cell phones.

Since July 1995, SEM's social contribution team has been working to share the company's profits with the community through diverse activities. These include: establishing the Hanwoori Puppet team; sponsoring a blood drive for children with leukemia; sponsoring summer activities for helping disadvantaged children inland; a program for helping children study who are in need of care and a program for helping homeless people – both of which our CEO took part in. Our social welfare work received awards from the Gyeonggi Province Congress, as well as from the Minister of Agriculture for our Adopt-a-Village program.

**SAMSUNG CORNING CO., LTD.**

Employees: 3,700  
 2004 Sales: \$1.02 billion  
 Tel: 82-2-3457-9530  
 Fax: 92-2-3457-9536  
 www.samsungcorning.com

Since its establishment in 1973, Samsung Corning has continually pursued innovation and diversification based upon its fundamental glass coating and nano ceramics technologies.

During 2004, the first year of its transformation into a digital electronics materials company, Samsung Corning built the world's largest CRT plant in Shenzhen, China, successfully accelerating the production of ultra-slim glass for Braun CRTs. The company also started turning out the world's first developed TFT-LCD Flat Backlight, and secured future businesses, such as Semiconductor Ceria CMP Slurry and GaN Substrate for LED/LD.

Samsung Corning plans to become a leading global company in 2005. With our cutting-edge technology and creative talents, we are carrying out innovations in high value-added products and focusing on four promising business areas: LCDs, PDPs, Semiconductors, and Optical Materials. We are accelerating our efforts to achieve leadership through continuous R&D and Six Sigma initiatives. We will fulfill our responsibilities to put the customer first, be a transparent and honest company, an eco-friendly company, and a company that contributes to its communities.

Samsung Corning will make every effort to create the best products and value for our customers and shareholders and be a "First Digital Partner" to the advanced digital electronics materials industry.

**SAMSUNG CORNING PRECISION GLASS INC.**

Employees: 1,865  
 2004 Sales: \$1.1 billion  
 Tel: 82-2-728-0777  
 Fax: 82-2-728-0778  
 www.scp.samsung.com

Since the 1995 launch of this joint venture between Samsung and Corning, Samsung Corning Precision Glass has utilized the world's highest technology to lead the development of next-generation substrate glass for TFT-LCDs.

Despite its short history, the company has enjoyed high annual growth rates and become one of the world's largest TFT-LCD substrate makers. Advanced fusion technology, developed jointly with Corning, produces substrates that are larger, thinner and lighter, with a superb surface quality that's key for larger LCDs. Today, these substrates are used in some of the most advanced display products marketed around the world, ranging from portable displays to large-size TVs.

In 2003, Samsung Corning Precision Glass opened its second plant in Tangjung, creating the world's largest production line for TFT-LCD glass substrates. The company's latest achievements also include developing, along with Corning, 7th Generation glass measuring over two meters in width.

Samsung Corning Precision Glass is a company that reaches out to the community. Every month at least one of the company's 48 volunteer teams visits the elderly, the challenged, and the homeless, which earned the company the grand award at the 2004 Samsung Volunteer Festival. As the industry's first ISO 14001 certified company, Samsung Corning Precision Glass is redefining what it means to be safe, environmentally conscientious, and supportive of the community.

**SAMSUNG SDS CO., LTD.**

Employees: 7,085  
 2004 Revenue: \$1.54 billion  
 Tel: 82-2-3429-3010  
 Fax: 82-2-3429-4450  
 www.sds.samsung.com

Samsung SDS, established in 1985, provides all the value-creating IT services: Business Strategy and Discrete IT and Network Consulting; Packaged and Customized Application Integration, Hardware and Software Implementation and Support, IT Education; Business Process Outsourcing, Application and IT Infrastructure Outsourcing, and Network Infrastructure Management.

Samsung SDS is working to be the world's largest integrated IT service provider by 2010, by helping clients improve productivity, increase profits and strengthen their competitiveness through its thought leadership. The company employs 7,085 professionals worldwide, including 117 Ph.D.s and 910 masters and business experts in electronics, manufacturing, chemicals, finance, and the logistics/service industry area.

In 2002, Samsung SDS' cutting-edge Center for Advanced Software Engineering acquired "Level 5," the highest level of the CMM (Capability Maturity Model), an international quality standard from the Software Engineering Institute of Carnegie-Mellon University. The company was also selected as the MAKE (Most Admired Knowledge Enterprise) in the area of knowledge management for three consecutive years.

Samsung SDS' global network links 284 subsidiaries, overseas offices, and data centers in 48 countries. To strengthen its global organization, the company has recently opened a regional office in Sao Paulo, Brazil and a data center in Weybridge, near London.

Samsung SDS takes the virtue of sharing very seriously, as an important attitude required for the success of a mature corporation. The employees have launched volunteer service activities for the disabled, orphans, juvenile delinquents, and rural communities nationwide. The company also operates free PC training programs for low-income families and supports children with leukemia.

**SAMSUNG NETWORKS INC.**

Employees: 800  
 2004 Revenue: \$3.79 million  
 Tel: 82-1577-0300  
 Fax: 82-2-3415-6050  
 www.samsungnetworks.net

With the industry's most professional telecommunication experts, a global network infrastructure, and a 20-year history of innovative technology, Samsung Networks provides customized communication services tailored to each customer's business environment. Ultimately, Samsung Networks' optimized services allow customers to be more competitive in the marketplace.

Samsung Networks business spans seven areas: Network Service – Optical Network Service, Virtual Private Network (VPN) Service, Network Consulting, and Network Solution Integration; Telephony Service – Voice over IP, Corporate Telephone Services (for local, long-distance, and international calls), International call service on Mobile Phone – 00755, and Digital Media Services; IDC (Internet Data Center) Service; EDI Service; Samsung Mobile Service; IP Contact Center Service; and Broadcasting Service.

In 2004, the company's revenues increased to \$3.79 million. Significant initiatives at the company included attaining the 070 number for Internet Telephony service; implementing an Integrated Business Support System; and launching Korea's first ever Global CDN service.



