



Beyond.



At Samsung, we have a theory: success is predicated on how we address the space beyond what we can see. Will we fear the unknown, or will we embrace it?

Innovation has shaped our evolution. Investments rooted in long-term thinking have accelerated our ascent. An affinity for pursuing new ideas that have the potential to change the world is what propels us.

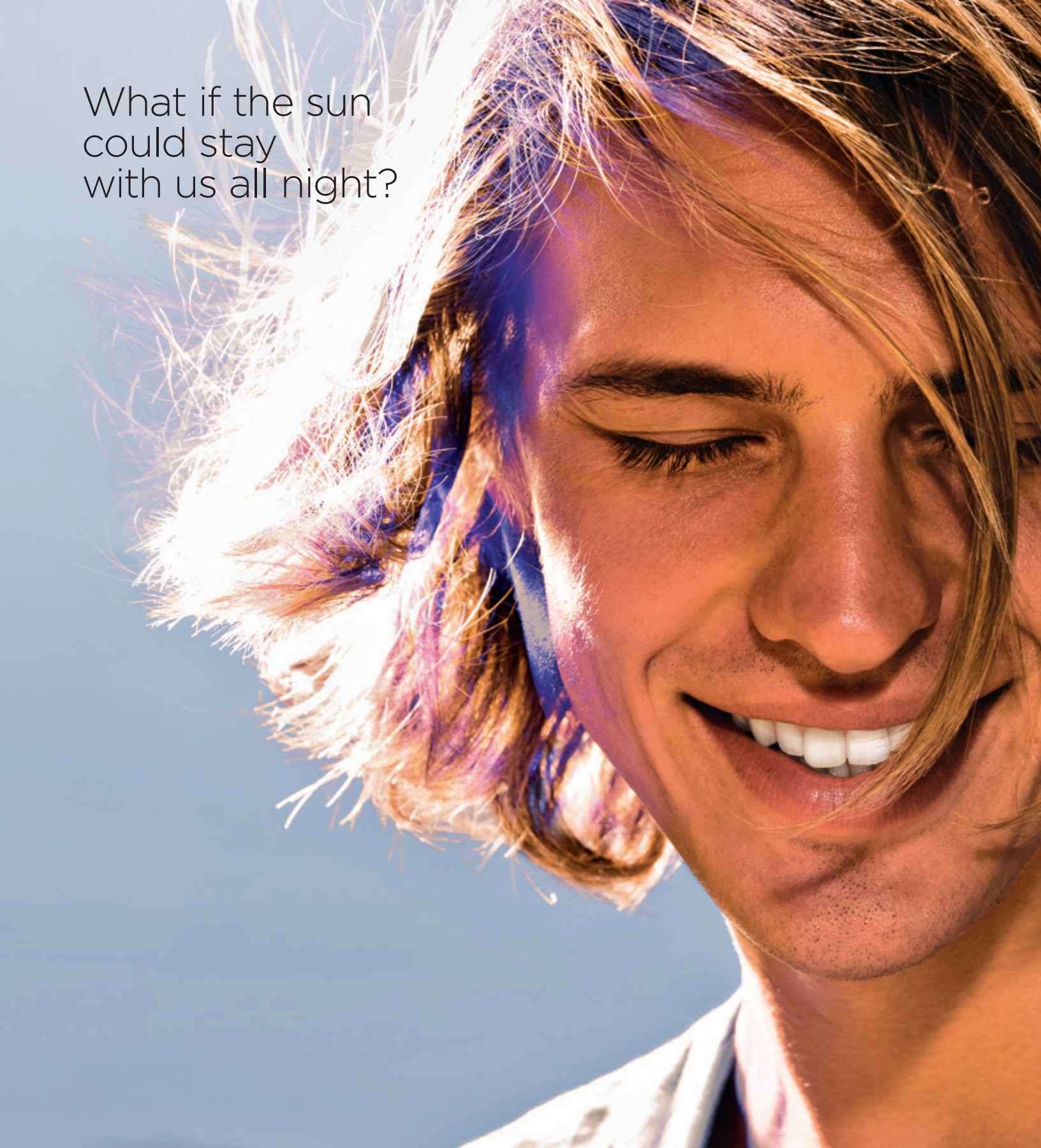
We see the future as bright but daunting, the challenges both immense and exciting. But we will succeed. As we go forth, we will not dwell on our accomplishments. Our gaze will move past what is immediately attainable and comfortably understood.

We will look beyond.

In our world, the gap between vision and success is undeniably wide. The successes we currently enjoy are a testament to prior anticipation. Decisions made 10 years ago fuel growth today. Similarly, the positions we currently hold will be obsolete and untenable 10 years from now. Across global business, attachment to laurels is folly. Staying comfortable and motionless is not an affordable luxury. At Samsung, our gaze is cast forward, not to the next quarter or the next year, but far ahead, into waters unknown. By charting a course toward new businesses, new challenges, and new technological challenges, we sow the seeds for future triumph.

Beyond


**to
mor
row.**



What if the sun
could stay
with us all night?

Here Comes the Sun


The abundance and ubiquity of the sun's rays make it a much-coveted resource, but the technology and logistics required to harness it effectively remain elusive. Samsung recently made significant progress in the development of low cost thin-film solar cells, which hold great promise for turning solar energy from a fringe resource to a viable, dependable, and affordable technology.



What if we could
see our heart as well
as our smile?

Hear Me. See Me.

Aligned with our venture into
biomedicine, Samsung is also investing
heavily in the medical equipment
technology, particularly ultrasound,
X-ray, and blood analyzer. Drawing
from our mechanical expertise, our
software leadership, and our data display
innovation, we're developing equipment
that can help doctors see, predict,
and treat in new and effective ways.



What if one bulb
could shine brighter,
longer, and
cleaner than ten?

Lighting Spaces and Faces

LED technology is something Samsung takes seriously, as proven by our revolutionary use of LED in consumer electronics. We are now focusing on applying our innovations and expertise to physical lighting. Incandescent bulbs have long reigned as our global bulb of choice, but they are incredibly inefficient compared to emerging LED solutions. Samsung is leading the way toward a brighter future.

What if there
were no
gas stations?



A Better Battery

A car propelled by electricity is an idea nearly as old as the automobile itself. The trick is developing the right battery: it must offer high output, low weight, and the ability to hold a charge repeatedly in order to be useful. Experts in small batteries used in electronics, Samsung is now thinking bigger by finalizing plans to manufacture next-generation automobile batteries in Europe, China, and the United States.

What if cancer became an old-fashioned word?



A Leap into Science

Medicine is a field that Samsung has long been related to but has never established as a formalized business... until now. As technology and science converge, we see great opportunity in lending existing expertise to a completely new challenge: helping improve lives through science. Speaking to our commitment in this emerging area is our plan to invest 2.1 trillion won in the biomedicine and pharmaceutical sectors over the next 10 years.

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vogue.

For ages, the key to consumer connection could be found on a spec sheet. Making things faster, smaller, lighter, or more efficient was a blueprint for attracting interest in technically oriented products and services. Today, consumers demand more. They value the emotional over the rational. An experience over an event. Cultural impact over industry trends. Performance and quality still play central roles, but to realize true resonance, we must better understand our consumers and deliver moments that come with real meaning attached.



Go Farther

What good is mobility without performance? Samsung's revolutionary mobile devices not only excite the eyes and wallet, but also offer an irresistible mix of design, functionality, and portability. Samsung redefines what it means to be mobile by creating powerful, intuitive experiences that greatly enhance a life lived on the go.



Less Energy, More Speed

Memory makes the world go 'round. But the components that process and store our data require significant power, and growing global data traffic escalates demand even further. Samsung Electronics is a historical innovator in improving the performance and efficiency of memory products, and emerging "Green Memory" solutions like DDR3 DRAM and solid state drives (SSDs) help greatly reduce energy consumption across multiple computing applications.



TV or Not TV?

Samsung continues to evolve the television experience from “watching” to “engaging.” Case in point: the LED 9500, the world’s largest 75-inch “3D Smart TV” that melds superior LED viewing technology with interactive functionality. Featuring Samsung TV apps that allow for seamless connectivity to information and social networks, you don’t watch television, you do television.



Touch. Believe.

Consider this: touchscreens were not common in our devices five years ago. Today they are the backbone of our mobile world. As a leader in touch technology, we are developing new screen technology that's brighter, more colorful, and above all, more responsive. These innovations will give software and app developers a new canvas to create even

Home Command Center

There are many ways to achieve energy efficiency in the home. Enhancing the physical structure is job one, but beyond that we can also make our homes smarter—by making electricity demand more nimble. Samsung is developing technology based on Android 2.2 software that allows homeowners to manage power usage of all major appliances. Energy savings of up to 80 percent are within reach.







beyond



the face.

Organizational efforts designed to affect environmental responsibility have undergone a significant shift. What were once well-meaning but largely insignificant ideas have turned into sweeping initiatives that represent not just a way of thinking, but a way of operating. For Samsung, "Being Green" is now simply "Being." New ideas and technical advances allow us to reduce our impact in ways unimaginable even five years ago. These efforts are not solely for the sake of social awareness: being smarter in the way we manage and expend resources represents a significant reduction in cost and an escalation of efficiency.

A Friendlier Wake

How can Samsung's giant transcontinental container ships be called "green"? By considering every little impact they make, and adding innovation to drive efficiency. Engines are infused with the latest fuel-saving technology. Propellers produce less vibration. Exhaust is scrubbed before release. These superstructures on the sea know how to tread lightly.





Factories with a Conscience

Factories give, and factories take. Around the world, Samsung dedicates considerable time and effort working to reduce the environmental impact of factories by engineering them to consume less and return more. We recycle and reuse water. We ensure that what we release is clean and unharmed. We reduce energy used and improve the way we distribute goods around the world. It's not only our responsibility, it's good business.





City of Lights

Sometimes our environmental initiatives are hard to see with the naked eye, or play a more supportive role to the task at hand. Other times, our ideas are big, bold, and unmistakable. Enter the Ontario Renewable Energy Initiative.

This green investment program will create the largest wind and solar cluster in the world, and will generate 2,000 MW of wind and 500 MW of solar power for 600,000 homes in Ontario each year.





Plastic Redux

Plastic used to be a realm in which petroleum reigned. Today, as Samsung establishes new engines for long-term, sustainable growth, we turn increasingly to biodegradable and biomass-based polymer to produce the plastic parts required across many of our business lines.

Making a legitimate social impact around the world requires more than ideas, money, or expertise. It demands closeness. Seeing eye-to-eye and face-to-face. Witnessing laughter and tears, elation and hardship. At Samsung, we strive to get close—so close that words cannot adequately express the beauty and power of physical human connection. And while that can't happen everywhere, or every time, creating those intimate links for the sake of impact is our enduring goal.

Beyond words.









ENCICLOPEDIAS

INGLÉS

BIOGRAFÍAS

INGLÉS

DICCIONARIOS

CUE

GUÍA DE TAREAS Y MÉTODOS DE ESTUDIO











Summer School

The Volunteer Service Corps of Samsung Electronics used its summer vacation in quite a meaningful way: by visiting Zambia and helping to bolster education and health in the community. The team donated notebook computers and taught children basic computer skills. The engineers in the group offered free electronics and appliance repair. A medical team treated more than 1,000 patients over three days. Sometimes, the best impact is deep, not wide.



Goal!



Samsung Engineering employees supported a local orphanage in Manzanillo, Mexico through mentoring and teaching life skills. Practical math and science, career coaching, and even cooking were topics of discussion and the basis for hands-on education. During down time, rousing bouts of soccer created a foundation for teamwork and camaraderie.



City to City



Samsung is extending its corporate citizenship efforts in disadvantaged areas across China. Through the Western Sunshine Program, Samsung helps student volunteers participate in education, healthcare, legal, social and economic development initiatives. We also sponsor the Samsung Hope Project, a core CSR pillar that focuses on building schools in rural China to help create new opportunities for future generations.



Kid Power

This year Samsung held a contest called Solve for Tomorrow that challenged America's schoolchildren to apply unique thinking to local problems. We asked a simple question: "How can science or math help improve the environment in your community?" The winning school, from West Salem, OR, demonstrated concern about the impact of hydroelectric dams on salmon fisheries in the Columbia River, and how solar and wind power could replace hydroelectric energy to mitigate the negative environmental effects.



Good Dog



Samsung operates and finances Korea's first guide dog school for the blind, which since 1993 has helped the visually impaired regain independence and become more active members of society. The Samsung Guide Dog School has played an instrumental role in promoting public access legislation supporting guide dogs, and works with the Korean Human Right Commission to prohibit discrimination against guide dog partners.



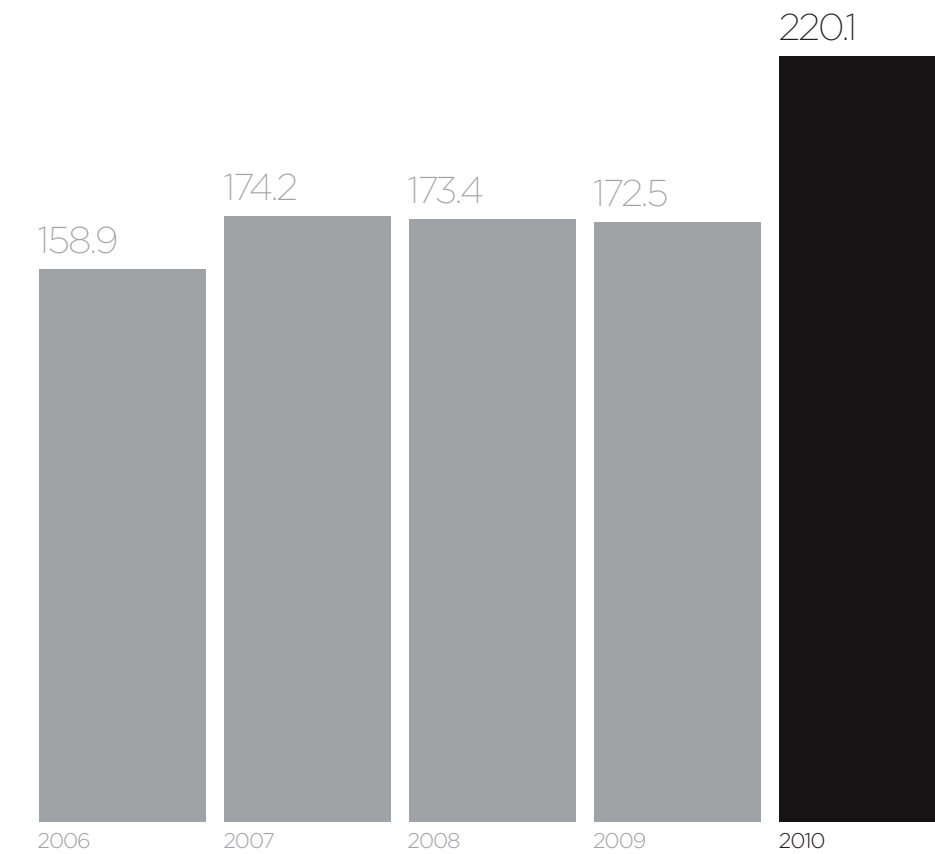
Financial Highlights

Amounts in Billions	Won	Dollars	Euros
Net Sales*	254,561.5	220.1	165.9
Total Assets	391,391.9	343.7	258.7
Total Liabilities	230,688.5	202.6	152.5
Total Stockholders' Equity	160,693.5	141.1	106.2
Net Income*	24,497.9	21.2	16.0

* Won/U.S. Dollar yearly average exchange rate: 1,156.60/1\$. USD/Euro: 1.3269/1€.
 Won/U.S. Dollar as of the end of December 31, 2010: 1,138.90/1\$. USD/Euro: 1.329/1€.

