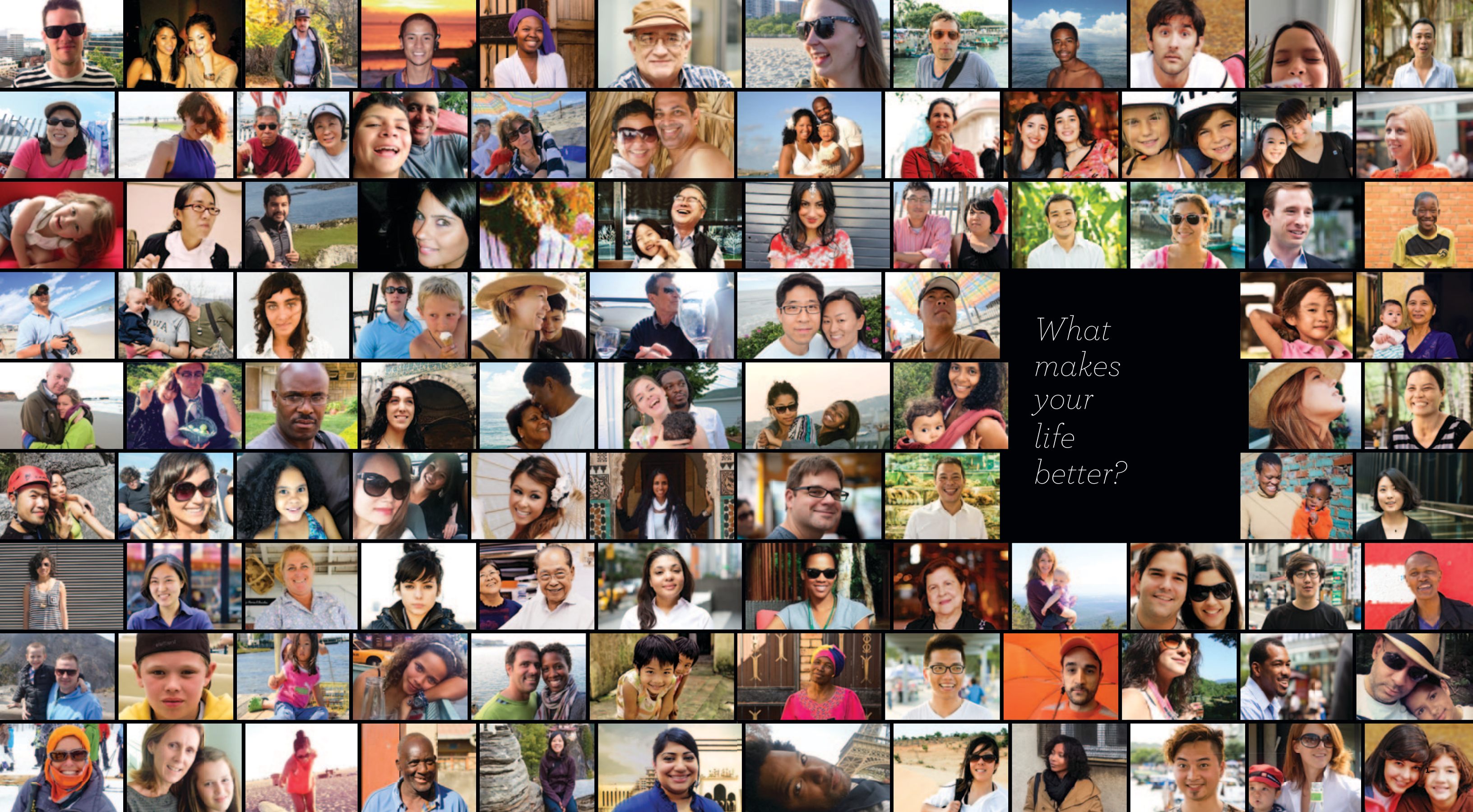




a better life



*What  
makes  
your  
life  
better?*

Samsung went around the world to find out what motivates, drives, and inspires the people who motivate, drive, and inspire us to do better.

# Family.

**Hồ Thị Lập**  
TỈNH BẮC NINH  
VIETNAM



To be alive  
and in good  
health for  
at least 20  
more years!



**Mario Dávalos**  
SANTO DOMINGO  
DOMINICAN REPUBLIC

Win the  
lottery.

**Alex Chang**  
HONG KONG  
CHINA



Become  
a soccer  
player.



**Tokelo Makgato**  
JOHANNESBURG  
SOUTH AFRICA

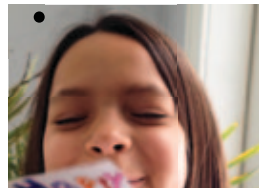
See my  
daughter meet  
the man of  
his dreams.

**Kholofelo Chuene**  
PHOMOLONG  
SOUTH AFRICA



Play!

**Catalina Rivera**  
PARIS  
FRANCE



Work.

**Raymond and Cindy Lo**  
HONG KONG  
CHINA



Helping  
people less  
fortunate  
than me.

**Nguyễn Thị Thư**  
HANOI  
VIETNAM





To find my passion and love.

**Kilee Hughes**  
SIDNEY, AUSTRALIA

We're lucky right now to have social media. You get to see people's views in a lot of areas.

**Reginald Jones**  
ATLANTA, USA



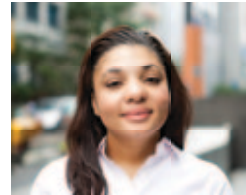
Trying new things to connect with people.

**Justin Johnson**  
DALLAS, USA



Sunny days, ice cream, and friends.

**Ora Cowans**  
TUCSON, USA



Make me a movie star so I can quit my job.

**Nguyễn Xuân Lộc**  
HANOI, VIETNAM



Grow myself to be strong enough to grow my surrounding community, both near and far.

**Dilia Baille**  
BERLIN, GERMANY



Good food, good wine, good company.

**Aysun Ceren Müftüoğlu**  
ISTANBUL, TURKEY

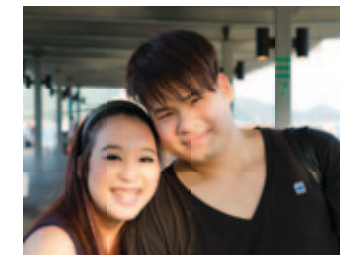


Living in a world of increased tolerance, and openness to other opinions.

**Kimberly Schultz**  
ST. LOUIS, USA

Going on dates with him makes me happy. Being married to him would make my life even better.

**Joyce Li**  
HONG KONG, CHINA



To meet a beautiful girl and travel the world.

**Nguyễn Trọng Tú**  
HANOI, VIETNAM



Seeing places before they disappear, or helping them from disappearing.

**Alice Lim**  
ARLINGTON, USA



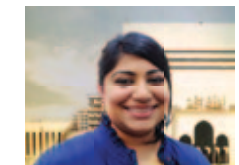
In my mind, my husband is the most precious. But in my heart, it's my kids.

**Min Jung Kim**  
SEOUL, KOREA



Seeing everyone get along.

**Manira**  
DHAKA, BANGLADESH



At this very moment, there are millions of voices, thoughts, and hopes. Different? Yes.

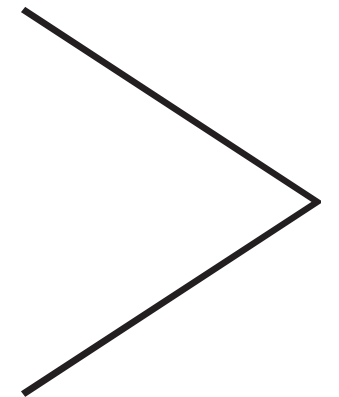
But at Samsung we believe there is a common thread, a total whole that encompasses a shared vision of a better tomorrow.

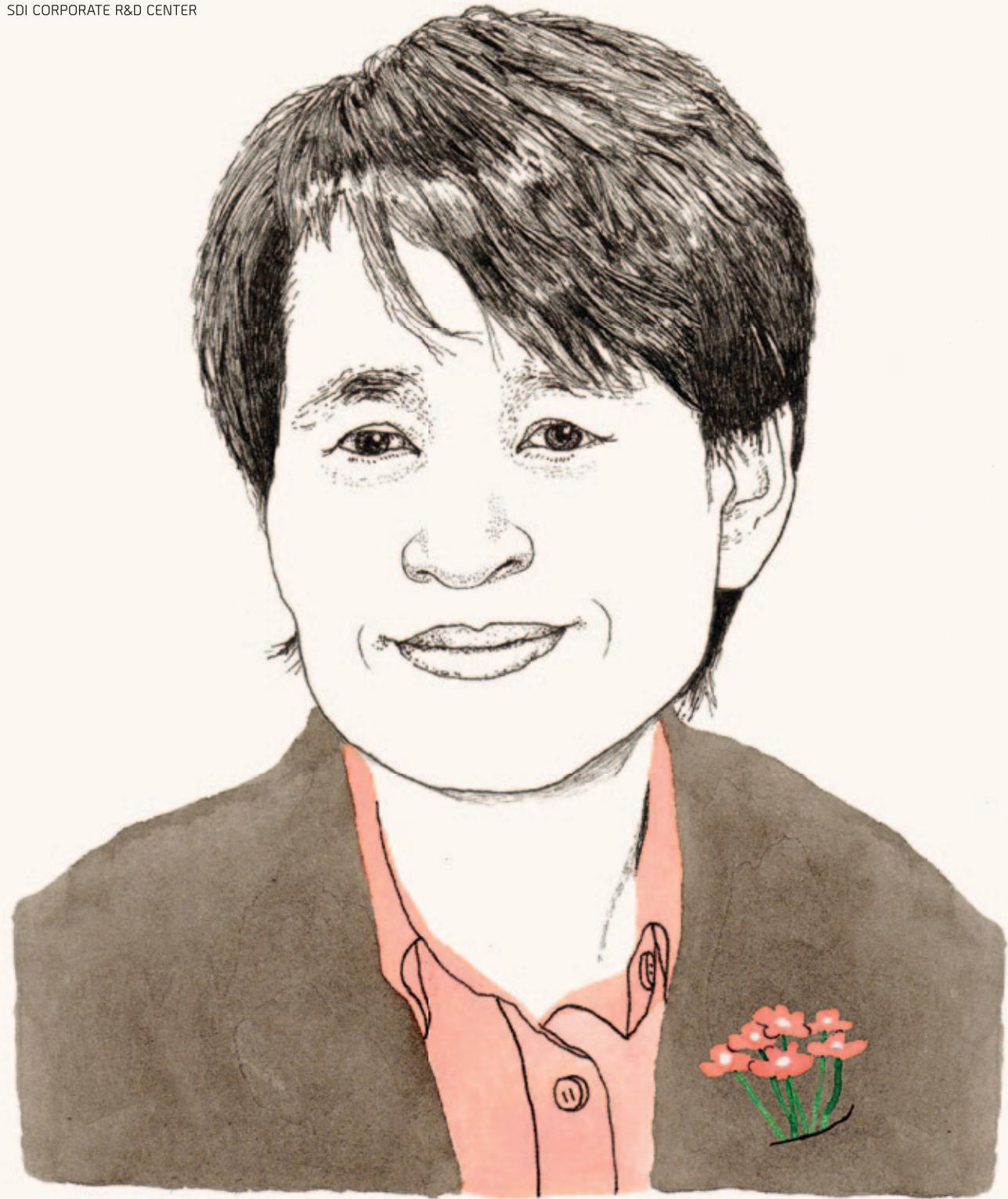
We also believe that, as a company, we have the resources, creativity, and passion to bring forth a better life to our world.

# How?

First, we asked people from all over the globe, "What makes your life better?" And they answered in an honest and personal manner.

Then we asked Samsung leaders, representing a cross section of expertise and geographies, how that very same question challenges and inspires us to find answers.





*“Our work is  
to find energy  
sources for  
the future.”*



# 14

**Please tell us about your job.** Our center researches core technologies for battery commercialization including the development of next-generation high-capacity battery platforms and optional solutions for technological challenges in photovoltaics. We also analyze the models and support product development activities including conducting chemical analyses, identifying technical trends, and establishing technology strategies.

**What impact will your job have on the future?** Our work is to find sustainable energy sources for future generations. We are contributing to a sustainable future.

**In the 1990s, Samsung SDI launched a bold challenge for the future. What made you do that?** Over a long period of time, we have prepared for the lithium ion battery business to be a big part for our future growth. During a dry spell in the display business, we had an insight into the energy business and a sense of mission—to find future energy

solutions. When it comes to developing next-generation batteries, a lot of ideas and theories have appeared, but there are still many challenges to incorporating them into actual products.

**What is Samsung SDI's role in creating a better future?** Currently, Samsung SDI holds the number one share position in the global market for small sized lithium ion batteries. Based on our technological prowess in small-capacity secondary batteries, we are now committed to developing a high-capacity secondary battery for electric cars and at the same time, developing a battery system for energy storage in connection with photovoltaic power generation. Energy changes the world. Major turning points in human history have been in line with the emergence of new energy sources. Human life would not be "sustainable" without solving energy problems. Therefore, one of our missions is to make human life rich through new renewable energy businesses. It is our goal to make Samsung SDI a provider of total energy solutions.

**What will the future of Samsung be like?**

Samsung provides an environment where excellent human resources can exert their abilities. We will always be here to provide every possible support to create more products that improve the quality of life for the world. For years to come, we will continue to try new things and work to create a better future by responding proactively to the ever-changing needs of the people.

**About Youmee Kim**

Youmee Kim, Executive VP of Samsung SDI Corporate R&D Center, has been with the company since 1996. She has over 30 years experience in the industry and was previously the Director of Corporate R&D Center at Samsung. Born in Daejeon, she currently lives in Cheonan, both in Chungcheongnam-do.

## R&D in action



**Electric Vehicle Batteries**

PAGE 20

Less consumption.  
More power.

**Samsung Medison** PAGE 18

State-of-the-art.

**OLED TV** PAGE 22

Full of life. Full of color.

**BioLogics** PAGE 16

Healthier people, all over the world. Care and medicines.



## heal the world

**BioLogics**  
Our goal is to improve all aspects of life for everyone. This extends to global health as we lead innovation in biopharmaceuticals. With our expertise in manufacturing, we can maximize production and efficiency to produce high-quality medicines that are affordable to people in need around the world.

# advanced tools

## Samsung Medison

With an emphasis on accuracy, efficiency and ease of use, the Samsung Medison UGEO G60 contains all attributes starting with the impressive 18.5-inch LED monitor. Producing high quality images and offering customizable keys based on speedy functionality in a sleek, user friendly design, the UGEO G60 improves the lives of those who improve yours.





re-energized

**Electric Vehicle Batteries**

It's a new era and we need a new way to power us forward. Compared to the nickel-metal-hydrogen batteries used in hybrid cars, Samsung SDI's xEV lithium ion batteries produce more than twice the energy for the same weight, resulting in greater mileage, longer life, and clear benefits for the environment.



color of life

**OLED TV**  
You live a full life, filled with bursts of vibrant energy and colors. So we deliver that to you with the Samsung ES9500, the world's largest 3D OLED TV. A gorgeous 55-inch screen is the canvas to display bursting colors including deeper blacks to create a picture that's better than any LED TV.

**Martin Boerner**  
VICE PRESIDENT OF SAMSUNG  
ELECTRONICS GMBH,  
WIRELESS DIVISION



On :  
**Leading Innovation**

*“We must  
create and live  
a philosophy  
of innovation.”*

# 26

**How do you define innovation?** Innovation is to look at the world with new eyes every day, in any aspect and shape or form.

**What does innovation mean to Samsung?** It is one of our fundamental corporate strategic pillars to ensure constant growth and prosperity.

**What's Samsung's effect on innovation?** Samsung's innovation has started to be viewed as a global benchmark and as an industry-leading role model, similar to the Japanese Kaizen culture in the late '90s and the American Six Sigma culture in the first decade of the 21st century. We are in the focus and center of a rapidly changing and highly challenging world.

**Why is innovation important?** Innovation is a part of our culture, constantly challenging every aspect of all business philosophy, processes and structures. It is vital and natural.