**SAMSUNG  
HEAVY INDUSTRIES CO., LTD.**

Employees: 8,341  
2004 Sales: \$ 4.46 billion  
Tel: 82-2-3458-6291  
Fax: 82-2-3458-6298  
www.shi.samsung.co.kr

The world of Samsung Heavy Industries is quite large. It encompasses shipbuilding, offshore facilities, engineering and construction, and steel structures and machinery. The company also produces digital control systems, including ship navigation systems, automation systems, voyage data recorders, and Internet home and building automation systems.

In 2004, Samsung Heavy Industries had \$3.1 billion in exports, showing outstanding growth in high value-added and specialty ships such as drill ships, floating production storage and offloading (FPSO) facilities, large ferries, ultra-large container ships, and LNG ships. The year also saw us receive the most LNG ship orders ever, dominating the market with 27% of the world's orders, completing 19 ships as of November 2004 (compared to 9 in 2003) with a value of \$3.3 billion.

Samsung Heavy Industries also received its first order for an electric-propelled LNG ship, the next generation of these vessels, which use naturally evaporating LNG to generate engine power, a very fuel efficient and pro-environmental design. The company has an unrivalled position in this area. The LNG ship represents, along with the finest luxury liners, the most sophisticated kind of ship being built today. Designed to transport liquefied natural gas at -163°C, LNG ship construction requires great skill and knowledge.

Samsung Heavy Industries received orders for 12 container ships of 9,000 TEU-class including the world's first 9,600 TEU in 2004, thereby becoming the world's number 1 ship builder with 100% global market share in the large container ship sector.

Another highlight of the year was our delivery of the world's first self-propelled FPSO vessel. The onboard propulsion plant was built by Wartsila, the world's leading global ship power supplier. The vessel can be independently powered for oil production, storage, and offloading in severe weather conditions and can also navigate around icebergs. Unlike ordinary FPSO vessels, the new ship architecture will endure iceberg collisions.

Three Samsung Heavy Industries vessels were chosen the year's best by three major maritime journals. The company also received the Best Customer award from Intergraph, the world renowned plant software company, for our implementation of GS (Global Shipbuilding) CAD – the world's first.

In community service, the company fielded 58 volunteer teams, with over 4,400 employees participating. They engaged in roughly 1,700 public service activities, logging 47,000 hours of public service and benefiting over 33,000 people.

**SAMSUNG  
TECHWIN CO., LTD.**

Employees: 4,400  
2004 Sales: \$1.9 billion  
Tel: 82-2-3467-7000  
Fax: 82-2-3467-7080  
www.samsungtechwin.com

Samsung Techwin's products are all high technology, and cover a very wide range of needs. In the consumer market, the company makes digital cameras and modules for camera phones. In the industrial arena, Samsung Techwin produces semiconductor lead frames, chip mounters, and wire bonders. The company's engine business produces turbo compressors and performs the maintenance and assembly of gas turbine engines for fighter planes, helicopters, ships, and electric power generation. The defense business also includes self-propelled howitzers, ammunition-transporting vehicles, and irregular aviation transportation.

In 2004, sales reached \$1.9 billion. Product highlights include the Digimax V50 and V70 digital cameras, the UF-80 visual presenter with 0.85 million pixel resolution, and a micro Turbo Compressor.

**SAMSUNG  
TOTAL PETROCHEMICALS CO., LTD.**

Employees: 915  
2004 Sales: \$2.4 billion  
Tel: 82-2-772-6691~4  
Fax: 82-2-772-6616  
www.samsungtotal.com

Samsung Total Petrochemicals was established in August 2003 as a joint venture between the Samsung Group and the Total Group, a global French energy and chemical company.

Samsung Total operates a large petrochemical complex consisting of 15 individual plants located in Daesan, Korea. As a general chemicals company, it manufactures and supplies chemical products for daily life, such as synthetic polymer resins (polyethylene, polypropylene, etc.), base chemicals (styrene monomer, para-xylene, etc.), and other petrochemicals and petroleum products.

Samsung Total is looking to lead the world in both products and technologies. Many petrochemical products manufactured by Samsung Total become materials for a range of consumer and industrial goods. These include beverage containers, plastics that replace metal parts in automobiles, and housing for computers and appliances.

Preservation of the natural environment and implementation of safety standards at the workplace are the highest priority for the management at Samsung Total. Active measures are taken to meet the complete environmental safety regulations and to make employees fully aware of environmental protection and safety issues.

In addition, Samsung Total has worked to prevent pollution generation at the source by thoroughly implementing an environmental impact assessment from the beginning of plant construction and acquiring ISO certification, which recognizes its status as a global company that practices a high level of environmental management.

The company has also created a natural park in its petrochemical complex in Daesan, home to various animals and plants, including pine trees, wild ducks, carp, and raccoons.

**SAMSUNG  
PETROCHEMICAL CO., LTD.**

Employees: 310  
2004 Sales: \$993 million  
Tel: 82-2-772-6323  
Fax: 82-2-318-0887  
www.myspc.com

Samsung Petrochemical's principal business is the manufacturing and sales of PTA (purified terephthalic acid), with annual production of 180 million tons.

In 2004, the company successfully expanded production capacity at its Seosan plant from 400,000 to 700,000 tons per year using advanced new technology. This facility now primarily serves Chinese customers as an export base.

To ensure its future competitiveness, Samsung Petrochemical initiated energy saving and AMT projects and achieved the world's best reliability rate – 99.5% of production. As a result of these efforts, the company won an award for effective energy management from the government and a 'Helios Award' for innovation from its partner BP.

The company also successfully instituted internal programs to strengthen its corporate culture, including the establishment of the Petrochemical STAR Award for employees. It received an environment-friendly corporate certificate from the Korean government in 2003 and the Grand Prize for Safety Management from the President of Korea.

Samsung Petrochemical continues its campaigns for preserving the Taehwa river in Ulsan, started in 1999, as well as other voluntary community service activities. It also constructed a green garden around its Ulsan and Seosan plants.

**SAMSUNG  
FINE CHEMICALS CO., LTD.**

Employees: 722  
2004 Sales: \$761 million  
Tel: 82-2-772-1755  
Fax: 82-2-772-1809  
www.sfc.samsung.co.kr

Samsung Fine Chemical's core business consists of electro chemical materials, fine chemicals, and general chemicals. Together, these divisions have consistently delivered stable sales growth and profits for more than thirty years and such exceptional business results will continue in the future.

