



SAMSUNG ANNUAL REPORT 2005
THE NEXT PHASE PART III:

The Future. Redefined.

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To Our Customers, Business Partners and Shareholders:

Samsung has enjoyed a year of growth and success. We are proud to be regarded as one of the world's leading companies, producing products that are highly respected in the marketplace. The Samsung name is everywhere: in Asia, Europe and the Americas; the Northern and Southern hemispheres; in long-established nations and newly emerging ones. And we have worked hard to make sure the Samsung name means quality and innovation, and represents the combined teamwork of tens of thousands of employees worldwide.

Samsung is moving to the forefront of our industry today because of our decade of dedication to the simple principles of change, innovation and creativity. Now that we are at last experiencing the success we have so long pursued and worked so hard to achieve, our mission has broadened. For with success come serious challenges and responsibilities. I believe that we are well prepared to meet these challenges and responsibilities.

Changing Faster for the Better

Success at Samsung has been the result of our relentless and fearless pursuit of change. We have taken the accepted and charged our employees to change it for the better. And we have dared to imagine the unimaginable. Nothing for us is ever finished—it can always be improved. We have used change as a motivator for our employees, as a metaphor for our culture and as a measure of our forward movement. Change has created momentum throughout the company. At Samsung, change has resulted in success—and success, to us, necessitates further change.

It is now incumbent upon Samsung more than ever to continue to change at an accelerated rate. For us, we will always stretch to greater heights. We will not rest on our laurels. We will work harder, reach farther and continue to encourage and value change in order to maintain our leadership position.

The responsibilities implied and demanded by our accomplishments are to our customers, our employees and to the communities around the world where we have made an impact, as well as to those where we will be influential in the future. Our customers have come to expect great products and service from us, and we will continue to deliver these. Our employees have come to expect a fertile environment in which they can create and a management structure that encourages, nurtures, values and rewards the creative process. Exploration of the possible—and sometimes the impossible—will always be encouraged.

Among our immediate neighbors and around the world, there has been much transition. The world economy and social order have both been affected. There is much uncertainty ahead. It is our responsibility, broadly, to make the world a better place. We do this every day through our products, which we hope create better lives for our customers, and through demanding the highest standards throughout our organization.

Growing Toward the Future

Now that we find ourselves in a leadership position, we are favorably situated to build on our legacy of change, innovation and creativity. Our five core values—people, excellence, change, integrity and co-prosperity—have served us well in the past and will continue to provide the sturdy foundation for a rewarding future.

As we worked to achieve our goals, we relied on these core values to help us overcome formidable obstacles: fierce competition, unhealthy economic environments and a rapidly changing world with many risks. Now we must look to these core values to help us maintain and improve our position as a market leader. It is now up to Samsung to redefine the future.

It is not just our desire, but now also our duty to continue to strive to reach new heights. By taking on responsibility for the future, we can lead by example and demonstrate to the world that with hard work, it too can change for the better. Our growth and our future will come from the loyalty of our customers. We have earned this loyalty from our hard work in the past, and it will inspire us in the future. It is this loyalty that fuels the Samsung spirit and compels us to always keep moving ahead.

It will not be easy maintaining our leadership position, but we are prepared for the challenge. We will redefine the future through our creative talent and by continuing to cultivate a culture that does not fear failure. The best measure of our success will be our ability to look back a year from now and be proud of our accomplishments, which were once only dreams. At Samsung, stability and security come from change. Through it, we will continue to aspire to lead and be prosperous.

In closing, I want to thank our loyal customers, our hard-working employees, our business partners, our shareholders and all others whom Samsung seeks to serve.

Questioning Convention

The Samsung spirit is all about questioning in a thoughtful, creative manner. Just as a child may ask why, we ask too. And then we ask how and when. We continually question the need, we passionately question the process, we constantly ask ourselves how we can do it better. We question what we have created to make it better, and we question the unknown, which inspires us to create new products.

Questioning is the essence of our creative process. We have integrated it into our corporate culture, and it has become the means by which we move ahead.

Why can't life imitate art?

GI TAE JEONG PRINCIPAL ENGINEER
ADVANCED TECHNOLOGY DEVELOPMENT TEAM SAMSUNG ELECTRONICS GIHEUNG

R&D today demands thought processes that are not just “out of the box” but well beyond it. Samsung researchers like Gi Tae Jeong must balance both science and art when they create quality products. Although their approach may be scientific, they need an artist’s eye and temperament. Gi Tae Jeong begins the process of creating new products by considering not just the possible, but also the impossible. Like an artist, he is not restricted by reality. Still, he knows the importance of precision. Questioning, thinking, creating—it is this continuum that is the secret formula for creativity.





Why can't buildings make music?

AHMAD K. ABDELRAZAQ VICE PRESIDENT/EXECUTIVE DIRECTOR
ENGINEERING AND CONSTRUCTION GROUP SAMSUNG CORPORATION SEOUL

We all know the saying about the whole being more than the sum of the parts. But at Samsung, each part is as important as the whole, and it is the combined excellence of each part that makes for an excellent whole. Ahmad Abdelrazaq, the executive director of Samsung's high-rise building group, sets the tempo as he coordinates and oversees design and construction of modern skyscrapers, from design services through construction planning and execution. Designing a skyscraper is similar to conducting a symphony, demanding a vision of the end product with an understanding of the structural form, site conditions, technical constraints, mathematics and construction methodologies. He is Samsung's maestro of engineering.



Why can't every year be vintage?

HARRIS LEE VICE PRESIDENT OFFSHORE BUSINESS DEVELOPMENT SAMSUNG HEAVY INDUSTRIES SEOUL

At Samsung, we create products with the expectation that every one will be a winner, top-class and of lasting value. We strive to make every year's output better than the last. Harris Lee offers not just offshore marketing and management, but also service. He has to have the knowledge to match the needs of his commercial and governmental customers just as a sommelier must match a wine with a gourmet dinner. Every year, his sales numbers tell the story of how good a year he had—and sets the bar for the next year.



Questioning is the way we at Samsung seek and create new perspectives. It is the driving force behind, and the result of, our creative process. The ability of Samsung to continue to change is wholly dependent on it. That's why it is considered a responsibility as much as a directive.

Questioning convention is the way we seek to better it. How can we take what's accepted and improve on it?

At Samsung, the creative process necessarily begins—and ends—with questions. Questioning is the first step toward change. When we set out to create a new product, we begin by examining what currently exists, asking how and why it works and where it falls short. We look at the context in which a new product might function and ask how we can make it fit better.

We consider the aesthetics too—can we shape it into something even more beautiful as well as more functional? And we question the utility. Does it really work and serve a purpose that is meaningful and sustainable?

Why can't we push against invisible walls?

SUN YOUNG PARK ASSOCIATE POLYMER EXPORT TEAM SAMSUNG TOTAL PETROCHEMICALS BEIJING

A recent university graduate, Sun Young Park pushes on walls she sometimes can't see. The boundaries of the marketplace can constrict or expand in the blink of an eye. That's why it's important that associates like Sun Young Park are given the freedom to understand those boundaries, not by sitting behind a desk but out in the field. In 2005, she spent several weeks in northern China, where business has expanded significantly just within the last year. There, she was able to check the markets, visit customers, make sales plans and test new products on customers' own machines—giving her insights that helped her do her job better and push those boundaries farther than the eye might see.





Why can't 1+1= 3?

BARBARA MARTIN | GLOBAL STRATEGIST MANAGER | SAMSUNG GLOBAL STRATEGY GROUP | SEOUL

As a global strategist, Barbara Martin is part of an international group charged with undertaking a global, big-picture perspective on Samsung and its products, defining the company's direction and making sure that it is moving ahead strategically. Her activities might include benchmarking, restructuring, market-entry strategies and figuring out means to increase sales. Two projects she recently completed were analyzing the trends and issues that will impact the future of Samsung's handset business and looking into the present-day IT reseller market strategy in the Middle East-Asia region. Her job requires that she understand what customers are thinking. Barbara Martin understands the complexities of asking simple questions. This way, she is sure to get the right answers.





Across all of our companies, we have created a culture of questioning. Our researchers, our managers, our salespeople, our strategists, our designers—they all share the common quest of questioning what is accepted. They also are challenged to question our products, our services and our positioning in the marketplace.

By creating a culture that is not fearful of questioning, we have opened our company to endless possibilities. Through questioning, we change. So long as we can encourage this practice of questioning, we can continue to change. So long as we can continue to change, we will thrive. It's as simple as that.

Questioning is also the way we move ahead. It is our means of locomotion. It sets the stage for what's next, compelling us to take what we have now and ask ourselves: Is it good enough? Can we improve it? Make it more efficient, versatile, easier to operate, smaller or larger?

This is the way we make sure we develop the “first-ers,” the truly innovative, capturing the most patents, the awards, the attention of the world—and truly improving the lives of our customers.

Why can't outsiders become locals?

HYUN SOO KIM REGIONAL SPECIALIST CHEIL INDUSTRIES NEW YORK

There is no such thing as a “global” business or customer-all businesses (and all customers) are, at their core, essentially local. Samsung’s one-of-a-kind Regional Specialists Program sends teams of smart, energetic employees into markets around the world to learn everything they can about the local culture and people, their habits, traditions and desires. Regional Specialists like Hyun Soo Kim here serve both as the tourist and the guide, as the passenger and the driver. He has been given license to ask the intense and critical questions that help shape products that serve the needs of customers in their own context. To know our regions and know them well has helped Samsung achieve the leadership position it enjoys globally today. This is how even large divisions, like Cheil Industries, in fast-moving sectors, like fashion, are able to compete against smaller, highly nimble competitors-and stay ahead.



TAXI FARE	
\$ 2.50	INITIAL CHARGE
40¢	Per 1/5 Mile
40¢	Per 2 Minutes Stopped/Slow traffic
\$ 1.00	Weekday Surcharge 4 pm - 8 pm
50¢	Night Surcharge 8 pm - 6 am



N.Y.C. TAXI

5D15

Why can't we see far away from up close?

PINAR NUR SENIOR DESIGN RESEARCHER SAMSUNG DESIGN MILAN MILAN

Samsung designers are integrators, undertaking meticulous research into consumer behavior and use of products in the market, questioning ways to change those products—and that behavior—for the better. While it's truly important to be able to observe detail in order to be a great designer, it's also important to have an understanding of design in context. Pinar Nur understands this. She sees near—and she sees far, both in detail and in outline. Her assignments have included studying lifestyle trends and their impact on consumer behavior; considering the attitudes, needs and new rituals of the fast-growing user segment in Italy and Europe. She knows she needs to examine both the broad outline and the minute details. The process works well. Over the past ten years, Samsung designs have been recognized and awarded with hundreds of prestigious international awards.





Why shouldn't we run with the crowd?

HADRIAN BAUMANN GENERAL MANAGER EUROPEAN MARKETING SAMSUNG ELECTRONICS LONDON

Much has been made of the need to “run ahead of the crowd” not only in competitive sports but in competitive business. Yet by running with the crowd, you can truly find out what it is they, need. As general manager of European marketing, Hadrian Baumann runs with the crowd, not just keeping up, but setting the pace. Take, for example, the area of high-definition gaming. After testing the concept among several target groups, it seemed clear that both Microsoft and Samsung would benefit from an alliance. And they both have. By staying abreast, Hadrian Baumann leads the effort to increase the presence and the “coolness” factor of the Samsung brand in Europe. This approach has had remarkable success, particularly in the youth sector, where unaided awareness of Samsung has more than tripled in just five years.

