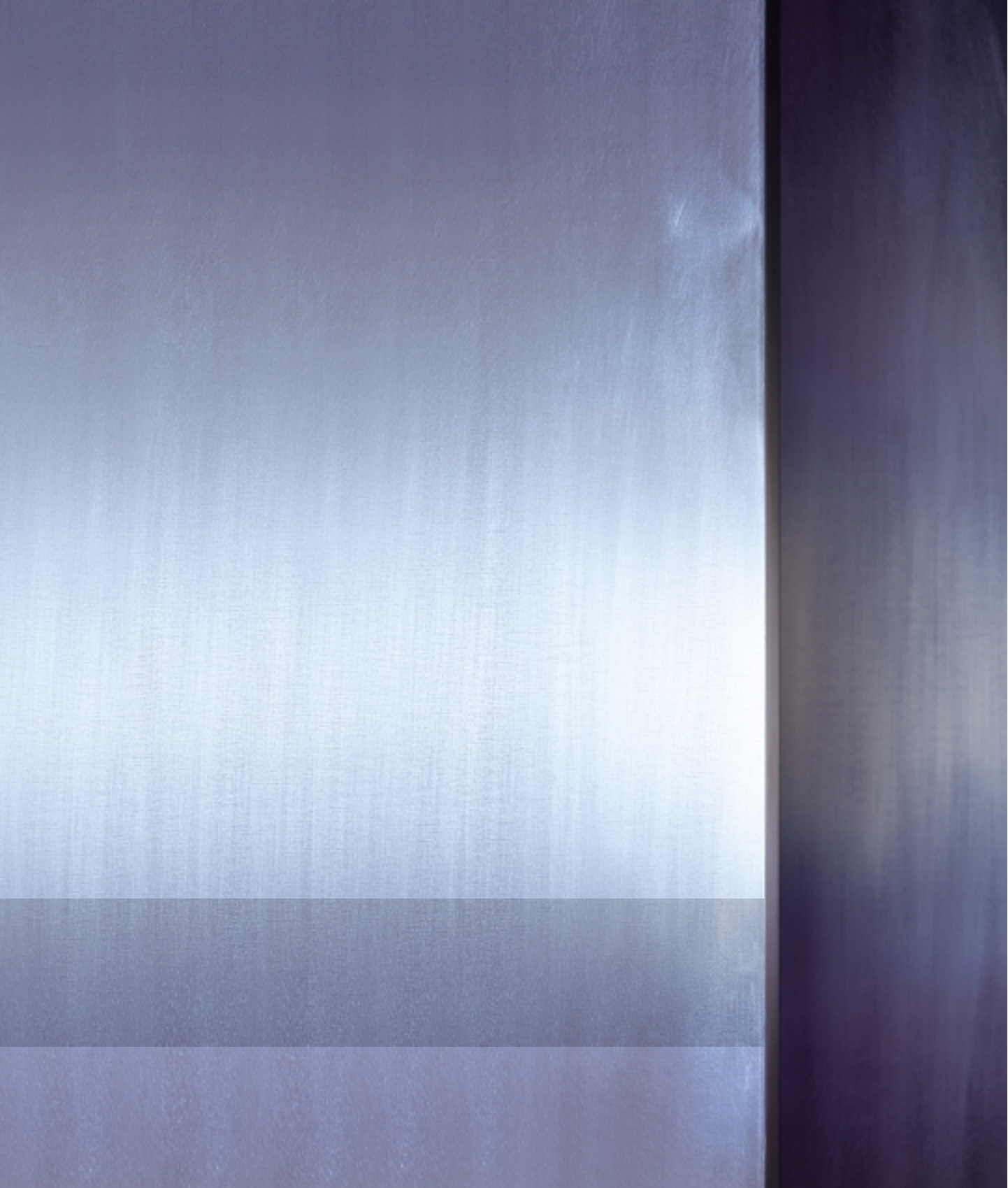
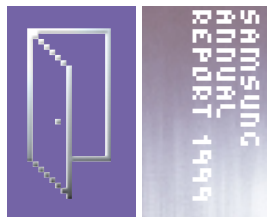




SAMSUNG
ANNUAL
REPORT 1999

YOU'RE
INVITED



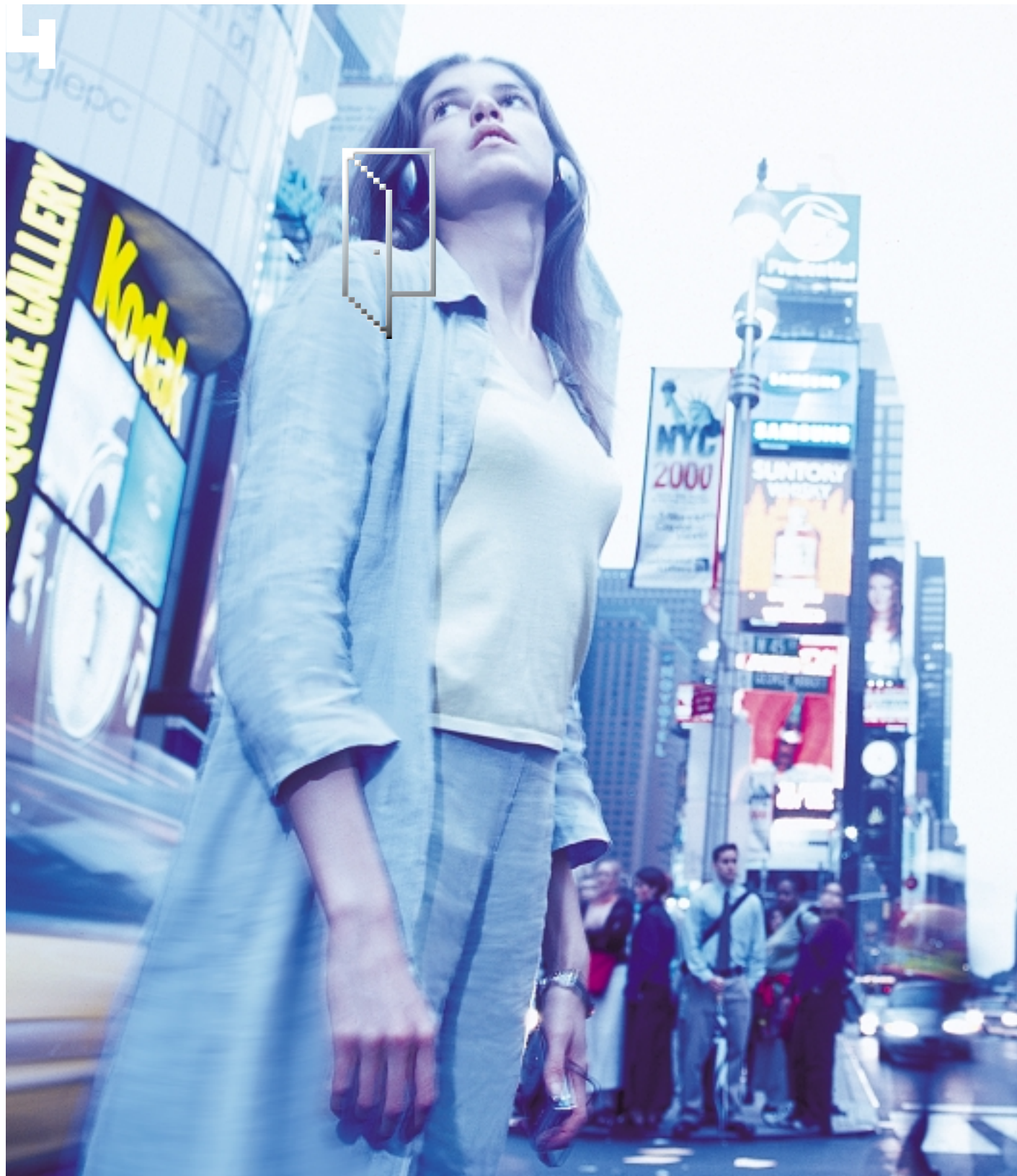


YOU'RE
INVITED



A wide-angle photograph of a beach. The sky is a clear, pale blue, occupying the upper two-thirds of the frame. Below the horizon, the ocean is a deeper blue. In the foreground, white-capped waves are breaking onto a sandy beach. The text "...TO MAKE THE WORLD EVEN SMALLER" is printed in white, uppercase letters across the middle of the image, just above the waves.

...TO MAKE THE WORLD EVEN SMALLER





...TO MOVE TO THE SOUND OF YOUR OWN BEAT

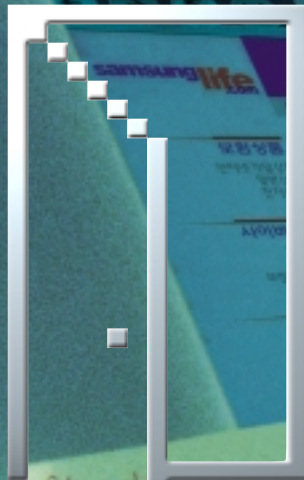




Customer
assistance
intercom



...TO WORK AT YOUR OWN PACE



Skont
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g... + 2 Tog
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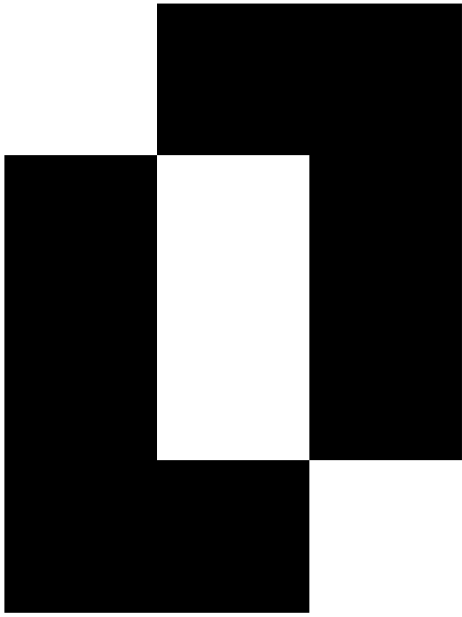
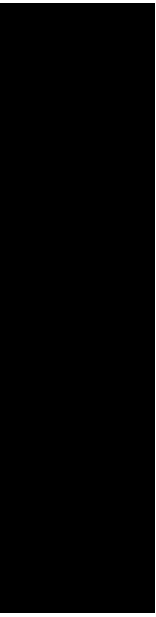
Telekom
- N 62505

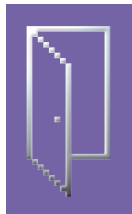
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...TO BUILD YOUR OWN EMPIRE





JOIN US

**A PERSONAL
INVITATION
FROM
CHAIRMAN
KUN-HEE LEE**

12



I have always been fascinated by the creative potential we all share, and by what ingenuity, imagination and hard work can achieve. How rapidly we can turn science fiction into everyday fact. Advances in bioscience conquer life-threatening disease, while unlocking the key to life. And all the while, opportunities for individuals and communities grow. Personal freedom, enjoyment and empowerment grow. Innovation proliferates, and so do our chances to build a fulfilling life.



Extraordinary products beckon you to join the future today. Experience, page 20.

The 21st Century is upon us.