Samsung Fine Chemicals' products include: Mecellose (methylcellulose), DMF (dimethyl formamide), ECH (epichlorohydrin), methyl amines, TMAC (tetramethylammonium chloride), BTP (barium titanate powder), AnyCoat-C, and AnyCoat-P. The company also produces a range of general chemicals: ammonia, urea, melamine, chloroform, methylene chloride, methyl chloride, hydrochloric acid, formic acid, and caustic soda.

In 2004, Samsung Fine Chemicals achieved \$761 million in sales, an increase of 6.9% from a year earlier.

This past year saw the company launch Sigma Samsung Coatings, a joint venture with SigamaKalon, a leading coatings firm. The joint venture allows Samsung Fine Chemicals to increase its competitiveness in core business sectors as well as focus its capabilities on new endeavors.

To expand its operations in China, Samsung Fine Chemicals launched a liaison office in Shanghai in June 2005.

As part of its environmental conservation measures, Samsung Fine Chemicals signed a long-term contract with the Jangrim sewage disposal plants to supply Mecellose by-products for advanced wastewater treatment. This contract is proving to be beneficial in cutting costs by recycling by-products and also in protecting our environment.

**SAMSUNG-BP  
CHEMICALS CO., LTD.**

Employees: 170  
2004 Sales: \$246 million  
Tel : 82-2-753-5644  
Fax: 82-2-319-4572  
www.samsungbp.co.kr

Samsung-BP Chemicals Co. Ltd is a joint venture between Samsung and BP, with 49% and 51% respective ownerships. Samsung-BP is the only acetic acid producer in Korea delivering around 420,000 tons per year.

Acetic acid is used directly and indirectly as a raw material in many kinds of products, ranging from fine chemicals such as VAM (Vinyl Acetate Monomer) to PTA (Purified Terephthalic Acid), solvents, pigments, dyes, and aromatics.

Since its establishment in 1989, Samsung-BP has steadily grown and developed. It is now a world-class company whose best-in-class performance has been achieved through innovative activities such as Six Sigma and TPM (Total Productivity Maintenance) programs.

Samsung-BP achieved record sales in 2004, and won the grand prizes in the fields of maintenance management and TPM at the Conference of Korean Productivity 2005.

Samsung-BP is committed to producing the most competitive products in a secure and safe environment. The safety of its employees and the protection of the environment implemented through the "Samsung-BP Health and Safety Policies" remain of paramount importance.

**SAMSUNG  
LIFE INSURANCE CO., LTD.**

Employees: 6,293  
2004 Revenue: \$20.06 billion  
Tel: 82-2-1588-3114  
Fax: 82-2-751-8021  
www.samsunglife.com

Samsung Life Insurance, founded 48 years ago, continues to reinforce its position as the number one insurance company in assets, as well as a leading financial services company in Korea.

In FY2004, Samsung Life Insurance delivered impressive performance. Total assets stood at 91 trillion won, operating revenues at 23 trillion won, and net income at 576 billion won.

Overall, Samsung Life Insurance wrote new policies valued at 86 trillion won and held 438 trillion won worth of policies in force. Premium-related revenues amounted to 18 trillion won and investment income was 5 trillion won.

Samsung Life Insurance plays a leading role in a range of activities for the public good. These include the Samsung Child Care Centers, building and operating the Noble County retirement community, and helping the handicapped and elderly living in poverty. Samsung Life Insurance also supports sports, culture, and the arts, as part of its corporate philosophy of giving back to the community.



## SAMSUNG FIRE & MARINE INSURANCE CO., LTD.

Employees: 4,075  
2004 Operating Income: \$396.3 million  
Tel: 82-2-1588-5114  
Fax: 82-2-758-4320  
www.samsungfire.com

Samsung Fire & Marine Insurance products include: automobile insurance, fire insurance, marine insurance, long-term insurance, individual annuities, personal accident insurance and overseas travelers' insurance.

The company received a top A+ (Superior) rating from A. M. Best of the US, the world's top insurance evaluator. It was also the first company to introduce branded auto insurance in Korea – Samsung Anycar.

Samsung Fire & Marine ranks first in the Korean property and casualty insurance market in every performance category – sales, revenue, market share, customer satisfaction, and service. But the company's ultimate objective is to go beyond being the domestic leader and join the ranks of the world's top twenty by 2010.

Typically, over 85% of Samsung Fire & Marine's workforce participates in volunteer community service. Activities range from donating blood to training disabled persons as part of more than 100 community service teams. Each year, a volunteer service camp is also held to involve the children of employees and customers in public service.

## SAMSUNG CARD CO., LTD.

Employees: 3,162  
2004 Revenues: \$2.61 billion  
Tel: 82-2-2172-7711  
Fax: 82-2-2172-7738  
www.samsungcard.co.kr

Samsung Card is one of the largest independent credit card issuer in Korea. The company, which has more than 10 million customers, also provides various consumer lending and lease products.

Samsung Card has grown from a domestic card issuer to an international financial service provider. The company has issued MasterCard since 1989, VISA since 1997, and American Express since 2002.

In 2004, Samsung Card merged with Samsung Capital, another financial affiliate of Samsung Group. Since the merger, Samsung Card has extended its business into personal lending services and commercial finance markets, to provide such services as equipment financing and automotive leasing.

With its 3,000 employees participating, Samsung Card has also been very active in community services, giving emotional support and financial assistance to various underprivileged groups, including orphans and children suffering from leucosis and infantile cancer.

## SAMSUNG SECURITIES CO., LTD.

Employees: 2,030  
FY 2004 Operating Income: \$621 million  
FY 2004 Net Income: \$274 million  
Tel: 82-2-2020-8000  
www.samsungfn.com

Samsung Securities is Korea's leading securities firm, offering customer-focused, solutions-oriented retail brokerage and wealth management services for individual investors, as well as institutional brokerage, investment advisory, investment banking, and capital markets services for public and private enterprises.

With a vision of becoming the globally competitive premier investment bank in Korea, Samsung Securities has attracted some of the industry's brightest and most experienced private bankers, highly acknowledged research analysts, and results-driven investment bankers, traders, and institutional sales people. These specialists drive the company forward the Samsung Securities' Way, based on ethics, professionalism, teamwork, and, most of all, a focus on the customer.