**How important is innovation in your decision-making process?** Driven by a strong innovation culture, we have embraced the idea of working intelligently, using innovation as a quick lead method for improving many aspects of our business. Efficient decision making is a strong and vital part of success. It gets difficult at times, especially when fellow members believe we have found the recipe for success. But it's at that moment when we need to search for the next wave.

**How does a global company like Samsung implement innovations that appeal to different tastes and demands of diverse regions and people?** Some core fundamental ideas and values are beyond regional, ethnic, or cultural differences or taste. It is well understood that learning and sharing these fundamentals may be done in various ways, but the underlying truth will never change. We have managed to respectfully play by global rules. By sharing our best practices and benchmarks everybody feels like they're a part of the global Samsung family and community and is happy to adopt it according to their respective needs.

**What innovation challenges does Samsung currently face in today's competitive landscape?** It's about timing and implementing revolutionary innovation—basically challenging everything we do. So getting the right mix of keeping the part that works well as a baseline, while changing what needs to be improved, while keeping up with the fast pace of our daily life, is quite a task.

**What role does innovation play in your daily work at Samsung?** Even while answering these quick questions, the world has changed enough to look at it in a different way. The river is not the same anymore, innovation is a daily game! The magic recipe is to free your team from fear, to embrace change and to honor thinking outside the box and beyond traditional boundaries.

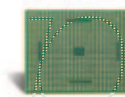
**About Martin Boerner**  
Martin Boerner, Vice President, Wireless Division, began his career at Samsung in 2007 as a Director of Carrier Sales in SEG. He lives in the Frankfurt area, in the "lovely" Tanus Hills, close to the headquarters of Samsung Germany. German with roots in Prague, Czech Republic, he is fluent in both German and Czech.



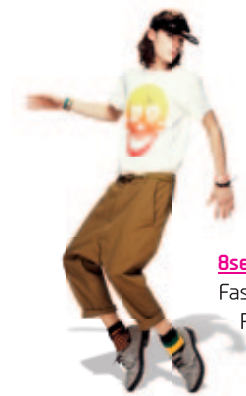
**Series 9** PAGE 34  
Highly crafted. Big screen.  
Small body.



**GALAXY Note** PAGE 28  
Meet a totally new type  
of smartphone.



**Semiconductor** PAGE 32  
High powered output, low  
power consumption.



**8seconds** PAGE 36  
Fashion for today.  
Prices for all.



**GALAXY S III** PAGE 30  
A smartphone designed  
for humans.



**Samsung Fire & Marine  
Insurance** PAGE 38  
Monitoring and protecting  
the planet.

**Samsung Engineering** PAGE 40  
Breaking new grounds.  
Processing new facilities.





writing  
the next  
chapter of the  
mobile industry

**GALAXY Note**

Boasting the large 5.3-inch HD Super AMOLED display, the GALAXY Note elegantly combines core on-the-go benefits of various mobile devices with smartphone portability. The innovative S Pen lets you freely capture and create ideas with a highly accurate level of control and finesse. Now you can do more on the go all through an experience unlike any other.





designed  
for humans,  
inspired  
by nature

**GALAXY S III**

Effortlessly smart and intuitively simple, the GALAXY S III is a smartphone that recognizes your voice, understands your intention, and lets you share a moment instantly and easily. Powered by Android™ 4.0 and sporting a vivid 4.8-inch HD Super AMOLED display, this sleek and innovative smartphone has the enhanced intelligence to make everyday life a little more extraordinary.

# smart & green

## Semiconductor

Faster, sleeker, longer lasting and greener are the qualities that today's consumers demand in their products. Including the Exynos 4 Quad, the industry's first 32 nanometer HKMG process based quad-core application processor, and 20 nanometer-class DDR3, a robust high-performance yet ultra-low-power-consuming memory technology, Samsung's semiconductor solutions continue to deliver faster, lighter, and smarter products with longer battery life.





impossibly  
thin,  
impeccably  
crafted

**Series 9**

Introducing the Samsung New Series 9. At an impossibly thin 15mm, you'll rethink size. With a super-fast boot time of 9.1 seconds\*, you will rethink speed. And with its head-turning design, you may just rethink your loyalties.

\* Appearance and features of the device may vary. Boot up speed will vary depending on the CPU and SSD configurations, applications used and wireless settings.



a  
new  
look

**8seconds**

Bold and brash, this new SPA brand from Cheil Industries is designed to captivate the customer in just 8seconds. The striking designs, colors, and prices are already turning heads in Korea, where five 8seconds stores have opened in major Seoul fashion districts. The line will expand to other markets, including China, soon.



## global reach

### **Samsung Fire & Marine Insurance**

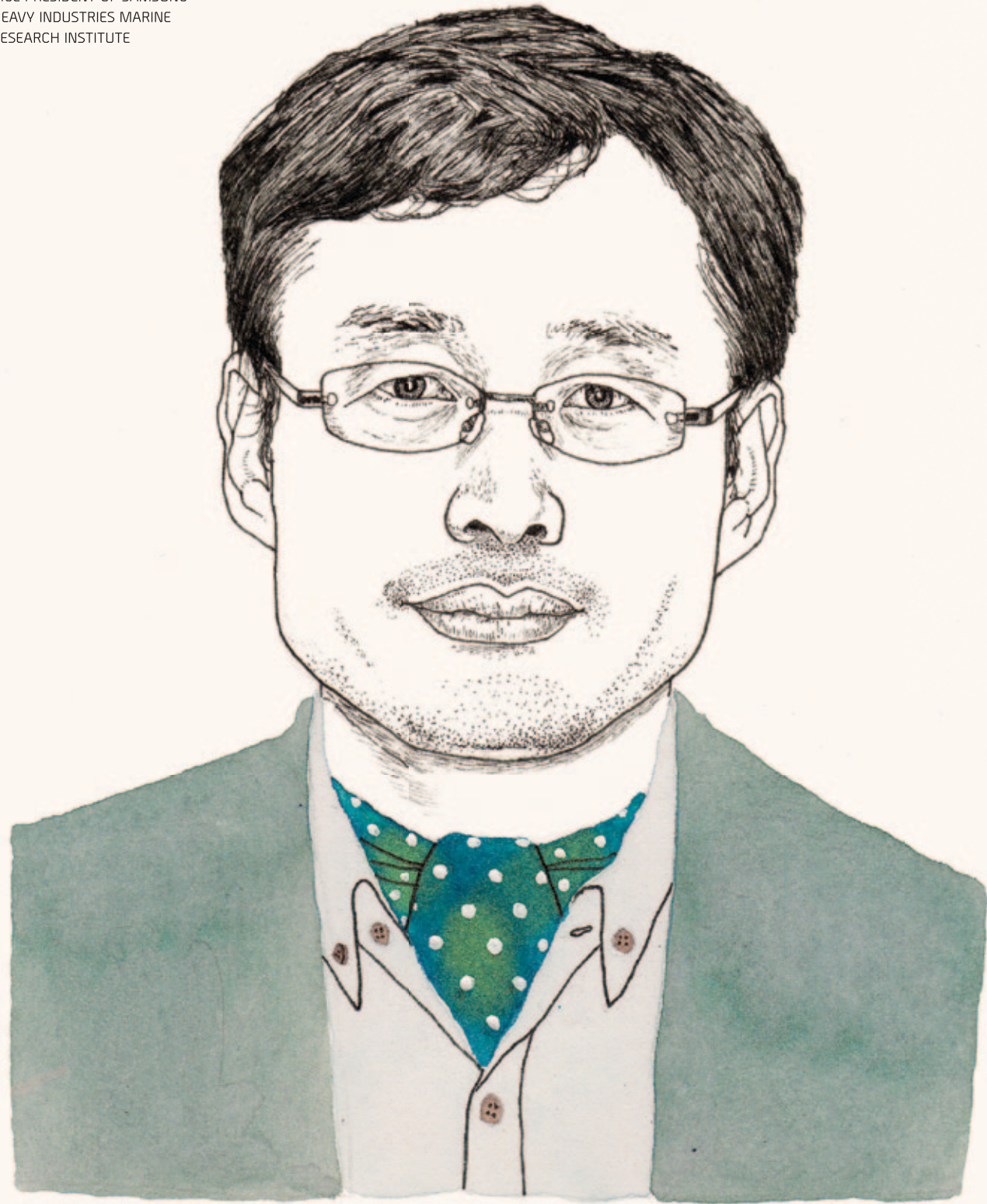
Combining Samsung's core competencies with overseas businesses, Samsung Fire & Marine is ensuring the safety of the world. For example, our global information system empowers us to monitor and reduce potential natural disaster risks along with all of our related insurance policies. Today, we're covering more of the world by offering auto insurance in China and opening a new branch in Russia.



**Samsung Engineering**

We are continuing to explore and expand our leadership position within the Middle East. A recent \$1 billion deal with Russia's LUKOIL to build, process, and oversee new state-of-the-art facilities in Iraq marked Samsung's first project in the country. A continuation in the upstream category that includes Malaysia and Saudi Arabia, it's a bold step in a key growth engine area for the company.

new grounds



*“The ultimate goal is to ensure the sustainable lives of all.”*

# 44

**What is your current position?** I'm the director of the Outfitting Engineering Research Center that is responsible for developing ship equipment. We have an organization for product development in our institute, and the organization has a few groups that handle the internal and external appearance of ships. We work on research projects for developing environmentally friendly ships.

**Most people are unlikely to associate shipbuilding with environmental friendliness.** Shipbuilding is an industry inaccessible to common people, but it is closely related to the environment. Building environmentally friendly ships leads to saving energy. We have a high level of engineering prowess for efficient fuel consumption, and much of our effort is focused on developing new eco-friendly technologies for improving energy efficiency.

**And why is that important?** Our ultimate goal in building ships and marine plants is to ensure the sustainable lives of everyone involved. Environmental friendliness begins with reducing energy consumption.

Energy saving is the key to the competitiveness of the shipbuilding industry. Because natural gas is more environmentally friendly than petroleum, we have built a system that allows our ships to run on LNG. They are also outfitted with an energy-recycling system to reduce the possibility of environmental pollution at sea.

**What are some projects you've worked on?** In order to reduce emissions at sea, we are carrying out research and development activities with innovative ideas for waste energy recovery and waste heat recovery systems. Actually, from the application of these ideas, we have achieved energy savings of about 10 percent. Green management represents our core business strategy, especially with oil majors and the world's leading shipping companies. Essential factors for sustainable growth of our business include enhancing our image as a "green" manufacturer that can reduce emissions drastically during production and fuel costs and building a "green" production system that helps save fuel costs and reduce emissions during the life cycle of our products.

**How can Samsung and consumers work together to be greener?** Samsung as a product supplier needs to place a high priority on developing environmentally friendly competitive products. Consumers should take into consideration the product life cycle and environmental friendliness when purchasing a product. It will be desirable if consumers and suppliers take part in open innovation and sharing comprehensive eco-friendly ideas, in terms of how products are designed, produced, distributed, consumed, and disposed of. It is very important to encourage active communication between consumers and suppliers.

**About Jaewoong Choi**  
Jaewoong Choi, Vice President of Samsung Heavy Industries Marine Research Institute at the Outfitting Engineering Research Center, has been with Samsung for 16 years. Born in Nonsan, Chungcheongnam-do, he currently resides in Geoje Island.

## Green in action



**Polysilicon** PAGE 46  
More ventures for more solar.

**Green Energy** PAGE 48  
Energy by all means.  
Ethical and efficient.

**Eco-Friendly Ships** PAGE 50  
• Safely navigating the world's waters.

**PlanetFirst** PAGE 52  
Organized commitment to a greener future.



# a cleaner future

## Polysilicon

We continue to partner with companies and organizations that will help us achieve our goal of providing more solar energy to the world. A joint venture with Samsung Fine Chemicals and MEMC Electronic Materials will allow us to begin production of polysilicon next year in Ulsan, Korea.





# tomorrow's energy today

## Green Energy

By focusing on new and renewable energy, power, and plants, we work to advance the way we create and use power in an ethical, efficient, and eco-friendly manner. From solar to wind power, energy is clearly a core business area for Samsung C&T.



**Eco-Friendly Ships**

We are committed to developing the best eco-ships in the world. From making the ships as light as possible to improving fuel efficiency to lowering wind resistance, every decision is made with the environment in mind.

friendly waters

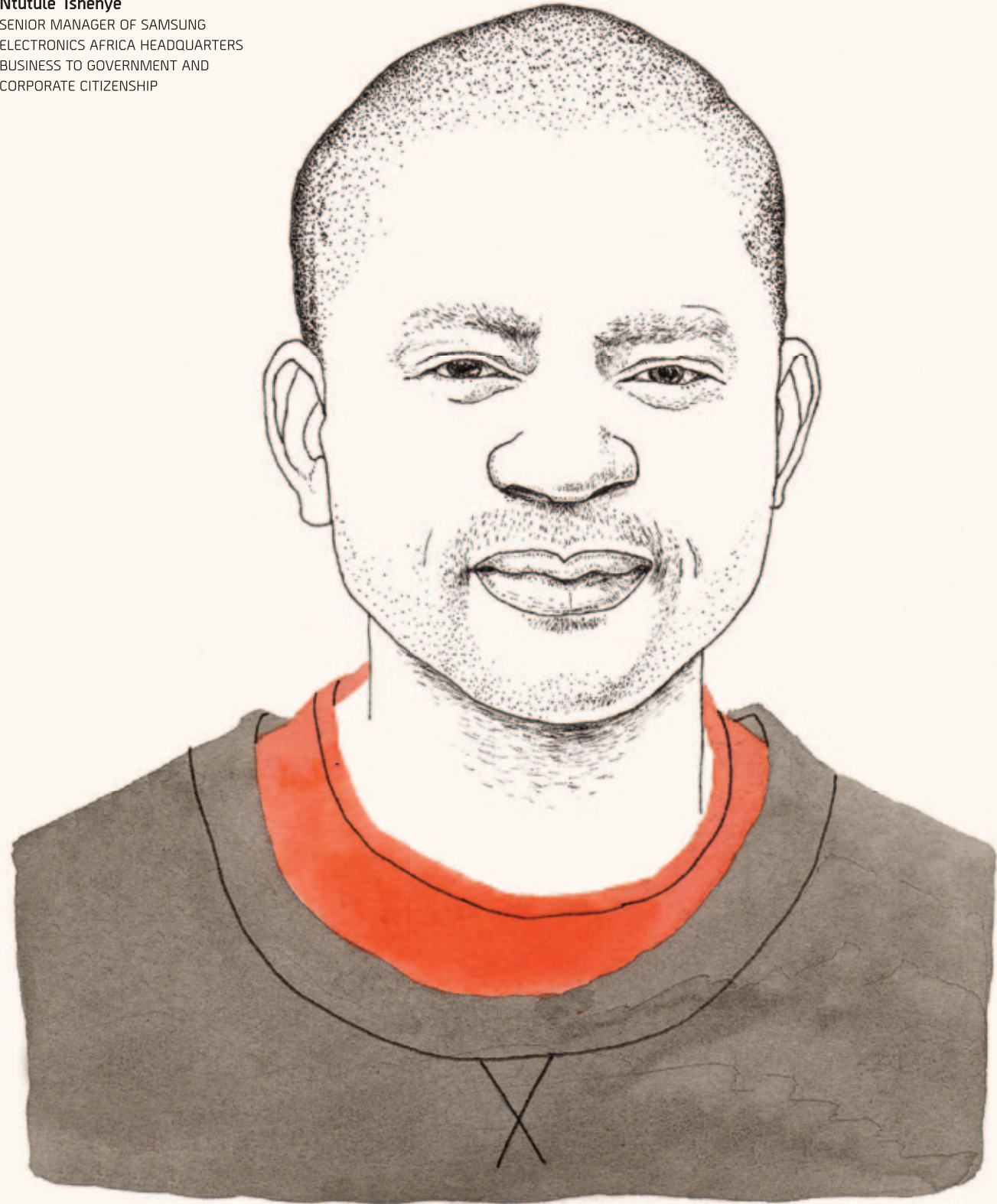
# creating new value

## PlanetFirst

For us, improving the environment is not an afterthought. It's a priority. Scheduled meetings of the CEO, the Eco-Product Council, the GHG/Energy Executive Council, and the EHS Strategy Council ensure that Samsung is constantly working on key environmental issues from reducing GHG emissions to expanding innovative eco-friendly products.