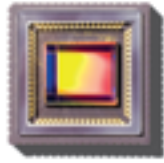




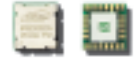
Reinventing the Wheel



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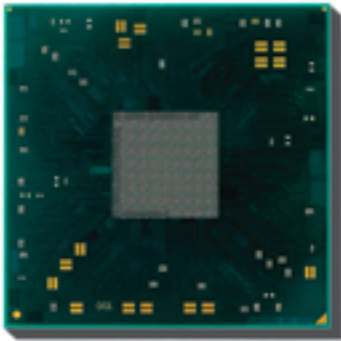
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Reinventing the wheel can be a pointless exercise—or a breakthrough that creates a paradigm shift in the way people think or behave. As a company that dramatically and successfully reinvented itself over the past decade, all Samsung products begin—and end—with a quest for improving what may be perceived as “good enough,” or even already available in the marketplace. And in the process, we have over and over created changes that are meaningful and enduring.

We are also masters at imagining what “might be.” We vigorously and continually examine and reexamine our own products, from initial concept at the drawing board through development and even once they have been produced and are out on the shelves. If there’s any way we can make them smaller, bigger, faster, sleeker, more comfortable, more eco-friendly, more efficient or in any way better, we’ll find it. We are already well known for our skill at doing this. We set our own high standards and challenge ourselves to exceed them. This is what will keep us ahead of the crowd.

A. 16-Gb NAND flash memory. By combining multiple Samsung 16-Gbit NAND flash memory on a single 32-Gbyte memory card, mobile and portable application designers have the potential to store huge amounts of data—the equivalent of 680 hours of music files, 20 DVDs or 200 years of an average daily newspaper. Tiny—but powerful.

B. 8.4-megapixel CMOS image sensor IC. With the world’s smallest lens aperture and a resolution rate 4 times higher than the standard, the new 8.4-megapixel image sensor has image quality equal to that of charge-couple-device image sensors presently used in most digital cameras and camcorders—but uses just one-tenth the power. For mobile phones as well as cameras, it will represent the new standard.

C. Bluetooth Module. Samsung’s Bluetooth wireless technology is a 2.4-GHz ISM-band open industry standard for short-range wireless communication, capable of voice and data transfer. SEMCO-Bluetooth Modules are designed for use as a universal Bluetooth module compliant with hand-held phones, PDAs, headsets, PCs and PC peripherals.

D. DVB-H Tuner. The world’s smallest to date, Samsung’s terrestrial digital multimedia broadcasting receiver is designed for use in mobile phones, PDAs or terminals for automobiles. It features breakthrough LTCC (low temperature co-fired ceramics) technology, low noise and power consumption and high-temperature resistance.

E. Flip Chip BGA. Flip Chip BGA packaging technology allows advanced packaging technologies with greater connectivity in package pin placement, resulting in greater design connectivity. It is advantageous in the areas of I/O performance and device characteristics, important requirements for emerging communications applications.

F. AM OLED. AM OLED makes possible high-density and precision displays. AM OLED is predicted to be the industry standard in next-generation displays of post-TFT-LCD due to its low power consumption, high density and precision, quick response time, wide viewing angle and slim design.

But we also take the concept of reinvention to a deeper level. It's not just that we are continually reinventing the products we put in the marketplace. It's that we are continually reinventing ourselves as a company and the processes that produce those products as well.

One example is our collaborative efforts with numerous well-known corporations. Bucking conventional wisdom, we have teamed up successfully in recent years with companies perceived as rivals, and we've never looked back. It has enabled us to surge ahead creatively and in terms of production and sales. It has been smart business for us and for our partners, allowing us both advantages within our own competitive spaces.

We are also constantly reinventing our creative processes. In order to create better products, we believe we need to find—if necessary, develop—better ways to create them. Without denying, offending or even disrespecting our rich cultural heritage, we are building on its foundations by experimenting with adjusting, even reinventing it. Hierarchical institutional structures are being deconstructed, making way for a fuller, faster flow of communications up and down as well as laterally across the company.

G. SGH-P300 Mobile Phone. Card-slim and light, the SGH-P300 boasts a 1.8-inch full-color screen and features a sturdy stainless steel and magnesium casing, a 1.3-megapixel camera with 4 times zoom, a camcorder with audio recording, MP3 music player data management capability with 80 megabytes of internal memory. And—it's a phone!

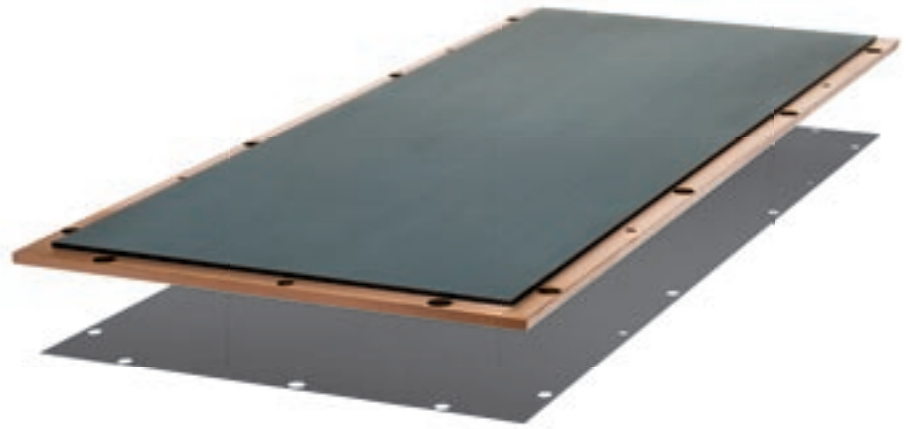
H. Digimax i6 PMP Titanium. Limited Edition Digimax i6 Titanium features a unique wave design, an advanced shake-reduction algorithm and red-eye fix program. Its titanium body is durable, lightweight and sleek. With a portable multimedia player, MP3-player function and powerful movie-clip functions, its 6-megapixel capability offers the ultimate in quality and design.

G

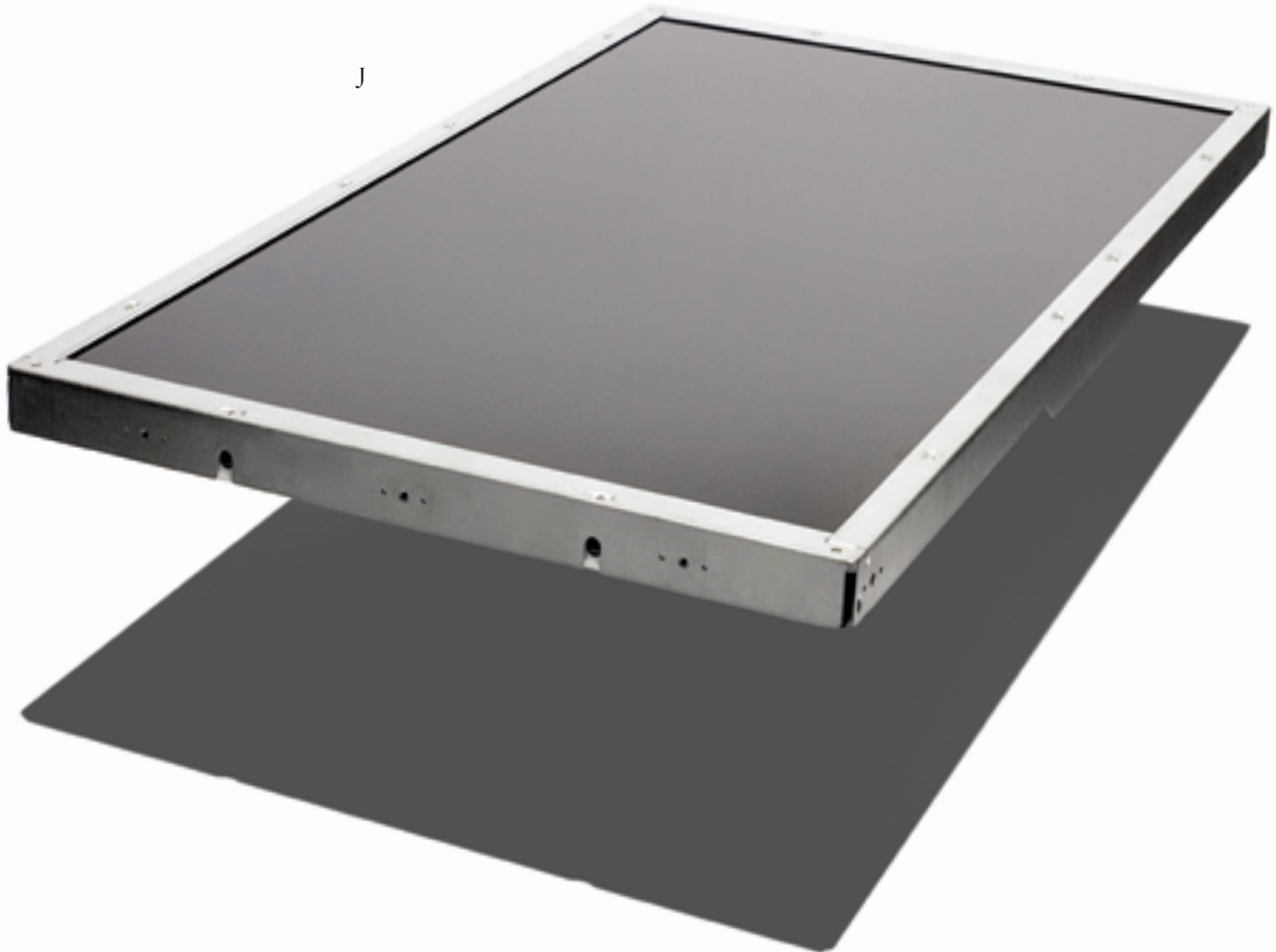


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I. ITO Sputtering Target. ITO Sputtering Target is a core material used in film coating on flat displays such as LCDs, PDPs, and OLEDs to provide conductivity and transparency. Samsung Corning is the world's leading target producer. It is based on production technology that can produce nano powders with 99.9999 percent purity.

J. LCD panel for 40-inch TV. Large-size panels and LCD technology are the results of ongoing R&D efforts to increase TFT-LCD response time and contrast ratio. Samsung LCD panels provide the ultimate viewer experience with advanced S-PVA, securing its position in the world market for high-definition, large-size LCD TV panels.

K. LCD-TV. This elegant slim television is called the Bordeaux series because of its resemblance to a wine glass. It is equipped with hidden speakers and offers a 178-degree wide-angle view and full media capability, including high-definition multimedia interface and PC compatibility, Digital Natural Image engine for crystal-clear images, fast response time and dynamic contrast.

K



L. PDP Filter. Samsung Corning developed the leading PDP filter with the highest contrast ratio. Attached to the panel surface of a plasma display panel TV, Samsung Corning's PDP filter enhances image quality by increasing brightness and reducing reflection from external light. PDP filters make possible crisper and more beautiful images under any viewing conditions.

M. FilterBright Plus Plasma TV. The FilterBright Plus Plasma TV represents an advancement in daylight. It offers bright room contrast ratio 4 times better than current plasma TVs, providing a clear and vivid image quality under any lighting conditions.

