

SAMSUNG

Love and LEADERSHIP

Annual Report 2000



Love and Leadership: What is the connection?

To be a new leader in today's global marketplace...
it's not enough to be good at what you do.

You must love what you do.
And care passionately about everything you make.
And about all the people whose lives you touch, and sometimes change.

Such is the challenge that Samsung embraces today.

Samsung has emerged as a new and youthful global leader in a rapidly changing digital world,
a leader with a clear and ambitious mission.

To excel, as before.
To innovate, as always.
But also to be responsible – to our employees, our business partners, our many customers,
our entire world community.

To care deeply.
To commit ourselves, completely.
To love.
And to lead.

“ Humanism – a commitment to caring –
is what distinguishes a first-class company,
and a true leader.”

Kun-Hee Lee



In the past few years, Samsung has emerged as not just a leading company... but a true leader. In Korea, the company has virtually left its main competitors behind, gaining undisputed recognition as the "true number one" company. Our willingness to embrace change in the new digital era, and our ability to successfully restructure the company, has now made Samsung a model of recovery in a turbulent Korean market.

Meanwhile, the company has also demonstrated impressive leadership in terms of global competitiveness. There are currently 13 Samsung products that lead in world market share and have earned recognition as the "world's best" products.

But being a leader is about more than market share and product rankings. It is not just a matter of competence, or technical proficiency. Samsung's new spirit of leadership is also tied to a renewed emphasis on commitment, caring, and humanism. Because great products do not come from companies that do not care. We have worked hard to become more open as a company, and more sensitive to the needs of people – both our employees and our customers. A key part of our mission now is to devote our people and technologies to contributing to a better global society.

Because at Samsung, we believe that a first-class company – a true leader – is a company that ultimately enriches the quality of life around the world.

How can a company like Samsung contribute to the world's quality of life?

In several ways:

- * By providing quality products and reliable services that people can count on to enrich their lives. As part of our "World Best" strategy, we plan to increase our share of the world's best products to more than 30 by 2005.

- * By innovating and making products that anticipate people's needs – not just now, but in the future. Samsung is determined to lead the way and set the standard of next-generation digital technology.

- * By making sure that those technologically advanced products are available and accessible to everyone, not just to an elite group. This is what Samsung's "DIGITall" philosophy is all about.

- * By looking within – to make sure the company is strong and profitable, well-managed, and ethical, while also ensuring that our employees are passionate about their work and able to reach their full potential. We believe the world's best products and most innovative technology are made possible by talented professionals.

- * By looking outside our company, to the community all around us, to try to help people in any way possible – through education, cultural support, sports and Olympics sponsorship, and volunteerism.

All of these challenges demand commitment and caring.

And it is important for a leader to care deeply. Because as a leader, you can affect so many people's lives, in so many different ways. As we will see in the pages to come...

Kun-Hee Lee

Chairman, Samsung

Love



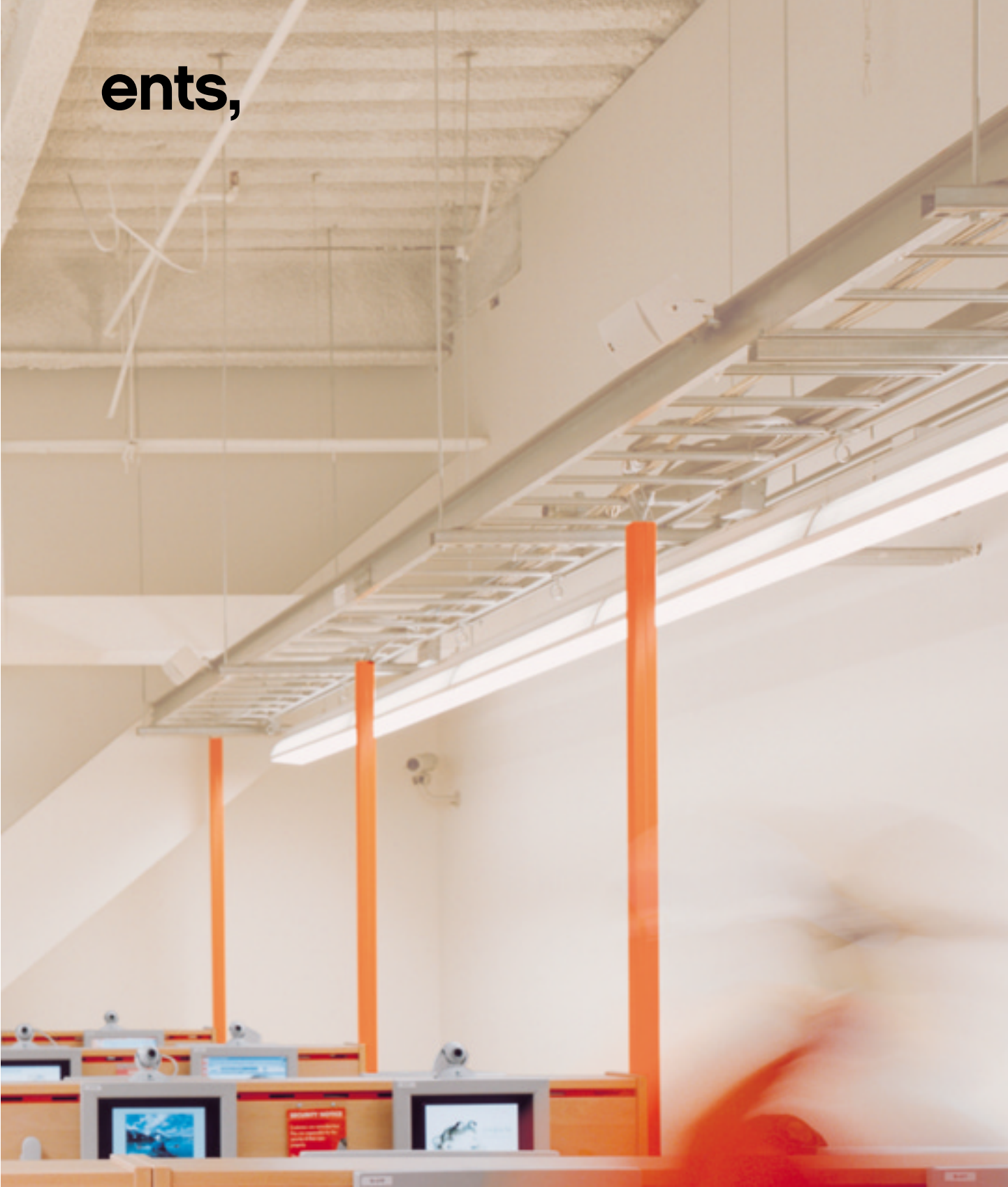
is a stream of indelible mom spontaneous connections,

Love Connection

Samsung believes that digital products should be practical and simple to use. This is the essence of our "DIGITall" philosophy, with the aim of opening up the advantages of digital technology to everyone. By maintaining a strong connection with our customers, we've been able to rely on functional design to adapt the newest technology to their most basic needs.



ents,



and scenes of heartbreak.

Love Bytes

Samsung continues to be a leader in innovation with groundbreaking products like the PDA Phone – products that use digital technology to facilitate cleaner communication – and enable the flow of real life.



First steps,

Love and Family

Samsung's industry-leading financial services companies have pioneered financial services for consumers in Korea, providing the home loans, credit cards, and investment opportunities that enable families to achieve their goals and realize their dreams.



and cherished memories.

Love Story

Samsung has established itself as a trustworthy guardian for the millions of people who rely on Samsung insurance products – from the widow who has recently lost her husband, to the family business whose property has been damaged in a fire. Samsung Life Insurance has ranked first in its industry for the past 13 years, while Samsung Fire & Marine Insurance was picked by Euromoney as “Asia Region’s Number One Insurance Company.”





Love is

the courage to endure pain in



Love Hurts

The realm of athletic competition challenges the human spirit to strive (and sweat) for greater achievement. Samsung continues to be a leading supporter of the Olympic Games, as well as a host of other sporting events, because we believe that sports – and in particular the Olympic Games – embody the same values we hold dear as a company: a commitment to fairness and excellence, the spirit of healthy competition, and a desire to bring people together from around the world.

the pursuit of triumph,



and the drive to achieve last

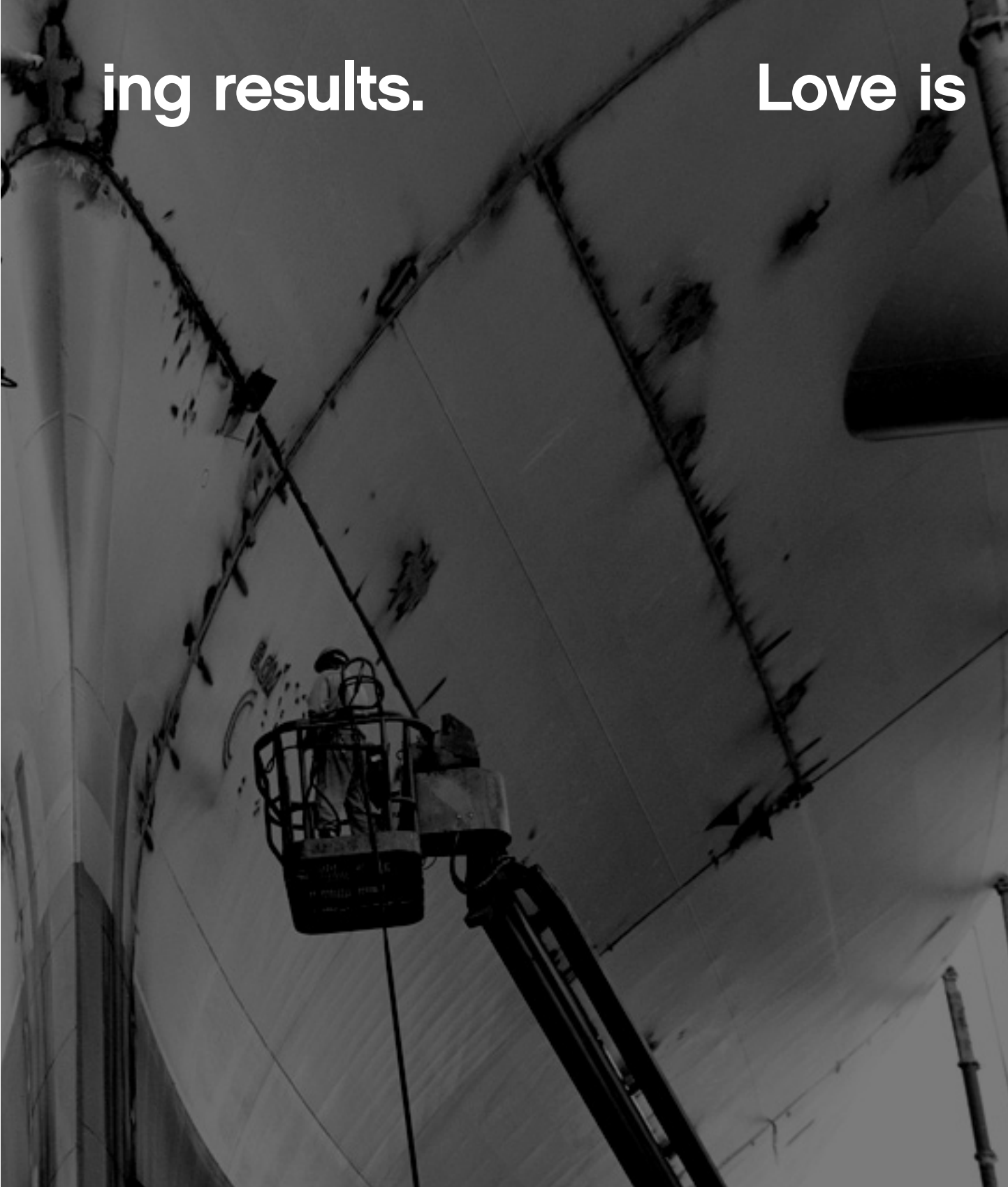


Love Lasts

In a world of shifting tides, our ships endure. That's why Samsung Heavy Industries has emerged as a leader in the shipbuilding industry. SHI has led Korea's first successful construction of large passenger ships, and our quality and reliability are now widely acknowledged—such that five Samsung ships were recently hailed as “Vessels of the Year” by world-famous maritime transportation magazines.

ing results.

Love is



intelligent

Love Unites

As an innovative global trading company that takes advantage of the latest technology, Samsung Corporation is helping to change the way the world does business. We operate an award-winning online trading catalog system, known as the Merchant Intelligence System, for the export of industrial and commodity goods. And we have created global “e-marketplaces” with industry leaders in sectors such as chemicals, seafood, textiles, and steel.



and exuberant.

Love is Beautiful

Known around the globe as “the beautiful game,” soccer unites – and excites – the world more than any other sport. As the World Cup comes to Korea, Samsung prepares to play host with its brand new World Cup stadium, a design and construction project of Samsung Engineering. This state-of-the-art facility will serve as another shining example of Samsung’s dedication to the ideals of true competition and global togetherness.



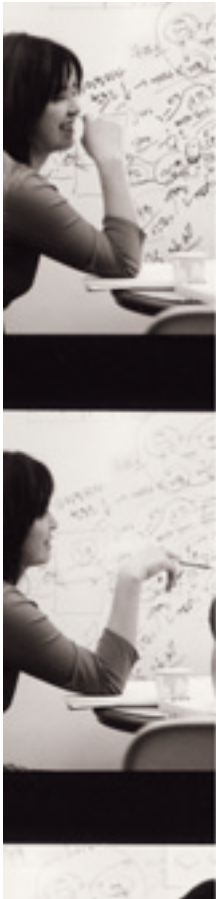
To love is to imbue everything to inspire others, and to be...

Love to Lead

At Samsung, we've confronted the challenge of internal change head on, implementing a new "robust management" approach that is more modernized and more transparent than ever before. Our family of 174,000 people is evolving along with the company – with a revitalized workforce that is now more streamlined, better-trained, and more ambitious.



you do with passion,



inspired.

Love of Life

To help young people achieve their potential, today's new business leaders must support education and cultural development. Samsung has been at the forefront in both areas, sponsoring education programs, computer training programs, and the arts. The Samsung Children's Museum is just one of many examples of our commitment to helping the next generation build a better world.



Such is the essence of love
and LEADERSHIP:

Leading in Quality

**“ Quality is the lifeblood
of business.”**



ITEM | MARKET SHARE

CDMA
Handset

26%

THE SCH-X120 IS THE SMALLEST,
LIGHTEST MOST COMPACT
CDMA2000 1X HANDSET ON THE
MARKET.