And Samsung puts you at the forefront. I invite you to join in. Welcome to the new Samsung, as we usher in the DIGITall age. Samsung has been renewed, refreshed, invigorated. The proof lies in our results—a tremendous turnaround considering the state of our home region's economy just two years ago. Samsung's restructuring and streamlining has been successfully completed, and our core businesses of financial services, electronics, and trade services are rocketing forward. Concentrating on our core businesses and the substance they provide, we are developing advanced technologies and expanding production lines. We continue to forge strategic alliances with world-renowned companies to help bring the digital future to life. In launching a stream of nimble Internet ventures, we are staking our claim to leadership in the burgeoning connected economy. Openness is key. Agility, speed to market, innovation and transparency—these qualities capture the spirit of the age. And they will determine our success going forward. Digital technology and culture will fully blossom in the

SAMSUNG *Fn*



An intriguing invitation has gone out to all corners of the globe. Who will respond? Tune into an exciting movie mystery. R.S.U.P., page 34.

coming years. The paradigm has shifted, but what the future holds is still uncertain. What I am sure of, is that the emerging opportunities will belong to those who can stay a step ahead. The world looks at Samsung in a new way. We are earning the confidence of the global business community and the press. In both a feature in Fortune and a cover story in Business Week, we have been cited as a model for business innovation and compassion, as well as for overcoming the Asian financial crisis. Recognition continues to build. Our diverse products and technologies--and our winning spirit--hold the limitless promise of the new digital age. All of our businesses have adopted a future oriented business structure. As for creating the digital tools of this new era, our focus is not only on products and components, but also on software solutions for network and multimedia. We are securing our leading position in memory chips, TFT-LCDs, wireless handsets and monitors, while enabling our emergence as a leader in developing next generation products such as digital TVs and IMT-2000 hardware, as well as expanding our

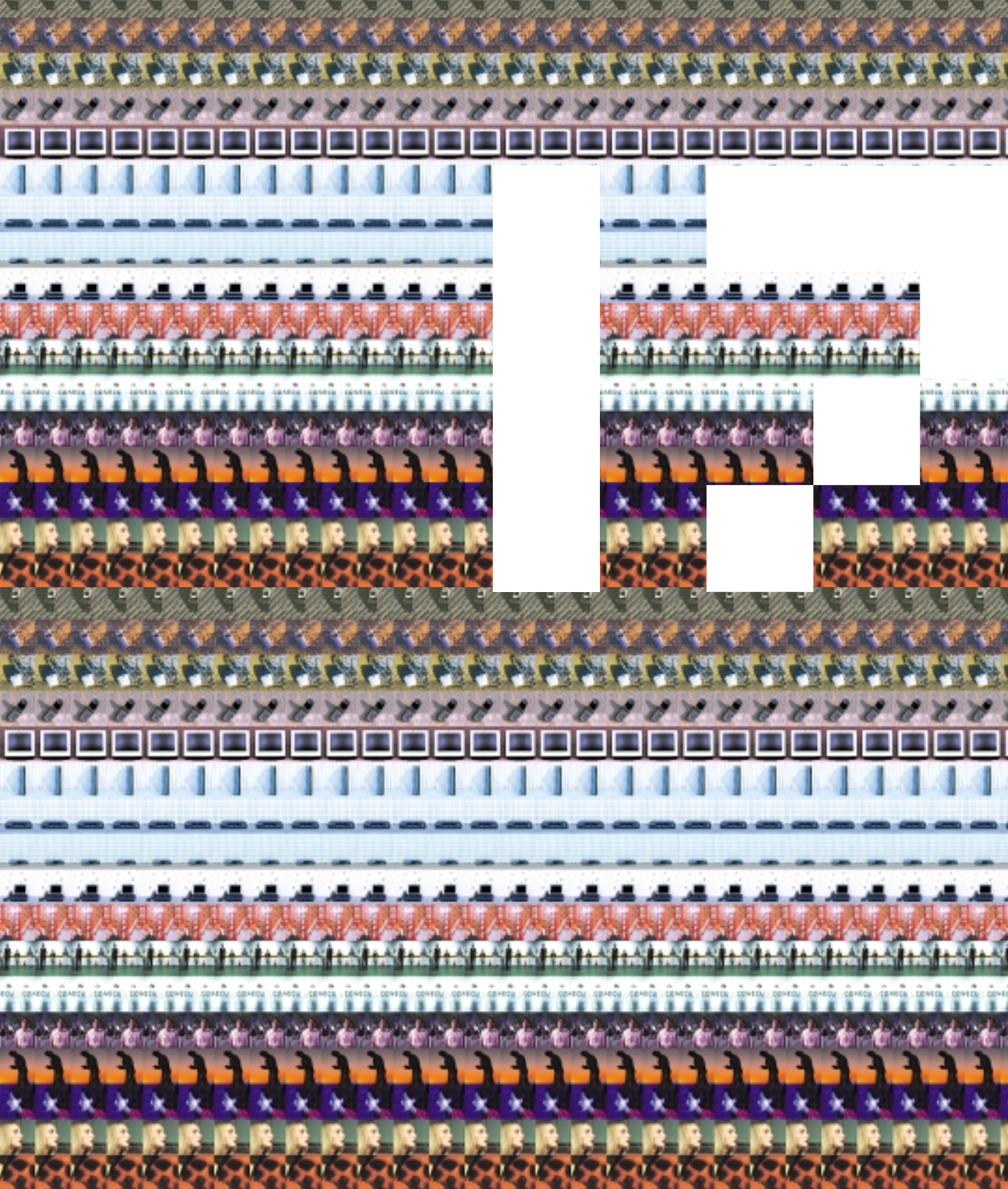
Moving at Internet speed to gain leadership in the connected economy-- explore Samsung's exciting ventures in cyberspace. Coming attractions, page 60.

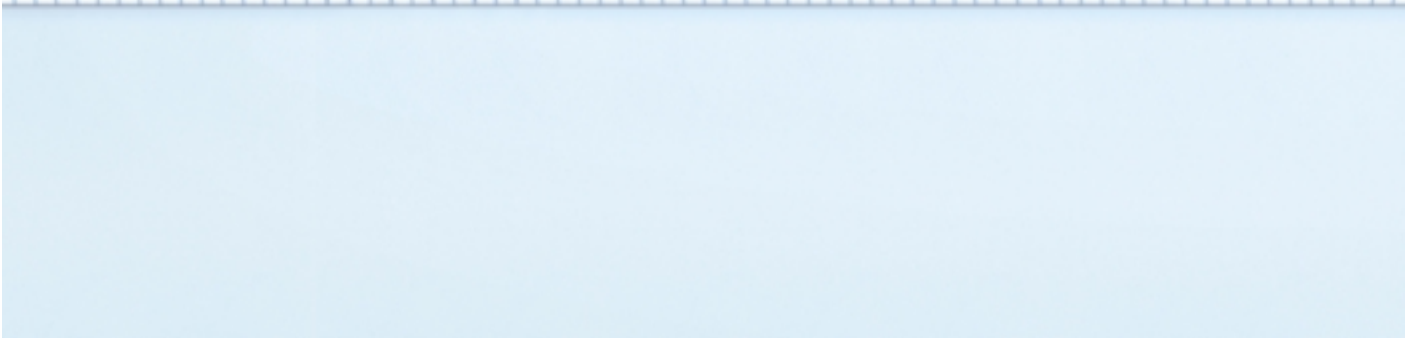
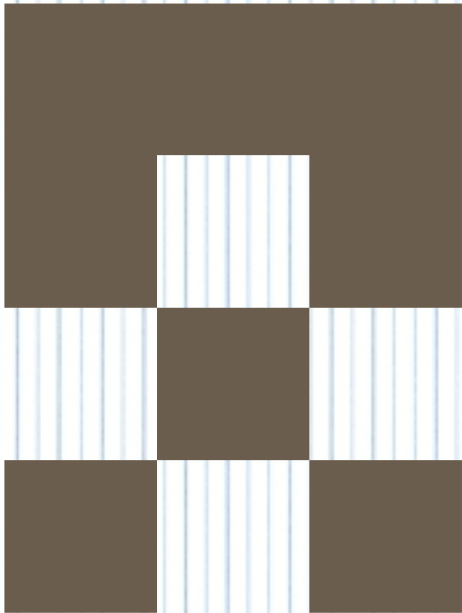
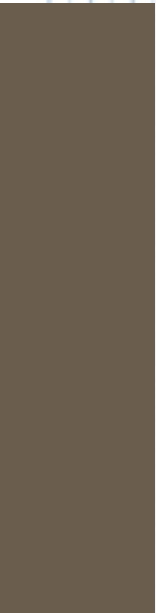


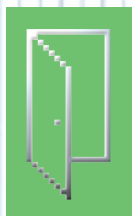
The greatest rewards come from the smiles and heartfelt thanks given in return by those in need. Join us in our commitment to making a better world. good works works good, page 72.

System LSI business. We currently offer a dozen products identified as world class; that figure will grow to 30 by 2005. Our Samsung DIGITall promotional campaign is bringing the message to the world—whether at home, at work, at play, or on the road, Samsung puts you at the forefront of the digital age. As I have said over the years, Samsung is more than the products we manufacture, the innovations we make practical, or the economic power we generate. Samsung means more. Whether through pushing the limits of the digital frontier, or reshaping the built environment, or caring for our communities, Samsung continues to be about creating a better world for all people to share in and enjoy. That's the core of the Samsung experience. And that's my personal invitation to you.

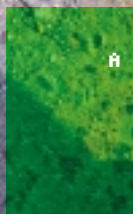
Kun-Hee Lee
Chairman
Samsung Electronics







EXPERIENCE
THE FUTURE NOW



ON THE
ROAD...





B. IMT-2000 WIRELESS TECHNOLOGY

A third generation, all-in-one mobile communications system, IMT-2000 integrates mobile telephony, high speed data and motion pictures. Samsung is the first to complete development of the technology for all aspects of the IMT-2000 wireless service, including base station system, mobile switching center and other system hardware, as well as handsets for high-speed packet data and moving picture data transmission. Samsung supports CDMA for IMT-2000, and is collaborating with Lucent, Nortel and Qualcomm to accelerate development of a global standard. IMT-2000 handsets can transmit data ten times faster than conventional wireless handsets, enabling enhanced voice, high-speed data, video and multimedia applications on mobile phones. Operators in Korea, Japan, China, and US have already expressed interest in adopting the new third generation wireless. The first network applications are expected to go into commercial operation by 2001.



C



D



E

A. SCH-M220 TV PHONE

The world's first TV/mobile phone unit, Samsung's new TV phone's high performance antenna receives wireless phone and broadcast TV signals without interference. The high resolution 1.8" inch TFT-LCD display is remarkably vivid, and the battery holds up to 200 minutes of play time.

C. NEXCA 007 DIGITAL STILL CAMERA

Revolutionizing how people capture and share their memories, digital cameras allow you to reproduce and modify images through a PC, attach them to e-mail, or display them in a digital album--without film and print processing. The world's first swivel-top digital camera. Nexca's lens can be rotated up to 180 degrees so that users can get just the right angle on their favorite shots.

D. SCH-620

Ultra thin at only 18mm, ultra light at only 89g, the stylish SCH-620 mobile handset offers convenient features including voice dialing, one-hand operation, CDMA/AMPS dual mode, graphic icon menu, scalable font, high clarity LCD, voice memo key and multi-language support.

E. LONG-LIFE BATTERIES

With high energy density and reliability, Samsung SDI's innovative batteries deliver long life in an extremely thin and light design. Mass production of Li-ion (lithium-ion) batteries--the heart of portable digital products--began in June, 2000. A next generation polymer battery will soon follow. The company expects to hold a third of the world market by 2004.



F. PHOTO YEPP

With a 2.0" color TFT-LCD screen, the Photo yepp records, plays and organizes MP3 digital music including images and lyrics. You can also enjoy digital photograph slides in standard JPEG format. Its 64MB SmartMedia card allows for over four hours of voice recording.