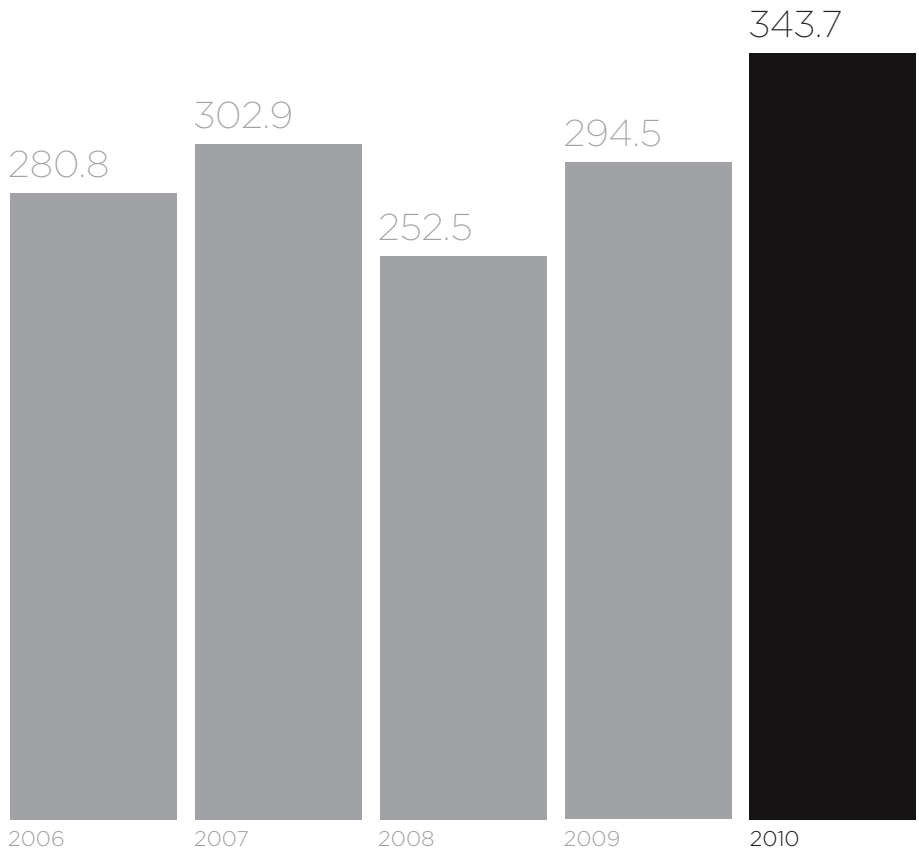
Net Sales

dollars in billions



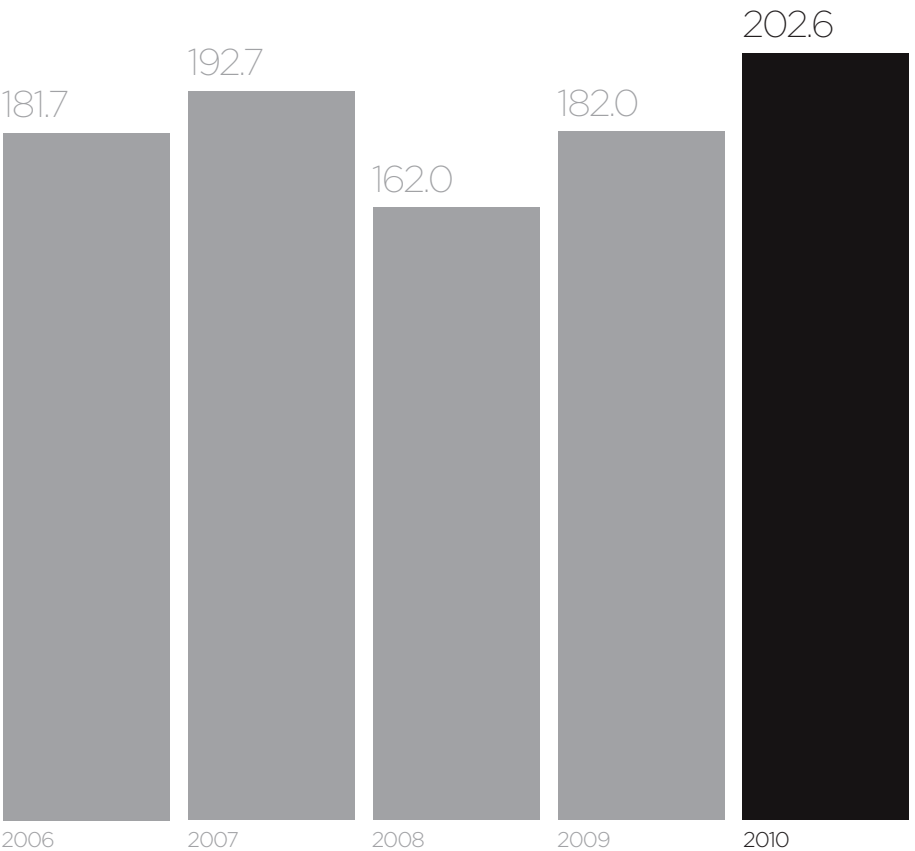
Total Assets

dollars in billions



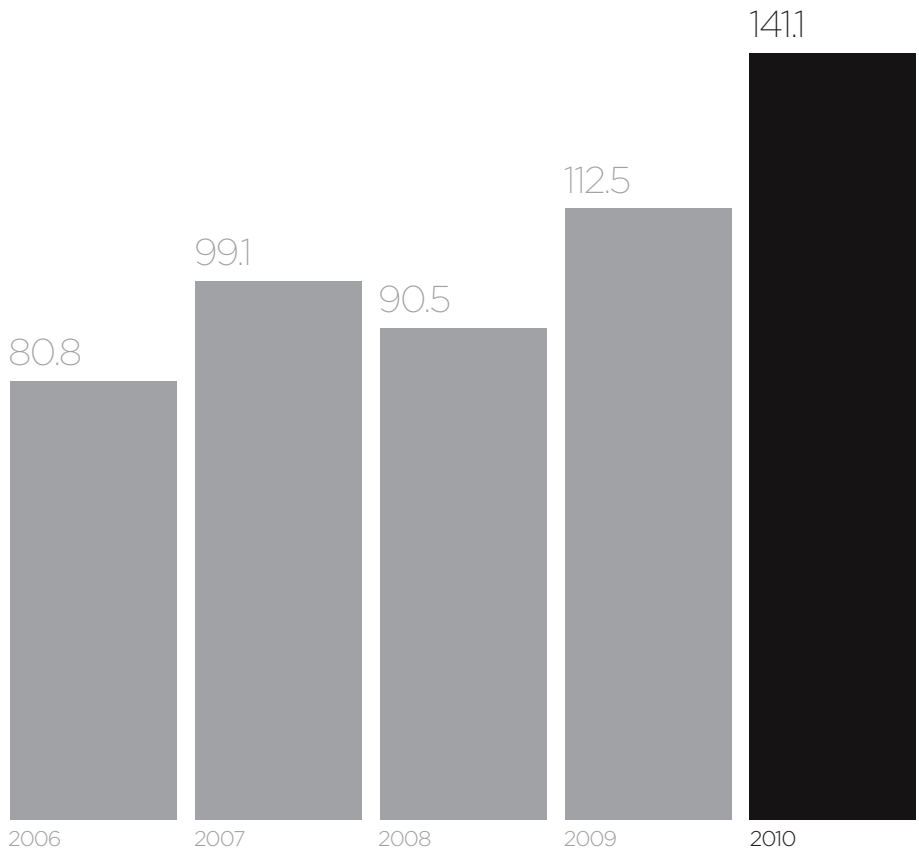
Total Liabilities

dollars in billions



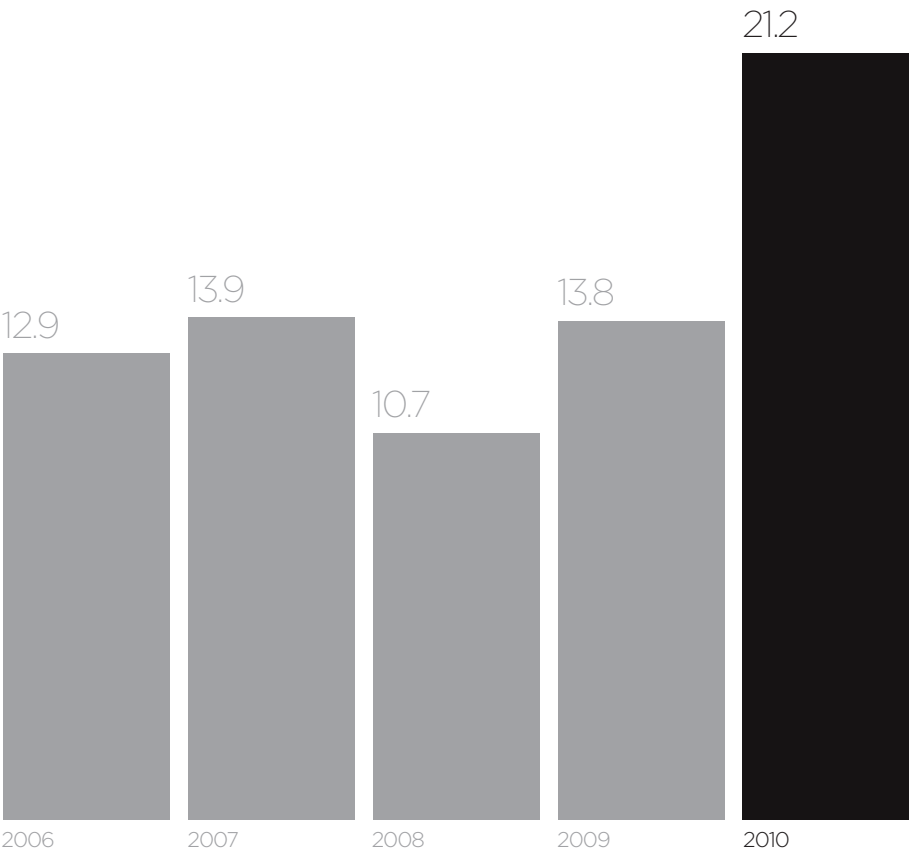
Total Stockholders' Equity

dollars in billions



Net Income

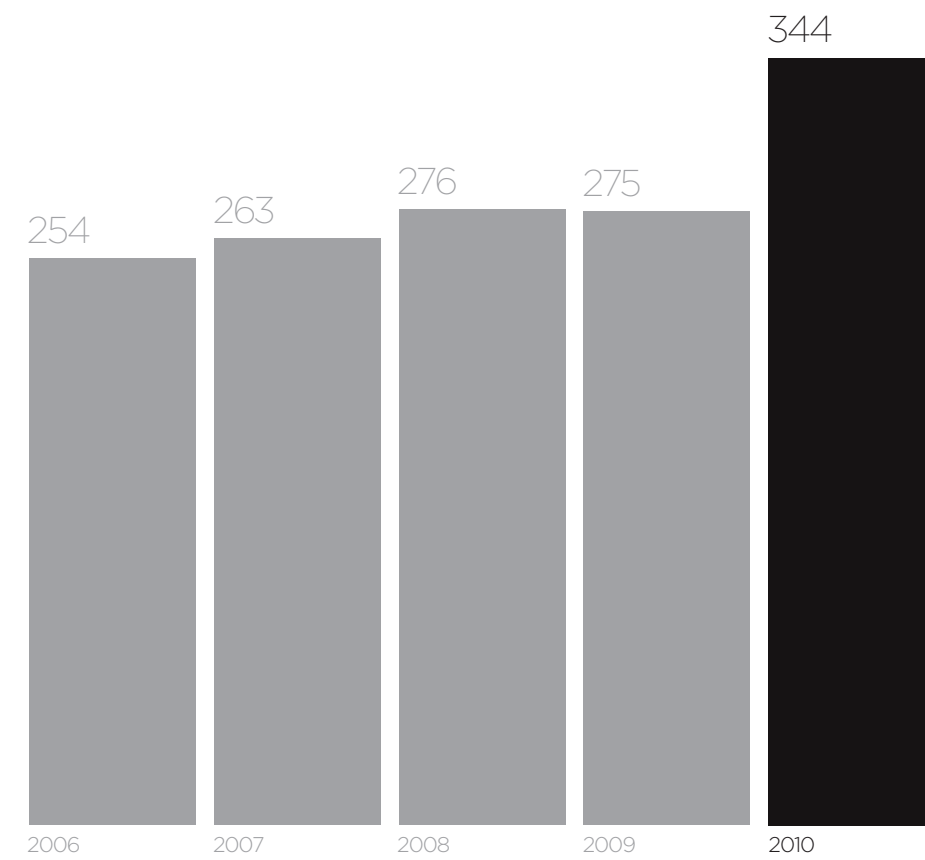
dollars in billions



Company Profile

Employees

in thousands



Samsung Electronics Co., Ltd.

Employees

190,500

2010 Sales

135.8

Billion USD (consolidated basis)

Tel: 82-2-2255-0114
www.samsung.com

Samsung Electronics, one of the world's foremost electronics companies, is a global leader in semiconductors, telecommunications, digital media, and digital convergence technologies. Established in 1969, the company today has 206 offices and facilities in 68 countries globally, and it is recognized as one of the world's top 20 brands. In 2010, Samsung Electronics achieved record consolidated net income of USD 13.9 billion (KRW 15.8 trillion) on sales of USD 135.8 billion (KRW 154.6 trillion).

The company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI, and LCD. The Visual Display Business has led the global market for digital TVs for the past five years, pioneering the introduction of connected smart TVs and launching the world's first TV app store in 2010. Samsung's Mobile Communications Business offers the world's widest range of mobile phones, tablets, and multimedia players, including the popular Galaxy smartphone range.

The core businesses of Samsung Electronics—Memory, System LSI and LCD Businesses—are now under Device Solutions, and are at the forefront of creating new markets with advanced technologies. As the long-time global leader, Samsung offers the most advanced and widest range of memory solutions, and is playing a key role in designing and manufacturing leading-edge, large-scale integration (LSI) solutions and storage devices. On the LCD side, Samsung's longstanding innovation is driving the development and manufacturing of next-generation displays. Samsung Electronics strives to take a leading position in future technology areas. To this end, the company has cultivated its global R&D through overseas centers spanning

North America, the U.K., Russia, India, Japan, Israel, and China. In 2010, Samsung invested approximately USD 8 billion (KRW 9.10 trillion) in R&D; more than 50,000 employees worldwide are dedicated to the development of future technologies and products. Samsung also has a broad intellectual property portfolio, including more than 28,000 patents registered in the United States.

Samsung Electronics continues to make strong progress toward achieving its 2020 corporate vision, "Inspire the World, Create the Future." This new vision established performance goals for the next decade, including reaching USD 400 billion in revenues and achieving global recognition as one of the world's top 10 multinationals. Samsung aims to evolve from its present emphasis on infotainment to encompass life care, including medical/bio, eco/energy, and convenience/comfort business areas. In May 2010, Samsung announced its first major investments in these new areas. In health care, Samsung Electronics and its related affiliates will invest USD \$1.1 billion (KRW 1.2 trillion) to develop electronic diagnostics tools such as blood testing devices.

Samsung Electronics places great importance on acting as a responsible neighbor in the communities where it operates, as demonstrated by its investment of USD 210 million (KRW 240 billion) in social contribution activities in 2010. Though its PlanetFirst™ initiative, the company is also committed to making environmental guardianship a priority across its business units and to applying technology in innovative ways to achieve eco-friendly development.

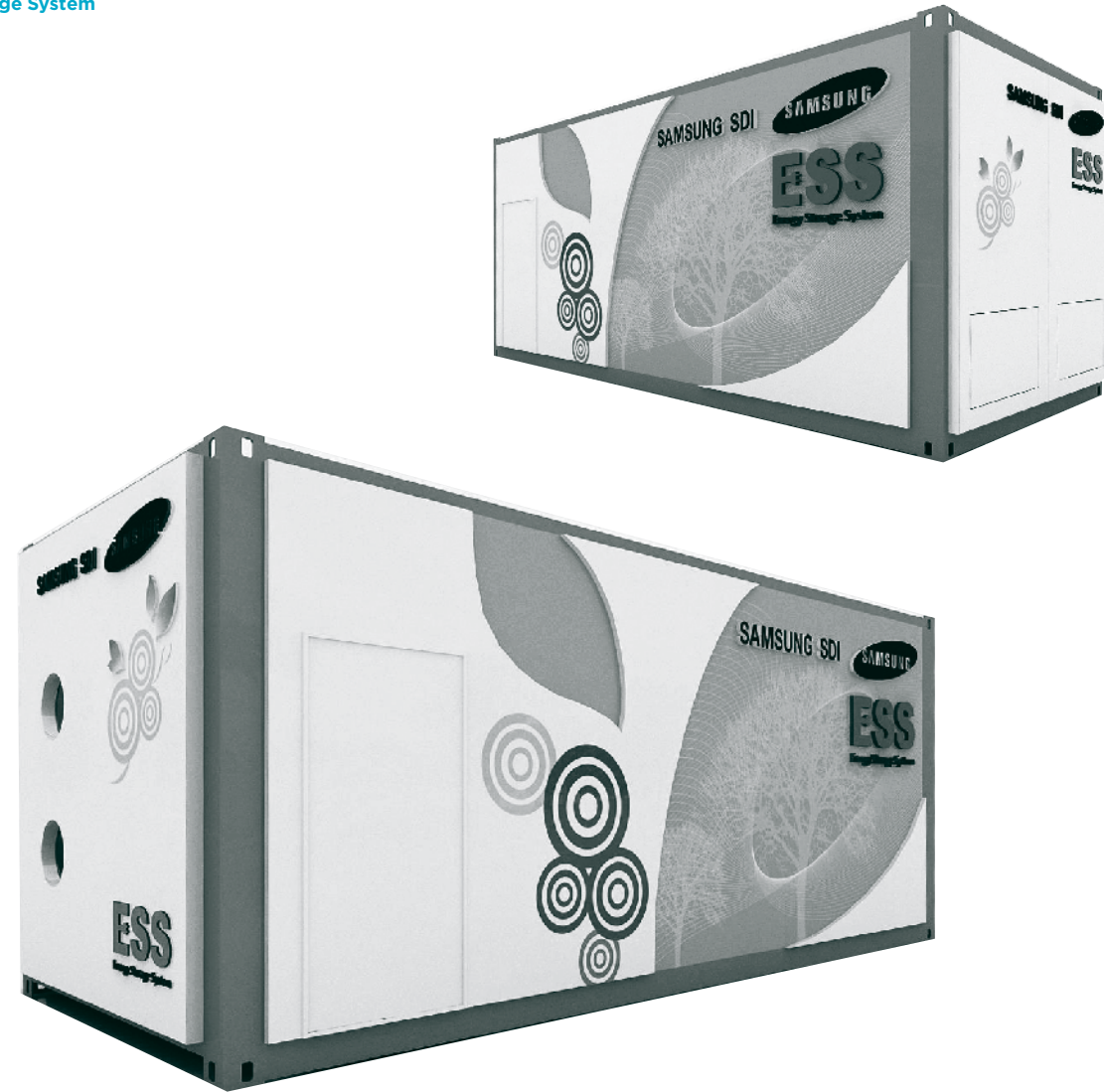


Smartphone Galaxy S II
Digital Camera NX200

Washer WF520ABP
Notebook Series 9
LED TV D8000



Energy Storage System



Samsung SDI Co., Ltd.

Employees

12,159

2010 Sales

4.4

Billion USD (Consolidated basis)

Tel: 82-31-8006-3100
Fax: 82-31-8006-3397
www.samsungsdi.com

In May 2011, to commemorate its 41st anniversary, Samsung SDI announced its new vision: "Smart Solution for a Green World." We plan to grow as an eco-friendly energy solution provider by enhancing our business in rechargeable batteries for IT, electronic automotive, and Energy Storage System (ESS), and in solar energy.

We currently have nine production facilities, one R&D center, and two sales affiliate offices. Last year, to boost our rechargeable battery business, we expanded fuel cell lines in our Cheonan and Tianjin plants while building new fuel cell lines in Ulsan. In January 2010, we established a Vietnam affiliate office, and in July, we started production on fuel cell packs for mobile phones.

In 2010, Samsung SDI ranked first in the global small-sized lithium-ion battery market, with 20 percent of the market through sales of 780 million cells. We became the top supplier in the lithium-ion battery market as we responded to the market needs of smartphone and tablet PC users by focusing on prismatic and polymer-type products. Looking forward, we anticipate that the rechargeable battery market will grow quickly, with skyrocketing demand for smartphone and electric automotive cells and industrial and home energy storage systems.

Energy storage systems, devices that store electricity when demand is low and use the stored electricity when demand is high, improve energy efficiency and stabilize the electric grid. Because of the expanding electric automotive field and the rise of the smart grid, ESS is a high-potential market. Samsung SDI is currently building an ESS smart grid test bed

in Jeju Island, Korea, integrating residential, community, and wind power generation. Fast rechargeable ESS for electric automotive is now in the demonstration stage.

SB LiMotive, a joint venture between Samsung SDI and Germany's Bosch, built a large-scale electric automotive battery production line in Ulsan in November 2010. Our clients include BMW and Chrysler. In March 2011, Cobasys, SB LiMotive's affiliate, formed a three-year alliance with the United States Advanced Battery Consortium (USABC) to develop a next-generation automotive battery. The consortium, dedicated to developing high-efficiency batteries for electric vehicles, HEV, and PHEV, includes the U.S. Department of Energy, General Motors, Ford, and Chrysler.

In 2010, our plasma display panel division showed 36 percent growth over 2009 with sales of 6.4 million units, thanks to the popularity of 3D TV. In 2011, we expect expanded demand in emerging markets, including China, as well as an increase in demand for large-sized products (over 50 inches).

In June 2011, Samsung SDI acquired Samsung Electronics' solar energy business. With this, we can provide complete solutions, from eco-friendly energy generation to storage. Solar energy has huge potential to grow as a key green energy business. We have already built cell and module lines, and we operate 150MW mass production lines, as we continue to invest in technology and production capacity.

