

SENSE DREAM ENTHUSIASM
HUNCH **IMAGINATION** IMPASSION
ATED EVOLVE ORIGINAL RESOLUTION
DIFICATION PERMUTATION
OVER **INTUITION** REGENERATION
MATION TRANSLATION VISUALIZATION
UGH VITAL EAGER KEEN PASSION
FIND UNCOVER CHANGE MOTIVATION
N REASON **INNOVATION** LOYALTY
LLFUL ADEPT ABLE ASTUTE
NALYZE DEDUCE ACCURACY
TION **INSPIRATION** COMPLETION
REVERIE SPECULATION THOUGHT

Table of contents

- 2 A message from the chairman
- 8 Imagination: ignite the cultural revolution
- 28 Intuition: leave no stone unturned
- 42 Innovation: open new doors
- 56 Inspiration: make a difference
- 69 Product index
- 91 Samsung timeline
- 99 Financial overview
- 103 Company profiles
- 126 Global network

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Markets shift. Fortunes change.
Technology rises. Traditions fall.
These challenges demand
conviction and imagination.

Amid the ceaseless tumult, the
only true constants are a strong
heart and an open mind.

Innovation starts with the
question, "What can be?" We
must be open to all answers.
Within our walls, nothing is
sacred. Intuition trumps process.
Achievement is nourished by a
culture of discovery, one based
upon new approaches to old
conventions.

With this culture we move
boldly forward, understanding
that inspiration will be our most
trusted guide. By embracing
the unknown, the unfamiliar,
the restless change, we can
become one with the future.
We are the future.

A message from the chairman



Kun-Hee Lee
Chairman of Samsung

3

Dear customers, business partners
and friends:

This is an exciting time. We are in the midst of a digital revolution, characterized by ceaseless creative innovation and change. Though the benefits of this revolution are impossible to overestimate, there are other repercussions for businesses. Amid all the changes and challenges, no business group can assume its market leadership is assured. On the contrary, every leader must realize there is a long line of hungry companies at its heels, waiting for an opportunity to leap ahead.

Samsung is no exception to the rule. Our achievements have been great, but this is not time to rest. To stay ahead in this tumultuous time, we must be able to adjust to the rapidly changing environment around us and turn any change into an opportunity. The 20th century was driven by advances in productivity. This new era, where digital technology is transforming all of society, will be driven by creativity and innovation.

Cultivating a creative spirit

This is the business imperative of our time. So, how do we go about ensuring that we fully embrace the creative spirit across every inch of the organization, from marketing and design to product development and management? How do we anticipate and deliver the next great products and technologies?

It is important for us to seek the best talent from around the world, as well as harness the tremendous skill and imagination within our company, encouraging people to express their creativity and realize their full potential. We must adopt the attitude of a pioneer, which embraces challenge and is not afraid to fail, for failure is a stepping stone to innovation and new ideas. We must recognize that inspiration comes from unlikely places and encourage our employees to follow their intuition and leave no stone unturned.

At the same time, we must seize the leadership position in new business sectors. The changes that occur in just one year of this digital age are comparable to those generated in a century of the analog age. Adjusting our strategies to quickly adapt to changing market trends, honoring our core competencies while seeking new ones, and sowing the seeds for success in new business sectors is the best way to make the most of opportunities as they arise.


We must also continually remind ourselves of our responsibilities to our customers and business partners, not to mention to the communities that have made Samsung's global success possible. We must strengthen our relationships with existing business partners and nurture new collaborative efforts. And we must continue our commitment, through various social efforts and programs, to contribute to the prosperity of people all over the world in the hope for a better society.

Envisioning a better world

On the world stage, we have seen the terrible consequences of conflicts and disasters. Yet, despite such adversities, we continue to see steady economic growth in many parts of the globe. In business, as in global policy-making, a willingness to explore new ideas and adapt to changing conditions will be essential going forward.

At Samsung, we are committed to strengthening our culture of creativity and seizing the opportunities of the day. That is how we prosper and thrive in these challenging and exciting times. As long as our passion endures, as long as our fervor for creative innovation and challenge endures, tomorrow will be still better and brighter. Always remember, the future awaits those who dream.

In closing, I want to express my gratitude to our customers, business partners and all others who have supported our continued success.



Imagination:

ignite the
cultural
revolution

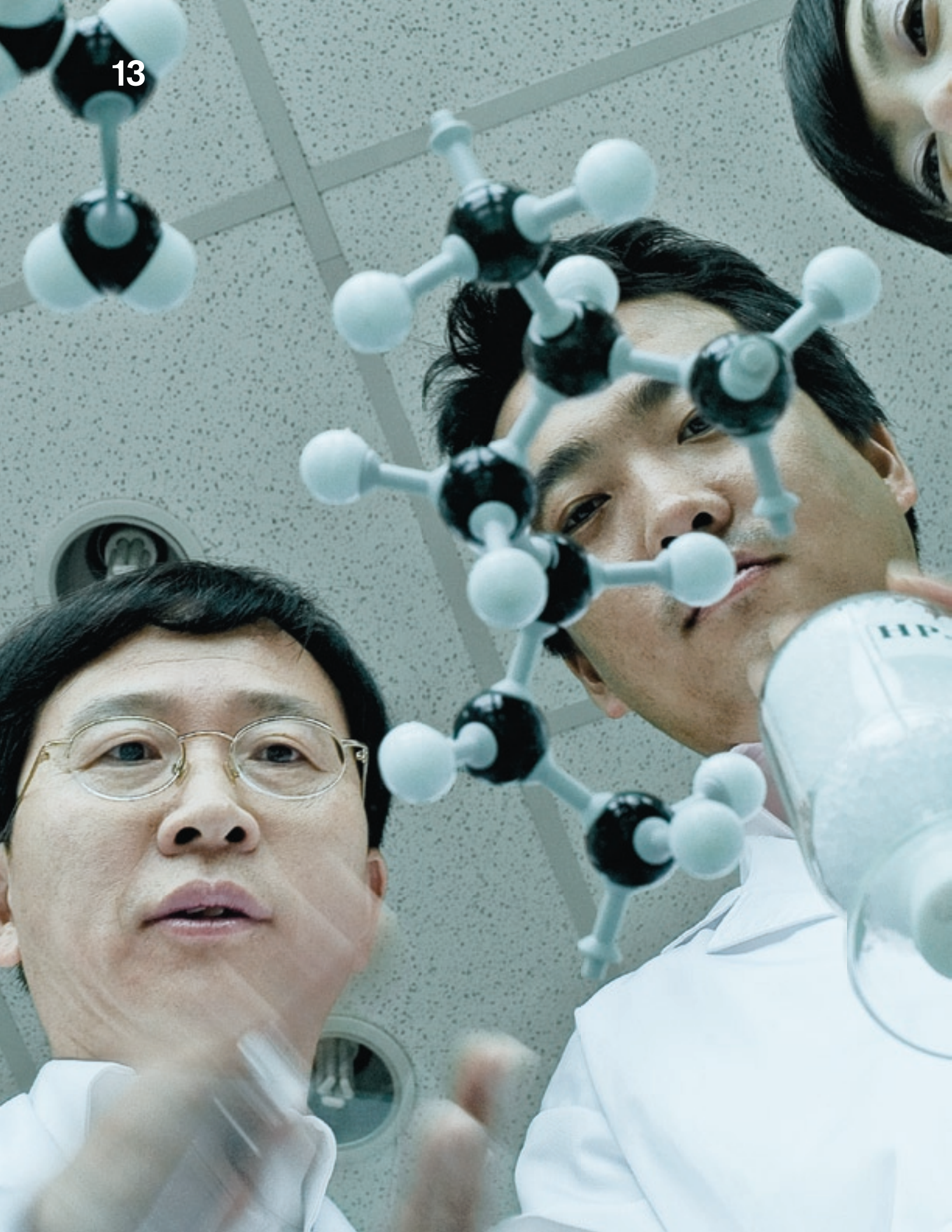
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Through collaboration with our colleagues, we build on one another's ideas. This is the essence of the creative organization.

What is imagination? It is an idea, a hunch or a spark in the human mind that, with proper nurturing, leads to innovation. At Samsung, we strive to foster a creative environment where curiosity, collaboration and risk-taking are encouraged. We seek out the best talent from around the world, which feeds our collective intelligence and global view. We are revolutionizing the corporate culture so that our valued employees are empowered to pursue their hunches, even if they don't bear fruit. Many ideas may be tested before we find the right solution. Or, perhaps an idea leads us in an unexpected direction. Through collaboration with our colleagues, we build on one another's ideas. This is the essence of the creative organization. At Samsung, it has already led us to envision bold new products and technologies, to re-imagine what an existing product can be, and to set our sights on the emerging products and markets of the future.

We are involved in many diverse industries, from electronics to textiles and shipbuilding. It is through the collective efforts of our employees that we rise to the challenge of being a global industry leader, whether that is designing a breakthrough LCD TV, envisioning the power supply of the future, or taking luxury design to new levels.

When is a suit not just a piece of clothing, but a language? When is a TV an expression of beauty? How do we solve the energy needs of the future for mobile personal power? The answer to all of these questions involves imagination. When imagination is applied to challenges, even ordinary objects can be transformed.

Constant interaction and impromptu discussions are the norm at Samsung. Without this type of open work environment, the creation of a groundbreaking product, like the R8 LCD TV, would have never been possible.

Imagination has the Power to Transform

To see this principle in action, one needs look no further than Samsung Electronics' R8 LCD TV. Samsung engineers were inspired by the elegance of a wine glass – the way it curves and catches light, the way it fulfills its function with beauty and understatement. Out of that observation came the idea for the R8 LCD TV. With its bezel design and smooth curves, the R8 has transformed the familiar TV to an object of beauty that can excite emotion and grab customers' hearts. In addition to its aesthetic appeal, the R8 LCD TV encompasses the latest technology, including our Super Clear Panel for high definition viewing, and the Wide Color Enhancer for lifelike color.

After its successful debut in 2006, one million units were quickly sold. And we are constantly improving. The 2007 models, which include 32-inch and 40-inch screens, have design refinements such as a more "formless" shape artfully set off by clear glass, and simple soft-touch sensor buttons placed vertically along the right face of the TV.

Development of the R8 was guided by an integrated task force comprised of key professionals from all corners of the division who worked together and constantly exchanged ideas. It is this sort of collaboration, and the desire to be the best, that leads to legendary products – like the R8 LCD TV. "Shouldn't we have such a big dream if we really want to achieve something?" asks a member of the R8 team. "Life is what we make it through our efforts in realizing our dreams."

Only by being plugged into the ideas and cultures of the world can we continue our leadership position.

Cultivating a Global Mindset

At Samsung, our dreams are big. Whether these dreams are about building the products of the future, successfully penetrating vast new markets, or improving the lives of people around the world through our products and actions, we must cast a wide net to achieve them. The world is our laboratory, our market, and the playground for our imagination.

To thrive in the world economy, a global mindset is critical. We cultivate such a mindset by recruiting talent from around the globe, and exposing our employees to various experiences within our organization. This is one of the highest priorities at Samsung Group. In the words of our Chairman: "We need high-caliber foreigners who can reveal to us a fresh perspective on trends and the latest information."

The incubator for high-caliber global managers at Samsung is the Global Strategy Group. The goal of the GSG is to develop a pool of global leaders who, upon completion of their work with GSG, will transfer into a management position with one of the Samsung Group companies, either overseas or within Korea. These cross-trained, multi-cultural managers share their experience and insights with all corners of the business, whether Strategic Planning, Marketing, New Business Development, Financial Services or Human Resources. Their insights are especially important as we enter into new emerging markets, for example, in South Africa and Brazil, where we have completed successful market development projects.

The Global Strategy Group currently has 38 Global Strategists, MBA graduates from top international schools and has successfully transferred 20 former members to management positions in Samsung Group companies. As one Global Strategist explains: "The ideal Samsung employee right now is someone of global mindset who offers truly unique perspectives and is willing to take risks that can spur the company to new heights, but who also respects the tradition of Samsung enough to effectively serve as a catalyst for change and innovation within the existing system."

A global mindset is crucial to staying ahead of changes constantly occurring around the world. Only by being plugged into the ideas and cultures of the world can we continue our leadership position on the world market. At the same time, all Samsung employees share a common desire for the company to succeed. "We represent a mix of business cultures across many diverse industries — but we all strive for the highest standards possible and we want to prove our success alongside the best companies in the world."

These are the leaders that will shape our future and our culture. "Samsung employees can become more risk-seeking through a freedom to challenge authority and old ways of working. New norms that reward risk-takers and publicly commend some failure are also essential to promote taking more risks."

Samsung's Global Strategists are the best and brightest from around the world. Their multi-cultural insights and cross-training provide valuable input to Samsung companies in all areas of business, from marketing to finance, and support our efforts to expand into emerging markets.



Often, the power of two or more minds working together can produce exponentially greater results.

The Power of Two Minds Working Together

A risk-taking, multicultural mindset will serve us well as we anticipate, design and create the next generation of products and technology. Whether they are consumer products or key components that go into popular products, our engineers have their eyes firmly on the future. They are driven by a passion to explore, test, tread new ground and, when need be, go back to the drawing board.

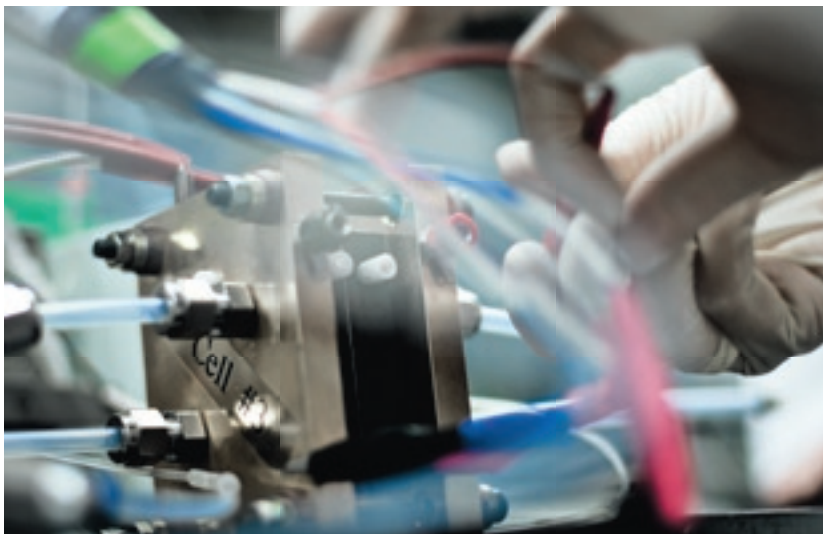
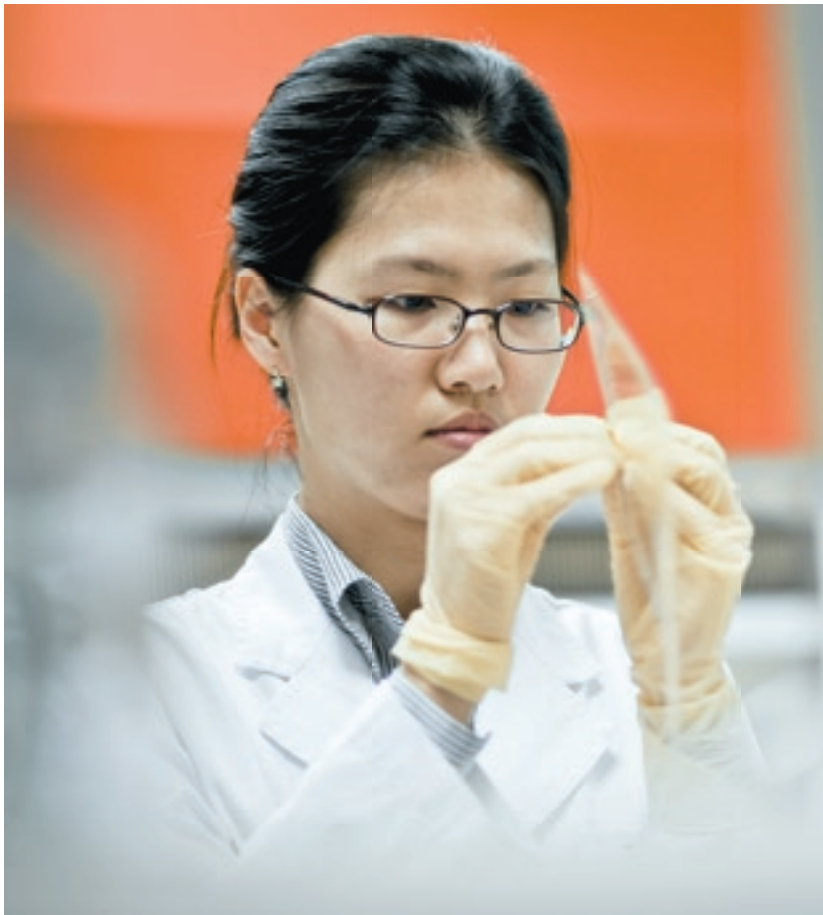
As an organization, we can also foster an environment where risk-taking and collaboration are encouraged. At Samsung, we strive to give employees the freedom to pursue ideas to their fullest, and not be afraid to fail. It is often the case that the power of two or more minds working together can produce exponentially greater results. So we also encourage collaboration and teamwork. A team spirit is especially critical when it comes to solving some of the complex technological challenges we face.