G. YEPP MP3 PLAYER

The size of a credit card, yepp allows you to store, edit and copy MP3 and WAV music files. With high power output and a four-mode equalizer, yepp also has a back-light remote control and sleek design. Its 32MB of memory can be upgraded via a SmartMedia flash card.

H. SDC-80 NEXCA DIGITAL STILL CAMERA

The SDC-80's retro-chic styling comes in four candy colors. A full function digital still camera, it's light, hip and fun--giving new meaning to the phrase, eye candy.



H







28



B



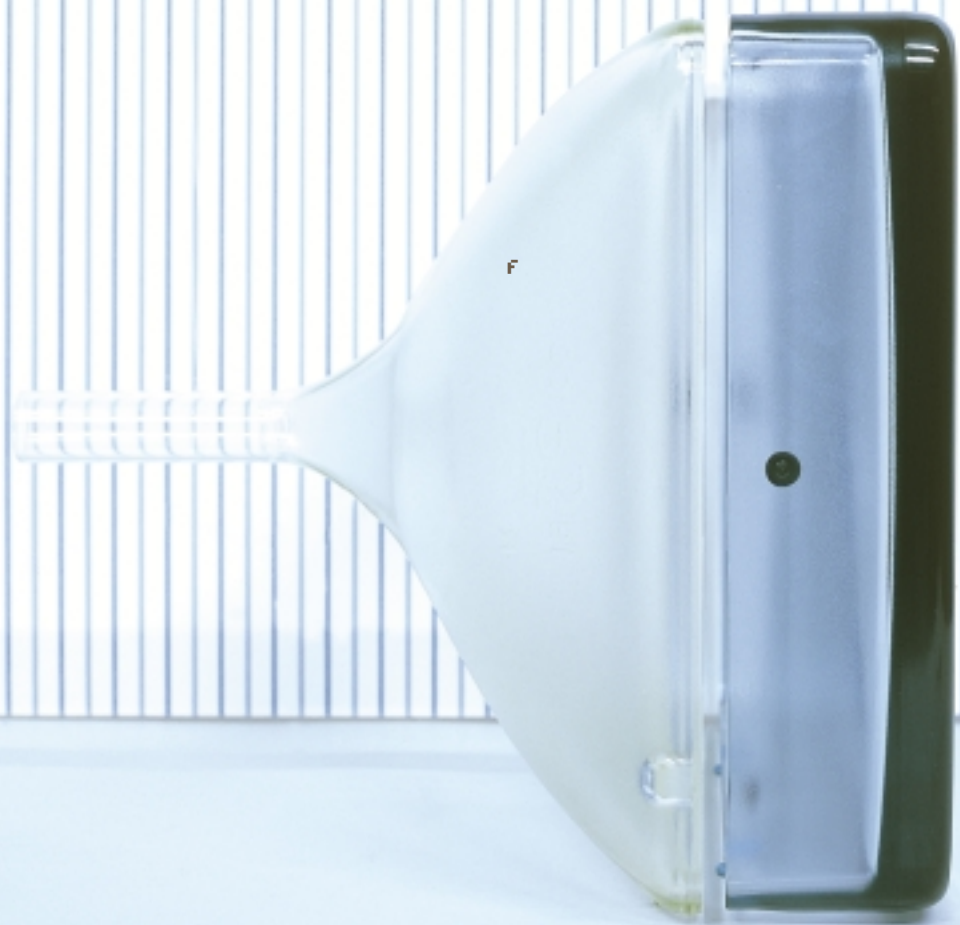
C



D



E



F



A. PDP

Vivid, super bright and extremely thin, Plasma Display Panel (PDP) will lead the wall-mounted display revolution in the digital age. Samsung successfully developed a 63" HD PDP in April, 2000, and expects to be the world's leader with a 24% market share by 2005.

B. ANYWEB™ WEB SCREEN PHONE

Samsung's Anyweb™ Web Screen Phone combines the Internet features of a PC, such as e-commerce, web surfing and e-mail, with money-saving IP (Internet Protocol) telephony, touch screen features and the simplicity of a regular telephone--simultaneously. The first Java-enabled phone, it comes with a built-in modem and is 10 Base T Ethernet ready.

C. DIGITAL SATELLITE RECEIVER

With a maximum of 2000 channels, programmable for both TV and radio, Samsung's Digital Satellite Receiver provides extreme capacity and performance in a cost-effective package. MPEG-2 digital, fully DVB compliant, Smart Card ready and easy to install, the receiver scans 16 satellites at once for the best in home viewing.

D. EXTIVA DVD PLAYER

Extiva makes ordinary DVD players look earthbound. The first to use NUON processors, it offers PC-like multitasking, advanced built-in software such as MediaMicro zoom and scan and VirtualLightMachine, enhanced interactivity and richer graphics, video and sound. Extiva handles seven times the data of CD games, at speeds 30 times faster than current DVD players.

E. FLCD TV

With 2.76 million pixels and 16.77 million color shades, Samsung's unique Ferro-electric Liquid Crystal Display (FLCD) is the highest definition TV to date. Exported under the pet name, Tantus, a 43" model weighs just 30kg, one-third the weight and two-thirds the size of a 37" TV with Braun tube.

F. GLASS FOR MONITORS AND TVs

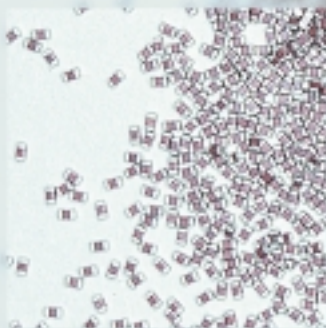
Worldwide, one out of five color monitors and color TVs are made of Samsung Corning glass. The world's third largest manufacturer of such glass, Samsung Corning produces glass for standard units, flat screens, digital TV monitors, wide screen TVs and HDTVs.

G. SYNCMASTER 170MP TFT-LCD MULTI-FUNCTION MONITOR

SyncMaster 170MP delivers flicker-free clarity and gorgeous sound from built-in multimedia speakers. As a monitor, it's razor sharp. Turn the PC off, and it's a full function standalone TV. No more hazy images, no more harmful radiation--the SyncMaster 170MP provides clean and fresh viewing, any way you choose.



A



B

A. SMARTMEDIA FLASH CARD

The thinnest, and the lowest power consumer, SmartMedia offers the perfect removable storage medium for digital cameras, MP3 players, and other products on the go. Data is read directly--with no moving parts. Available in densities up to 64MB, SmartMedia can store images for ten years without any degradation.

B. MULTI LAYER CERAMIC CAPACITOR (MLCC)

A chip type capacitor, Samsung's MLCC can discriminate frequencies and block DC currents. MLCC offers wide capacitance and a broad range of TC and voltage, in an extremely small package.



C



IN YOUR
IMAGINATION



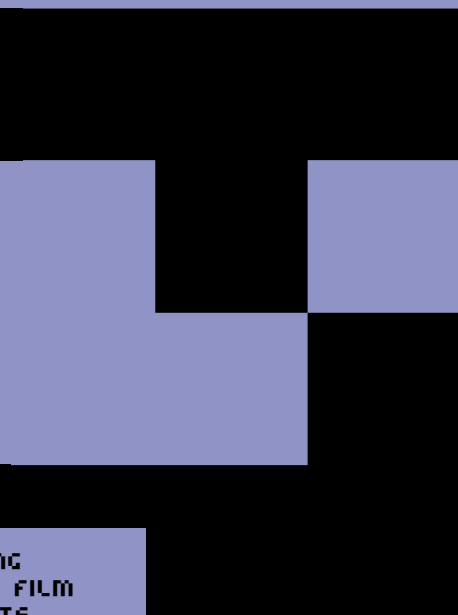
D

C. ALPHA PROCESSOR

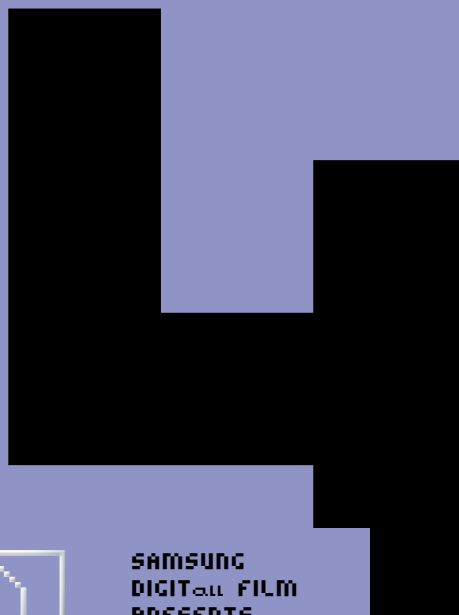
The world's fastest commercially available 64-bit microprocessor, the Alpha chip is ideal for scientific and high-end technical systems, Linux based clustering super computers, video editing and heavy image rendering. 1GHz will be available from fourth quarter of 2000.

D. 1GB DDR SDRAM

Able to store 8,000 newspaper pages, 400 photographs or 16 hours of audio, the one gigabyte DDR SDRAM paves the way for the workstations of the future. Samsung applied 0.13-micron process technology--an industry first--to develop the chip, enabling it to be 40% smaller than similar devices being developed by competitors.



OG
FILM
TS
R.S.U.P.



SAMSUNG
DIGIT^{all} FILM
PRESENTS
R.S.U.P.



SAMSUNG
DIGIT_{all} FILM
PRESENTS

R.S.U.P.



REIGN

PLAYING NOW.

W.P.

EVERYWHERE.



SCENE 1:

Cut to a stylish designer, entering her studio. Jenna flicks on her computer. She's got mail. She starts to reply on the keyboard, then impulsively pulls her phone out of her purse, and speed dials...



會出席



SCENE II:

Cut to a pulsing dance club. Eyes meet eyes in a heated semaphore, in synch with the tropical rhythm. A young man cruises through, leaving a wake of knowing glances. At the bar, a drink is handed to Paolo without asking. His phone rings, and he answers, speaking into his wrist...



ALLA ESTARE



SCENE III:

Fade in on a distinguished man, standing alone on a balcony overlooking a bejeweled city, dressed lightly as the night. His mobile phone rings. He goes back into the plushly appointed room to get it. A beautiful woman appears on its screen. He whispers, gently...



I'LL BE THERE



SCENE IV:

Over the muffled sound of Roman street traffic, fade in on a golden hued damsel, pacing around her flat. Lola checks the time on her mobile phone. She puts it down. Paces. Picks it back up, speed dials, but on first ring disconnects. Then calls again. She says, slowly and tersely, only three words before hanging up...



CHE VERIAMO LA



SCENE 11:

Full throttle, a motorcycle charges up a twisting canyon road, leaning steeply into each curve. The soundtrack sings of freedom. At the top of the ridge, Luc pulls off and parks. In the trailing sunset, he reviews the invitation on his PDA...



J'Y VAIS

CREDITS

SCENE I

SCH-850 HANDSET

Premium folder style with wide graphic LCD, the stylish SCH-850 mobile handset offers maximum portability and a host of features you would expect from the number one manufacturer of CDMA wireless handsets in the world.

SCENE II

WATCH PHONE

Samsung miniaturization technology puts a full featured CDMA phone into a compact 100 gram package worn on the wrist.

SCENE III

IMT-2000 HANDSET

The next generation is digital wireless. Samsung

IMT-2000 HANDSET

The next generation in digital wireless, Samsung IMT-2000 handsets can transmit data ten times faster than conventional wireless handsets, enabling enhanced voice, high-speed data, video and multimedia applications on mobile phones.