**Samsung
Electro-Mechanics
Co., Ltd.**

Employees

24,738

2010 Sales

6.12

Billion USD (consolidated basis)

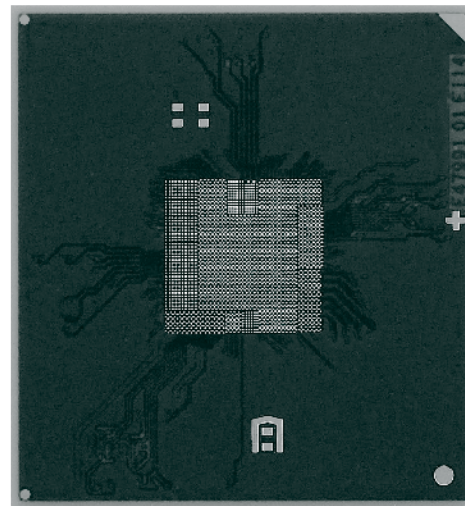
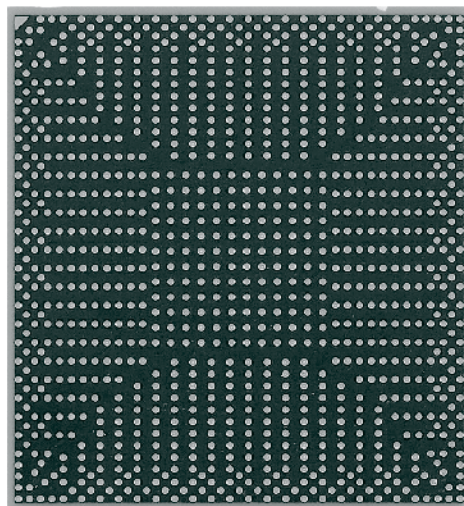
Tel: 82-31-210-5114
Fax: 82-31-210-6363
www.sem.samsung.com

Samsung Electro-Mechanics, established in 1973 as a manufacturer of key electronic components, has become the leading electronic parts maker in Korea and a major global player, with USD 6.12 billion in revenue.

Our company consists of four divisions. The LCR (Inductance Capacitance Resistance) division includes multilayer ceramic chip capacitors and tantalum capacitors; the ACI (Advanced Circuit Interconnection) division includes high density interconnections and IC (Integrated Circuit) substrates; the CDS (Circuit Drive Solution) division includes digital tuners, network modules, power modules, and ubiquitous modules; and the OMS (Opto and Mechatronics Solution) division includes image sensor modules and precision motors. Samsung Electro-Mechanics is a technology-driven company and, through our Inside Edge program, we are focusing on developing state-of-the-art technology and parts.

We plan to expand into promising new businesses such as energy industry, biotechnology, electronic vehicles, and ubiquitous sensor networks. Higher profit bases are being established as we expand high-end products and enhance cost competitiveness. We have also invested in R&D resources and built a global R&D network.

Package Substrate



**Samsung
Corning Precision
Materials Co., Ltd.**

Employees

4,454

2010 Sales

4.86

Billion USD

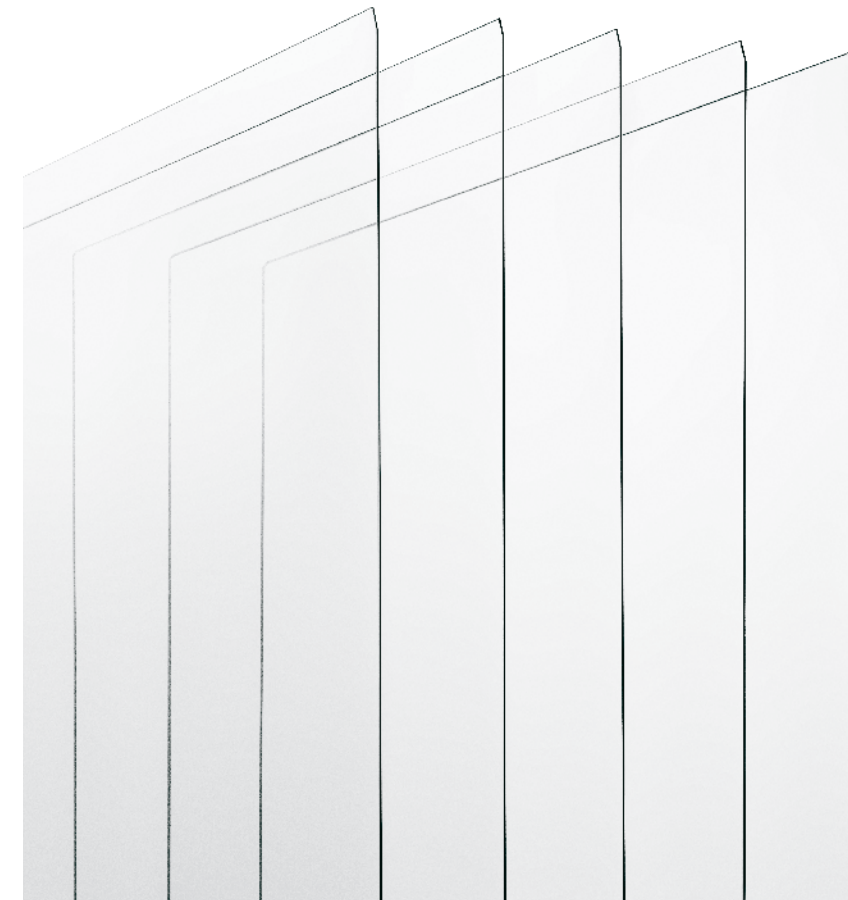
Tel: 82-2-2255-2777
Fax: 82-2-2255-2739
www.scp.samsung.com

Samsung Corning Precision Materials is a leading manufacturer and provider of glass substrates for advanced panels. Formerly known as Samsung Corning Precision Glass, the company changed its name in 2010, to reflect its new businesses in the fields of specialty glass, electronic materials, energy, and eco-friendly ceramic materials.

Established as a joint venture between Samsung and Corning in 1995, Samsung Corning Precision Materials has consistently proven its world-class technological and supply capabilities. Taking advanced fusion technology (originally developed by Corning) to a new level, SCP has helped Korean LCD panel makers become the global leaders in the LCD panel industry. SCP products are found in the world's finest displays, including LCD TVs, LCD monitors, notebook computers, and handheld devices.

With production facilities in the Gumi and Cheonan regions, SCP traditionally focused on producing LCD glass substrates. In 2007, however, SCP's business scope was expanded through a merger between SCP and the former Samsung Corning, a company with decades of experience making CRT glass and other materials for advanced displays.

Today, SCP is living up to rigorous standards of both quality and service—not only to meet customer needs, but also to fulfill our 2020 vision statement, "The Materials for Tomorrow." Samsung Corning Precision Materials is committed to growing as a leading inorganic materials provider with newer, smarter, and greener products for the future.



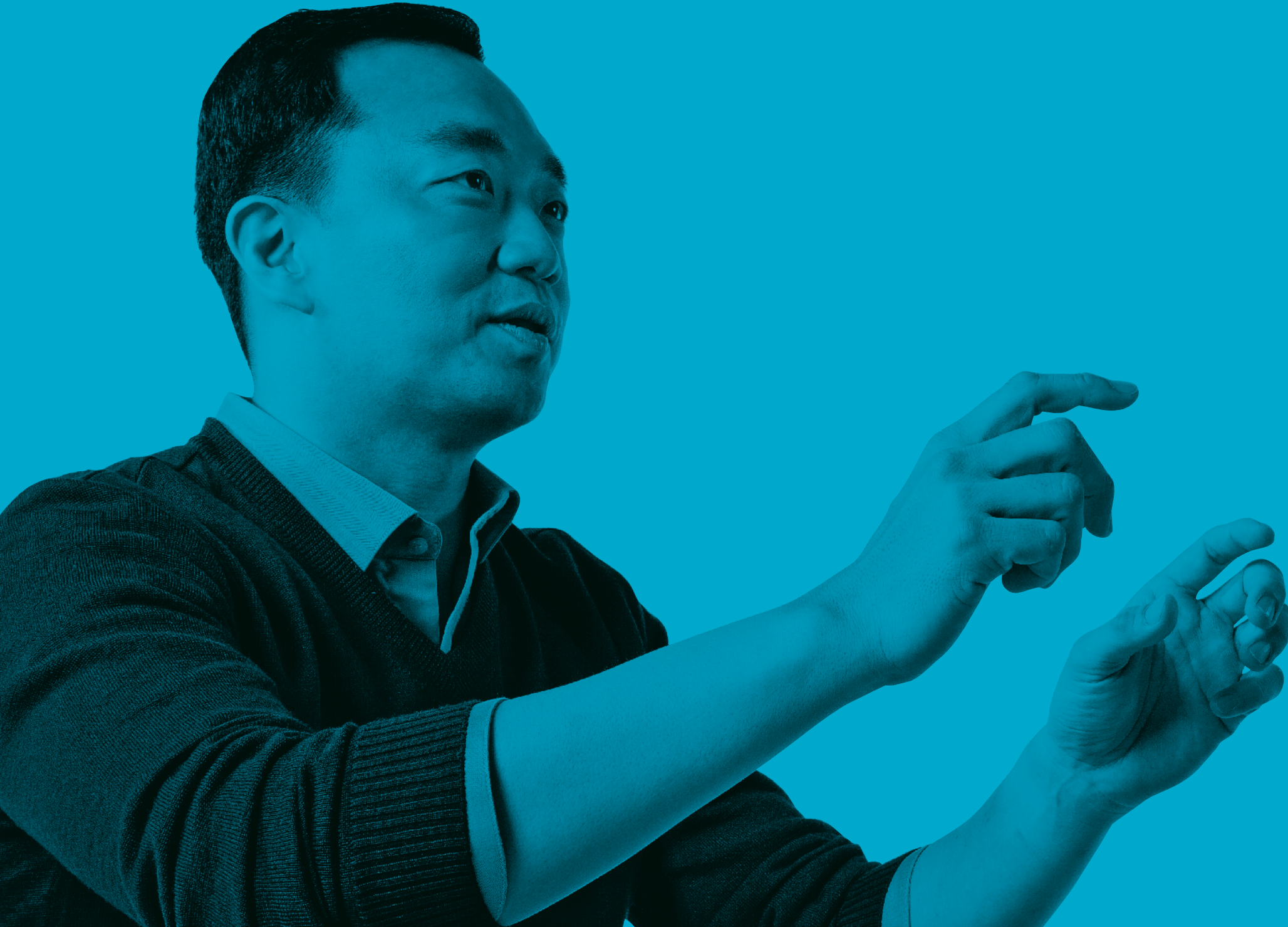
TFT-LCD Glass Substrates

“My vision is to leap forward as a global leading ICT services provider by delivering innovative solutions to our customers filled with passion and energy.”

Andrew Chang
Vice President, High Tech Consulting Team
Samsung SDS

“I dream of a place where talented minds come together and contribute to making a better world in ways they never anticipated.”

Changhyun Kim
Chief Technology Officer,
Samsung Electro-Mechanics



Samsung LED Co., Ltd.

Employees

4,852

2010 Sales

1.2

Billion USD

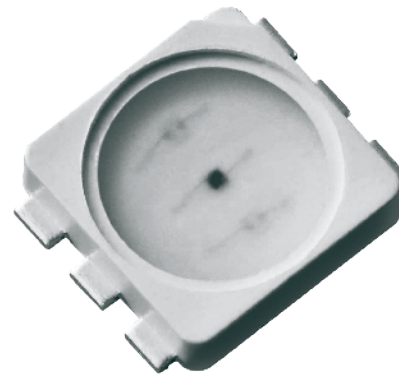
Tel: 82-31-8021-3114
Fax: 82-31-8021-3490
www.samsungled.com

Samsung LED, established in April 2009, is the youngest enterprise within the Samsung Group, but it is already a leader in the LED industry.

With the company slogan "Light Up Your Imagination," Samsung LED's goal is to be a global Tier 1 LED company by 2015. The company, with industry-leading LED expertise, offers advanced original and R&D technology for the entire LED manufacturing process, from chips, packages, and modules to light engines. Major products include LED packages; an LED for LCD BLU backlight unit; LED modules; environmentally friendly LED light engines for flat panels, downlights, and other applications; and automotive lighting such as head lamps and rear combination lamps.

In June 2009, Samsung LED opened offices in Giheung and Suwon in Korea and Tianjin in China. It entered the U.S. and Germany LED markets in 2010. With steady sales growth, Samsung LED is targeting a record USD 16.5 billion in revenue by 2020.

Middle Power LED



Samsung SDS Co., Ltd.

Employees

12,365

2010 Sales

3.8

Billion USD (consolidated basis)

Tel: 82-2-3429-2114
www.sds.samsung.com

Since its founding in 1985, Samsung SDS has been a key player in information and communications technology (ICT) services. We serve all Samsung affiliates with our end-to-end ICT services, and we have a broad portfolio of offerings in the areas of public, financial, manufacturing, service, and other industries.

Samsung SDS provides enterprises, government, and more with stable ICT infrastructure in network and cloud computing, as well as business innovation services. We also help our clients to create value by providing convergent ICT services.

As we work to become a global premier ICT services company by 2015, Samsung SDS is expanding overseas business and strengthening the area of convergent business. Building on our project experience in smart infrastructure

engineering, including intelligent transportation systems, automatic fare collection systems, and smart card systems implemented in China and India, we plan to focus on the strategic markets of Southeast Asia, the Middle East, and Latin America. We also implemented e-procurement systems in Costa Rica and Vietnam.

With our proven capabilities and technologies, Samsung SDS can help its customers achieve market leadership.

Samsung Mobile Display Co., Ltd.

Employees

5,992

2010 Sales

3.9

Billion USD

Tel: 82-41-623-3114
www.samsungsmd.com

Samsung Display Co., Ltd. (SMD) was established in January 2009 as a core Samsung Group affiliate that provides cutting-edge display solutions. Providing leading-edge technological capabilities, SMD offers a comprehensive range of displays including those featuring AMOLED (active-matrix organic light-emitting diode) and TFT-LCD (thin-film transistor liquid crystal display) technologies.

By developing and producing the most advanced displays, SMD has become a global leader in visual technology. SMD's state-of-the-art AMOLED displays are being widely applied to smartphones, digital cameras, gaming devices and MP3 players.

As a total solution provider, SMD strives to advance the future with next-generation technologies including flexible, foldable and transparent displays. Clearly a catalyst for visual innovation, SMD continually works to change how we view our world..

4.5 inch WVGA Flexible AMOLED



Samsung Heavy Industries Co., Ltd.

Employees

13,371

2010 Sales

11.3

Billion USD

Tel: 82-2-3458-7000
Fax: 82-2-3458-6298
www.shi.samsung.co.kr

Founded in 1974, the Samsung Heavy Industries (SHI) main shipyard is located on the Island of Geoje, just off the southern coast of the Korean peninsula. The ultra-modern Geoje shipyard boasts three dry-docks and four floating docks, all supported by an integrated and automated production system that ensures defect-free vessels.

SHI designs, engineers, and builds a broad line of workhorse ships, ranging from arctic shuttle tankers and liquefied natural gas (LNG) carriers to ferries and super-sized container ships, as well as their navigational and control components.

In addition, we build a full complement of oil and gas exploration/production vessels and rigs, from drillships to semi-submersible rigs and offshore platforms. We have also established ourselves as a global leader in several specialty areas, including drillships, LNG carriers, LNG- FPSOs (LNG-Floating Production Storage Offloading), and super-sized container ships.

Since 1974, SHI has attracted orders for 963 ships from worldwide shippers. To date, we have delivered 760 ships. In 2005, SHI implemented a zero-tolerance policy to ensure quality and, since then, we have delivered 295 defect-free ships, a record unmatched by other global shipbuilders.

By end of July 2011, SHI held 33 months worth of backlog orders, valued at USD 44 billion, the highest in the industry. More than eight out of 10 (80 percent) of those orders were for high value-added ships, including drillships and LNG-FPSOs.

In 2010, SHI unveiled its plan to build only eco-friendly ships as of 2015, thereby achieving a 30 percent reduction in greenhouse gas emissions. Experts predict that companies with early entry into the green technology shipbuilding market will lead the shipbuilding and

marine transportation industries of the future. Today, ships account for 3.3 percent of carbon dioxide emissions worldwide, and the International Maritime Organization (IMO) is introducing standards to reduce ship emissions.

We were the first global shipbuilder to draft and implement green management policies that offer a detailed vision for the future, including: (1) building eco-friendly ships with up to 30 percent less greenhouse gas emissions by 2015; (2) developing green workplaces and green worldwide networks; and (3) developing zero-energy houses.

For the first phase of the SHI plan, by 2015, we aim to design the optimal shape of ships that will maximize fuel efficiency. We will develop technologies that improve energy efficiency, including such innovations as heat recovery devices and low-temperature combustion devices.

Specifically, we intend to work jointly with universities and private research centers to build the world's first eco-friendly ship by developing LNG and hydrogen fuel cells, super-conduction electricity-powered motors and cables, and carbon dioxide collection technology. We have applied some of the developing green technologies to 13,000 TEU-class container ships, and simulations suggest greenhouse emission reductions of as much as 30 percent.

Building just one eco-friendly ship that reduces greenhouse gas emissions by such an amount would equal the gases absorbed by 12 million pine trees in a year. Using 60 such ships in a year would be like planting 720 million pine trees in the sea.



LNG-FPSO

Samsung
Total Petrochemicals
Co., Ltd.

Employees

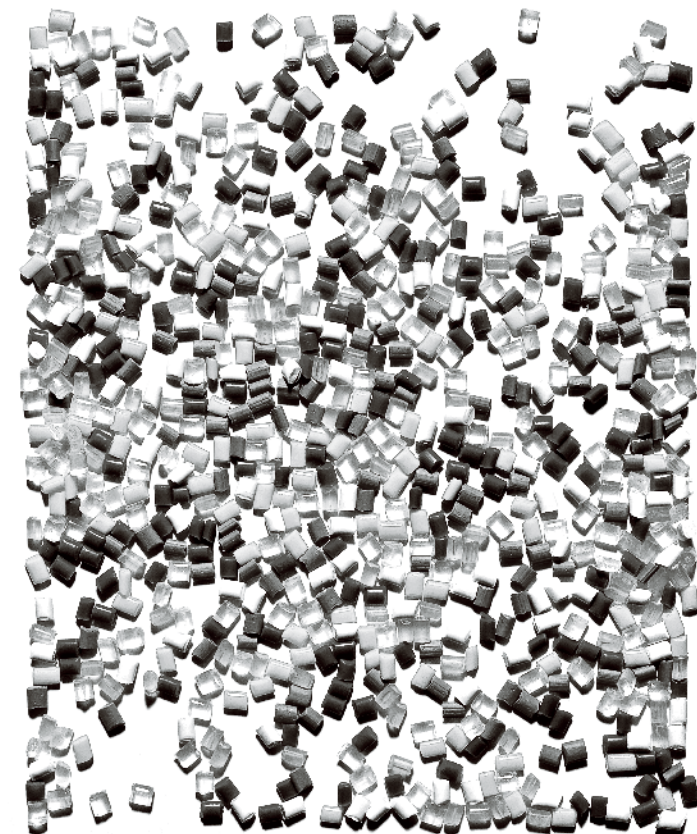
1,100

2010 Sales

4.9

Billion USD

Tel: 82-2-3415-9499
Fax: 82-2-3415-9350
www.samsungtotal.com



PP (Polypropylene)

Introduced as Samsung General Chemicals in 1988, Samsung Total Petrochemicals was established in August 2003 as a joint venture between Samsung and Total Group, a French global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, in Korea's Chungnam Province. Output ranges from olefins to polyolefins (polypropylene, polyethylene, etc.), base petrochemicals (styrene monomer, paraxylene, etc.), energy products (LPG, jet fuel, gasoline, etc.), byproduct fuels, solvents, and other downstream petrochemicals used in everyday life.