**Ntutule Tshenye**  
SENIOR MANAGER OF SAMSUNG  
ELECTRONICS AFRICA HEADQUARTERS  
BUSINESS TO GOVERNMENT AND  
CORPORATE CITIZENSHIP



On:  
Corporate Social Responsibility

*“Business thrives when communities are successful.”*

# 56

**Why is it important for corporations and especially Samsung to work in improving the world?** I believe in the tried and tested belief that business will thrive when communities are successful. Samsung Hope for Children program was launched globally to bring attention to the worldwide need for childhood education and healthcare. By supplying Samsung products, lending our expertise and providing financial support, we're able to give thousands of children in communities around the world access to education, mentorship, leadership skills and life-saving medical treatment.

**What unique skills and perspectives does Samsung bring to the table in their CSR efforts?** Business alignment, 2nd generation CSR. We are upfront in the notion that we need to be profitable to invest more and sustain programs. We practice the triple bottom-line in terms of impact on people, planet and profits

**What motivated you to focus Samsung's most recent efforts in South Africa?** Responding to felt and real needs. In SA, young adult unemployment is at 42%. The effect of that is the lack of appropriate skills especially in the technical vocational education and training field. This is why we have started with the Samsung Electronics Engineering Academy. Access to technology and good math and science grounding is the other challenge, hence

our roll-out of the E-Learning Centres and Solar-powered Internet Schools. The latter brings these technologies and classroom of the future to the most rural and disadvantaged of the communities.

**You've stated that your goal is to impact 5 million lives in 2015 through your programs. That's a bold goal. How do you achieve that?** Through needs driven initiatives and programs and by broadening our CSR footprint. We currently operate three Engineering Academies in SA, Nigeria and Kenya. This year we are scaling to include three more countries. We are on track to develop 10,000 of these service technicians by 2015. We are implementing E-learning Centres and solar-powered Internet schools (SPIS) in SA, Senegal, Kenya, Nigeria and are expanding to three more SPIS. We will reach in excess of 2.5 million learners by 2015. We are now rolling out solar powered (Mobile) Health Centres and we aim to reach another 1 million patients throughout the continent by 2015. We also have employee volunteer activities implemented in more than 10 countries now and we will reach over a million community members through these initiatives.

In addition to the aforementioned Samsung Electronics Engineering Academy and Solar Powered Internet School programs, our work extends to South America through our involvement with Amazon Community Center

in Brazil. The overall goal is to provide social value to our customers and the world by nurturing future world talents.

**What are some of the challenges the initiatives have faced with their recent efforts?** The need, the demand is just huge. We are always leaving many potential beneficiaries out. There is a huge need for rapid scale. We need to partner with others in order to scale horizontally and vertically.

**Why is this work important to the Samsung consumer?** Consumers will continue to consume those brands that they associate with social development and causes that benefit the less fortunate. In Africa, trust and loyalty are very critical, once a brand earns these, the consumer will reward such brands with fierce loyalty.

**About Ntutule Tshenye**  
Ntutule Tshenye, Business to Government and Corporate Citizenship Senior Manager has been at Samsung since the end of 2010. Born and bred in South Africa, he currently lives and works in Johannesburg. He counts receiving Vice Chairman Choi's \$1M Marketing Innovation Fund to open Electronics Engineering Academies in Kenya and Nigeria as one of his most notable accomplishments while at Samsung.



“Business thrives in successful communities.”



**Samsung Electronics Engineering Academy** PAGE 66  
Paving the way for future leaders.



**Amazon Community Center** PAGE 58  
Sustaining and preserving forests and families.



**Solar Powered Internet School** PAGE 68  
Bringing education and connection to Africa.



**Youth Mentorship** PAGE 86  
Communicating professional and life passions.



**Hope Library Vietnam** PAGE 74  
Building libraries, providing access and information.



**Samsung-Chelsea FC Youth Football Camps** PAGE 82  
Kicking it with the kids.

**London 2012 Olympic Games** PAGE 84  
Supporting the torch of humanity.





# preserving strength

**Amazon Community Center**  
Samsung works with the Amazonas Sustainable Foundation in Brazil to preserve and strengthen our valuable rainforests and the families who rely on them. Our works there include the building of the Center for Conservation and Sustainability where a complete educational infrastructure including health care, digital center, library, and housing for all those in need.











# wired for success

**Samsung Electronics Engineering Academy**  
Launched in South Africa, Kenya, and Nigeria, Samsung Electronics Engineering Academy aims to develop 10,000 electronic engineers across Africa by 2015 by training students in grades 10-12 in an intensive yearlong program. Graduates get a chance to enter internship programs at Samsung headquarters or Samsung's channel partners.





# empowering futures

## **Solar Powered Internet School**

Our model schools make education accessible to African youth in remote rural areas through our solar-powered mobile classrooms. Selected as the African Solar Project of the Year by the Africa Energy Awards, we have set an ambitious goal of impacting five million lives in Africa by 2015.







# housing knowledge

## Hope Library Vietnam

As a part of the Samsung Hope Library, we recently partnered with local organizations to build two libraries in Vietnam with 3,000 new books, computers, software, desks, and chairs. With the help of colleagues in Vietnam and volunteers in Korea, our plan is to build seven more libraries in the next two years.









# kicking and learning

## Samsung-Chelsea FC Youth Football Camps

Not only is Samsung the official sponsor of the English Premier League powerhouse Chelsea FC, we are training tomorrow's football stars at our Samsung-Chelsea FC Youth Football Camps all over the world. Since 2007, approximately 4,000 kids have learned "The Chelsea Way" from Chelsea Youth football coaches working to ensure that the club's legendary skills are passed on to the next generation.





# take part

## London 2012 Olympic Games

As a Presenting Partner of the Olympic Torch Relay, Samsung has created a meaningful initiative to provide people around the world with the opportunity to take part virtually, to make London 2012 'Everyone's Olympic Games'. The Samsung Hope Relay is a truly inspiring digital campaign that enables everyone to light their virtual flame and run a mile in support of good causes. For every mile completed, Samsung is making donations to local charities including Kids Company in UK to help youth around the world and enrich their lives.





## say it loud

### Youth Mentorship

Samsung is committed to changing as many lives as possible. In addition to our job mentorship program, our series of talk "concerts" features inspiring stories from successful people in all walks of life, from musicians to comedians to academics to Samsung executives. This year, we plan to double the number of talks presented.



[www.youtube.com/user/SamsungCSR](http://www.youtube.com/user/SamsungCSR)

See Samsung's CSR at work in Brazil, South Africa and Vietnam. Our videos tell the tales of the people that motivate us to create a better life for the world. Go visit our YouTube channel to see lives changing.



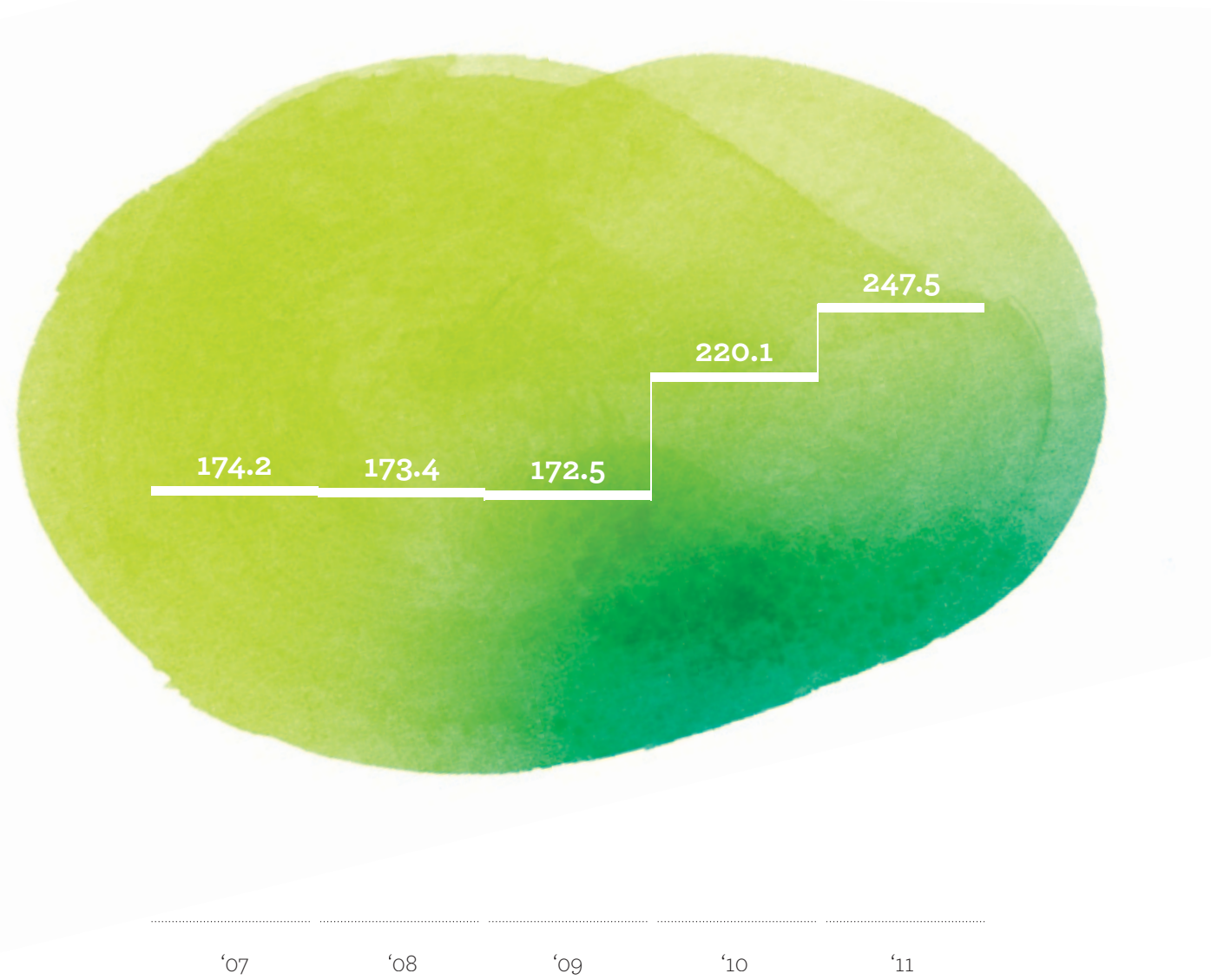
# Financial Highlights

Amounts in Billions	Won	Dollars	Euros
Net Sales*	274,275.6	247.5	185.1
Total Assets	434,985.8	384.3	287.8
Total Liabilities	254,329.2	224.7	168.3
Total Stockholders' Equity	180,656.6	159.6	119.5
Net Income*	20,316.3	18.3	13.7

\* Won/U.S. Dollar yearly average exchange rate: 1,108.09/1\$. USD/Euro: 1/0.748€.  
Won/U.S. Dollar as of March 30, 2012: 1,132.00/1\$. USD/Euro: 1/0.749€.