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ITCH | MARKET SHARE



Microwave Oven **24%**

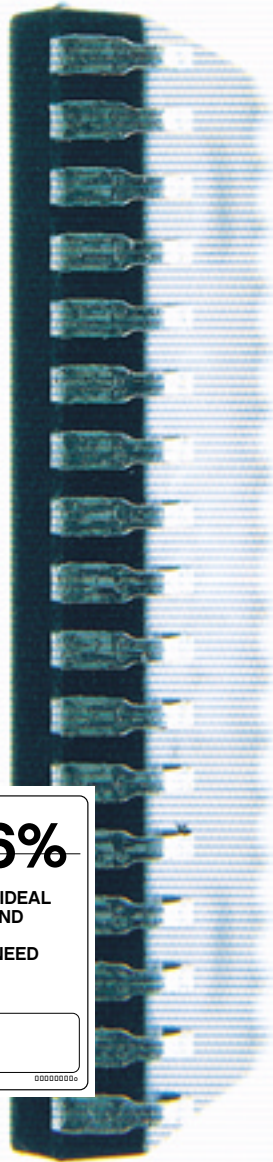
BY THE END OF 2000, THE TOTAL NUMBER OF MICROWAVE OVENS MANUFACTURED BY SAMSUNG WAS NEARLY 70 MILLION.



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ITEM	MARKET SHARE
Monitor	19.3%
SAMSUNG'S HIGH-QUALITY MONITORS ADD A NEW DIMENSION TO TODAY'S MOST DEMANDING APPLICATIONS.	
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ITEM | MARKET SHARE

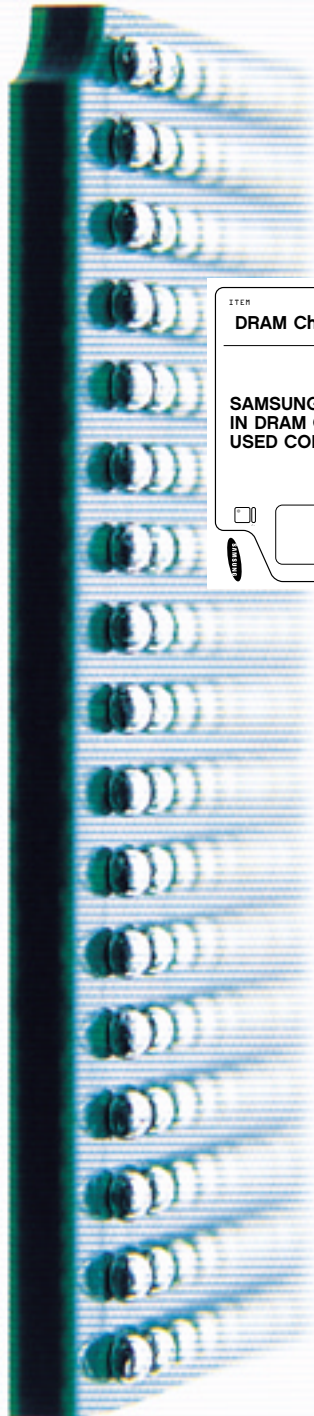
SRAM Chips

20.6%

SAMSUNG'S SRAM CHIPS ARE IDEAL FOR PORTABLE COMPUTERS AND MOBILE PHONES SINCE THEY CONSUME LESS POWER AND NEED NO REFRESH CIRCUITRY.



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ITEM | MARKET SHARE

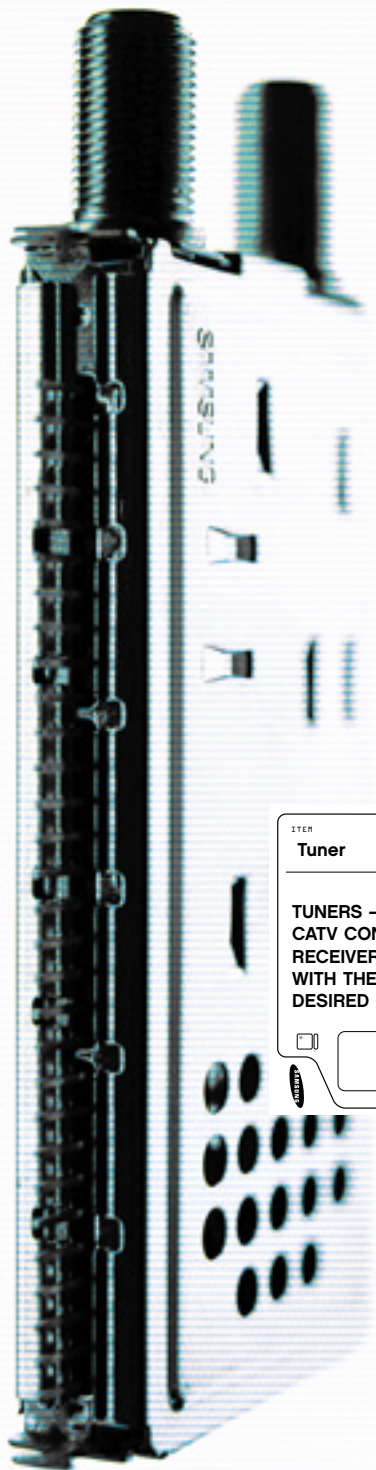
DRAM Chips

20.9%

SAMSUNG LEADS THE WORLD IN DRAM CHIPS, THE MOST WIDELY USED COMPUTER MEMORY CHIPS.



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ITEM

MARKET SHARE

Tuner

19%

TUNERS – EMBEDDED IN TVS, VCRS,
CATV CONVERTERS, AND SATELLITE
RECEIVERS – PROVIDE THE USER
WITH THE ABILITY TO SELECT THE
DESIRED FREQUENCY.



SEARCH

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ITEM

MARKET SHARE

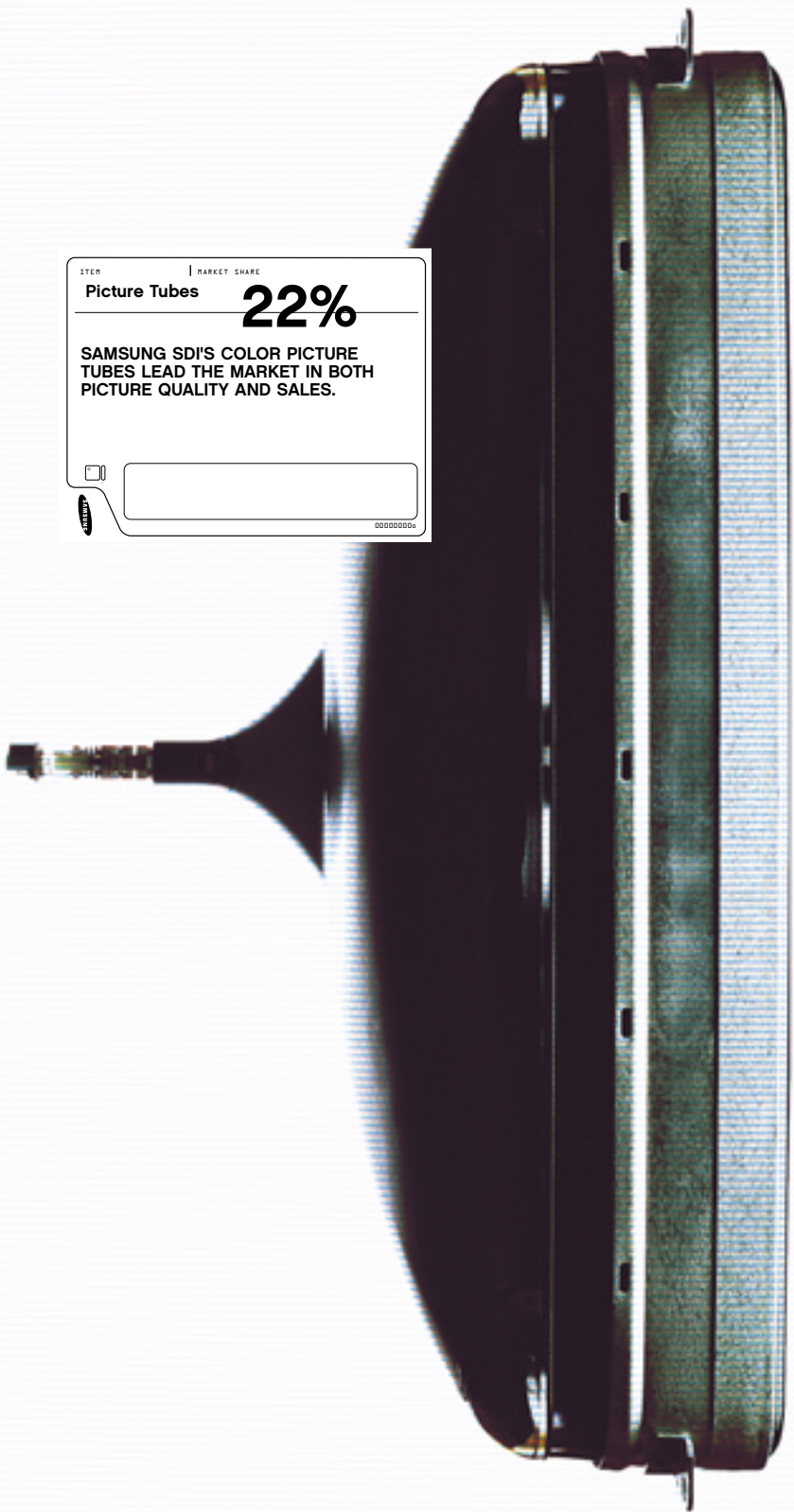
Picture Tubes

22%

SAMSUNG SDI'S COLOR PICTURE TUBES LEAD THE MARKET IN BOTH PICTURE QUALITY AND SALES.



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A true leader must have a number of qualities – but none is more important than “quality” itself. It is really quite simple: Before you can lead, you must prove yourself worthy. You must be the best at what you do.

Being the best has long been the goal at Samsung, though it has been given new sense of purpose and resolve in the past few years under Chairman Lee, who has declared that Samsung’s current mission is to produce “the world’s best technology, products, personnel, and system.”

Already, the company has demonstrated its capability to do precisely that, particularly in terms of creating products that lead the world. Samsung currently has 13 products that rank number one in their respective categories, which include everything from computer memory chips and monitors to color picture tubes and drillships.

To have 13 world-leading products covering such a wide range of categories is impressive, but we consider it only the first step in establishing Samsung as one of the world's top companies. Our goal is to increase the number of world-leading products to 30 by the year 2005. Because moderate success no longer guarantees survival. As Chairman Lee has observed: "During the industrial age of the past, even companies ranked 10th were recognized as huge, and they could continue to grow without difficulty. However, in the Internet-dominated world of the future, only those in the top tier survive. We must greatly expand the number of world-leading products that we have, to include digital, information and communication products, as well as core parts and components." Samsung is now in the process of doing just that, thanks in large part to its commitment to product **research, design, and innovation.**




While the abundance of world-leading products clearly serves as evidence of Samsung's commitment to quality, it is just one of a number of areas in which the company is establishing its leadership through quality and reliability. Another area is in **financial services**. In providing innovative financial products and support to individuals as well as companies, Samsung has demonstrated reliable and effective leadership in a demanding and critical business category.

In recent years, Samsung has been a pioneer in financial services in Korea, enabling millions of people to obtain the financial support they need for their lives and businesses. The Samsung Card, which is the largest credit card issuer in Korea, serving 12 million card members, was granted the "Award for Excellence" by MasterCard International in 2000. Samsung Capital is already the largest consumer finance company in Korea. Samsung Capital issued "Ahaloan Pass," the first loan card in Korea, which now has acquired 1.3 million members within one year. Meanwhile, Samsung Securities has grown rapidly to become the nation's number-two issuer of beneficiary certificates, and was recently selected as "the Best Domestic Investment Bank" by *FinanceAsia*, as well as "the best local securities house" by *Euromoney* for three consecutive years.

Samsung has also established itself as a leader in insurance – an industry that demands rock-solid reliability, as it takes financial responsibility for covering people’s treasured possessions, businesses, and even their very lives. Samsung Life Insurance is now Korea’s largest life insurer, with 10 million customers, and has been cited as one of “the most respectable companies of the world” by *Fortune* Magazine. The company is moving beyond Korea through aggressive growth in operations in China, Singapore, Thailand, the United Kingdom, and the United States. At the same time, Samsung Fire & Marine Insurance, which is the largest non-life insurance company in Korea, serving 12 million customers, is also establishing a strategic presence in major world cities through collaboration with leading insurance companies in the U.S., Europe and Southeast Asia.