In 2011, Samsung Total developed a world-scale production capacity of 1 million tons of key products, including ethylene. We are growing as a global chemical company as we operate our polypropylene compound plant in Dongguan, China, and six sales branches in China, Japan, Singapore, and other locations.

Protecting the natural environment and implementing safety standards at the workplace are our highest priorities. Intensive measures have been taken to meet environmental safety regulations and to make employees fully aware of environmental protection and safety issues.

We worked to build clean production lines at our Daesan plant, and we also built an eco-friendly park at the site—unique in the world chemical industry. We are committed to being a good corporate citizen through our environment protection efforts and our anti-pollution activities.

Samsung
Petrochemical
Co., Ltd.

Employees

385

2010 Sales

2.0

Billion USD

Tel: 82-2-2255-0326
Fax: 82-2-755-7564
www.samsungspc.com



PTA (Purified Terephthalic Acid)

Established in 1974, Samsung Petrochemical has been a partner in the Korean petrochemical industry from the start. In 1980, we completed construction of the country's first 100,000-ton purified terephthalic acid (PTA) manufacturing plant. By localizing the production of PTA, a raw material used in the polyester fiber business, we provided a breakthrough opportunity for the development of Korea's key industries and acted as a driving force in the country's economic growth.

Samsung Petrochemical has grown as a global PTA manufacturer by producing one of the world's largest output of PTA—1.8 million tons a year. Also, our innovations in management and differentiated customer service, aimed at developing our company from a B2B to B2C business, have been recognized by major management consulting institutions in Korea and abroad. Building on our experience in management, we have developed into a PTA solution provider in the development of new PTA manufacturing processes and related products.

In 2007, Samsung acquired the shares of its former joint venture company, creating an opportunity for business expansion. Samsung Petrochemical announced its vision of creating a global chemical and energy enterprise, adding two new businesses: manufacturing processes and technologies consulting in the petrochemical sector, and biomass-based business in the environment-friendly sector. We have established a center in each area for research and development.

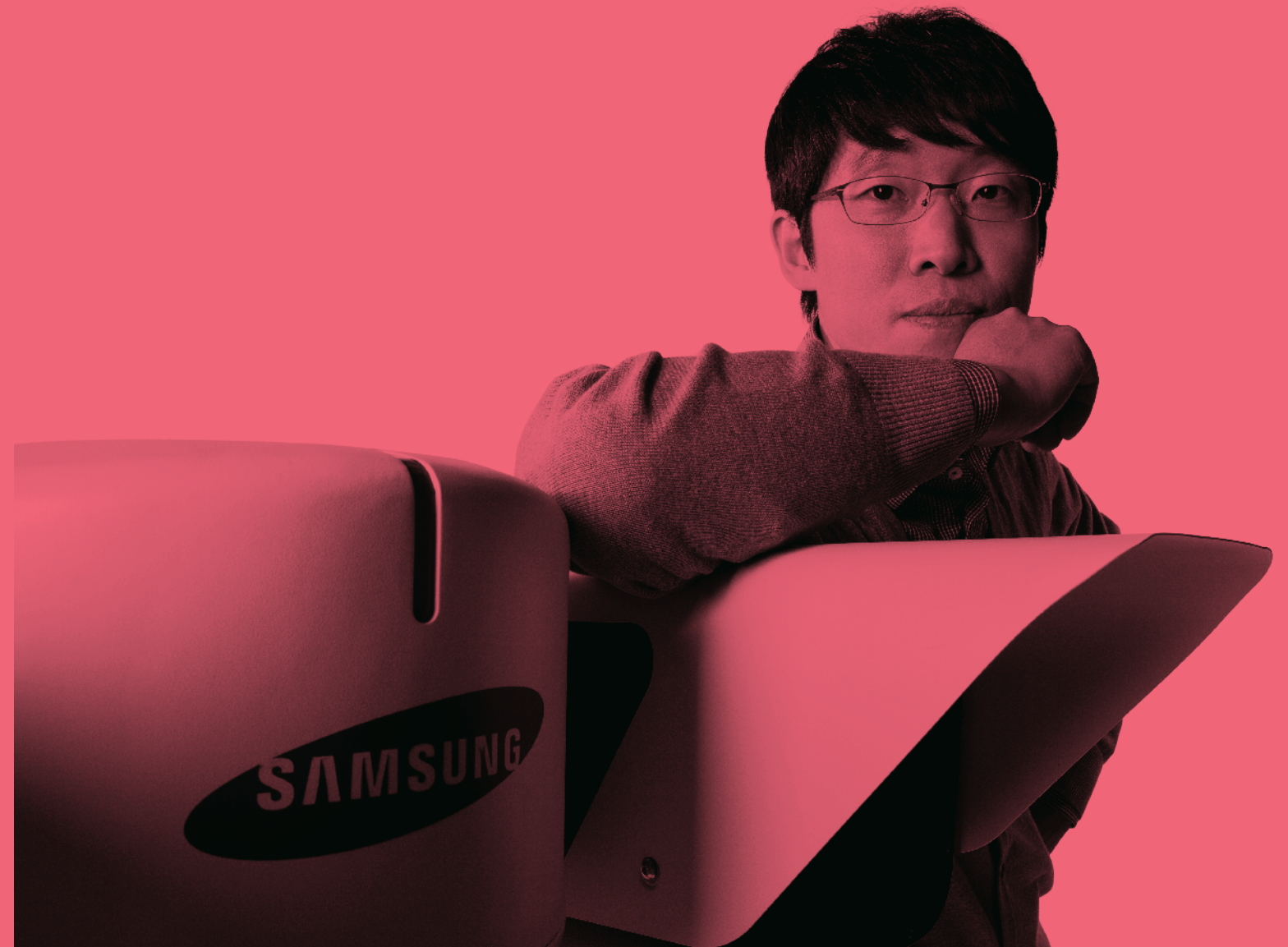
The company embodies a new corporate culture focusing on challenge, creativity, and trust—and our employees have joined together to share and promote this vision. Our thirty-plus years have been characterized by challenges and innovations. As a result, we have grown as a global PTA manufacturer. Today we are preparing to step up to an even higher position as a global chemical and energy enterprise.

“We are an old-fashioned industry undergoing great transformation, setting our sights on eco-friendly bio products.”

Kyoung Soo Jung
Group Leader, R&D Strategy Group
Samsung Petrochemical

“I continue to learn more and manage projects as though I’m the center of the future world...I feel like I’m making a history.”

Myungseok An
Manager, Strategic Marketing Team
Samsung Techwin



Cellulose Ethers



Samsung Fine Chemicals Co., Ltd.

Employees

982

2010 Sales

1.0

Billion USD

Tel: 82-2-2255-0700
Fax: 82-2-2255-0749
www.sfc.samsung.co.kr

Despite challenging market conditions in 2010, Samsung Fine Chemicals enhanced its energy, electronic chemical materials (ECM), and cellulose businesses this year, achieving sales of KRW 1.13 trillion.

As part of our pledge to expand our green energy materials business, we have started production of renewable poly-silicon for solar cells as a joint venture with MEMC, a U.S. poly-silicon and wafer manufacturer, and entered active materials production for secondary batteries. In addition, we have founded a new venture, S-EnPol Ltd., to produce biodegradable polymers that can replace petroleum-based plastics. In ECM business, we expanded the production capacity of BT Powder, a core material for MLCC (multilayered ceramic capacitors) that is used in high-functioning digital electronic devices such as smartphones and LCD/LED TVs, and we launched our color laser printer toner in the market.

Our core product continues to be Mecellose®, a chemical stabilizer, emulsifier, and enhancer for adhesion, used in a variety of materials, paint, and cosmetic products under the brand name of HECCELLOSE™. AnyCoat®, a pharmaceutical coating material, posted strong sales this year, a result of increased production capacity.

Since being founded in 1964, Samsung Fine Chemicals has had outstanding success.

We will pursue sustainable growth and a sustainable future through restructuring low profit products, upgrading our high-quality commodities to be the world's best, and expanding our eco-friendly renewable energy business.

Samsung BP Chemicals Co., Ltd.

Employees

189

2010 Sales

270

Million USD

Tel: 82-2-2255-0900
Fax: 82-2-2255-0996
www.samsungbp.co.kr

Samsung BP Chemicals, a joint venture of Samsung and BP Chemicals, is one of the world's leading producers of value-added fine chemicals products such as acetic acid and hydrogen. We produce 470,000 tons of acetic acid annually, which is used directly and indirectly as a raw material in producing fine chemicals such as vinyl acetate monomer (VAM) and purified terephthalic acid (PTA), as well as solvents, pigments, dyes, and aromatics. We are Korea's only producer of acetic acid. Since being established in 1989, Samsung BP has steadily grown into a global company whose best-in-class performance has been achieved through innovative activities and total productivity maintenance (TPM) programs.

In 2010, we sustained an operation rate (plant reliability) of 99 percent and worked to reduce production costs through various efforts, such as developing alternative raw material sources. In addition, we have improved our CO₂ production process, a key part in acetic acid manufacturing.

The safety of our employees and the protection of the environment are of paramount importance to us. We are committed to producing the most competitive products in a secure and safe environment.

The company embodies a new corporate culture focusing on challenge, creativity, and trust—and our employees have joined together to share and promote this vision. Our thirty-plus years have been characterized by challenges and innovations. As a result, we have grown as a global PTA manufacturer. Today we are preparing to step up to an even higher position as a global chemical and energy enterprise.

Samsung Techwin Co., Ltd.

Employees

5,372

2010 Sales

2.7

Billion USD

Tel: 82-70-7147-7000
Fax: 82-31-8018-3702
www.samsungtechwin.com

Since entering the aircraft engine and film camera businesses in 1977, Samsung Techwin has played a pivotal role in the domestic precision machinery industry, expanding into electrical parts assembling equipment, semiconductor components, mobile phone cameras, and self-propelled howitzers.

The world has changed a great deal since our beginnings in 1977. We live in a world that is becoming more urbanized among a society where people are living longer and demanding an increased need for personal security. We face problems such as global warming and securing energy after depletion of natural resources. Acceleration in technologies such as artificial intelligence and unmanned operations to increase efficiency has led to the precision machinery industry considering the intelligent robot and energy systems business to have a very promising future. In line with the current global business environment, Samsung Techwin's vision is to become the leader in next generation robot solutions and energy systems.

Our state-of-the-art security systems feature world-class equipment, including surveillance cameras, digital video recorders, network control systems, and access control systems. In addition to this, we offer a full range of specialized security solutions for each vertical market, including video surveillance capable of recording, searching, detecting, and tracking, plus security cameras for streets, buildings, large-scale industrial facilities, and specialized zones. In the near future, we will be able to offer unmanned surveillance and access restriction systems

that combine our precision mechanics and imaging technologies with intelligent identification systems and sensor systems that read biometrics such as fingerprints, irises, veins, and faces.

Pursuing cutting-edge scientific and unmanned projects, Samsung Techwin is developing a number of robot solutions designed for security, industrial, medical, and military use using a range of technologies such as high-performance cameras and self-developed robot technologies.

Building on its expertise in gas turbine engine technology and precision mechanics, Samsung Techwin is also creating next-generation energy equipment for use in naval architecture, ocean engineering, plants, and new and renewable energy generation. We are developing gas compressors for LNG carriers and floating production storage and offloading, as well as compressed-air energy storage.

Samsung Techwin's biotechnology sector is dedicated to developing in vitro molecular diagnostic instruments and reagents that will aid in identifying pathogens, such as hepatitis and AIDS viruses, by detecting their DNA or RNA.

Utilizing the experience and cutting-edge technologies it has developed and acquired over the past three decades, Samsung Techwin will continue to endeavor to make making the world a safer and more convenient place to live in.

Samsung Life Insurance Co., Ltd.

Employees

6,254

2010 Sales

22.8

Billion USD

Tel: 82-2-1588-3114
Fax: 82-2-751-6165
www.samsunglife.com

Samsung Life Insurance, a Fortune Global 500 company, is South Korea's largest and most prominent insurer. Its headquarters are situated across from Namdaemun, a historic gate located in the heart of Seoul. Principal products include life and health insurance, annuities, and other financial services.

Founded in 1957, the company grew quickly, attaining a number-one position after 18 months in operation. In 1963, it was incorporated under Samsung Group. Since then, Samsung Life Insurance has maintained its market leadership in the industry through product innovation, marketing, and distribution.

In 1986, the company opened representative offices in New York and Tokyo. It has also expanded in overseas operation through a joint venture in Thailand in 1997 and China in 2005. In 2006, the company became the first life insurance company in South Korea to achieve KRW 100 trillion in assets. On May 12, 2010, Samsung Life Insurance went public, in the largest IPO in South Korea's history.

The Samsung Life brand, the most valuable in Korea's financial services industry, is synonymous with trust, reliability, and stability. In 2006, we repositioned our brand with four promises that sum up the essence of our work: trust, expertise, benefits, consumer focus. Trust symbolizes a promise that the company will be there in times of need. Expertise is a promise to use our knowledge to meet the needs of consumers at every life stage. Benefits are a promise to provide a wide range of superior services that put

consumers at ease. Consumer focus is a promise to maintain relationships with consumers and to listen to their needs. Today, we are proud that consumers trust the Samsung Life brand above all others in the insurance industry.

To further enhance our business, we repositioned our corporate brand in 2011. The revised brand reflects the basic essence of insurance and our desire to connect more with consumers. During extensive market research studies, consumers voiced love and concern for their family in purchasing and providing protection products. With this powerful insight, we launched a revised brand concept, "Love in Us," which reminds consumers of the importance of family and how insurance protects those we care for.

Samsung Fire & Marine Insurance Co., Ltd.

Employees

5,395

2010 Sales

11.7

Billion USD

Tel: 82-2-1588-5114
Fax: 82-2-758-7020
www.samsungfire.com

Samsung Fire and Marine Insurance is a leading Korean non-life insurance company, ranked the first place from revenue and profit perspectives in Korean non-life insurance industry. Now we are spearheading global markets with innovative ideas.

Our superior achievements in profitability, financial soundness and customer satisfaction are consistently unparalleled in the industry. Since 2010, we have used a new brand slogan, “think NEXT,” this represents our commitment to innovation and passion to provide better service.

Understanding our customers is the most important key to our success; therefore, we give priority to provide top-notch customer experience. For example, we recently upgraded our company education programs for accurate analysis, professional consulting, and faster service. Implementing accident prevention activities with our internal resources, the Samsung Traffic Safety Research Institute and the Samsung Loss Control Center, is another way to improve customer satisfaction.

Samsung Fire and Marine was the first Korean insurance company to create auto insurance brand. Today, our “Anycar” brand is the most respected auto insurance brand in Korea. We were also the first company offering roadside assistance in Korea, and now proudly offer the industry’s first 24/7 roadside assistance with weekend repair service.

In the overseas markets, Samsung Fire and Marine now operates three international subsidiaries, five branches, and seven offices. Our new China subsidiary is the first independent foreign insurance company in China. We are successfully laying the ground work to penetrate emerging Asian markets, not only China, but also other markets including Vietnam and Indonesia.

Samsung Fire and Marine has long been the most respected non-life insurance company in Korea. Based on our proud customer-driven approach, Samsung Fire and Marine will write the next chapter of success in the overseas market. Achieving the goal, our motivated employees are always dedicated to ethical business practices.

Samsung Securities Co., Ltd.

Employees

3,124

FY2010 Net Revenue

905

Million USD

Tel: 82-2-2020-8000
Fax: 82-2-2020-8097
www.samsungsecurities.com

Samsung Securities is a full-service brokerage and investment firm with a focus on wealth management and investment banking. We are at the forefront of Korea’s financial market, offering a full spectrum of services and products, including brokerage services for stocks, futures, and options; underwriting and advisory services; mergers and acquisitions; sales of beneficiary certificates and mutual funds; sales of other financial products, including wrap accounts and OTC derivatives products such as ELS and warrants; and trading and principal investment.

We have an extensive business network with 100 local branches, overseas subsidiaries, and offices in Hong Kong, London, New York, Tokyo, and Shanghai. Our international network, combined with competent human resources, provides a solid framework for delivering quality financial services to individual and institutional clients.

In our wealth management business, we have established a private banking-centered system based on high-quality financial consulting and differentiated service provided by a team of committed private bankers. We offer customized financial solutions based on a unique service model. For institutional clients, we deliver value by leveraging our competitive edge in M&A, IPO, structured finance, and foreign institutional brokerage.

We are demonstrating leadership in the global financial services field, satisfying the financial and investment needs of customers worldwide and achieving our vision of becoming a global top 10 financial firm.

Samsung Card Co., Ltd.

Employees

3,139

2010 Sales

2.8

Billion USD

Tel: 82-2-1588-8700
Fax: 82-2-2172-7738
www.samsungcard.com

Founded in 1988, Samsung Card is one of the leading credit card companies in Korea. We serve our 10.36 million individual cardholders through our network of 2.37 million merchants. With alliances with global card issuers such as Visa, MasterCard, and American Express, we provide comprehensive services to our customers, including widespread acceptance and convenient benefits around the world.

Samsung Card provides a range of services including credit purchases, cash advances and card loans, as well as unique and value-added products that fit the life stages of our customers, whether they are traveling, shopping, or getting married.

We strive to build win-win partnerships with our merchants. As partners for growth, we offer marketing and consulting services such as customer insights and industry spending trends—valuable information that helps our merchants

connect with customers and increase sales while reducing costs. In addition, we will be developing new growth engines by expanding overseas business as we introduce advanced financial marketing services.

In March 2011, Samsung Card began a new phase of our customer-driven management as we appointed our new CEO, Chihun Choi, a global management expert. With the mindset that every thought and action should be for our customers, we are improving communications through versatile social media channels and developing exciting new products that leverage the latest developments in technology. As always, our strong compliance system and ethics management policy ensure the highest integrity.

“Life insurance is about caring for people.
To care, we must understand their lives, culture,
and environment. This is our priority.”

Hee Jung Kang
Manager, International Business Division
Samsung Life Insurance

“We are a market leader in Korea; in 10 years
I expect us to grow into a global leader.”

Alfred Fackler
Underwriting Advisor
Samsung Fire & Marine Insurance



Samsung Venture Investment Corporation

Employees

35

2010 Sales

15.4

Million USD

Tel: 82-2-2255-0299
Fax: 82-2-2255-0288
www.samsungventures.com

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of Samsung Group. SVIC focuses on sourcing strategic investment opportunities for Samsung Group, with dedicated venture investment professionals covering key technology areas across the globe.

Established in October 1999, we have \$500 million under management and have made equity investments globally, delivering both strategic and financial returns.

Our investment strategy closely aligns with the Samsung Group's major technology initiatives. We invest in components (semiconductors, sensors, etc.), digital media (consumer electronics, mobile software, etc.), display technologies, clean technology (solar, LED, battery, etc.), and biotech companies across multiple stages.

SVIC's corporate venture investment activities provide Samsung affiliates with access to innovative technologies around the world in order to maintain leadership in the marketplace and to incubate new business opportunities. Also, we guide our portfolio companies to appropriate Samsung business units and help establish partnerships and collaborations.

In 2004, we began to expand overseas by establishing our U.S. office in San Jose, California.