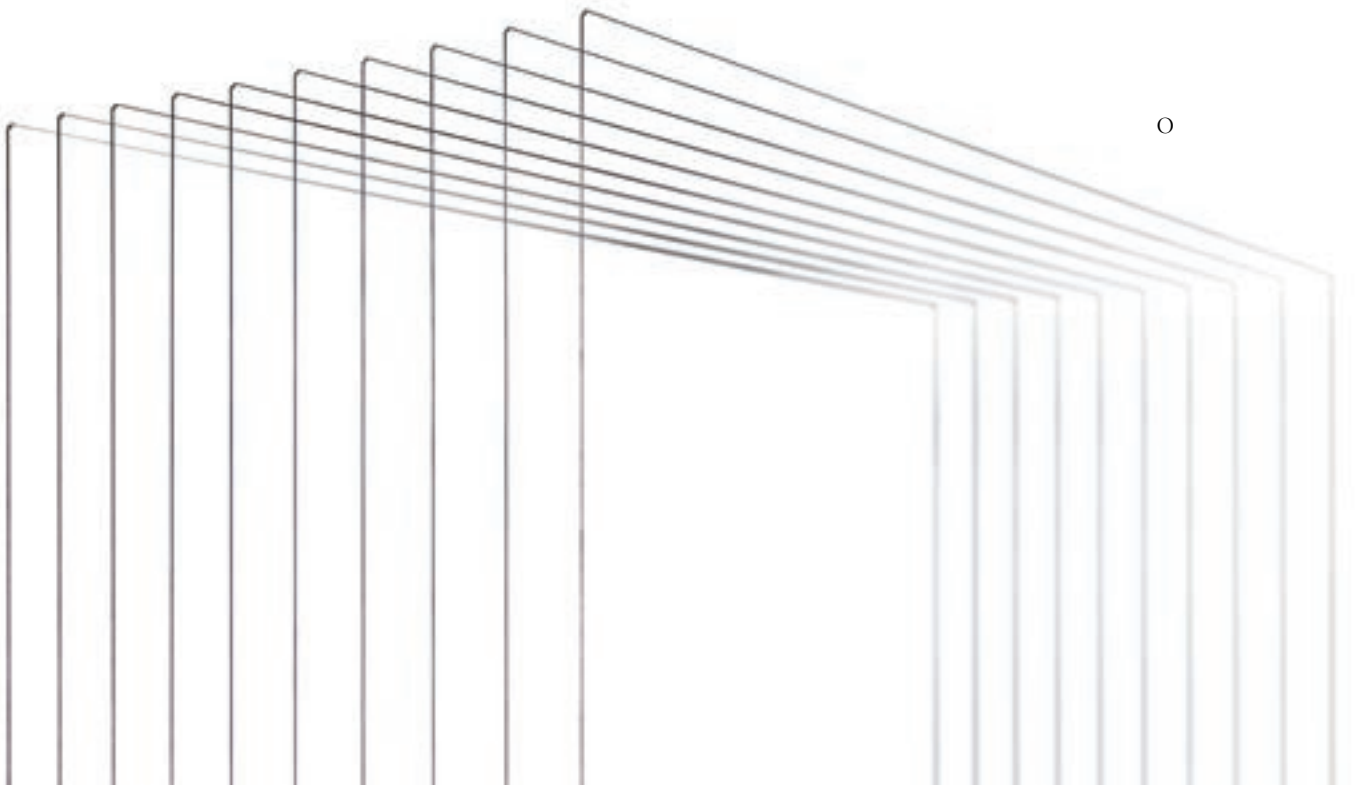






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O

Samsung's design process, for example, has been turned on its head in recent years to allow our designers to operate with greater freedom and creativity than traditional organizations might otherwise allow. The sheer numbers of designers we employ, approximately 600, speaks volumes about how we value this function. Budgets are well funded, with a commitment of billions of dollars. We have established design centers in Seoul, London, Milan, Los Angeles, San Francisco, Tokyo and Shanghai—arguably, the key design-leading cities of the world. Our professionals work in teams where every idea counts, even those of the most junior member. This is clearly evident during the product development process. Our designers and engineers work in collaboration to ensure that the final product lives up to their vision. This is a major competitiveness that has paid off in the recognition we are attracting as well as sales numbers.

N. Flat Backlight Unit. Samsung Corning developed the world's first TFT-LCD Flat Backlight Unit. This new concept for an LCD light source has enabled creation of the world's best BLU technology for LCD TVs. Unlike existing technology, the Flat Backlight Unit requires only one lamp, which enables significant cost reduction, improvement in mechanical assembly and a slimmer LCD TV profile. It also allows high luminance, full-color reproduction and high uniformity in LCD TVs.

O. Gen 7 Glass. Glass substrates come in different sizes, from generations 1 to 7. With demand for high-resolution TFT-LCD TVs increasing as never before, TVs that are 40 inches and larger are critical to the success of the panel business. Today Samsung Corning Precision Glass has the capacity for volume production of large-size substrates that are as large as 6.6 feet x 6.6 feet.

Key also to continual reinvention is reeducation. Samsung offers this in many forms, from our in-house design school, where we attract expert masters to teach, to our programs that send our employees out into the world in a quest to learn, understand and communicate what will be the “next big idea.”

We have even reinvented our operations. Our new Digital Research Center will foster synergy among related businesses. In particular, the center is equipped with the necessary infrastructure to centralize the development process prior to production, from R&D to final testing all in one place.

And we have reinvented ourselves as a brand. We are now ranked as the fastest-growing brand in the world by the world’s leading brand consultant, Interbrand. We have managed to climb to these new heights both by intensively supporting our products with global brand-awareness campaigns and by reinventing our products. We have avoided the trap of sitting back and letting our products sell on the basis of our name and have been determined to lead the world in innovation. That’s what reinventing the wheel is all about.

P. Staron®. Staron® Solid Surface Materials enhance the look of any kitchen, bathroom or work surface. With integral sinks and bowls, it’s easy to find design solutions to coordinate with any home or business interior. In addition to its pleasing appearance, Staron® Solid Surfaces are highly functional, durable, stain resistant and easy to clean and maintain. A healthy countertop choice, Staron® is nonporous and can be easily crafted to fit just about anywhere your imagination takes it.

Q. Compounds for automotive. PP (polypropylene) compounds, developed by Samsung Total Petrochemicals, are used in automotive accessories. PPCs are heat-resistant, flame-retardant, weatherable, anti-fungal and are highly rigid and can withstand high impact.

R. LNG Carrier. Samsung Heavy Industries is the premier builder of the LNG carrier, with 30% of the world market. Electrically propelled LNG ships use naturally evaporating LNG to generate power, an environmentally friendly and fuel-efficient source of energy, proving to be one-third more efficient than existing steam turbines.

P



Q



R

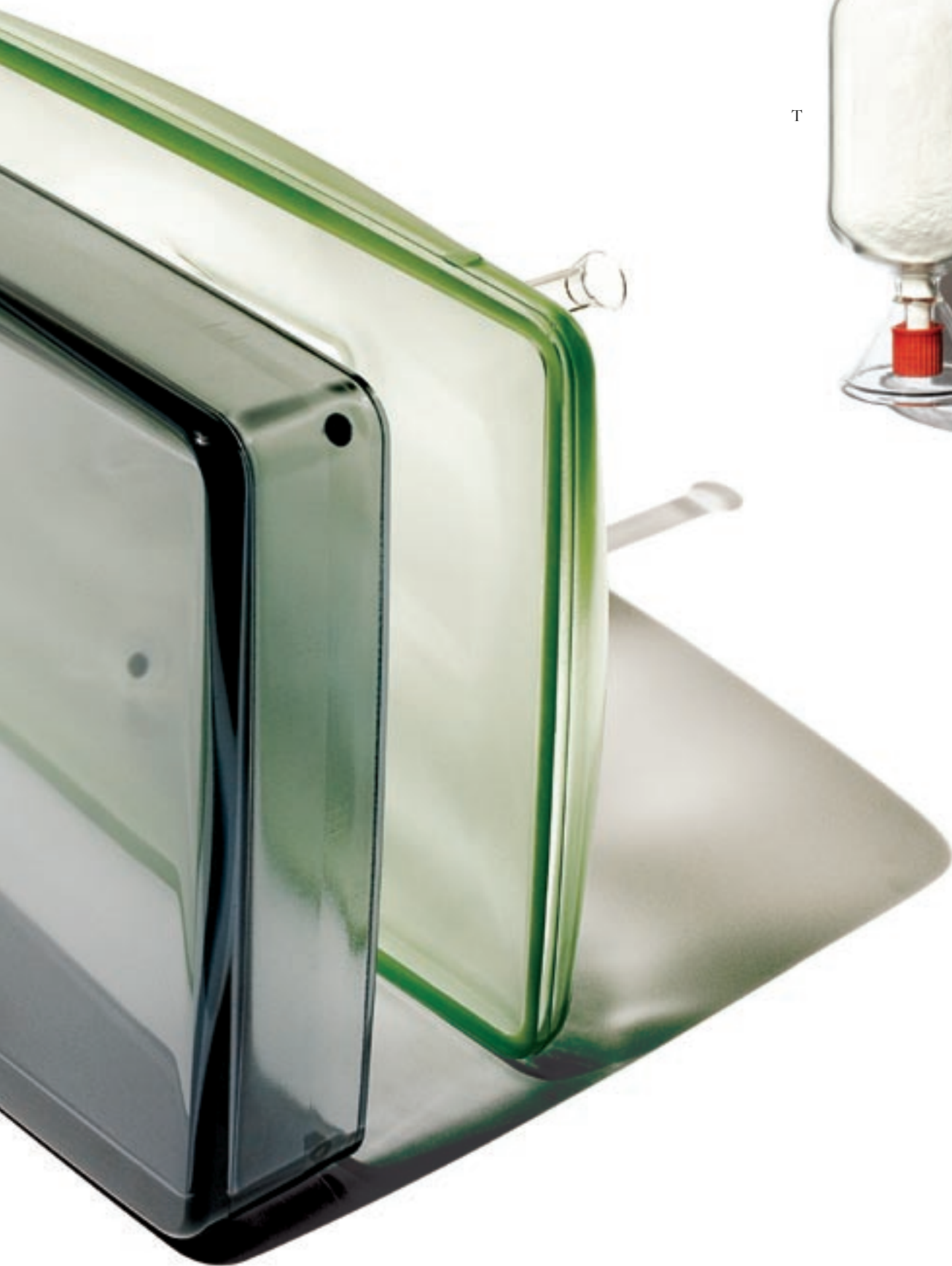


S. CRT Glass. CRT glass is used in TVs and computer monitors. Development of this ultraslim product has made Samsung Corning the leading force for technological innovation in the CRT glass field. Digital CRT TVs have become more advanced in terms of resolution and response time, as well as space utilization.

T. Mecellose. Mecellose is a proprietary brand of Samsung Fine Chemicals' eco-friendly, water-soluble cellulose polymers. It is used in thickeners, adhesives, binders, dispersing agents, water-retention aids, protective colloids, emulsifiers and film-coating agents in a wide variety of industries including construction materials, ceramics, cosmetics and pharmaceuticals.