Samsung Securities is committed to strictly adhering to the highest ethical standards in serving customers and to providing comprehensive wealth management services. With its highly competent private bankers, the company provides competitive products, customized financial solutions, timely and relevant information, as well as better access to, and dissemination of, such information to satisfy varying client needs and establish life-long customer relationships.

In the institutional arena, Samsung Securities provides flawless trade executions, industry-leading research and analysis and investment advisory services for both domestic and overseas clients. With a presence in London, New York, Hong Kong, and Shanghai, the company provides global reach. With its strong product development capabilities, Samsung Securities is a leading provider of sophisticated financial instruments including over-the-counter derivatives. It is also the leading investment bank in Korea, having ranked number three for two consecutive years on the domestic M&A League Table.

Samsung Securities plays an active role in its local communities. The company is most active in its Support for Retiree Participation program, which both highlights the issue of retirees who have no means of financial support and encourages the growing trend of hiring people who simply wish to continue contributing to society beyond retirement age.

## SAMSUNG INVESTMENT TRUST MANAGEMENT CO., LTD.

Employees: 157  
2004 Operating Revenues: \$56 million  
Tel: 82-2-3774-7600  
Fax: 82-2-3774-7633  
www.samsungfund.com

Samsung Investment Trust Management (Samsung ITMC) is the top investment management company in Korea. It provides investment trust and mutual fund management, advisory, and related services.

With its proven investment know-how and quality process control, Samsung ITMC has led the market, and continues to increase its market share. As of 2004 fiscal year end, assets under management totaled \$58.0 billion.

Samsung ITMC's investment philosophy gives risk management priority over returns. The company has also established the largest and best buy-side research team in Korea.

## SAMSUNG VENTURE INVESTMENT CORPORATION

Employees: 28  
 2004 Operating Income: \$8 million  
 Tel: 82-2-3430-5555  
 Fax: 82-2-3430-5577  
 www.samsungventure.co.kr

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of Samsung.

SVIC invests in start-up companies for strategic and financial purposes in the areas of information technology, communications, semiconductors, electronics, biomedicine, and entertainment.

Globally, innovative technology start-up companies are increasingly emerging as strategic partners for Samsung. SVIC was established in October 1999 to invest in such companies to further solidify existing strategic relationships while generating capital gains for our limited partners.

In 2004, SVIC expanded internationally by establishing a US office in San Jose, CA, the heart of Silicon Valley.

The US office has a dual role of both introducing US-based, start-up companies to the appropriate Samsung business unit and investing in such companies which become strategic partners of Samsung.

SVIC continues on course of achieving its goal of becoming a top-tier international venture capital firm.

## SAMSUNG CORPORATION

Employees: 4,288  
 2004 Revenues: \$9.29 billion  
 Tel: 82-2-2145-2114  
 Fax: 82-2-2145-3114  
 www.samsungcorp.com

Established in 1938, Samsung Corporation is one of Korea's most enduring and respected corporations, having supported the development of the national economy for more than three quarters of a century. Today, Samsung Corporation is engaged in four major business areas: trading, construction, housing development, and retail.

The Trading Group, currently operating from its 75 overseas offices, exports machinery, plants, iron and steel, chemical products, and textiles. In addition to trading, the Group also carries out a variety of other projects, including overseas investment, project organizing services, and energy and natural resource development projects. The Construction Group (www.secc.co.kr) is both a provider of construction and engineering services and a developer of industrial plants and residential housing. From energy resource facilities to residences, each of these projects is a powerful testimony to the group's technological excellence. The Retail Business is thriving with Samsung Plaza Bundang, a multi-feature shopping center, and Samsung Internet Shopping Mall as its two main platforms.

Today, Samsung Corporation employs over four thousand people in 75 offices worldwide.

## SAMSUNG ENGINEERING CO., LTD.

Employees: 1,300  
 2004 Sales: \$1.57 billion  
 Tel: 82-2-3458-3000  
 Fax: 82-2-3458-4048  
 www.samsungengineering.com

Samsung Engineering is an international project management and services company with a worldwide network of offices. The company covers an increasingly wide and varied business scope, providing comprehensive engineering, procurement, and construction for large-scale turnkey projects of chemical and petrochemical plants, refineries and gas processing plants, industrial plants, and environmental facilities. As the first-ever engineering and construction company to be established in Korea, Samsung Engineering perfects total engineering solutions for its clients, using a complete range of engineering services that include feasibility studies, design, procurement, construction, supervision, and operational management.

Emerging as a genuine global leader among international engineering companies, in 2004, the company achieved \$1,572 million in sales, a 14% increase from a year earlier.

To strengthen its global competitiveness, Samsung Engineering aggressively developed its worldwide talent base, expanded customer service and marketing capabilities, and specifically refocused its resources on meeting differing regional needs. As an example of success in this last area, the company received the Outstanding Quality/Environment System Award from the Technical Surveillance Association of Germany, one of the world's leading quality and environmental certification institutions. This was the first time a Korean industrial company was given this accolade. In addition, as a result of their exceptional performance in the construction and operation of industrial plants, the company was awarded both the Iron Tower Industry Medal and the President's Accolade by the Korean government.

In 2004, enhanced capabilities from various business innovation campaigns made significant improvements to Samsung Engineering's bottom-line. These improvements were based on the company's efforts to move ahead with its SixSigma initiative, complete implementation of an internal ERP business system, and multiple innovative campaigns with a global perspective.

Samsung Engineering's achievements in 2004 included the award for a large-scale EO/EG project in Thailand; completion of Korea's first continental shelf gas field; and completion of the Phu My fertilizer plant in Vietnam. The company has always endeavored to invest in R&D in energy and biotechnology, and to this end, successfully developed the world's first portable biosensor and succeeded in Korea's first pilot testing of a 'Hydrogen Fuel Cell Motor Scooter'.

On the environmental front, the company operates the Samsung Global Environment Research Center to better execute its "green management" policies. The Center conducts research on the Group's environmental management and sustainability practices. This, in turn, helps enhance the company's competitiveness in the field of environmental safety, making business sites, processes, products and local communities more environmentally friendly.