This spirit is illustrated by the Catalyst Development Team, part of Samsung Total Petrochemicals. To further their goals of improving and developing advanced materials – which can save hundreds of millions of dollars – they form cross-functional teams to tackle problems. These teams are made up of the employees, from diverse functional backgrounds, who are chosen by project managers for their applicable skills. Team members work independently on their specific tasks, but they also come together to share results and assemble the pieces into a whole. “Once we set up a goal, we try all possible means to achieve it,” says one project manager.

In this way, the team has succeeded in the development of a new high-performance catalyst for polypropylene, a polymer used in everything from plastics to textiles to food packaging, which is superior to alternatives. The company is also working on product innovations and ramping up production of compounds including ethylene, propylene and styrene monomer, in its efforts to grow and gain leadership in this critical business.

The Catalyst Development Team creates cross-functional teams from diverse backgrounds to help solve complex technical challenges and develop advanced materials, such as a new high-performance catalyst for polypropylene, a widely-used polymer.





Collaborating to Solve the World's Pressing Problems

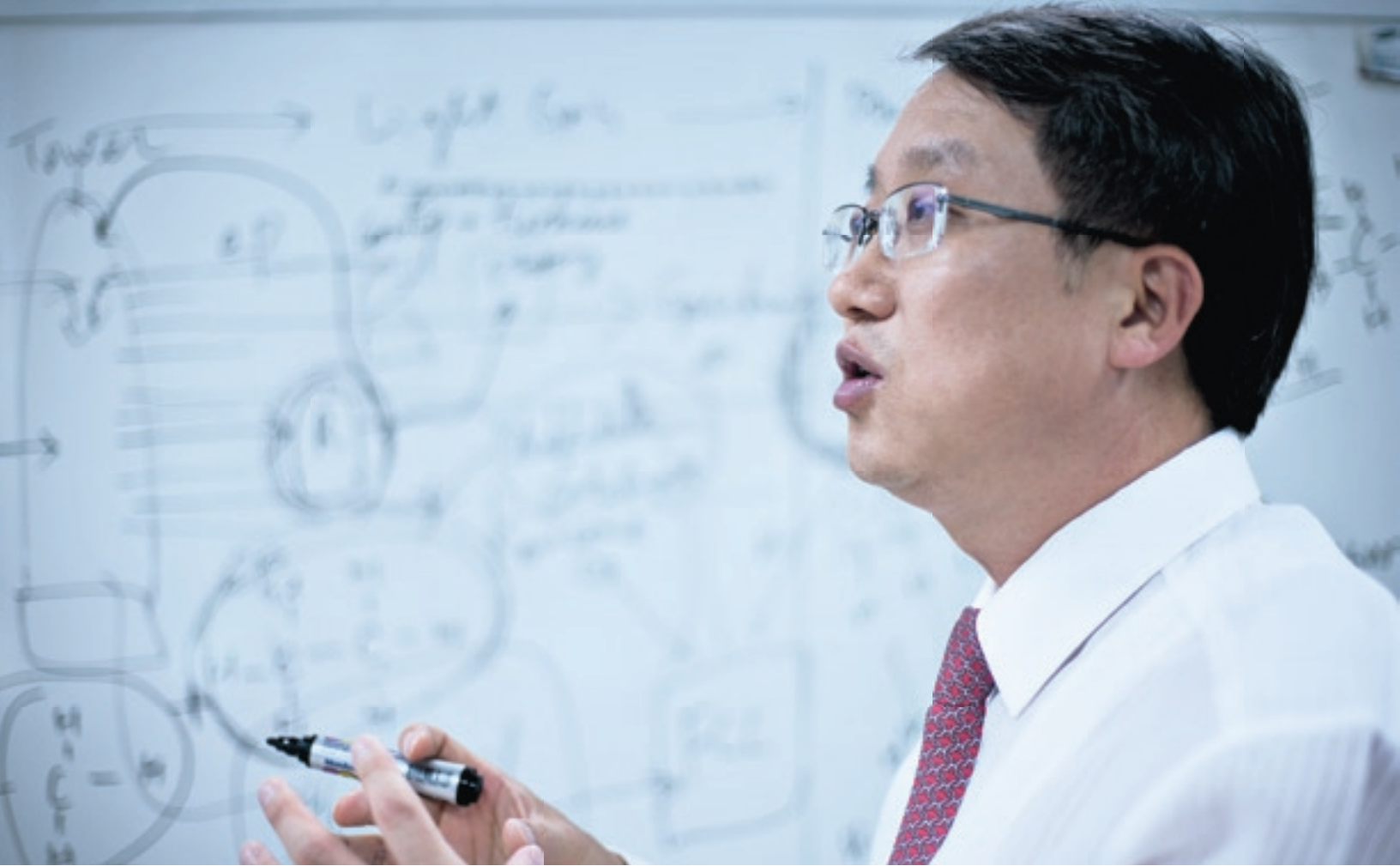
Nowhere is collaboration more critical than when applied to solving the world's most pressing issues. Energy is one of those issues. As the population continues to grow, we must find more efficient ways to meet the growing needs of humanity. That will require our best imagination.

No one company can solve all the world's needs, but we can each do our part. At Samsung Advanced Institute of Technology, the mission is "Boundless Research for Breakthrough." The institute conducts cutting-edge research ranging from network and optical technology to nanotech and energy.

The group is working on fuel cells that promise, in the near future, to provide a more efficient, non-polluting source of power that can replace conventional batteries in everything from mobile devices to cars. Fuel cell energy will be especially critical for powering the personal devices of the future. Samsung's ultimate vision is a Universal Personal Power Source that people around the world will carry with them, generating power from simple inputs such as alcohol and water, and effectively satisfying all of their personal power needs.

Realizing this vision will take the cooperation of some of our brightest minds. SAIT's Fuel Cell group has organized task force teams with Samsung Electronics Co. and Samsung SDI that work together to solve this complex challenge. By setting joint objectives, the team can focus their R&D efforts to achieve the overall goal. To facilitate the sharing of knowledge, technical information and experiment results are compiled into a database that the entire team can access. This has helped the group to be four times more productive than competitors. It is also through this process that the group has developed a mobile cell phone charger based on a fuel cell and made important advances in fuel cell membranes. Working together, we will achieve many more advances in the future.

Researchers at SAIT share technical information and work collaboratively with other Samsung affiliates to accomplish joint objectives, such as creating efficient new energy sources to power the next generation of mobile devices.



To continue our growth, we must be focused and strengthen our core abilities.

Establishing New Beachheads

Imagination comes in many forms. Often, it is the spark that takes shape in the form of a product. But it is also the ability to envision new markets and bring them into being. To continue to grow, we must find new and lucrative markets. That means prospecting the next hot markets and positioning the company to be where the growth is.

Samsung Engineering's involvement in various projects, including the development of hydrocarbon and industrial plants, plus the construction of environmental facilities, has improved upon the company's formidable engineering capabilities. But just as critical as these capabilities is Samsung Engineering's ability to network and manage relationships between the companies, customers and business partners. To be a global leader, the organization must be at home with people, cultures and markets around the globe and also maintain fair and transparent management that will be trusted by customers and business partners across the world. Capitalizing on its technical strength and competitive project management skills, Samsung Engineering is managing mega-sized plant projects in high-growth regimes as diverse as Hungary, Slovakia, India, Saudi Arabia, Thailand, China, Mexico and Trinidad & Tobago.

By leveraging these impressive core competencies, Samsung Engineering has successfully established itself in new markets. Also these qualities are deeply ingrained within Samsung Engineering and have contributed greatly to its accomplishments. The company has successfully carried out projects in Southeast Asia, including Thailand, Malaysia, Indonesia and Vietnam. In Thailand, in particular, we have a dominant market position and strong relationships with some of the country's largest players.

Samsung Engineering's deep understanding of the industry and innate multi-cultural knowledge has allowed the company to become one of the most renowned engineering companies in regions such as the Middle East.

Thanks to timely positioning in prospective hot markets with its geographic expertise in the Middle East region, the company has also won major petrochemical contracts from SABIC (Saudi Basic Industries Corporation), the Kingdom of Saudi Arabia's largest petrochemicals company. Today, Samsung Engineering is one of the most renowned engineering companies in the Kingdom.

Samsung Engineering intends to become a global provider of engineering solutions, leading the new era with high value-added project developments and aggressive revenue expansion. To encourage this growth, the company is looking inward to strengthen its core competencies and reinforce management in the full spectrum of project scope, such as engineering, procurement, construction and project management, and also embracing Six Sigma.

We plan to continue our craftsmanship and to recruit talent from around the world to become a leading brand worldwide.

Dressing for Success

We have been talking about imagination. And perhaps it takes a lot of imagination to envision a company known for electronics being a top name in the field of fashion. But through its decades of experience within the textiles business, Samsung's Cheil Industries has done exactly that.

Our LANSMERE brand stands for the highest quality that can compete with global luxury brands throughout the world. To provide a comfortable fit and elegant style, a wide spectrum of knowledge including physics, chemistry, statistics and ergonomics are employed in making a LANSMERE suit.

LANSMERE is produced in the traditional handmade process that is applied to only top-class classic brands in Italy and Britain. A LANSMERE-brand suit is made through 317 basic work processes, in addition to 53 types of skillful handwork. Only through these complex processes can a classic suit that is not only beautiful but comfortable and light be realized.

It's not easy competing with the best Italian and European brands. First, we must leverage our experiences working with fashion companies. We have also assembled a multi-cultural team that scours fashion magazines and other sources for global trends. We constantly seek the best materials, share information, experiment to find the optimal silhouette, and keep an eye on the luxury brands and customers. At Cheil, it is this open-mindedness that has helped us get to where we are today.

We plan to continue our craftsmanship and to recruit talent from around the world to become a leading brand worldwide. Our Master Tailor, Aldo Bonelli, has worked with many luxury brands in Italy and is an artisan recognized as the top-class expert in suit patterns. "With a strong vision to make art in Menswear, we are going forward without hesitation."

To make a LANSMERE suit, we use only the finest wool and a handmade production that involves 370 different work processes. The result is a classically elegant suit that can compete with top luxury brands of Italy and Britain.





Intuition:

**leave no
stone
unturned**





We live in a global, interconnected world, where new ideas and technologies are unleashed at an unprecedented pace. At any moment, a breakthrough might be occurring in Japan or Finland, in a garage or at a university. At the same time, markets and popular culture vary greatly around the world, and new ideas that bubble up in one region may grow into global trends. This demands that we go out into the world in search of new ideas and understanding and follow our intuition.

Sailing the Seas of Change

Any citizen of our great planet is aware that we have finite natural resources that must be respected and conserved. At the same time, a growing global economy needs ever more fuel to sustain it, and energy companies are searching farther and farther for new sources. Samsung Heavy Industries is satisfying these global needs by building innovative ships and drilling platforms that are safe, environmentally friendly and economical.

For example, we are building the world's most powerful drill ship for Stena Drilling of Sweden, which will be able to prospect for crude oil and gas in the deepest of seas and most severe weather, where fixed drills are impossible to construct. We have also recently christened the world's largest sea platform – the equivalent of a 40-story building in height and two soccer fields in width – that will be installed near Sakhalin Island off the coast of Russia. This platform is expected to produce 70,000 barrels of crude oil per day for 30 years.

Our strides in environmentally superior ships have helped us win significant business in countries with strict environmental regulations, such as the U.S. At the same time, we have greatly improved the shipbuilding process, making it more efficient by adopting CO₂ welding, using larger blocks and increasing dock turnover. "Innovation has even more importance as we are entering new markets and developing new products," says Sung-June Lee of Samsung Heavy Industries.

**To thrive in this era,
we must listen to
our intuition, the
voice inside asking,
"What if...?"**

The demand for offshore gas field development and platforms is growing along with the increased demand for energy. Yet at the same time, so is concern for the ecological health of the environment. In the future, says Mr. Lee, "there will be great demand for ships and multi-role vessels that can perform in harsh climates such as the Arctic and Polar regions without harming the environment."

We cannot always leap ahead with a bold new idea, but sometimes a combination of smaller improvements can have dramatic results. Either way, says Mr. Lee, "We will keep striving to be the world's best in the drill ship market."

Heavy Industries is constantly developing new technology that make its drill ships more efficient and useful. A new drill ship for Stena Drilling will be able to prospect for oil in the deepest of seas and most severe weather.

SUNG-JUNE LEE, Vice President, Samsung Heavy Industries, Hull Basic Design



Casting a Wide Net

When designing products for a world market, we must be astute observers immersed in many cultures. A global leader cannot wear blinders. That is clearly the case at Samsung Electronics, Corporate Design Center. The center works on a project basis to help in all aspects of design for the company's many products. With designers from different backgrounds and disciplines, the center thrives on collaboration and cross-fertilization.

In our digital age, one of the new frontiers is perfecting the interactions between man and machine, the place where they interface that defines what we call "the user experience."

It is an instinctive part of our process to cast the net wider and benchmark what is happening around the world.



"Our projects question not only, 'How should we design it?' but more significantly, 'What should we design?'" explains Alison Foley, User Experience Manager at Samsung Design Europe, one of six global design centers along with the headquarters in Seoul. In answering these questions, she says, the group draws their design inspiration from people, in keeping with its user-centered approach. Alison and her peers often spend time in the field doing research, as well as observing user behavior up close in people's homes or in a controlled environment. This fieldwork informs the design.

Many of our design influences are driven from cultural behaviors across the globe. It is an instinctive part of our process to cast the net wider and benchmark what is happening around the world. At the same time, the designers strive for an uncluttered and sophisticated design language that speaks to a European sense of style.