What the success of Samsung’s insurance and financial services companies demonstrates is that **quality is the common thread that ties together all of our products and services.**



ITEM	MARKET SHARE
DMF	21.8%
DIMETHYLFORMAMIDE IS A WIDELY USED, HIGHLY EFFECTIVE INDUSTRIAL SOLVENT.	
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ITEM

MARKET SHARE

ITO Glass

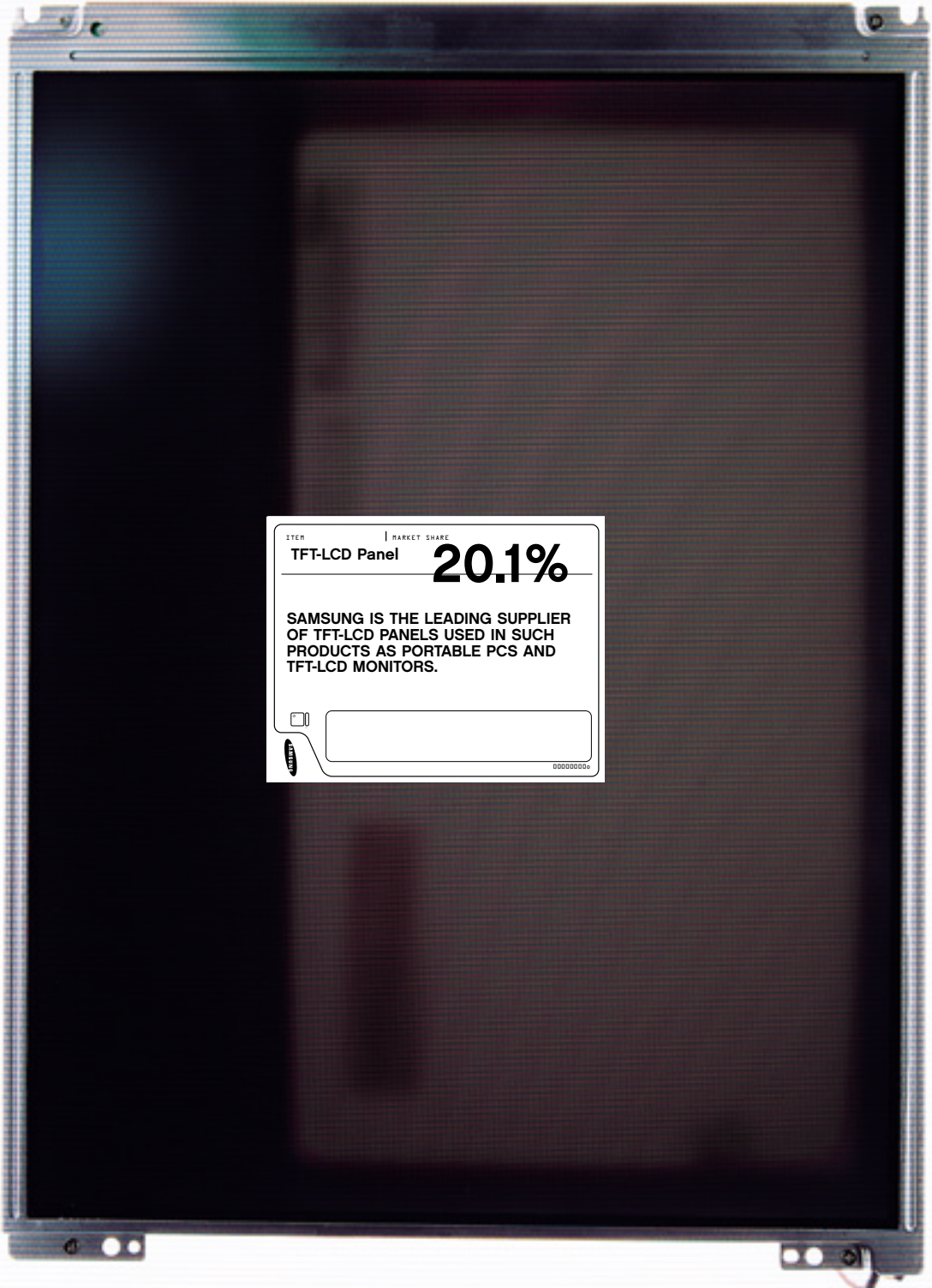
50%

SAMSUNG CORNING'S ITO GLASS
HAS A WIDE SURFACE AND
SUPER-LOW RESISTANCE, MAKING
IT IDEAL FOR LIQUID CRYSTAL
DISPLAYS.



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MARKET SHARE

TFT-LCD Panel

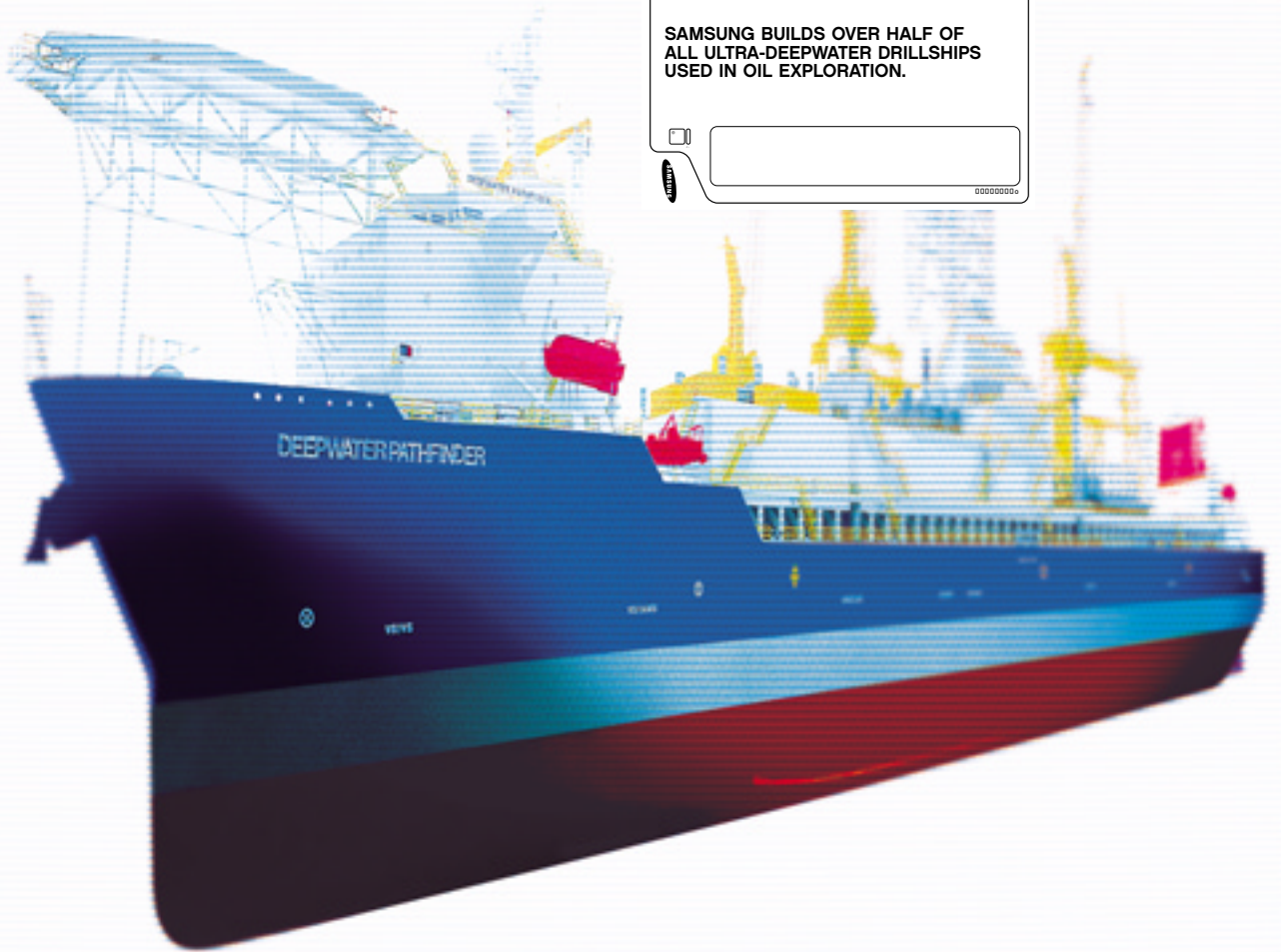
20.1%

SAMSUNG IS THE LEADING SUPPLIER
OF TFT-LCD PANELS USED IN SUCH
PRODUCTS AS PORTABLE PCS AND
TFT-LCD MONITORS.



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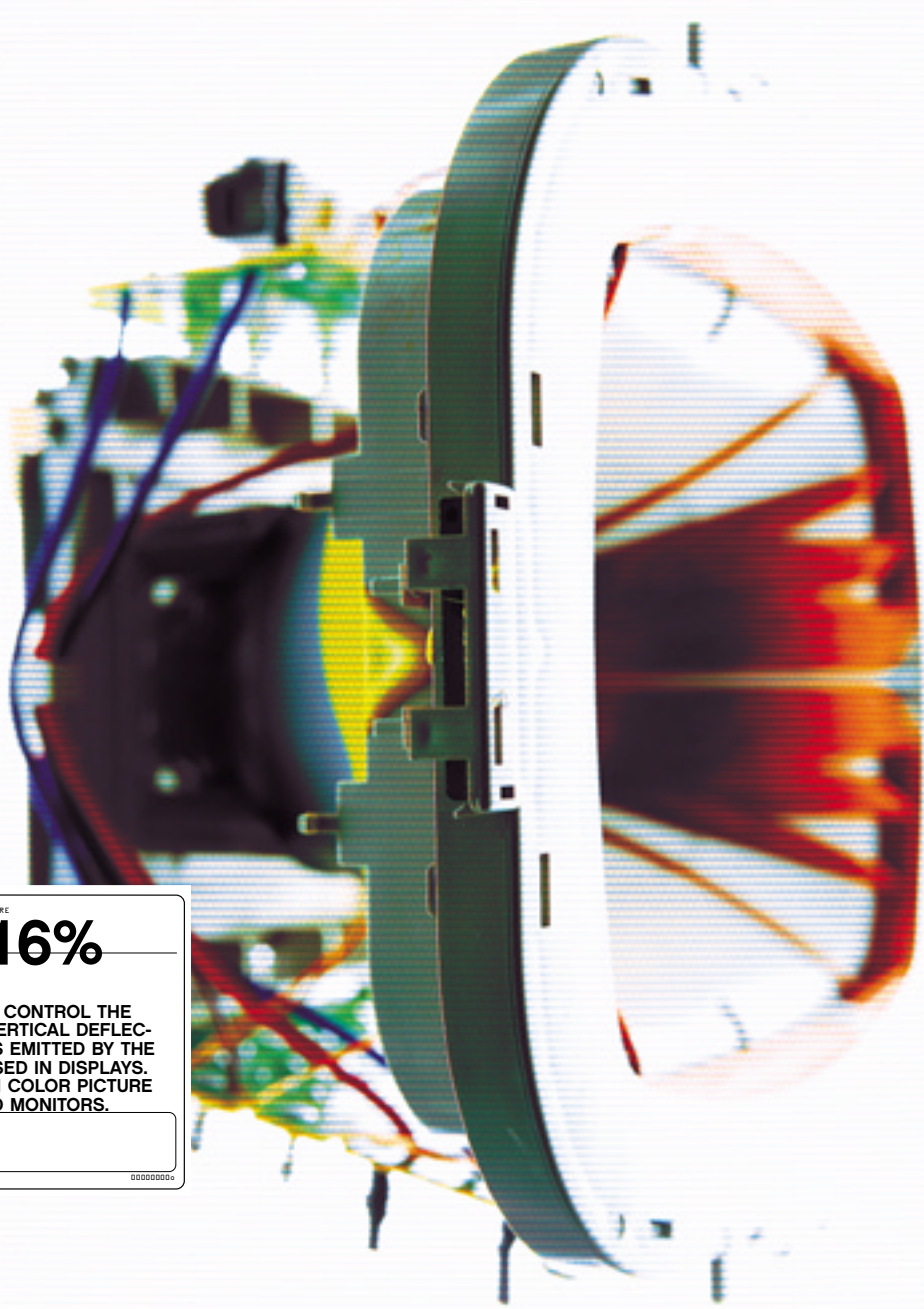


ITEM | MARKET SHARE

Drillships **54%**

SAMSUNG BUILDS OVER HALF OF ALL ULTRA-DEEPWATER DRILLSHIPS USED IN OIL EXPLORATION.

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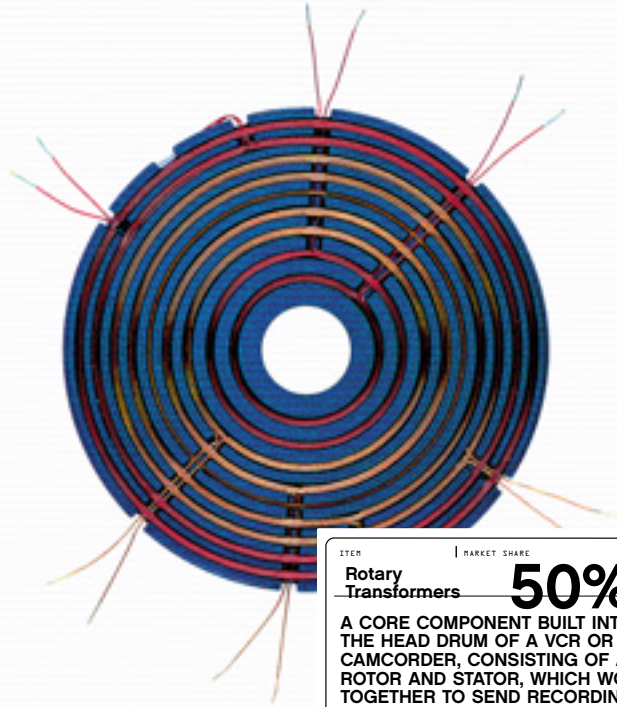
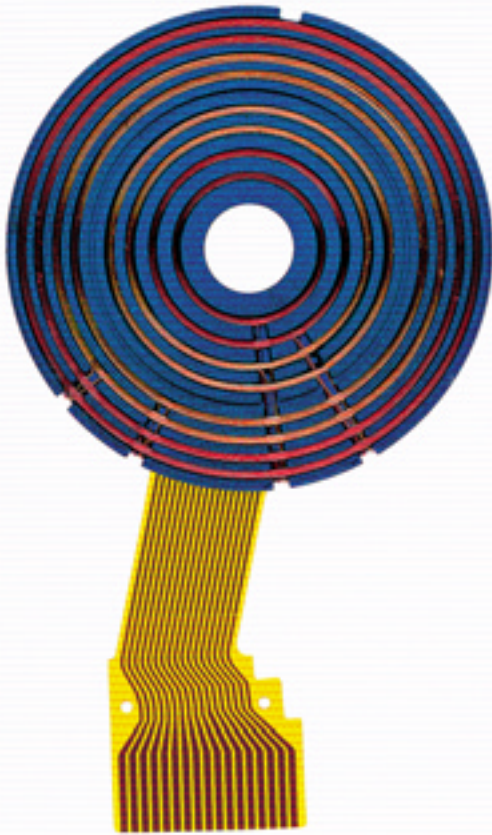


ITEM | MARKET SHARE

Deflection Yokes **16%**

DEFLECTION YOKES CONTROL THE HORIZONTAL AND VERTICAL DEFLECTION OF THE BEAMS EMITTED BY THE ELECTRON GUNS USED IN DISPLAYS. THEY ARE FOUND IN COLOR PICTURE TUBES FOR TVs AND MONITORS.