SCENE IV

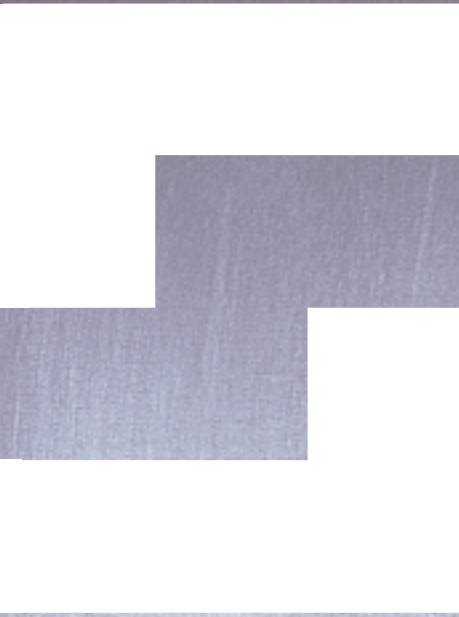
SCH-M220 TV PHONE

Both a mobile phone and a miniature high resolution TV, the SCH-M220's 1.8 inch TFT-LCD display is remarkably vivid, and the battery can hold up to 200 minutes on a single charge.

SCENE V

IZZI PALM PDA

With easy one-hand data access, the extremely portable IZZI Palm PDA provides powerful personal information management for up to 15 hours of continuous use. Running Windows CE 2.11, it synchronizes with a PC in a flash.



Samsung's new forward-looking structure meets or exceeds global standards in every respect. More than a response to the crisis of 1997, it faces the challenges of a new era, raising competitiveness in an ongoing process of building a highly efficient management system. Major restructuring efforts concentrated on three key areas: business portfolio, management structure and financial structure.

Samsung has decisively divested non-core and underperforming businesses - those that cannot compete internationally or with unsatisfactory return on investment. Such operations are either being sold to third parties or by management buyout. Samsung was comprised of 68 companies in 1998. That number fell to 40 by the end of 1999.

Restructuring improved Samsung's financial structure as well. The massive sale of assets and other restructuring efforts reduced Samsung's debt-to-equity ratio from 366% in late 1997 to 166% by the end of 1999.



Furthermore, Samsung has achieved an unprecedented level of transparency. All of Samsung's listed companies now have external members on the boards of directors. There will be an increased focus on audits performed by third parties, according to international standards.

Our basic strategies will put Samsung companies in the ranks of the world's best. The top priority is to increase the value of shareholder equity, maximizing profitability and return on investment. Each Samsung company will maintain a financial structure sound enough to operate independently.

In optimizing vertical integration, efficiencies and economies of scale, we have a proven ability to withstand downturn and still build for the favorable future. Our rigorous restructuring and managerial reform during the past two years have given us the balance, the sound fiscal base and the income structure to fund and earn our own destiny. And we have the quick thinking, creativity and the willingness to take on challenges to make sure we get there.

RESTRUCTURING EFFORTS RECOGNIZED

AS KEY TO GLOBAL LEADERSHIP

A culture of constant reform has keyed Samsung's successful transformation into a global market

leader. In the words of a leading Korean newspaper, "Samsung is the model of financial recovery and the gem of the Korean economy."

Samsung's total market value tells the story.

In today's connected economy, market valuation is seen as the ultimate performance criterion,

since it reflects more than one aspect of a company's value, including management performance, future potential and current capitaliza-

tion. In mid 2000, the aggregate value of Samsung's listed stocks nearly equaled the aggregate value of all listed stocks of the three next

largest Korean conglomerates combined. Moreover, Samsung alone accounted for nearly a quarter of the aggregate market value of all the listed companies on the Korea Stock Exchange. Such stature

and reputation is unparalleled in Korean economic history, and reflects Samsung's rise as a leading company in the digital era.



Standard & Poor's, one of the three most-acclaimed credit ratings agencies in the United States, included Samsung Electronics in its "Global 100 Index" list, which consisted of 85 businesses from North America and Europe, 12 from Japan, 2 from Australia and 1 from Korea

In addition, Samsung has twelve products that have captured the leading position in world market share. These category leaders include D-RAM chip, computer monitors, TFT-LCD displays, cathode-ray tubes, VFD, Braun tubes, deflection yokes, and drillships. All told, Samsung has more than twenty products that rank in the top five percent of the global market.

It is no surprise that Samsung occupies the highest position among Korean companies. Well before the 1997 financial crisis that rocked the Korean economy, Samsung had numerous restructuring and finance structure improvements underway, launched in 1993 under the slogan of "New Management." Since then, Chairman Lee had been consistent in his attack of the so-called "progress-hindering management" and in stressing the importance of seizing opportunities

ahead of others. The "New Management" campaign prepared Samsung's employees for the unexpected crisis, by significantly increasing and developing their intellectual competence, and by making the concept of restructuring and renewal an integral part of the Samsung business culture.

Streamlining accelerated following the 1997 crisis. Even during such significant transformation, Samsung never lost sight of the future, and Chairman Lee's vision of global leadership.

INVESTING IN INNOVATION

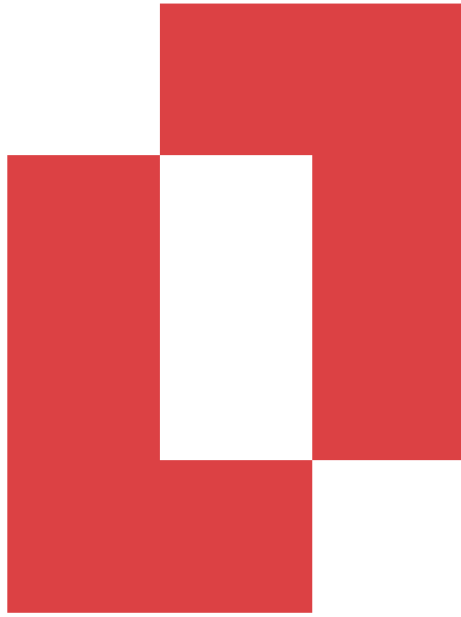
We continue to make forward-looking investments. Even while eliminating a sizeable portion of our business during the restructuring initiative, Samsung has launched a number of new digital and venture companies. Taking the long view, we also are investing in the technologies of tomorrow, such as MEMS nano-technology, biotechnology, fLCD, MP3, and Bluetooth. For example, at Samsung Electronics the R&D budget has grown 35% over last year. The company garnered 11,210 patents, including 2,230 overseas, in 1999. In less than half of year 2000, it has already filed 7,380 patents, includ-

SAMSUNG ELECTRONICS PATENT RANKING IN THE U.S.A.

	4th
	6th
	16th
'97	'98
	'99

At Samsung, we are not content with leading a successful turnaround, or simply dominating our home markets, or earnings recognition as a global player. Samsung will continue to innovate and improve. We are expanding our tangible and intellectual assets - brand value, design, corporate image and technical expertise - in order to bolster the trust of partners and investors. Our goal in every market is to maximize brand equity through superior design, marketing and customer service, and to consistently deliver the highest-quality products. Our steadfast commitment will ultimately place the Samsung name among the best known and most respected in the world - as a true global leader in the DIGITall age.







.COMING
ATTRACTIONS
JOIN US IN LEVERAGING
THE INTERNET

>SAMmy1 Welcome to Samsung Chat.

>USERall Nice website.

>SAMmy1 Totally refreshed. samsung.com is now a dynamic portal to the entire Samsung family. Using the latest technologies, we've added robust functionality and lots of value-added content. But that's just the tip of the iceberg. You should see Merchant System (merchant.samsungcorp.com), the e-commerce site of Samsung Corporation. It won "Web Site of the Year" commendation from the British business newspaper, Financial Times.

>mememIMI What else is Samsung doing online?



>sammy1 Expand your parameters. Online is just one mode. Think virtual. Think convergence. Not just e-commerce, or e-business, but e-life.

>USERall You hear a lot of talk about the new economy vs. the old economy. Where does Samsung sit?

>SAMmy1 Samsung never sits! ;) 24/7, we're both. The best of the new and the old. Yes, we have a solid base in many industries. As a manufacturer of numerous products, we are a juggernaut. Our core businesses cover a variety of needs: electronics, financial services and international trade. Yet we're also moving at Internet speed to gain leadership in the connected economy.

>USERall How?

>SAMmy1 There are so many dimensions. Samsung DIGITall-- we're making the products that make the connected economy work. Our traditional offline operations are rapidly being transformed into e-commerce stalwarts. But more to your point about the Internet, we've created strategic alliances with giants like Microsoft and Yahoo. And we're incubating a lot of promising ventures. Although many of them are still in-house, they are modeled after the best of the dot-coms, and they are poised to compete on a global scale. They operate independently, choose their own areas of specialization, and dive in. Of course, having Samsung behind them doesn't hurt their chances.



Samsung.com

>mememIMI What kind of startup?

>SAMmy1



samsungmall.co.kr

Many. For starters, let's talk B2C. That's Business-to-Consumer. There's our Internet Shopping Mall (samsungmall.co.kr). We launched it in September 1998. Since then, it has firmly positioned itself as the best cyber shopping mall in Korea, with '99 sales reaching US\$60 million, and over a million members. This year target sales are US \$170 million, and as of June 2000 we already reached 1.56 million members. Unitel, a spinoff from Samsung SDS, is aiming to become the AOL of Asia, providing

Internet access, software and content. The securities trading site of Samsung Financial Network (samsungfn.com) is the highest rated in Korea, according to Chosun Newspaper. Open to investors worldwide in both Korean and English the site offers trading of all



shares listed on the Korean Stock Exchange and KOSDAQ, as well as options, corporate and government bonds, money market instruments, etc.

>USERall

What about other ventures?

>SAMmy1

The distance between local and global is more and more one of the imagination. We are learning a lot with the I-Shopping Mall. We launched doobob.com last November, and are expanding it into a total entertainment portal with animation, webzines and games all integrated into the site.



cresens.com was launched in February. It's a specialty mall selling books and audio CDs. Samsung plans to launch more than ten other specialty



malls this year, covering areas such as auctions, travel, weddings and moving.

>MEMEMIMI

Are you into e-cash?

>SAMmy1

In cooperation with Visa Asia Pacific, we are in the process of developing a micropayment solution both for online and offline transactions to develop our e-money business.



>USERall

B2B???

>SAMmy1

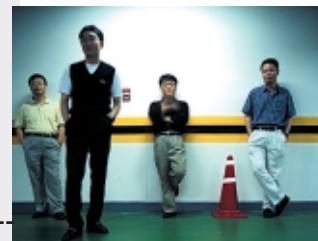
B2B (Business-to-Business) is such a huge opportunity, a US\$600 billion marketplace over the next few years. We have joined forces with 19 high tech giants to form an open Internet technology exchange company. It's a co-venture, and its working name is eHITEX (ehitex.com). This dot-com startup will dramatically increase business efficiency and customer value along the high tech supply chain not just for the founding member/owners, but for all purchasers and suppliers of components, finished goods and services. And talk about moving at Internet speed. The basic agreement to form the co-venture came together in less than a week!

>USERall

Samsung has tons of business management expertise, especially around digital technology. Can you leverage it in the online world?