# Net Sales

DOLLARS IN BILLIONS



# Total Assets

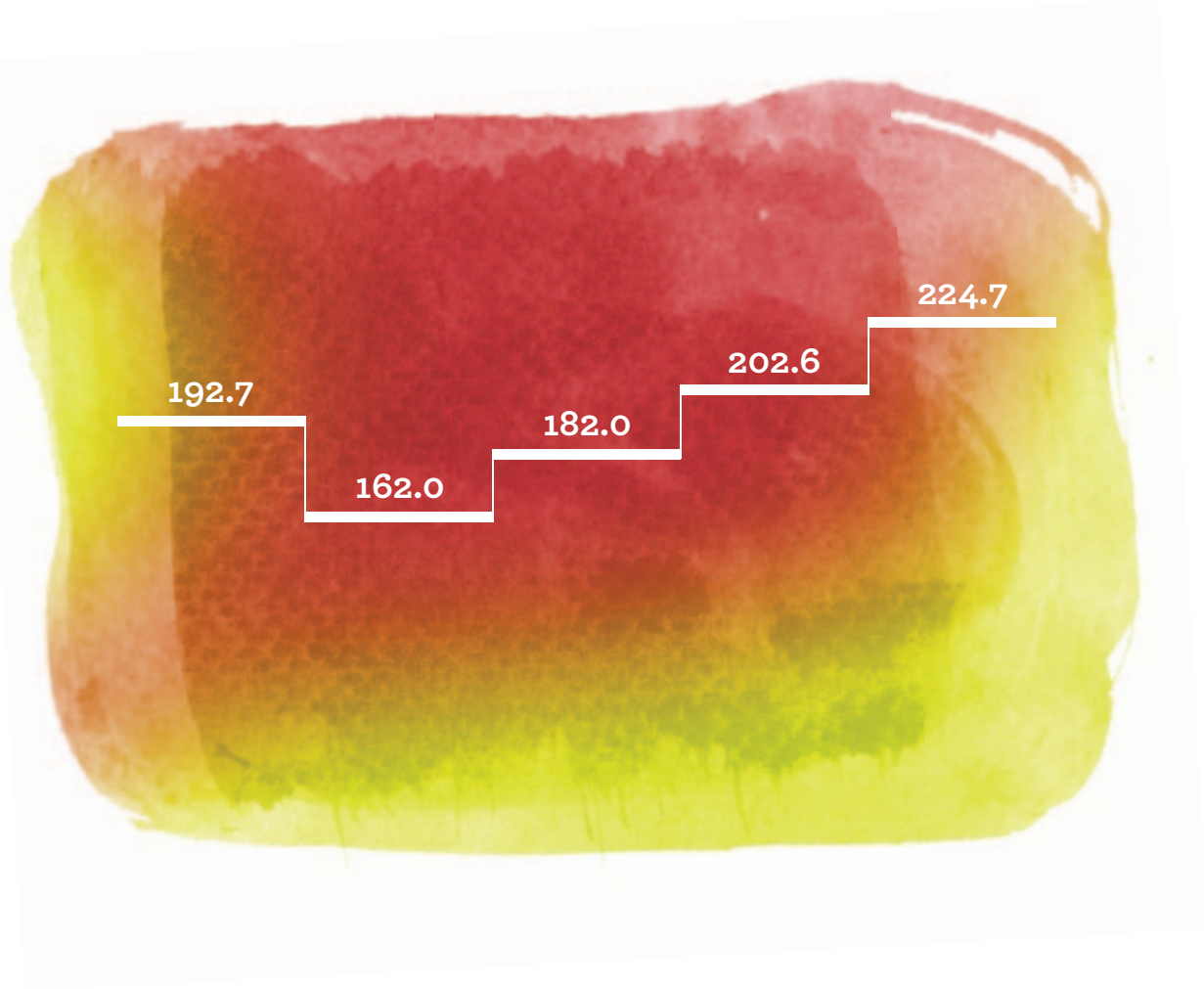
DOLLARS IN BILLIONS





# Total Liabilities

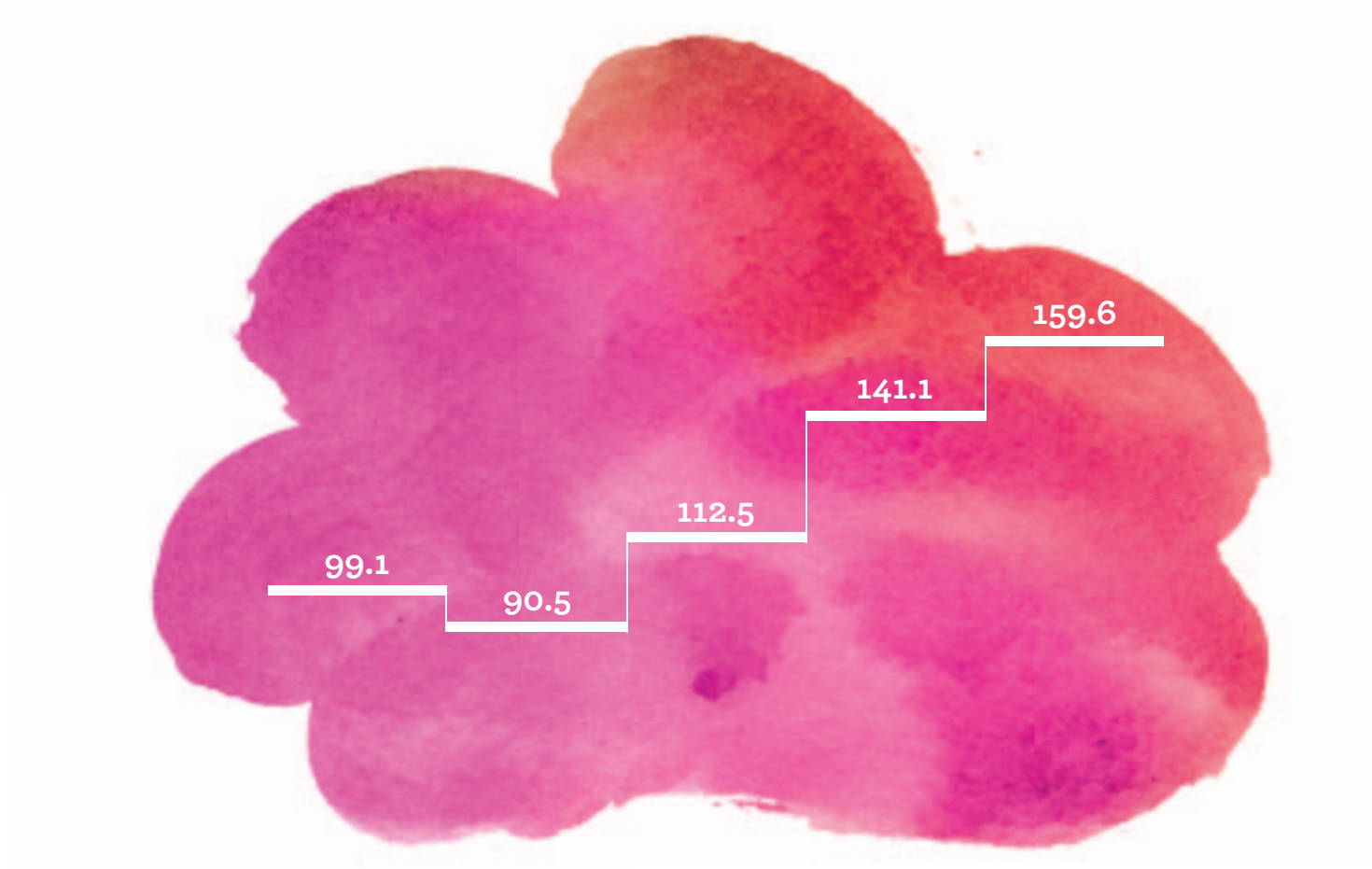
DOLLARS IN BILLIONS



'07 '08 '09 '10 '11

# Total Stockholders' Equity

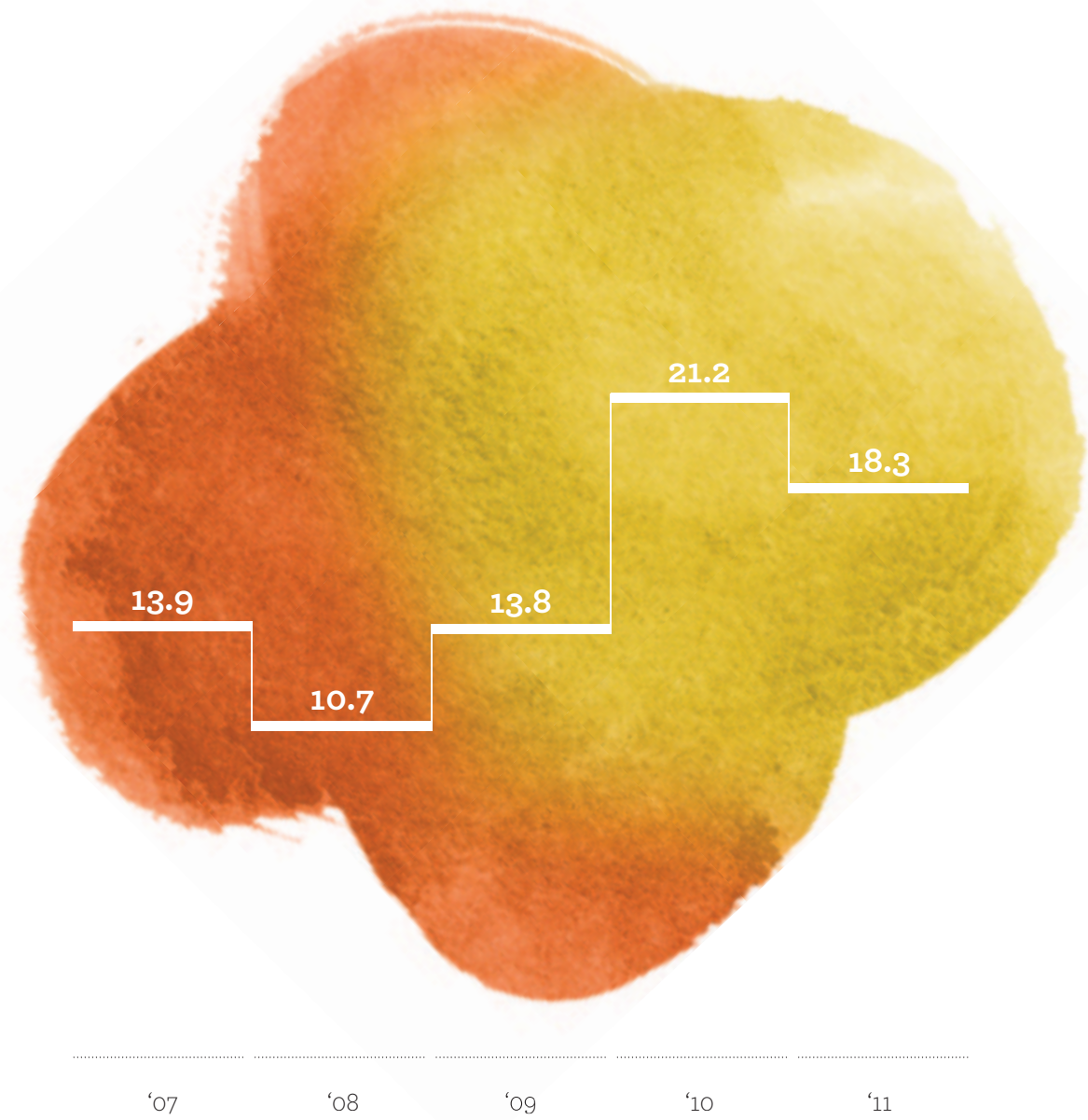
DOLLARS IN BILLIONS



'07 '08 '09 '10 '11

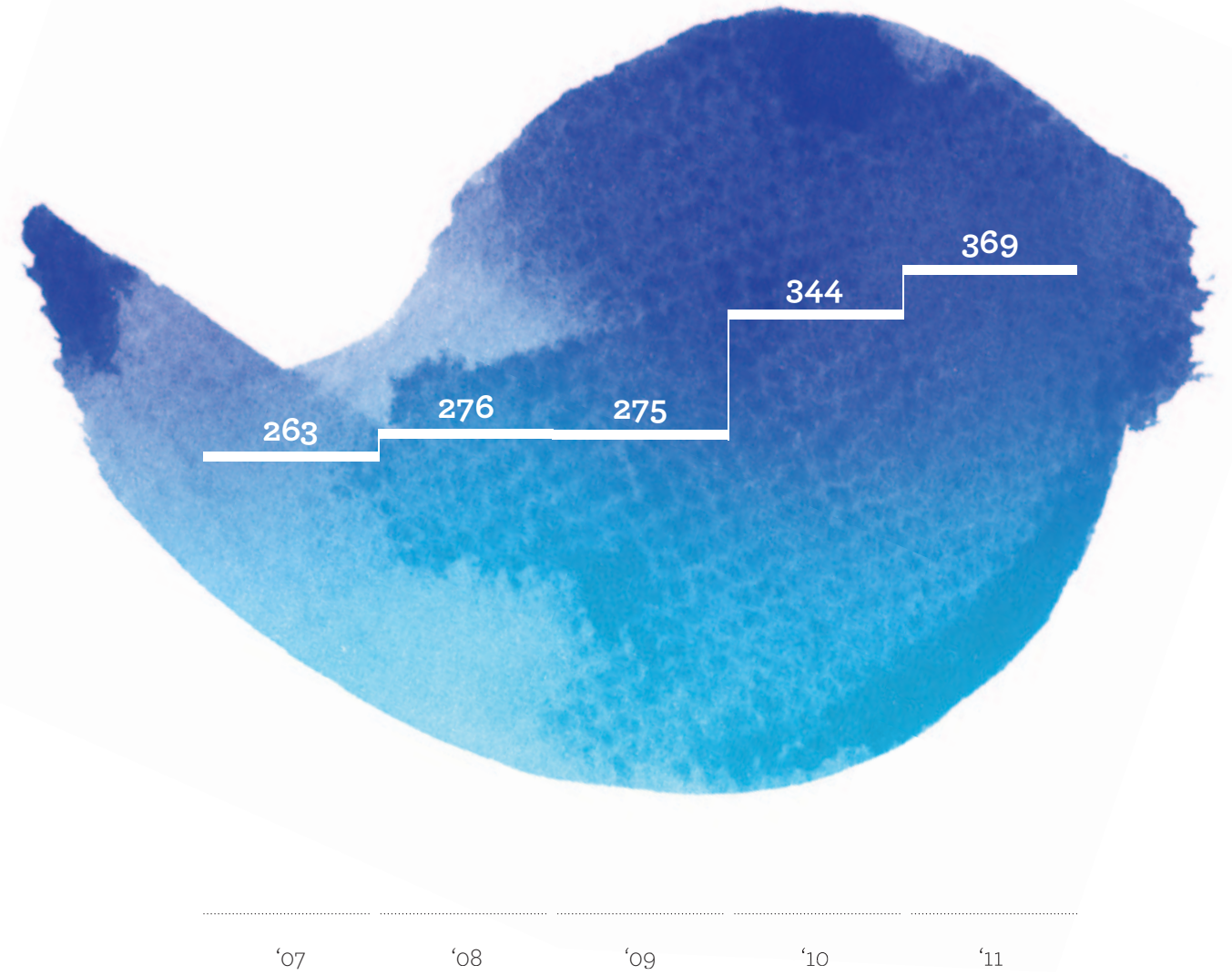
# Net Income

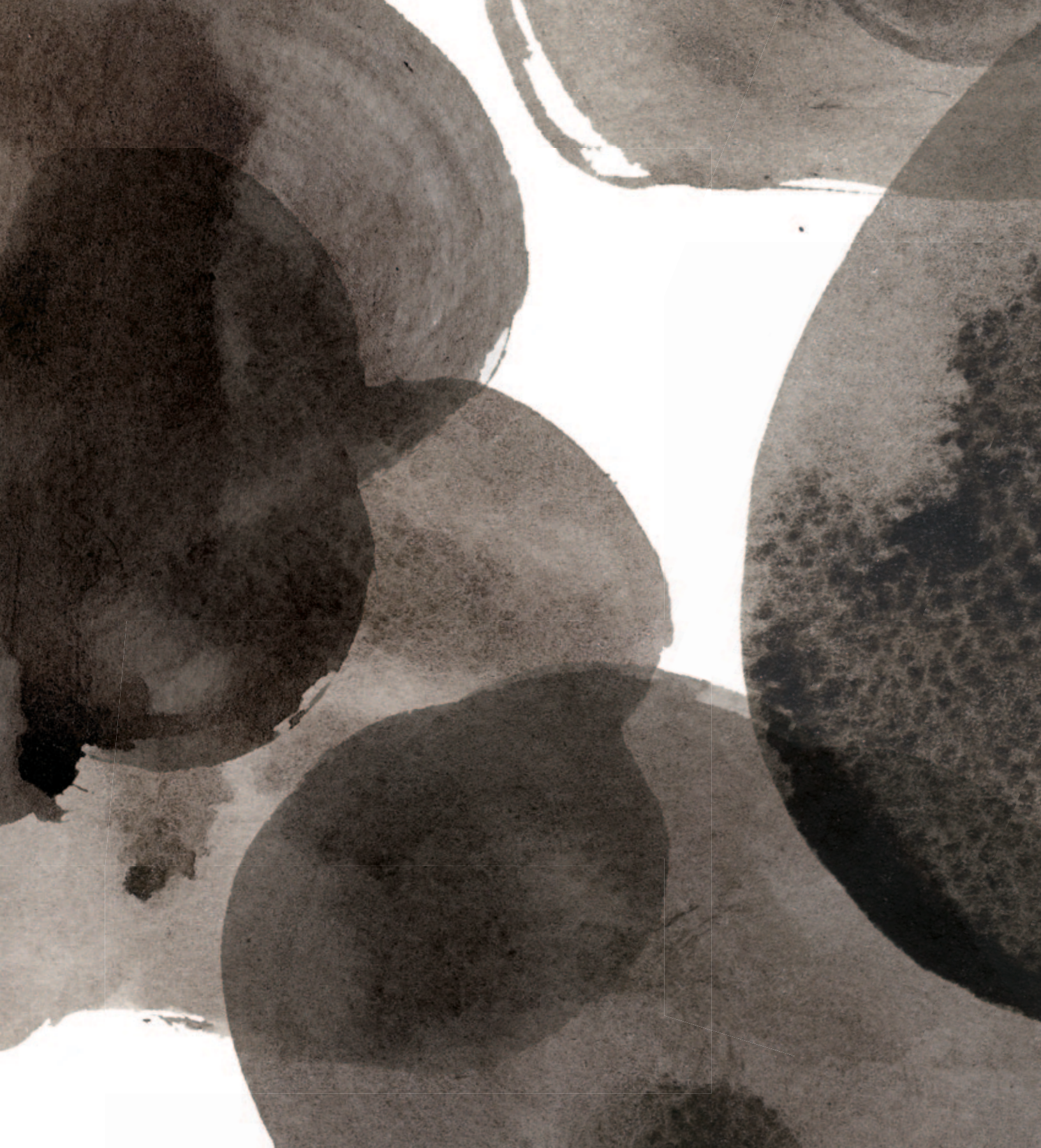
DOLLARS IN BILLIONS



# Employees

IN THOUSANDS





# Company Profile

# Samsung Electronics Co., Ltd.

## Employees

206,000

## 2011 Sales

143.1

Billion USD (consolidated basis)

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

Samsung Electronics, one of the world's foremost electronics companies, is a global leader in semiconductors, telecommunications, digital media, and digital convergence technologies. Established in 1969, the company today has 197 offices and facilities in 72 countries globally, and it is recognized as one of the world's top 20 brands. In 2011, Samsung Electronics achieved a record consolidated net income of USD 11.9 billion (KRW 13.7 trillion) on sales of USD 143.1 billion (KRW 165 trillion).

The company consists of nine independently operated business units coordinated under two separate organizations: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI, and LED.

The Visual Display Business has led the global market for digital TVs for the past six years, pioneering the introduction of connected smart TVs and launching the world's first TV app store in 2010. Samsung's Mobile Communications Business offers the world's widest range of mobile phones, tablets, and multimedia players, including the popular Galaxy range, it secured the largest worldwide market share in smartphones in 2011.

The core component businesses of Samsung Electronics—Memory, System LSI, and LED businesses—are at the forefront of creating new markets with advanced technologies. As the longtime global leader, Samsung offers the most advanced and widest range of memory solutions and is playing a key role in designing and manufacturing cutting-edge, large-scale integration (LSI) solutions and storage devices.

Samsung Electronics strives to take a leading position in future technology areas. To this end, the company has cultivated its global R&D through overseas centers spanning North America, the U.K., Russia, India, Japan, Israel, and China. In 2011, Samsung invested approximately USD 8.7 billion (KRW 9.9 trillion) in R&D; more than 50,000 employees worldwide are dedicated to the development of future technologies and products. Samsung also has a broad intellectual property portfolio, including more than 28,000 patents registered in the United States.