In addition to studying people and cultures around the world, the center collaborates with other experts in the field, such as other design consultancies. "We spend a great deal of time nurturing the relationships we have with third parties. The most successful projects are where the agency behaves more like an extended team, where the project becomes a shared experience."

Analyzing the results from "user experience" studies is paramount when developing today's digital devices. At Samsung Design Center, we created a kitchen environment and invited potential users to interact with our digital kitchen appliances and user interface innovations first hand.

ALISON FOLEY, User Experience Design Manager, Samsung Electronics, SDE-Design Intelligence Group





Thinking Broadly about Innovation

Samsung is well known for its technological innovations, and Samsung Corning is no exception. The company, a joint venture between Samsung and Corning of the U.S., is a leader in core electronic materials and manufactures differentiated products for flat panel displays.

We produce high-definition PDP filters, ITO targets and ultra-slim CRT glass, and are constantly developing next generation materials and components. These state-of-the-art products are only the most visible innovations. Samsung Corning extends the art of innovation to how we make products, resulting in greater productivity and production that is faster and more cost competitive.

There is great synergy here. By producing ultra-slim CRT glass that is 30% thinner, we are offering customers a more attractive product that is lighter, less bulky, stylish and space efficient. At the same time, Samsung Corning can reduce raw material and packaging costs.

"Innovation previously was more about technology," says Lim Swee Ee. "Now, however, the focus has shifted toward how fast it can be developed. At Samsung Corning, we are emphasizing a Six Sigma mindset to drive productivity improvements. Also, we are shifting from manufacturing-oriented to business-oriented management."

Even the famous Thomas Edison tried more than 2,000 experiments before he was able to light the first bulb.

These innovations are driven by our employees. For example, in our polishing process, an expensive piece of equipment called a diamond wheel is used. By applying creative ideas and innovation to the process, Samsung Corning was able to adjust its equipment specifications to reduce diamond wheel usage by 25%.

Another example involved collecting unused monitors and TV sets and recycling them, which reduces material costs while decreasing waste and protecting the environment. "Our process area can be a source of many innovations if we can think outside the box," says Mr. Lim. This is the mindset of all Samsung Corning employees. "Innovation is driven by people," he adds. "Companies cannot innovate—people innovate."

At Samsung, we try to instill this idea into all of our employees, so they are not afraid to try, even if they fail at first. After all, "A great innovation does not come easy; even the famous Thomas Edison tried more than 2,000 experiments before he was able to light the first bulb."

Ultra-slim CRT glass is less bulky and more stylish, and requires less raw materials and packaging. Products like this have made Samsung Corning the leading force for technological innovation in the CRT glass field.

LIM SWEE EE, Senior Manager, Samsung Corning Malaysia SDN BHD, Production Team



Looking Beyond Conventional Rules

We have spoken of the process of observation, of paying attention to the details of life as they go whizzing by. In our digital age, when we are flooded with information and things change by the nanosecond, this can be an overwhelming task. Can there be order in what seems to be chaos? Is there a pattern to be detected if we look closely enough?

Man has long tried to understand his world by creating rules and theories that explain it. But the world is full of complex, unpredictable situations that these theories do not always clearly explain. This is the realm of Samsung Economic Research Institute's Complex Systems Center. Here, researchers with diverse backgrounds study the science of complexity and look for ways to apply it to real-world challenges, such as fostering economic prosperity and understanding policy failures.

The Complex Systems Center takes a holistic approach, drawing on many different fields and backgrounds to pursue its mission. As Chang-Uk Kim explains, the Center's work is based on "the collaborative research

among experts with different academic interests, which creates a synergy that helps us more clearly understand the real world. This is the path that scientists must follow in the 21st century."

For researchers, this diversity of talent is a source of inspiration and creativity, fostering "open-mindedness to wholeheartedly understand others, a creative mindset to reshape diverse relationship and a challenging spirit to accept new elements without fear," says Mr. Kim. "We try to put ourselves in others' shoes, respecting different perspectives and new ways of thinking."

The Center encourages creativity in other ways, as well. Staffers are encouraged to read as many books from different areas as possible and prepare a report to share with others. They are also encouraged to constantly make small changes – even something as insignificant as switching screensavers can inspire new ideas.

Being open to new ideas is necessary when trying to explain the unexplainable, and someday may help the Center's researchers develop dramatic insights into human and organizational behavior and systems.

Researchers at Samsung Economic Research Institute's Complex Systems Center study the science of complexity to find novel ways of addressing familiar social and economic issues. One focus of their work is reforming Korea's business ecosystem.

CHANG-UK KIM, Research Fellow, Samsung Economic Research Institute, Management Strategy Department

Can there be order
in chaos? Is there
a pattern to be
detected if we look
closely enough?







Powering the Future

An open mind is important in all endeavors. When change happens so fast, one must always be ready to envision the next step. That is especially true when we speak of technology. The true breakthroughs have come when a brand new technology not before imagined has disrupted the old order.

When you live in the digital world, you must always be on the lookout for the next advances and breakthroughs on the horizon. Samsung Electronics has been out ahead of the rapidly evolving market for memory chips that power the fast-growing range of electronic devices.

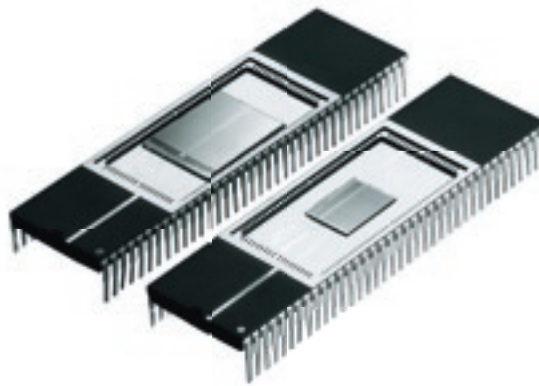
Samsung's breakthrough has been in fusion memory, which was developed to meet the demands of increasingly multi-functioning and high-performance digital devices including digital TVs and mobile phones. The Flex-One NAND chip combines two or more types of memory chips – NAND, SRAM and Logic – to create a synergistic product that has the strengths of both. As such, it represents the next-generation memory chip.

"In mobile applications, the existing method was to store OS and application code in SLC (Single Layer Cell) and user data in MLC (Multi Layer Cell) – each stored in two different chips," explains Sang-Kil Lee. "But we designed a device that has the structure of SLC and MLC in one unit. Flex-One NAND saves money and allows manufacturers to reduce the size of mobile applications and make them slimmer."

In the future, he envisions the worlds of TV, communications and computers colliding in one digital device, and wireless networks allowing users to download more and more content onto their mobile devices. This will only increase the need for the ever-improving memory and components that Samsung Electronics provides.

Samsung Electronics' Flex-One NAND chip combines two types of memory into one chip. Although it is small, it can store huge amounts of data – making way for a new generation of multi-function, high-performance digital devices.

SANG-KIL LEE, Senior Engineer, Samsung Electronics, Flash Memory Planning/Enabling Group



When change happens so fast, one must always be ready to envision the next step.









Innovation:

open
new
doors





SAMSUNG
mobile

We are constantly seeking ways to increase our brand value, which is critical to our global expansion.

Is there one word to sum up the business environment today? One driving force? If so, the word must be innovation. Companies cannot be leaders, and leaders cannot stay ahead, without it. We must constantly be imagining and creating the new technologies and products of the future.

The goal of Samsung's creative efforts and dedicated research is to create new products and expand markets around the globe. This is a constant challenge in the digital age, when the pace of change is so great. We must be ready to adapt our business structure, our products, and even our core competencies to the changing environment. We must position ourselves to serve the next growth markets. And we must reach out to partners, where appropriate, to help us enter new markets.

Samsung has successfully brought to market leading-edge, innovative products and technologies. And we are proud of our achievements. Our innovations range from cutting-edge technology, such as the Mobile WiMAX next-generation wireless broadband service and superior-quality printers to the world's tallest and most technically advanced skyscrapers. But the company's innovations come in other forms as well, such as sports sponsorships that elevate our brand on a global scale, or expansion strategies that take us to emerging and high-growth markets. Whatever the future brings, Samsung is ready for it.

Samsung's brand can be found everywhere, on everyday things, from mobile phones to clothing. By sponsoring Chelsea Football Club we unite two great brands that resonate with customers around the world.

Extending a Global Brand

To strive to be the best is human. Samsung celebrates this spirit of achievement, whether it is found in the company's labs, where researchers push the limits of science to find the next innovation, or on the world's playing fields, where athletes push the limits of their physical strength and endurance to break records.

Samsung has long been a proud sponsor of athletes everywhere. Sports sponsorships are an innovative way to expand our brand recognition, raise awareness for our products and convey our corporate values to audiences around the world. Sponsorships reflect the company's firm belief in responsible corporate citizenship and global friendship through sports, while elevating Samsung's brand recognition in major international markets. At the heart of sports is fair play, a virtue that Samsung holds as a key corporate belief.

The ideal of sports is epitomized by the Olympic Games. The Olympics represent an opportunity for nations to showcase top athletic talent, uniting the world on the playing fields. At the same time, it is a perfect arena for Samsung to share and showcase its innovative, best-in-class technology, products and marketing.

As a sponsor of the 2006 Olympic Winter Games in Torino, Italy, Samsung's Wireless Olympics Works (WOW) enabled critical information about events and results to be communicated through 8,000 specially branded Samsung mobile phones. More than 400,000 people visited Samsung's Olympic Rendezvous. Samsung looks forward to continuing this successful sponsorship with the upcoming 2008 Olympic Games in Beijing.

Few things break down cultural barriers as much as football (or soccer in the U.S.). Samsung Electronics is currently the official shirt sponsor of the celebrated Chelsea Football Club as part of a five-year sponsorship deal. The partnership gives Samsung exclusivity with Chelsea in product categories such as mobile phones, AV, white goods and IT equipment, as well as a range of marketing activities to support and strengthen the value of both brands on a global scale.

**No one
company
has a
monopoly
on
innovation**

Delivering the Next Generation of Wireless

No one company has a monopoly on innovation, and today, the name of the game is cooperation. At Samsung, we have many great strengths and assets, but we understand the power of partnering. Together, leading companies with different areas of expertise can scale huge mountains. This is especially true in the digital age, when so many pieces of technology make up a solution. No company can be an island.

The innovative Mobile WiMAX is a broadband wireless service developed in Korea that leapfrogs current technology. Mobile WiMAX, in contrast, is designed to work with mobile devices. This innovation allows Samsung to deliver broadband capabilities to customers' cell phones. Now, in collaboration with a number of key global companies, Samsung is rolling out a nationwide broadband mobile network based on Mobile WiMAX in the U.S. The service will expand upon current broadband technology to deliver consumers a more powerful online experience, including web searching, e-mail, multimedia, video conferencing, VoIP (Voice over Internet Protocol) and, in the future, HDTV. Together, the Samsung and its partners have the experience, network infrastructure, spectrum and distribution channels to make mobility services pervasive and indispensable for customers.

Sprint Nextel's decision to deploy Mobile WiMAX network technology will set a milestone in the U.S. telecommunication industry's history and contribute to further advancements in wireless technology. Mobile WiMAX has the fastest data transfer rate among the existing wireless technologies and is based on all-IP technology. Mobile WiMAX-based services will create a new paradigm shift in wireless services and improve consumer lifestyles.

Samsung's Mobile WiMAX service is like a portable Internet – it gives consumers the ability to surf the web, watch movies, listen to music, e-mail or simply chat, all from their cell phones.

Expanding
new markets

Mobile
WiMAX



Forging key alliances

Creating new markets

SAMSUNG







When inspired, man can create amazing things. Our innovations allow us to scale new heights.

Reaching New Heights

When inspired, man can create amazing things. Our innovations allow us to scale new heights. What better example of this is there than the skyscraper? Reaching towards the heavens, a skyscraper is a symbol of technological achievement and modernity. Around the world, nations are competing to have the world's tallest building. Some people may be surprised to learn that the company they turn to is Samsung. In addition to helping shape the digital age, Samsung is also helping to shape the skylines of our 21st century cities.

Samsung Corporation's technical prowess has been proven by the construction of Taipei Financial Center, the Petronas Towers in Malaysia, and the Tower Palace in Korea. The company has successfully completed the construction of the world's 2nd and 3rd tallest buildings. Now, Samsung Corporation is working on the construction of the world's highest structure, Burj Dubai. A shining residential and commercial tower in the heart of Dubai, it will contain more than 160 floors and will reach over 800 meters into the sky.

The market in the Middle East is exploding, and nowhere more so than in Dubai. The Burj Dubai is intended to be a symbol of the new Middle East, one that is economically prosperous, dynamic and successful. It is also a symbol of the international collaboration that is going into its design (Chicago-based architect Adrian Smith of Skidmore Owings & Merrill) and construction, led by Samsung. The customer, Emaar Properties, calls it "history rising."

Samsung Corporation's goal is to have the best technology in skyscraper construction. To do that, the company will continue to build our expertise by drawing the best knowledge from around the world. And we will continue to participate in international conferences, such as the Council on Tall Buildings and Urban Habitat, and collaborate with architectural designers around the world. Samsung Corporation is also pursuing critical technologies that will only become more important in the future, such as energy efficiency, wind, solar and geothermal energy.

Samsung Corporation is a shining example of Samsung's ability to think creatively and identify new growth opportunities; to excel not just in the cutting edge field of construction but in a high-growth market such as the United Arab Emirates. With record-high oil prices and a booming economy, Dubai is on the fast track for growth. By creative thinking and innovation, as demonstrated with the Burj Dubai, Samsung will be a key partner in that growth.

Serving the World

As a globally recognized and admired brand, Samsung has been venturing into new areas, bringing its broad range of expertise to developing and fast-growing markets. Samsung companies that have been leaders at home are now becoming leaders in the global marketplace. As they serve customers around the globe, our employees are also our ambassadors, promoting prosperity and cultural exchange with our neighbors around the world.

Samsung Networks has been using its IT expertise and global communications network to expand the business into countries such as El Salvador, Costa Rica, Panama, Guatemala, Bangladesh, Iran, Jordan and Peru, connecting their governments, businesses, universities and societies to the digital world. Samsung Networks is also working on IT projects in Sri Lanka, Vietnam and Panama.

Previous Page: Samsung is building the world's tallest skyscraper, the Burj Dubai. When completed, the tower, in downtown Dubai, will contain more than 160 floors, reach over 800 meters into the sky, and house the world's fastest elevator.

Right: China's growing prosperity has fueled a boom in theme parks. Samsung Everland is helping develop the Kingdom of Discovery theme park near Dalian in northeast China.





Power Saver
Interrupt
Clear All

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4	5	6
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Clear	Reset/Pause	On Hold Stop

Stop
Start

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One of our great strengths is the breadth of our technology and expertise, and the synergies that they can produce.

In the hospitality industry, The Shilla, a Samsung affiliate that is South Korea's premier 5-star hotel group, is expanding its brand into China. Building on the success and international reputation of its two homegrown properties, The Shilla Seoul and its sister resort on the southern island of Jeju, The Shilla Jeju, is operating a new 5-star hotel, The Shilla Suzhou, under a management contract with Genway, a Chinese development company. The hotel, located in Suzhou, beside the picturesque Jinji Lake, opened in April 2006. With its 308 rooms, six restaurants, conference hall and banquet facilities to accommodate up to 400, The Shilla Suzhou is a distinctive new landmark that extends the company's luxury hospitality to China. Expanding into China is a significant step for The Shilla, but just the first in what promises to be a successful expansion of its brand to new regions around the world to become one of the world's leading hotel chains.