Samsung Engineering holds environment-friendliness and contribution to humankind among its highest values. To this end, the company sponsors the "Eco-friends Festival," an environmental education program and operates a "Green Classroom for Children" at www.eco-generation.org, with site membership now over 200,000.



## CHEIL INDUSTRIES INC.

Employees: 2,457  
 2004 Revenue: \$2.16 billion  
 Tel: 82-2-751-3355  
 Fax: 82-2-6099-2055  
 cii.samsung.com

Cheil Industries Inc. was established in 1954 as a founding member of the Samsung Group. Starting as a textile manufacturer, the company has played a key role in the development of Korea's fashion business.

Cheil Industries began its men's suit and casual wear businesses in 1983 and has since become Korea's leading total fashion company. With a business structure that covers the entire fashion industry, the company produces a wide array of products ranging from textiles to clothing.

Recognizing the importance of new materials, Cheil Industries ventured into the synthetic resins materials field in 1989, with the opening of its Yeosu Plant in Korea. The facility began manufacturing ABS and PS and, later, its highly functional flame retardant resins went on to take a large share of the market. The artificial marble business, which saw a rapid growth in sales, has also added to Cheil Industries' high profitability. With its continuous efforts to drive innovation in textiles, fashion, and chemicals, the company has been able to solidify its leading position both in the chemical and the fashion industries.

Anticipating the explosive growth of the IT industry, Cheil Industries in 1996 diversified into the electronic chemical materials business with the launch of EMC, a chemical material for semiconductors. The company further expanded its business scope in 1999 with the development of new products including EMS, electrolyte, and paste. Through continuous and ambitious R&D efforts, semiconductor materials and display materials were added to the ECM line in 2003 and 2004, respectively.

Cheil Industries has expanded its business infrastructure to develop its Electronic Chemical Materials business as a new growth engine and has actively recruited key talent from all over the world to acquire state-of-the-art technologies and reinforce core competencies. All of these efforts are expected to contribute to future sales and profit growth, while providing a foundation whereby ECM can develop into one of the Company's key contributing businesses.

In 2004, Cheil Industries reported \$2.16 billion in sales revenue, \$126 million in operating profits, and \$80.8 million in net income. The chemicals business reported its highest sales ever of \$1.11 billion, with Chinese-driven demand fueling the export market. Concerted efforts to rationalize the business line, various cost saving measures, and solid market demand also helped the division achieve this performance.

The Electronic Chemical Materials (ECM) Division reported \$139 million in sales in 2004, showing promising growth as the company's new profit generator. With semiconductor sales on the upturn, EMC and CMP Slurry gained strength, while electrolyte and EMS sales went into a stable phase. Cheil saw an increase in sales of LGP for TFT-LCD, unveiled ACF and liquid encapsulant, and formed a joint venture to manufacture FCCL with DuPont, the world's leading chemical company, to break into the functional film market. In order to nurture new growth engines as well as strengthen existing units, we created new business infrastructures and deepened our talent pool to enhance our ability to acquire and develop leading technologies. These efforts are expected to help the ECM business become a key contributor to the company's sales and profits.

In the Fashion Business, high-end brands such as Bean Pole achieved 10% growth, with Galaxy and Rogatis maintaining momentum in the domestic business suit segment. The company also underwent an aggressive restructuring process to put a greater focus on new profit generators, exiting some of its weaker brands. Building brand value

was a top priority with this reorganization. Cheil Industries is positioning itself as the leading fashion house in Korea, while increasing brand awareness for Rapido and Galaxy in China.

The Textile Division also went through restructuring to streamline its business and maximize synergies with the Fashion Division. To boost profitability, the division cut its domestic capacity, intensified its focus on high-end fabrics, and made plans to develop differentiated materials. The company's Tianjin Plant in China is also upgrading its business to focus more on higher-end products and strengthen its market presence in China.

Though we are expect to face another challenging business environment in 2005, we will continue to drive innovation to become a true world-class company.

## SAMSUNG EVERLAND INC.

Employees: 1,570  
 2004 Sales: \$ 1.13 billion  
 Tel: 82-31-320-8041  
 Fax: 82-31-320-8549  
 www.samsungeverland.com

Samsung Everland's businesses encompass resort development and operation, asset management, energy savings, commercial food service and food distribution, environmental development, and landscaping and golf course management.

Most recently, Samsung Everland opened the Animal Wonder World theme zoo. During 2004, the company also opened Gapyeong Benest Golf Club. Samsung Everland was selected the best company in Integrated Leisure Facilities in the Korea Customer Satisfaction Index (KCSI) for the last ten years in a row. The company was also selected the best theme park in the Korean Standard Service Quality Index (KS-SQI) for the last five years in a row, and its Anyang Benest Golf Club was selected best golf club by that same index for the last two years in a row. In addition, Samsung Everland established alliance on the Risk Management business with ABS Consulting of the US.

## THE SHILLA HOTELS & RESORTS

Employees: 1,691  
 2004 Sales: \$369.5 million  
 Tel: 82-2-2233-3131  
 Fax: 82-2-2233-5073  
 www.shilla.net

The Shilla includes business and resort hotels, duty free shops, restaurants, fitness centers, and hospitality business consulting.

The Shilla Seoul, the company's flagship, is the preferred lodging for dignitaries, celebrities and top class business and leisure travelers from all over the world. It is recognized worldwide as a host of numerous international events and for its impressive facilities and impeccable services.

In 2005, The Shilla Seoul was named "Best Hotel in Seoul" by influential international magazines like *Conde Nast Traveler*, *Travel & Leisure*, and *Euromoney*. In addition, it is listed in the Zagat's Top 100 International Hotels, Resorts and Spas.

The Shilla Jeju, located on the coast of Jeju Island overlooking the Pacific Ocean, is favored by discerning domestic and foreign guests for its sophisticated décor, its works by world-famous artists, a subtropical garden, and of course for its impeccable service.

In 2004, The Shilla Seoul and Jeju opened the L'institut de Guerlain Spas, in collaboration with world famous spa Chakra and Guerlain Paris, rapidly becoming a synonym for luxurious lodging.