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2728

MARKET SHARE

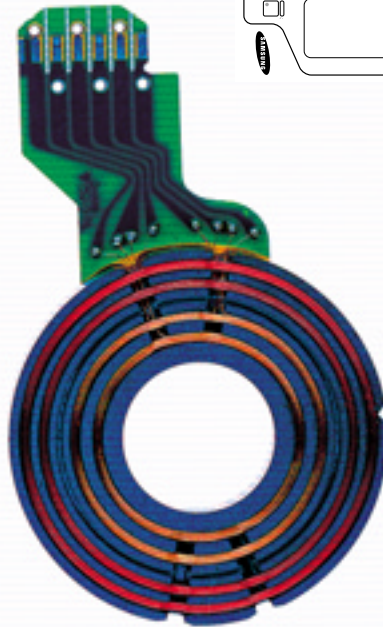
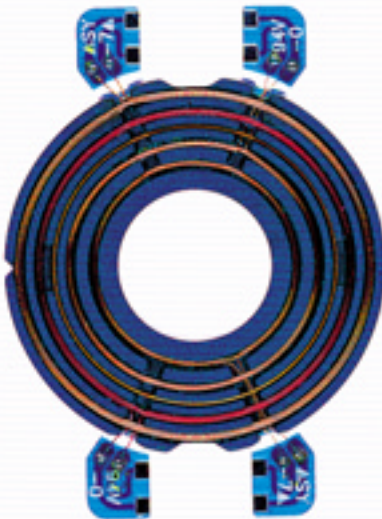
Rotary
Transformers

50%

A CORE COMPONENT BUILT INTO THE HEAD DRUM OF A VCR OR CAMCORDER, CONSISTING OF A ROTOR AND STATOR, WHICH WORK TOGETHER TO SEND RECORDING AND PLAYBACK SIGNALS VIA ELECTROMAGNETIC INDUCTION.



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Leading in Innovation

“We must have a vision that looks far into the future.”






While quality is the bedrock of Samsung's success, the company recognizes that its future success as a true world leader depends heavily on innovation.

As Chairman Lee has observed, "Competitiveness in the future means being at the very forefront of change. It is determined by how much faster one company develops new technology and gets new products into the marketplace than the others."


Samsung has been doing precisely that, with a dazzling array of groundbreaking new products that have come to market in the past two years, and with many more on the way in coming months. These are not simply products that add a slight refinement – rather, they represent true innovations that completely revolutionize the way a particular product is used and enjoyed.

For example, Samsung is using digital convergence technology to radically alter the way people are using mobile phones, portable entertainment devices, cameras, and personal digital assistants



(PDAs) – often by combining two or more of these tools into one convenient device. Samsung has launched a number of “convergence” products, including the Watch Phone, Wireless Internet Phone, and MP3 Phone, and is scheduled to launch the PDA Phone in the fall of 2001. The list of Samsung multifunctional products doesn’t end with mobile phones: The Extiva is a DVD player that also plays CDs and video games. The Zipel, Samsung’s new Internet refrigerator, is equipped with a control panel for the fridge, a digital photo album, and a TV receiver, and comes programmed with seasonal recipes.


These convergence products anticipate the customer’s need to streamline and simplify the use of devices in an increasingly complex digital landscape. In a world of “multi-tasking” – where everyone now seems to be doing two or three things simultaneously – convergence products make perfect sense for busy people. But they also make good sense for Samsung, because they enable us to pioneer and lead entire new categories of product, strengthening our position as a digital leader. Moreover, Samsung is perfectly positioned to create these kinds of convergence products, because we manufacture the various parts that go into them. We make the memory chips that drive the components, as well as the components themselves. And because we make such a wide range of digital products – from mobile



phones to monitors to cameras and more – it becomes easier for us to put the pieces together to create multi-functional products.

With our emphasis on groundbreaking products, it is not surprising that Samsung Electronics has been among the world's top 10 in U.S. patents for three straight years. But while people may tend to associate innovation primarily with digital technology and electronics products, it is important to note that innovation is coming from all parts of the company. In the financial services sector, for example, Samsung is providing top-quality customer service with its "Anypass" card. In the international trade sector, Samsung Corporation has used innovative technology to develop an award-winning online trading catalog system for export of industrial and commodity goods (*Financial Times*' "Business Web Site of the Year" in 1999). And in the ship-building industry, Samsung Heavy Industries recently won the "Product Innovation Award" from the National Quality Management Convention; in addition, five Samsung ships have been named "Vessels of the Year" by world-famous maritime transportation magazines from around the world.

Samsung understands that innovation is critical in all industries – which is why the company places so much emphasis on research. Samsung Electronics, for example, has 13,000 researchers (including 1,000 Ph.D.s) representing a \$1.69 billion R&D investment. From



a corporate-wide standpoint, Samsung relies on a particular in-house resource, the Samsung Advanced Institute of Technology, to ensure that everyone in the company has access to the latest developments in digital, nanotechnology, MEMS (Micro Electro Mechanical System), opto, energy, biotechnology, and more (see “SAIT” Sidebar).

Design is also a critical factor in our success. The Models for Innovative Business (MIB) program, which provides advanced training for in-house Samsung designers, is an integral part of our business strategy. Our goal is to understand design on a local level in order to develop ideas that are relevant to specific markets. To this end, we have established a number of internationally-located design offices, including Samsung Design America in San Francisco, Samsung Design Europe in London and Samsung Design Tokyo in Tokyo. Our commitment to good design has resulted in 16 major design awards over the last five years – including three Industrial Design Excellence Awards – and landed us in a tie with Apple for first place on *Business Week*'s list of corporate design award winners.

Samsung's emphasis on innovation, combined with dedication to quality, are the keys to our vision, which is to lead the Digital Convergence Revolution in the 21st century.

The Samsung Advanced Institute of Technology (SAIT)

How does Samsung stay on the cutting edge of technological innovation? It certainly helps when you can rely on an in-house resource like The Samsung Advanced Institute of Technology (SAIT). As the central R&D organization of Samsung, SAIT was chartered to develop innovations and new findings in the areas of digital, nanotechnology, MEMS (Micro Electro Mechanical System), opto, energy, biotechnology. In recent years, SAIT has emerged as Korea's first and foremost private research center.

Needless to say, the Institute's 642 researchers are overseeing some exciting, groundbreaking projects. For example, SAIT recently developed Perpendicular Magnetic Recording (PMR) disks with inductive ring head writing, which will allow a magnetic data storage world record of 60 billion bits per square inch, over 80 billion bytes per 3.5-inch platter. SAIT has also developed new functional devices, such as Ferroelectric Memory (FRAM). Perhaps the most interesting project is our New Color Processing Technologies for Next Generation Color Displays using 4 color (red, green, blue, and white) processing that increases display brightness by 40 percent without any color distortion. Samsung plans to apply the technology to digital TV, thereby distinguish us from competitors in the next-generation display device market.

Leading a Digital Revolution For All

“ Samsung is about more than the products we manufacture. Samsung is about creating a better world for ALL people to share in and enjoy.”





We have noted that Samsung is a leader in delivering high-quality, reliable world-class products and services that can actually improve people's lives; and Samsung is also committed to leading the way in innovation, in virtually every facet of its business. So what does this mean for the company as the world around us rapidly moves into the new digital era? Quite simply, it means that Samsung is ideally positioned to be a leader in the Digital Convergence Revolution.

We have the technological expertise and the global resources. We have the commitment and the passion of our people. But perhaps most important, we have a philosophy that we believe will enable us to establish ourselves as a true world leader in this burgeoning digital arena. That philosophy, in a word, is "DIGITall."

What does it mean? That the digital revolution now unfolding should not benefit only the few – it should benefit all. In a true democratic spirit, Samsung is leading



a digital movement that is not simply for the so-called “digerati” or the avant garde, those already steeped in technology. Instead, we see this as a new frontier that is open to all consumers, from all generations, in all walks of life, performing all kinds of practical everyday functions. In other words, everyone is invited to join us on this quest to usher in the new digital era.

To achieve this vision, Samsung has been striving

to design and create a new generation of digital products that are not just innovative, but practical and simple to use. This approach relies on technology that is slightly ahead of (but not too far beyond) people’s capabilities and everyday needs.

And that is exactly the way Samsung designs and creates digital products. Our mission is to create products that “wow” the consumer with cutting-edge



technology and aesthetic design – but prove to be simple to use, completely accessible, and therefore empowering for everyone. This design approach can be seen, for example, in Samsung's advanced yet easy-to-use IMT-2000 technology. It puts futuristic third-generation (3G) technology in the user's hands, with a handheld device that resembles an ordinary mobile phone. Yet it integrates mobile telephony, high-speed data and

even motion pictures. IMT-2000 technology promises to connect people together in the digital era in new and exciting ways – with no boundaries of time or space, and no limitations on one's ability to communicate visually as well as in words.

However, DIGITall is not just about designing and creating individual products. It is about having the vision to see how everything connects in the new



digital world: how digital products connect with each other, and how they, in turn, can connect people's lives. Indeed, Samsung believes that digital connectivity is the future of technology. To stay ahead of the curve, we have expanded our global focus and launched a new digital multimedia platform that promises to make Samsung a leader in the digital convergence revolution. Already a world leader in memory chips, LCDs,

displays, and CDMA mobile phones, Samsung has a vertically integrated production system in place to develop both the parts and finished products that can fully connect the new digital landscape. As part of its restructuring for the digital era, Samsung will use its core competencies to develop new businesses that connect vertically and horizontally, promoting the convergence of products and networks.



Samsung's vision is to help lead consumers from analog to networked digital communications, connecting appliances in the home with Digital TV as the hub. This home networking system will truly connect the family of the future. At the same time, Samsung's Mobile Network will be built around mobile phones, PDAs and MP3 (in some cases converged into one product), while it's Office Network will be connected by PCs.

All of this technology will be critical in helping Samsung lead the Digital Convergence Revolution in coming years. But it is not any particular product or technology that is most important. Rather, we believe Samsung will lead the digital revolution because we understand that this movement must be democratic in order to fully succeed. The wonders of digital technology should be available not only to the few, but to everyone.





Alliance Partners

In a rapidly changing digital world, global leaders must share their vision, knowledge and experiences to fully serve their customers and society. That is why, increasingly, Samsung has been forming cooperative alliances with some of the biggest names in the global technology arena.

These alliances include our cooperation with Microsoft, AOL Time Warner, and Sprint in the areas of technology and marketing. We are working with Intel, Sony, and Qualcomm on technology exchange as well as standardization. And we are working with Dell, IBM, Compaq, and Hewlett-Packard to reduce the risk in entering new business and to secure stable supply.



These partnerships with global leaders in semiconductors, digital media and telecommunications are designed to help us achieve the following goals: to provide corporate customers with efficiency and productivity; to provide consumers with stability and richness; and to be a total solution provider in the areas of parts and home, mobile and office through Digital Convergence and Networking.

Leading From **Within**

“ Before you can change the world around you,
you must look within and change yourself.”













As Samsung establishes itself as a true leader in the new digital world, we recognize that **“Leadership begins at home.”** Chairman Lee anticipated back in the early 1990s that, to emerge as a global leader in the fast-moving digital era of the 21st century, Samsung would have to change, evolve, and re-invent itself for the new era.

In the late 1990s, as the Korean economy became mired in an economic crisis, Samsung was already far ahead of other major Korean companies in dealing with restructuring, thanks to Chairman Lee’s early initiative. The company’s strong national presence, plus its foresight into the future environment, enabled Samsung to not only survive, but to take the lead in serving as a model of financial recovery within Korea.



JINSOO PARK
Assitant Manager, E-Business, Samsung Life Insurance

ON WHY IT'S IMPORTANT TO VOLUNTEER: On a personal level, my own life can be nourished by looking into myself and taking care of my neighbors and the needy. On a company level, I think team members can really bond and learn to work better together through group volunteer activities. But in order to achieve this, volunteers have to continuously invest enough time and efforts.

The results of taking this decisive early action are clear now: While the other major Korean companies faced severe financial crises, Samsung enjoyed record profits, with a net income exceeding 8.3 trillion won (US \$7.3 billion).

These results did not come easily. Samsung took decisive and forceful measures to streamline its operations, beginning with the decision to focus in the future on core businesses – **Electronics, Finance, and Trade and Services** operations. Meanwhile, Samsung sold or dissolved a significant number of its non-core businesses. The decision was made to divest marginal businesses that did not meet competitive international standards or provide sufficient return on investment.

As a result of this major restructuring effort, Samsung as a whole generated the greatest profit in its entire history. Samsung's debt-to-

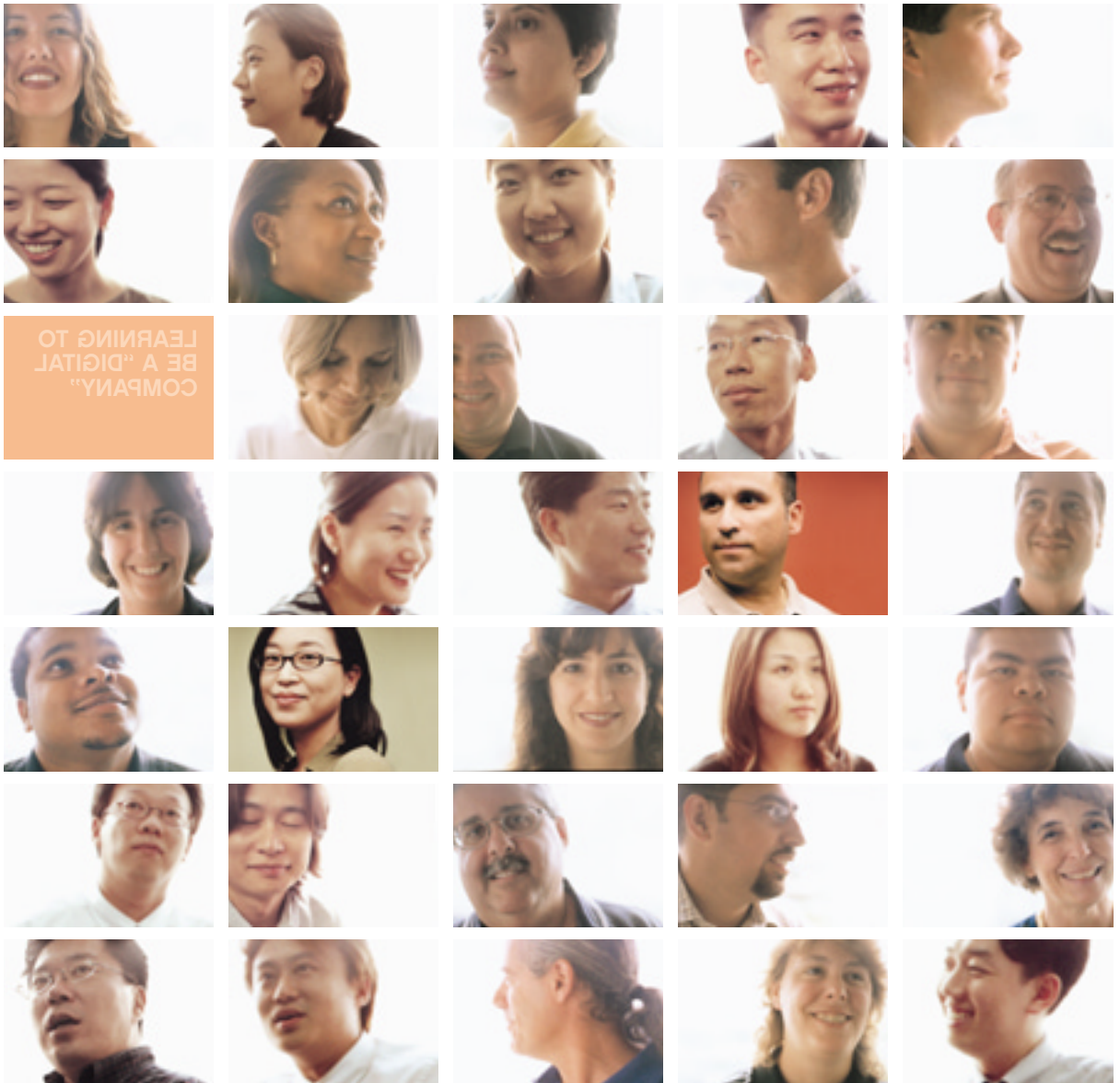


DONGHO CHUNG
Associate, Quality Control, Mukunghwa Electronics

ON REMAINING ACTIVE: At Samsung, disabled employees – along with everybody else – participate in company-wide events such as calligraphy contests, art festivals, talent contests, and recreational activities like swimming and photography. I also volunteer in fund raising activities for children with leukemia. All our workers in the factory have also financially supported a group of 10 undernourished children for two years.