Also in China, Samsung Everland has its first park consulting project with the Kingdom of Discovery. Spread over 470,000 square meters of waterfront property near the city of Dalian in northeast China, it is one of the area's largest theme parks. China's per capita GNP is forecasted to double by 2017, and with it the theme park industry is expected to grow as well. China is a growth market for Samsung Everland, but it is also a stepping stone to the company's global growth. Going forward, Samsung Everland plans to serve growing, prosperous markets around the world with its diverse expertise and integrated consulting capabilities.

Breathing New Life into a Familiar Market

Sometimes innovation comes from looking at a familiar market in a different way. When thinking about new markets to enter, many would consider the \$100 billion printer market mature and dominated by established companies, and therefore not worth the effort. But at Samsung, we see a growth engine. Leveraging the skills of Samsung affiliates in areas as diverse as electronics, mechanics, chemicals and telecommunications, there is the opportunity

In the printer business, Samsung Electronics has shown how to breathe new life into a mature market. By leveraging diverse technology and skills from across the company, Samsung printers, such as the CLX-3160FN all-in-one, have quickly become top sellers.

to create advanced printer technology and drive market growth. Samsung already has superior technologies needed for all aspects of laser printer development.

Our efforts are paying off. Today, Samsung is producing 11 million printer units per year at two plants in Korea and China. According to the market research firm IDC, Samsung was the fastest growing brand in the printer market in 2005 and 2006, with 33% yearly growth – compared to 4% growth for the printer market overall. The company has been the No. 2 player in the mono-laser market since 2003. In the popular all-in-one market, we entered the category in late 2006 and quickly surged to the No. 2 spot on the success of our small sized all-in-one color laser, CLX-3160FN. We have also received industry recognition for our design, including the world's top three design awards.

To build on this momentum, Samsung Electronics is accelerating R&D investment. More than half of our employees are involved in research, amounting to about 1,200 researchers.

The mono-laser market has been a staple but we expect growth to come from color laser printers in the future. In addition, we have identified the high value-added market of corporate solutions as a primary growth market. Here, too, Samsung is well positioned. Corporations need high-performance printing solutions that integrate with their networks and systems. Samsung has wide-ranging proprietary technology and expertise across Samsung, as well as alliances with third party solution vendors, which allow us to be able to satisfy diverse corporate needs as an integrated printer service provider. For example, we have allied with IBM to provide customized document solutions based on an open architecture to our corporate customers.

To this end, we are expanding our sales network, including our B2B channel task force, to 300 people worldwide in 2007. As the leader in convergence technologies, Samsung plans to be at the forefront of the evolving printer market.

We've expanded into new markets, such as insurance, to meet the changing needs of our customers.

Looking Out for Our Communities

As we look for new markets, we must not forget the communities in which we operate today. At Samsung, we feel strongly about contributing to the prosperity of the communities where we do business. This is yet another focus of our creative energy. Through our products, services and philanthropic efforts, Samsung strives to make the world a better, safer place.

This belief is at the heart of Samsung Life Insurance, Korea's largest life insurance company with over 50 years of proud history. Samsung's values have helped the company become the largest life insurer in the market. Our more than 30,000 consultants are working hard to provide care and comfort to over 10 million active customers, and we are the first-choice insurer for our customers.

Samsung Life Insurance aims to grow into an unrivalled leader in Korea and a world-class company. By constantly improving product quality, strengthening the customer base and boosting corporate competitiveness, we are constantly looking to expand our business. To that end, we launched a year-round marketing campaign to share our knowledge and expertise with consumers. There is wide awareness of life insurance, but people often don't fully understand what they are entitled to. As the market leader, we are an authoritative voice to educate consumers and, at the same time, enlarge our pool of potential customers.

Even in a conservative business such as insurance, change is a constant, and we must innovate to stay ahead. The insurance market is shifting in important ways, and Samsung is shifting with it. First, there is a movement towards products and services that are a blend of life insurance and investment products, including savings/investment products and health-related insurance products.

Second, as our customer base grows older, we are working to cultivate a customer base among younger adults, who today are below age 30. The needs, mentality and preferences of this group will be different from today's customers, and thus we need to start building relationships with them now.

Future growth in the insurance market will come from developing specialized niche markets, such as single young professional women, affluent divorced women and retirement-age adults. This is a major shift from the traditional mass market approach, and one that we are actively responding to.

As the domestic life insurance market reaches its maturity, future growth will also come from tapping into overseas markets. It will be vital to enter overseas markets where life insurance awareness and penetration is low, such as emerging countries in Southeast Asia. We have begun to expand globally with the start of operations in China and Thailand, and are currently exploring further high-potential markets such as India.

Going forward, as the barriers for entry among financial institutions becomes lower, regulations become more flexible, and customer needs gradually change, the insurance market will continue to evolve. Samsung Life Insurance will also continue to evolve and to satisfy the needs of our customers everywhere. As we grow, our commitment to the safety and security of our customers will never waver.

We will continue to work for the public good by sponsoring child care centers, retirement communities and through various programs that aid the poor and elderly. This, after all, is the noblest form of innovation.

Samsung Life Insurance, Korea's largest insurer, recently launched a nationwide campaign to communicate the benefits of life insurance to consumers, insuring a better future for their families.



Inspiration:

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differenc



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The 21st century is a time for harmony and interdependence. Our world is more interconnected than ever. And now, more than ever, is the time for businesses to play the role of corporate citizen and understand that they are part of a larger community. At Samsung, we take that responsibility to heart, and ensure that our goals and aspirations do not infringe upon our communities. As part of our corporate philosophy of sharing and prospering together, we are committed to growing our global presence as well as advancing social and economic well-being of our community through various efforts, activities and programs.

Living Up to Our Values

Samsung aims to be a world leading company, devoting our human resources and technology to create superior products and services, thereby contributing to a better global society. This is reflected in Samsung Values: People, which reflects our philosophy that "a company is its people"; Excellence, our drive to be the very best and to provide superior products and services; Change, our commitment to adapt and innovate; Integrity, our observation of ethics, principles and fairness in business; and Co-prosperity, our pursuit of mutual prosperity with our community, nation and society.

To realize Samsung Values, we follow our Business Principles. These are not only our promise to comply with laws and good ethical

**At Samsung, we
believe in leading
by example.**

practices, but also a concrete expression of our commitment to these values. Samsung Business Principles will be the guiding standards for everyone in Samsung, outlining the conduct expected of all our employees both individually and collectively.

These Principles ensure that all of our employees around the world are of a single mind and share a common goal and vision. We expect each and every employee to comply with laws and ethical standards. At the same time, all employees are treated fairly, regardless of background, race or gender, and are encouraged to fulfill their highest potential. We maintain a clean and transparent organizational culture, in the belief that, without discipline and clear ethics, a company cannot be world class. We respect customers, shareholders, employees and the community, and seek win-win situations. Our company will not survive without the support of these four critical links in our value chain. We care for the environment, as well as human health and safety, in all that we do. Finally, we are a socially responsible corporate citizen, accountable to our stakeholders and our own consciences.

In the following pages, you will see how we look after our employees, customers and communities, and how Samsung puts these values into action every day. We believe that the success of our contributions to society and to the mutual prosperity of people across national boundaries truly depends on how we manage our company. Our goal is to create the future with our community.

inspire



Motivate

Nurturing Our Talent

At Samsung, our employees are our lifeblood. We value their contributions and strive to make Samsung the employer of choice. To attract and retain highly talented personnel is at the core of our company philosophy. By placing emphasis on the creativity, communications skills and global awareness of our employees, Samsung strives to increase not only the efficiency of our operations, but also the overall quality of our work environment and our contribution to society as a whole.

We go to great lengths to ensure that our employees receive fulfillment and satisfaction from their jobs and work environment. Samsung encourages every employee to think creatively and to act on his or her ideas. For example, Cheil Communications encourages "idea vacations," in which employees take time off to rest and recharge their minds and creative juices. Samsung supports creativity in other ways as well, such as providing comfortable rest areas and lounges in its office buildings where employees can go for creative resting time. You cannot force creativity or innovation. But by creating a work environment that's inviting and provides our employees with the freedom to think and relax, creativity and innovative thinking will come naturally.

We also want to ensure that the career path and overall well being of our younger and less experienced employees are taken care of. Some Samsung companies have also established mentorship programs where senior employees work with junior employees to design a sound career roadmap and provide them with advice and guidance throughout their tenure.

We believe it's important to the company's existence to encourage our employees to become innovators and strong leaders. This can only be accomplished if they are motivated and are confident in their skills and knowledge. A fine example of this can be found at Cheil Industries' Yeosu Plant. Here our senior executives lead by example and are in constant communication with the employees. They ensure that the workplace is a place where employees feel welcomed and are excited to learn and grow as people.

Samsung offers competitive compensation that rewards employees for performance. Samsung also provides employees with the opportunity to advance their skills and knowledge throughout their careers through Samsung training programs offered around the world.

**We are only as strong
as our employees.**

Share





Thousands of Daily Acts of Kindness

At Samsung, we believe in helping businesses and communities prosper together. Our employees share in this vision. Every day, Samsung employees can be found volunteering to aid their communities, under the guidance of our subsidiary companies. We also hold blood drives, annual volunteer festivals and neighbor love campaigns.

Samsung Legal Aid Services, staffed by dedicated lawyers, offers free legal advices to people in need, while the Samsung Medical Volunteers Group provides medical services in remote regions and disaster sites. Our community services both at home and abroad have earned us a reputation not just as a leader in business but also in global citizenship.

A key mission of Samsung is to support children and youth in realizing their potential. Samsung operates 47 childcare centers throughout Korea, especially for those who are economically disadvantaged. Samsung has also built libraries for elementary schools in remote rural areas. We provide help to children who lack support from their parents, sponsor nighttime learning centers for teens, and offer scholarships to underprivileged high school students. We have also set up academic prizes and scholarships, and support educational institutions from middle school to university.

Our Commitment to Our Community

To more efficiently channel our contributions to society, Samsung Community Relations was founded in 1994. Over the years, Samsung has performed a broad range of activities in the fields of social welfare, academic scholarship and research, sports sponsorship and environmental preservation as well as the promotion of culture and arts. The company's latest campaign, called "Happy Together," embraces three ideals: Hope for children, Harmony among communities and Humanity as the goal of our contributions.

We hold an annual charity event, Four Seasons of Hope, that supports community-based foundations and charities. Samsung SDI has provided eye surgeries for 218 people in China, and provided relief in areas devastated by the recent tsunami. Samsung Corporation's Construction Group helped to repair schools in various parts of the world. Samsung is also deeply involved in a variety of environment-based programs, such as campaigns to clean up mountains and rivers, and hosting environmental fairs, clean-up initiatives and reforestation projects to promote public awareness of environmental issues. Samsung has also set up "sisterhood" relationships with more than 100 farming and fishing villages to improve the living condition of those villagers.

At Samsung, we prosper only if our community does too.

Protecting the Planet

The health and well-being of people begins with the health and well-being of the planet. Samsung's Global Environment Research Center is the hub of our ongoing environmental initiatives to implement Samsung's commitment to a sustainable society. The Center supports the efforts of all Samsung affiliates to "green" every aspects of their business including greening of management, products, processes, workplaces and communities.

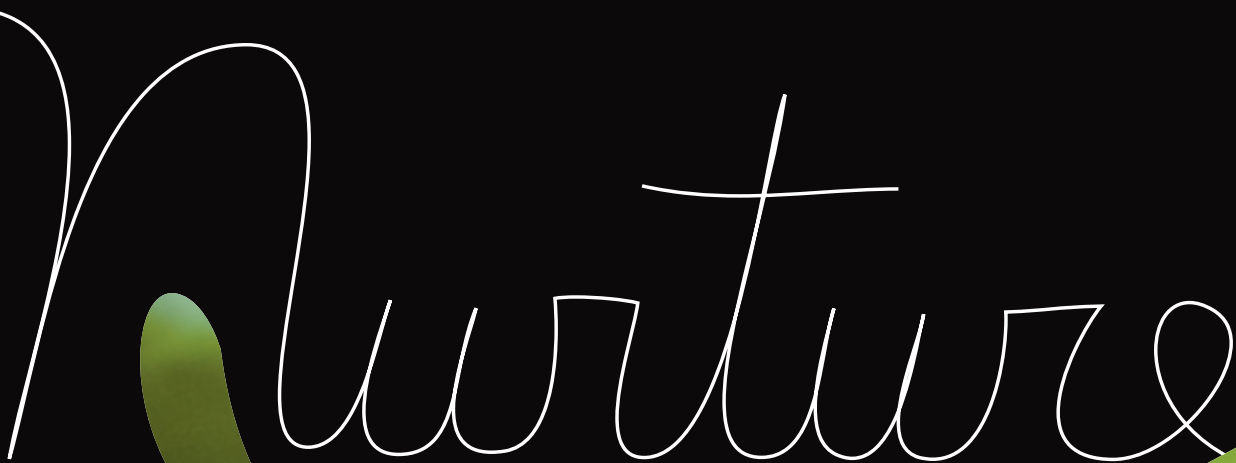
Since the declaration of Samsung Green Management in 1996, Samsung Electronics has put high value in promoting green management activities including establishment of the Green Management Information System and the Eco-Partner Certification Program, and introduction of environmental accounting. Samsung Electro-Mechanics was the first Korean electronic parts maker to publish a sustainability report, while Samsung SDI has been included in the Dow Jones Sustainability Index for three consecutive years.

The health and well-being of people begins with the health and well-being of the planet.

We are actively pursuing the development of environment friendly products. Our R8 LCD TV won the Presidential Award for National Environmental Management in 2006 in recognition of its reduced power requirements and eco-friendly material, techniques and packaging. Samsung Electro-Mechanics has replaced commonly used hazardous materials such as lead and bromine with eco-friendly substances. Samsung Electronics, Samsung SDI and Samsung Advanced Institute of Technology together developed high-capacity fuel cells that provide superior energy efficiency for notebook PCs.

We have curtailed the environmental impact of manufacturing processes and reduced costs by recycling resources and waste, reducing the amount of effluents and water and eliminating hazardous substances. Samsung Electronics constructed an industry-leading recycling center to recycle printers, toner and cartridges, while Samsung Petrochemical reduced energy needs and cost by channeling surplus steam to power nearby companies. In addition, Samsung strives for a workplace free of pollution, accidents and illness.

For our communities, we have worked to protect the environment, partnered with non-governmental organizations and organized community events to commemorate World Water Day, Earth Day and World Environment Day.



nurture



Spreading Beauty and Culture through the Arts

Arts enhance our well-being. Samsung has built a multi-layered network that brings more culture, art and beauty into people's lives. We have increased the number of museums that we support, sponsor a variety of cultural events and preserve priceless works of art and cultural heritage.



The Samsung Foundation of Culture was founded more than 40 years ago for preservation and exhibition of Korean cultural heritage. It has supported an important array of cultural projects for the past 40 years, and has contributed to the balanced development of arts in Korea. The foundation oversees the Leeum, Samsung Museum of Art, Ho-Am Art Museum, Rodin Gallery and Samsung Children's Museum, as well as supporting other cultural, artistic and academic activities.