The Shilla Hotels & Resorts' business philosophy is deeply rooted in the 5,000-year history of the Korean nation. The Shilla's far-reaching scope has become a prerequisite for the globalization of The Shilla under the motto "The most traditional things are the most global ones."

**CHEIL COMMUNICATIONS INC.**

Employees: 729  
 2004 Sales: \$491 million  
 Tel: 82-2-3780-2114  
 Fax: 82-2-3780-3114  
 www.cheil.com

Since its establishment in 1973, Cheil Communications has led the development of Korea's advertising industry. In 2004, Advertising Age ranked Cheil Communications 17th in the world. The company has since shifted its focus from being Korea's best to being globally competitive, offering clients world-class brand management services. Today, Cheil operates a global network spanning 23 locations and partners with some of the biggest names in the industry.

Cheil's main business areas include planning, production and execution of advertising, internet business, sales promotion, public relations, corporate identity programs, exhibitions, trade shows, research, marketing, sports, and convention business.

In 2004, Cheil was powered by stronger overseas marketing performance and a highly successful Olympic marketing program to increase overseas billing 60.5% year-on-year. In Korea, meanwhile, the company leveraged its uniquely creative talents and outstanding marketing expertise to boost domestic billing 3.8%. As a result, consolidated billing reached a record \$1.4 billion in 2004, while ordinary income was \$52.9 million. Overseas billings were more than half of total billing, indicating that Cheil Communications has become a truly global player.

Cheil once again demonstrated global marketing savvy by orchestrating a number of high-profile events. Kicking off the year with the 2004 African Nations Cup football tournament, Cheil also helped Samsung Electronics put its brand front-and-center on the world stage at the Athens 2004 Olympic Games and the CeBIT 2004 IT and telecom trade show. Our successes in these projects have greatly elevated our stature as a world-class advertising agency with global competitiveness.

For 2005, Cheil Communications management has continued to pursue the goal of 2004: "Become a Top-Tier Global Player." Cheil has decided to achieve a more mature competitiveness qualitatively and quantitatively.

2005 main projects:  
 - 2005 APEC Summit Promotion Event  
 - Chelsea Football Club marketing (SEC official sponsor)  
 - Promotional events for international exhibitions (CES in the USA, CeBIT in Germany)  
 - Preliminary matches in Asia for 2006 FIFA World cup

**S1 CORPORATION**

Employees: 3,500  
 2004 Sales: \$494 million  
 Tel: 82-2-2131-8182  
 Fax: 82-2-2131-8189  
 www.s1.co.kr

S1 Corporation makes Secom unmanned security systems, entry/exit management systems, fingerprint recognition systems, CCTV (closed circuit TV) systems, DVSS (digital video security systems), SBMS (smart building master systems), and smart card systems.

Compared with 2003, in 2004 the company's sales increased by 16% and profits by 16%, showing steady growth. S1 has also been continuously working on its RFID business and was given the VISA Smart Star Award, Asia's first and the world's third in 2005.

**SAMSUNG LIONS**

Employees: 34  
 Tel: 82-53-859-3114  
 Fax: 82-53-859-3117  
 www.samsunglions.com

The Samsung Lions organization runs a professional baseball team and the Gyeongsan Ball Park sports center.

Last year, the team placed second in the pennant race. Chongho Park set a new Asian record for 39 consecutive hits, beating Japan's Takahashi Yoshihiko, the previous record holder, by six hits.

The Samsung Lions advanced into the Korean Series by beating the Doosan Bears, 3 games to 1 in the playoffs, but failed to win the Series, losing the ninth and last game to the Hyundai Unicorns. Youngsoo Bae was selected MVP by the Korean Professional Baseball Association with a Korean Series record of ten consecutive no-hit and no-run innings.

After the 2004 season, the team promoted former field manager Euongyong Kim to President, opening a new era of former baseball player CEO, the first in Korea. Dongyeol Sun, former senior coach and a legendary Korean pitcher, succeeded Kim as field manager.

The Samsung Lions children's programs include a Sunday baseball camp and the Samsung Pennant Tournament for primary, middle school, and high school students.

**SAMSUNG MEDICAL CENTER**

Employees: 7,500  
 Tel: 82-2-3410-2114  
 Fax: 82-2-3410-3284  
 www.smc.or.kr

Samsung Medical Center (SMC) operates three hospitals and a Bioscience Research Institute in Seoul plus another hospital in Masan. Samsung Medical Center ranked first in the National Customer Satisfaction Index (NCSI) for seven years in a row compared with other hospitals. It also maintained its reputation as the nation's best hospital in terms of patient satisfaction, ranking first, six years in a row on the Korean Customer Satisfaction Index (KCSI).

For 2004, Samsung Medical Center, Seoul, treated 1,371,435 outpatients (an average of over 4,950 per day); 53,700 emergency patients; and almost 60,000 in-patients.

They performed over 34,000 operations during the year. Samsung Medical Center has now also applied high-frequency thermal treatments to over 2,400 liver cancer patients, the most in the world.

Positioning itself strongly for the future, Samsung Medical Center continues to make substantial investments in advanced medical devices like PET scans and digital mammograms. The group has also established a next-generation automation system for room inspections, enlarged its operating rooms, and opened an expanded Pain Management Center.

In August 2004, we began construction of the Samsung Cancer Center, scheduled for completion at the end of 2007. Comprised of 650 beds in an 11-story building with 8 basement levels, it will be directly linked to the SMC Main Building. With the completion of the Samsung Cancer Center with its staff of cancer specialists, Samsung Medical Center will be a world-class medical complex with 2,000 beds.



## SAMSUNG ECONOMIC RESEARCH INSTITUTE

Employees: 114  
Tel: 82-2-3780-8000  
Fax: 82-2-3780-8005  
www.seri.org

Samsung Economic Research Institute (SERI) announced its vision to become the “Knowledge Hub for Creative Solutions” at the end of 2003 and has focused on improving the quality of its research and globalization activities in 2004 to fulfill that goal.

Most significantly, SERI implemented Q-Innovation in order to advance overall research quality, developing new fields based on a creative perspective on the economy and corporations in order to obtain greater depth and diversity of analysis. With these accomplishments, SERI is setting up a system to meet the various needs of public and private sector consulting – such as strategies for achieving a national average income of \$20,000 and 10 policy suggestions for the rejuvenation of the Korean economy – to contribute to the country’s social and economic welfare.