S





T



U. Quatro Cooling Convertible Refrigerator. The Samsung Quatro Cooling Convertible Refrigerator offers four separate compartments of fridges and freezers, each with their own customizable temperature settings, giving you the ultimate in flexible food storage and allowing you to adapt each compartment to the ideal conditions for your varying needs.

V. Premium Washing Machine. Samsung has introduced the innovative silver nano and air-wash-capable washing machine in six vibrant colors. Silver nanotechnology cleans at low electrical usage and provides anti-bacterial protection. Samsung's new washing machine, through its revolutionary air-wash feature, allows detergent-free removal of odors, allergens and bacteria—dry cleaning in your own home.



U



V

Connecting the Dots

From our early, modest origins to our present-day leadership position, Samsung has become a world-class organization by defining and applying certain basic principles and practices consistently and thoroughly. Our businesses operate in markets where competition is relentless, fierce and a constant reminder to us that if we stall, we fall. We first learned how to succeed in our home markets in order to apply those lessons beyond our borders. We carefully analyzed the most successful of our homegrown strategies. Then we adapted them appropriately to the outside world. In this way, we were able to connect with consumers in new territories.

reveal

Consumer Products

Samsung consumer products continually help people do things better, thanks to industry-leading technology. Because we understand what consumers need, we're able to put better products in their hands. Video is a medium that demonstrates rather than lectures, showing rather than telling. Our ultracompact SC-X210L Sports Camcorder exemplifies this. With it, you can shoot the story—or be part of the story, because it lets you capture action even as you're in it on high-quality MPEG4 video. Its 6-in-1 multifunction capability makes it much more than just a camcorder. It's an all-seeing revealing machine. Pictures become well worth more than 1,000 words—they open the world to ideas. Samsung's advanced digital photography and video are typical of the company's quest to do better and produce the best the market has to offer.



integration +

ideas + pictures



Our customers have always demanded the highest quality from us, then come to expect it. We delivered it, establishing along the way expertise in product design and operations. These skills have helped us expand geometrically from our core businesses, as well as geographically around the globe. We are now in the unique and favorable position of being recognized as a high-profile, widely diversified and forward-moving company. We believe we will continue to be successful because we are able to see the “big picture” and pay attention to the smallest details at the same time. We apply our general principles holistically throughout our organization no matter what line of business an individual company is pursuing. Importantly, we have the Samsung Spirit to serve as the glue that binds us all together.

Samsung has clearly defined for all what is expected. Our five guiding principles apply no matter what product is produced, no matter what markets it is sold in, no matter what country. We have firmly established an expectation of quality in our products and services, large and small. We also challenge everyone in our company to look at the world and improve it, both through the products we introduce and by giving back through community consciousness and service.



service +

creativity + technology

touch

Consumer Services & Entertainment

Not all Samsung products are found on shelves. We apply the same rigorous know-how to creating and delivering services that also make people's lives better. Our financial services support families and their communities and are constructed just as soundly as any product you can hold in your hand. These include life insurance, non-life insurance, credit cards, securities and investment trust services. Samsung helps people better manage not only their money and financial needs, but their leisure time, home security and even medical lives too. Theme parks, hotels, hospitals, cultural attractions and even professional sports are all examples of Samsung's diverse offerings in the services and entertainment arena.



reach

The Environment

Samsung's quest to create environmentally friendly products has resulted in a supply-chain Environmental Management System that ensures product quality at the same time it insists on responsible production. The result has been such market-leading innovations as energy-efficient refrigerators, mercury-free LED backlights for LCD displays and lead-free products. We enforce strict controls and advocate environmental consciousness at all workplaces. We view protecting our environment as a key leadership responsibility and have numerous programs to improve environmental, health and safety conditions, as well as promote consciousness both within and outside our organization. These include Adopt-a-Mountain and Adopt-a-River campaigns, environmentally friendly product development and encouraging environmental educational programs through relationships with local schools. Through these, we hope to play a significant role in making the world a better place to live for future generations.



responsibility +

philosophy + respect

As part of its systematic approach, Samsung has challenged its businesses to improve what is already accepted. From this emerges the link between change and questioning. We do not advocate change just for the sake of change, but change for the betterment of what might still need improvement. We now have an entrenched culture of disciplined questioning, which results in change that benefits us all. By connecting questioning and change, we are able to stay ahead of the curve.

Throughout the Samsung organization, we embrace the basic principle of getting close to the consumer. Our top strategists and researchers study how to do this better. We are constantly anticipating consumer behavior, by meeting its demands. We seek to understand consumer needs, always in context. We look to see how those needs can be filled by a specific product not presently in the marketplace. Then we create that product. By introducing products that go beyond just filling consumers' needs, we can change not only the lives of individuals, but whole communities as well.



goodwill + competition +

communication

Sponsorships & Olympic Marketing

When it comes to sports sponsorships and marketing, Samsung flexes its Olympian muscles. Just as the Olympic Games represent an opportunity for nations to showcase top athletic talent, they are an opportunity for Samsung to demonstrate our gold medal marketing prowess, as well as to showcase innovative technology and strengthen brand awareness. At the Torino 2006 Olympic Winter Games, we exercised our marketing expertise through such programs as Samsung's WOW services-short for Wireless Olympic Works-which enabled critical information about events and results to be communicated through 8,000 specially branded Samsung mobile handsets. As a Presenting Partner for the Olympic Torch Relay, our name passed through 61 cities in every region of Italy. The Samsung name is also prominently displayed as a prestige partner of the 15th Asian Games Doha 2006 and as title sponsor of the Samsung World Championship of the Ladies Professional Golf Association and the Samsung Super League equestrian events. In 2005, we started a five-year partnership as the official shirt sponsor of Chelsea Football Club, winners of the English Premier League Championship for 2004-2005, 2005-2006.

A large, white, serif font word "dream" is centered on the page. The letter "d" is partially obscured by a person's hand and arm reaching from the left. The person is wearing a black sleeve and a blue athletic shoe. The background is a solid light blue color.

dream

Social Commitment

Samsung's social services activities are diverse in form and geography and give us the opportunity to put into action our pledge to enrich society and enhance the quality of life for all. With the help of our employees, we support programs that range from medical care for the needy in China to sponsoring the Bolshoi Ballet and the Tolstoy Literature Award. Our participation in innovative goodwill programs such as the Four Seasons of Hope helps raise funds for charity in the United States through national promotions with retailers Best Buy, Circuit City, Sears and CompUSA. DigitAll Hope focuses on our immediate neighbors: Australia, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam, awarding grants for projects such as a "Cyber Coach" multimedia unit, a mobile technology van and a digital audio book library. Samsung has also partnered with local institutions such as the Ministry of Health and Welfare and the Korean Foundation for Women to help underprivileged groups locally and throughout Asia.

love + leadership + urgency





lead

After a decade of hard work, we have become the masters of change, innovation and creativity—yet we have not mastered these skills and recognize this as an elusive goal. This motivates us to keep moving ahead, questioning, changing, creating. We take products that may have been adequate yesterday and make them better for tomorrow, using a powerful toolbox of assets and resources. These assets range from technical know-how to product development processes that work efficiently and effectively to ensure the financial stability that comes with success. Our deep understanding of the market, when coupled with these assets, creates an ideal platform for creation. This is yet another way we connect the dots.

Samsung has in recent years demonstrated its capacity to change on many levels. We have changed the structure and direction of the company. We have changed the products we produce and changed the communities where our products are found. Our capacity for converging ideas and processes has also served us well. By virtue of our focused and successful approach to creating unique, quality products, Samsung has secured an unlimited capacity to succeed. From questioning to change to success, these are the dots that the Samsung spirit connects.

listen

Consumer Products

The most fundamental tool of human interaction is communication. And Samsung seeks to be the world's best facilitator of mobile communication, which today has expanded well beyond words to include music and visual art. Our MP3 players do more than just "play music"—they communicate ideas and emotions that help shape not just our individual lives but the larger community. By facilitating communications, we improve, and by improving, we change. We value communications as a management tool—and necessity—that makes our company work efficiently and productively, and then we bring that communication to the outside world, helping you communicate too. Our industry-leading technology and deep understanding of consumer needs, coupled with an optimized, efficient workflow process, results in not just making great consumer products, but products that make consumers' lives great.

A woman with blonde hair, wearing a red halter-neck top and blue jeans, is shown in profile against a solid red background. She is wearing a white headset microphone. The text "freedom +" is positioned to the left of her torso, and "delight + interaction" is to the right.

freedom +

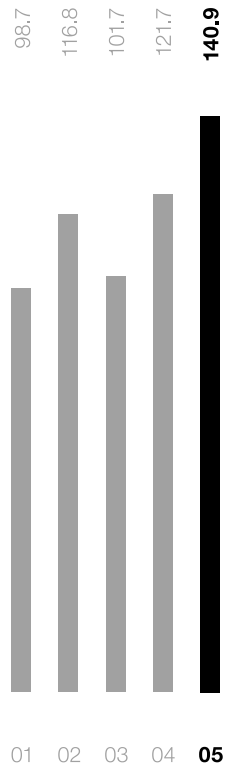
delight + interaction

Financial Overview

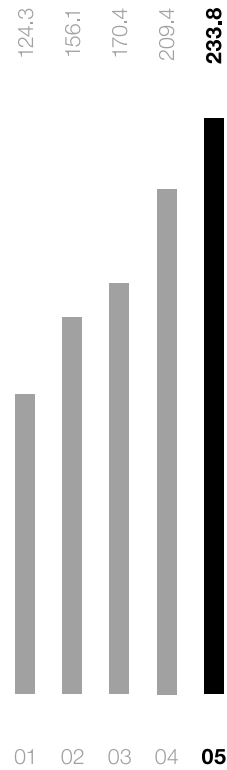
<i>amounts in billions</i>	<i>Won</i>	<i>Dollars</i>	<i>Euros</i>
Net Sales*	144,351.0	140.9	113.3
Total Assets	236,869.9	233.8	197.5
Total Liabilities	155,020.2	153.0	129.3
Total Stockholders' Equity	81,849.7	80.8	68.2
Net Income*	9,679.5	9.4	7.6

**Won/US Dollar yearly average exchange rate: 1,024.31/1 Won/Euro: 1,273.95/1
Won/US Dollar as of the year end of December 31, 2005: 1,013.00/1 Won/Euro: 1,199.34/1*