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

Samsung Electronics places great importance on acting as a responsible neighbor in the communities where it operates, as demonstrated by its investment of USD 255 million (KRW 294 billion) in social contribution activities in 2011. Through its PlanetFirst™ initiative, the company is also committed to making environmental guardianship a priority across its business units and to applying technology in innovative ways to achieve eco-friendly development.

Smart TV ES8000





Smart Camera NX1000



Smart Camera NX20



Smartphone  
GALAXY S III



Refrigerator AW3-LCD

# Samsung SDI Co., Ltd.

## Employees

14,155

## 2011 Sales

4.9

Billion USD (consolidated basis)

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

In 2011, Samsung SDI declared a new vision and positioned itself as an eco-friendly energy solution provider.

Despite the uncertainty in the global economy, our rechargeable batteries for IT reached number one in market share through continued sales growth and strengthened competitiveness, and our PDP division maintained steady sales in the slowing market. Even under these unfavorable market conditions, we have been continuing to work toward our new vision, "Smart Solution for a Green World."

For the year 2011, we invested KRW 635.6 billion in facilities and research and development efforts, a 22 percent increase over 2010's KRW 519.6 billion. With this investment in R&D, we were able to consolidate our number one position in the global market for small Lithium-Ion Batteries (LIB), with a market share of 23.4 percent. We also strengthened our competitiveness in the field of LIB for electric automobiles and Energy Storage System (ESS). We plan to continue to invest in new "green" devices, including solar and fuel cells.

In September 2011, Samsung SDI received an IR52 Jang Yeong-Sil Award, Korea's most prestigious honor for industrial technology, for developing the world's largest wide continuous double-sided rechargeable-battery cotter. Applications for LIB are expanding rapidly to smartphones and tablet PCs, and the batteries are widely used in a variety of products, including electromotive tools, e-bikes, garden tools, and robotic cleaners. In response to this demand, we are developing a wide range of LIB products.

Our solar cell business launched in July 2011 as one of Samsung Group's five new growth engines, and it has paved the way for us to grow into a global energy solution provider. While working synergistically with our existing LIB business, the solar cell business allows us to provide a total solution for photovoltaic power generation and energy storage.

We export high-efficiency crystalline solar cells to the United States, Europe, and Asia and have been committed to research and development of a range of thin-film solar cells, including CIGS, since the introduction of our first amorphous silicon-based thin-film solar cell in 1987. Thin-film solar cells currently under development are somewhat less efficient than crystalline solar cells, but they are more cost-effective in terms of production, easier to scale up, and higher in market growth potential. We at Samsung SDI are preparing for the future photovoltaic industry through innovative research and development efforts for thin-film solar cells, as well as crystalline ones.

SB LiMotive, a joint venture between Samsung SDI and Germany's Bosch, was selected in 2009 as a battery supplier for the German automaker BMW's i3 electric vehicles and plug-in hybrid cars. In December 2009, we contracted with the automotive parts company Delphi to supply batteries for hybrid commercial vehicles for ten years, starting in 2012. In November 2009, the joint venture was also selected as the sole supplier of car battery packs for India's Mahindra & Mahindra.

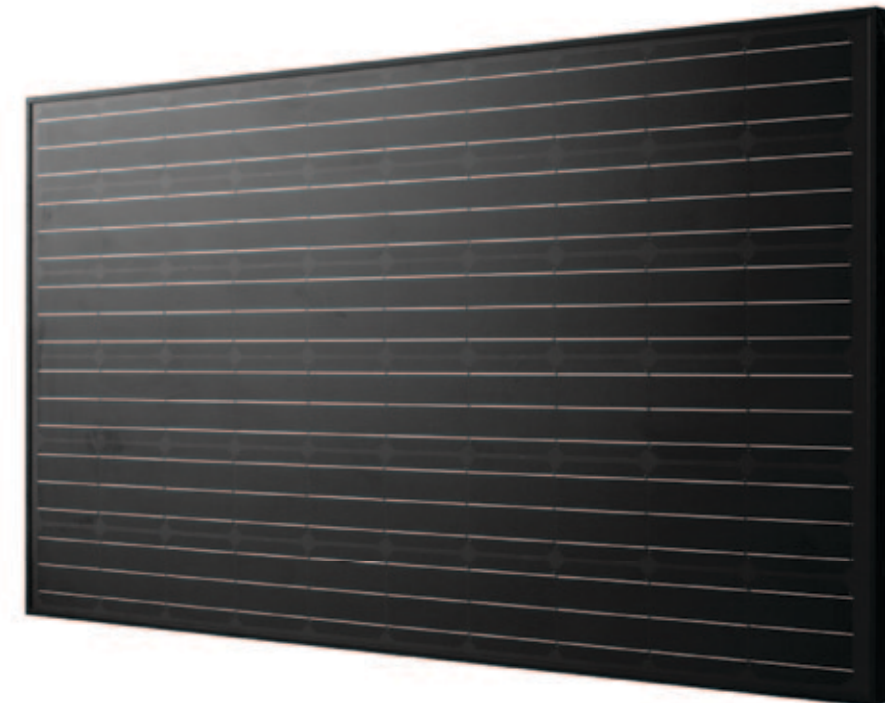
ESS—designed to maximize the efficiency of electric grids—help improve the efficiency of energy use by reducing the difference between daytime and nighttime in the demand for electric power. For example, an ESS can be used in power plants, factories, or buildings to store electricity at night, when power demand is low, and release the stored electricity during high-demand hours.

We have contracted with Japan's Nichicon to supply home ESS, and the solar cell business we took over in July last year offers a business package with ESS. Based on the underlying concept of "smart solutions," we plan to build a smart grid infrastructure with solar cells for power generation and ESS for power accumulation, focusing on offering total energy solutions that cover a wide range of different products, including home appliances and electric vehicles.

Despite the stagnant PDP TV market, Samsung SDI's sales of PDP modules increased by 6 percent, from 6.4 million units in 2010 to 6.8 million in 2011, with expanded sales of smart TVs and 3D PDP TVs. As a result, we are number one in the market, with a share of 39 percent in the PDP module market, and our PDP business division has enjoyed profits for two consecutive years. For the year 2012, the PDP TV market is expected to contract; however, we will further expand our global market share by entering the Chinese market and taking advantage of our strong business competitiveness.



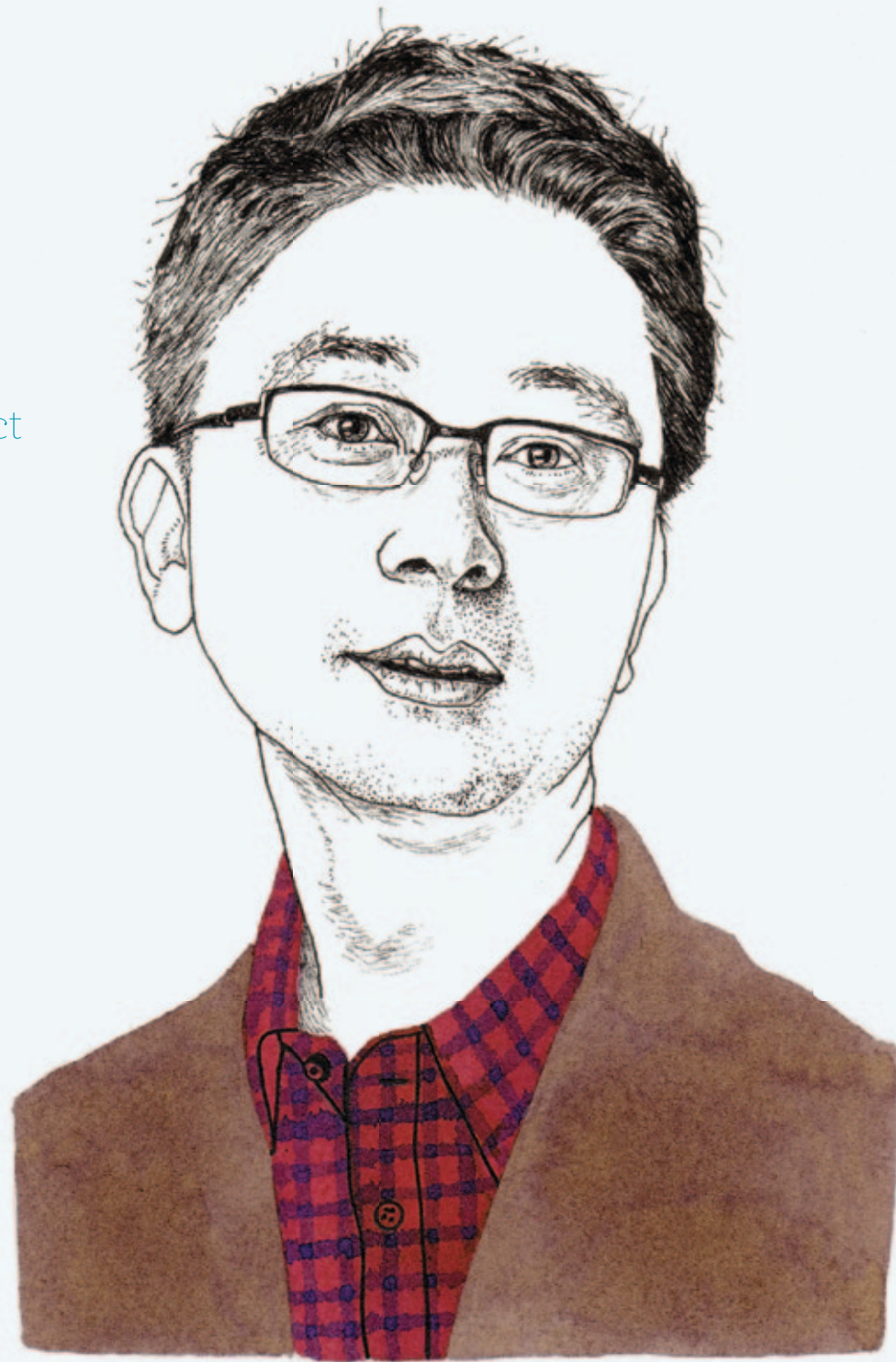
Energy Storage System



PV Module  
(Crystalline Mono 260W)

“Every year we have committed to make mobile products thinner and lighter by drastically improving product performance through scientific ideas and practices.”

**Taegon Lee**  
 VICE PRESIDENT, BGA MANUFACTURING  
 ENGINEERING GROUP, SAMSUNG  
 ELECTRO-MECHANICS



## Samsung Electro-Mechanics Co., Ltd.

Employees

30,494

2011 Sales

6.03

Billion USD (consolidated basis)

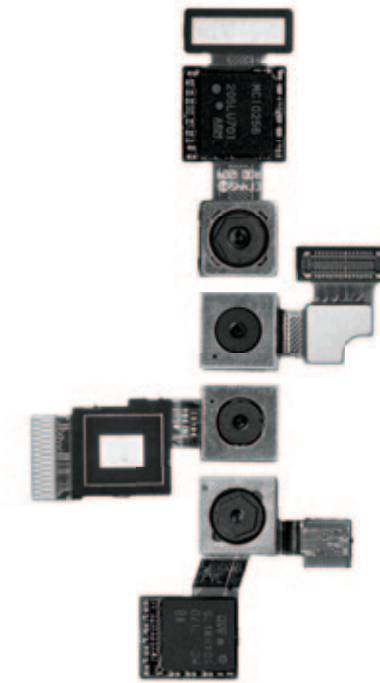
Tel: 82-31-210-5114  
 Fax: 82-31-210-6363  
[www.samsungsem.com](http://www.samsungsem.com)

Samsung Electro-Mechanics, established in 1973 as a manufacturer of key electronic components, has become the leading electronic parts maker in Korea and a major global player, with USD 6.03 billion in revenue.

Our company consists of four divisions. The LCR (Linkage of Magnetic Flux Coil, Capacitor, Resistor) division includes multilayer ceramic chip capacitors and tantalum capacitors; the ACI (Advanced Circuit Interconnection) division includes high density interconnections and IC (Integrated Circuit) substrates; the CDS (Circuit Drive Solution) division includes digital tuners, network modules, power modules, and ubiquitous modules; and the OMS (Opto and Mechatronics Solution) division includes image sensor modules and precision motors.

Samsung Electro-Mechanics is a technology-driven company and, through our Inside Edge program, we are focusing on developing state-of-the-art technology and parts.

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



ISM(Camera Module)



HDD Motor

# Samsung Corning Precision Materials Co., Ltd.

Employees

4,441

2011 Sales

4.17

Billion USD

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

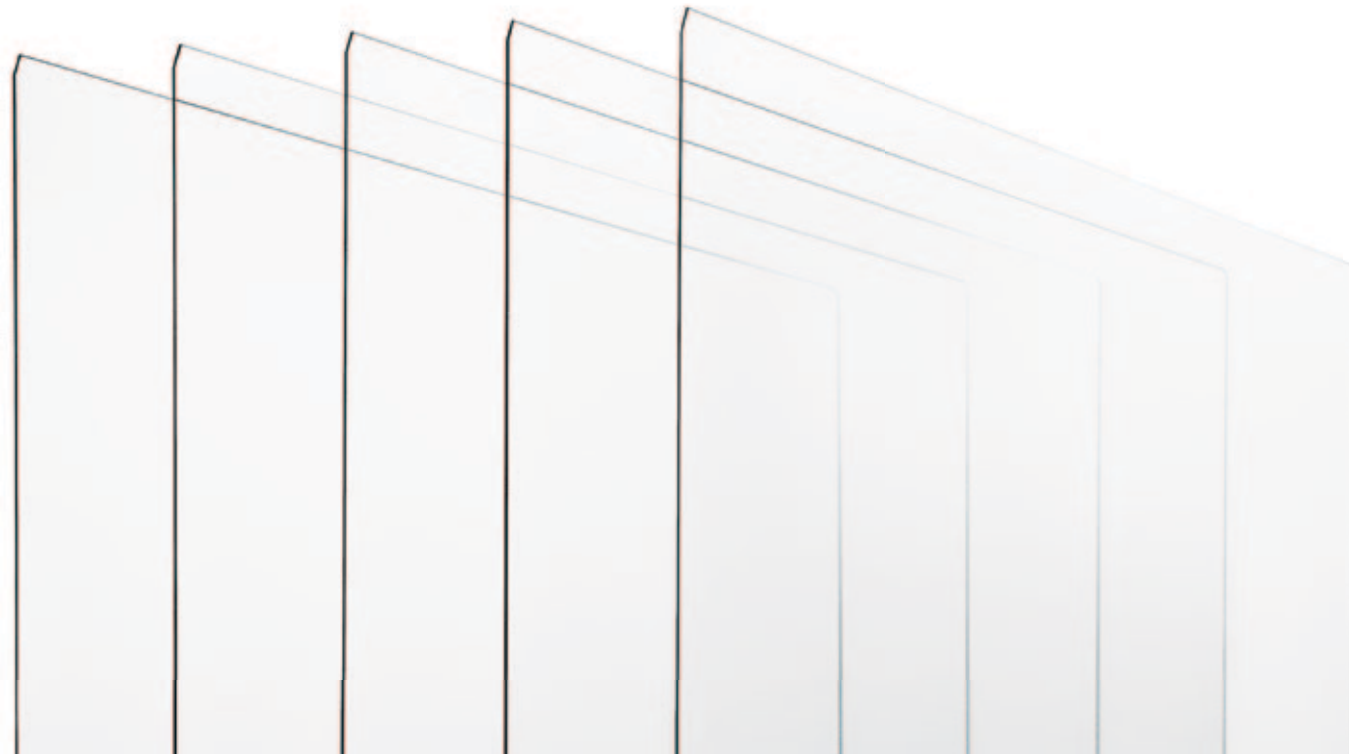
Samsung Corning Precision Materials is a leading manufacturer and provider of glass substrates for advanced panels. Formerly known as Samsung Corning Precisions Glass, the company changed its name in 2010 to reflect its new business in the fields of specialty glass, electronic materials, energy, and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

Established as a joint venture between Samsung and Corning in 1995, Samsung Corning Precision Materials has consistently proven its world-class technological and supply capabilities as the leading manufacturer and provider of advanced glass substrates for the world's finest displays, including LCD TVs, LCD monitors, notebook computers, slates and other handheld devices.