In 2004, SERI also initiated its globalization efforts to cope with the integration of East Asia. It is working on networking with the world’s renowned research centers by setting up the Center for Global Corporation. In addition, last November the institute launched the SERIworld (<http://www.seriworld.org>) website to send out its research to the world. Furthermore, SERI expanded into Beijing, providing Korean companies in China with local information to help them formulate strategy through the analysis of major trends and issues in the dynamic Chinese economy.

For social contributions, SERI established a sister relationship with Booraemi village in the Adopt-a-Village program in June 2004. Families of SERI employees took part in a farming experience program in June and September. The institute also gave people in villages customized lessons about cultivating new agriculture, creating a model of social commitment to farmers. In the coming years, SERI will be developing an efficient support system of interchange between the company and farmers.

## SAMSUNG ADVANCED INSTITUTE OF TECHNOLOGY

Employees: 1,030  
Tel: 82-31-280-9114  
Fax: 82-31-280-9099  
www.sait.samsung.com

SAIT establishes new businesses for Samsung by building our core patent portfolio and introducing seed technologies. The Institute’s research focuses on six main areas that will deliver future value by developing new ventures and heightening our business impact: 1) Intelligence, 2) Communications & Networks, 3) Nano Electronics, 4) Opto/Display, 5) Energy, and 6) Bio & Health. In each area, we pursue basic technologies to support effective R&D.

SAIT’s major activities during 2004 covered many areas. First, we developed a 10-hour battery for laptops using methanol. This advanced fuel cell technology utilizing nano agent and hydrogen ion conductor technology will eventually be commercialized when it’s made smaller and more price competitive.

Other SAIT projects included the development of RGB codec technology and the effort to have it accepted as the MPEG-4 standard. This technology for high quality video playback paves the way to a new paradigm for video file compression, which has very high royalty potential because of its diverse applications.

SAIT also finalized technology standards for terrestrial digital multimedia broadcasting (DMB), which will enable handheld devices to receive high-quality broadcast programs. These standards include Samsung’s core data compression technologies for AV services. SAIT also developed chipsets for terrestrial and satellite DMB terminals. SAIT also developed a GaN based LD having a wavelength of 405nm for a Blu-ray disc of 50GB density corresponding to almost 10 times higher than that of a present DVD, achieving the world’s largest optical power of 400mW and lowest noise of -132dB/Hz.

To inspire children to take an interest in science, and to nurture the generation who will eventually be the foundation of the nation’s science and technology industries, one of SAIT’s main research institutes has been providing special science classes for elementary school children. We also operate blood banks, as well as support handicapped people and young household heads and senior citizens who lack caregivers.

## SAMSUNG FOUNDATION OF CULTURE

Employees: 103  
Tel: 82-2-2014-6552  
Fax: 82-2-2014-6559  
www.sfoc.org

The Samsung Foundation of Culture was established in 1965 by the late Founding Chairman Byung-Chull Lee. The activities of the Samsung Foundation of Culture include Leeum, Samsung Museum of Art; Ho-Am Art Museum; Rodin Gallery; Samsung Children’s Museum; support for cultural and artistic activities; and support for academic research.

It is the philosophy of the Foundation that in order to create a future in which we can realize our full potential, we must understand the past and build upon it. In 2004, the Foundation inaugurated Leeum, Samsung Museum of Art, in central Seoul. Three of the world’s most renowned architects designed the unique buildings that make up the arts complex: Mario Botta’s terra cotta structure for traditional Korean art; Jean Nouvel’s rusted stainless steel museum for contemporary art; and Rem Koolhaas’ black concrete and glass building for Samsung Child Educaion & Culture Center. Institutions such as Leeum, Samsung Museum of Art, the Ho-Am Art Museum, and the Rodin Gallery, provide not only exhibition space, but a vibrant, dynamic cultural forum open to everyone.

The Samsung Children’s Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions and programs on site. At the museum, children, parents, and teachers get the chance to have a “hands-on” experience, creating exhibitions of their own. The first of its kind in Korea, the Samsung Children’s Museum lets little ones have fun while pursuing fascinating explorations of the world they live in.

The term “Sangsaeng” (living together harmoniously) is an important concept in traditional Korean thought and culture. Samsung believes that business has a role in building community. The work of the Samsung Foundation of Culture is part of Samsung’s obligation to society to create a better, more prosperous tomorrow for all.

## SAMSUNG WELFARE FOUNDATION

Employees: 16  
Tel: 82-2-2014-6810  
Fax: 82-2-2014-6809  
www.samsungwelfare.org

Principal activities of the Samsung Welfare Foundation include the establishment and operation of child care centers; support for social welfare program development; and management of theHyo-Haeng Filial Piety Prize.

The mission of the Samsung Welfare Foundation is to help the company carry out its duty to assist its neighbors and the nation as a whole in realizing the dream of a society in which everyone can live a more satisfying life.

The Foundation has developed programs and educational materials for child care and concentrates on improving the welfare of disadvantaged families. The Filial Piety Prize helps promote the Korean tradition of support for our elders.

**SAMSUNG  
ELECTRONICS  
CO., LTD.***Production Network*

## ASIA PACIFIC

Huizhou Samsung  
Electronics Co., Ltd.  
(SEHZ)  
Tel: 86-752-389-7777

Samsung Electronics  
Suzhou Computer Co., Ltd.  
(SESC)  
Tel: 86-512-6253-8988 (6688)

Samsung Electronics  
Suzhou LCD Co., Ltd.  
(SESL)  
Tel: 86-512-6253-0188

Samsung Electronics Suzhou  
Semiconductor Co., Ltd.  
(SESS)  
Tel: 86-512-761-1121

Tianjin Samsung  
Electronics Co., Ltd.  
(TSEC)  
Tel: 86-22-2532-1234

Tianjin Samsung Electronics  
Display Co., Ltd.  
(TSED)  
Tel: 86-22-2396-1234

Tianjin Samsung Telecom  
Technology Co., Ltd.  
(TSTC)  
Tel: 86-22-8396-9600 (1110)