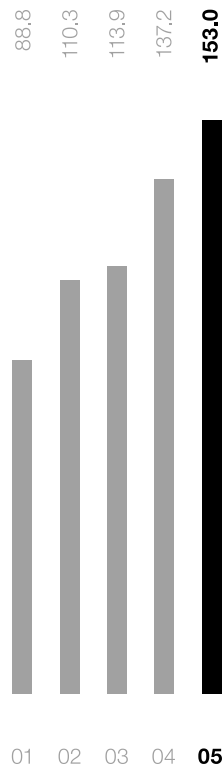
NET SALES
dollars in billions



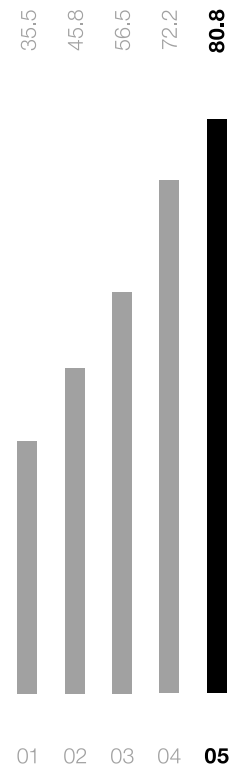
TOTAL ASSETS
dollars in billions



TOTAL LIABILITIES
dollars in billions

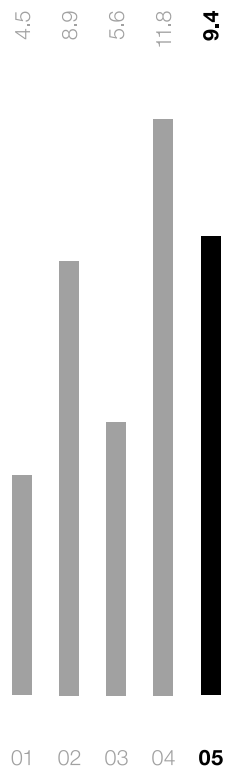


TOTAL STOCKHOLDERS'
EQUITY
dollars in billions



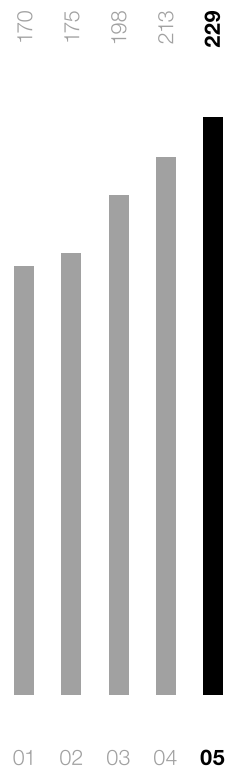
NET INCOME

dollars in billions



EMPLOYEES

in thousands



Company Profile

SAMSUNG ELECTRONICS CO., LTD.

Employees: 128,000

2005 Sales: \$79.6 billion (Consolidated Sales)

Tel: 82-2-727-7114

Fax: 82-2-727-7985

www.samsung.com

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 consolidated sales of \$79.6 billion and net income of \$7.5 billion. Recognized as one of the fastest-growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs.

Employing approximately 128,000 people in more than 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business.

Samsung's vision is to become a leader of the digital convergence revolution. To achieve this goal, the company has transformed its operations, putting digital technology at the core. The underlying strategy for this vision is the company's mission to be a "Digital ε-Company."

This vision is divided into three elements. The first being "Digital." Samsung is committed to being a market-driven solutions provider and leader in the digital convergence marketplace. The second, "ε", communicates how the company's entire supply chain, from sales, marketing and communications to research, manufacturing and distribution is conducted electronically through an elaborate Internet-based network. This "speed and simplicity" model has increased productivity and ensured that services and products are customer-oriented. Lastly, "Company" reflects how Samsung's core competencies in semiconductor, mobile communications and consumer electronics technologies enable Samsung Electronics to create digital solutions for the home, mobile user and office that enable seamless communications, facilitate business transactions, provide access to the Internet and offer digital entertainment.

The Digital Media Business is a leading developer and manufacturer of digital TVs, color monitors, DVD recorders, notebook PCs, printers and portable entertainment devices. Samsung holds first place in global market share in monitors and televisions. Its world-class technologies have led to many award-winning products, including a 102-inch plasma TV, an 82-inch LCD TV, the world's first Blu-ray player and the world's smallest color laser printer.

The Semiconductor Business is the world's largest producer of DRAMs, SRAMs, and flash memory. Samsung has been the leading producer of DRAMs for 14 consecutive years. The company has maintained this status through process technology leadership and timely investment in infrastructure and R&D. This division is also a pioneer in System LSI chips and a variety of core semiconductor components for mobile and digital consumer applications.

The LCD Business has proven its leadership through continuous technology advancements. The LCD Business was the first to develop a 40-inch LCD panel in 2001, a 46-inch panel in 2002, a 57-inch panel in 2003 and an 82-inch panel in 2005. With 20 percent of market share in 2005, the LCD business remains the largest producer of large-screen LCD panels for four consecutive years, based on sales.

The Telecommunication Network Business is the leading producer of CDMA handsets and the world's third-largest manufacturer of mobile phones, with a market share of 12.7 percent in 2005, up from sixth place in 2000. Samsung Electronics continues to strengthen its global position, producing and marketing CDMA and GSM mobile phones as well as 3G handsets.

The Digital Appliance Network Business maintains a significant presence in the home appliance marketplace as a major player in side-by-side refrigerators, air conditioners, microwaves and other products for the home.

The company's strong performance, both in terms of financial results and product design, has been recognized by various industry awards and rankings. In July 2005, Samsung was ranked 39th among the companies listed on the Fortune Global 500. It was the 4th company in the Electronic and Electric Equipment sector and the highest-ranked company in South Korea.

In August 2005, Interbrand placed Samsung Electronics 20th in their annual ranking of global brands based on brand equity. The company is considered one of the fastest-growing brands in the world as it moved up from 42nd place in 2001.

Samsung's focus on design excellence has also been highly rewarded. The company received 19 iF Design Awards in 2005. In July 2005, the Industrial Designers Society of America presented Samsung Electronics with three Industrial Design Excellence Awards. In August 2005, the European Imaging and Sound Association recognized three innovative products for excellence in design and product concept.

SAMSUNG SDI CO., LTD.

Employees: 25,000
2005 Sales: \$7.88 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3377
www.samsungsdi.com

In 2005, Samsung SDI's business portfolio was reconfigured into infrastructure businesses, fostered businesses and future businesses, with a strategic plan to strengthen its capacity for Braun-tube, STN LCD (Super Twisted Nematic Liquid Crystal Display) and VFD as infrastructure businesses and PDP, rechargeable battery and OLED business as fostered businesses.

For PDP, a fourth production line was recently established, accomplishing eight multi-cut processing in which eight 42-inch PDPs will be produced from one glass substrate. In addition, more than 30 million Passive Matrix-Organic Light Emitting Diodes were shipped in connection with OLED and Active Matrix-Organic Light Emitting Diodes, representing the world's first mass-production, resulting in mobile display full lineup composed of STN, UFB (Ultra Fine Brightness), TFT (Thin Film Transistor), PM (Passive Matrix), and AM (Active Matrix).

In 2005, SDI was recognized for its sustainable management in economic, social and environmental areas by DJSI for the second year in a row in Korea.

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

Employees: 12,102
2005 Sales: \$2.20 billion
Tel: 82-31-210-5114
Fax: 82-31-210-6363
www.sem.samsung.com

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

SEM recently announced a new program called "The Inside Edge that Shapes the Future," focusing on technology and components.

The company plans to advance into new businesses relating to digital broadcasting, next-generation mobile communications, and home networks. The company recently restructured into three strategic technology areas with eight mainstay product categories. Higher profit bases are being established through expanding high-end products and enhancing cost competitiveness. R&D investment toward building a global R&D network was also increased.

New products in 2005 include numerous "firsts," including the industry's first LCR EMI filter, Korea's first motion sensor module, the world's first liquid lens module for a 5-megapixel CMOS camera, the world's first POD-NIM, a world-class lead-free soldering, the world's top-class Bluetooth module for cell phones, the world's first multi-layer triplexer, the industry's smallest chip inductor, the world's smallest lens module for camera, the world's first FEM for WiBro, and the world's thinnest semiconductor package board.

SEM's social contribution team works to share with the community through diverse activities.

SAMSUNG CORNING CO., LTD.

Employees: 3,336
2005 Sales: \$823 million
Tel: 82-2-3457-9530
Fax: 82-2-3457-9536
www.samsungcorning.com

Since its establishment in 1973, Samsung Corning has continually pursued innovation and diversification based upon its fundamental glass, coating and nanoceramics technologies. The key driver for Samsung Corning's competitiveness has been its leading technology and creative talent.

In 2005, Samsung Corning took the initiative in creating high-value-added products. Value innovation was carried out in CRT, with a focus on growth business areas: LCDs, PDPs, Semiconductors, and Optical Materials.

Samsung Corning achieved its position as the No. 1 display materials maker by independently developing a next-generation high-definition PDP Filter with the highest contrast ratio in the world. The company also secured mass production capabilities for the world's first Flat Backlight Unit for TFT LCD. In addition, it developed the industry's largest 3-inch GaN substrate, a key material for optical substrates.

In 2006, management's objective is to become a leading global company. To achieve this goal, Samsung Corning will concentrate on ensuring success in its four new businesses, including Flat Backlight Unit, PDP Filter, ITO Target, and GaN Substrate, as well as expanding production of ultra-slim CRT glass. The company will also strive to achieve competitive efficiency in its internal processes and systems to establish a true Six Sigma culture.

As always, Samsung Corning will seek to be an honest and transparent company that puts the customer first, cares about the environment, and recognizes the value of sharing with the community.

Samsung Corning will always make every effort to create the best products and value for customers and shareholders, and become the "First Digital Partner" to the digital electronics industry.

**SAMSUNG
CORNING PRECISION GLASS INC.**

Employees: 2,404
2005 Sales: \$1.7 billion
Tel: 82-2-728-0777
Fax: 82-2-728-0778
www.scp.samsung.com

Since 1995, when the joint venture between Samsung and Corning was launched, Samsung Corning Precision Glass has led development of next-generation substrate glass for TFT-LCDs.

Over the last decade, the company has enjoyed high annual growth rates and become one of the world's largest TFT-LCD substrate makers. Samsung Corning Precision Glass helped improve Corning's advanced fusion technology to produce larger, thinner and lighter glass with a superb surface quality. Today, these substrates are used in advanced display products marketed around the world, from portable displays to large-size televisions.

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

As the industry's first ISO 14001-certified company, Samsung Corning Precision Glass is redefining what it means to be safe, environmentally conscientious, and supportive of the community. Every month at least one of the company's volunteer teams visits the elderly, the challenged, and the homeless, which earned the company the Grand Award at the 2005 Samsung Volunteer Festival.

Samsung Corning Precision Glass believes in creating a society filled with "New Life" and "New Hope". Through active community service that includes working with Save the Children, the company supports 100 children every year in low-income families who are suffering from congenital diseases.

SAMSUNG SDS CO., LTD.

Employees: 7,350
2005 Revenues: \$1.89 billion
Tel: 82-2-3429-3010
Fax: 82-2-3429-4450
www.sds.samsung.com

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

Samsung SDS aims to be the world's premier integrated IT service provider by 2010 through helping clients improve productivity, increase profits and strengthen competitiveness. The company employs 129 Ph.D.s and 986 masters' level and business experts in electronics, manufacturing, chemicals, finance, and the logistics/service industry area.

In 2002, the Samsung SDS Center for Advanced Software Engineering achieved "Level 5," the highest level of the Capability Maturity Model, an international quality standard from the Software Engineering Institute of Carnegie-Mellon University. The company was also selected as the Most Admired Knowledge Enterprise in the area of knowledge management for four consecutive years by KMA Consultant inc.

Samsung SDS' global network links 284 subsidiaries, overseas offices, and data centers in 48 countries.

Samsung SDS employees have participated in volunteer service activities for the disabled, orphans, juvenile delinquents, and rural communities nationwide. The company also operates free PC training programs for low-income families and supports children with leukemia.

SAMSUNG NETWORKS INC.