The Leeum, Samsung Museum of Art, which opened in 2004 in central Seoul, showcases traditional Korean artwork in Museum 1 as well as modern and contemporary works

We believe that education doesn't just happen inside of the classroom.

by Korean and foreign artists in Museum 2. A third building, the Samsung Child Education & Culture Center, supplements the two Museums by contributing to the cultural education of our future leaders. The cultural complex was designed by three internationally acclaimed architects: Mario Botta, Jean Nouvel and Rem Koolhaas.

The Samsung Children's Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions, programs and hands-on experience. Samsung also supports Korean art overseas, for example, establishing a Korean collection at the Museum of Modern Art in New York.

Samsung supports all aspects of the arts, including sponsoring a children's traditional song festival, a musical instrument bank and the Daegu Opera.

To develop today's talent into tomorrow's leaders, the company has set up our academic prizes and awarded scholarships, including the Lee Hun Kee scholarship. The Samsung Press Foundation awards the Samsung Press Award every year to individuals and groups that have contributed to the development of Korean journalism.

The mind is one half of the equation, so we also promote physical well-being by nurturing young sports talent, supporting amateur sports programs and the physically handicapped, sponsoring company teams, and running professional sports teams.

Imagine





A-Z

Product index

A



B

A. SGH-i600. The latest smartphone from Samsung to offer HSDPA connectivity and, at only 11.8mm, is the thinnest to feature a full QWERTY keyboard. It also boasts a large 2.3" color display, two digital cameras (1.3 megapixels in the back and VGA in the front), fast data transfer speeds through WiFi and Bluetooth 2.0 EDR, high-quality music and video capabilities, Microsoft Windows Mobile 5.0 and integrated Pocket MSN, and a host of web applications like RSS and podcasting—another smartphone first.

B. SGH-U600. The SGH-U600 Ultra Edition 10.9 slider handset is the pinnacle of modern style in mobile telephones. All within its ultra-slim 10.9mm body, the Ultra Edition features a powerful 3.2-megapixel camera, high-speed web connectivity, increased battery capacity and talk-time compared to the first Ultra Edition series, a 2.2" widescreen TFT LCD display and a choice of four elegant metallic colors.



C



C. R8 LCD TV Series. Inspired by the elegance of wine in a wine glass, the R8 LCD TV series stands at the forefront of quality and beauty in the LCD HD television market. Each model features extremely clear images, high contrast and color control, touch sensor buttons and compatibility with PCs and other A/V devices.





D

E

D. CLP-2160. At nearly half the size of comparable devices, the CLP-2160 is the world's most compact laser MFP. Color printer, copier and scanner in one unit, the CLP-2160 boasts high printing speed, USB Direct Scan memory for printing and scanning without a PC, a conveniently simplified toner cartridge system, and NO-NOISE™ technology for ultra-quiet print operation.

E. VRT™ Washer. Based on proprietary Vibration Reduction Technology (VRT), Samsung's new washing machine model is a revolution in low-noise design, ideal for those in urban apartments and houses where noise is a concern. Using innovative Ball Balance Technology, the machine's drum does not vibrate more than a tenth of a millimeter, even during the 1,200 RPM spin cycle. It also features an environmentally friendly water recycling and sterilization system, saving power and requiring no bleach to ensure sterility, even in cold water.



F

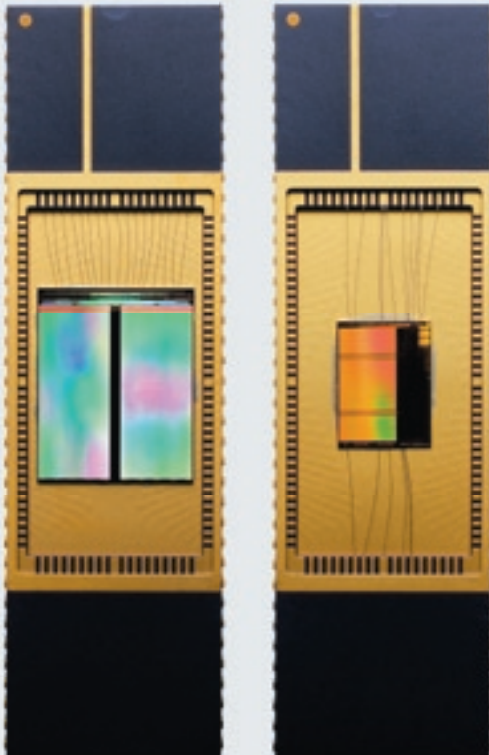
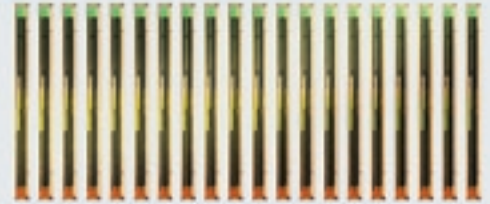


F. French Door Fridge. The French Door refrigerator is the newest addition to Samsung's line of exceptional kitchen appliances. The unit features the TWIN Cooling System™, which isolates its inner chambers ensuring optimum humidity and no mixture of odors, and the CoolSelect Pantry™, which allows for individual temperature control between refrigerator sections. It also boasts Surround Airflow technology, 26 cubic feet of storage space, low noise, affordability and Energy Star approval.

G. Intelligent DDI. While display driver ICs (DDIs) are standard for driving mobile device displays, Samsung's new Intelligent DDI is a breakthrough in mobile display technology. By automatically adjusting backlight brightness and pixel saturation based on ambient lighting conditions, the device enhances image quality and visibility while reducing power consumption by up to 30 percent.

H. 40nm 32 Gb NAND Flash Memory. Samsung's new 40 nanometer semiconductor technology—the first in the world—brings flash memory devices to a new level. Increasing both substrate density and operating efficiency with its new Charge Trap Flash (CTF) architecture, the 32 Gb NAND flash device allows unmatched memory capacity. A 64 GB flash card made with 32 Gb NAND flash devices can hold up to 64 hours of DVD-quality movies or 1,340 hours of MP3 music.

G



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79

K



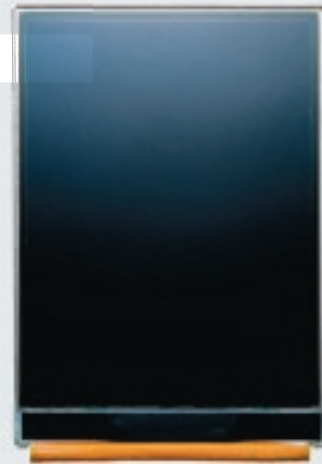
I. 52-inch TV Panel. Using cutting-edge 8th-generation glass substrate in its new line of televisions, Samsung is a true innovator in the field of HD LCD televisions. The large 52" panel boasts a 120Hz refresh rate, 15,000:1 contrast ratio, DNle Video Enhancer, three HDMI inputs, hidden side speakers and TruSurround XT audio technology.

J. 70-inch DID Panel. Samsung's latest contributions to the LCD panel market are an aggressive response to the proliferation of Digital Information Display (DID) technology in the modern consumer environment. The 70" panel features superior contrast and performance as well as reliability for indoor or outdoor usage.

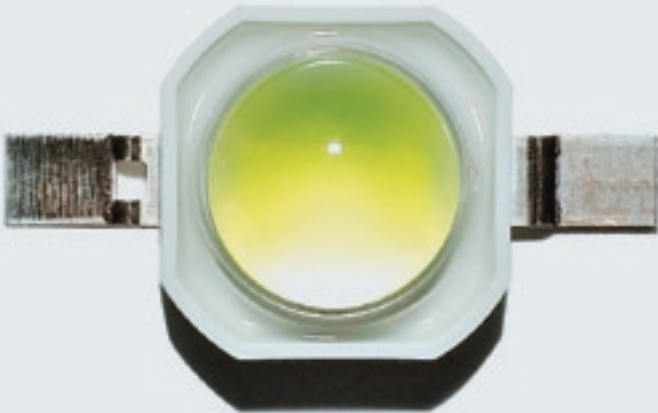
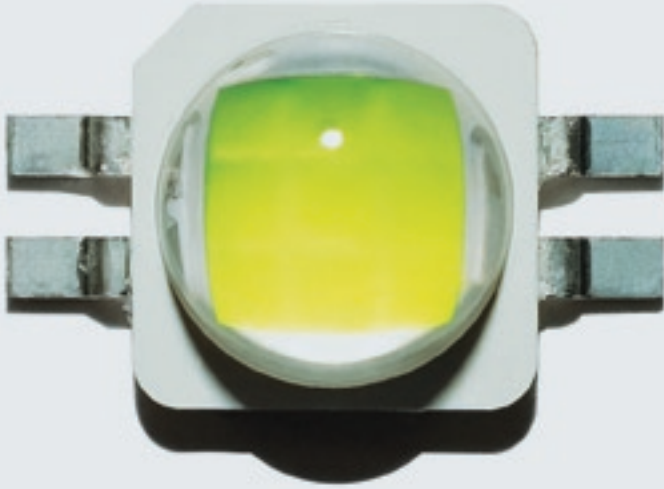
K. PDP W2. Samsung SDI's new line of Plasma Display Panel TVs delivers exceptionally improved imagery over the previous generation of plasma technology. Boosting the number of colors to 281 trillion from the previously conventional tens of thousands and increasing display luminance by over 30%, the W2 models have taken the competition by storm.

L. AM OLED. The Active Matrix Organic Light-Emitting Diode, or AM OLED, promises to be the next-generation standard in display technology, enabling superior mobile displays boasting high density and precision, quick response time and wide viewing angle at under one-third the thickness.

L



M



N



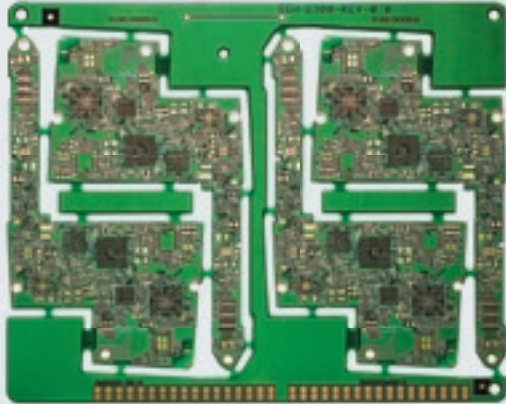
M. High-powered LED. The Samsung Electro-Mechanics SUNNIX high-power (1W+) LED devices offer high-performance, reliable lighting for interiors, signage, and automotive applications. Efficiency, long life and a variety of available colors are packed into a device only 1.4mm thick.

N. MLCC. Samsung Electro-Mechanics manufactures a large array of Multi-Layer Ceramic Chip Capacitors for use in a variety of mobile, military, aviation and automotive electronic applications.

O



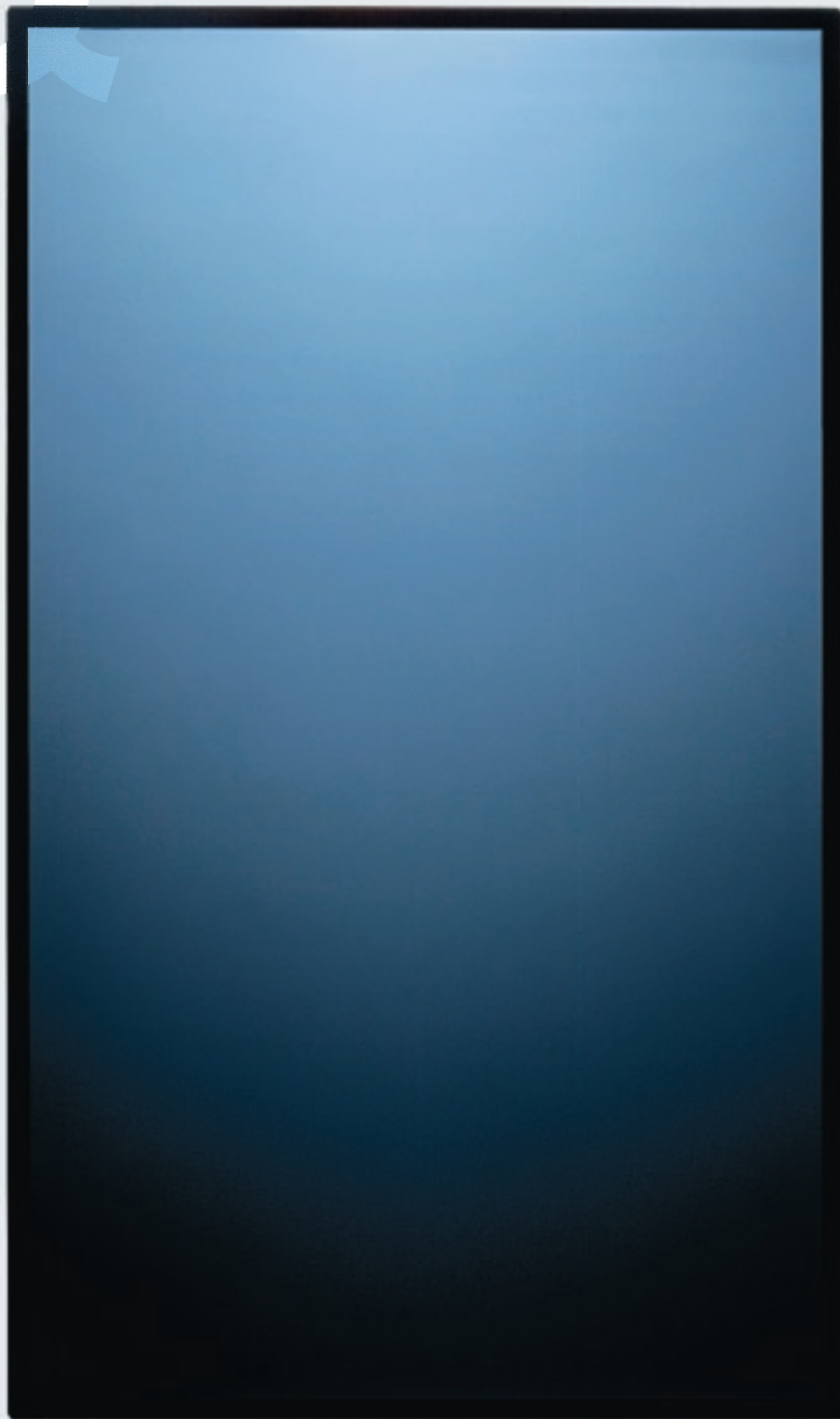
P



O. Glass for TFT-LCD. TFT-LCD technology places exceptional demands on the type of glass used. Using Corning Incorporated's Fusion technology, Samsung Corning Precision Glass produces the world's finest thin glass for large-dimension LCD panels. This glass offers lower density, lighter weight and superior surface quality and dimensional stability.

P. Slim PCB. This newly patented method for producing ultra-thin copper-core printed circuit boards increases efficiency of manufacture, design process and the resulting device. Additionally, the new technology helps eliminate the need for hazardous lead-based solder and the generation of other environment-harming by-products.

Q



P



Q. High Definition PDP Filter. Samsung Corning developed the leading high definition PDP filter with the highest contrast ratio, which has set a new standard for PDP TV picture quality. The high definition PDP filter provides electromagnetic interference/near infrared shielding, color correction and PDP module protection. Moreover, the improved bright room contrast ratio and transmission will enable Samsung to become a global leader in PDP TV.

R. ITO Sputtering Target. ITO Sputtering Target is a core material used in film coating on flat panel displays such as LCDs and PDPs to provide conductivity and transparency. Samsung Corning is focused on developing differentiated products based on its production technology that can produce nano powders with 99.9999% purity.