With production facilities in Gumi and Tangjeong, SCP traditionally focused on producing glass substrates for displays. Then through a merger with the former Samsung Corning in 2007, SCP's business scope was expanded to include target, a critical component necessary for providing a transparent conductivity layer over flat display and solar cell panels.

In 2011, SCP also began producing cover glass for solar cells, adding energy as to our line of business and remaining ever committed to growing as a leading inorganic materials provider with newer, smarter, and greener products.

TFT-LCD Glass Substrates



“The newly born digital space connects people and responds to the human desire of living a happy, evolving life.”

**Suyoung Ko**  
PRINCIPAL ENGINEER & GENERAL  
MANAGER, DIGITAL SPACE CONVERGENCE  
GROUP, SAMSUNG SDS



## Samsung SDS Co., Ltd.

Employees

13,493

2011 Sales

4.3

Billion USD (consolidated basis)

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

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

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

As we work to become a global premier ICT services company by 2015, Samsung SDS is expanding overseas business and strengthening the area of convergent business. Building on our project experience in smart infrastructure engineering, including intelligent transportation systems, automatic fare collection systems, and smart card systems implemented in China and India, we plan to focus on the strategic markets of Southeast Asia, the Middle East, and Latin America. We also implemented e-procurement systems in Costa Rica and Vietnam.

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

## Samsung Display Co., Ltd.

Employees

39,000

2011 Sales

26.39

Billion USD (consolidated basis)

Tel: 82-41-535-1114  
Fax: 82-41-535-1111  
www.samsungdisplay.com

Samsung Display Co., Ltd. was established in July 2012 as a core Samsung company providing cutting-edge display solutions. With highly advanced technological capabilities, Samsung Display offers a comprehensive range of displays, including products featuring AMOLED (Active Matrix Organic Light Emitting Diode) and LCD technologies.

Samsung Display is a global leader in visual technology, and our state-of-the-art AMOLED and LCD displays are widely used in smartphones, digital cameras, gaming devices, tablet PCs and televisions. As a total solution provider, we strive to advance the future with next-generation technologies including flexible, foldable, and transparent displays. Recognized as a catalyst for visual innovation, Samsung Display continually strives to change how we view our world.

Flexible AMOLED



## Samsung Heavy Industries Co., Ltd.

Employees

13,185

2011 Sales

12.06

Billion USD

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

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

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

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

In September 2011, SHI successfully introduced the Korean shipbuilding industry's first membrane-type cargo hold for LNG tankers. Called Smart Containment-System Advanced, or SCA, the new hold includes improved membrane forms, newly developed secondary barrier materials, and super-insulating materials, all of which reinforce stability, air-tightness, and transport efficiency. SHI's new cargo hold allows cost savings of about KRW 10 billion per LNG tanker. The new hold further boosts our advantages in securing LNG orders.

Since 1974, SHI has attracted orders for 976 ships from worldwide shippers. To date, we have delivered 797 ships. In 2005, SHI implemented a zero tolerance policy to ensure quality and, since then, we have delivered 344 defect-free ships, a record unmatched by other global shipbuilders.

By the end of 2011, we had attained the industry's highest order book of USD 38 billion—a 28-month workload. More than 8 out of 10 of those orders were for high-value ships, including drillships and LNG-FPSOs. As the unequalled market leader, SHI has won all six orders for LNG-FPSOs worldwide as of 2011, proving our technological prowess and competitive advantages in this market.

In 2010, SHI unveiled its plan to build only eco-friendly ships as of 2015, thereby achieving a 30 percent reduction in greenhouse gas emissions. Today, ships account for 3.3 percent of carbon dioxide emissions worldwide, and the International Maritime Organization (IMO) is introducing standards to reduce ship emissions. Experts predict that companies with early entry into the green technology shipbuilding market will lead the shipbuilding and marine transportation industries of the future.

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

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

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

Building just one eco-friendly ship that reduces greenhouse gas emissions by such an amount would equal the gases absorbed by 12 million pine trees in a year. Using 49 such ships in a year would be like planting 588 million pine trees.



Stena Icemax

## Samsung Total Petrochemicals Co., Ltd.

Employees

1,300

2010 Sales

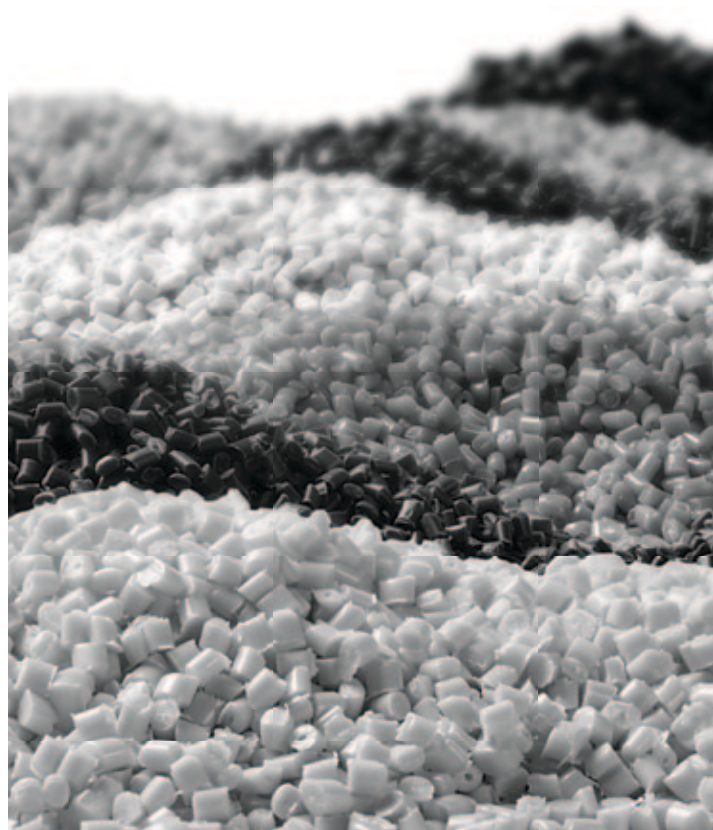
6.14

Billion USD

Tel: 82-2-3415-9499

Fax: 82-2-774-2727

www.samsungtotal.com



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

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungcheongnam-do, Korea. Our output ranges from olefins to polyolefins (polypropylene, polyethylene, etc.), base petrochemicals (styrene monomer, paraxylene, etc.), energy products (LPG, jet fuel, gasoline, etc.), and byproduct fuels, solvents, and other downstream petrochemicals used in everyday life. Samsung Total will soon begin construction on a new aromatics plant at its Daesan Petrochemical Complex, to be completed by September 2014.

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

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

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

**PP (Polypropylene)**

## Samsung Petrochemical Co., Ltd.

Employees

397

2011 Sales

2.6

Billion USD

Tel: 82-2-2255-0326

Fax: 82-2-755-7564

www.samsungspc.com



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

Samsung Petrochemical has grown as a global PTA manufacturer by producing one of the world's largest outputs of PTA—2.0 million tons a year. Also, our innovations in management and differentiated customer service, aimed at developing our company from a B2B to a B2C, have been recognized by major management consulting institutions in Korea and abroad. Building on our experience in management, we have become a PTA solution provider in the development of new PTA manufacturing processes and related products.

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

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

**PTA (Purified Terephthalic Acid)**

## Samsung Fine Chemicals Co., Ltd.

Employees

1,046

2011 Sales

1.20

Billion USD

Tel: 82-2-2255-0700  
Fax: 82-2-2255-0710  
www.sfc.samsung.co.kr

Since its founding in 1964, Samsung Fine Chemicals has grown along with the Korean chemical industry. We have developed into a world leader by expanding into a variety of fields, from intermediate materials and basic chemical products to high value-added fine chemicals and advanced electronic chemical materials.

Our motto is "Fine Creation for the Future." This slogan represents SFC's vision and our commitment to developing advanced materials for a better tomorrow. SFC is striving to become an environmentally sustainable company. We are developing next-generation electronic chemical materials such as polysilicon, active materials for rechargeable batteries, and biodegradable polymers.

We also have strengthened the competitiveness of our core business by streamlining the manufacturing processes for urea fertilizers and by actively expanding some of our cash-generating businesses—Mecellose®, AnyCoat®, and ECH. In addition, we reinforced our electronic chemical materials business by adding new production lines for color laser printer toner; liquid crystal polymer for super engineering plastics; and BT Powder, a raw material for multi-layered ceramic capacitors.

The best companies welcome new challenges, rather than resting on their laurels. SFC is preparing to make another leap forward. But as we strive to become a world leader in advanced materials, we also pledge that we will continue to satisfy our customers with the world's best technology.

### Cellulose Ethers



## Samsung BP Chemicals Co., Ltd.

Employees

188

2011 Sales

328

Million USD

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

Samsung BP Chemicals, a joint venture of Samsung and BP Chemicals, is one of the world's leading producers of value-added fine chemicals products such as acetic acid and hydrogen. We produce 570,000 tons of acetic acid annually, which is used directly and indirectly as a raw material in producing fine chemicals such as vinyl acetate monomer (VAM) and purified terephthalic acid (PTA), as well as solvents, pigments, dyes, and aromatics. We are Korea's only producer of acetic acid. Since being established in 1989, Samsung BP has steadily grown into a global company with a best-in-class performance achieved through innovative activities and total productivity maintenance programs.

In 2011, we sustained an operation rate (plant reliability) of 99 percent and worked to reduce production costs through various efforts, such as developing alternative raw material sources. In addition, we have expanded production capacity to become a market leader.

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

Over the past 20-plus years, Samsung BP has had an outstanding market performance, and we are working to achieve our challenging targets in the current difficult business environment. Every day, Samsung BP employees put forth their best efforts for improving the production process, developing alternative raw material sources, and helping the company to become more cost-efficient. With their dedication, and our history of achievement in manufacturing and plant operations, Samsung BP Chemicals will be among the most competitive manufacturers in the world.

## Samsung Techwin Co., Ltd.

### Employees

5,636

### 2011 Sales

2.66

Billion USD

Tel: 82-70-7147-7000

Fax: 82-31-8018-3702

www.samsungtechwin.com

Since the launch of its aircraft engine and film camera businesses in 1977, Samsung Techwin has consolidated its top position in the Korean precision machinery industry, expanding into a range of business fields, including image-based monitoring systems, electronic parts assembling equipment, and ground weapon systems.

### Security Solutions

We seek to provide optimized security solutions for every part of our lives, from home to critical infrastructure, including transportation, communications, finance, power plants, and oil and gas facilities, with high-performance cameras, intelligent video analytics technology, integrated monitoring and control systems, access control systems, unmanned surveillance robot systems, and other state-of-the-art technologies. Further, we plan to expand this division's business into the fields of building automation and energy management solutions.

### Power Systems

This division encompasses our aircraft turbine engine and turbo machinery businesses. It also supplies compressors that are used as core energy equipment in ships and in onshore and offshore plants. This division is working to help Samsung Techwin evolve into a total energy solution provider, by developing large-scale gas turbine generators for power plants and compressed air energy storage systems for smart grids.

### Intelligent Machinery Solutions

Based on mechatronics and integrated control system technologies, our Intelligent Machinery Solutions business is quickly becoming a top-tier business leader. This division supplies advanced solutions for electronics assembly with in-line systems that include chip mounters, screen printers, and inspection machines. We are planning to expand our business into the business-solution areas of designing, building, and managing entire manufacturing processes, as well as creating new manufacturing equipment with robot technology grafted on to process automation and control systems.

### Defense Programs

Our defense programs have played a pivotal role in building the combat capabilities of the Korean army through its ground weapon system business. The K9, self-propelled howitzer, developed by Samsung Techwin has been supplied to the Korean army and exported to foreign countries, demonstrating its superiority, and our K10, robotized ammunition resupply vehicle, has earned worldwide recognition for its excellent performance and functionality. Samsung Techwin has stayed at the cutting edge of military defense technology with the development of unmanned solutions such as defense robots and remote-controlled weapon systems.

As today's social environment becomes more and more complicated, there are ever-increasing safety requirements for protecting individuals and communities from the risk of accidents, crimes, and terrorism. In addition, with the depletion of energy resources and the seriousness of environmental problems, great emphasis is placed on the expansion of new renewable energy sources, as well as the efficient use of existing energy sources.

In response to these changes in the business environment, we at Samsung Techwin will incorporate the experience and world leading technologies we have acquired over the past three decades as we continue to work both to make our company a safety and energy solution leader and to make the world a safer and more convenient place to live.



EXCEN Chip Moulder

## Samsung Life Insurance Co., Ltd.

Employees

6,429

2011 Sales

20.50

Billion USD

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

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

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

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

As the largest insurer and one of the oldest insurance companies, Samsung Life is a recognized and trusted brand in Korea. Our name is synonymous with financial strength and stability. Over our 54-year history, we worked to build and reinforce our brand equity, positioning our company as the most reliable financial brand.

Our marketing campaigns have made a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme of "Life Insurance Protection Awareness," which communicated the importance of life insurance in a humorous and creative yet powerful way.

The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort.

In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered another way to push the boundaries of the brand and to differentiate

ourselves. The marketing campaigns for Future 30+ and Future 50+, combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

In May 2011, Samsung Life entered a new and exciting phase of growth when Keun He Park stepped into the role of CEO. A longtime leader of Samsung Group who has served as CEO of Samsung China and Samsung Card, Mr. Park brings years of experience and a deep sense of the Samsung values of determination and innovation to our division. He has initiated three strategies designed to fuel growth.

First, Samsung Life will focus on the retirement segment and annuities. The number of Koreans between the ages of 40 and 60 is expected to be least 15 million for the next 10 years. This represents a demographic sweet spot for annuity products, presenting a huge growth opportunity.

Another growth opportunity is in the high net worth market. This segment consists of some 150,000 Koreans with combined financial assets of about USD 440 billion (KRW 440 billion)—potential buyers of annuities and life insurance as they seek to preserve their wealth and pass it cost-effectively to their heirs.

Finally, Samsung Life is evaluating overseas opportunities. We have a number of employees with vast international experience to help lead our expansion into emerging markets in the next few years.

Samsung Life dedicated significant resources to support of these new strategies in 2011. Building on our past success, we delved into the minds and hearts of our customers and our community. Our financial strength and stability are well established; with our new brand platform, "Love in Us," we build on these to connect emotionally and communicate caring in a warm, human manner. Our products help protect what is most important to people everywhere—their children, spouses, and loved ones. What is more loving and enduring than the gift of insurance? The "Love in Us" campaign celebrates the fundamental human quality of empathy, showing how Samsung Life helps people feel more secure about their families and their future.

## Samsung Fire & Marine Insurance Co., Ltd.

Employees

5,395

2011 Sales

15.8

Billion USD (consolidated basis)

Tel: 82-2-1588-5114  
Fax: 82-2-758-4320  
www.samsungfire.com

Samsung Fire and Marine Insurance is a leading Korean non-life insurance company, ranked first in the industry both in terms of revenues and profits. Today we are spearheading global markets with innovative ideas.

Our superior achievements in profitability, financial soundness, and customer satisfaction are unparalleled in the industry. Since 2010, we have used a new slogan, "Think NEXT." This represents our commitment to innovation and our passion for providing better service.

Understanding our customers is key to our success, so we give priority to creating a top-notch customer experience. For example, we recently upgraded our company analysis education programs, to generate more accurate analysis, more professional consulting, and faster customer service. Implementing accident prevention activities with our internal resources, such as the Samsung Traffic Safety Research Institute and the Samsung Loss Control Center, has proved another way to improve customer satisfaction.

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

In overseas markets, Samsung Fire and Marine operates six international subsidiaries, six branches, and seven offices. Our China subsidiary is the first independent foreign insurance company in the country. In the medium term, we aim to create a success model in the global market by concentrating our expertise and resources available on local markets such as China, the United States, and Singapore.