As Samsung has begun to lead its customers around the world into the digital era, we have been doing the same with our own employees and operations. We have strived to become more of a “digitally run” company—which includes modernizing internal communication, management systems, and organizational culture. This is important for two reasons. First, digital management provides us with the speed of operations and rapid decision-making that is necessary in today’s fast-moving digital world. But on another level, we also believe that to truly be a leader in digital—to empathize with the needs of consumers in a digital world—one must experience the new paradigm firsthand, on a daily basis. To that end, we have used in-house training to help managers and employees take full advantage of digital opportunities, such as utilizing the Internet to stay on top of industry developments and solve problems. The digital concept has been elevated not only through employee training, but also through digital management initiatives; in early 2001, for example, Chairman Lee presided over a digital strategy meeting in Austin, Texas that mapped out the mid- and long-term development of seven high-tech business areas that will help solidify Samsung’s status as a digital leader.



LEARNING TO
BE A "DIGITAL
"COMPANY"



EUNJUNG LEE
Associate, Investor Relations, Samsung Corporation

ON SAMSUNG'S TRANSITION TO BECOMING A "DIGITALLY RUN" COMPANY: Although IT was used mainly as a tool to enhance work efficiency in the early days, I think now it has become an essential component of the organization. IT plays a big role in enhancing mutual trust and cooperation among customers and other companies.

equity ratio went from 365% to 104%. And we have enjoyed higher profitability across the board, with all listed Samsung affiliates in the black last year. Each affiliated Samsung company is now financially structured to allow for independent operation. This is helping Samsung to achieve a top priority – maximizing profits and rate of return on investment, thereby giving more value to shareholder equity.

The company has also completely modernized its management and operations to meet 21st-century global standards. To achieve this, Samsung has modernized its corporate governance structure. Today, Samsung is committed to increasing **operational transparency** to be competitive with the most forward-looking global organizations. All of Samsung's listed companies now have external members on the boards of directors – and the number of external board members – increases dramatically each year. This has been accompanied by an increased focus

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CLAUDE FRANK
Senior Manager, Digital Products Marketing, Samsung Electronics America

ON THE NEED FOR SPEED: Competition is fierce today and you must realize that if you do not act quickly, someone else will. Our department has one key person that is always available to funnel requests to the proper channels. As a general rule, you must weigh the pros and cons of any business decision; and to do that, you need the best information available, and you need it quickly.

on audits performed by third parties. Moreover, the Articles of Incorporation of key affiliates have been revised to reflect greater rights for minority shareholders. And our financial statements are now prepared in accordance with international accounting practices. The bottom line: Samsung's management and operations are now more open, more transparent, and more accountable than ever before. This will serve the company well as it competes in the wide-open global marketplace.



EVA IWAN
Employee Benefits Administrator, Human Resources, Samsung America

ON SUPPORTING YOUR COMMUNITY: Our work with children and the elderly is especially critical, as these are the groups that require the most assistance. We're proud to support the Flushing YMCA, which provides services for over 13,000 young people in the area, as well as the Veterans Medical Center and the local Nursing Center, which provide care for the retired and the elderly.

While strategic and robust management have been the keys to making Samsung more streamlined, efficient, and profitable, responsible management is dealing with what may be our most valuable and critical asset – the 174,000 employees that make up the Samsung family. The Samsung Human Resources Development Center, along with countless in-house Samsung employee training and development programs around the world, is helping our people to constantly learn new skills and seek out new opportunities for professional development and advancement. Indeed, Samsung has a long tradition of emphasizing human resources, dating back to its founder Byung-Chull Lee, who decreed: “**A company is its people.**” This tradition has continued under Chairman Lee, who has stated that in the 21st century, the most successful companies will depend more than ever on employees who are well educated, motivated, highly skilled, and highly creative.



GEESUNG CHOI
Executive Vice President, Visual Display Division, Samsung Electronics

ON THE NEED TO EMBRACE CHANGE: If an organization and its people refuse to change, the company will eventually lose its edge and fall behind its competitors. At Samsung, we have taken steps to cultivate a more efficient and logical work process across the organization, and have done so by embracing change and staying at the forefront of the Digital Technology Revolution.



Leading the Community

“ At Samsung, we are committed to contributing to a bright and prosperous future for all.”

A sound, prosperous society is the fertile soil for the growth of a corporation. Samsung has always believed in this principle, which is rooted in the Korean notion of the spirit of “Sangsaeng” – living together harmoniously. This way of thinking has long driven our community relations efforts at home in Korea, where Samsung has been a leading influence and major supporter of the economy, society, and culture.



But increasingly, as Samsung emerges as a global business leader, we have come to view ourselves as a “citizen of the world.”

And as such, we think it is our duty to support and serve those communities – and, in a larger sense, to try to make the world a better place for all. That is an ambitious undertaking. But it is one that a true leader should not shy away from.

Spearheading our effort is Samsung Community Relations – the first corporate organization of its kind in Korea. All of its employees are devoted to coordinating diverse social works promoting Social Welfare, Culture and Arts, Education, Environmental Preservation, and International Exchanges. Our Social Welfare programs include Samsung daycare centers, free eyesight recovery surgery and guide-dog donation programs, and specially equipped plants for disabled workers.

More than 2,000 Samsung employee volunteer teams are helping orphans, seniors, ill children, people with disabilities, and people in welfare institutions. These volunteers provide everything from housekeeping services to computer training. One of our largest special charity events is spearheaded by Samsung Electronics and its popular “Lov-athon” – in which ordinary Samsung workers run in a marathon race to help provide meals for hungry children.

When it comes to supporting Culture and Arts, we are striving to preserve and build on the rich Korean cultural heritage. Samsung supports the Hoam Art Museum, the Samsung Children’s Museum, and the Rodin Gallery in Seoul; and we have sponsored more than 30 artists over the past five years through our successful MAMPIST program. Internationally, we have helped sponsor a number of important exhibitions, including “The Worlds of Nam June Paik,” which was co-organized by the Solomon R. Guggenheim Museum and the Samsung Museum of Modern Art, and the “Korean Exhibition Area” at Le Musée Guimet in France.

Of course, supporting education is paramount in importance. More than a charitable exercise, it is a matter of preparing the citizens (and Samsung employees) of tomorrow for a world that will demand intellectual rigor, cultural awareness, and specialized skills. To that end, employees from various affiliates, including Samsung SDS, Samsung Electronics,



and Samsung General Chemicals, have participated in computer training programs for children with special needs, while also setting up research labs and Internet facilities in schools.



Samsung also believes strongly in environmental preservation, and we have established the Samsung Global Environment Research Center to better understand ecosystem protection. We stand firmly behind the principles of “green management” as a matter of ethical conduct and social responsibility.

The Samsung Electronics Kiheung site and the Samsung Petrochemicals Ulsan site were designated Korea’s first “environmentally friendly companies” by the Korean government, and we are leaders in assuming environmental responsibility for our products throughout their life cycle. Samsung Electronics was the first to set up collection centers and recycling centers around Korea to handle discarded electronics products and packaging materials.

We also believe in forming “green partnerships” at the local community level. As one example, more than 30,000 Samsung employees take part in annual cleanup drives at mountains and streams near their work places. Although initiated by Samsung, the drives have been expanded to include other companies and public groups, resulting in a nationwide movement.



While trying to make the world a better place, we have never lost sight of our obligation to our home country. In addition to our support for Korean cultural, education, and social welfare programs (including charitable contributions of US \$8.7 million to the Community Chest of Korea), we also play a key role in bolstering the Korean economy. As

Chairman Lee has declared, “We are committed to turning around the national economy.” Samsung has a greater impact on the economy than any other company in Korea. Samsung remits 7.5% of all taxes paid in Korea, and handled 18.3% of the Korean export total in 2000.

Samsung is a central player in the Korean stock market, with an aggregate value of listed stocks accounting for nearly a quarter of the country’s stock market. We have clearly assumed a leadership role in helping the Korean economy fully recover from past financial challenges – and re-emerge as one of the world’s most vital international markets.

The Olympic Spirit

Perhaps Samsung’s biggest effort in promoting international goodwill involves our ongoing commitment to the Olympic Games. Samsung believes very strongly in the ideals of the Olympic Games, because in many ways they reflect our own attitudes and philosophies about international cooperation, fair and friendly competition, and dedication to the pursuit of excellence. The Olympic tradition has transcended political and social conflicts, and is embraced by the world’s nations as a forum that unites people across cultures, races, religions and genders in a spirit of peaceful competition. This is precisely what Samsung seeks to do as a responsible global leader. And so it is appropriate that we have established ourselves as a major supporter of the Games.

But our support goes well beyond monetary contributions. By taking on the role of sponsoring all wireless communications equipment at the Olympic Games, Samsung is making an important statement – that we are always striving to be the “gold medallist” in the wireless communications equipment category, as one of the world leaders in mobile phones. More importantly, we see wireless communications as a way to bring the world together, in keeping with our overall corporate philosophy. What better way to demonstrate our commitment to global wireless connectivity than by using the technology to help “connect” people at the Olympic Games?

This was the thinking behind the highly-successful “Olympic Rendezvous@Samsung” facility, which we unveiled to great fanfare at the Sydney 2000 Olympic Games. It served as an entertainment and communications center for both the athletes and their families, as well as the general public, and it was the bold centerpiece of a Samsung global marketing campaign.

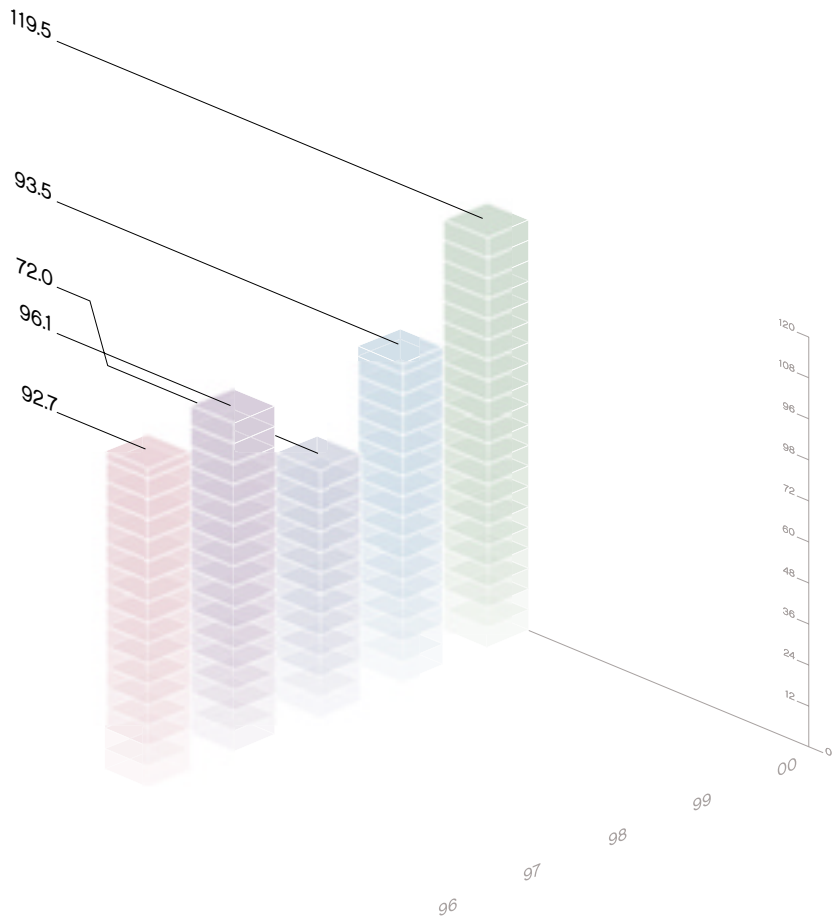
This 4,000 square meter facility was a safe haven for athletes participating in the Games, allowing them to spend time with family and friends in a secure and comfortable environment, while using Samsung wireless communication products to stay in contact with loved ones back home. Visitors were also welcome to enjoy the public areas, featuring daily entertainment, a technology showcase displaying Samsung’s futuristic mobile phones, and special appearances by athletes (including US track and field 400 meter Gold Medallist Michael Johnson). “Olympic Rendezvous@Samsung” became a landmark in Sydney Olympic Park and a meeting place for the world to gather while celebrating the Games, drawing more than 1.1 million visitors.

Given the enormous success of this program in enhancing corporate brand image and marketing drive, Samsung will continue its sponsorship as Worldwide Partner in Wireless Communications Equipment in the 2002 Salt Lake City 2002 Winter Games, as well as the 2004 Athens Olympic Games. We look forward to continuing and strengthening the successful partnership that has been forged between Samsung and the Olympic Movement.