In 2010, we further expanded our global presence by opening offices in the United Kingdom and Japan. This allows a rapid and intimate channel between Samsung and the local venture capital community. Our Silicon Valley office boasts a strong network with tier-one venture capital firms. SVIC is widely recognized as a leading corporate venture capital firm.

SVIC's seasoned venture capital professionals have years of proven expertise in deal structuring and risk management, leading to multiple exits that are strategic and financially leveraged to benefit our limited partners.

Our win-win strategy for both Samsung and the venture community makes SVIC a key link between innovation centers and Samsung Group.

Samsung Asset Management Co., Ltd.

Employees

240

2010 Sales

100.7

Million USD (as of March 2011)

Tel: 82-2-3774-7600
Fax: 82-2-3774-7633
www.samsungfund.com

Samsung Asset Management is the top asset management company in Korea, managing USD 93.9 billion in assets as of March 2011. We provide investment trust and mutual fund management to retail and institutional clients. We are also the sole manager of the Asian Bond Fund, an investment vehicle created by eight Asian central banks for investments in the Asian bond market.

Our market-beating performance is driven by a value investment philosophy that prioritizes risk management over returns. This strategy is based on rigorous research by Korea's largest and most skilled team, plus the unsurpassed expertise of our fund managers.

For the third year in a row, we were named the lead fund manager for the Government Investment Poll for Korean Public Funds by the Ministry of Strategy and Finance.

We lead the market and continue to increase market share over recent years. Last year, our assets under management increased by USD 8.5 billion (measured from March 2010 to March 2011), despite challenging market circumstances. We recorded USD 100.7 million in sales and USD 32.3 million in profits before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

Samsung Asset Management is working to become an Asia Top Class Asset Management Company by 2015. As a first step toward this goal, in September 2009 we won an investment advisory mandate for a Korea equity fund from Nomura Asset Management, a division of the largest financial conglomerate in Japan. This marked the first time that our asset management expertise was recognized by foreign investors.

Following this success, we launched another Korea equity fund in Japan, in cooperation with Sumitomo Mitsui Asset Management and Nikko Cordial Securities, and we have also been selected as an investment manager by Korea Investment Corp. for its greater China equities. In addition, we will be working with Xiangcai Securities to establish a joint venture for expanding our asset management business into China.

Most recently, our excellence was once again recognized when we were selected as the discretionary investment manager for a Korea equity fund by China Investment Corp., one of the world's top five sovereign wealth funds, with assets under management of \$300 billion.

Clearly, we are gaining recognition as the finest investment partner in our region.

Samsung C&T Corporation

Employees

8,430

2010 Sales

19.75

Billion USD (consolidated basis)

Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcnt.com

Founded in 1938, Samsung C&T is the original Samsung. The company has developed alongside the astonishing growth of the Korean economy. Designated in 1975 as Korea's first general trading company, Samsung C&T conducts complex trading and investment operations. Following our 1995 merger with Samsung E&C, our world-class enterprise now has two branches—Engineering & Construction Group and Trading & Investment Group.

Samsung C&T Engineering & Construction Group provides clients with peerless products and services in core product areas: skyscrapers, high-tech manufacturing complexes, roads and bridges, ports, energy and nuclear power plants and residential housing—all areas that symbolize state-of-the-art construction technology.

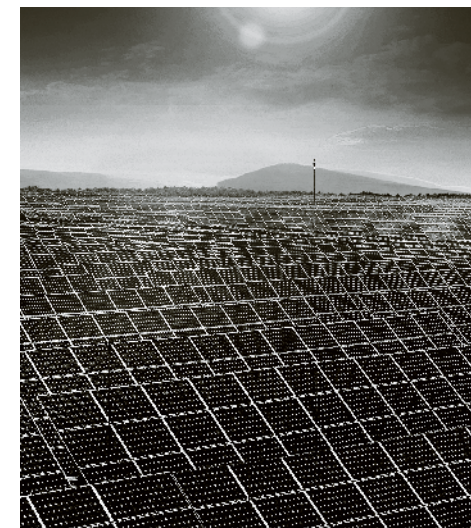
Always at the forefront of the industry, we have constructed two of world's tallest skyscrapers, Malaysia's Petronas Twin Tower and the Burj Khalifa in the United Arab Emirates. We also designed and constructed the Incheon Grand Bridge—an accomplishment hailed as a major milestone in the history of bridge construction.

Going forward, we will grow as a total construction company that manages every step of construction, from planning and design, to procurement, operation and maintenance.

Samsung C&T Trading & Investment Group works in energy/environment, natural resources, and industrial materials through 97 overseas operational bases. In the fields of energy and the environment, projects focus on photovoltaic energy, wind power, bio-energy, and other renewable energy sources, as well as promising areas such as water desalination.

In natural resources, we are conducting exploration, development and production activities in 11 oil and gas fields, and are also active in gas distribution. In industrial materials, we are engaged in trading and direct-investment operations in steel, electronics and chemicals, as well as a wide range of other businesses, including apparel and IT.

In the future, we will reinforce our core competencies, such as finance, logistics, marketing, IT, risk management, and M&A. We will also capitalize on our major strength of "Comprehensive Business Power," with an aim to enhancing and diversifying our existing trading capabilities and further expanding our business lines.



**Jindo Sol-Luce
Solar Power Plant**

Samsung Engineering Co., Ltd.

Employees

5,882

2010 Sales

4.6

Billion USD (based on average currency exchange for all of 2010)

Tel: 82-2-3458-3000
Fax: 82-2-3458-3339
www.samsungengineering.com

For over 40 years, Samsung Engineering Co., Ltd (SECL) has excelled as the first and largest Korean engineering company, specializing in engineering, procurement, construction and commissioning (EPCC) of hydrocarbon, industrial, and infrastructure plants and facilities in worldwide markets. With a global force of over 5,800 in regions such as the Middle East, India, Southeast Asia, Central America and South America, Samsung Engineering is an internationally recognized leader in the global plant market.

With advanced technological and project management expertise, along with a spirit of hard work and dedication, Samsung Engineering has established solid partnerships with the world's largest national oil companies. Samsung Engineering is dedicated to delivering projects on time and safely, while seeking maximum value for clients.

Hydrocarbon: Samsung Engineering has a strong and extensive track record of petrochemical, refinery and gas plant projects, particularly for ethylene, EG, gas separation, and refinery plants. Notably in 2011, Samsung Engineering was awarded all four packages for the \$2.8

billion Shaybah gas-oil complex plant from Saudi Aramco. The company is currently preparing to expand its services to fields such as LNG and FPSO.

Industrial and Infrastructure: Samsung Engineering's expertise in the industrial and infrastructure business include power, steel/metallurgy, water treatment infrastructure and industrial plants. Samsung Engineering has been experiencing a rapid advancement in diversification of its services in this sector in global markets, after recently being awarded major contracts for power, water, steel and metallurgy in 2010 and 2011.

Samsung Naffora Techno Valley Inauguration: In May 2011, Samsung Engineering celebrated the opening of Samsung Naffora Techno Valley, an engineering complex that includes training facilities and a sports complex. The company's focus on investing back into the Saudi Arabia community by recruiting and training Saudi engineers was highly supported by government officials and clients such as the Royal Commission of Jubail and Yanbu and Saudi Aramco.

Samsung Engineering will continue to pursue its long-term vision for each overseas market, by remaining committed to the needs of the community.

Samsung Naffora Techno Valley





“A designer can make dreams come true by delivering more than good style. I’m creating a new experiential design value by using culture, joy, beauty, and excitement as inspiration.”

Juhee Cho
Qualified Architect, Design Development Team
Samsung C&T Corporation

Cheil Industries Inc.

Employees

3,896

2010 Sales

4.3

Billion USD

Tel: 82-31-596-3114
Fax: 82-31-596-3088
www.cii.samsung.com

Originally, Cheil Woolen Fabrics Industries was the parent company of Samsung. From the founding of Samsung in 1954 to today, Cheil Industries has continuously strived for growth and transformation in response to changing markets. We have built a peerless reputation as Korea's top fashion and textiles company, with a receptive domestic market in men's wear, women's wear, casual wear, and accessories. Along the way, we diversified into chemicals and state-of-the-art new materials during the 1980s, entering the market for synthetic resins such as ABS and PS. In the 1990s, anticipating the rapid growth of the IT industry, Cheil Industries advanced into electronic chemical materials and began to produce semiconductors and display materials. In 2011, we continue working to ensure growth and to strengthen the company.

The domestic fashion business has proven to be a sustainable engine of growth, providing a base for launching and fostering new brands as we build global competitiveness for our successful entry into the Chinese market.

The chemicals business accounts for 44.4 percent of our total revenues. In 2010, sales blossomed, thanks to increasing demand for IT products in the first half of the year. We expanded our overseas production hubs and invested in new infrastructure.

For the past two years, our electronic chemical materials business has recorded outstanding growth, bringing in 30 percent of our revenues and surpassing the KRW 1 trillion mark for the first time in 2009. Our aim is to develop and market high-value products with strong growth potential, under a philosophy of "World First, World Best" products.



Starex Luminous

Samsung Everland Inc.

Employees

4,408

2010 Sales

1.92

Billion USD

Tel: 82-2-759-0290
Fax: 82-2-759-0109
www.samsungeverland.com

Samsung Everland engages in an array of services closely associated with the day-to-day lives and business operations of its customers. Our business scope covers the three main sectors of Environment & Asset, Food Culture and Resort.

Our Everland Resort, Korea's premier resort complex, includes the Everland theme park, Caribbean Bay water park, Glen Ross Golf Club, and Homebridge vacation condos. In 2010, Everland was identified as the tenth most popular theme park, and Caribbean Bay was ranked as the fourth most popular water park in the world by the Theme Entertainment Association. Recently, we opened two large-scale attractions: T-Express at Everland, selected as the world's most thrilling wooden roller-coaster ride in a recent poll conducted by Mitch Hawker of the U.S., and AquaLoof, a thrilling water slide at Caribbean Bay, which gives the rider 360-degree rotation in a free-fall experience. We also operate four of Korea's most prestigious golf clubs—Anyang Benest, Gapyeong Benest, Ansong Benest, and Dongrae Benest.

Samsung Everland creates enjoyable dining experiences through specialized food service, food ingredient distribution, and concession businesses. With scientific menu evaluation and screening, as well as stringent distribution management, we are among the best in the business. We recently advanced into the food concession business in our effort to deliver distinctive service to a wider variety of consumers.

At Samsung Everland, we bring people and nature into harmony. We create landscapes that relax and stimulate the senses. We design golf courses that are both challenging and environmentally friendly. We build high-tech industrial plants and remodel buildings to give new life to old spaces. And we help prepare for all conceivable man-made and natural disasters to protect lives and property.

Our experience in managing properties has made us experts in energy efficiency. We continue to meet emerging business opportunities in fuel cells, heat pumps, and clean development mechanism (CDM) projects, enabling us to provide our customers with state-of-the-art solutions that maximize the value of their properties.

To share our future with clients and customers, Samsung Everland unveiled Vision 2020 "Life Infrastructure Inventor" to propose new initiatives and set industry standards to enhance the overall quality of life and help our clients win in the marketplace.

Everland



Hotel Shilla Co., Ltd.

Employees

1,892

2010 Sales

1.26

Billion USD

Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.shilla.net

Hotel Shilla, Korea's premier travel retailer and hospitality provider, serves discerning customers with fine hotels and duty-free shopping.

Hotel Shilla's duty-free stores, in Seoul, Jeju, and at Incheon International Airport, carry more than 300 world-famous luxury brands in boutique items, fashion, jewelry, cosmetics, watches, and more. It also offers even more convenient shopping through its online duty-free shop. A large guest lounge in the roof garden on the roof of the Seoul shop offers a more refined shopping space, regularly playing host to cultural events. Our free valet service is an industry first, starting a trend toward differentiated service.

For our outstanding customer service and innovative distribution, we won the Presidential Award in Korea's Retail Award Ceremony, the first duty-free company to be honored.

Hotel Shilla is also a world-class hospitality company, with hotels in Seoul and Jeju. As a member of the Leading Hotels of the World group, we are confident that our properties are on a par with the most luxurious hotels in the world. We offer comfort, convenience, and luxury to our customers through world-class attention to detail.

The Shilla Seoul is the preferred lodging for royalty, heads of state, dignitaries, celebrities, and business leaders. It is recognized around the world for its impressive facilities, impeccable service, and time-honored tradition of hospitality.

The Shilla Jeju opened in 1990. As Korea's first luxury resort, it has been at the forefront of Korea's tourism and conference market and remains the area's most prestigious destination for VIPs from all around the world. The Shilla Jeju has an ongoing cultural and entertainment program for patrons, along with a renowned concierge service and a complete travel service for everything from flight reservations to rental car reservations.

S1 Corporation

Employees

4,879

2010 Sales

730

Million USD

Tel: 82-2-1588-3112
Fax: 82-2-2131-8189
www.s1.co.kr

The history of S1 is the very history of Korean security systems. Ever since S1 introduced the security system concept in Korea, it has attracted countless customers through unceasing efforts to improve. Our accumulation of 32 years of expertise in security has nurtured a global standard security system, highly skilled experts, and a nationwide communication network in Korea.

S1 is still the most advanced security corporation in Korea, with more than 50 percent of the domestic market share. The company has earned the trust of its clients through continuous product development and dependable service.

S1 established its position as a leader in the industry by focusing on the alarm security business, security product sales, and integrated security. Today, our objective is to become one of the global top 10 security companies by 2020. We are strengthening our system security business, diversifying security-related products, and expanding our security solution business. Currently, S1 is expanding into the mobile security service, energy service, and health care sectors—businesses that will allow our clients to live safely anywhere, at any time.

Our mobile security service includes ZenieCall-S, an autonomous security application for smartphones, and ZenieCall-i, a location positioning service that provides HPS position, notification, and assistance in case of emergency. In addition, we have advanced into health care with AED, a medical device that normalizes the contraction and relaxation of the heart using electric shock when the heartbeat is abnormal.

S1 is also accelerating the development of advanced security technology by focusing on fusion and compound security solutions, and on information protection systems. Recently, market requirements for personal security have been increasing, with heightened demand for personal information protection, facility security, and logistic security, and for convergence areas, such as NS (Network Security), u-City, and energy efficiency. S1 combines the physical security and IT systems needed for entry control with information protection technology and information management security to provide solutions for application development and system operations. We successfully launched the intelligent facility monitoring system, the cultural property safety management system, the u-City intelligent system, and a biometric system that includes a face recognition system.

New products and services include CPTED (Crime Prevention Through Environmental Design); applied security solutions; HUEN, a home security system; BEMS (Building Energy Management System); and video monitoring technology using behavior pattern recognition algorithms; and intelligent security robots.

Cheil Worldwide

Employees (as of the end of July, 2011)

1,940

2010 Sales

320

Million USD

Tel: 82-2-3780-2114
Fax: 82-2-3780-2423
www.cheil.com

Cheil Worldwide is a full-service global marketing communications group offering advertising, market research, consulting, public relations, and new media services to a roster of global clients. Founded in 1973, we are the leaders in the Korean advertising industry.

Over the past three decades, we have expanded our focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. With 30 offices in 26 countries, we are currently ranked by *Advertising Age* as the world's 17th largest advertising firm. Our clients include oil refiner S-Oil, Hankook Tire, leading Korean mobile phone service provider Olleh KT, the Seoul Tourism Organization, Dong Suh Food, Woongjin, Samsung Electronics, China Mobile, and Russian Standard Bank.

Since 2008, Cheil Worldwide has made several acquisitions of top global agencies, including Beattie McGuinness Bungay, The Barbarian Group, and Herezie. Some

recent campaigns include the planning and execution of Samsung Electronics' sponsorship of the 2008 summer games in Beijing and managing Samsung's marketing activities at the 2010 Vancouver Winter Olympic Games and the 2010 Asian Games in Guangzhou. Our work was recognized with several awards at the most recent Cannes Lions International Advertising Festival.

Cheil Worldwide's vision and identity are defined by our motto, "Worldwide Idea Engineering." The key to our globalized business lies in creating new ideas and following through with a dynamic development process.

Face Recognition, Fingerprint Reader and Vein Reader





The Cardiac and Vascular Center of SMC

Samsung Medical Center

Employees

7,000

Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Since opening in November 1994, Samsung Medical Center (SMC) has been one of Korea's leading medical organizations. We operate three specialized treatment facilities—two in Seoul (Samsung Medical Center and Kangbuk Samsung Hospital) and one in Changwon (Samsung Changwon Hospital)—plus four research institutes in Seoul (Samsung Bioscience Research Institute, Samsung Social Mental Health Institute, Samsung Cancer Research Institute, and Samsung LAB), as well as the Sungkyunkwan University School of Medicine.

Working with other medical facilities, we maximize the synergy of our partnerships, offering a new model for growth in Korea's medical industry. Samsung Medical Center is widely recognized for its excellence in patient care, research, and education. For the past twelve years, it has ranked number one in national ratings, including the National Customer Satisfaction Index.

SMC opened its Samsung Cancer Research Institute in October 2009. The facility features some of the most advanced research equipment in Korea, including Illumina iScan and the nCounter Analysis system. In 2010, Samsung Medical Center completed a world-record number of operations at a single institution, with 1,800 cases of stomach cancer surgery per year and 1,500 cases of colon cancer surgery per year. The facility also treated more than 10,000 outpatients per day in September 2010.

Samsung Medical Center, which aims to become a globally leading hospital, has been promoting active interaction with various distinguished medical institutes worldwide, including the Mayo Clinic (U.S.), MD Anderson Cancer Center (U.S.), and Beijing University Hospital (China). Since 2009, the hospital has marketed its services to foreign patients, a promising area for growth.

In 2009 and 2010, the hospital also focused on direct consultation with foreign governments, signing agreements with the Mongolian Embassy in Korea, Vladivostok City, Dubai, and Almaty, Kazakhstan. In Dubai, we opened the Samsung Dubai Medical Center, becoming the first Korean hospital to advance into the Middle East.

Kangbuk Samsung Hospital prepared for the opening of Total Healthcare Center, the largest facility of its kind in Korea.

Samsung Changwon Hospital changed its name from Masan Samsung Hospital to Sungkyunkwan University Hospital. For contributions to upgrading the emergency medical system, the hospital's cardiac and vascular center received a commendation from the Ministry of Health and Welfare.

Building on these successes, Samsung Medical Center will continue to focus its resources on becoming a premier cancer center, not only in Asia, but around the world.

Samsung Economic Research Institute

Employees

212

Tel: 82-2-3780-8000
Fax: 82-2-3780-8005
www.seri.org, www.seriworld.org

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. Founded in 1986, SERI has been Korea's observer of record on economic matters for 25 years. Today we are a major resource for business leaders, policymakers, and opinion leaders in Korea and beyond. Our domestic website now has about 1.8 million readers, while our English (www.seriworld.org), Chinese, and Japanese readership continues to grow.

Our primary activities include analyzing the Korean and global economies; making economic forecasts; examining management, industry, and public policy issues; surveying security conditions on the Korean peninsula; advising business leaders; and presenting video reports from the institute's researchers. The institute is becoming a hub for regional knowledge networks in partnership with other institutions.