S. Ultra Slim CRT Glass. Ultra-slim CRT glass developed in-house by Samsung Corning is an innovative product that will transform the CRT TV. In addition to the competitive picture quality, response time and price of CRT TV, the space saving ultra-slim CRT glass will help create a new trend in the CRT TV market.

T. Mercury-Free Flat BLU. Samsung Corning is focusing efforts to develop mercury-free flat BLU in order to increase the competitiveness of Samsung's LCD business based on differentiated technology. The mercury-free flat BLU is an environment-friendly product that uses xenon (Xe) instead of mercury (Hg) as the discharge gas. It is a high quality and cost competitive light source for LCD.

S



T

U. LNG Ship. The transport of liquefied natural gas (LNG) presents extreme challenges to the shipbuilder—the cryogenic tanks used must safely and steadily contain the LNG at temperatures of about -160°C . Samsung Heavy Industries is the premier builder of the LNG carrier, with 30% of the world market. The LNG Carrier is electrically propelled and produces power using naturally evaporating LNG, an environmentally friendly source that is three times more efficient than existing steam turbines.

V. Drill Ship. Samsung Heavy Industries drill ship is equipped with a “moon pool” door in the hull bottom and all the heavy equipment, power-plant capacity and safety systems necessary to conduct major off-shore drilling operations.



V

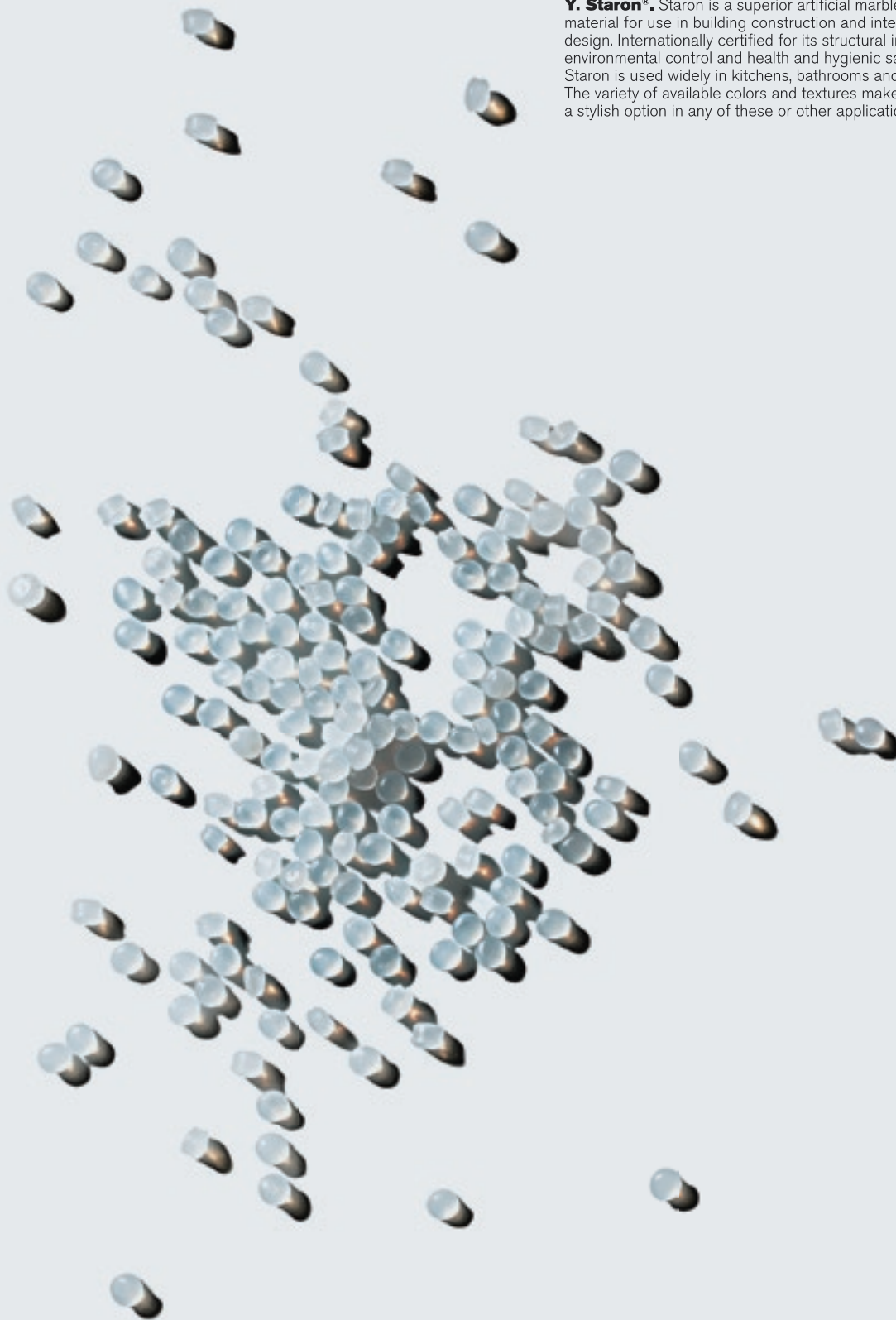


W

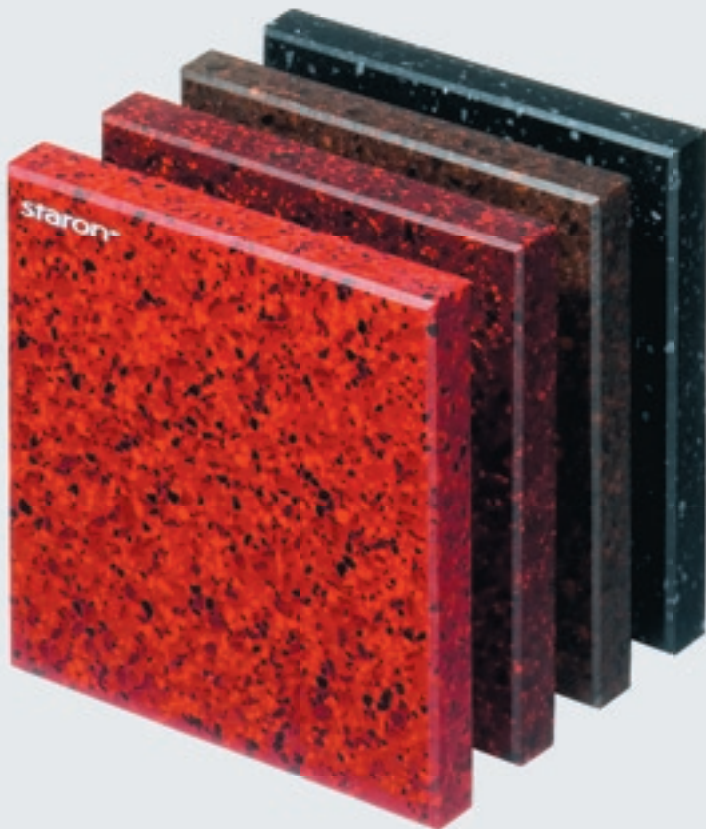
W. PP Plus. Samsung Total Petrochemicals offers broad grades of polypropylene (PP) based on its strong technology portfolio. From home appliances and packaging of housewares to electronic and automotive parts, Samsung Total's versatile range of products delivers both superior performance and cost-effective solutions in every major application fields. Samsung Total is able to create sustainable customer relationships in which customers can do business in a competitive environment.

X. AnyCoat®. AnyCoat is an excipient for film coating and release modifier used in a variety of pharmaceutical, food and cosmetic products. It is GRAS (generally recognized as safe) listed and accepted as a food additive in several markets.

Y. Staron®. Staron is a superior artificial marble material for use in building construction and interior design. Internationally certified for its structural integrity, environmental control and health and hygienic safety, Staron is used widely in kitchens, bathrooms and offices. The variety of available colors and textures makes Staron a stylish option in any of these or other applications.



X



Y

Z

Z. i70. The Samsung i70 7.2 megapixel digital camera offers several cutting-edge features in a stylish sliding-door case, making high-quality digital photography easy and fun. With 3x optical zoom and a 3.0" wide color TFT LCD display, interactive Flash Animation GUI, 9-key PUI character input, ISO1000 high sensitivity support and Advanced Shake Reduction (ASR), a face recognition feature, high-resolution MPEG-4 movie mode and a host of image enhancement capabilities, the i70 presents an unsurpassed digital photography experience in a slim camera body.

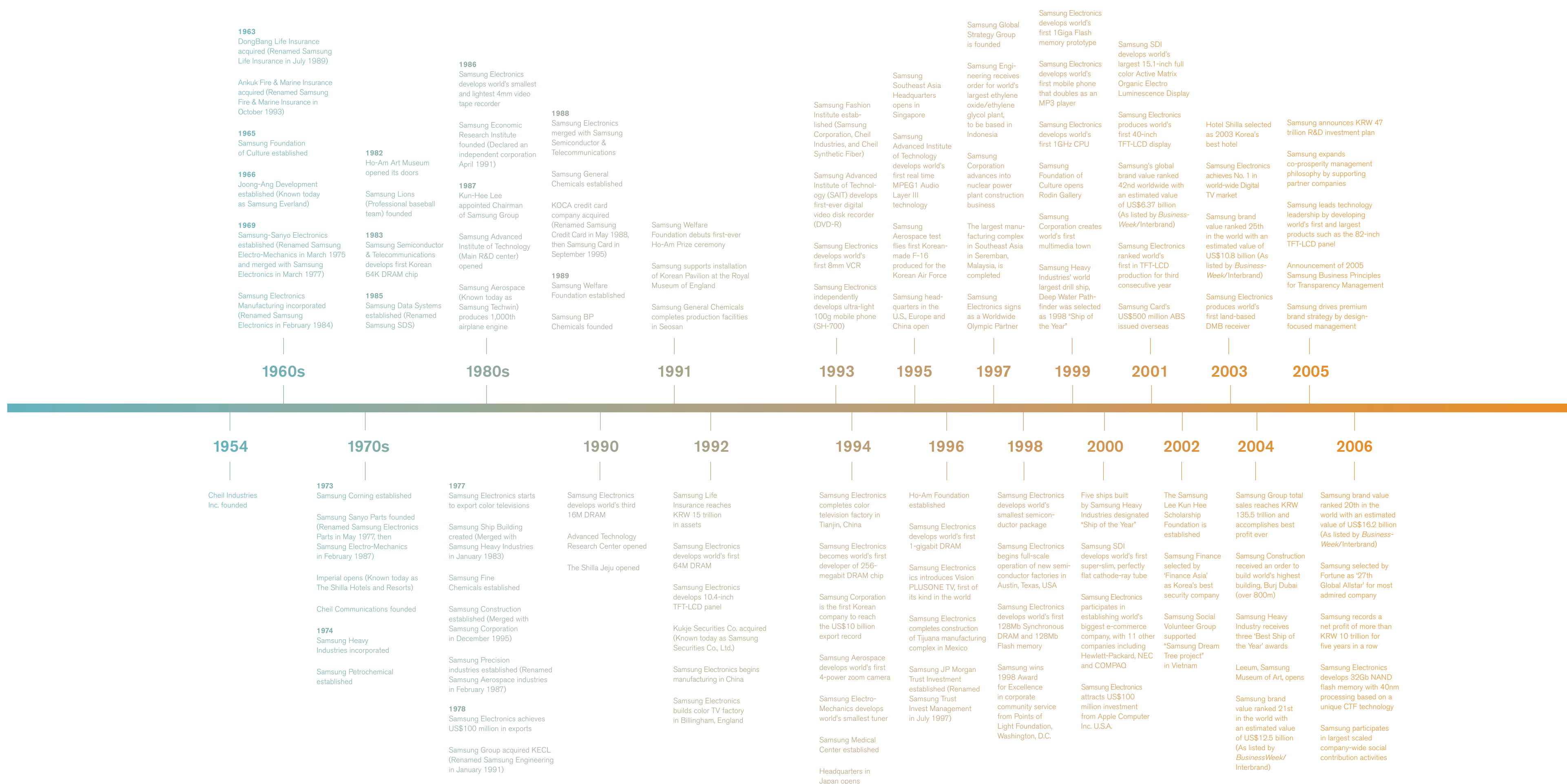


Samsung timeline

In 1938, Samsung began as a small business trading produce and consumer goods. Almost 70 years later, Samsung has transformed itself into a global powerhouse whose superior products and services now range from semiconductors and LNG ships to fine chemicals and financial services, just to name a few. But no matter what we produce, our commitment to delivering the best will never change.

1938

The Samsung story begins...



2007

...and our journey continues

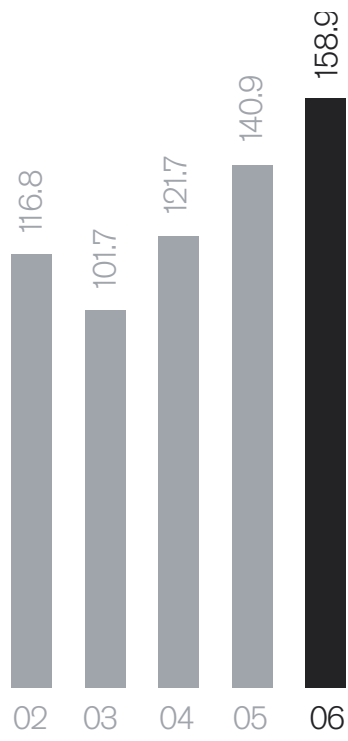


Financial overview

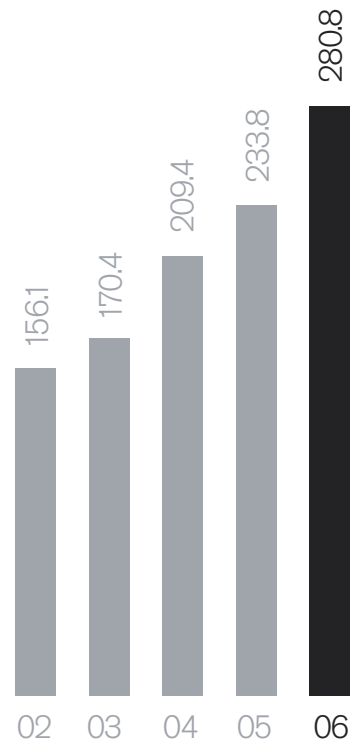
amounts in billions	won	dollars	euros
Net Sales*	151,766.1	158.9	126.5
Total Assets	260,991.3	280.8	213.5
Total Liabilities	168,885.5	181.7	138.2
Total Stockholder's Equity	92,105.8	99.1	75.4
Net Income*	12,312.1	12.9	10.3

* Won/U.S. Dollar yearly average exchange rate: 955.18/\$1, Won/Euro: 1,199.31/€1
Won/U.S. Dollar as of the end of December 31, 2006: 929.60/\$1, Won/Euro: 1,222.24/€1