>SAMmy1

We are Opentide.com, one of Samsung's Internet startup subsidiaries, is a perfect example. Opentide was launched as an e-business total services provider—everything from e-transformation strategy for offline companies that want to go clicks and





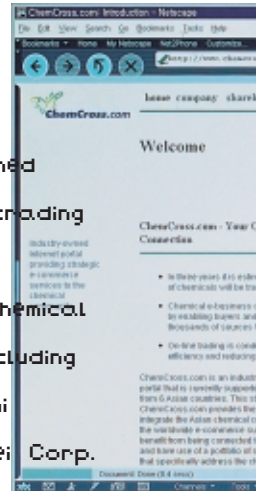
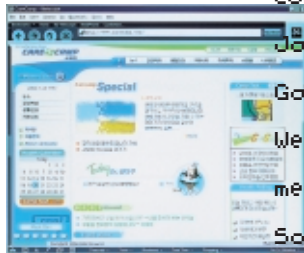
allat.co.kr

mortar, to management consulting for dot-com companies and startups; from interactive design services to mobile internet services; from a bridging role as an e-business gateway to global markets to branding to IT services. OpenTide provides e-commerce solutions, knowledge management, ASPs, you name it. The Global Network of OpenTide spans across Japan, Singapore and China with its center of operations in Korea and USA.

>USERall !

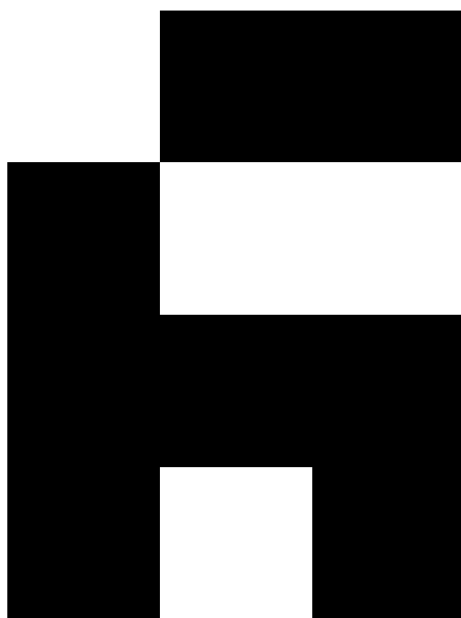
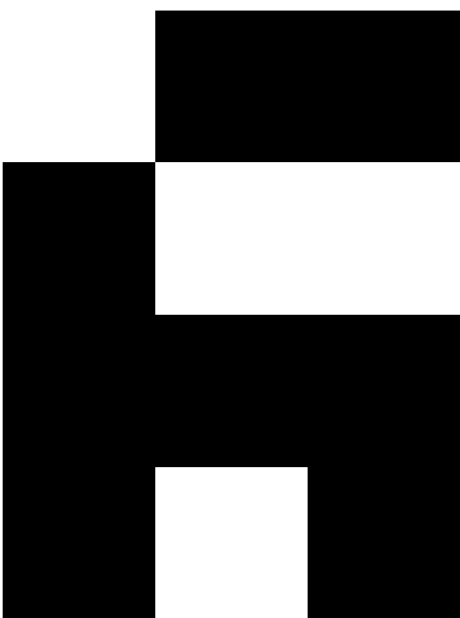
>memeMIMI In Asia, what more are you doing B2B?

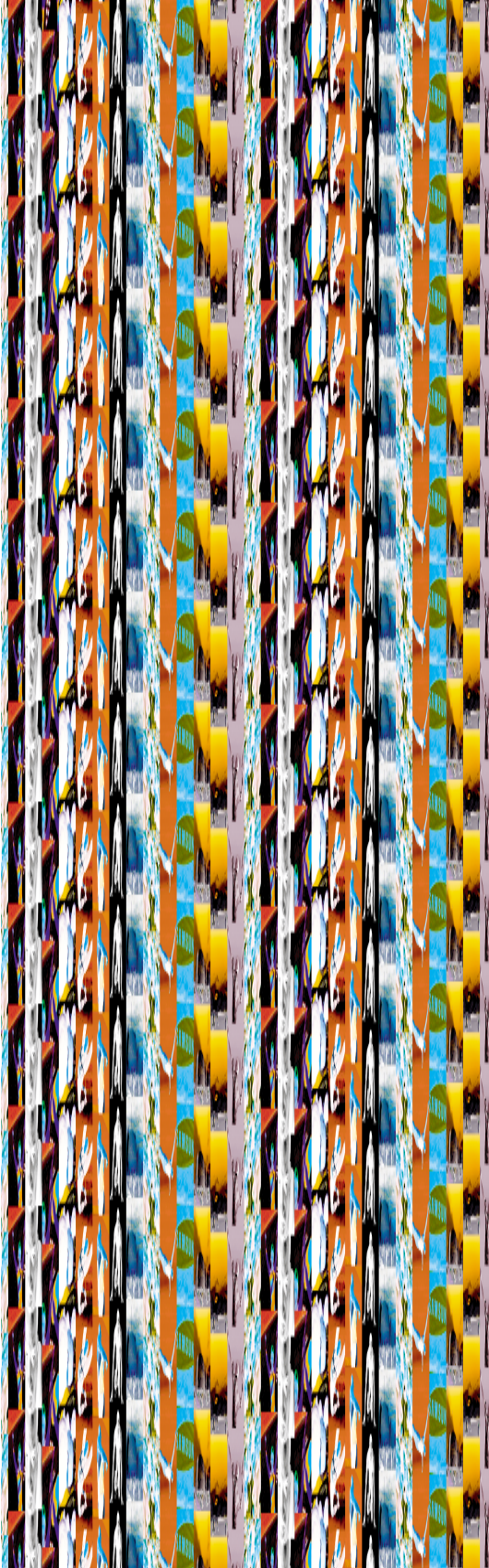
>SAMmy1 Just to name a few: In February, we launched chemcross.com as an international chemical trading portal, with initial capital of US\$14 million. Chemcross brings together 13 Korean petrochemical companies with 17 international companies including Japan's Maruzen Petrochemical and Mitsubishi Gas Chemical companies, and Taiwan's Chi Mei Corp. We took the lead in founding carecamp.com for medical and health-related B2B, joined by Soonchunhyang University Hospital and MediMedia.



>USERall What's in the pipeline?

>SAMmy1 We have a Golden Gate Team (goldengate.com) that identifies, invests in and nurtures promising startups. So far, Samsung has invested nearly US\$20 million in 26 ventures, mostly in the Internet and Information/Communications industries. By 2005, as a holding company, we will have equity stakes in over 100 Internet-related companies. And we expect that half of 2005's sales and profits will come from those startups.





UPLIFT

ENJOY THE SPIRIT
OF FRIENDLY
COMPETITION



The Olympic Movement and Samsung share the spirit of friendly competition. We both find in sport, the expression of humanity's highest potential.

Continuous improvement and innovation, as represented by the young athletes who take part in the Olympic Games, are important parts of Samsung's business philosophy.

CONVERGING IN SYDNEY

The world converged wireless at the Sydney 2000 Olympic Games. Sophisticated telecommunications plays a vital role in the successful operation of the world's largest sporting event.

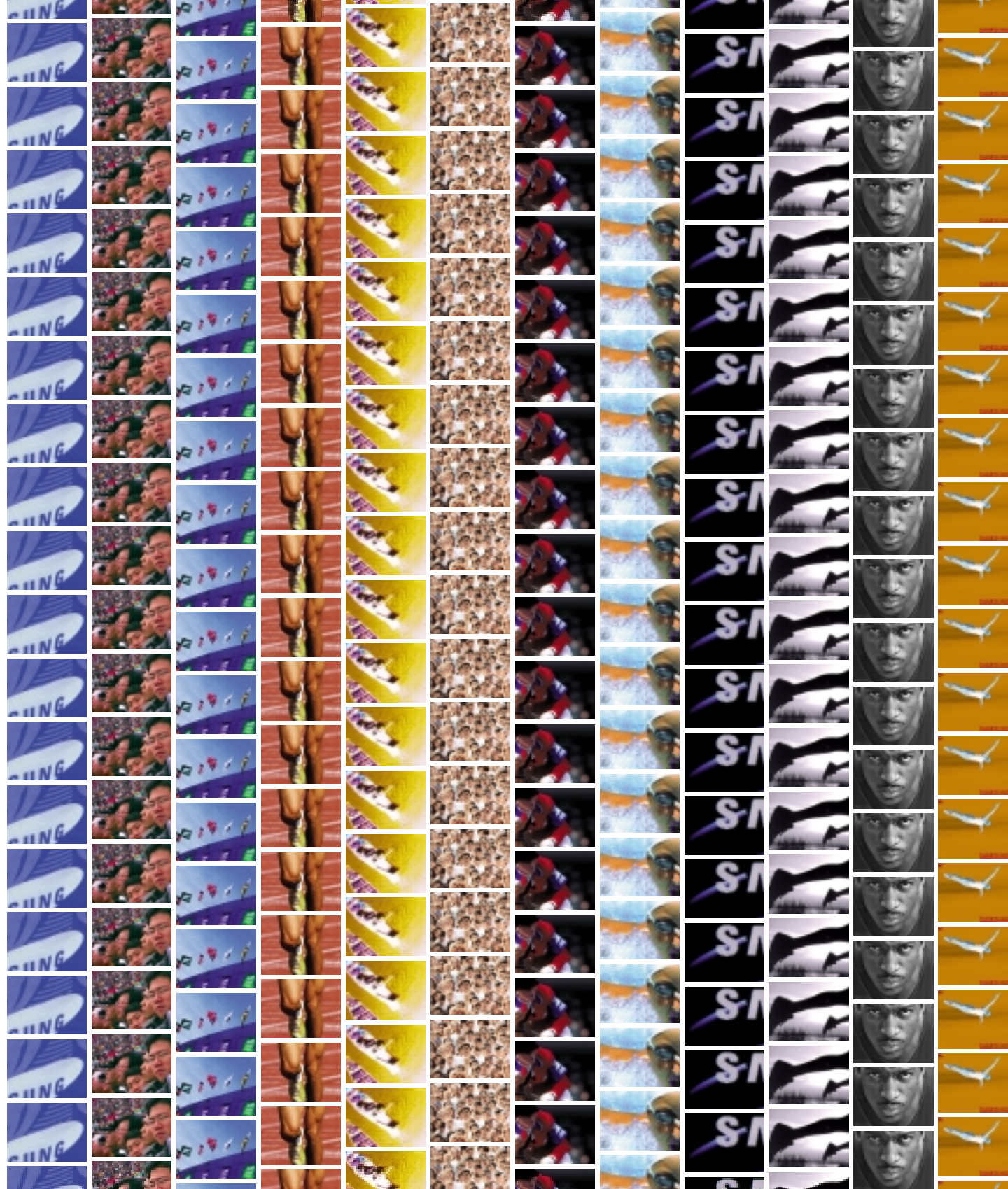
As a Worldwide Partner and the Official Wireless Communications Equipment Partner for the Sydney 2000 Olympic Games, Samsung provided all the wireless communications equipment needed to operate the Games. These include approximately 25,000 wireless units including mobile phones and technical expertise, keeping officials, athletes, staff, media and volunteers in fast and close voice contact.