SERI also has continuously raised its global profile, opening an office in Beijing and a joint research center with the European Union, and launching an English-language journal, *SERI Quarterly*, which has broadened our audience in Korea and the rest of the world.

In 2011, as SERI celebrates its 25th year, it will continue to seek improvement to better fulfill its responsibility as a trusted and respected research institution that provides valuable insights and clear direction regarding issues affecting Korea and the world economy. We will intensify our joint and convergence research, which provides creative solutions in macroeconomics, technology and industry, corporate management, and public policies. We also will conduct "smart research" projects, which will diversify research methodology and strengthen outbound channels by adding mobile and social network services.



Samsung Lions Celebrate a Win

Samsung Lions

Employees

34

Tel: 82-53-859-3114
Fax: 82-53-859-3118
www.samsunglions.com

The Samsung Lions Baseball Club is Korea's leading professional baseball team, and one of the original six teams that formed the Korea Baseball Organization (KBO) in 1982. Since then, the Lions have compiled an impressive record, including four championship titles and nine runner-up finishes. With the support of Samsung Group, the Lions have been an integral part of building a prosperous Korean professional baseball league. The team recently announced that construction will begin on a new stadium in Daegu at the end of 2012, to be completed in time for the 2014 baseball season. It will be the largest in Asia.

The team's new manager is former All-Star shortstop Ryu Joong Il, who played his entire 13-year career with Samsung. He set his goal high for his first season as a bench boss: to play an entertaining, aggressive brand of baseball and to bring old fans back to the game.

Dazzling play is our trademark, and our team is home to four Olympic gold medalists—Jin Kab Yong, Park Jin Man, Oh Seung Hwan, and Kwon Hyuk—who led the Korean national team to victory over Cuba in the final game at the Beijing Olympics on August 23, 2008.

Our management is working to globalize our marketing identity through links with such famous clubs as Japan's Yomiuri Giants. The team's ultimate goal is to be the best professional sports team in Korea—in any sport—and to continue promoting Samsung at home and abroad.



SERI Quarterly Digital Magazine



Leeum, Samsung Museum of Art

Samsung Foundation of Culture

Employees

81

Tel: 82-2-2014-6550
ax: 82-2-2014-6559
www.samsungfoundation.org

Samsung Foundation of Culture, established in 1965 by the company's founding chairman, Byung-Chull Lee, is a passionate patron of the arts. Our role is to preserve and promote the brilliant achievements of traditional Korean art, while supporting emerging and established artists in all media and enriching the country's cultural landscape. Our mission is to broaden our artistic horizons, strengthen our cultural capabilities, and enrich lives. We operate Leeum, Samsung Museum of Art; the Ho-Am Art Museum; PLATEAU; and Samsung Children's Museum. We also support other cultural and artistic activities, as well as academic research.

Leeum, Samsung Museum of Art, opened in 2004 in central Seoul. Three of the world's most renowned architects designed the unique buildings that make up the arts complex: Mario Botto's terra-cotta structure houses traditional Korean art; Jean Nouvel's rusted stainless steel building houses contemporary art;

and Rem Koolhaas's black concrete and glass building houses the Samsung Child Education and Culture Center. Samsung Children's Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions, programs, and hands-on experiences. The first museum of its kind in Korea, the Samsung Children's Museum lets young people have fun while exploring the world.

The Ho-Am Art Museum and PLATEAU provide not only exhibition space, but a vibrant, dynamic cultural forum open to everyone. We also sponsor programs for children, performing artists, and others, to encourage the development of creative forces in our society.

The Ho-Am Foundation

Employees

6

Tel: 82-2-2014-6783
Fax: 82-2-2014-6789
www.samsungfoundation.org

Founded in 1997 to pay homage to and perpetuate the spirit of Samsung's founding chairman, Byung-Chull Lee, the Ho-Am Foundation continues the legacy of Mr. Lee's civic contributions through its many activities. Most notably, the Ho-Am Prize was conceived by Chairman Kun-Hee Lee in tribute to the late founding chairman and his spirit of public service and human ingenuity.

The first Ho-Am Prizes were conferred in 1991, and today they continue to recognize individuals and organizations who have contributed to cultural, artistic, and social development, or who have furthered human welfare through extraordinary accomplishments in their fields.

The annual prize takes its name from the late Mr. Lee's pen name. It is presented in five categories: Science, Engineering, Medicine, the Arts, and Community Service. Winners are selected after an extensive, rigorous evaluation process overseen by separate committees, each comprised of renowned experts in fields relevant to the category.

Samsung Welfare Foundation

Employees

14

Tel: 82-2-2014-6860
Fax: 82-2-2014-6869
www.samsungfoundation.org

Committed to building an ideal society, Samsung Welfare Foundation has been funding a wide range of community programs that address various economic, social, and cultural needs since 1989. Our mission is to help Samsung 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.

We focus in particular on the well-being of children, and on giving hope to low-income and socially marginalized groups by empowering them with tools of self-reliance instead of donations that provide only temporary solutions.

Our program A Little Sharing for a Lot of Love, initiated by Samsung Electronics and coadministered with Samsung Welfare Foundation since 1998, works to support the development and operation of social welfare programs.

We operate 33 Samsung Childcare Centers in 23 cities throughout Korea. We have developed programs and educational materials for child care and concentrate on improving the welfare of disadvantaged families. We also manage the Samsung Filial Piety Prize, which helps promote the Korean tradition of supporting our elders.

Samsung Life Public Welfare Foundation

Employees

4

Tel: 82-2-2014-6860
Fax: 82-2-2014-6869
www.samsungfoundation.org

Established in 1982 to realize our vision of responsible corporate citizenship, Samsung Life Public Welfare Foundation has been active in diverse efforts to care for our neighbors and to give back to society. As a corporation that strives to grow with its community, we operate advanced care facilities such as Samsung Medical Center, Noble County, and Samsung Childcare Centers.

Noble County, a progressive retirement community for senior citizens, opened its doors in 2001. This retirement home offers not only living quarters but a vibrant lifestyle, complete with medical, cultural, and sports facilities.

The foundation operates 23 Samsung Childcare Centers in 15 cities throughout Korea. We have developed programs and educational materials for child care, and we concentrate on improving the welfare of disadvantaged families.

We also manage the Bichumi Women's Awards, which recognize women's achievements in and contributions to society.

These and many other activities spanning more than 20 years have sprung from a sincere spirit of neighborly love. Our ultimate objective is to go beyond mere corporate donations and to get involved, promoting real solutions that improve quality of life.

Global Network

Samsung Electronics Co.,Ltd.

GLOBAL HEADQUARTERS

Samsung Electronics Co., Ltd.
Tel: 82-2-2255-0114

REGIONAL HEADQUARTERS

North America
Samsung Electronics
North America Headquarters
105 Challenger Road,
Ridgefield Park,
NJ 07660, USA

Latin America
Samsung Electronics
Latin America Headquarters
Samsung Electronica Da Amazonia Ltda.
Avenida das Nacoes Unidas,
12901, 8 andar, Torre Oeste,
Brooklin Novo, CEP 04578-000,
São Paulo, SP, Brasil

Europe
Samsung Electronics
Europe Headquarters
Samsung House,
1000 Hillswood Drive,
Chertsey, Surrey, KT16 OPS, UK

Southeast Asia
Samsung Electronics
Southeast Asia & Oceania
Headquarters
3 Church Street #26-01
Samsung Hub,
Singapore 049483, Singapore

China
Samsung Electronics
China Headquarters
20th Fl., China Merchants
Tower NO.118,
Jian Guo Lu, Chao Yang
District,
Beijing, China 100022

CIS
Samsung Electronics Co., Ltd.
CIS & Baltics Headquarters
Bolshoi Gnezdnikovsky Lane 1,
Blch 2 125009 Moscow Russia

Middle East & Africa
Samsung Electronics
Middle East & Africa
Headquarters
PO BOX 500047, Concord
Tower
19th Fl, AL Soufouh Rd. Media
City,
Dubai, UAE

Southwest Asia
Samsung Electronics
Southwest Asia Headquarters
3rd Fl., Tower-C, Vipul Tech
Square,
Sector-43, Golf Course Road,
Grugaon, India

Korea
Samsung Electronics
Korea Headquarters
22nd Fl., Samsung Life Bldg.,
1321-15, Seocho 2-dong,
Secho-gu, Seoul 137-955, Korea

PRODUCTION NETWORK

Korea
Suwon Complex
Tel: 82-31-200-1114

Gumi Plant 1
Tel: 82-54-479-5114

Gumi Plant 2
Tel: 82-54-479-5114

Giheung Complex
Tel: 82-31-209-7114

Hwaseong Plant
Tel: 82-31-209-7114

Onyang Plant
Tel: 82-41-540-7114

Tangjeong Plant
Tel: 82-41-535-1114

Cheonan Plant
Tel: 82-41-529-7114

Gwangju Plant
Tel: 82-62-950-6114

ASIA PACIFIC

China
Samsung Electronics Huizhou
Company (SEHZ), Huizhou
Tel: 86-752-389-7777

Samsung Electronics Suzhou
Computer (SESC), Suzhou
Tel: 86-512-6253-8988 x6688

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

Samsung Electronics Suzhou
Semiconductor Co., Ltd.
(SESS), Suzhou
Tel: 86-512-6761-1121

Tianjin Samsung Electronics
Company (TSEC), Tianjin
Tel: 86-22-2532-1234

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

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

Tianjin Tongguang Samsung
Electronics Company (TTSEC)
Tianjin
Tel: 86-22-2396-1234

Tianjin Samsung Opto -
Electronics
Co., Ltd. (TSOE), Tianjin
Tel: 86-22-2388-7788

Samsung Electronics Shandong
Digital Printing Co., Ltd. (SSDP)
Weihai
Tel: 86-631-562-6868

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

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

India
Samsung India Electronics
of Production Ltd.
(SIEL-P(VD)), Noida
Tel: 91-120-256-8251

Samsung India Electronics
of Product – Chennai
(SIEL-P(C)),
Kancheepuram District
Tel: 91-44-6710-3000

Indonesia
P.T. Samsung Electronics
Indonesia
of Production (SEIN-P)
Cikarang
Tel: 62-21-8983-7114

Malaysia
Samsung Electronics Display
Malaysia
Sdn. Bhd. (SDMA-VD),
Seremban
Tel: 60-6-678-7914

Samsung Electronics Malaysia
Sdn. Bhd. (SEMA), Klang
Tel: 60-3-3176-2050

Philippines
Samsung Electronics
Philippines
Manufacturing Corp. (SEPHIL)
Laguna Calamba City
Tel: 63-2-214-7777

Thailand
Thai Samsung Electronics
of Production Co., Ltd.
(TSE-P), Sriracha
Tel: 66-38-320-777

Vietnam
Samsung Vina Electronics Co -
Product (SAVINA-P),
Ho Chi Minh City
Tel: 84-8-3896-5500

Samsung Vina Electronics Co.
(SAVINA-S),
Ho Chi Minh City
Tel: 84-8-3821-1111

Samsung Electronics Vietnam
(SEV), Bac Ninh City
Tel: 84-241-856-000

CIS

Russia
Samsung Electronics Russia
(SERK), Kaluga
Tel: 7-484-386-7000

EUROPE

Hungary
Samsung Electronics Hungarian
of Production Co., Ltd. (SEH-P),
Jaszfenyszaru
Tel: 36-57-522-200

Slovakia
Samsung Electronics Slovakia,
S.R.O.
(SESK), Galanta
Tel: 421-31-7882-111

Poland
Samsung Electronics Poland
Manufacturing (SEPM), Wronki
Tel: 48-672-114-100

NORTH & SOUTH AMERICA

Brazil
Samsung Electronica Da
Amazonia
Ltda. (SEDA-P(M)), Manaus
Tel: 55-92-4009-1000

Samsung Electronica Da
Amazonia
Ltda. (SEDA-P(C)), Campinas
Tel: 55-19-4501-2000

Mexico
Samsung Electronics Mexico
(SEM-P), Queretaro
Tel: 52-442-296-9000

Samsung Mexicana S.A. de C.V.
(SAMEX), Tijuana
Tel: 1-619-671-6051,
52-664-627-6051

United States
Samsung Austin
Semiconductor, Llc.
(SAS), Austin
Tel: 1-512-672-1000

Samsung Mexicana S.A. de C.V.
(SAMEX), San Diego
Tel: 1-619-671-1669

SALES NETWORK

ASIA PACIFIC

Australia
Samsung Electronics Australia
Pty. Ltd. (SEAU), Sydney
Tel: 61-2-9763-9700

China
Shanghai Samsung
Semiconductor
(SSS), Shanghai
Tel: 86-21-5258-2211

Samsung China Investment
Corp. (SCIC), Beijing
Tel: 86-10-6566-8100

Hong Kong
Samsung Electroncs H.K.
Co., Ltd. (SEHK-Set), Wanchai
Tel: 852-2862-6300

India
Samsung India Electronics of
Sales Ltd.
(SIEL-S), New Delhi
Tel: 91-11-5151-1234

Samsung Telecommunications
India
Private Ltd. (STI), Haryana
Tel: 91-124-436-8000

Indonesia
P.T. Samsung Electronics
Indonesia of Sales
(SEIN-S), Jakarta
Tel: 62-21-5299-1777

Japan
Samsung Japan Corporation
(SJC), Tokyo
Tel: 81-3-6234-2111

Malaysia
Samsung Malaysia Electronics
Sdn. Bhd. (SME-Set),
Kuala Lumpur
Tel: 60-3-2165-0000

New Zealand
Samsung Electronics
Australia Pty. Ltd. (SEAU)
New Zealand Branch, Auckland
Tel: 64-9-477-7000

Philippines
Samsung Electrónics
Philippines
Corp. (SEPCO), Manila
Tel: 63-2-214-7777

Singapore
Samsung Asia Pte. Ltd. (SAPL)
Tel: 65-6833-3000

Taiwan
Samsung Electronics Taiwan
of Sales Ltd. (SET-Set), Taipei
Tel: 886-2-6603-5168

Thailand
Thai Samsung Electronics Co.,
Ltd.
(TSE-S), Bangkok
Tel: 66-2-695-9000

Vietnam
Samsung Vina Electronics
Co., Ltd.
(SAVINA), Ho Chi Minh City
Tel: 84-8-3896-5500

CIS & BALTICS

Russia
Samsung Electronics Russia
Corp. (SERC), Moscow
Tel: 7-095-797-2400,
7-095-926-4200

Ukraine
Samsung Electronics Ukraine
Company (SEUC), Kiev
Tel: 380-44-390-5333

Kazakhstan
Samsung Electronics KZ LLP
(SEKZ), Almaty
Tel: 7-3272-585-965

EUROPE

Austria
Samsung Electronics Austria
GmbH (SEAG), Vienna
Tel: 43-1-516-15-0

Samsung Electronics
Adriatic (SEAD), Vienna
Tel: 43-1-516-15-0

France
Samsung Electronics France
(SEF), Saint-Denis
Tel: 33-1-4921-7000

Germany
Samsung Electronics GmbH
(SEG), Schwalbach
Tel: 49-6196-6660

Samsung Semiconductor
Europe
GmbH (SSEG), Eschborn
Tel: 49-6196-66-3300

Greece
Samsung Electronics Hellas S.A,
Athens
Tel: 30-210-689-6235

Hungary
Samsung Electronics Hungarian
Private Co., Ltd. (SHE-S),
Budapest
Tel: 36-1-453-1180

Rumania
Samsung Electronics Romania
SRL
(SEROM), Bucharest
Tel: 40-31-620-8152

Italy
Samsung Electronics Italia S.P.A
(SEI), Milan
Tel: 39-02-921-891

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

Poland
Samsung Electronics Polska
(SEPOL), Warsaw
Tel: 48-22-607-4400

Portugal
Samsung Electronica
Portuguesa
S.A. (SEP), Lisbon
Tel: 351-21-425-1000

Spain
Samsung Electronics Iberia, S.A.
(SESА), Madrid
Tel: 34-91-714-3600

Sweden
Samsung Electronics Nordic AB
(SENA), Kista
Tel: 46-8-555-05-700

Switzerland
Samsung Electronics Austria
GmbH (SEAG), Zurich
Zurich Branch, Zurich
Tel: 41-44-455-67-0

United Kingdom
Samsung Electronics U.K. Ltd.
(SEUK), Chertsey
Tel: 44-1932-455-000

Samsung Semiconductor
Europe
Ltd. (SSEL), Weybridge
Tel: 44-1932-823-500

Czech Republic
Samsung Electronics Czech
and Slovak, S.R.O., Prague
Tel: 420 225-020-777

Latvia
Samsung Electronics Baltics
(SEB), Riga
Tel: 371-6750-8500

MIDDLE EAST & AFRICA

United Arab Emirates
Samsung Gulf Electronics Co.,
Ltd. (SGE), Dubai
Tel: 971-4-364-8600

South Africa
Samsung Electronics South
Africa (Pty) Ltd. (SSA),
Johannesburg
Tel: 27-11-463-5678

Turkey
Samsung Electronics Istanbul
(SETK), Istanbul
Tel: 90-212-467-0600

Iran
Samsung Electronics Co., Ltd.
(Tehran Branch), Tehran
Tel: 98-21-8864-5300-18
Fax: 98-21-8864-5319

Israel
Samsung Electronics Co., Ltd.
(Tel-Aviv Branch), Tel-Aviv
Tel: 972-77-9026200
Fax: 972-77-9026203

Saudi Arabia
Samsung Electronics Co., Ltd.
(Jeddah L/Branch), Jeddah
Tel: 966-2-690-1426

Jordan
Samsung Electronics Levant
Co., Ltd. (SELV), Amman
Tel: 962-6-580-7102

Morocco
Samsung Electronics
Morocco (SEMRC)
Casablanca
Tel: 212-522-58-67-00

Algeria
Samsung Electronics Co., Ltd.
(Algiers Branch), Algiers
Tel: 213-21-59-1029-30

Tunisia
Samsung Electronics Co., Ltd.
(Tunis Branch), Tunis
Tel: 216-1-860-275, 234

Kenya
Samsung Electronics Co., Ltd.
(Nairobi Branch), Nairobi
Tel: 254-2-273-0434

Pakistan
Samsung Electronics Co., Ltd.
(Lahore Branch), Lahore
Tel: 92-042-3662-2556

Nigeria
Samsung Electronics West
Africa Limited (SEWA),
Lagos
Tel: 234-1-461-7611

NORTH AMERICA

Canada
Samsung Electronics
Canada Inc. (SECA),
Mississauga, Ontario
Tel: 1-905-542-3535

Mexico
Samsung Electronics Mexico
Sales (SEM-S),
Mexico City
Tel: 52-55-5747-5100

United States
Samsung Electronics America,
Inc. (SEA), Ridgefield Park
Tel: 1-201-229-4000

Samsung Semiconductor, Inc.
(SSI), San Jose
Tel: 1-408-544-4000

Samsung Telecommunications
America (STA), Richardson
Tel: 1-972-761-7000

LATIN AMERICA

Argentina
Samsung Electronics Argentina,
S.A. (SEASA), Buenos Aires
Tel: 54-11-4109-4000

Brazil
Samsung Electronica Da
Amazonia of Sales Ltda.
(SEDA-S), São Paulo
Tel: 55-11-5644-6400

Chile
Samsung Electronics Chile
(SECH), Santiago
Tel: 56-2-485-8500

Colombia
Samsung Electronics Latin
America Colombia S.A.
(SAMCOL), Bogota
Tel: 57-1-487-0707

Panama
Samsung Electronics Latino
America S.A. (SELA),
Panama City
Tel: 507-306-2800

Peru
Samsung Electronics Peru
(SEPR), Lima
Tel: 51-1-711-4800

Samsung SDI Co.,Ltd.