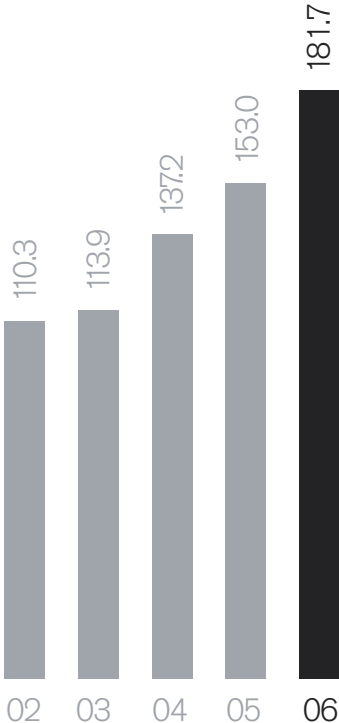
Net Sales
dollars in billions



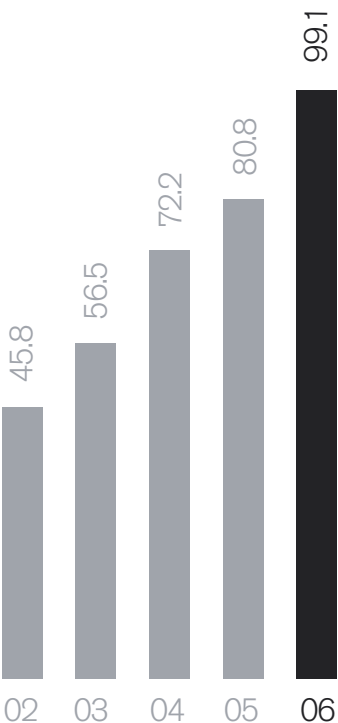
Total Assets
dollars in billions



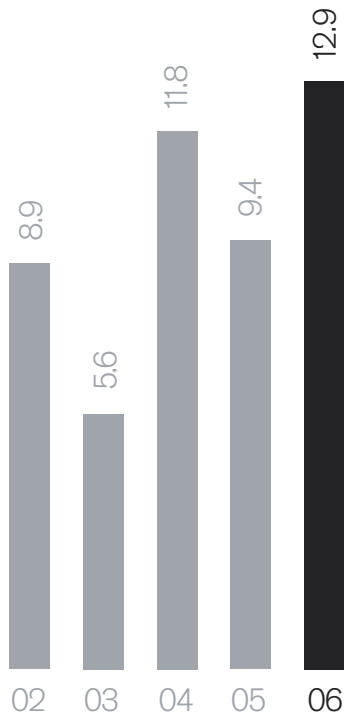
Total Liabilities
dollars in billions



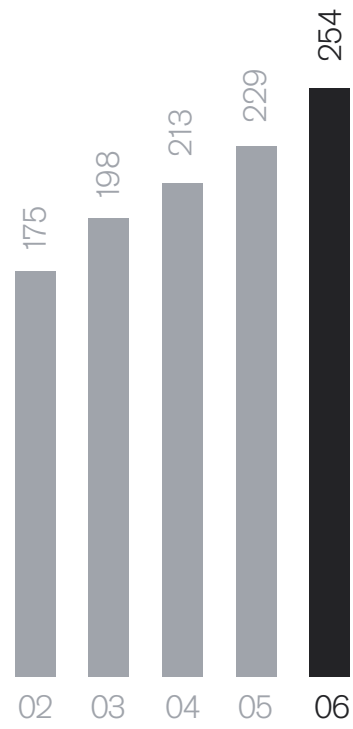
Total Stockholder's Equity
dollars in billions



Net Income
dollars in billions



Employees
in thousands



Samsung Electronics Co., Ltd.

Employees: 138,000
2006 Revenue¹: \$91.9 billion
(Consolidated basis)
Tel: 82-2-751-7114
Fax: 82-2-727-7892
www.samsung.com

Samsung Electronics is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies, with 2006 sales of \$91.9 billion and net income of \$8.5 billion.

The company employs approximately 138,000 people in 124 offices in 56 countries. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and LCDs. Its involvement and leadership in such a wide variety of IT products make it uniquely positioned to develop innovative and superior digital products.

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

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

Samsung Electronics consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Network Business and Digital Appliance Business.

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

The Semiconductor business is the world's largest producer of DRAMs, SRAMs and flash memory. Samsung has been the market leader in DRAMs since 1992 and NAND flash memory since 2002. Samsung has maintained its leadership in the memory market through technology leadership and timely investment in its infrastructure and R&D. The division is also a pioneer in System LSI chips and a variety of core semiconductor components for mobile and digital consumer applications.

The LCD business has proven its leadership through continuous technology advancements. It was the first to develop a 40-inch LCD panel in 2001, 46-inch panel in 2002, 57-inch panel in 2003, 82-inch panel in 2005 and 70-inch panel in 2006, the largest size for commercialization. With 20.5% of market share in 2006, the LCD business remains the largest producer of large-screen LCD panels for 5 consecutive years, based on sales.

The Telecommunication Network business is the leading provider of mobile phones and telecommunication systems. It was ranked as the world's third largest manufacturer of mobile phones with a market share of 11.6% in 2006, up from

¹ The U.S. dollar amounts provided herein represent supplementary information solely for the convenience of the reader. All won amounts are expressed in U.S. dollars at the rate of KRW929 to USD1, the exchange rate in effect on December 31, 2006.

sixth place in 2000. The division continues to strengthen its global position with industry-leading technology such as mobile WiMAX, HSDPA and various mobile broadcasting technologies.

The Digital Appliance business maintains a significant presence in the home appliance marketplace with refrigerators, air conditioners, microwaves and other products for the home.

The strong performance of all five divisions contributed to another strong year for Samsung Electronics. Sales were \$91.9 billion, up from \$79.6 billion a year ago. In 2006, the company achieved many world "firsts," including development of the world's fastest HSDPA phone, slimmest 9.8mm 3G phone, fastest DRAM, smallest 1Gb DRAM, first intelligent DDI, first CTF NAND technology, first 10 megapixel camera phone, smallest 4-in-1 color laser multifunction machine, first 8Gb Super Music Phone, highest capacity SIM card, first One DRAM™ and first 1Gb mobile DRAM. These achievements have won industry accolades for individual products as well as for the company as a whole. Samsung Electronics was honored as Best Handset Brand in the U.S. for the fifth consecutive year and best TV brand in the U.S. Samsung Electronics received three "Best of Innovations Honorees" in CES 2006 including its 4-door refrigerator. The Company was also ranked 27th in *Fortune* magazine's prestigious listing of Most Admired Companies.

Samsung SDI Co., Ltd.

Employees: 27,684
2006 Sales: \$7.15 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3377
www.samsungsdi.com

Samsung SDI Co., Ltd. is the world's leading company in the display and energy businesses. Founded in 1970, Samsung SDI has worked together with 28,000 executives and employees from 18 global posts and three R&D centers in 10 countries.

The company has been developing a wide range of pioneering display technology including color Braun tube (Slim-TV), innovative Plasma Display Panels (FHD PDP), Liquid Crystal Display (LCD) for mobile phones and next-generation Organic Light Emitting Diode (OLED) displays. The company also makes rechargeable batteries such as lithium-ion batteries and lithium polymer batteries, the heart of hand-held communication devices.

Samsung SDI has a proven track record in the world mobile display industry, with the leading global market share. In 2006, the company generated more than \$2.2 billion in annual revenue in the mobile display sector. As the market leader, Samsung SDI presently focuses on providing complete mobile display solutions including MSTN, CSTN, Small TFT-LCD, PMOLED and AMOLED, having started with mass-production of AMOLED products for mobile phones in 3Q 2007. Samsung SDI aggressively plans to expand its AMOLED line-up by producing larger display for more varied applications such as PMP and UMPC.

Samsung SDI is a technology and marketing-driven company. To achieve its business vision, "Creating the future of display and energy," the company invests in R&D and fosters a culture of creativity and innovation. Compact energy sources are key products for the future, and Samsung SDI is at the forefront of hybrid lithium battery research and fuel cell technology. In addition, the company has researchers dedicated to exploring future display technologies such as 3D Display and Flexible Display.

In 2006, Samsung SDI released the "W" series Plasma Display Panel, which provides unmatched clarity and vividness of natural colors of objects displayed on the screen. Samsung SDI built a 4th new plant to manufacture these premium displays.

Samsung SDI's business portfolio is focused on three high-growth areas: the platform business (CRT, STN-LCD, VFD), the development business (PDP, rechargeable batteries, OLED) and future business (HPL, Fuel Cell). Samsung SDI spares no efforts for R&D in its efforts to develop the growth engines of the future.

As a technology-driven company, Samsung SDI has defined four core competencies: creative people, technology leadership, innovative culture and customer value creation. Creativity is the key to survival in this era of globalization. The company strives to achieve sustainable growth by nurturing creative people and securing technology leadership, internalizing these elements in our organization culture to better serve customers.

To translate core competencies into goal achievement, Samsung SDI introduced Six Sigma as an enterprise-wide innovation initiative in 1996, becoming the first in Korea to adopt Six Sigma. Since then, Six Sigma has become a way of life at Samsung SDI, and is deployed across all divisions, customers and suppliers.

Samsung SDI is committed to sustainability across its entire business and the life cycle of all its products. The company is working to eliminate lead and other toxic substances from its PDP products and to go beyond environmental regulations and remove harmful toxins from all products, including those not yet regulated.

Samsung SDI views sustainability management as a way to achieve economic growth, preserve environmental values and fulfill our responsibility to be a good corporate citizen while building trust with stakeholders. Samsung SDI's efforts have earned it the honor of being the first Korean company to be included in the DJSI (Dow Jones Sustainability Indexes) list, since 2005.

The company also contributes to society, both domestic and international. The company provides free eye surgery to the visually challenged and conducts other community-improvement campaigns. China's Ministry of Commerce of China has recognized Samsung SDI as a model company.

Samsung Electro-Mechanics Co., Ltd.

Employees: 12,664
2006 Sales: \$2.58 billion
Tel: 82-31-210-5114
Fax: 82-31-210-6363
www.sem.samsung.com

Samsung Electro-Mechanics, established in 1973 as a manufacturer of key electronic components, has become the leading electronic parts maker in Korea and a major global player with \$2.58 billion in revenue.

The company's major products include high-tech material components, such as High Density Interconnections, IC Substrates and Multi Layer Ceramic Chip Capacitors; radio frequency components, such as Digital Tuners, Network Modules, Mobile RF Components and Precision Motors; and optic technology components, such as Image Sensor Modules and Light Emitting Diodes.

Samsung Electro-Mechanics is a technology-driven company, and through its "The Inside Edge that Shapes the Future" program is focusing on developing state-of-the-art technology and parts.

The company plans to expand into promising new businesses such as digital broadcasting, next-generation mobile communications and home networks. The company recently streamlined operations into three strategic technology areas with eight mainstay product categories. Higher profit bases are being established through expanding high-end products and enhancing cost competitiveness. The company has also invested in R&D resources and has built a global R&D network.

Samsung Electro-Mechanics introduced several industry-leading products in 2006, including a Small Multi Layer Ceramic Capacitor with the world's highest capacity, the world's thinnest 2-million-pixel camera module, the highest-performance Front End Module for UMTS, a white mobile LED with high brightness (1.7cd), an LED Back Light Unit for LCD TV and a high-power LED for landscape-lighting.

In addition, the company's social contributions were recognized with the grand prize at the Convention for the Employment Promotion of Disabled People.

Samsung Corning Co., Ltd.

Employees: 3,020
2006 Sales: \$781 million
Tel: 82-31-546-7220
Fax: 82-1577-7115
www.samsungcorning.com

Samsung Corning is the world's leader in electrical materials. Established in 1973 as a joint venture between Samsung of Korea and Corning Incorporated of the U.S., the company has built on its CRT glass expertise to diversify into core materials and components for digital products.

Samsung Corning also successfully established a global presence in Malaysia and China, and is securing a foundation to become a leading producer of electronic and optical materials for liquid crystal display (LCD) and plasma display (PDP).

Samsung Corning has a strong history of innovation and has been instrumental in advancing state of the art technologies. The company has also independently developed the next-generation high-definition PDP filter, ITO target, ultra-slim CRT glass and GaN substrate.

In 2006, Samsung Corning transformed the business structure to focus on the digital display area including LCD, PDP and optical materials to drive growth. Also, the company's continuing research and development in environmentally friendly mercury-free flat backlight units, which are cost competitive and are expected to enhance Samsung's leadership in the fiercely competitive LCD market. In the PDP filter business, Samsung Corning built the world's first Low-e Filter plant with an annual capacity of 4 million units, giving it the highest market share. A high definition PDP filter, with the highest contrast ratio in the world, was launched for Daylight PDP TVs.

The company's goal is to create not only the world's first products, but also the world's leading products. Samsung Corning's employees are committed to becoming the "1st Digital Partner" that provides differentiated technology and products at the highest value.

Samsung Corning Precision Glass Co., Ltd.

Employees: 2,970
2006 Revenue: \$0.93 billion
Tel: 82-2-728-0777
Fax: 82-2-728-0749
www.scp.samsung.com

Samsung Corning Precision Glass, a joint venture between Samsung and Corning orchestrated in 1995, is a leading producer of high-quality substrate glass for TFT-LCDs. Combining the innovative technology of Corning and the manufacturing prowess of Samsung, the company has led the development of next-generation substrate glass for TFT-LCDs.

Samsung Corning Precision Glass utilizes Corning's advanced fusion technology to produce larger, thinner and lighter glass with a superb surface quality, which is considered one of the best in the industry. Today, these substrates are used in advanced display products marketed around the world, from portable displays to large-size televisions.

In 2003, the company opened a second plant in Tangjeong, creating the world's largest production line for TFT-LCD glass substrates. With the development of next-generation glass substrates ahead of other players, the company succeeded in commercializing the first Generation 7 glass substrates of 1,870×2,200mm in size in 2005. In 2006, the company completed the development of the 8th generation glass substrates, the world's largest to date, measuring 2,200×2,500mm. In the coming year, the company will begin mass production, ushering in the era of larger screen LCD TVs.

As the industry's first ISO 14001-certified company, Samsung Corning Precision Glass is redefining what it means to be safe, environmentally conscientious and supportive of the community. The company has developed environment-friendly TFT-LCD glass substrates, called Corning EAGLE XG™, which meets current and future regulations for environmentally safe products. EAGLE XG™ does not include heavy metals such as arsenic, antimony or barium, or halogen compounds such as chlorine, fluorine or bromine that can potentially generate harmful byproducts.

Going forward, Samsung Corning Precision Glass will make its best efforts to solidify its leadership position in Korea's LCD market and to develop the next generation of products.

Samsung SDS Co., Ltd.

Employees: 8,984
2006 Revenue: \$2.26 billion
Tel: 82-2-3429-3010
Fax: 82-2-3429-4450
www.sds.samsung.com

Samsung SDS, established in 1985, provides value-creating information technology services. These include System Integration services, consulting services (Business Strategy and Discrete IT and Network Consulting); technical services (Packaged and Customized Application Integration, Hardware and Software Implementation and Support and IT Education); and outsourcing services (Business Process Outsourcing, Application and IT Infrastructure Outsourcing and Network Infrastructure Management). The company's global network links 5 subsidiaries, 5 overseas offices and 5 data centers in 10 countries.

Samsung SDS aims to be the world's premier integrated IT service provider by 2010, through helping clients improve productivity, increase profits and strengthen competitiveness. The company's staff of 7,000 dedicated IT-related professionals — including 95 engineers, 1,154 master's or doctorate degree holders and 530 IT developers and business consultants — have unparalleled experience gained through hundreds of successful projects. The company places a strong emphasis on nurturing talent. We operate the Samsung SDS Multi-Campus, the largest IT education institute in Korea, and require that employees allocate 10% of their individual working hours to education. SDS strives to understand each client's particular business environment and issues, and provide optimized and customized IT services to meet their needs. Our IT know-how and expertise has fueled the success of many government, public and corporate enterprises, including Samsung affiliates.