Financial Overview

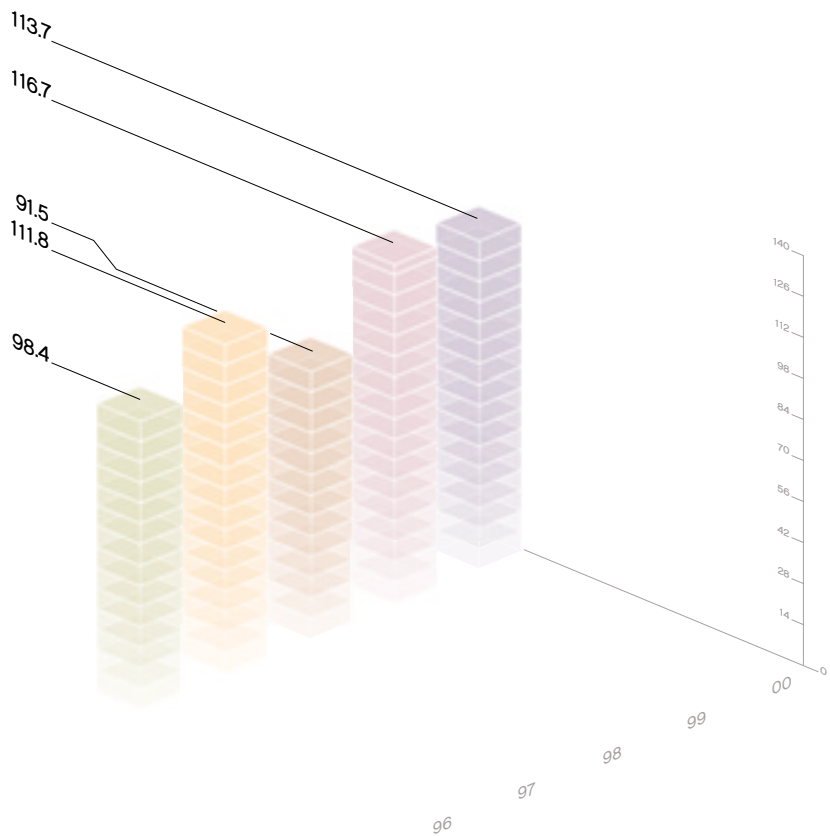
Amounts in Billions	WON	DOLLARS	EURO
Net Sales*	135,037.6	119.5	129.27
Total Assets	143,236.4	113.7	120.64
Total Liabilities	106,828.4	84.8	89.98
Total Stockholder's Equity	36,408.0	28.9	30.67
Net Income*	8,301.6	7.3	7.95

* Won/U.S. Dollar Yearly Average Exchange Rate: 1,130.36/1 Won/Euro: 1,044.66/1
Won/U.S. Dollar as of the Year End of December 31, 2000: 1,259.7/1 Won/Euro: 1,187.27/1



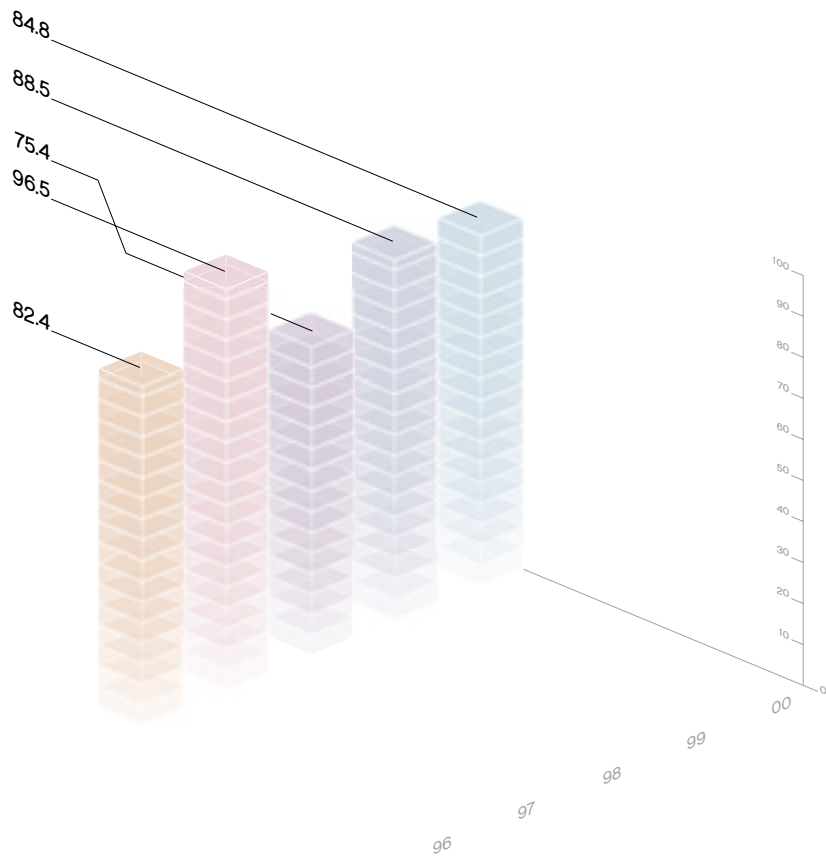
Net Sales

Dollars in Billions



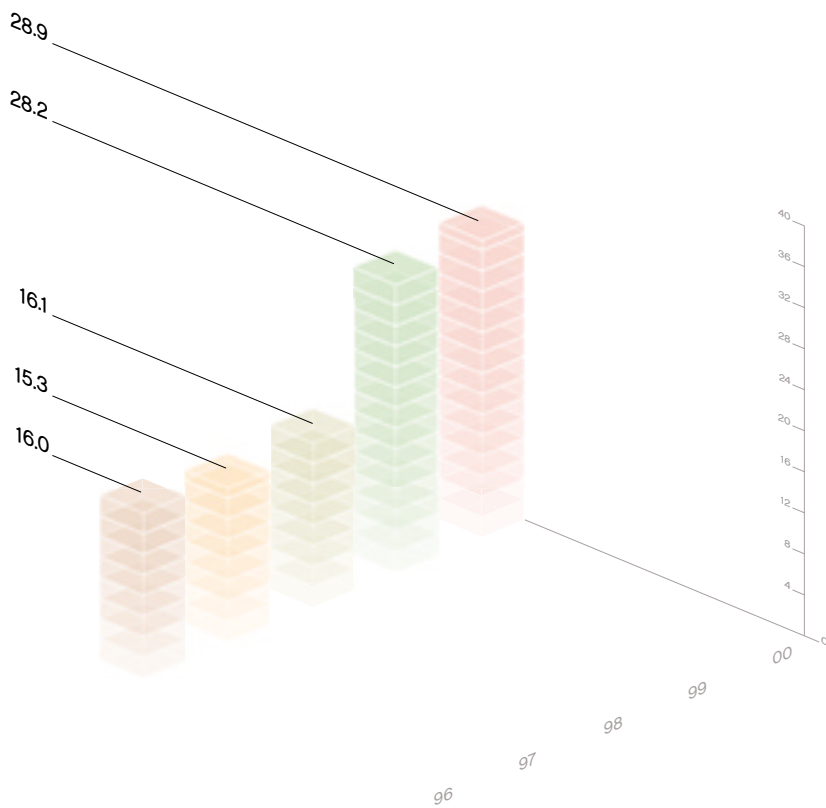
Total Assets

Dollars in Billions



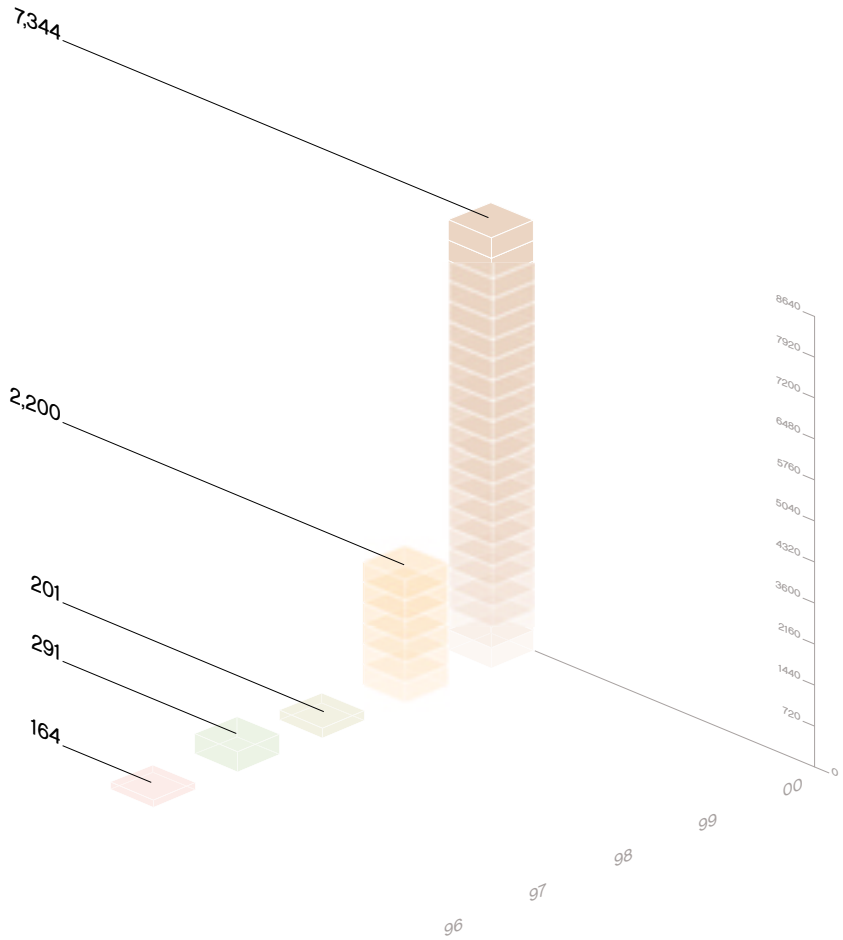
Total Liabilities

Dollars in Billions



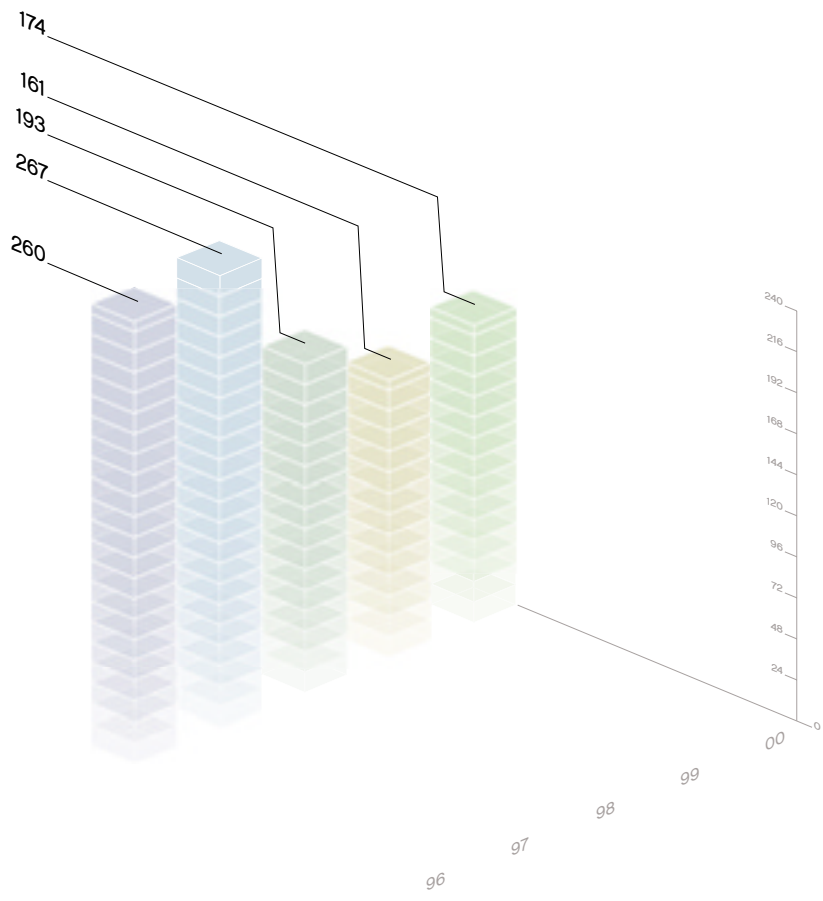
Total Stockholder's Equity

Dollars in Billions



Net Income

Dollars in Millions



Employees

Thousands

Samsung Electronics Co.,Ltd.

Employees: 66,000
2000 Sales: \$27.2 billion
Tel: 82-2-727-7114
Fax: 82-2-727-7985
<http://www.samsungelectronics.com>

MAJOR PRODUCTS

Digital media & home appliances: digital TV, digital audio, PDA, DVD player, DVD-ROM, MP3 player, DVC, HDD, PDP TV, multimedia PC, note PC, printers and fax machines, VCR, refrigerator, air conditioner, washing machine, microwave oven, vacuum
Semiconductors: SDRAM, Direct Rambus™ DRAM, DDR SDRAM, SRAM, mask ROM, FRAM, flash memory, LCD driver IC, Smart & MCU, media SOC (System On Chip), merged memory with logic, Alpha processor, TFT-LCD, MDL
Information & telecommunications: HHP, ATM LAN/WAN, key phone, CDMA/PCS cellular transmission system, optical fibers & components

Samsung SDI Co.,Ltd.

Employees: 20,308
2000 Sales: \$4.91 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3377
<http://www.samsungsdi.com>

MAJOR PRODUCTS

Color picture tubes, color display tubes, plasma display panels, organic electro-luminescent displays, rechargeable batteries, liquid crystal displays, touch panels, vacuum fluorescent displays

Samsung Electro-Mechanics Co.,Ltd.

Employees: 35,000
2000 Sales: \$3.3 billion
Tel: 82-331-210-5114
Fax: 82-331-210-6363
<http://www.sem.samsung.com>

MAJOR PRODUCTS

Passive components & circuit boards, mobile communications components, computer components & peripherals, audio & video components, Internet & network products

Samsung Corning Co.,Ltd.

Employees: 5,500
2000 Sales: \$1.05 billion
Tel: 82-2-3457-9500
Fax: 82-2-3457-9530
<http://www.samsungcorning.com>

MAJOR PRODUCTS

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

Samsung SDS Co.,Ltd.

Employees: 6,800
2000 Sales: \$1.2 billion
Tel: 82-2-3429-4328
Fax: 82-2-3429-2600
<http://www.sds.samsung.com>

MAIN BUSINESSES

Systems integration, systems management, e-service (ASP, e-DateCenter), venture incubation, e-training, e-consulting (IT consulting, business consulting), computer-aided design/computer-aided manufacturing, geographic information systems

Samsung Heavy Industries Co.,Ltd.

Employees: 7,257
2000 Sales: \$2.86 billion
Tel: 82-2-3458-6000
Fax: 82-2-3458-6298
<http://www.shi.samsung.co.kr>

MAIN BUSINESSES

Shipbuilding & plants: shipbuilding, offshore structures, steel structures & bridges, cargo & material handling
Digital systems for vessels: navigation system, automation system, safety system
Construction

Samsung Techwin Co.,Ltd.