Employees: 810
2005 Revenues: \$465 million
Tel: 82-1577-0300
Fax: 82-2-3415-6050
www.samsungnetworks.net

Samsung Networks is a leading IP communication service provider in Korea, offering customized telecommunications services to corporate customers. Samsung Networks encompasses communication infrastructure service (e.g., Optical Network Service, Virtual Private Network Service, Network Consulting, Network Solution Integration, Samsung Wyz 070 – Internet Telephony Service, Corporate Telephone Services, International call service on Mobile Phone +00755, etc.) and value-added services (e.g., Internet Data Center Service, Electronic Data Interchange Service, Samsung Mobile Service, IP Contact Center Service, Digital Conference Service).

Samsung Networks is also a network-based comprehensive information communication servicing company. Since starting its supplemental communication business in 1987 in Korea, Samsung Networks has been at the forefront of global information communication enterprises, connecting more than 70 countries worldwide through four domestic information network centers (Kwacheon, Daeduk, Kumi, and Seocho) and four overseas IT centers (San Jose, Beijing, London and Singapore).

Samsung Networks has made progress based on excellent technology and reliable operation. In 2005, significant initiatives included the launch of 070 Internet Telephony service, the first ever in Korea, and of Samsung Digital Conferencing service, awarded the best software of the year by Korea's Ministry of Information and Communication.

SAMSUNG HEAVY INDUSTRIES CO., LTD.

Employees: 8,581
2005 Sales: \$5.85 billion
Tel: 82-2-3458-6291
Fax: 82-2-3458-6298
www.shi.samsung.co.kr

Samsung Heavy Industries is engaged in shipbuilding, offshore facilities, engineering and construction. The company also produces digital control systems, including ship navigation systems, automation systems, voyage data recorders, and Internet home and building automation systems.

In 2005, Samsung Heavy Industries had \$5.1 billion in exports, demonstrating outstanding growth in high value-added and specialty ships including floating production storage and off-loading facilities, drill ships, arctic shuttle tankers, large ferries, ultra-large container ships and LNG ships. Samsung Heavy Industries dominated the LNG ship market with 30 percent of the world's orders, a value of \$2.9 billion, in 2005.

Samsung Heavy Industries is the world's No. 1 shipbuilder of the next-generation electric-propelled LNG ship, which utilizes naturally evaporating LNG to generate engine power, a very fuel-efficient and pro-environmental design. Designed to transport liquefied natural gas at -163°C, LNG ship construction requires significant technological expertise. The company has an unrivalled position in this area.

Presently, Samsung Heavy Industries has 21 order books of 9,000 TEU-class and delivered four ships of 9,200 TEU containers to Reederei Claus-Peter Offen GmbH & Co, making it the world's leading ship builder in the ultra-large container ship sector. It also has orders for the world's largest semi-drilling rig and two of the world's largest drill ships.

For the 22nd year in a row, Samsung Heavy Industries vessels were chosen as the year's best by three major maritime journals, acclaimed for effectiveness, design, and client preference.

In community service, the company fielded 92 volunteer teams, with more than 7,900 employees participating. They engaged in more than 2,000 public service activities, logging 33,050 hours of public service.

SAMSUNG TECHWIN CO., LTD.

Employees: 4,412
2005 Sales: \$2.4 billion
Tel: 82-2-3467-7000
Fax: 82-2-3467-7080
www.samsungtechwin.com

Since entering the aircraft engine and film camera businesses in 1977, Samsung Techwin has been a leading force in the development of Korea's precision machinery industry. The company has since expanded its business scope to include semiconductor equipment and components, turbo compressors and self-propelled howitzer businesses, producing products such as digital cameras and video information devices.

Samsung is at the forefront of changes brought about by digital technology. Currently, the company is developing the "digital camera lifestyle," built around state-of-the-art digital cameras that are convenient to carry, feature super-precision lenses and screen processing technologies, and boast environmentally-friendly technologies that serve as a model for the entire semiconductor industry. The company has established production and sales subsidiaries in several major countries, including the U.S. and China. These subsidiaries strive to meet the needs of local markets and consumers, and are reinforcing Samsung's global marketing competency.

In addition, Samsung Techwin has maintained an unwavering commitment to meeting social responsibilities through developing environmentally friendly technologies.

SAMSUNG TOTAL PETROCHEMICALS CO., LTD.

Employees: 915
2005 Sales: \$2.5 billion
Tel: 82-2-772-6691-4
Fax: 82-2-772-6616
www.samsungtotal.com

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

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

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

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

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

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

**SAMSUNG
PETROCHEMICAL CO., LTD.**

Employees: 305
2005 Sales: \$1.40 billion
Tel: 82-2-772-6323
Fax: 82-2-318-0887
www.myspc.com

Samsung Petrochemical, in business for 32 years, manufactures and sells of PTA (Purified Terephthalic Acid), with an annual production of 1.8 million tons.

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

The company's "Triple Innovation Activities" include Six Sigma as well as Customer Satisfaction and Knowledge Management programs that have resulted in improvements in quality and business outcome.

In November 2005, Samsung Petrochemical launched a service brand called "3·2way" as a means to improve business performance. This innovative value-of-service-focused manufacturing operation challenges the company to create a high level of customer service and products through solution-focused and relationship marketing, establishing long-term partnerships in addition to supporting existing core values of technology and quality.

The company successfully instituted internal programs to strengthen its corporate culture, including establishment of the Petrochemical STAR Award for employees. It received an environment-friendly corporate certificate from the Korean government in 2003 and the Grand Prize for Safety Management from the President of Korea in 2004.

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

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

Employees: 739
2005 Sales: \$781 million
Tel: 82-2-772-1755
Fax: 82-2-772-1809
www.sfc.samsung.co.kr

Samsung Fine Chemicals businesses consist of electronic chemical materials, fine chemicals and general chemicals. Together, these divisions have delivered stable sales growth and profits for more than 40 years.

Samsung Fine Chemicals' products include Mecerlose (methylcellulose), ECH (epichlorohydrin), DMF (dimethylformamide), methylamines, TMAC (tetramethylammonium chloride), BT Powder (barium titanate powder), and AnyCoat. The company also produces a range of general chemicals: ammonia, urea, melamine, methylene chloride, methyl chloride, formic acid, and caustic soda.

Display material is one of the primary next-generation strategic businesses being pursued by Samsung Fine Chemicals, such as LCD-applicable Reflective Polarizer Film. This film substantially boosts display brightness through polarized light management. Illumination from the LCD backlight is recycled for greater efficiency and performance.

Samsung Fine Chemicals launched a liaison office in Shanghai in June 2005. In November 2005, Samsung Fine Chemicals was designated an environment-friendly company by the Korean Ministry of Environment. This designation underscores Samsung Fine Chemical's broad concerns and endeavors toward protection of the environment.

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

Employees: 170
2005 Sales: \$295 million
Tel: 82-2-753-5644
Fax: 82-2-319-4572
www.samsungbp.co.kr

Samsung BP Chemicals Co. Ltd is a joint venture between Samsung and BP, and the only acetic acid producer in Korea, delivering around 450,000 tons per year.

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

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

In 2005, Samsung BP achieved record sales and won the grand prizes in the fields of maintenance management and TPM at the Conference of Korean Productivity. The company also increased its annual capacity of production from 420,000 tons to 450,000 tons by replacing an acetic acid reactor during the annual turnaround.

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

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

Employees: 6,310
2005 Operating Revenues: \$22.75 billion
Tel: 82-2-1588-3114
Fax: 82-2-772-6165
www.samsunglife.com

Samsung Life Insurance, founded 49 years ago, continues to reinforce its position as a leading financial services company as well as Korea's top insurance company in assets.

In 2005, Samsung Life Insurance delivered impressive performance. Total assets stood at \$98.32 billion, operating revenues at \$22.75 billion and net income at \$611.14 million.

Samsung Life Insurance wrote new policies valued at \$96.65 billion and held \$452.99 billion worth of policies in force. Premium-related revenues amounted to \$20.11 billion and investment income was \$4.88 billion.

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

SAMSUNG FIRE & MARINE INSURANCE CO., LTD.

Employees: 4,343
2005 Operating Revenues: \$8.11 billion
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
www.samsungfire.com

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

Samsung Fire & Marine is the largest non-life insurance company in Korea, with more than 30 percent of the market—more than double that of any second-tier player.

Samsung Fire & Marine's greatest strength lies in its sheer scale, which translates into strong brand equity and outstanding product development capabilities, as well as cost efficiency and stable returns.

The company received an A+ (outlook: stable) rating from both S&P and A.M. Best. It was also the first company to introduce branded auto and long-term insurance in Korea: Samsung Anycar & Allife.

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

More than 97.2 percent of Samsung Fire & Marine's workforce participates in volunteer community service. Activities range from donating blood to training disabled persons as part of more than 173 community service teams. Each year, a volunteer service camp is also held to involve the children of employees and customers in public service.

Furthermore, each department supports and patronizes a rural village for a total of 103 communities and 157 children who lost their parents in traffic accidents.

SAMSUNG CARD CO., LTD.

Employees: 2,857
2005 Operating Revenues: \$2.37 billion
Tel: 82-2-2172-7711
Fax: 82-2-2172-7738
www.samsungcard.co.kr

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

Samsung Card, which started as a domestic card issuer, is today an international financial service provider. The company has issued MasterCard since 1989, VISA since 1997 and American Express since 2002.

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

Samsung Card has also been very active in community services, providing support through volunteerism and financial assistance to various underprivileged groups, including orphans and children suffering from leukemia and infantile cancer.

SAMSUNG SECURITIES CO., LTD.

Employees: 2,004
2005 Operating Revenue: \$1.44 billion
2005 Operating Income: \$251.58 million
2005 Net Income: \$214.77 million
Tel: 82-2-2020-8000
www.samsungfn.com

Samsung Securities is a full-service investment bank with a focus on wealth management and investment banking. The bank is at the forefront of Korea's financial market, offering a full spectrum of services and products including brokerage, underwriting and advisory services; merger and acquisition; sales of beneficiary certificates, mutual funds, and other investment products; issuance and sales of derivative products; and sales of OTC derivatives products.

Samsung Securities has an extensive business network with 83 local branches and overseas offices in London, New York, and Hong Kong, and a representative office in Shanghai. Its vast infrastructure, combined with high-caliber human resources, provide a solid framework for delivery of quality financial services geared toward the needs of individual and institutional clients.

In the wealth management business, Samsung Securities has established a private banking-centered system based on high-quality financial consulting with differentiated service provided by a team of highly talented and committed private bankers, along with customized financial solutions based on a unique service model.

In the institutional arena, Samsung Securities is maintaining a strong presence by leveraging its competitive edge in M&A, IPO, structured finance, and international brokerage. Its strategy of specialization enabled it to capture a significant share of the local M&A advisory market, and it was the only local firm to rank among the top 10 in international brokerage.

Samsung Securities is driven by an unyielding passion for excellence. To this end, it continues to spearhead change and innovation. As Korea's premier securities firm, the bank will strive to achieve its vision of becoming a globally competitive investment bank, respected by customers, shareholders and local communities.

SAMSUNG INVESTMENT TRUST MANAGEMENT CO., LTD.

Employees: 162
2005 Operating Revenues: \$66 million
Tel: 82-2-3774-7600
Fax: 82-2-3774-7633
www.samsungfund.com

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

With its proven investment knowledge and quality process control, Samsung ITMC has led the market, and continues to increase its market share. As of the 2005 fiscal year end, assets under management totaled \$69 billion.