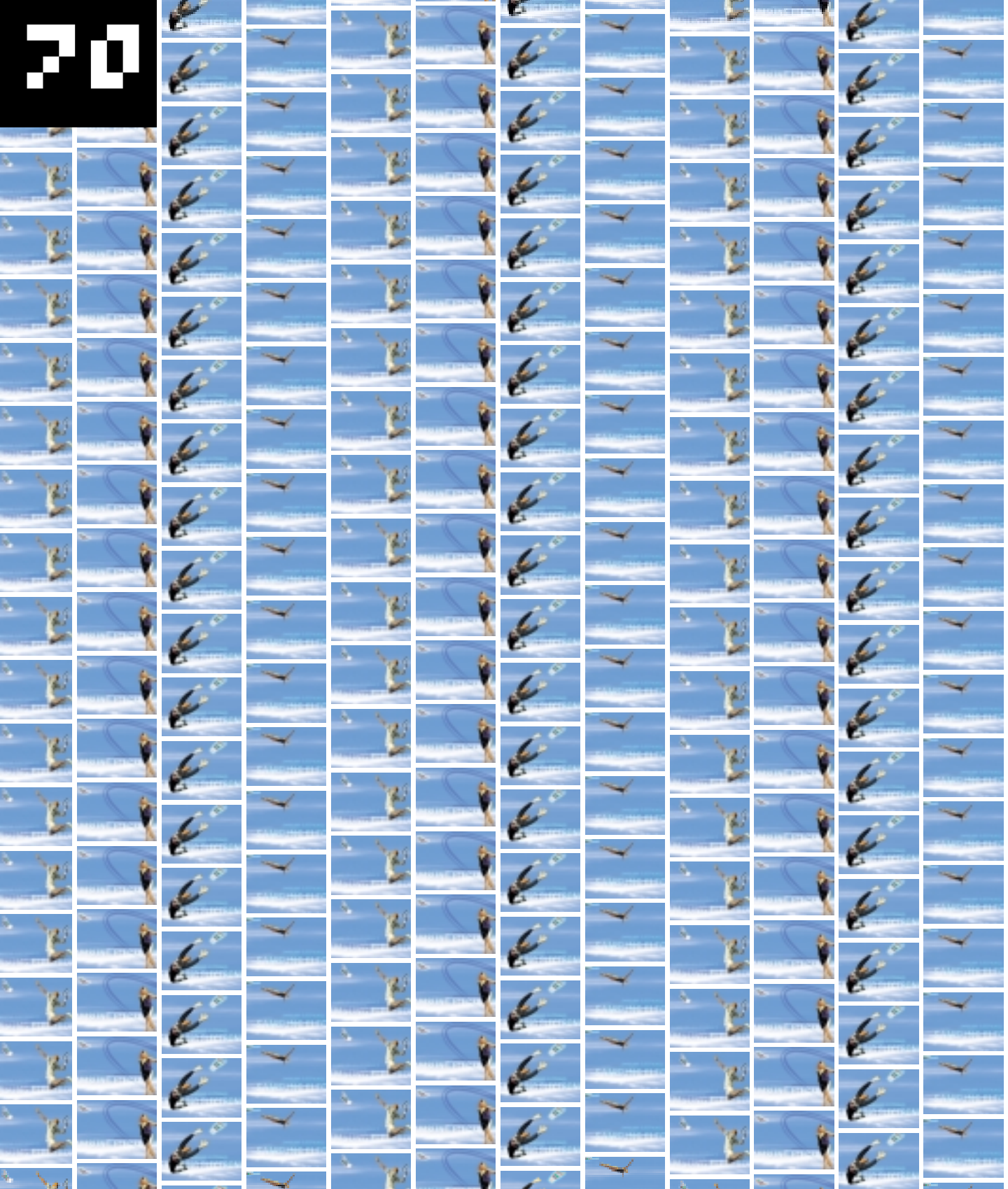
Beside technological and financial support, Samsung helped make the Sydney 2000 Olympic Games fun for all. Olympic Rendezvous@Samsung, a hospitality area for athletes and their families, also served as a meeting place and landmark with its huge scale and distinctive artistry. The Samsung Athletes Family Host 2000 provided accommodations to athletes' relatives from all over the world so they could share the

excitement and passion of their loved ones' greatest moments. Samsung's new technologies were on display at Samsung Digital@the Rocks. Our Share the Moment call program provided three minutes of free phone calls to anywhere in the world to all athletes, families and spectators.

Sports, through its intrinsic binding nature, can be an important tool in bridging differences in the world. Regardless of one's gender, nationality or religion, it can help unite people together in peace and happiness.

**KUN-HEE LEE
CHAIRMAN OF SAMSUNG ELECTRONICS
MEMBER OF THE INTERNATIONAL
OLYMPIC COMMITTEE (IOC)**





An official sponsor of the U.S. Olympic Committee and Olympic Team, Samsung has also become the first corporate sponsor of the Community Olympic Development Program (CODP). CODP was established to provide gifted junior high and high school athletes with a clear pathway of development in Olympic sports, including sports that are not widely available such as fencing, luge and cross country skiing. Samsung's U.S. Olympic spokesperson, the gold medal winner and world record holder Michael Johnson, is serving as the first mentor of the CODP.

With the Olympic Rings being the most recognized symbol in the world, Samsung believes that the Olympic Games provides the best opportunity in sports for increasing brand awareness, while also contributing to the unity of human society. As Chairman Lee has said, "No other movement has the ability to capture the spirit of competition yet contribute to world peace at the same time."

Our commitment to sports is longstanding and truly reflects an essential part of the Samsung character. In the communities around the world in which we in the Samsung family work and live, sports give valuable insight into the essential disciplines of social harmony, sacrifice, attention to duty and cooperation.



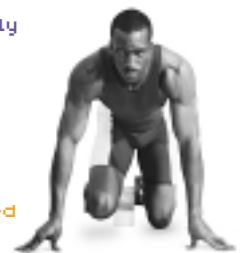
Sports marketing has become a major focus of Samsung's strategic marketing, to develop high brand awareness and build a reputation for excellence in corporate citizenship.

Samsung's sponsorship of the Asian Games began in 1986 in Seoul and continued in Beijing in 1990, Hiroshima in 1994 and Bangkok in 1998.

The world's most prestigious equestrian event, the Samsung Nations Cup series, has been exclusively sponsored by Samsung since 1997.

Since 1993, Samsung has been the exclusive sponsor of the Crufts Dog Show, held annually in the UK.

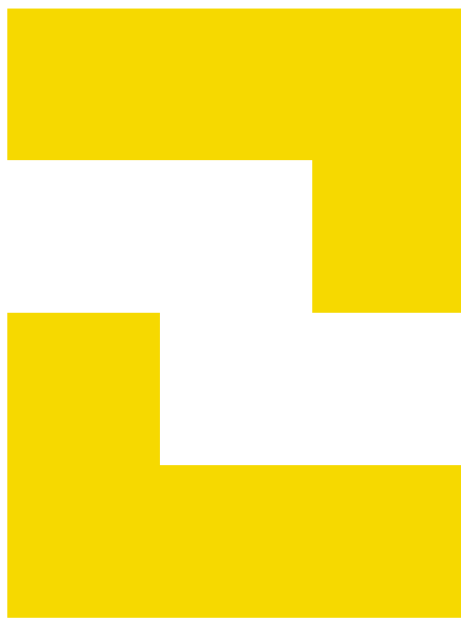
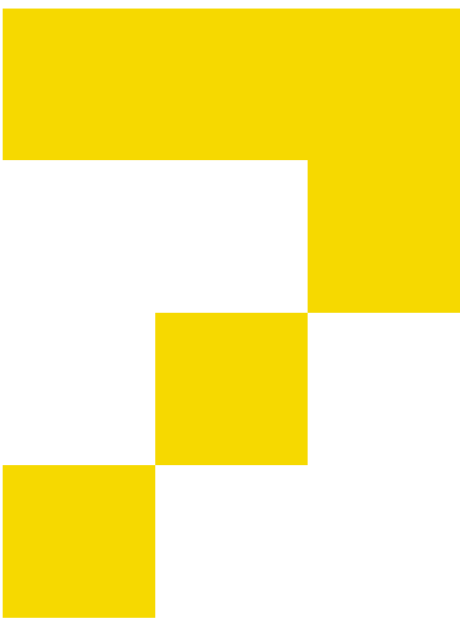
Samsung began broadcasting in early Summer an inventive, digitally enhanced television commercial featuring Olympic gold medalist and world record holder, Michael Johnson.



Samsung has long supported the spread of the traditional Korean martial art Taekwondo, for the first time now an official Olympic sport of the Sydney 2000 Olympic Games.

Sponsored golf events include the Samsung World Championship of Women's Golf on the LPGA tour, and the Samsung Masters Tournament on the Asian PGA tour.

Samsung affiliates support local teams and sporting events throughout the world.





**GOOD
WORKS**
WORKS GOOD





Share in our commitment...

We believe in building a better world.

At Samsung, we recognize that, with success comes responsibility. We take pride in how our products and innovations help improve people's lives and relationships around the world. But we also expect more from ourselves - a personal commitment to bettering society. And we put the resources of our global organization behind it.

We believe in self-sacrifice.

Our commitment is best represented by the volunteer work Samsung employees contribute to the communities in which they work and live. Employee volunteers work on a wide range of social improvement efforts, from reaching out to seniors to environmental cleanup, to disaster relief, to assisting the disabled, to mentoring orphans and juvenile heads of families, to educating the underprivileged. Samsung supports 1,300 volunteer teams, who all told dedicated 829,000 hours to community service in 1999.

WITH THE SUPPORT OF SAMSUNG SDS AND SAMSUNG ENGINEERING VOLUNTEERS, KIDS FROM CHEONG MOON ORPHANAGE AND HOUSE OF ANGLES DREW PICTURES ABOUT THEIR "DREAMS OF THE FUTURE."



BUILDING COMMUNITY STRENGTH

At the close of 1999, Samsung donated US\$8.8 million to the Community Chest of Korea, the largest donation from a single company and in the history of Samsung.

BRIDGING THE DIGITAL GAP

Samsung Electronics will spend one percent of its PC sales in 2000 to support computer education for the underprivileged.

PRESERVING THE ENVIRONMENT

In October, 1999, the Malaysian government named a forest Samsung Park – the first time the country has ever named a part of itself after a private corporation. The honor came as a result of Samsung's continuous efforts to preserve Lengon Forest over the past few years.

Around the world, Samsung has received numerous awards over 100 in 1999 for developing and maintaining systematic volunteer programs to serve local needs. Such awards are gratifying, because they acknowledge our contribution, but for the people of Samsung, the greatest rewards come from the smiles and heartfelt thanks given in return by those in need.

We believe in the common good.

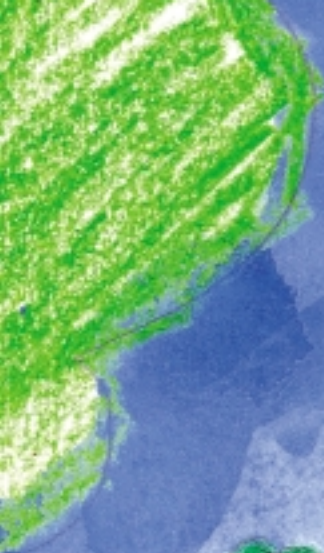
In addition to volunteer programs, we train and provide guide dogs for the blind, fund eyesight recovery operations, and support public awareness campaigns on the needs of the differently-abled. We fund ongoing education projects, such as our highly regarded Samsung Mobile PC Center. Our one-to-one matching gifts doubled from last year. Samsung's spending on community service over the last six years, a time span that includes the Asian fiscal crisis, has averaged nearly US\$110 million per year.

previous page:
MORNING COMMUTE
CHUNG YONG HOON

right:
A VISIT TO WONDERLAND
PARK SOO JI











Support for the arts continues to be a priority. The Samsung Foundation of Culture opened The Rodin Gallery in April, 1999. Over the year, the Foundation held seven arts exhibitions, including Rodin and the Gates of Hell, The Art of Choson Dynasty Court Painters and Park Soor-keun and the Spirit of Korean Art. Our support for cultural heritage and the development of the arts spans the globe, from the Bolshoi Theater and the Hermitage museum in Russia, to exhibitions in New York and London.