Samsung SDI (Malaysia) Sdn Bhd. (SDI (M))
Tel :60-6-670-1077,
60-6-670-1440
Fax: 60-6-677-6167

Samsung SDI Frankfurt Office
Tel: 886-2-2656-8300
Fax: 886-2-2656-8329, 8330

Samsung SDI Mexican Plant (SDIM)
Tel: 1-619-671-6220
Fax: 1-619-671-6226

Shenzhen Samsung SDI Co., Ltd. (SSDI)
Tel: 86-755-8335-7000 x3131
Fax: 86-755-8336-7006

Tianjin Samsung SDI Co., Ltd. (TSDI)
Tel: 86-22-8212-9971 x5301
Fax: 86-22-8212-9984

Hungarian Plant (SDIHU)
Tel: 36-27-530-710
Fax: 36-27-530-701

U.S. Subsidiary (SDIA)
Tel: 1-949-260-2222
Fax: 1-941-260-2221

Hong Kong Subsidiary (SDIH)
Tel: 852-2862-6300
Fax: 852-2866-2548

Samsung SDI Co., Ltd. Taiwan Branch
Tel: 886-2-2656-8300
Fax: 886-2-2656-8329

Samsung SDI Co., Ltd. Beijing Office
Tel: 86-10-6566-8151
Fax: 86-10-6566-8146

Samsung SDI Co., Ltd. Tokyo Branch
Tel: 81-3-6234-2178
Fax: 81-3-6234-2177

Shanghai Samsung Vacuum Electron Devices Co., Ltd. (SSVD)
Tel: 86-21-5774-6000 x2100
Fax: 86-21-5774-2233

Samsung SDI Vietnam Co., Ltd.
Tel: 84-241-626-2010
Fax: 84-241-369-9345

Samsung SDI Co., Ltd. Shanghai Office
Tel: 86-21-6270-4168
Fax: 86-21-6270-8328

Samsung SDI Co., Ltd. Osaka Office
Tel: 81-6-6949-5132
Fax: 81-3-6949-3047

Samsung SDI Co., Ltd. India Office
Tel: 91-11-4659-0972
Fax: 91-11-4249-3609

Samsung Electro-Mechanics Co., Ltd.

MANUFACTURING SUBSIDIARIES

Tianjin Samsung Electro-Mechanics Co., Ltd. (TSEM)
Tel: 86-22-2830-3333
Fax: 86-22-2830-7436,
86-22-2831-6600

Samsung High-Tech Electro-Mechanics (Tianjin) Co., Ltd. (STEM)
Tel: 86-22-2397-9000
Fax: 86-22-2396-2532

Dongguan Samsung Electro-Mechanics Co., Ltd. (DSEM)
Tel: 86-769-330-5000
Fax: 86-769-330-5001

Kunshan Samsung Electro-Mechanics Co., Ltd. (KSEM)
Tel: 86-512-5790-8888
Fax: 86-512-5771-1065

Samsung Electro-Mechanics Philippines Corp. (SEMPHIL)
Tel: 63-49-545-6001
Fax: 63-49-545-2348

Samsung Electro-Mechanics Thailand Co., Ltd. (SEMTHAI)
Tel: 66-38-562-000
Fax: 66-38-562-177-9

Binhai Branch Factory
Tel: 86-22-2830-3333

Hungary Branch Factory
Tel: 36-24-551-144
Fax: 36-24-551-104

Suzhou Branch Factory
Tel: 86-512-8716-9898, x109
Fax: 86-512-8716-9896

SALES SUBSIDIARIES AND SALES OFFICES

Americas
Samsung Electro-Mechanics America, Inc.
Tel: 1-949-797-8000-8059
Fax: 1-949-797-8060-8062

San Jose
Tel: 1-408-544-5274
Fax: 1-408-544-4967

Chicago
Tel: 1-847-549-9421-4
Fax: 1-847-549-9419

Phoenix
Tel: 1-480-592-0182
Fax: 1-480-592-0186

São Paulo
Tel: 55-11-5105-5352-5
Fax: 55-11-5105-5356

Europe

Samsung Electro-Mechanics GmbH (SEMG)
Tel: 49-6196-66-7200, 7254
Fax: 49-6196-66-7755, 7766

London
Tel: 44-1932-45-5480, 5483
Fax: 44-1932-45-5484

Istanbul
Tel: 90-212-324-0856, 0858
Fax: 90-212-270-0077

Helsinki
Tel: 358-9-8531-132
Fax: 358-9-2517-2258

Japan

Samsung Japan Co., Ltd.
Tel: 81-3-6234-2569, 2573
Fax: 81-3-6234-2568

Osaka
Tel: 81-6-6949-3408-9
Fax: 81-6-6949-3047

Southeast Asia

Samsung Electro-Mechanics Pte. Ltd. (SEMPL)
Tel: 65-6833-3215, 3231
Fax: 65-6833-3243, 3244

Bangkok
Tel: 66-2-661-8004, 8005
Fax: 66-2-661-8006

Penang
Tel: 60-4-660-6120, 6121
Fax: 60-4-660-6123

Manila
Tel: 63-2-809-2873, 2874
Fax: 63-2-809-1365

New Delhi

Tel: 91-124-488-2091
Fax: 91-124-488-2090

China

Samsung Electro-Mechanics (H.K.) Ltd.
Tel: 852-2862-6340, 6345
Fax: 852-2862-6363

Samsung Electro-Mechanics Shenzhen Co., Ltd.
Tel: 86-755-8608-5555
Fax: 86-755-8608-5566

Beijing

Tel: 86-10-6566-8100, x6600
Fax: 86-10-6566-8146

Shanghai
Tel: 86-21-6270-4168, x200
Fax: 86-21-6219-6640

Qingdao
Tel: 86-532-8577-9102
Fax: 86-532-8577-6909

Chengdu
Tel: 86-28-8665-8855

Taipei

Tel: 886-2-2656-8350, 8358
Fax: 886-2-2656-8388

R&D CENTER

Atlanta, GA
Tel: 1-678-891-6880
Fax: 1-678-891-6870

Bangalore
Tel: 91-80-2238-9713
Fax: 91-80-2238-9206

Samsung Corning Precision Materials Co., Ltd.

Samsung Corning Precision Materials Malaysia Sdn., Bhd. (SCM)
Tel: 60-6-677-9700
Fax: 60-6-677-7304

Samsung SDS Co., Ltd.

Samsung SDS America
Tel: 1-201-229-4727

Samsung SDS China
Tel: 86-10-5924-9000

Samsung SDS Europe
Tel: 44-1932-823-456

Samsung SDS Asia Pacific
Tel: 65-6833-3186

Samsung SDS Latin America
Tel: 55-11-5644-6411

Samsung SDS India
Tel: 91-11-4316-1234

Mexico Branch
Tel: 1-619-710-1758

Germany Branch
Tel: 49-6196-66-6520

United Arab Emirates Branch
Tel: 971-2-643-5155

Malaysia Branch
Tel: 60-6-670-1049

Kazakhstan Branch
Tel: 7-7273-110835

Global Business Department, Korea
Tel: 82-2-3429-0114

Samsung LED Co., Ltd.

HEAD OFFICE

Tel: 82-31-8021-3114
Fax: 82-31-8021-3490

PRODUCTION PLANTS

Korea

Tel: 82-31-8021-3114
Fax: 82-31-8021-3490

China

Tel: 86-22-2397-9000
Fax: 86-22-2396-2532

GLOBAL SALES OFFICES

Americas

Tel: 1-949-797-8000 - 8059
Fax: 1-949-797-8060 - 8062

Europe

Tel: 49-6196-66-6431
Fax: 49-6196-66-6429

Japan

Tel: 81-3-6234-2569, 2573
Fax: 81-3-6234-2568

China—Shenzhen

Tel: 86-755-8608-5581
Fax: 86-755-8608-5566

China—Shanghai

Tel: 86-21-3356-1177
Fax: 86-21-3356-1177

Southeast Asia

Tel: 65-6833-3215 - 3231
Fax: 65-6833-3243, 3244

Samsung Mobile Display Co., Ltd.

HEADQUARTERS

Tel: 82-41-623-3114
Fax: 82-41-623-1088

PRODUCTION BASE

Korea

Tangjeong Plant
Tel: 82-41-623-3114
Fax: 82-41-623-1088

Cheonan Operations
Tel: 82-31-209-6114
Fax: 82-41-623-1088

Americas

Tel: 82-31-209-6114
Fax: 82-31-209-2237

Overseas

Tianjin Samsung Mobile Display Co., Ltd.
Tel: 86-22-2380-8114
Fax: 86-22-2380-8282

Dongguan Samsung Mobile Display Co., Ltd.
Tel: 86-769-8558-2000
Fax: 86-769-8582-1600

SALES NETWORK

Sales Headquarters
Tel: 82-31-209-6114
Fax: 82-31-209-2237

SEAH (DS): Samsung Electronics America Headquarters (Device Solution)
Tel: 1-408-544-4934
Fax: 1-408-544-4980

Schaumburg
Tel: 1-847-407-2829
Fax: 1-847-407-2802

Mississauga
Tel: 1-905-542-3535
Fax: 1-905-819-6680

SEEH (DS): Samsung Electronics Europe Headquarters (Device Solution)
Tel: 49-6196-663-130
Fax: 49-6196-663-811

Espoo
Tel: 358-954-063-009
Fax: 358-954-063-005

SJC (Sales Corporation in Japan), Samsung Japan Corporation
Tel: 81-3-6234-2324
Fax: 81-3-6234-2418

Osaka
Tel: 81-6-6949-3203
Fax: 81-6-6949-3047

SECH (DS): Samsung Electronics China Headquarters (Device Solution)
Tel: 86-21-5258-2211 x3280
Fax: 86-21-5288-2595

Beijing
Tel: 86-10-6566-8100 x6505
Fax: 86-10-6566-9410

Shenzhen
Tel: 86-755-8608-5654
Fax: 86-755-8608-5788

Taipei
Tel: 886-2-2656-8114
Fax: 886-2-2656-8688

Samsung Heavy Industries Co., Ltd.

Houston Office
Tel: 1-281-679-8460
Fax: 1-281-679-8473

New York Office
Tel: 1-201-229-5009
Fax: 1-201-229-5110

Rio Office
Tel: 55-21-2551-0972
Fax: 55-21-2554-4792

London Office
Tel: 44-207-562-4301
Fax: 44-207-562-4319

Athens Office
Tel: 30-210-934-4866
Fax: 30-210-934-8163

Oslo Office
Tel: 47-22-00-9535
Fax: 47-22-83-3778

Moscow Office
Tel: 7-495-258-2223
Fax: 7-495-258-2224

Tokyo Office
Tel: 81-3-6234-2237
Fax: 81-3-6234-2189

Singapore Office
Tel: 65-6-550-8181
Fax: 65-6-550-8188

Dubai Office
Tel: 971-4-229-2254
Fax: 971-4-229-2257

Shanghai Office
Tel: 86-21-6270-3207
Fax: 86-21-6278-9112

India (Noida) Engineering Center
Tel: 91-120-468-6001
Fax: 91-120-468-6007

Fukuoka Engineering Center
Tel: 81-92-451-3711
Fax: 81-92-451-3710

Samsung Heavy Industries (Ningbo) Co., Ltd.
Tel: 86-574-8622-6688
Fax: 86-574-8622-4275

Samsung Heavy Industries (Rongcheng) Co., Ltd.
Tel: 86-631-773-1500
Fax: 86-631-776-7009

Samsung Total Petrochemicals Co., Ltd.

Tokyo Office
Tel: 81-3-5570-2857
Fax: 81-3-5570-2825

Hong Kong Office
Tel: 852-2110-1148
Fax: 852-2111-4565

Shanghai Office
Tel: 86-21-3152-9018
Fax: 86-21-3252-2286

Shenzhen Office
Tel: 86-755-2399-6525
Fax: 86-755-2399-6510

Beijing Office
Tel: 86-10-8587-9660
Fax: 86-10-8587-9600

Singapore Office
Tel: 65-6223-5288
Fax: 65-6223-1828

Samsung Petrochemical Co., Ltd.

Samsung Petrochemical (Shanghai) Co., Ltd.
Tel: 86-21-2231-4200
Fax: 86-21-6275-6920

Samsung Fine Chemicals Co., Ltd.

Samsung Fine Chemicals Trading (Shanghai) Co., Ltd.
Tel: 86-21-6270-3936
Fax: 86-21-6270-3933

Tokyo Office
Tel: 81-3-6234-2480
Fax: 81-3-6234-2255

Europe Representative Office
Tel: 49-6196-66-6102
Fax: 49-6196-66-6109

Samsung Techwin Co., Ltd.

United States

Samsung Techwin America (STA)
Tel: 1-201-325-6920
Fax: 1-201-373-0124

Samsung Techwin Co., Ltd. (Hartford Office)
Tel: 1-860-557-1093
Fax: 1-860-565-1720

Samsung Techwin Co., Ltd. (Houston Turbo Design and Development Center)
Tel: 1-281-599-3377
Fax: 1-281-599-7734

Samsung Techwin Co., Ltd. (Maryland Biotechnology Center)
Tel: 1-240-264-8335
Fax: 1-240-264-8331

Europe

Samsung Techwin Europe Ltd. (STE)
Tel: 44-1932-455-308
Fax: 44-1932-455-325

China

Tianjin Samsung Techwin Opto-Electronic (TSTO)
Tel: 86-22-2388-7788 x8650
Fax: 86-22-2388-7788 x8505

Shanghai Samsung Mechatronics and Trading (SSMT)
Tel: 86-21-5427-1155
Fax: 86-21-5423-5122

Japan

Samsung Japan Corp.
Tel: 81-3-6234-2195
Fax: 81-3-6234-2194

Samsung Yokohama Research Institute
Tel: 81-45-510-4232
Fax: 81-45-510-4052

Techwin Engineering Center (TEC)
Tel: 81-92-717-8611
Fax: 81-91-717-8615

Samsung Life Insurance Co., Ltd.

United Kingdom

Samsung Life Investment (U.K.) Ltd.
Tel: 44-20-7786-7811
Fax: 44-20-7786-7840

Samsung Life Insurance Co., Ltd.
Tel: 44-20-7786-7823
Fax: 44-20-7786-7807

India

Samsung Life Insurance Co., Ltd. Mumbai Representative Office
Tel: 91-22-2202-2300

Thailand

Siam Samsung Life Insurance Company
Tel: 662-308-2245
Fax: 662-308-2269

Vietnam

Samsung Life Insurance Co., Ltd. Hanoi Representative Office
Tel: 84-4-3936-8855
Fax: 84-4-3936-9056

Samsung Life Insurance Co., Ltd. Samsung Properties China
Tel: 85-2-2980-1888
Fax: 85-2-2861-0285

China

Samsung Life Insurance Co., Ltd. Beijing Representative Office
Tel: 86-10-6566-8100 x6100
Fax: 86-10-6566-8142

Samsung Air-China Life Insurance Co., Ltd.
Tel: 86-10-5820-1881
Fax: 86-10-5820-1999

Japan

Samsung Life Insurance Co., Ltd. Tokyo Representative Office
Tel: 81-3-6234-2220
Fax: 81-3-6234-2218

Unites States

Samsung Life Investment (U.S.A.) Ltd.
Tel: 1-212-421-6751
Fax: 1-212-421-4211

Samsung Life Insurance Co., Ltd.
Tel: 1-201-229-6030
Fax: 1-201-229-6024

Samsung Life Insurance Co., Ltd. U.S. Representative Office (IRO)
Tel: 1-212-421-2705
Fax: 1-212-421-2665

Samsung Fire & Marine Insurance Co., Ltd.

SUBSIDIARIES AND JOINT VENTURES

Indonesia

P.T. Asuransi Samsung Tugu
Tel: 62-21-2995-0010
Fax: 62-21-2995-0020

Vietnam

Samsung Vina Insurance Co., Ltd.
Tel: 84-8-3823-7812-3
Fax: 84-8-3823-7811

Samsung Vina Insurance Co., Ltd.

Hanoi Branch
Tel: 84-4-3942-5251
Fax: 84-4-3942-5250

China

Samsung Fire & Marine Insurance China
Tel: 86-21-6209-0499, +6208-0080, +6295-4800
Fax: 86-21-6295-5280

Samsung Fire & Marine Insurance China Beijing Branch
Tel: 86-10-6566-8100
Fax: 86-10-6566-8149

Samsung Fire & Marine Insurance China Shenzhen Branch
Tel: 86-755-8252-0391
Fax: 86-755-8252-0389

Samsung Fire & Marine Insurance China Suzhou Branch
Tel: 86-512-6292-5968
Fax: 86-512-6292-5977

Samsung Fire & Marine Insurance China Qingdao Branch
Tel: 86-532-8502-7271
Fax: 86-532-8502-8248

BRANCH OFFICES

United States

Samsung Fire & Marine Insurance Co., Ltd. United States Branch
Tel: 201-229-6012
Fax: 201-229-6015

Samsung Fire & Marine Insurance Co., Ltd. United States Branch, Los Angeles Office
Tel: 562-229-0411
Fax: 562-229-0620

LIAISON OFFICES

Japan

Samsung Fire & Marine Insurance Co., Ltd. Tokyo Liaison Office
Tel: 81-3-6234-2208
Fax: 81-3-6234-2207

China

Samsung Fire & Marine Insurance Co., Ltd. Beijing Representative Office
Tel: 86-10-6566-8100
Fax: 86-10-6566-9408

United Kingdom

Samsung Fire & Marine Insurance Europe
Tel: 44-207-367-0019
Fax: 44-207-726-8129

India

Samsung Fire & Marine Insurance Co., Ltd. India Representative Office
Tel: 91-124-488-1234-2060
Fax: 91-124-488-2090

Singapore

Samsung Fire & Marine Insurance Co., Ltd. Singapore Representative Office
Tel: 65-6550-8112
Fax: 65-6550-8115

Brazil

Samsung Fire & Marine Consultoria em Seguros Ltda.
Tel: 55-11-5105-5040
Fax: 55-11-5105-5041

UAE

Samsung Fire & Marine Insurance Co., Ltd. Dubai Representative Office
Tel: 971-4-358-6110
Fax: 971-4-358-6266

Samsung Card Co.,Ltd.

Samsung Card U.S. Branch Office
Tel: 201-807-6431
Fax: 201-807-6434

Samsung Securities Co., Ltd.

Samsung Securities America Inc.
Tel: 1-212-972-0505
Fax: 1-212-972-2074

Samsung Securities Europe Ltd.
Tel: 44-20-7786-7876
Fax: 44-20-7588-0887

Samsung Securities Asia Ltd.
Tel: 852-2111-7535
Fax: 852-2114-0290

Samsung Securities Tokyo Branch
Tel: 82-3-6234-2793
Fax: 82-3-6234-2207

Samsung Securities Shanghai Representative Office
Tel: 86-21-6270-4168
Fax: 86-21-6275-6794

Samsung Asset Management Co. Ltd.