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

SAMSUNG VENTURE INVESTMENT CORPORATION

Employees: 23
2005 Revenues: \$8.6 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
www.samsungventure.co.kr

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

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

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

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

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

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

SAMSUNG CORPORATION

Employees: 6,269
2005 Revenues: \$9.7 billion
Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcorp.com

Established in 1938, Samsung Corporation is one of Korea's most enduring and respected corporations, supporting the development of the national economy for more than 68 years. Today, Samsung Corporation is engaged in two major business areas: trading and construction.

The Trading Group, with 71 overseas offices, trades machinery, plants, iron and steel, chemical products, energy and textiles. In addition to trading, the Group engages in overseas investment, project organizing services and energy and natural resource development projects. The Group also owns retail businesses, such as Samsung Plaza Bundang.

The Construction Group (www.secc.co.kr) provides construction and engineering services and develops industrial plants and residential housing. From energy resource facilities to residential buildings, each project is a testimony to the group's technological excellence.

SAMSUNG ENGINEERING CO., LTD.

Employees: 1,699
2005 Sales: \$1.01 billion
Tel: 82-2-3458-3000
Fax: 82-2-3458-4048
www.samsungengineering.com

Samsung Engineering is an international project management and services company with a worldwide network of offices. The company provides comprehensive engineering, procurement, and construction for large-scale turnkey projects of chemical and petrochemical plants, refineries, and gas processing plants, industrial plants and environmental facilities. As the first-ever engineering and construction company to be established in Korea, Samsung

Engineering provides total engineering solutions for its clients, using a complete range of engineering services that include feasibility studies, design, procurement, construction, supervision, and operational management.

Samsung Engineering achieved outstanding results in business performance and contract awards in 2005. The company was chosen as the contractor for the Mexican state-operated oil company, PEMEX, for a Refinery Plant project amounting to \$150 million. In 2005, Samsung Engineering accomplished remarkable results in Saudi Arabia. On top of the \$350 million Ethylene Glycol project from SHARQ, it also won a \$500 million Petrochemical Plant project from APPC and an Ethylene project from TASNEE, which totaled \$860 million worth of contracts. Recently, Samsung Engineering successfully completed the Butene-I production plant for state-owned SABIC and the PDH/PP project for SPC, thus securing world-class technology, business operation abilities and customer trust in the Kingdom. In the international field of engineering, Samsung Engineering also successfully completed a \$280 million Gas Processing plant from PTT Public Co., Ltd, Thailand's largest government-operated petrochemical and gas company, and completed an HDPE project from NPC. Since 1991, Samsung Engineering has successfully executed 10 major plant projects just in Thailand.

Domestically, the company completed Incheon's Songdo Mansu City Sewage Treatment Facilities. This project, a privately funded, Build-Transfer-Operate business undertaken in JV with Veolia Waters, a French professional environmental company, includes 20 years of operation rights of Incheon and is expected to enhance sewage disposal management and operation abilities in Korea.

In 2005, Samsung Engineering pursued excellence through its Six Sigma campaign. Thanks to this effort, the company experienced tangible financial results and effectively integrated this program into its daily business activities. Samsung Engineering's Six Sigma-trained employees now account for more than 30 percent of the total workforce.

In 2005, the company instituted Knowledge Management to integrate organization-wide knowledge and a learning culture, as well as document control to upgrade web-based management of project documents, internal accounting management with continuous risk monitoring and control, cost controls, connecting processes of Bill of Material control (estimation, execution, purchase requisition); and SCM (Supply Chain Management) to raise efficiency through demand forecasting and integration of work with partners.

Samsung Engineering is fulfilling its social roles and responsibilities with its continuous active involvement in the community, and its support of efforts to raise awareness of environmental issues. The company created an interactive on-line school (www.e-gen.co.kr), which is the first cyber environmental program in the world for children. The company plans to sign a contract with the United Nations Environmental Program to develop the world's first Internet Eco-Education Program, which will include a cyber experimental laboratory for children in the Asia Pacific region.

Samsung Engineering's primary mission is to generate greater value for its customers. The company seeks to become a profitable business structure with high potential future value in stable business arenas that encompass advanced high-tech, environmental, and biotechnology-related facilities, and more. Samsung Engineering aspires to become a key player, a trendsetter, a "Global Engineering Value Shaper," and one of the Top Three Global Engineering Corporations by 2010.

CHEIL INDUSTRIES INC.

Employees: 2,491
2005 Sales: \$2.60 billion
Tel: 82-2-751-3355
Fax: 82-2-6099-2055
cii.samsung.com

Cheil Industries Inc., established in 1954, began as a textile manufacturer. The company has played a key role in the development of Korea's fashion business, with an initial focus on the men's suit and casual wear businesses in 1983. It has since become Korea's leading textile and fashion company.

Recognizing the importance of new materials, Cheil Industries ventured into the synthetic resins materials field in 1989, with the opening of its Yeosu Plant in Korea. The artificial marble business, which saw a rapid growth in sales, has also added to Cheil Industries' high profitability. With its continuous efforts to drive innovation in textiles, fashion and chemicals, the company has been able to solidify its leading position both in the chemical and the fashion industries.

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

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

For 2006, Cheil Industries will seek to bolster brand identity, competitiveness and profitability through targeting and concentration; strengthen distribution competitiveness and increase innovative processes; and expand earnings basis for fashion materials business by developing new and top-selling products and extending outsourcing operations.

SAMSUNG EVERLAND INC.

Employees: 3,567
2005 Sales: \$1.38 billion
Tel: 82-31-320-5000
Fax: 82-31-320-8549
www.samsungeverland.com

Samsung Everland is engaged in resort development and operation, golf club management, food service and distribution, environmental development and landscape architecture, asset management and total energy service.

Samsung Everland provides comprehensive entertainment services through Everland Resort, which just celebrated its 30th anniversary. In 2005, Everland Resort received the Big E Award in the parade category by International Association of Amusement Parks and Attractions, and was selected as the best theme park by the Korean Standard Service Quality Index for the last six years in a row.

Samsung Everland operates five golf clubs, and provides comprehensive consulting on golf club and course management, service provision and turf research. In addition, Samsung Everland is committed to creating a new food and beverage culture with globally competitive services based on the spirit of "foodtainment," combining food and entertainment. Samsung Everland has the largest number of HACCP (Hazard Analysis Critical Control Point)-applied sites and has gained an excellent reputation for just-in-time food material distribution.

Samsung Everland is committed to creating an enriching and safe world through advanced technology in environmental restoration, landscape architecture, and risk management. One of its unique products is the "Emotion Care Garden," a functional garden that stimulates the five senses. Samsung Everland also supports energy conservation, and utilizes optimal energy-saving methods based on systematic energy diagnosis technology, offering maximum returns to customers and contributing to establishment of an energy-efficient society.

Under a consultation contract with Haechang Corporation, Samsung Everland is providing consultation services to China's theme park "Kingdom of Discovery."

Samsung Everland aspires to make valuable contributions to its neighbors, the environment and to the society. As a result of its environment preservation activities, Samsung Everland received the Korean Top Green Management Award for the last two consecutive years. Samsung Everland also has various corporate social responsibility programs.

THE SHILLA HOTELS & RESORTS

Employees: 1,691
2005 Sales: \$430.53 million
Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.shilla.net

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

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

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

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

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

CHEIL COMMUNICATIONS INC.

Employees: 717
2005 Sales: \$537 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-3114
www.cheil.com

Since its establishment in 1973, Cheil Communications has led Korea's advertising industry. In recent years, the company has expanded its focus beyond Korea's borders to become globally competitive, offering clients world-class brand management services. Today, Cheil operates a global network of 25 branches in 18 countries and partners with some of the best-known names in the industry. In 2005, *Advertising Age* ranked Cheil Communications as the 18th largest advertising firm worldwide.

Cheil's key business areas include planning, production and execution of advertising campaigns, sales promotion, public relations, corporate identity programs, exhibitions, trade shows, research, marketing, sports and conventions. In 2005, Cheil's total billings reached \$1.675 billion, about three times that of Korea's next-largest advertising firm. Cheil's growth is driven by its ongoing global expansion, with more than half its billings recorded outside of Korea. Its growth rate for overseas billings has averaged 27 percent over the past five years.

Cheil's global marketing activities for Samsung Electronics achieved excellent results in 2005. Among its diverse accomplishments were securing a landmark sponsorship deal with the Chelsea Football Club and providing extensive marketing support for the Torino 2006 Olympic Winter Games, including the Olympic Torch Relay and the Olympic Rendezvous @ Samsung pavillion.

In Korea, Cheil won acclaim for its innovative branded entertainment campaigns, producing a short film for KT and a popular music video to promote Samsung Electronics' mobile phone brand, as well as traditional marketing activities for other clients.

In 2006, Cheil Communications will continue to pursue its goal of becoming a top-tier global advertising player and increase its competitiveness both qualitatively and quantitatively.

S1 CORPORATION

Employees: 3,900
2005 Sales: \$626 million
Tel: 82-2-2131-8182
Fax: 82-2-2131-8189
www.s1.co.kr

S1 Corporation, a leader in the security systems industry, produces Secom unmanned security systems, entry/exit management systems, fingerprint recognition systems, closed-circuit TV systems, digital video security systems, smart building master systems and smart card systems.

S1 is dedicated to preventing a range of crimes and calamities through a combination of security equipment, nation-wide wired/wireless networks, and professional service.

S1's entry/exit management system is interconnected with multiple security equipment installed on customer premises that detect motion, heat, smoke, or light. This information is automatically transferred to the S1 Control Center via wire line or wireless networks. S1 specialists analyze on-line information, providing rapid response for enforcement staffs on standby.

Through intergration of an IC chip into the surface of a plastic card, S1 is able to effectively consolidate credit, medical and other information in addition to traditional anti-burglary and access control functions.

Company sales in 2005 increased by 11 percent and profits by 25 percent, demonstrating steady growth.

SAMSUNG LIONS

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

The Samsung Lions is a professional baseball team. Its parent organization also manages the Gyeongsan Ballpark sports center. The Samsung Lions professional baseball team, organized in 1982, is the leading Korean professional baseball team, winning the national championship in 1985, 2002 and 2005.

The organization built the training facility, the Samsung Lions Ballpark, in Gyeongsan in 1995. The ballpark is Asia's largest baseball training facility.

The Samsung Lions continue to play great baseball, delighting fans. In 2005, after winning the Pennant Race, the team swept its long-time rival, the Doosan Bears, in the Korean Series and recaptured the championship again for the first time in three years.

The team's manager, Dong-Yol Sun, became the first manager to win both the Pennant Race and Korean Series in his first managerial year.

Seung-Hwan Oh, the Lions' super rookie, achieved double-digit wins, holds, and saves (known in Korea as "the triple double") in his first year of professional baseball. He was designated Rookie of the Year, establishing a remarkable reputation as a Korean baseball hero.

The organization has also been successful in marketing. In 2005, under leadership of the new president Euong-Yong Kim, attendance doubled over that of the previous year.

SAMSUNG MEDICAL CENTER

Employees: 5,500
Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Samsung Medical Center operates two hospitals and a Bioscience Research Institute in Seoul and a third hospital in Masan. Samsung Medical Center ranked first in the Korean Customer Satisfaction Index for seven years in a row compared with other hospitals

In 2005, Samsung Medical Center, Seoul, treated 1.4 million outpatients (an average of more than 5,307 per day); 54,434 emergency patients; and 60,607 inpatients.