The goal of the Samsung family remains, to make a better future for all.

SAMSUNG ELECTRONICS CO., LTD.

Employees: 43,000
1999 Sales: \$22.8 billion
Tel: 82-2-727-7114
Fax: 82-2-727-7985
[Http://www.samsungelectronics.com](http://www.samsungelectronics.com)

MAJOR PRODUCTS

Multimedia & home appliances:
multimedia PC, Note PC, PDA,
DVD player, DVD-ROM, HDD, HDTV,
DSS, DSC, TV

Semiconductors:
DRAM, SRAM, FRAM, flash memory,
ASIC, alpha CPU, TFT-LCD, MDL

Information & telecommunications:
HHP, ATM LAN/WAN, key phone,
CDMA PCS/cellular, transmission
system, MLL/switching systems,
optic fibers & component

SAMSUNG SDI CO., LTD.

Employees: 13,743
1999 Sales: \$3.18 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3146
[Http://www.samsungsdi.co.kr](http://www.samsungsdi.co.kr)

MAJOR PRODUCTS

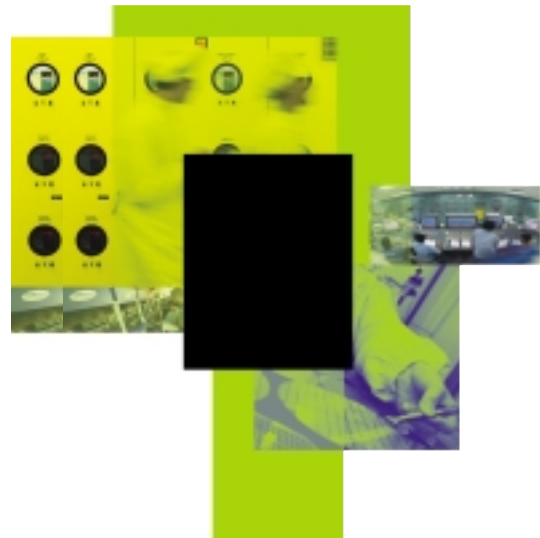
Plasma display panel,
liquid crystal displays, visual
fluorescent displays, touch
panels, color filters, rechargeable
batteries, color picture tubes,
color display tubes

SAMSUNG ELECTRO- MECHANICS CO., LTD.

Employees: 26,000
1999 Sales: \$2.6 billion
Tel: 82-31-210-5114
Fax: 82-31-210-6363
<http://www.sem.samsung.com>

MAJOR PRODUCTS

Passive & circuit boards,
parts for mobile communications,
Computer components and
peripherals, Internet & Network
products, Audio & video parts





SAMSUNG CORNING CO., LTD.

Employees: 5,315
1999 Sales: \$965 million
Tel: 82-31-219-7114
Fax: 82-31-219-7777
<http://www.samsungconning.com>

MAJOR PRODUCTS

Glass for TV picture tubes
and PC monitors, ITO-coated glass
for LCD, rotary transformers,
frit glass

SAMSUNG SDS CO., LTD.

Employees: 5,672
1999 Sales: \$1.036 billion
Tel: 82-2-3429-2241
Fax: 82-2-3429-2240
[Http://www.sds.samsung.com](http://www.sds.samsung.com)

MAIN BUSINESSES

Business integration (Internet systems
integration, outsourcing, e-Biz consulting
/IT training), e-Service (ASP service,
business recovery service, hosting
service), community (marketplace, portal
service, solution providing), venture
(software business, PKG solution devel-
opment, venture incubation)

SAMSUNG HEAVY INDUSTRIES CO., LTD.

Employees: 7,355
1999 Sales: \$3,233 billion
Tel: 82-2-3458-6100
Fax: 82-2-3458-7100
[Http://www.shi.samsung.co.kr](http://www.shi.samsung.co.kr)

MAIN BUSINESSES

Shipbuilding, offshore facility,
steel structures & bridge, cargo
& material handling systems,
tank farms, digital control systems,
engineering & construction

SAMSUNG TECHWIN CO., LTD.

Employees: 4,407
1999 Sales: \$1,398 billion
Tel: 82-2-3467-7000
Fax: 82-2-3467-7774
[Http://www.samsungtechwin.com](http://www.samsungtechwin.com)
[Http://www.samsungcamera.com](http://www.samsungcamera.com)

MAIN BUSINESSES

Aircraft engine, gas turbines,
turbo machinery, military hardware,
cameras, opto-electronic devices,
semiconductor lead frames, helicopter
shuttle service

SAMSUNG COMMERCIAL VEHICLES CO., LTD.

Employees: 1,300
1999 Sales: \$93.8 million
Tel: 82-53-589-8000
Fax: 82-53-586-2670

MAJOR PRODUCTS

15-ton dump trucks, 6m³ concrete
mixer trucks, 73-ton tractors,
18.5-ton cargo trucks, 22.5-ton
dump trucks, 11.5-ton cargo trucks,
14-ton cargo trucks, 68-ton
tractors, 68-ton BCT tractors,
16kl tanker trucks, 18kl tanker
trucks, 20kl aluminum tanker
trucks, fire trucks





SAMSUNG GENERAL CHEMICALS CO., LTD.

Employees: 1,333
1999 Sales: \$1.1 billion
Tel: 82-2-772-6890-1/6661
Fax: 82-2-772-6618/6934
<http://www.samsungchem.com>

MAJOR PRODUCTS

Ethylene, propylene, butadiene,
C4 raffinate, PTA, SM,
EO/EG, PX, LDPE, EVA, HDPE, PP,
compounding resins

SAMSUNG PETROCHEMICAL CO., LTD.

Employees: 382
1999 Sales: \$373 million
Tel: 82-2-772-6316
Fax: 82-2-318-0887
[Http://www.spc.samsung.com](http://www.spc.samsung.com)

PRODUCT

PTA (Purified terephthalic acid)

SAMSUNG FINE CHEMICALS CO., LTD.

Employees: 800
1999 Sales: \$367 million
Tel: 82-2-772-1900
Fax: 82-2-772-1809
<http://www.sfc.samsung.co.kr>

MAJOR PRODUCTS

Fine chemicals: malonate,
mcellose, DMF, methyl amines,
TMAC, TMAH/general chemicals:
ammonia, urea, melamine,
chlorinated methanes, formic
acid, chlorine/pharmaceuticals/
medical devices: HGB, L-carnitine,
anticancer product/industrial
specialty coatings: marine
paints, heavy-duty paints,
automotive paints

SAMSUNG-BP CHEMICALS CO., LTD.

Employees: 184
1999 Sales: \$162 million
Tel: 82-2-753-5644
Fax: 82-2-753-8338
[Http://www.ssbp.co.kr](http://www.ssbp.co.kr)

MAJOR PRODUCTS

Acetic acid, vinyl acetate
monomer, hydrogen



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

Employees: 71,334
1999 Operating income: \$17.9 billion
Tel: 82-1588-3114
Fax: 82-2-751-8021
<http://www.samsunglife.com>

MAIN BUSINESSES
Life insurance, real estate

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

Employees: 4,222
1999 Operating income: \$2.983 billion
Tel: 82-2-758-7114
Fax: 82-2-758-7831
<http://www.samsungfire.com>

MAIN BUSINESSES
Automobile insurance, fire
insurance, marine insurance,
individual annuities, personal
accident insurance, overseas
travelers' insurance

**SAMSUNG
CARD CO., LTD.**

Employees: 2,066
1999 Operating income: \$732 million
Tel: 82-2-727-8893
Fax: 82-2-756-8942
<http://www.samsungcard.co.kr>

MAJOR PRODUCTS
Card business (issuing and managing
credit cards, one-time payments,
installments, cash advance services),
subsidiary businesses (selling and
introducing travel-related products,
mail-order/on-line sales, insurance
agent services) equipment lease
business, credit loans and security
loans, discounting bills, financing
new technology business etc.

**SAMSUNG
SECURITIES CO., LTD.**

Employees: 2,690
1999 Operating income: \$1.422 Billion
Tel: 82-2-726-0114/0500
Fax: 82-2-726-0290/0298
<http://www.samsungfn.com>

MAJOR PRODUCTS
Stock and bond brokerage,
securities savings products, bond
management funds, repurchase
agreements, certificates of deposit,
beneficiary certificates, commercial
paper



SAMSUNG CAPITAL CO., LTD.

Employees: 1,000
1999 Operating income: \$360 million
Tel: 82-2-772-6800
Fax: 82-2-772-6419
<http://www.samsungcapital.com>

MAIN BUSINESSES

Installment financing (automobiles, electronic products, durable goods, construction equipment), personal loans, housing loans, corporate loans

SAMSUNG INVESTMENT TRUST MANAGEMENT CO., LTD.

Employees: 116
1999 Operating income: \$36.2 million
Tel: 82-2-3774-7940
Fax: 82-2-3774-7627
<http://www.samsunginv.com>

MAIN BUSINESSES

Asset management, investment advisory services

SAMSUNG INVESTMENT TRUST & SECURITIES CO., LTD.

Employees: 603
1999 Operating income: \$9.82 billion
Tel: 82-53-741-8000
Fax: 82-53-744-8043
[Http://www.samsungits.co.kr](http://www.samsungits.co.kr)

MAIN BUSINESSES

Investment trust sale, dealing, financial advisory

SAMSUNG VENTURE INVESTMENT CO., LTD.

Employees: 25
1999 Operating income: \$0.68 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
[Http://www.samsungventure.co.kr](http://www.samsungventure.co.kr)

MAIN BUSINESS

Investment to venture firms (areas of information, communications, internet, electronics industry, medical instruments, bio and entertainments)



SAMSUNG CORPORATION

Employees: 4,887
1999 Sales: \$31.9 billion
Tel: 82-2-3706-7114
Fax: 82-2-3706-1212
[Http://www.samsungcorp.com](http://www.samsungcorp.com)

Main Businesses

International trade, construction,
e-business and housing development

SAMSUNG ENGINEERING CO., LTD.

Employees: 1,414
1999 Sales: \$645 million
Tel: 82-2-3458-3000
Fax: 82-2-3458-4047
[Http://www.samsungeng.co.kr](http://www.samsungeng.co.kr)

MAIN BUSINESSES

Design, procurement, construction
supervision and operation
management for petrochemical
plants, power plants, refineries and
gas plants, industrial plants and
environmental plants

CHEIL INDUSTRIES INC.

Employees: 2,143
1999 Sales: \$1.154 billion
Tel: 82-2-751-3355
Fax: 82-2-527-2097
[Http://www.cii.samsung.co.kr](http://www.cii.samsung.co.kr)

MAIN BUSINESSES

Woolen yarn, worsted yarn,
woolen fabric, worsted fabric,
men's wear, women's wear,
casual wear, sports wear &
goods, accessory, general-purpose
resins, engineering plastics,
artificial marble, electronic
chemical materials (semiconductor
materials, flat panel display
materials, secondary Li-Ion
battery materials, printing and
functional materials)



SAMSUNG EVERLAND INC.