Samsung Fire and Marine has long been the most respected non-life insurance company in Korea. With our proud customer-driven approach, we will soon write the next chapter of our success in the overseas market.

### Young Samsung Life Cafe



Samsung Fire & Marine Insurance Headquarter



Number Cards

## Samsung Card Co., Ltd.

Employees

2,976

2011 Sales

2.9

Billion USD

Tel: 82-2-1588-8700

Fax: 82-2-2172-7738

www.samsungcard.com

Founded in 1988, Samsung Card is one of the leading credit card companies in Korea. As of March 2012, Samsung Card serves more than 8.3 million individual members through its network of 6.5 million affiliated merchants. Through alliances with global card issuers including Visa and MasterCard, we provide comprehensive credit card services to our customers so they can enjoy the convenience, widespread acceptance, and benefits of Samsung Card around the world.

In addition to a wide range of basic credit card services, including credit purchases, cash advances, and card loans, we provide unique and value-added products that fit the life stages of our customers, whether they are traveling, shopping, or getting married.

We also run partnership programs to help our merchants boost sales while reducing costs. In particular, we are working to enhance our customer insights by fostering market-sensing and customer-linking capabilities. Further, we are developing new

growth engines by introducing advanced financial marketing techniques designed to expand our business in the global market.

In March 2011, Samsung Card entered a new phase of our business, with focus on the best possible customer service, as we appointed our new CEO, Chihun Choi, a globally recognized expert in management. Under Mr. Choi's direction, we are committed to creating new value, with the mindset that every thought and action should benefit our customers.

We are using social media channels to help facilitate communication with our customers as we work to build a transparent financial system and organizational culture. As always, we will try our best to provide top-quality services that surpass customers' expectations and ensure the highest integrity.

## Samsung Securities Co., Ltd.

Employees

3,208

FY2011 Net Revenue

1.06

Billion USD

Tel: 82-2-2020-8000

Fax: 82-2-2020-8097

www.samsungsecurities.com

Samsung Securities is a leading investment banking and securities company with a focus on wealth management and financial advisory services. The company is at the forefront of Korea's financial market, offering a full spectrum of services and products, including brokerage for securities, derivatives, and commodities; underwriting and M&A advice; and sales and trading of diverse financial instruments, such as mutual and hedge funds, fixed income products, over-the-counter derivatives, trusts, wrap accounts, and retirement solutions.

Since the adoption of our wealth management strategy in 2003, Samsung Securities has been a leader in the domestic wealth management market, with more than 1,000 financial advisers. With client assets of KRW 109 trillion, the company boasts 78,830 high net worth individual clients—the highest number in the domestic securities industry.

We have an extensive business network with 105 local branches and overseas offices in Hong Kong, London, New York, Tokyo, and Shanghai, providing a solid framework for delivering comprehensive financial solutions to individuals, institutions, and corporate clients.

In wealth management, a team of committed private bankers and a specialized advisory group deliver high-quality financial consulting and the differentiated products and services that are most suitable for our clients. Our investment banking serves the financial needs of domestic and international corporations, financial institutions, and governments by offering strategic advising, equity and debt underwriting, and structured financing. For institutional investors, we provide fundamental research, investment advice, securities lending, product structuring, and execution across all significant Korea products.

We are demonstrating leadership in the global financial services field, satisfying the financial and investment needs of clients worldwide and achieving our vision of becoming one of the top-tier global financial firms.

“We provide our customers with a plan that covers their finance and lifestyle so that they can build a more stable and better life after retirement.”

**Mijung Ha**  
ASSISTANT MANAGER, RETIREMENT  
PLANNING RESEARCH INSTITUTE,  
SAMSUNG SECURITIES





## Samsung Asset Management Co., Ltd.

Employees

238

2011 Sales

118.2

Million USD

Tel: 82-2-3774-7600

Fax: 82-2-3774-7633

www.samsungfund.com

Samsung Asset Management is the top asset management company in Korea, managing USD 102.6 billion in assets as of March 2012. We provide investment trust and mutual fund management to retail and institutional clients. We are also the sole manager of the Asian Bond Fund, an investment vehicle launched by eight Asian central banks in a move to promote the development of domestic and regional bond markets.

Our market-beating performance is driven by a value investment philosophy that prioritizes risk management over returns. This strategy is based on rigorous research carried out by our skilled in-house research team, coupled with the unsurpassed expertise of our fund managers. For the third year in a row, we have been chosen as the lead fund manager of the Government Investment Pool for Korean Public Funds by the Ministry of Strategy and Finance.

In recent years, we led the market, and we continue to increase market share. Our assets under management increased by USD 8.7 billion in the last fiscal year, even in the midst of challenging market circumstances. We recorded USD 118.2 million in sales and USD 44.8 million in profits before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

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

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

Most recently, our excellence was once again recognized when we were selected as the discretionary investment manager for a Korea equity fund by China Investment Corp., one of the world's top five sovereign wealth funds. Clearly, we are gaining recognition in the region as the finest investment partner in Asia.

## Samsung Venture Investment Corporation

Employees

41

2011 Sales

16

Million USD

Tel: 82-2-2255-0299

Fax: 82-2-2255-0288

www.samsungventures.com

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

Established in October 1999, SVIC has USD 875 million under management and has made equity investments globally, delivering both strategic and financial returns.

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

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

In 2004, we expanded overseas, establishing our U.S. office in San Jose, California. In 2010, we further expanded our global presence by opening offices in the United Kingdom and Japan. With these new offices, we established rapid and intimate channels between Samsung and the local venture capital communities. Our Silicon Valley office boasts a strong network with top-tier venture capital firms.

SVIC is widely recognized as a leading corporate venture capital firm. Our seasoned venture capital professionals have years of proven expertise in deal structuring and risk management, leading to multiple exits that are strategic and financially leveraged to benefit our limited partners.

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

## Samsung C&T Corporation

### Employees

10,467

(as of July 2012)

### 2011 Sales

19.44

Billion USD (consolidated basis)

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

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

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

Always at the forefront of the industry, we have constructed two of the world's tallest skyscrapers, Malaysia's Petronas Twin Tower and the Burj Khalifa in the United Arab Emirates. We also designed and constructed the Incheon Grand Bridge—an accomplishment hailed as a major milestone in the history of bridge construction. As an award-winning contractor for the construction of the Braka Nuclear Power Plant in Abu Dhabi, we continue to break new ground as we expand our business in areas such as mining and healthcare.

Going forward, we will grow as a total construction company that manages every step of a project, from planning and design, to procurement, operations, and maintenance. As a total solutions provider, we are fully committed to completing all projects safely and on schedule, within the required budget and based on the highest levels of engineering, quality control, and quality assurance.

Samsung C&T Trading and Investment Group works in energy/environment, natural resources, and industrial materials through

108 overseas operational bases. In the fields of energy and the environment, projects focus on photovoltaic energy, wind power, and bio-energy and other renewable energy sources, as well as promising areas such as water processing facilities.

In natural resources, we are conducting exploration, development, and production activities in 12 oil and gas fields, including fields owned by ANKOR and Parallel, our subsidiaries in the U.S. We also supply raw materials, rare metals in particular, to customers across the world, and have recently invested in a lithium mine in Chile and a nickel mine in Madagascar.

In industrial materials, we are engaged in trading and direct-investment operations in steel, electronics, and chemicals, as well as a wide range of other businesses, including apparel and IT.

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



U.A.E Burj Khalifa

## Samsung Engineering Co., Ltd.

### Employees

7,620

### 2011 Sales

8.06

Billion USD

Tel: 82-2-2053-3000  
Fax: 82-2-2053-3339  
www.samsungeengineering.com

For more than 40 years, Samsung Engineering Co., Ltd. (SECL) has excelled as the foremost and largest Korean engineering company, specializing in engineering, procurement, and construction and commissioning of hydrocarbon, industrial, and infrastructure plants and facilities in worldwide markets. With a global force of over 7,500 employees in the Middle East, India, Southeast Asia, Central America, and South America, Samsung Engineering is an internationally recognized leader in the global plant market.

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

### Hydrocarbon

Samsung Engineering has a strong and extensive track record of petrochemical, refinery, and gas plant projects, particularly for ethylene, EG, gas separation, and refinery plants. The company is focusing its efforts in the hydrocarbon upstream business and has been awarded several gas oil separation

plants in recent years. Notably, in 2012, Samsung Engineering entered the Iraq and Qatar markets for the first time.

### Non-Hydrocarbon

Samsung Engineering's expertise in the non-hydrocarbon business includes power, steel/metallurgy, water treatment infrastructure, and industrial plants. Recently, Samsung Engineering has rapidly increased diversification of its services in this sector in global markets, after being awarded major contracts for power, water, steel, and metallurgy.

### Samsung Global Engineering Center

In April 2012, Samsung Engineering opened its new headquarters in Sang-il dong, Seoul, Korea. The three-building Samsung Global Engineering Center serves as the home to more than 8,000 engineers and administrators. The new headquarters symbolizes Samsung Engineering's exponential growth over the past decade, and it offers a strong foundation as we work to become a global leader in engineering.



Saudi Arabia KAYAN PP/PH Plant

## Cheil Industries Inc.

Employees

4,770

2011 Sales

5.0

Billion USD

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

Starting as the parent company of the Samsung Group in 1954, Cheil Industries has evolved through continued corporate transformation and has grown alongside the Korean economy, leading the market. We launched the production of fabrics back when the domestic manufacturing industry was not yet fully established, localizing the production of woolen textiles. Following this, we moved into the fashion industry in the 1970s and diversified our business portfolio in the 1980s to include chemicals, regarded as new and cutting-edge materials. We went further in the 1990s and entered the electronic chemical materials business, developing production of semiconductor and display materials.

In the 2000s, Cheil Industries grew based on a diversified business portfolio that encompasses chemicals, electronic chemical materials, and fashion. We are now seeking and building new businesses that will bolster our future competitiveness, focusing on developing mid- to long-term growth drivers that will continue our mission of embracing change and innovation. Because we believe that we can shape a better future by taking on challenges, Cheil Industries is developing into a top-tier global company.

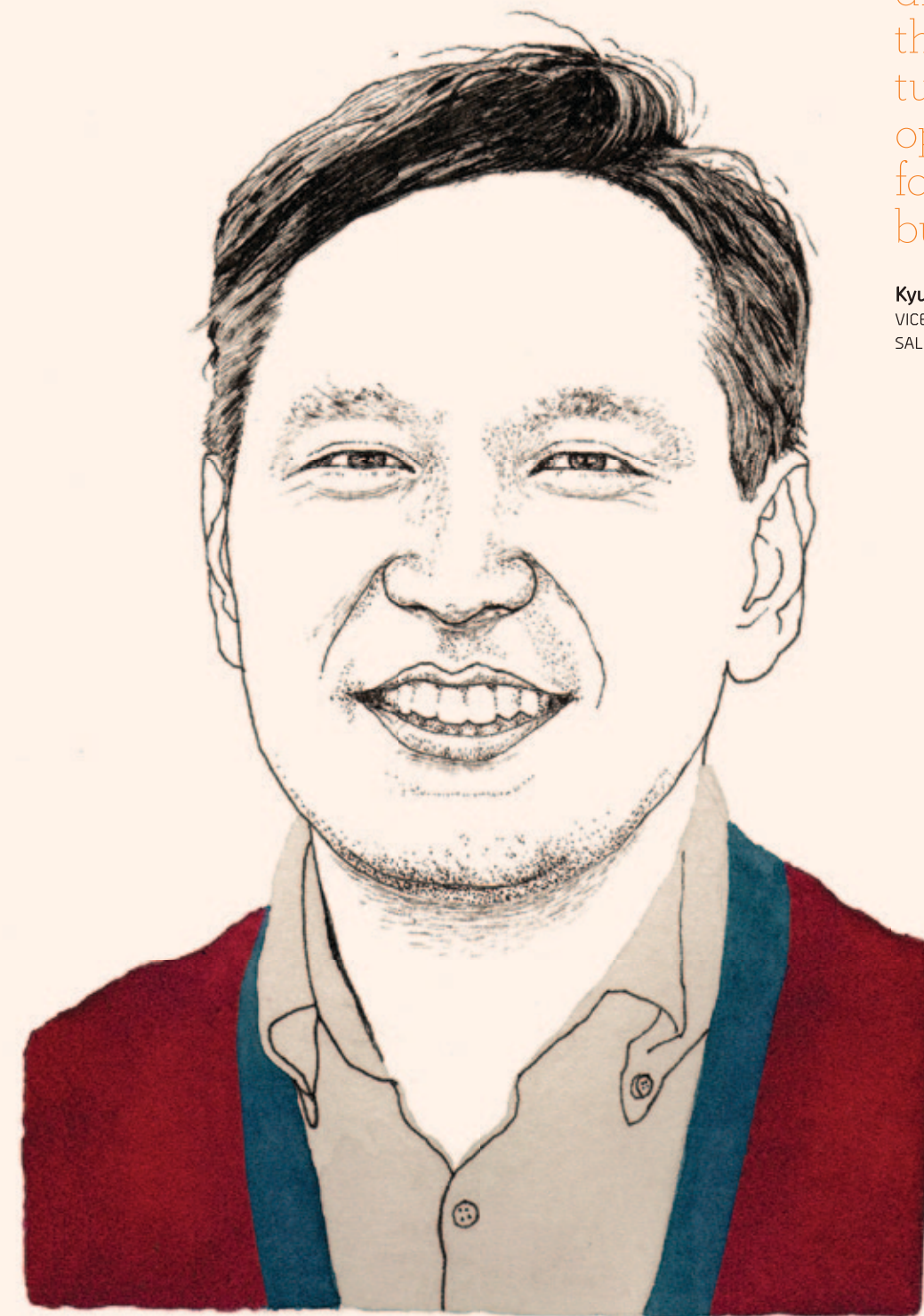
The chemicals business is our mainstay, and accounted for 43.3 percent of the company's total revenues in 2011. Our steady growth has continued since 2000 thanks to product quality, customer diversification, and an

increasing number of applications for our products. We expect better results in 2012 as a result of the development of next-generation products and the expansion of PC production lines.

The electronic chemical materials business is an area of strong growth. In 2005, its revenues accounted for a mere 8.3 percent of the company's total revenues, but by 2009 the business had surpassed the KRW 1 trillion mark. From 2009 through 2011, this division brought in around 30 percent of our revenues, leading the company's overall growth. In 2011, operating income in this division accounted for 51.9 percent of the company total, playing a pivotal role in corporate profitability. Today we focus on developing high-margin and high-growth products as future growth drivers.

The fashion business is at the heart of Cheil Industries; we defined the history of Korea's fashion industry as we developed the nation's leading brands in men's wear and casual wear. Recently, we expanded our product lines to include women's wear, concept stores, accessories, and spa and outdoor wear. We continue to build our business in China and the United States. By placing the highest priority on brand value, Cheil Industries has established itself as the indisputable leader of the domestic fashion market, and we are now working to become a truly global fashion company.

### Polycarbonate



“Teamwork is a driving force that helps us to turn crises into opportunities for sustainable business.”

**Kyuhwan Cho**  
VICE PRESIDENT, AUTOMOTIVE MATERIAL  
SALES GROUP, CHEIL INDUSTRIES

## Samsung Everland Inc.

Employees

4,785

2011 Sales

2.32

Billion USD

Tel: 82-2-759-0290

Fax: 82-2-759-0109

www.samsungeverland.com

Samsung Everland is a leader in resort management, food service, and environment and asset management.

Our Everland Resort, Korea's premier resort complex, includes the Everland theme park, Caribbean Bay water park, Glen Ross Golf Club, and Homebridge vacation condos. Everland was listed by Forbes as one of the world's top four theme parks in 2006 and Caribbean Bay was selected as one of the Must-See Waterparks by the International Association of Amusement Parks and Attractions in 2008. The parks offer many exciting rides, especially T-Express, selected as the world's most thrilling wooden roller coaster in a recent poll conducted by roller coaster guru Mitch Hawker of the United States. Recently, we opened AquaLoof, a fantastic water slide at Caribbean Bay, which turns the rider 360 degrees over the course of the ride for a dramatic free-fall experience.