Employees: 4,100
2000 Sales: \$1.25 billion
Tel: 82-2-3467-7114, 7000, 7777
Fax: 82-2-3467-7080
<http://www.samsungtechwin.com>
<http://www.samsungcamera.com>

MAIN BUSINESSES

Aircraft engines, gas turbines, turbo machinery, military hardware, cameras, opto-electronic devices, semiconductor lead frames, semiconductor system wire bonds, chip mounters, helicopter shuttle service

Samsung General Chemicals Co.,Ltd.

Employees: 1,188
2000 Sales: \$1.6 billion
Tel: 82-2-772-6691-3
Fax: 82-2-772-6616
<http://www.samsungchem.com>

MAJOR PRODUCTS

Ethylene, propylene, butadiene, C4 raffinates, SM, EO/EG, PX, LDPE, LLDPE, EVA, HDPE, PP, PP compounds, LPG, heavy ends

Samsung Petrochemical Co.,Ltd.

Employees: 382
2000 Sales: \$373 million
Tel: 82-2-772-6316
Fax: 82-2-756-0920
<http://www.myspc.co.kr>

PRODUCT

PTA (Purified Terephthalic Acid)

Samsung Fine Chemicals Co.,Ltd.

Employees: 803
2000 Sales: \$454 million
Tel: 82-2-772-1900
Fax: 82-2-772-1809
<http://sfc.samsung.co.kr>

MAJOR PRODUCTS

Fine chemicals: dimethyl formamide, Mecellose, epichlorohydrin, methyl amines, tetramethyl ammonium chloride, barium titanate powder, coatings
General chemicals: ammonia, urea, melamine, chloroform, methylene chloride, methyl chloride, hydrochloric acid, formic acid
Life sciences: (S)-HGB, L-carnitine, chiral intermediates (C3, C4 and C5), AnyCoat-C, AnyCoat-P, diethyldipropylmalonate

Samsung-BP Chemicals Co.,Ltd.

Employees: 180
2000 Sales: \$224 million
Tel: 82-2-753-5644
Fax: 82-2-753-8338
<http://www.ssbpc.co.kr>

MAJOR PRODUCTS

Acetic acid, vinyl acetate, monomer, hydrogen

Samsung Life Insurance Co.,Ltd.

Employees: 8,265
2000 Operating income: \$22.3 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: 4,070
2000 Operating income: \$3.6 billion
Tel: 82-1588-5114
Fax: 82-2-758-7311
<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: 1,883
2000 Operating income: \$1.44 billion
Tel: 82-2-727-8901
Fax: 82-2-756-8942
<http://www.samsungcard.co.kr>

MAIN BUSINESSES
Credit card, debit card, lease, on-line service

Samsung Securities Co.,Ltd.

Employees: 2,668
2000 Operating income: \$936 million
Tel: 82-2-726-0114
Fax: 82-2-726-0298
<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: 1,284
2000 Operating income: \$558 million
Tel : 82-1544-3366
Fax : 82-2-772-6419
<http://www.ahaloan.com>

MAIN BUSINESSES
Installment financing, personal loan, ahaloan pass, corporate financing, e-business

Samsung Investment Trust Management Co.,Ltd.

Employees: 126
2000 Operating income: \$32.6 million
Tel: 82-2-3774-7940
Fax: 82-2-3774-7627
<http://www.samsunginvest.co.kr>

MAIN BUSINESSES
Asset management, investment advisory services

Samsung Venture Investment Co.,Ltd.

Employees: 25
2000 Operating income: \$4.2 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
<http://www.samsungventure.co.kr>

MAIN BUSINESSES
Investment to venture firms (areas of digital media, telecommunications, information technology, e-commerce, semiconductors, biotechnology)

Samsung Corporation

Employees: 4,612
2000 Sales: \$32 billion
Tel: 82-2-3706-7114
Fax: 82-2-3706-1212
<http://www.samsungcorp.com>

MAIN BUSINESSES
International trade, construction, e-business and housing development

Samsung Engineering Co.,Ltd.

Employees: 1,037

2000 Sales: \$780 million

Tel: 82-2-3458-3000

Fax: 82-2-3458-4048

<http://www.samsungengineering.com>

MAIN BUSINESSES

Feasibility study, design, procurement, construction, supervision and operation management for chemical & petrochemical plants, oil refineries & gas processing plants, industrial plants & environmental facilities

Cheil Industries Inc.

Employees: 2,204

2000 Sales: \$1.32 billion

Tel: 82-2-751-3355

Fax: 82-2-527-2097

<http://www.cii.samsung.com>

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

2000 Sales: \$602 million

Tel: 82-31-320-8011-2

Fax: 82-31-320-8549

<http://www.samsungeverland.com>

MAIN BUSINESSES

Resort development and operation, building asset management, alternative energy, commercial food service and food distribution, environmental development and landscaping, golf club management

The Shilla Hotels & Resorts

Employees: 1,845

2000 Sales: \$364 million

Tel: 82-2-2233-3131

Fax: 82-2-2233-5073

<http://www.shilla.net>

MAIN BUSINESSES

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

Cheil Communications Inc.

Employees: 772

2000 Sales: \$252 million

Tel: 82-2-3780-2114

Fax: 82-2-3780-2479

<http://www.cheil.com>

MAIN BUSINESSES

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

S1 Corporation

Employees: 3,052

2000 Sales: \$243 million

Tel: 82-2-3670-8259

Fax: 82-2-3670-8149

<http://www.s1.co.kr>

MAIN BUSINESSES

Alarm monitoring, CCTV/DVSS (Digital Video Security System), access control system, perimeter security, Smart card/VAN & home network system

Samsung Lions

Employees: 35
2000 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: 5,360
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: 159
Tel: 82-2-3780-8256
Fax: 82-2-3780-8005
<http://www.seri.org>

MAIN ACTIVITIES

Research on domestic and international economic issues including financial market trends, analysis of industrial trends and business environments and government policies, public and private sector consulting, study of corporate strategies

Samsung Human Resources Development Center

Employees: 58
Tel: 82-31-320-1701
Fax: 82-31-320-1001
<http://www.shrdc.com>

MAIN ACTIVITIES

Recruitment, training and human resources development

Samsung Advanced Institute of Technology

Employees: 900
Tel: 82-31-280-9114
Fax: 82-31-280-6565
<http://www.sait.samsung.co.kr>

MAIN RESEARCH AREAS

Digital, nanotechnology, micro-electro-mechanical system, opto, energy, biotechnology

Samsung Foundation of Culture

Employees: 140
Tel: 82-2-750-7829
Fax: 82-2-750-7827
<http://www.sfoc.org>

MAIN ACTIVITIES

Hoam Art Museum, Samsung Museum of Modern Art (Hoam Art Gallery, Rodin Gallery), Samsung Children's Museum, Korean Traditional Music Program, Samsung Prize for Literature, MAMPIST Program,

Samsung Welfare Foundation

Employees: 11
Tel: 82-2-2259-7848
Fax: 82-2-2259-7880
<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 "Purunnam", support for orphaned teenagers with younger siblings, management of "Hyo-Haeng Filial Piety Prize"

Samsung Electronics Co., Ltd.

CHINA

PRODUCTION BASES

Tianjin Tongguang Samsung
Electronics Co., Ltd. (TTSEC)
Tel: 86-22-2296-2400

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

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

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

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

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

Samsung Electronics
Suzhou Semiconductor
Co., Ltd. (SESS)
Tel: 86-512-761-2297

China Customer
Satisfaction (CCS)*
Tel: 8610-6497-3366

ASIA

PRODUCTION BASES

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

Samsung Electronics Display
(M) Sdn. Bhd. (SDMA)
Tel: 60-6-670-3000

Samsung Electronics (M)
Sdn. Bhd. (SEMA)
Tel: 60-3-3176-2050

Samsung India
Electronics (SIEL)
Tel: 91-11-8-456-8251

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

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

SALES BASES

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

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

Samsung Electronics
India Information &
Telecommunication Ltd.
(SEIIT)
Tel: 91-11-6932517

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

Samsung Electronics
H.K. Co., Ltd. (SEHK)
Tel: 852-2862-6900

Samsung Japan
Corporation (SJC)
Tel: 81-3-5641-9820

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

Asia Customer
Satisfaction (ACS)*
Tel: 65-568-7500

CIS

PRODUCTION BASE

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

SALES BASES

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

Samsung Russia Service
Center (SRSC)*
Tel: 7-502-564-8210

EUROPE

PRODUCTION BASES

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

Samsung Electronica
Espanola, S.A. (SESA)
Tel: 34-93-862-9600

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

SALES BASES

Samsung Electronics GmbH
(SEG)
Tel: 49-6196-66-1000

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

Samsung Semiconductor
Europe Limited (SSEL)
Tel: 44-181-380-7200

Samsung Electronics U.K.
Ltd. (SEUK)
Tel: 44-181-391-0168

Samsung Electronics France
S.A. (SEF)
Tel: 33-1-4938-6525

Samsung Electronics Italia
S.p.A. (SEI)
Tel: 39-2-921891

Samsung Electronics
Svenska AB (SESAB)
Tel: 46-8-590-966-00

Samsung Electronics Polska
Sp.Zo.O (SEPOL)
Tel: 48-22-608-4400

Samsung Electronica
Portuguesa S.A. (SEP)
Tel: 351-1-414-8100

Samsung Electronics
Benelux B.V. (SEN)
Tel: 31-70-307-2910

Samsung Electronics
Overseas B.V. (SEO)
Tel: 31-20-575-3012

Europe Customer
Satisfaction (ECS)*
Tel: 441-95-220-7126

MIDDLE EAST & AFRICA

SALES BASES

Samsung Electronics South
Africa Ltd. (SSA)
Tel: 27-11-254-3668

Samsung Gulf Electronics
FZE (SGE)
Tel: 971-4-881-3335

Gulf Customer Satisfaction
(GCS)
Tel: 971-4-883-8416

AMERICA

PRODUCTION BASES

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

Samsung Electronica da
Amazonia, Ltda. (SEDA)
Tel: 55-11-5644-6400

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

SALES BASES

Samsung Electronics
America, Inc. (SEA)*
Tel: 1-201-229-4000

Samsung
Telecommunications
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Alpha Processor, Inc. (API)
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Canada Inc. (SECA)
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Samsung Electronics
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Samsung Electronics
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Tel: 54-11-4308-4668

*Global Service Network

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Sdn. Bhd.
Tel: 60-6-670-1020
Fax: 60-6-677-6167

Samsung SDI Germany
GmbH.
Tel: 49-30-5305-3908
Fax: 49-30-685-9281

Samsung Haus
(SDIG LCD Sales)
Tel: 49-61-9666-3460
Fax: 49-61-9666-3466

Samsung SDI Mexico
Tel: 1-619-671-6220
Fax: 1-619-671-6226

Shenzhen Samsung
SDI Co., Ltd.
Tel: 86-755-335-7000 (3131)
Fax: 86-755-336-7008

Tianjin Samsung SDI Co., Ltd.
Tel: 86-22-8212-9971-5 (301)
Fax: 86-22-8212-9984

Samsung SDI Brazil Ltda.
Tel: 55-92-616-6010
Fax: 55-92-616-6019

Xing Xing Electronic Ltd.
Tel: 86-769-558-2000 (101)
Fax: 86-769-582-1600

Samsung SDI America, Inc.
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Fax: 1-310-537-1033

Samsung SDI (HK) Ltd.
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Fax: 852-2-845-2548

Taipei Branch
Tel: 886-2-2728-8461
Fax: 886-2-2705-7035

Beijing Office
Tel: 86-10-6566-8151
Fax: 86-10-6566-9391

Tokyo Office
Tel: 81-3-5641-9630
Fax: 81-3-5641-8496

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Fax: 81-6-6949-3047

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Fax: 1-847-995-9582

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Fax: 66-38-570-258

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Fax: 63-49-545-2348

Dongguan Samsung
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Tel: 86-769-330-5000, 1240,
2580, 1111
Fax: 86-769-330-5001

Tianjin Samsung
Electro-Mechanics Co., Ltd.
(TSEM)
Tel: 86-22-2830-1307-9,
2823-5241-2
Fax: 86-22-2830-7436,
2823-5243

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

Samsung Electro-Mecanico
Mexicana S.A. de C.V.
(SEMSA)
Tel: 1-619-671-6400, 6420,
6425, 52-66-27-6400
Fax: 1-619-671-6408-9, 6461,
52-66-45-0036

Samsung Hungary Electro-
Mechanics Ltd. (SHEM)
Tel: 36-24-551-130-2
Fax: 36-24-551-105-6

Samsung Electro-Mechanics
Indonesia Co., Ltd. (SEMIN)
Tel: 62-21-897-2762
Fax: 62-21-897-2763

SALES SUBSIDIARIES AND SALES OFFICE

AMERICA

Samsung Electro-Mechanics
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Tel: 1-408-544-5200-9,
5211-5, 5217-8
Fax: 1-408-544-4967-8

Chicago Office
Tel: 1-847-969-1690, 9606
Fax: 1-847-969-1856, 9605

New Jersey Office
Tel: 1-201-229-6092-4
Fax: 1-201-229-6096

Sao Paulo Office
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0171, 0189
Fax: 55-11-5641-0017

Dallas Office
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Fax: 1-972-761-7389

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Fax: 1-858-277-4399

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Tel: 1-503-690-9303
Fax: 1-503-690-6022

Houston Office
Tel: 1-281-477-9011, 9022
Fax: 1-281-477-9033

EUROPE

**Samsung
Electro-Mechanics GmbH**
Tel: 49-6196-66-7240,
7250, 7260
Fax: 49-6196-66-7766,
7744, 7755

Dublin Office
Tel: 353-1-862-1120
Fax: 353-1-862-1190

Istanbul Office
Tel: 90-212-324-0856-8
Fax: 90-212-270-0077

London Office
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Fax: 44-20-8380-7209

Warsaw Office
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Fax: 48-22-697-7973

Paris Office
Tel: 33-1-4631-3940
Fax: 33-1-4631-8934

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Fax: 46-8-590-966-50

Milan Office
Tel: 39-02-9214-1822
Fax: 39-02-9214-1840

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Samsung Asia Pte Ltd.
Tel: 65-8333-215-231
Fax: 65-8333-243, 244

Bangkok Office
Tel: 662-661-8004-5
Fax: 662-661-8006

Jakarta Office
Tel: 62-21-522-5537
Fax: 62-21-522-5538

Kuala Lumpur Office
Tel: 60-3-2164-9129
Fax: 60-3-2162-6518

Penang Office
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Fax: 60-4-229-1678

Manila Office
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(x2140-3)
Fax: 63-49-545-2348

New Delhi Office
Tel: 91-11-631-3051
Fax: 91-11-684-6846

Mumbai Office
Tel: 91-22-281-3246,
3289, 4886
Fax: 91-22-288-5885

CHINA

**Samsung Electro-Mechanics
(Hong Kong) Ltd.**
Tel: 852-2862-6340, 6350
Fax: 852-2862-6362-4

**Samsung Electro-Mechanics
(H.K.) Ltd.**
(Passive Components)
Tel: 852-2751-5555, 5520-7
Fax: 852-2751-5566

Beijing Office
Tel: 86-10-6566-8150
Fax: 86-10-6566-8146

Shanghai Office
Tel: 86-21-6270-4168 (x270)
Fax: 86-21-6275-2975

Shenzhen Office
Tel: 86-755-246-2080, 2086
Fax: 86-755-246-2089

Taipei Office
Tel: 886-2-2728-8450-6, 8343
Fax: 886-2-2757-7278

Xiamen Office
Tel: 86-592-516-2078
Fax: 86-592-516-4551

JAPAN

Samsung Japan Co., Ltd.
Tel: 81-3-5641-9674, 9690
Fax: 81-3-5641-9881

Osaka Office
Tel: 81-6-6949-5132
Fax: 81-6-6949-3047

Samsung Corning Co.,Ltd.