Tianjin Tongguang  
Samsung Electronics Co., Ltd.  
(TTSEC)  
Tel: 86-22-2396-1234

Shandong Samsung  
Telecommunications Co., Ltd.  
(SST)  
Tel: 86-631-562-6868

Shanghai Bell Samsung  
Mobile Communications  
Co., Ltd.  
(SSM)  
Tel: 86-21-5031-7440

Shenzhen Samsung Kejian  
Mobile Telecommunication  
Technology Co., Ltd.  
(SSKMT)  
Tel: 86-755-2699-0888

Suzhou Samsung  
Electronics Co., Ltd.  
(SSEC)  
Tel: 86-512-6258-1234

Samsung India Electronics Ltd.  
(SIEL)  
Tel: 91-120-256-8251-54

P.T. Samsung  
Electronics Indonesia  
(SEIN)  
Tel: 62-21-893-4005

Samsung Electronics Display (M)  
Sdn. Bhd.  
(SDMA)  
Tel: 60-6-678-7914

Samsung Electronics (M) Sdn. Bhd.  
(SEMA)  
Tel: 60-3-376-1068

Samsung Electronics  
Philippines Manufacturing Corp.  
(SEPHIL)  
Tel: 63-49-545-9153

Thai Samsung Electronics Co., Ltd.  
(TSE)  
Tel: 66-2-681-0501

Samsung Vina Electronics Co., Ltd.  
(SAVINA)  
Tel: 84-8-896-5500

## EUROPE

Samsung Electronics  
Hungarian Co., Ltd.  
(SEH)  
Tel: 36-1-250-2311

Samsung Electronics Slovakia  
(SESK)  
Tel: 421-31-7882-500

## NORTH &amp; SOUTH AMERICA

Samsung Electronica  
Da Amazonia Ltda.  
(SEDA)  
Tel: 55-11-5641-8500

Samsung Electronics  
Mexico S.A. De C.V.  
(SEM)  
Tel: 52-55-5686-0800

Samsung Mexicana S.A. De C.V.  
(SAMEX)  
Tel: 1-619-671-6000

Samsung Austin Semiconductor  
(SAS)  
Tel: 1-512-672-1000

*Sales Network*

## ASIA PACIFIC

Samsung Electronics  
Australia Pty. Ltd.  
(SEAU)  
Tel: 61-2-9638-5200

Samsung Electronics Beijing  
(SEBJ)  
Tel: 86-10-6510-1234

Samsung Electronics Guangzhou  
(SEGZ)  
Tel: 86-20-3879-2268

Samsung Electronics  
Hong Kong Co., Ltd.  
(SEHK)  
Tel: 852-2862-6900

Samsung Electronics Shanghai  
(SESH)  
Tel: 86-21-6270-4168

Shanghai Samsung  
Semiconductor Co., Ltd.  
(SSS)  
Tel: 86-21-6278-5180

Samsung Electronics  
New Delhi Office  
Tel: 91-11-5151-1234

Pt. Samsung Electronics Indonesia  
(SEIN)  
Tel: 62-21-522-5522

Samsung Japan Corporation  
(SJC)  
Tel: 81-3-5641-9800

Samsung Malaysia Electronics  
Sdn. Bhd. (SME)  
Tel: 60-3-263-2967~8

Samsung Electronics Philippines  
Corp. (SEPCO)  
Tel: 63-2-526-3796

Samsung Asia Pvt. Ltd.  
(SAPL)  
Tel: 65-8333-200

Samsung Electronics  
Taiwan Co., Ltd. (SET)  
Tel: 886-2-2758-9588

Thai Samsung Electronics Co., Ltd.  
(TSE)  
Tel: 66-0-2670-2299

Samsung Vina Electronics Co., Ltd.  
(SAVINA)  
Tel: 84-8-896-5500

## CIS &amp; BALTICS

Samsung Electronics  
Almaty Office  
Tel: 7-3272-585-965

Samsung Electronics  
Russia Co., Ltd.  
(SER)  
Tel: 7-095-797-2344

Samsung Electronics Ukraine  
(SEU)  
Tel: 380-44-490-6878

Samsung Electronics  
Tashkent Office  
Tel: 371-750-8481

## EUROPE

Samsung Electronics Austria GmbH.  
(SEAG)  
Tel: 43-1-51615-0

Samsung Electronics Benelux B.V.  
(SEBN)  
Tel: 0800-95214

Samsung Electronics France S.A.S.  
(SEF)  
Tel: 33-1-5568-4000

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Samsung Electronics Benelux  
B.V. (SEBN)  
Tel: 31-15-219-6100

Samsung Electronics Logistics  
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Samsung Electronics Poland  
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Samsung Electronica Portuguesa  
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Tel: 351-21-425-1000

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Tel: 92-21-779-0281~3

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Latinoamerica Miami, Inc.  
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Chile, S.A. (SECH)  
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Latinoamerica Colombia S.A.  
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Fax: 86-769-582-1600

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Philippines Corp. (SEMPHIL)  
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Dongguan Samsung  
Electro-Mechanics Co., Ltd.  
(DSEM)  
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Tianjin Samsung  
Electro-Mechanics Co., Ltd.  
(TSEM)  
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Samsung High-Tech  
Electro-Mechanics  
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Phoenix Office  
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Fax: 60-4-371-3800

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Fax: 91-11-2-302-3576

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Fax: 81-3-6234-2557

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London Data Center  
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GmbH.  
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Samsung Life Insurance  
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Tel.1-212-421-2705  
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Samsung Life Insurance  
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New York Representative Office  
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Co., Ltd.  
London Representative Office  
Tel.44-20-7786-7817  
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Samsung Asset Management  
(Asia) Ltd.  
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Co., Ltd.  
Beijing Representative Office  
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Siam Samsung  
Life Insurance Company  
Tel.662-308-2253  
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Samsung Life Insurance  
Co., Ltd  
Mumbai Representative Office  
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Tel: 62-21-520-5511  
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Samsung Vina Insurance Co., Ltd.  
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Fax: 84-8-823-7811

Samsung Vina Insurance Co., Ltd.  
Hanoi Branch  
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Samsung Fire & Marine  
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