More than 34,000 operations were performed during the year. Samsung Medical Center has treated more than 3,000 liver cancer patients with applied high-frequency thermal treatments, the largest number treated worldwide.

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

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

SAMSUNG ECONOMIC RESEARCH INSTITUTE

Employees: 164
Tel: 82-2-3780-8000
Fax: 82-2-3780-8289
www.seriworld.org

At the end of 2004, Samsung Economic Research Institute set as its main agenda for 2005 building the foundation from which an “attractive nation” could emerge in the future. This would call for major overhaul in institutions and practices in ways conforming to global standards.

As part of achieving this national objective, SERI initiated in 2005 three ambitious research themes: reform in Korea’s educational system, particularly that of universities; transformation of the nation’s corporate ecosystem; and the study of the impact digital technology has on the nation’s management culture and institutions.

The work on these areas yielded some impressive results. For example, a comparative analysis SERI carried out on top universities at home and abroad led to a comprehensive reform program designed to take the quality of Korea’s higher education to new levels.

In a bid to help reanimate the entrepreneurial spirits of Korean companies, SERI has begun collecting a significant amount of data to track the lifecycle of individual firms, from founding to evolution, and often to demise. This research project will continue until it generates sufficient public interest to stimulate policy discussions.

SERI has also been instrumental in motivating the academic and business communities to examine the impact of digital technologies on Korea’s economy and business practices. For this purpose, the Institute held in 2005 numerous seminars and conferences to enlist the help of experts on this important topic.

Hand in hand with these internal agendas, SERI's outward-looking strategy also bore fruit. In addition to its Korean- and English-language websites dealing with the nation's business and economy, SERI also launched a new Japanese-language website called SERIJapan in 2005. The unveiling of the site was not only designed to contribute to the burgeoning business transactions between Japan and Korea, but also aimed at promoting bilateral cultural exchanges.

As part of its aggressive globalizing drive, in 2005 the Institute opened the Beijing Representative Office in order to keep abreast of dazzling changes happening in China. Also, in collaboration with the Korea Trade-Investment Promotion Agency, SERI initiated a research program to better understand the fast-growing economies of Brazil, Russia, India, and China.

SAMSUNG ADVANCED INSTITUTE OF TECHNOLOGY

Employees: 1,080
Tel: 82-31-280-9114
Fax: 82-31-280-9099
www.sait.samsung.com

The Samsung Advanced Institute of Technology establishes new businesses for Samsung by building a core patent portfolio and introducing seed technologies. The Institute's research focuses on six areas: 1) Intelligence, 2) Communications and Networks, 3) Nano Electronics, 4) Opto/Display, 5) Energy, and 6) Bio and Health. In each area, basic technologies to support effective research and development are pursued.

SAIT's major activities during 2005 included development of low power and environment-adaptive mobile image processing technology. This technology provides solutions for low-quality image representation in outdoor environments, limited battery life and image quality imbalance from simultaneous multi-tasking. It is expected to strengthen competitiveness for Samsung cell phones. In addition, SAIT developed core technology for a 3D display driving engine which enables viewers enjoy high-quality 3D graphics applications on mobile and home devices. This optimizes fast and high-quality image reproduction and memory usage.

SAIT also finalized motion-based interaction technology, which detects motion in three-dimensional spaces. Applied to cell phones, it has helped Samsung Electronics commercialize the world's first continuous motion sensing mobile phone. Other projects included development of 2GB 0.85-inch HDD, the world's smallest HDD on independent platform, with superior performance in terms of energy consumption, low temperature endurance, and falling resistance. It is expected to open a new market for low-priced, high-capacity miniature storage.

SAIT developed the world's first synthetic technology of carbon nanotube at normal temperature. Using supersonic waves on ferrocene and xylene-mixed liquid materials, SAIT developed a cheap and stable production technology of carbon nanotube which will prompt the commercialization of its material technology.

Introducing a new era in various advanced technology fields, SAIT developed vertical structure cell and NAND array capability for 64Gb NAND flash memory, and solidified the foundation for mobile service of audio files by introducing the concept of speech and audio UniCodec, a technology that allows effective audio compression.

To inspire children to take an interest in science and to nurture the generation who will form the foundation of the nation's science and technology industries, SAIT has been offering special science classes for underprivileged elementary school children. SAIT also operates blood banks, among other community service-oriented projects.

SAMSUNG
FOUNDATION OF CULTURE

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

The Samsung Foundation of Culture was established in 1965 by the company's founding chairman, Byung-Chull Lee. The foundation oversees Leeum, Samsung Museum of Art; Ho-Am Art Museum; Rodin Gallery; Samsung Children's Museum; and supports other cultural and artistic activities as well as academic research.

In 2004, the Foundation opened Leeum, Samsung Museum of Art, in central Seoul. Three of the world's most renowned architects designed the unique buildings that make up the arts complex: Mario Botta's terra cotta structure for traditional Korean art; Jean Nouvel's rusted stainless steel museum for contemporary art; and Rem Koolhaas' black concrete and glass building for Samsung Child Education & Culture Center. Samsung-supported arts institutions such as Leeum, Samsung Museum of Art, the Ho-Am Art Museum, and the Rodin Gallery, provide not only exhibition space but a vibrant, dynamic cultural forum open to all.

The Samsung Children's Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions and programs. At the museum, children, parents and educators have an opportunity to undergo a "hands-on" experience, creating exhibitions of their own. The first of its kind in Korea, the Samsung Children's Museum lets young people have fun while exploring the world.

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

SAMSUNG
WELFARE FOUNDATION

Employees: 18
Tel: 82-2-2014-6810
Fax: 82-2-2014-6809
www.samsungwelfare.org

Principal activities of the Samsung Welfare Foundation include the establishment and operation of childcare centers, support for social welfare program development, and management of the Samsung Filial Piety Prize.

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

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

**SAMSUNG
ELECTRONICS
CO., LTD.**

Production Network

ASIA PACIFIC

China

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

Samsung Electronics Hainan Fiberoptics (SEHF), Hainan
Tel: 86-0898-6683-2001

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

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

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

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

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

Tianjin Samsung Telecom Communication (TSTC), Tianjin
Tel: 86-22-8396-9600

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

China Printed Board Assembly (TSED), Zhongshan
Tel: 86-760-830-4848 (219)

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

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

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

India

Samsung India Electronics Ltd. (SIEL), New Delhi
Tel: 91-11-691-1747

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

Indonesia

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

Malaysia

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

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

Philippines

Samsung Electronics Philippines Manufacturing Corp. (SEPHIL), Laguna Calamba
Tel: 63-49-545-1144

Thailand

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

Vietnam

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

EUROPE

Hungary

Samsung Electronics Hungarian Co., Ltd. (SEH), Budapest
Tel: 36-1-451-1180

Slovakia

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

NORTH & SOUTH AMERICA

Brazil

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

Mexico

Samsung Electronics México (production) (SEM), Queretaro
Tel: 52-442-296-9003

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

United States

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

Sales Network

ASIA PACIFIC

Australia

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

China

Samsung Electronics Beijing Sales Co., Ltd. (SEBJ), Beijing
Tel: 86-10-8261-9166

Samsung Electronics Chengdu (SSCD), Chengdu
Tel: 86-26-8665-8855

Samsung Electronics Guangzhou Sales Co., Ltd. (SEGZ), Guangzhou
Tel: 86-20-8888-8199

Samsung Electronics Shanghai Sales Co., Ltd. (SESH), Shanghai
Tel: 86-21-5464-4777

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

Samsung Electronics Shenyang (SESY), Shenyang

Hong Kong

Samsung Electronics H.K. Co., Ltd. (SEHK), Hong Kong
Tel: 852-2862-6300 (6900)

India

Samsung India Electronics Ltd.
(SIEL), New Delhi
Tel: 91-11-691-1747

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

Indonesia

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

Japan

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

Malaysia

Samsung Malaysia Electronics
(SME) Sdn. Bhd. (SME),
Kuala Lumpur
Tel: 60-3-2263-6600

Philippines

Samsung Electronics Philippines
Corp. (SEPCO), Manila
Tel: 63-2-722-7777

Singapore

Samsung Asia Pte. Ltd. (SAPL)
Tel: 65-6833-3106

Taiwan

Samsung Electronics Taiwan
Co., Ltd. (SET), Taipei
Tel: 886-2-2656-8686

Thailand

Thai Samsung Electronics Co., Ltd.
(TSE), Bangkok
Tel: 66-2695-9000

Vietnam

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

CIS & BALTICS

Kazakhstan

Samsung Electronics Co., Ltd.
Almaty Office
Tel: 7-3272-585-965

Russia

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

Ukraine

Samsung Electronics Ukraine (SEU),
Kiev
Tel: 380-44-490-6424

Uzbekistan

Samsung Electronics Co., Ltd.
Tashkent Office
Tel: 82-2-751-6079

EUROPE

Austria

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

France

Samsung Electronics France
(SEF), Paris
Tel: 33-1-5568-4000

Germany

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

Samsung Semiconductor Europe
GmbH (SSEG), Schwalbach
Tel: 49-6196-66-3300-1

Greece

Samsung Electronics Co., Ltd.
Athens Office
Tel: 30-210-689-6235

Hungary

Samsung Electronics Hungarian
Co., Ltd. (SEH), Budapest
Tel: 36-1-451-1180

Italy

Samsung Electronics Italia Spa
(SEI), Milan
Tel: 39-02-921891

Netherlands

Samsung Electronics Benelux
B.V. (SEBN), Hague
Tel: 031-15-219-6100

Poland

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

Portugal

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

Spain

Samsung Electronics Iberia, S.A.
(SESA), Barcelona
Tel: 34-93-261-6700

Sweden

Samsung Electronics Nordic AB
(SENA), Stockholm
Tel: 46-85-909-6600

United Kingdom

Samsung Electronics U.K. Ltd.
(SEUK), London
Tel: 44-193-245-5000

Samsung Semiconductor Europe
Ltd. (SSEL), London
Tel: 44-193-245-5000

MIDDLE EAST & AFRICA

Algeria

Algiers Office
Tel: 213-21-59-1029-30

Iran

Samsung Electronics Co., Ltd.
Tehran Office
Tel: 98-21-875-8551

Jordan

Samsung Electronics Co., Ltd.
Amman Office
Tel: 962-6-551-0071-2

Kenya

Samsung Electronics Co., Ltd.
Nairobi Office
Tel: 254-2-273-0434

Morocco

Samsung Electronics Co., Ltd.
Casablanca Office
Tel: 212-22-335-383

Nigeria

Samsung Electronics Co., Ltd.
Lagos Office

Pakistan

Samsung Electronics Co., Ltd.
Karachi Office
Tel: 92-21-779-0281-3

Saudi Arabia

Samsung Electronics Co., Ltd.
Jeddah L/Office
Tel: 966-2-665-0940

South Africa

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

Tunisia

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

Turkey

Samsung Electronics Co., Ltd.
Istanbul Office
Tel: 90-212-288-5638

United Arab Emirates

Samsung Gulf Electronics Co., Ltd.
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Co., Ltd.
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Samsung Life Insurance
Co., Ltd.
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Samsung Vina Insurance
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