**Samsung Corning
Malaysia Sdn. Bhd.**
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Fax: 60-6-677-7304

**Samsung Corning
Deutschland GmbH**
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Fax: 49-35600-34-337

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Fax: 86-22-8676-0438

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Tel: 86-755-3311-988
Fax: 86-755-3310-743

Tokyo Office
Tel: 81-3-5641-9630
Fax: 81-3-5641-8496

Hong Kong Office
Tel: 852-2862-6093
Fax: 852-2529-1695

Samsung SDS Co.,Ltd.

SDS America, Inc.
Tel: 1-408-544-5151
Fax: 1-408-544-4966

SDS China, Inc.
Tel: 86-10-6566-8126
(x6300)
Fax: 86-10-6566-8110

Tokyo Office
Tel: 81-3-5641-9630
Tel: 81-3-5641-8496

SDS Europe, Inc.
Tel: 44-020-8380-7222
Fax: 44-020-8380-7230

Asia IT Center
Tel: 001-65-8333-151
Fax: 001-65-8333-170

India Development Office
Tel: 91-80-222-3912
Fax: 91-80-222-3914

Germany Office
Tel: 49-6196-663680
Fax: 49-6196-663677

Samsung Heavy Industries Co.,Ltd.

New York Office
Tel: 1-201-229-6070
Fax: 1-201-229-6029

Houston Office
Tel: 1-713-781-5771
Fax: 1-713-781-5772

London Office
Tel: 44-208-862-9333
Fax: 44-208-862-0006

Athens Office
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Fax: 30-1-4222-491

Oslo Office
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Fax: 47-22-83-37-78

Tokyo Office
Tel: 81-3-5641-9561-8
Fax: 81-3-5641-9560

**Samsung Heavy Industries
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Tel: 86-574-622-6688
Fax: 86-574-622-4275

Samsung Techwin Co.,Ltd.

**Samsung Opto-Electronics
America, Inc. (SOA)**
Tel: 1-201-902-0347
Fax: 1-201-902-9342

SOA Los Angeles. Office
Tel: 1-310-537-7000 (x301)
Fax: 1-310-537-1566

**Tianjin Samsung
Opto-Electronics Co., Ltd.**
Tel: 86-22-2761-9212
Fax: 86-22-2761-8864

**Tianjin Samsung Opto-
Electronics Beijing Office**
Tel: 86-10-6518-2458
Fax: 86-10-6518-2461

Samsung Japan Co., Ltd.
Tel: 81-3-5641-9721, 4
Fax: 81-3-5641-9720

**Samsung Opto-Electronics
Brazil Office**
Tel: 55-11-3731-8270
Fax: 55-11-3735-7616

**Samsung Techwin
Moscow Office**
Tel: 7-095-953-1442
Fax: 7-095-953-1442

**Samsung Opto-Electronics
Warsaw Office**
Tel: 48-22-695-01002
Fax: 48-22-695-0103

Samsung General Chemicals Co.,Ltd.

Tokyo Office
Tel: 81-3-5641-9592
Fax: 81-3-5641-9594

Osaka Office
Tel: 81-3-6949-4838
Fax: 81-3-6949-3035

Hong Kong Office
Tel: 85-2-2862-6451
Fax: 85-2-2862-6459

Shanghai Office
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Fax: 86-21-6275-9314

Samsung Life Insurance Co.,Ltd.

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Japan Representative Office
Tel: 81-3-5641-9581-3
Fax: 81-3-5641-9580

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Life Investment
(America) Ltd.
Tel: 1-212-421-6751-3, 6800
Fax: 1-212-421-4211

Samsung
Life Insurance Co., Ltd.
New York Representative
Office
Tel: 1-201-229-6090, 6018
Fax: 1-201-229-6024

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Life Insurance Agency Ltd.
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Fax: 1-201-229-6024

Samsung Life Insurance
Agency Ltd. (L.A.)
Tel: 1-562-483-7277
Fax: 1-562-404-2579

Samsung
Life Investment (U.K.), Ltd.
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7823, 7825
Fax: 44-20-7786-7840

Samsung Asset Management
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Tel: 65-8333-541-2
Fax: 65-8333-545

Samsung
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Beijing Representative Office
Tel: 86-10-6566-8097-9
Fax: 86-10-6566-8142

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Fax: 662-308-2254

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Fax: 6221-574-0055

U.S. Branch
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Shanghai Branch
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Fax: 86-21-6295-5280

Beijing Liaison
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Fax: 81-3-5641-9557

Ho Chi Minh City Liaison
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Fax: 84-8-823-7811

Hanoi Liaison
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Fax: 44-207-786-7866

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Fax: 1-212-421-7055

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Fax: 44-207-786-7899

Samsung Securities
Tokyo Branch
Tel: 81-3-5570-8192
Fax: 81-3-5570-1370

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

Samsung Corporation

EUROPE

Samsung Deutschland GmbH
Tel: 49-6196-66-5500
Fax: 49-6196-66-5566

Samsung U.K. Ltd.
Tel: 44-181-862-9311, 9312
Fax: 44-181-569-7165

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Tel: 33-1-4279-2200
Fax: 33-1-4538-6858

Samsung Italia S.R.L
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203, 211
Fax: 39-02-2622-3125

Samsung Deutschland
GmbH, Zagreb Office
Tel: 385-1-434-467
Fax: 385-1-421-147

Samsung Deutschland
GmbH, Sofia Office
Tel: 359-2-971-3389
Fax: 359-2-971-3385-6

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GmbH, Budapest Office
Tel: 36-1-453-1176
Fax: 36-1-453-1106

Samsung Deutschland
GmbH, Bucharest Office
Tel: 40-1-224-0431, 0436
Fax: 40-1-224-0439

Samsung Deutschland
GmbH, Otelinox Office
Tel: 40-45-217-607, 627, 628
Fax: 40-45-217-638

Samsung Deutschland
GmbH, Praha Office
Tel: 420-2-570-16600
Fax: 420-2-570-16603

Samsung Corporation,
Madrid Office
Tel: 34-91-767-0094
Fax: 34-91-766-9141

Samsung Corporation,
Istanbul Office
Tel: 90-212-216-0875-7
Fax: 90-212-275-0602

Samsung Deutschland
GmbH, Warsaw Office
Tel: 48-22-608-4500, 621-5961,
621-9934
Fax: 48-22-608-4505

Samsung Fashion B.V.
Tel: 31-(0)20-6541191
Fax: 31-(0)20-6541190

CONSTRUCTION GROUP

London Branch
Tel: 44-181-232-3321
Fax: 44-181-862-0077

NORTH AMERICA

Samsung America Inc.
Tel: 1-201-229-5000
Fax: 1-201-229-5080, 5020

S.A.I Houston Office
Tel: 1-713-953-9700
Fax: 1-713-953-9911

S.A.I. L.A. Office
Tel: 1-562-802-2211
Fax: 1-562-802-3011

S.A.I. Santa Clara Office
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Fax: 1-408-544-4969

S.A.I. Seattle Office
Tel: 1-425-646-6336
Fax: 1-425-646-9538

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Fax: 1-562-407-1864

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Oficina de Representacion
en Mexico
Tel: 525-250-8033, 8040
Fax: 525-250-8006, 8009

Samsung America Inc.
(Panama)
Tel: 50-7-210-1588
Fax: 50-7-210-1598

Bogota Office
Tel: 57-1-618-4528, 4608
Fax: 57-1-618-4635

Lima Office
Tel: 51-1-241-3355
Fax: 51-1-241-0655

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Fax: 56-2-234-4744

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(Sao Paulo)
Tel: 55-11-5641-0289
Fax: 55-11-5641-0205

Samsung America Inc.
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Tel: 54-11-4308-5541
Fax: 54-11-4308-5851

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Trading & Project Div.
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Fax: 65-8333-333

Samsung Asia
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Tel: 65-5508-000
Fax: 65-5508-149

Samsung Corporation
Taipei Branch
Tel: 886-2-728-8500, 8501
Fax: 886-2-758-3172

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Fax: 976-1-350-853

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Fax: 61-2-9929-6208

Samsung Development
(Aust) Pty. Ltd.
Tel: 61-2-9964-9488
Fax: 61-2-9964-9540

Samsung
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Tel: 60-3-2161-5133
Fax: 60-3-2161-5907, 0481

Samsung Corporation
Jakarta Office
Tel: 62-21-571-3201
Fax: 62-21-571-3243, 3244

Samsung Corporation
Bangkok Office
Tel: 66-2-264-0527
Fax: 66-2-264-0530

Samsung Corporation
Manila Office
Tel: 63-2-815-2937-8
Fax: 63-2-815-2936

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Fax: 63-2-819-5123

Samsung Corporation
Hanoi Office
Tel: 84-4-825-1868
Fax: 84-4-825-9277

Giang Vo Development
Co., Ltd.
Tel: 84-4-831-8777
Fax: 84-4-831-8666

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

Samsung Corporation
New Delhi Office
Tel: 91-11-688-9147,
687-4241
Fax: 91-11-687-2533

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Mumbai Office
Tel: 91-22-281-2304
Fax: 91-22-202-9189

Samsung Corporation
Dhaka Liaison Office
Tel: 880-2-988-6527
Fax: 880-2-988-6548

Samsung Corporation
Yangon Office
Tel: 95-1-513-878
Fax: 95-1-514-718

Samsung Karachi
Liaison Office
Tel: 92-21-454-6318
Fax: 92-21-454-5950

Samsung Colombo
Liaison Office
Tel: 94-1-43-7032-4
Fax: 94-1-43-7035

CONSTRUCTION GROUP

Samsung Engineering &
Construction (M) Sdn. Bhd.
Tel: 603-262-4735
Fax: 603-262-4761

Samsung Development
(Thailand) Co., Ltd.
Tel: 66-2-264-0542-7
Fax: 66-2-264-0548

Singapore Branch
Tel: 65-833-3502
Fax: 65-538-3779

Taipei Branch
Tel: 886-2-2728-8502
Fax: 886-2-2728-8550

Hanoi Branch
Tel: 844-8-229-983
Fax: 844-8-229-996

Samsung Construction
Company Philippines Inc.
Tel: 63-2-810-5330
Fax: 63-2-810-5430

CHINA

Samsung Hongkong Limited
Tel: 852-2862-6000
Fax: 852-2862-6399

Samsung Corporation
Beijing Office
Tel: 86-10-6566-8100
Fax: 86-10-6566-8136-8

Samsung (China)
Investment Co., Ltd.
Tel: 86-10-6510-1234
Fax: 86-10-6510-1539

Samsung Corporation
Chengdu Office
Tel: 86-28-6625004, 6783118
Fax: 86-28-6783366

Samsung Corporation
Shanghai Office
Tel: 86-21-6270-4168
Fax: 86-21-6275-0838, 0828

Samsung Corporation
Dalian Office
Tel: 86-411-360-7700,
360-7733
Fax: 86-411-360-7722, 7744

Samsung Corporation
Qingdao Office
Tel: 86-532-575-6901-7 (Dir.),
86-532-571-8888 (x1201)
Fax: 86-532-575-6909

Samsung Tianjin Office
Tel: 86-22-8823-8651-2,
86-22-8823-9052
Fax: 86-22-8823-8651

Samsung Corporation
Guangzhou Office
Tel: 86-20-8755-3881, 1131,
1156
Fax: 86-20-8752-1285, 1275

Samsung Shenzhen Office
Tel: 86-755-2461-616
Fax: 86-755-2461-699

Samsung Shantou Office
Tel: 86-754-816-7366
Fax: 86-754-846-9011-2

Samsung Xiamen Office
Tel: 86-592-516-2988
Fax: 86-592-516-2788

Samsung Harbin Office
Tel: 86-451-367-8516, 362-
8888
Fax: 86-451-365-8930

CONSTRUCTION GROUP

Shanghai Branch
Tel: 86-21-6275-0209
Fax: 86-21-6275-2979

JAPAN

Samsung Japan Co., Ltd.
Tel: 81-3-5641-9611, 9629
Fax: 81-3-5641-9711

Samsung Japan Co., Ltd.
Osaka Branch
Tel: 81-06-6949-4821-30
Fax: 81-06-6949-5133

Samsung Japan Corp.
Fukuoka Branch
Tel: 81-92-475-7025-6
Fax: 81-92-475-7002

Samsung Japan Co., Ltd.
Nagoya Branch
Tel: 81-52-2-563-3371
Fax: 81-52-2-563-3373

CONSTRUCTION GROUP

Tokyo Branch
Tel: 81-3-5641-9587-9
Fax: 81-3-5641-9590

Osaka Branch
Tel: 81-66-949-4986
Fax: 81-66-949-3053

CIS

Samsung Corporation
Moscow Office
Tel: 7-095-797-2531-59
Fax: 7-095-797-2528-9

Dzhezkazgan Svetmet
Tel: 7-3102-73-7022,
74-1836, 74-7026
Fax: 7-3102-73-6660,
72-2773, 73-7026

Balkhash
Tel: 7-31036-64-7953
Fax: 7-31036-64-5050, 66-0591

Samsung Deutschland
GmbH; Almaty Office
Tel: 7-3272-65-7415-8
Fax: 7-3272-53-4420, 53-3232

Samsung Corporation
Akmola Office
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Fax: 7-3272-24-2597

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Fax: 7-095-797-2527

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Fax: 91-11-691-1748

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