We also operate four of Korea's most prestigious golf clubs—Anyang Benest, Gapyeong Benest, Ansong Benest, and Dongrae Benest.

In food service, Samsung Everland creates enjoyable dining experiences. With scientific menu evaluation and screening, as well as stringent distribution management, we are

among the best in the business. We recently advanced into the premium food service sector in our efforts to deliver distinctive products and service to a wider variety of consumers.

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

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

To share our future with clients and customers, Samsung Everland recently unveiled its corporate motto, "Life Infrastructure Inventor," which showcases our new initiatives and our dedication to high standards that enhance overall quality of life and help our clients win in the marketplace.

## Hotel Shilla Co., Ltd.

Employees

2,042

2011 Sales

1.59

Billion USD

Tel: 82-2-2233-3131

Fax: 82-2-2233-5073

www.hotelshilla.net

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

Hotel Shilla's duty-free stores, in Seoul, in Jeju, and at Incheon International Airport, carry more than 400 world-famous luxury brands, including Louis Vuitton—the first-ever airport store for the brand. Hotel Shilla also offers even more convenient shopping through its online duty-free shop. A large guest lounge in the roof garden on the roof of the Seoul shop offers a more refined shopping space, regularly playing host to cultural events. Our free valet service is an industry first, starting a trend toward differentiated service.

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

The Shilla Hotels and Resorts is a world-class hospitality brand that owns and operates two Shilla hotels in Seoul and Jeju. Our hotels boast impressive facilities, impeccable service, and a time-honored tradition of hospitality.

Our flagship hotel, The Shilla Seoul, is an internationally renowned premier five-star hotel, recognized for more than 30 years of exquisitely personalized Korean hospitality and luxury service. As the only Seoul-based member of the prestigious Leading Hotels of the World, The Shilla Seoul maintains its reputation as the preferred address for royalty, heads of state, international celebrities, and sophisticated international business and leisure travelers.

On the southern resort island of Jeju, The Shilla Jeju presents the ultimate luxury resort experience. With panoramic views overlooking the Pacific Ocean, its exotic Mediterranean design and spacious grounds combined with signature Korean hospitality have made it a market leader on the island since its opening in 1990.

Everland



The Shilla Seoul



## Cheil Worldwide

Employees

# 3,500

(as of August 2012)

2011 Sales

# 1.58

Billion USD

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

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

Over the past four decades, we have expanded our focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. With 53 offices in 28 countries, we are currently ranked by Advertising Age as the world's 16th largest advertising firm. Our clients include oil refiner S-Oil, Hankook Tire, leading Korean mobile phone service provider Olleh KT, GM Korea, Dong Suh Food, Woongjin, Samsung Electronics, Ticket Monster, NC Soft, CJ Group, Korea Development Bank, and NHN.

For the past few years, Cheil Worldwide has made several acquisitions of top global agencies, including Beattie McGuinness Bungay (BMB), a leading independent advertising agency based in London in 2008 and leading digital agencies OpenTide Greater China and The Barbarian Group of the U.S. in 2009.

In 2012, it bought the network of McKinney in the US and Bravo Asia, a boutique advertising agency with offices in Shanghai and Hong Kong.

Some recent campaigns include the planning and execution of Samsung Electronics' sponsorship of the London 2012 Summer Olympics and managing Samsung's marketing activities at the 2010 Vancouver Winter Olympic Games. We also produced TVC series to make London 2012 "Everyone's Olympic Games" through Samsung Galaxy S III, fronted by David Beckham.

Our work was recognized with several awards at the most recent Cannes Lions International Festival of Creativity. In 2011, Cheil Worldwide earned Korea its first ever Cannes Grand Prix for Tesco Homeplus virtual store campaign. Then again in 2012, we achieved the best performance ever at the Cannes Lions by winning 12 Lions - 3 Gold, 4 Silver, 5 Bronze, including the first of the Promo & Activation Lions ever awarded for the Samsung Electronics Insight Exhibition.

## S1 Corporation

Employees

# 4,902

2011 Sales

# 826

Million USD

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

S1 is one of the leading security businesses in Korea, serving some 40 million customers with our slogan, "For a Sense of Security." Our vision is to become a global top-ten company, using our skills, honed since 1981, for making customers feel safe, secure, and comfortable. We are constantly upgrading our systems and products, working to remain at the cutting edge of our industry.

At our unique technology lab, more than 160 R&D employees analyze data and develop new ahead-of-the-curve products. The face-recognition technology that was used at the G20 Summit 2011 and the Nuclear Security Summit 2012 is a classic example of S1's technical achievements.

Other successful products include Secom V Premium, a smart video monitoring control system that can patrol a crime scene with the industry's first two-way communications and real-time video technology, and VMS, a state-of-the-art video monitoring system that can "watch" an entire building. In addition, our wireless security system service, Secom Art, and our new security system for multi-unit residential buildings, Secom Homz, are proving popular with customers.

We are also exploring new applications for our security technology. Zenie Call, a location searching service, is now offered in the movable security service business. In network security, the company has introduced Secom NS, and a related product for personal computers, Secom PS.

In 2012, we entered another new field with Enfra, a monitoring system that offers energy-consumption assessment and helps improve energy efficiency in new and existing buildings. Because of Enfra, S1 has been registered as an energy service company by Korea Energy Management Corp.

With these new products, plus ongoing research at our R&D center and new offices in China, S1 is working to become one of the world's leading security solutions companies.

The Insight Campaign won two Gold Lions in the Promo & Activation category at Cannes Lions 2012.

sight in sound  
sight in touch  
sight in sense

# insight

photography lessons with the blind

**[ Background ]** In Korea, Samsung Electronics holds by far the largest market share for compact digital cameras, we wanted to replicate our No. 1 reputation in mind sharing. Going beyond simply building good cameras but also creating a brand with deep philosophical substance.

**[ Idea ]** Our idea is, "Photography lessons with the blind". We handed out cameras to 11 visually impaired students and taught basic photography skills and traveled with them in various locations and they captured all that they could sense onto their cameras. Amazed at the outcome, we opened an exhibition with their best photos.

**[ Result ]** As a result, our efforts to enhance Samsung Camera's mind share was a great success. (Brand preference 30.8% → 42%) But we acquired something even more valuable: That the mind sees what the eyes cannot, and that a vision is but a way to see the world. The camera is not just for those who can see but also for those who yearn to capture this world.

Samsung Camera

Face Recognition, Fingerprint Reader and Vein Reader



## Samsung Medical Center

Employees

7,000

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

Since opening in November 1994, Samsung Medical Center (SMC) has been one of Korea's leading medical organizations. We operate three specialized treatment facilities—two in Seoul (Samsung Medical Center and Kangbuk Samsung Hospital) and one in Changwon (Samsung Changwon Hospital), as well as the Sungkyunkwan University School of Medicine.

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

In 2010, Samsung Medical Center completed a world-record number of operations at a single institution, with 1,800 cases of stomach cancer surgery during the year, along with 1,500 cases of colon cancer surgery. The facility also treated more than 10,000 outpatients per day in September 2010.



## Samsung Comprehensive Cancer Center

In 2011, Samsung Medical Center succeeded in helping Korea's youngest, lightest newborn baby (just 22 weeks' gestation and 380 grams in weight) to survive. Samsung Medical Center, which aims to become a globally leading hospital, has been promoting active interaction with various distinguished medical institutes worldwide, including the Mayo Clinic (U.S.), MD Anderson Cancer Center (U.S.), and Beijing University Hospital (China). Since 2009, the hospital has marketed its services to foreign patients, a promising area for growth.

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

In May 2011, Kangbuk Samsung Hospital announced its new vision, "A Global Leader in Outpatient-Focused Treatment and Total Healthcare." The hospital also unveiled seven new strategies and a slogan to promote them, "Let's Go 7." In March 2011, to commemorate its thirtieth anniversary, Samsung Changwon Hospital announced an initiative to enhance services for the local community as it works to become a leading hospital in southeastern Korea.

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

## Samsung Economic Research Institute

Employees

212

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

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. Founded in 1986, SERI has been Korea's observer of record on economic matters for 25 years. Today SERI is a major resource for business leaders, policymakers, and opinion leaders in Korea and beyond. SERI's domestic website now has 1.9 million readers, while its English (www.seriworld.org) and Chinese readership continues to grow.

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

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

The global economy faces the risk of prolonged low growth as the effects of the fiscal crisis linger and grow entrenched. In Korea, slowing growth, rising prices, mounting household debt and deepening income polarization are threatening its recovery and causing social friction. In this critical time for the Korean economy, SERI's agenda now includes expanded cooperation with other institutions, new research on emerging markets in Africa and Latin America, and a strengthened focus on the role of corporate social contribution in today's economy. As always, SERI will continue to be Korea's foremost interpreter of the economic landscape as this challenging year unfolds.

**SERIWorld.org:**  
**SERI's Global Site**



## Samsung BioLogics

Employees

178

Tel: 82-2-2255-8500  
Fax: 82-2-2255-8577  
www.samsungbiologics.com

Established in April 2011, Samsung BioLogics aims to become a leader in the biopharmaceutical industry. Samsung has a long and rich history of research and development work. The launch of our new biologics business builds on our past achievements and brings our unwavering technological leadership to the biologics sector. With Samsung's quality, technology, and innovation, Samsung BioLogics will transform the global healthcare industry over the next decade.

Samsung BioLogics is committed to quality-driven development and manufacturing of bio-healthcare products. Our customer-oriented business model supports both high-quality, fast-turnaround contract manufacturing partnerships and collaborative novel drug development. We will provide the infrastructure for partnerships with industry leaders so that together we can develop, refine, and distribute biopharmaceutical products worldwide.

Our headquarters are located in Incheon, Korea, where a state-of-the-art, multiproduct biologics facility is currently being completed as Phase I of our CMO business establishment. The site is on a large parcel of land, which allows for flexible Phase II and future expansion. The Samsung Biologics Phase I facility was mechanically completed in June 2012, and it will be fully operational in January 2013, compliant with global healthcare regulations and cGMP expectations.

### Incheon Phase I Facility



Our first facility is truly a one-stop shop that contains an upstream suite, a downstream suite (with pre- and post-viral segregation), a fill-and-finish suite, and a warehouse with long-term cold storage capacity. The new production facility has 30,000L mammalian cell culture capacity with six of 5,000L bioreactors. And has one purification line suitable for monoclonal antibodies with high titer products. The facility is a cutting-edge multiproduct plant capable of producing high-quality bulk drug substances and drug products within the same facility, maximizing customer satisfaction and convenience while minimizing potential product risks.

In this newest chapter of the Samsung Group story, our most immediate goal is to alleviate suffering brought about by disease and sickness by producing breakthrough medicines and delivering them to patients around the world, as well as by increasing access to and the affordability of existing medicines. At Samsung BioLogics, our pledge is to continue Samsung's legacy of excellence by combining our proven engineering with our business expertise to become the leader in the biopharmaceutical industry.



### Samsung Lions Celebrate a Win

## Samsung Lions

Employees

37

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

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

The field manager, Ryu Joong Il, is a former all-star shortstop; he spent his entire 13 seasons with the Samsung Lions as a franchise star. In 2011, he became the thirteenth manager of Samsung Lions. Under his guidance, the team had a very successful inaugural season, with a Triple Crown accomplishment: the team finished in first

place for the regular season, won the Korean Series championship, and triumphed at the 2011 Asian Series, becoming the first team not located in Japan to win the tournament since its inception.

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

## Samsung Foundation of Culture

Employees

87

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

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

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

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

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

## The Ho-Am Foundation

Employees

6

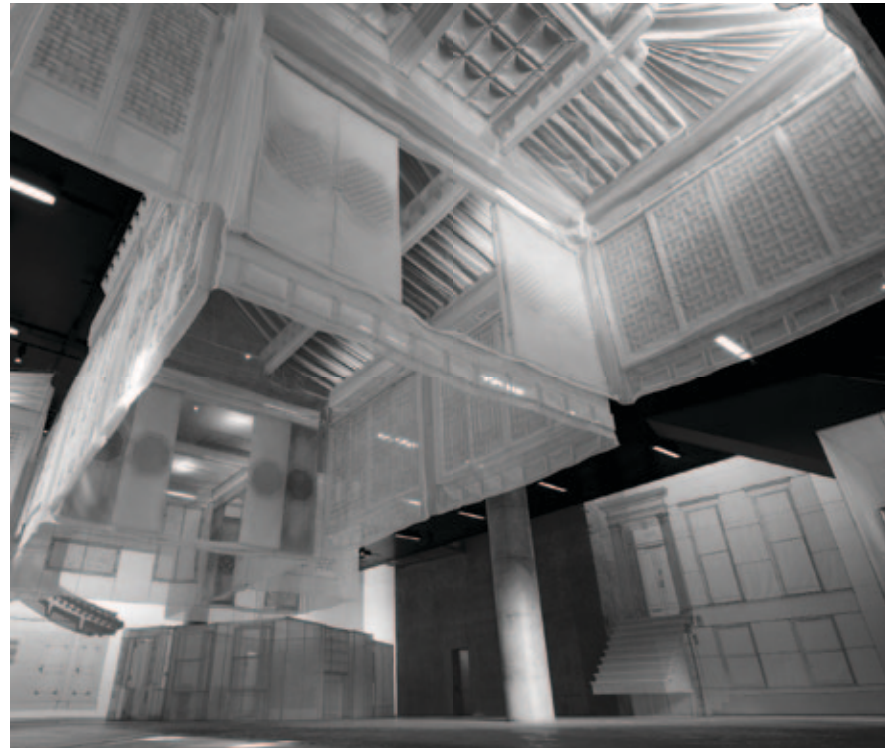
Tel: 82-2-2014-6783  
Fax: 82-2-2014-6789  
www.samsungfoundation.org

Founded in 1997 to comply with the late Chairman Byung-Chull Lee's ideal of contributing to both national economic development and social benefit, the Ho-Am Foundation continues to support a host of endeavors. ("Ho-Am" was the pen name of the late Chairman Byung-Chull Lee.)

To continue Samsung Founder "Ho-Am" Byung-Chull Lee's effort to maximize both human potential and public interest, Chairman Kun-Hee Lee of Samsung established the Ho-Am Prize in 1990. Each year, the prize recognizes highly distinguished people of Korean heritage whose achievements in five specific areas—Science, Engineering, Medicine, The Arts, and Community Service—have contributed to the progress of humankind and the restoration of humane attitudes.

The foundation's activities include the Ho-Am Prize and support for academic research, publications, and exhibitions to promote the expansion and dissemination of science and culture. Additionally, the foundation coordinates efforts and exchanges with other internationally distinguished prize-awarding foundations, such as the Nobel Foundation and the Japan Prize Foundation.

### Leeum, Suh Doho Exhibition



## Samsung Welfare Foundation

Employees

15

Tel: 82-2-2014-6810  
Fax: 82-2-2014-6869  
www.samsungfoundation.org

Committed to building an ideal society, Samsung Welfare Foundation funds a wide range of community programs that address various economic, social, and cultural needs. Our mission, since 1989, has been to help Samsung carry out its duty to assist its neighbors in realizing the dream of a society in which everyone can live a more satisfying life.

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

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

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



## Samsung Life Public Welfare Foundation

Employees

4

Tel: 82-2-2014-6860

Fax: 82-2-2014-6869

[www.samsungfoundation.org](http://www.samsungfoundation.org)

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

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

The foundation operates Samsung Childcare Center with Samsung Welfare Foundation. We have developed programs and educational materials for child care, and we concentrate on improving the welfare of disadvantaged families.

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

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

# Global Network

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Published by Samsung in coordination with Cheil Worldwide and ICGroup  
Printed by Samsung Moonwha Printing Co., Seoul, Korea  
Written by Hyun Kim  
Photographed by Ruben Latre, Haewook Park, Jordan Hollender, and Agenda  
Illustrated by Adam Craft  
Created by Agenda: [www.agendanyc.com](http://www.agendanyc.com)