Employees: 1,800
1999 Sales: \$510 million
Tel: 82-31-320-8011-2
Fax: 82-31-320-8549
[Http://www.everland.com](http://www.everland.com)

MAIN BUSINESSES

Resort development and operation, building engineering, alternative energy, food service, commerce & distribution, landscape architecture, golf club management

THE SHILLA HOTELS & RESORTS

Employees: 1,540
1999 Sales: \$270 million
Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
[Http://www.shilla.net](http://www.shilla.net)

MAIN BUSINESSES

Business and resort hotels, duty free shops, outside restaurants, sports center, business consulting

CHEIL COMMUNICATIONS INC.

Employees: 750
1999 Sales: \$229 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-2483
[Http://www.cheil.co.kr](http://www.cheil.co.kr)

MAIN BUSINESSES

Planning, production and execution of advertising, internet business, sales promotion, public relations, corporate identity programs, space development, research, marketing, sports and convention business

S1 CORPORATION

Employees: 2,800
1999 Sales: \$225 million
Tel: 82-2-3670-8259
Fax: 82-2-3670-8149
[Http://www.s1.co.kr](http://www.s1.co.kr)

MAIN BUSINESSES

Electronic security services to include local security systems, closed-circuit TV systems, security system design, installation and consulting electronic surveillance systems, information business includes both information security and online services

SAMSUNG LIONS

Employees: 35
1999 Sales: \$20 million
Tel: 82-53-859-3114
Fax: 82-53-859-3117
<http://www.samsunglions.com>

MAIN BUSINESS

Professional baseball team,
Sports center

SAMSUNG MEDICAL CENTER

Employees: 5,110
Tel: 82-2-3410-2114/3114
Fax: 82-2-3410-3284
<http://www.smc.samsung.co.kr>

MAIN BUSINESSES

Samsung Medical Center
(main hospital, in Seoul) Kangbuk
Samsung Hospital (in Seoul)
Masan Samsung Hospital
(in Masan) Samsung Cheil Hospital
(in Seoul) Samsung Bioscience
Research Institute (in Seoul)

SAMSUNG ECONOMIC RESEARCH INSTITUTE

Employees: 117
Tel: 82-2-3780-8256
Fax: 82-2-3780-8005
<http://www.seri.org>

MAIN ACTIVITIES

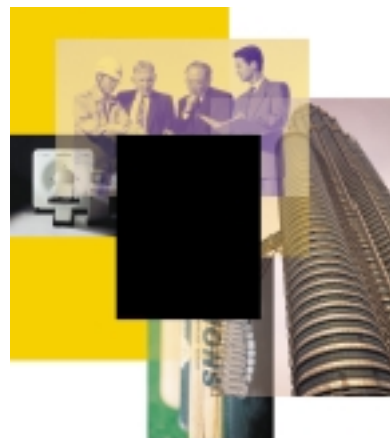
Research on public policy, fiscal
and financial matters, analysis
of industry trends and business
environments, public and private
sector consulting

SAMSUNG HUMAN RESOURCES DEVELOPMENT CENTER

Employees: 45
Tel: 82-31-320-1663
Fax: 82-31-320-1001
<http://www.shrhc.com>

MAIN ACTIVITIES

Human resources development
and training, HRD consulting,
recruitment



SAMSUNG ADVANCED INSTITUTE OF TECHNOLOGY

Employees: 590
Tel: 82-31-280-9114
Fax: 82-31-280-9099
[Http://www.sait.samsung.co.kr](http://www.sait.samsung.co.kr)

MAIN RESEARCH AREAS

Information technology, biotechnology, micro electro mechanical system, materials & devices, chemistry, computational science & engineering, technology strategy

SAMSUNG FOUNDATION OF CULTURE

Employees: 137
Tel: 82-2-750-7839
Fax: 82-2-750-7827
[Http://www.hoammuseum.org](http://www.hoammuseum.org)

MAIN ACTIVITIES

Ho-Am Art Museum, Ho-Am Art Gallery, Samsung Museum of Modern Art, Rodin Gallery, Samsung Children's Museum, Seoul Korean Traditional Music Contest, Traditional Children's Song Festival, Samsung Prize for Literature, MAMPIST program, support for cultural and artistic activities, support for academic research

SAMSUNG WELFARE FOUNDATION

Employees: 22
Tel: 82-2-2259-7843
Fax: 82-2-2259-7880
[Http://www.samsungwelfare.org](http://www.samsungwelfare.org)

MAIN ACTIVITIES

Establishment and operation of child care centers, support for social welfare program development, support for overseas training for social workers, operation of the youth volunteer corps "Purunnanum," support for orphaned teenagers with younger siblings to support Hyo-Haeng Filial Piety Prize, Ho-Am prize

SAMSUNG ELECTRONICS CO., LTD.

CHINA

Production Base

Tianjin Tongguang
Samsung Electronics
Co., Ltd. (TTSEC)
Tel: 86-22-2236-2400
Fax: 86-22-2336-2406

Tianjin
Samsung Electronics
Co., Ltd. (TSEC)
Tel: 86-22-2532-1234
Fax: 86-22-2532-3341

Huizhou
Samsung Electronics
Co., Ltd. (SEHZ)
Tel: 86-752-332-1401
Fax: 86-752-332-1397

Shandong Samsung
Telecommunications
Co., Ltd. (SST)
Tel: 86-631-562-6868
Fax: 86-631-562-6767

Suzhou
Samsung Electronics
Co., Ltd. (SSEC)
Tel: 86-512-532-1234

Tianjin
Samsung Electronics
Display Co., Ltd. (TSED)
Tel: 86-22-2455-6242
Fax: 86-22-2455-8043/4

Samsung Electronics
Suzhou Semiconductor
Co., Ltd. (SESS)
Tel: 86-512-761-2237
Fax: 86-512-761-1432

ASIA

Production Base

P.T. Samsung Metrodata
Electronics (SME)(SEIN)
Tel: 62-21-893-4005
Fax: 62-21-893-4273

Samsung
Electronics Display
(M) Sdn. Bhd. (SDMA)
Tel: 60-6-678-7914
Fax: 60-6-678-7389

Samsung
Electronics Malaysia
Sdn. Bhd. (SEMA)
Tel: 60-3-376-1068
Fax: 60-3-376-3461

Samsung India
Electronics (SIEL)
Tel: 91-1191-568251
Fax: 91-1191-568256

Samsung
Vina Electronics
Co., Ltd. (SAVINA)
Tel: 84-8-836-5500
Fax: 84-8-836-5566

Thai Samsung
Electronics
Co., Ltd. (TSE)
Tel: 66-2-681-0501
Fax: 66-2-681-0495

Sales Base

Samsung Asia Private
Ltd. (Semiconductor
Division), (SAPL)
Tel: 65-833-3200
Fax: 65-833-3210

Samsung
Electronics Australia
Pty. Ltd. (SEAU)
Tel: 61-2-9638-5200
Fax: 61-2-9764-6440

Samsung Electronics
Philippines Co. (SEPCO)
Tel: 63-2-526-3796
Fax: 63-2-764-0673

Samsung Electronics
H.K. Co., Ltd. (SEHK)
Tel: 852-2862-6900
Fax: 852-2866-1343/
1316

Samsung Japan
Corporation (SJC)
Tel: 81-3-5641-9800
Fax: 81-3-5641-9821

Samsung Electronics
Taiwan Co., Ltd. (SET)
Tel: 886-2-2758-9588
Fax: 886-2-2757-7311

CIS

Production Base

Uzbekistan
Samsung Electronica
Co., Ltd. (USE)
Tel: 7-371-180-0909

Sales Base

Samsung Electronics
Moscow Co., Ltd. (SEMCO)
Tel: 7-095-797-2385
Fax: 7-095-797-24013

EUROPE

Production Base

Samsung
Wynyard Park (SEMUK)
Tel: 44-1740-660000
Fax: 44-1740-661022

Samsung Electronica
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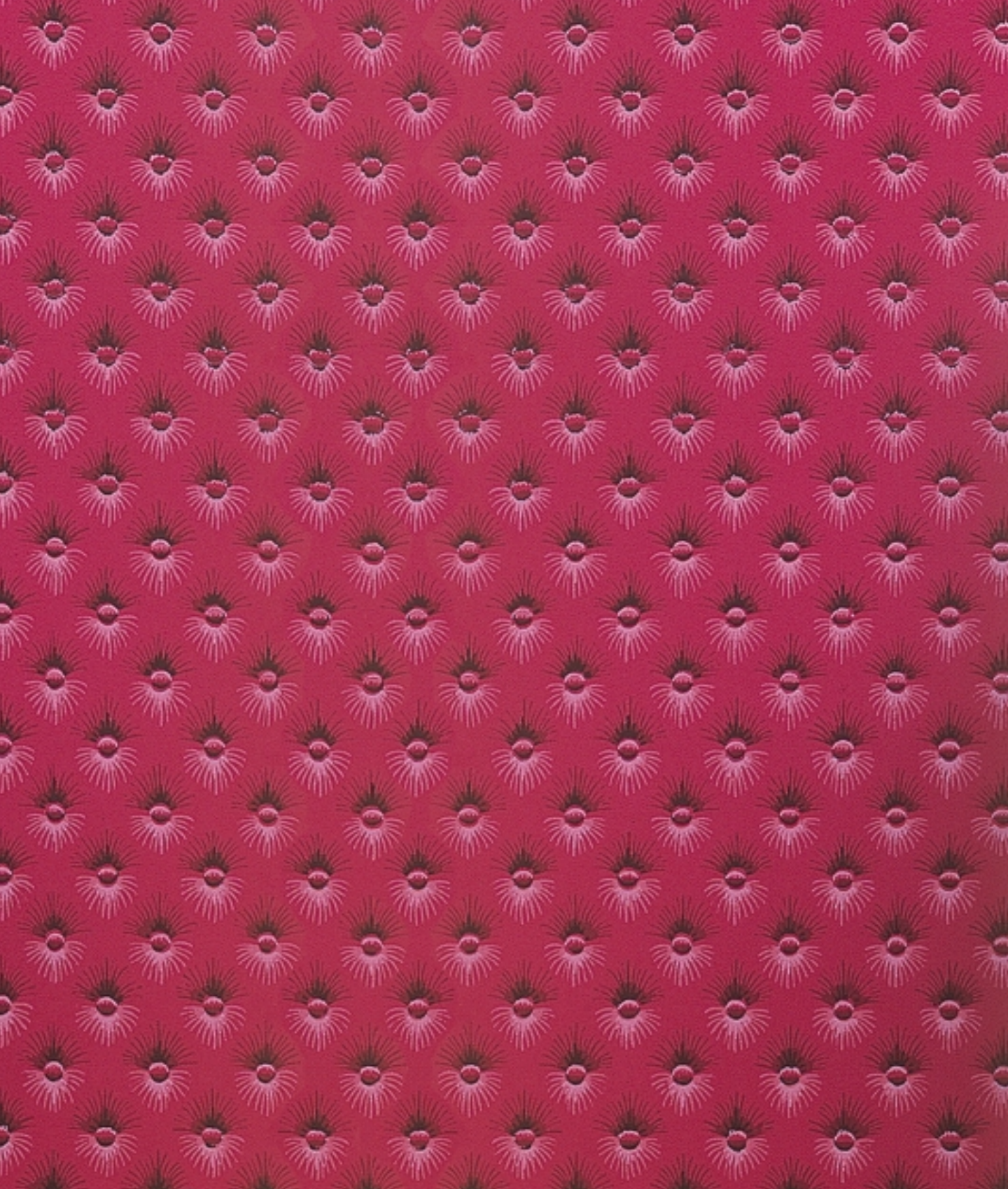
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