Korea

Samsung Asset Management
Tel: 82-2-3774-7600

Hong Kong

Samsung Asset Management (HK) Ltd.
Tel: 852-2115-8710
Fax: 852-2115-8720

Singapore

Samsung Asset Management (Singapore) Pte. Ltd.
Tel: 65-6506-5088

Samsung C&T Corporation

TRADING & INVESTMENT

Americas

Samsung C&T America Inc.
Tel: 1-201-229-5000
Fax: 1-201-229-5080

MDI

Tel: 1-201-330-1448

Samsung C&T America Inc. Los Angeles
Tel: 1-562-802-2211
Fax: 1-562-802-3011

Samsung C&T America Inc. Houston
Tel: 1-713-953-9700
Fax: 1-713-953-9911

Samsung Oil and Gas U.S.A.
Tel: 1-713-554-7900

Samsung C&T America Inc. Toronto Office
Tel: 1-905-817-6498
Fax: 1-905-285-1852

Samsung Renewable Energy
Tel: 1-905-817-6498
Fax: 1-905-285-1852

Samsung C&T America Inc. Oficina de Representacion en Mexico
Tel: 52-55-5985-5901
Fax: 52-55-5985-5908

Terminal KMS de GNL, S. de R.L. de C.V.
Tel: 52-55-5284-0525

KST ELECTRIC POWER COMPANY, S.A.DE C.V
Tel : 52-55-4160-8155

QSSC S.A DE C.V.
Tel : 52-442-403-7050

Samsung C&T Do Brasil Ltda.
Tel: 55-11-5105-5858

Samsung C&T America Inc. Santiago Office
Tel: 56-2-570-3256
Fax: 56-2-570-3259

Samsung C&T America Inc. Panama Office
Tel: 50-7-210-1588
Fax: 50-7-210-1598

Samsung C&T America Inc. Bogota Office
Tel: 57-1-629-2535

Europe

Samsung C&T Deutschland GmbH
Tel: 49-6196-66-5100
Fax: 49-6196-66-5566

Samsung C&T Deutschland GmbH Istanbul Office
Tel: 90-212-216-0877
Fax: 90-212-275-0602

Samsung C&T Deutschland GmbH Sucursal en Espana
Tel: 34-91-484-0511

Samsung C&T Deutschland GmbH Almaty Office
Tel: 7-727-311-0291

Kazakhmys Samsung International Inc.
Tel: 7-727-311-0657

Samsung C&T Deutschland GmbH Budapest Office
Tel: 36-1-450-1626

Samsung C&T Deutschland GmbH Praha Office
Tel: 420-2-9634-8313

Samsung C&T Deutschland GmbH Sofia Office
Tel: 359-2-969-5013

Samsung C&T Deutschland GmbH Warsaw Office
Tel: 48-22-621-5961
Fax: 48-22-337-8626

Samsung C&T U.K. Ltd.
Tel: 44-20-8232-3200
Fax: 44-20-8569-7165

Samsung Trading PLC
Tel: 44-20-8232-3294
Fax: 44-20-8569-7595

Samsung Pleomax Europe
Tel: 31-10-283-9679
Fax: 31-10-283-9668

Samsung C&T France SAS
Tel: 33-1-4279-2200
Fax: 33-1-4538-6858

CP INOX SAS
Tel: 33-1-4452-4290

Samsung C&T Italia S.R.L.
Tel: 39-2-262914-201
Fax: 39-2-2622-3125

Samsung C&T Deutschland GmbH Moscow Office
Tel: 7-495-797-2535
Fax: 7-095-797-2528-9

Samsung C&T Deutschland GmbH Krasnoyarsk Office
Tel: 3912-220-12-17

Samsung C&T Deutschland GmbH Kiev Office
Tel: 38-044-507-03-77

SC Otelinox SA
Tel: 40-245-209-103
Fax: 40-245-217-638

Samsung C&T Deutschland GmbH Bucharest Office
Tel: 40-215-295-577

SOLECO
Tel: 421-033-591-3120

POSS-SLPC S.R.O.
Tel: 421-033-591-3120

China

Samsung C&T Corporation Shanghai Office
Tel: 86-21-6270-4168

Samsung Trading (Shanghai) Co., Ltd.
Tel: 86-21-6270-4168

Samsung Trading (Shanghai) Co., Ltd. Changning Branch
Tel: 86-21-6270-4168

Samsung Trading (Shanghai) Co., Ltd. Chongqing Branch
Tel: 86-023-6310-6168

Samsung (Tianjin) International Trading Co., Ltd.
Tel: 86-10-6566-8100
Fax: 86-10-6566-8136

Samsung (Tianjin) International Trading Co., Ltd. Beijing Branch
Tel: 86-10-6566-8100
Fax: 86-10-6566-8136

Samsung (Tianjin) International Trading Co., Ltd. Qingdao Branch
Tel: 86-532-8575-6905
Fax: 86-532-8575-6909

Samsung (Tianjin) International Trading Co., Ltd. Dalian Branch
Tel: 86-411-8360-7700
Fax: 86-411-8360-7722

Samsung C&T Guangzhou Ltd.
Tel: 86-20-3891-1281
Fax: 86-20-8752-1275

Samsung C&T Guangzhou Ltd. Guangzhou Office
Tel: 86-20-3891-1281
Fax: 86-20-8752-1275

Samsung C&T Guangzhou Ltd. Shenzhen Office
Tel: 86-755-2399-5277
Fax: 86-755-2399-5644

Samsung C&T Guangzhou Ltd. Shantou Office
Tel: 86-754-8816-7633

Samsung C&T Guangzhou Ltd. Shunde Office
Tel: 86-757-2897-2791

Samsung C&T Hong Kong Ltd.
Tel: 852-2862-6013
Fax: 852-2862-6417

Samsung C&T Taiwan Corporation
Tel: 886-2-2728-8510
Fax: 886-2-2725 3826

Samsung Trading (Shenzhen) Co., Ltd
Tel: 852-755-2399-5540
Fax: 86-755-8287-4278

Samsung Logistics (China) Ltd.
Tel: 852-2212-6083

Samsung Logistics (Shenzhen) Ltd
Tel: 86-755-2399-4867
Fax: 86-755-8826-4744

Samsung Logistics (Tianjin) Ltd.
Tel: 86-22-2840-8935

Samsung Logistics (Tianjin) Ltd Shanghai Branch
Tel: 86-21-6270-4168
Fax: 86-21-6295-0815

Dongguan Samsung Logistics (Warehouse) Ltd.
Tel: 86-769-8326-0800
Fax: 86-769-8326-0808

Guandong Xingpu Steel Center Co., Ltd..
Tel: 86-0757-2633-0425
Fax: 86-0757-2666-1109

Dongguan Samsung Steel Center Co., Ltd.
Tel: 86-769-8112-9222
Fax: 86-769-8111-5118

Posco Samsung Suzhou Processing Center Co., Ltd.
Tel: 86-512-6289-0903
Fax: 86-512-6660-6891

Samsung Precision Stainless Steel (Pinghu) Co., Ltd.
Tel: 86-573-8507-7660
Fax: 86-573-8507-7670

Samsung Precision Stainless Steel (Pinghu) Co., Ltd.115Shanghai Office
Tel: 86-21-6275-3123

Erdsam International Co., Ltd.
Tel: 976-11-314-564
Fax: 976-11-314-567

Ningxia Knoc Samsung Lantian Oil Develoment Co., Ltd.
Tel: 86-951-603-6530

Japan

Samsung Japan Corporation
Tel: 81-3-6234-2650
Fax: 81-3-6234-2610

Samsung Japan Corporation Osaka Branch
Tel: 81-6-6949-3579
Fax: 81-6-6949-3035

Myodo Metal Co., Ltd.
Tel: 81-256-66-6000
Fax: 81-256-63-3160

Southeast Asia

Samsung C&T Corporation Jakarta Office
Tel: 62-21-2995-0168

Samsung and Ganda Pte. Ltd.
Tel: 62-761-859-774

Samsung and Ganda Pte. Ltd.-PT Gandaerah Hendana
Tel: 62-761-859-774

Samsung and Ganda Pte. Ltd.-PT Inecda
Tel: 62-761-859-774

Samsung C&T Singapore Pte., Ltd.
Tel: 65-6550-8300
Fax: 65-6550-8333

Samsung C&T Malaysia Sdn. Bhd.
Tel : 60-3-2161-5133
Fax: 60-3-2161-5907

Waris Gigih Engineering and Technology Sdn. Bhd.
Tel: 60-3-2161-6497
Fax: 60-3-2161-5907

Mssc (M) Sdn. Bhd.
Tel: 60-3-3291-4342
Fax: 60-3-3291-4343

Samsung C&T (Thailand)
Co., Ltd.
Tel: 66-2-264-0527
Fax: 66-2-264-0530

Samsung C&T Corporation
Manila Regional Office
Tel: 63-2-815-2937
Fax: 63-2-815-2936

Star World Corporation Ltd.
Tel: 63-2-815-2937
Fax: 63-2-815-2936

Samsung C&T Corporation
Ho Chi Minh Office
Tel: 84-823-1135
Fax: 84-8-823-1138

Samsung C&T Corporation
Hanoi Office
Tel: 84-4-3946-1407
Fax: 84-4-3946-1413

Samsung C&T Corporation
Hanoi Logistics
Tel: 84-4-3946-1407
Fax: 84-4-3946-1413

Samsung Chemical Technology
VIINA LLC.
Tel: 84-8-823-1135
Fax: 84-61-355-1831

Samsung C&T Corporation
Yangon Office
Tel: 95-9-513-878
Fax: 95-9-514-718

Samsung C&T Corporation
Australia Office
Tel: 65-6550-8329

SONG(TIMOR)
Tel: 65-6550-8329

Middle East/Africa/India
Samsung C&T Corporation
Dubai Office
Tel: 971-4-222-9634
Fax: 971-4-222-9455

Samsung C&T Corporation
Tehran Office
Tel: 98-21-2621-8106

Samsung C&T Corporation
Riyadh Office
Tel: 966-1-462-7641
Fax: 966-1-462-7743

Samsung C&T Nigeria Ltd.
Tel: 234-1-461-0439
Fax: 234-1-271-9208

Samsung C&T Corporation
Algier Office
Tel: 213-21-91-8634

Samsung C&T Corporation
Accra Office
Tel: 233-303-200-618

Samsung C&T Corporation
Johannesburg Office
Tel: 27-11-884-8746

Samsung C&T Corporation
Luanda Office
Tel: 244-222-333-126

Samsung C&T Corporation
India Private Limited
Tel: 91-11-4655-9000
Fax: 91-11-4655-9090

Samsung C&T Corporation
New Delhi Office
Tel: 91-11-4655-9000
Fax: 91-11-4655-9090

Samsung C&T Corporation
Mumbai Office
Tel: 91-22-6143-8300

ENGINEERING & CONSTRUCTION GROUP

United States

Samsung E&C America Inc.
Tel: 1-562-483-7242

Africa

Samsung C&T Corporation
Cairo
Tel: 20-2-2750 -9415
Fax 20-2-2750-9410

Samsung C&T Corporation
Algeria
Tel: 213-21-945-109
Fax:213-21-945-110

Asia

Samsung C&T Corporation
Southeast Asia Regional Office
& Singapore Branch
Tel: 65-6550-8221
Fax: 65-6538-3779

Samsung C&T Corporation
Taipei
Tel: 886-2-2728-8503
Fax: 886-933-915-615

Samsung E&C (Shanghai) Co.,
Ltd.
Tel: 86-21-5208-1070
Fax: 86-1381-818-2521

Samsung C&T Corporation
Tokyo
Tel: 81-3-6234-2221
Fax: 81-3-6234-2210

Samsung C&T India Private, Ltd.
Tel: 91-11-4656-7800
Fax: 91-9958-00-6166

Samsung C&T Corporation
(Engineering & Construction),
Indonesia
Tel. 62-21-527-8182

Samsung E&C(M) Sdn., Bhd.
Malaysia
Tel: 603-2162-4735
Fax: 603-2162-4761

Samsung Corporation Moscow
LLC.
Tel: 7-495-797-2531

Middle East

Samsung C&T Corporation
Mideast Regional Office
Tel: 971-2-441-9288
Fax: 971-50-445-0254

Samsung C&T Corporation
Dubai
Tel: 971-2-667-1707

Samsung C&T Corporation
(Engineering & Construction),
Qatar
Tel: 974-444-0155
Fax: 974-582-7367

Samsung C&T Corporation
Saudi Arabia
Tel: 966-1-201-2777
Fax: 966-1-279-5101

Europe

Samsung C&T Corporation
London
Tel: 44-208-232-3321
Fax: 44-208-862-0077

Samsung Engineering Co., Ltd.

Middle East and Africa

Samsung Saudi Arabia Co., Ltd.
Jubail
Tel: 966-3-356-5900
Fax: 966-3-356-5984

Samsung Engineering Abu
Dhabi Office
Al Muroor
Tel: 971-2-658-9962
Fax: 971-2-658-8519

Samsung Engineering Bahrain
Office
Manama
Tel: 973-1770-3547
Fax: 973-1770-3652

Samsung Engineering Algeria
Office
Algiers
Tel: 213-21-48-4624
Fax: 213-21-48-4622

Asia

Samsung Engineering India
Private Ltd.
Nodia
Tel: 91-120-406-0700
Fax: 91-120-406-0750

Samsung Engineering Japan
Co., Ltd.
Yokohama
Tel: 81-45-506-0549
Fax: 81-45-506-4170

Samsung Engineering Malaysia
Sdn., Bhd.
Kuala Lumpur
Tel: 603-2162-0714
Fax: 603-2162-0907

Samsung Engineering
Construction (Shanghai) Co.,
Ltd.
Shanghai
Tel: 86-21-5010-6886
Fax: 86-21-5010-6887

Samsung Engineering
Kazakhstan LLP.
Almaty
Tel: 7-727-232-0046

Samsung Engineering Hanoi
Representative Office
Hanoi
Tel: 84-4-3934-7992
Fax: 84-4-3934-7994

Samsung Thai Engineering
Co., Ltd.
Bangkok
Tel: 66-2-264-0524
Fax: 66-2-264-0526

Europe

Samsung Engineering
Magyarország KFT.
Hungary Office
Budapest
Tel: 36-1-319-7519
Fax: 36-1-319-2641

Samsung Engineering CO., Ltd.
UK Office
London
Tel : 44-20-7382-1640
Fax : 44-20-7382-1649

Americas

Samsung Engineering America
Inc.
Houston
Tel: 1-281- 679-0773
Fax: 1-281-679-0776

Grupo Samsung Ingenieria
Mexico, S.A. De C.V.
Ciudad de México
Tel: 52-55-5207-6823
Fax: 52-55-5207-6789

Samsung Engineering Trinidad
Co., Ltd.
Port of Spain
Tel: 1-868-637-5403
Fax: 1-868-632-6104

Samsung Ingenieria Venezuela
Office
Caracas
Tel: 58-212-992-2831
Fax: 58-212-992-3639

Cheil Industries Inc.

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Samsung Chemical USA, Inc.
Tel: 1-562-229-1323
Fax: 1-562-926-9930

Samsung Chemical Europe
GmbH (SCEG)
Tel: 49-6196-66-7410
Fax: 49-6196-66-7466

Samsung Chemical Hungary
(SCH)
Tel: 36-34-814-120

Samsung Chemical Material
Trading (Shanghai) Co., Ltd.
Tel: 86-21-6278-8966
Fax: 86-21-6278-8884

Tokyo Office
Tel: 81-3-6234-2202
Fax: 81-3-6234-2253

Malaysia Office
Tel: 60-3-2169-6915
Fax: 60-3-2161-1972

Tianjin Office
Tel: 86-22-2840-8639
Fax: 86-22-2840-8638

Shenzhen Office
Tel: 86-755-8203-2204
Fax: 86-755-8203-2321

Taiwan Office
Tel: 886-2-8751-0033
Fax: 886-2-8751-3131

Dubai Office
Tel: 971-4-397-8538
Fax: 971-4-397-8539

Starex Compounding America
Inc.
Tel: 1-619-278-0961
Fax: 1-619-278-0964

Stacom Mexico, S.A.de C.V.
Tel: 52-664-627-4947
Fax: 52-664-627-4947 EXT.9

Samsung Chemical (Thailand)
Co., Ltd.
Tel: 66-2624-6700
Fax: 66-2624-6780

Tianjin Samsung Engineering
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Tel: 86-22-5868-0291
Fax: 86-22-5868-0299

FASHION

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Fax: 86-21-6197-7200

New York Studio
Tel: 1-212-625-3580
Fax: 1-212-625-3558

Cheil America, Inc.
Tel: 1-212-399-1300
Fax: 1-212-247-3737

Tokyo Office
Tel: 81-3-6234-2200
Fax: 81-3-6234-2255

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Tokyo Office
Tel: 81-3-3586-7571
Fax: 81-3-3586-7360

Cheil Worldwide

Korea

Cheil Worldwide, Headquarters
Tel: 82-2-3780-2114

North America

Cheil USA, North America

Regional HQ
Tel: 1-646-380-5812

Cheil USA, Dallas
Tel: 1-214-570-4043

Cheil Canada
Tel: 1-905-819-5056

Cheil Mexico
Tel: 52-55-5747-5106

Europe

Cheil UK, Europe Regional HQ
Tel: 44-1932-455-328

Cheil France
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Cheil Italy
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Tel: 48-22-607-4649

CIS

Cheil Russia, CIS Regional HQ
Tel: 7-495-797-2581

Cheil Ukraine
Tel: 380-44-391-5970

China

Cheil China / China Regional
HQ
Tel: 86-10-5769-2266

Cheil China, Shanghai
Tel: 86-21-5464-4777 x3000

Cheil China, Guangzhou
Tel: 86-20-8550-0199

Cheil Hong Kong
Tel: 852-2862-6410

Southeast Asia
Cheil Singapore / Southeast
Asia
Regional HQ
Tel: 65-6833-3550

Cheil Australia
Tel: 61-2-9763-9807

Cheil Vietnam
Tel: 84-8-3821-1111 x230

Cheil Philippines
Tel: 63-2-214-7685

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Tel: 66-2-695-9201

Cheil Taiwan
Tel: 886-2-6603-5900

Southwest Asia

Cheil India / Southwest Asia
Regional HQ
Tel: 91-124-480-5511

Middle East & Africa

Cheil MEA / Middle East-Africa
Regional HQ
Tel: 971-4-364-8758

Cheil Turkey
Tel: 90-212-467-0647

Cheil South Africa
Tel: 27-11-549-1500

Latin America

Cheil Brazil / Latin America
Regional HQ
Tel: 55-11-2181-3180

Cheil Central America
Tel: 55-11-2181-3181

Japan

Cheil Japan
Tel: 81-3-6234-2841

S1 Corporation

SBSS (Samsung Beijing
Security Systems)
Tel: 86-10-6479-1771

Samsung Medical Center

Dubai
Samsung Index Dubai Medical
Center
Tel: 971-4-449-5454

Samsung Economic Research Institute

Beijing Representative Office
Tel: 86-10-6566-8100 x2925
Fax: 81-10-6566-9395

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