In 2006, SDS achieved revenues of \$2.26 billion, up from \$1.89 billion the previous year and \$237 million in net income. With 37% of market share, it is the Number 1 IT services player in Korea. Samsung SDS has been making significant efforts for sustainable growth centered on profits and will employ an expansion strategy by developing new growth engines and penetrating into new markets. SDS also plans to pursue its globalization strategy with an aim of becoming the world's premier integrated IT service providers by 2010.

Samsung Networks Inc.

Employees: 975
2006 Revenue: \$598 million
Tel: 82-1577-0300
Fax: 82-70-7016-0010
www.samsungnetworks.net

Samsung Networks Inc. is a leading IP communication services provider with a high-speed global network that services more than 10,000 corporate customers in Korea and around the world. The company unites the world through its optical networks connecting 64 cities in Korea and more than 400 sites in 70 countries worldwide. Having 20 years of network servicing know-how and with class-leading professionals and technicians, the company provides top-quality information technology services.

Samsung Networks provides the highest levels of customized service. With extensive experience and power in IT information development, consulting, establishment, operation and management, the company increases businesses' competitive power by creating the perfect information technology environment tailored for each particular business's needs. The company provides not only a top IT environment, but offers a variety of value-added services to both domestic and international businesses as well.

Samsung Networks' business falls into two main categories: communications infrastructure (including Optical Network Service, Virtual Private Network Service, Satellite Communication, Internet Telephony Service –Samsung Wyz070 – Corporate Telephone Service, Network Solution Integration, Network Consulting, and building and management of communication networks) and value-added services (including video conferencing, IP Contact Center, messaging [SMS/MMS], Internet Data Center, Samsung Mobile service and Home Network). Particularly, the company has grown to become a leading Internet telephony service provider across Korea, with unparalleled expertise.

In 2006, the company received international recognition for its information communications quality by acquiring BS 15000 certifications with BSI systems qualification, a first in the domestic communication service industry. And the company launched an Internet telephony service brand 'Samsung Wyz070' and a video conferencing service brand 'Samsung WyzMeeting'. Innovations such as these have helped Samsung Networks maintain an annual growth rate of 10% and an 18% increase in sales over the last year.

Samsung Heavy Industries Co., Ltd.

Employees: 10,793
2006 Revenue: \$6.83 billion
Tel: 82-2-3458-6291
Fax: 82-2-3458-6298
www.shi.samsung.co.kr

Founded in 1974, Samsung Heavy Industries' main shipyard is located on the Island of Geoje just off the south coast of the Korean peninsula. The ultramodern Geoje shipyard boasts three dry-docks and two floating docks supported by an integrated and automated production system, essential to delivering defect-free vessels. Since completing its first dry-dock in 1979, the company has delivered hundreds of vessels from virtually every ship category to customers worldwide, leading the industry in number of ships built and in dock turnover time, a key measure of efficiency.

The company designs, engineers and builds a broad line of workhorse ships, ranging from arctic shuttle tankers to LNG (liquefied natural gas) carriers, ferries and ultra-large container ships, as well as their navigational and control components. In addition, the company builds a full complement of oil and gas exploration/production vessels and rigs, from drill ships to fixed and semi-submersible offshore platforms.

Samsung Heavy Industries has also established itself as a global leader in several specialty areas, including drill ships, floating production, storage and offloading facilities, LNG carriers and ultra-large container ships. The company is the undisputed leader in next-generation electric-propelled LNG ships, which utilize naturally evaporating liquefied natural gas to generate engine power, a very fuel-efficient and pro-environmental design. Designed to transport liquefied natural gas at -163°C, LNG ship construction requires significant technological expertise. The company dominates the LNG ship market with 30 percent of the world's orders, a value of \$2.9 billion, in 2005. In 2006, the company received orders for 10 LNG ships, valued at \$2.6 billion.

2006 was another outstanding year for Samsung Heavy Industries. The company posted sales of over \$6.8 billion, up nearly \$1 billion from 2005. The year's highlights include an order of the world's highest-priced vessel, a drill ship valued at \$631 million, commencement of construction of the world's first ice-breaking tanker, and the construction of the world's largest sea platform, capable of drilling crude oil and gas simultaneously in extreme conditions. In addition, our four vessels – the FPSO, ice-class oil tanker, LNG vessel, and a large container ship – were selected as the Best Vessels of 2006 by the top three magazines specializing in shipbuilding, *Maritime Reporter*, *Marine Log* and *Naval Architect*.

On June 20, Samsung Heavy Industries held a successful launching ceremony for its ice-breaking oil tanker, which will become the first ice-breaking tanker in the world. This is the first ship among three 70,000-ton ice-breaking oil tankers that were commissioned in November 2005 by Sovcomflot, a Russian state-owned shipping company. The oil tanker, which began construction in October 2006, will be delivered to the ship owner at the end of December this year.

Samsung Techwin Co., Ltd.

Employees: 5100
2006 Revenue: \$3.095 billion
Tel: 82-2-3467-7000
Fax: 82-2-3467-7080
www.samsungtechwin.co.kr

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

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

2006 saw many accomplishments for Samsung Techwin. These included the launch of the compact VLUU NV series digital camera and new D-SLR products, which have become bestsellers, propelling the company to the top market position in Korea. The company also entered the high-growth multi-pixel camera module market with mass-production of 1M and 1.3M CMOS, and 2M and 3M modules.

Techwin's semiconductor business is pushing into new markets, both geographically and with new technologies. It is exploring new growth businesses and strengthening its success by mass-producing COF and bumping, and completing the development of BOC for high speed D-RAM.

In power systems, the company is pushing ahead the KF-16 and F-15 fighter engine projects and KHP (Korean helicopter) project. It is also actively participating with GE in GENEX, an engine development project for civil aircrafts, with Rolls-Royce on the development of the Trent 900 engine and is extending its gas turbine expertise gained in aircraft engines into industrial engine areas.

In special business, Techwin is contributing to the national defense with the development and production of ground combat equipment.

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

Samsung Total Petrochemicals Co., Ltd.

Employees: 950
2006 Revenue: \$3.5 billion
Tel: 82-2-772-6691~4
Fax: 82-2-772-6616
www.samsungtotal.com

Samsung Total Petrochemicals (formerly Samsung General Chemicals from 1988 to 2003) was established in August 2003 as a joint venture between the Samsung and the Total Group, a global French energy and chemical company.

Samsung Total operates a large petrochemical complex consisting of 15 individual plants located in Daesan, Korea. As a general chemicals company, it manufactures and supplies chemical products for daily life, such as synthetic polymer resins (polyethylene, polypropylene, etc.), base chemicals (styrene monomer, para-xylene, etc.) and other petrochemicals and petroleum-based products. The chemicals are essential to a wide range of consumer and industrial goods, including beverage containers, plastics that replace metal parts in automobiles and housing for computers and appliances.

The company produces and exports about 5 million tons of petrochemical products a year to more than 130 nations in the world, including 2.2 million tons of olefins (ethylene, propylene, benzene, etc.), 1 million tons of synthetic resin (polyethylene, polypropylene, etc.), 1.6 million tons of chemicals (styrene monomer, para-xylene, ethylene oxide/ethylene glycol, etc.), and 380,000 tons of petroleum products (LPG, fuel oil, etc.).

Samsung Total has invested \$650 million in main plants, such as naphtha cracking center, polypropylene, styrene monomer and para-xylene plant, and strengthened its competitiveness with capacity enlargement in plants and equipment. After a major expansion of production capacity in 2010, which will allow one million tons of each main product to be produced, Samsung Total will leap ahead in global petrochemical competitiveness.

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

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

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

Samsung Petrochemical Co., Ltd.

Employees: 270
2006 Revenue: \$1.50 billion
Tel: 82-2-772-6323
Fax: 82-2-318-0887
www.myspc.com

Samsung Petrochemical is Korea's largest producer of Purified Terephthalic Acid (PTA), a significant raw material for polyester fibers and polyethylene terephthalate (PET) resin for plastic bottles. The company established in 1974 as a joint venture of 50% Samsung, 35% BP (ex-Amoco) and 15% Mitsui Chemicals, produces 1.8 million tons of PTA annually.

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

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

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

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

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

Samsung Fine Chemicals Co., Ltd.

Employees: 768
2006 Sales: \$802 million
Tel: 82-2-772-1755
Fax: 82-2-772-1809
www.sfc.samsung.co.kr

Samsung Fine Chemicals makes electronic chemical materials, fine chemicals and general chemicals used in a diversity of industries. Established in 1964 as the world's largest urea fertilizer manufacturer, the company has expanded into high value-added fine chemicals, including ECH, a key raw material of epoxy resin, and Mecellose, an additive for construction application. Since 2000, a major focus has been next-generation electronic chemical materials (ECM), such as those used for LCD displays.

In 2006, Samsung Fine Chemicals took steps to expand the ECM business with the development of advanced electronic chemicals-related technologies, the recruiting of key employees, and the construction of a factory for prism film, which enhances the brightness of LCD back light unit. The company was also selected as Samsung Electronics' partner in printer toner development.

Samsung Fine Chemicals also expanded the production capacity for Mecellose, its main product, from 16,000 tons to 21,000 tons, and completed the enlargement of BT Powder and AnyCoat production facilities. Of particular note, process enhancements and cost savings in the manufacture of ECH (Epichlorohydrin), a key raw material of epoxy resin, delivered significant profits, positioning ECH as one of the company's key products.

Samsung Fine Chemicals also enhanced financial performances through Six Sigma projects, promoting employee suggestions by introducing a new proposal system, and ranked 2nd in the Korean Convention on Quality Control Circles.

Samsung BP Chemicals Co., Ltd.

Employees: 180
2006 Revenue: \$297 million
Tel: 82-2-753-5644
Fax: 82-2-319-4572
www.samsungbp.co.kr

Samsung BP Chemicals, a joint venture between Samsung and BP Chemicals, is one of the world's leading producers of value-added fine chemical products, such as acetic acids and hydrogen. The company produces 450,000 tons annually of acetic acid, which is used directly and indirectly as a raw material in many kinds of products, ranging from fine chemicals such as Vinyl Acetate Monomer (VAM) to Purified Terephthalic Acid (PTA), solvents, pigments, dyes and aromatics. It is Korea's only producer of acetic acid.

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

In 2006, Samsung BP adopted Advanced Process Control (APC) and equipment monitoring systems in order to reinforce the production efficiency. In addition, the company upgraded its inspection system, and sustained an operational rate of 99 percent. With all of these efforts, Samsung BP achieved record production and sales volume this past year. Through constant innovations, such as developing alternative energy resources, we strive to be the most competitive acid manufacturer in the world.

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

Samsung Life Insurance Co., Ltd.

Employees: 6,410
2006 Revenue: \$29.1 billion
Tel: 82-2-1588-3114
Fax: 82-2-772-6165
www.samsunglife.com

Samsung Life Insurance (SLI) is Korea's largest insurer, in terms of assets, and a leading financial service company, with over 30,000 consultants and more than 10 million active customers.

The company manages KRW100 trillion in assets on a long-term basis and has been acknowledged globally as a leader. It ranks as the world's 18th largest insurer by *Fortune* magazine, and has received the "AAA" credit rating by from National Information & Credit Evaluation, Inc. Samsung Life Insurance also ranks as the world's No.1 Million Dollar Round Table (MDRT) member, a benchmark evaluating human resources at insurance companies.

In the fiscal year 2006, total assets stood at KRW108,818,928 million, and net income was KRW514,612 million.

The driving force behind Samsung Life Insurance is a company-wide commitment to caring for the customer. In addition, the company plays a leading role in a range of activities for the public good. These include the Samsung Child Care Centers, the Noble County retirement community and helping the disabled and elderly living in poverty. Samsung Life Insurance also supports sports, culture and the arts, as part of its corporate philosophy of giving back to the community.

Samsung Fire & Marine Insurance Co., Ltd.

Employees: 5,137
FY'06 Revenue: \$8.76 billion
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
www.samsungfire.com

Samsung Fire & Marine Insurance (SFMI) is Korea's largest non-life insurance company, with a market share of 30 percent. Founded in 1952, its products and services meet customer needs in safety and finance, including fire insurance, marine insurance, casualty insurance, automobile insurance, long-term insurance and retirement insurance.

The company's greatest strength lies in its sheer scale, which represents strong brand equity and outstanding product development capabilities, as well as cost efficiency and stable returns.

Samsung Fire & Marine ranks first in the Korean property and casualty insurance market in every performance category: sales, revenue, market share, customer satisfaction and service. The company has received the highest A+ ratings from S&P for four consecutive years and from A.M. Best for five consecutive years. In Korea, it has ranked 1st in National Customer Satisfaction Index (NCSI) for six consecutive years, in Korea Customer Satisfaction Index (KCSI) for nine consecutive years, and in KS-SQI for five consecutive years.

In the fiscal year 2006, direct premium written rose by 13.6 percent to KRW8.2426 trillion won. Net profit also rose by 30.2 percent to KRW341.2 billion won, on a year-to-year basis. As of the end of fiscal year 2006, total assets rose by 13.0 percent to KRW18.5116 trillion won.

In keeping with its goal of becoming a world-class, comprehensive insurance service provider, Samsung Fire & Marine has conducted active marketing activities at home and abroad, including the U.S., Europe, China, Indonesia, Japan, and Vietnam, expanding its business network through partnerships with overseas insurance companies and setting up local compensation systems in major cities around the world.

The company believes in giving back to the community. Its employees regularly participate in a variety of voluntary community service programs including traffic safety education and guide dog programs to aid the visually impaired. The company also conducts research on accident and disaster prevention.

Samsung Card Co., Ltd.

Employees: 2,959
2006 Revenue: \$2.36 billion
Tel: 82-2-2172-7719
Fax: 82-2-2172-7738
www.samsungcard.co.kr

Samsung Card is a financial service provider and one of the largest independent credit card issuers in Korea, with more than 9.9 million customers. It was established in 1988 as a domestic card issuer, and since then has issued MasterCard, Visa and American Express cards and provided various lending and lease products. In 2004, the company merged with Samsung Capital, Samsung Group's financial affiliate, and expanded into personal lending and commercial financing markets.

The company's strengths include its size and breadth of product offerings, advanced customer service centers and CRM system, sophisticated risk management system, and business partnerships with Samsung Group affiliates. In 2005, Samsung Card liquidated its bad assets, increasing its total available capital. The restructuring laid the groundwork for a strong turnaround in our performance in 2006 that further increased our cash position. The next year, in June, Samsung Card was listed at the Korea Stock Exchange, the 15th Samsung entity to be listed on the exchange.

Samsung Card has been very active in community services, providing volunteer services and other charitable work, in order to give back to the community.

Going forward, the company plans to strengthen its position as a market leader and maximize synergy with Samsung Group by continuing to emphasize convenient one-stop, value-added services for customers.

Samsung Securities Co., Ltd.

Employees: 2,039
2006 Revenue: \$1.31 billion
Tel: 82-2-2020-8000
Fax: 82-2-8080-8097
www.samsungfn.com

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

Samsung Securities has an extensive business network with 86 local branches and overseas offices in London, New York, and Hong Kong, and a representative office in Shanghai. Its vast infrastructure, combined with high-caliber human resources, provide a solid framework for delivery of quality financial services geared toward the needs of individual and institutional clients.

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

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

Samsung Securities is honing its capabilities to emerge as the leading investment bank of Korea and to compete on an equal footing with global competitors. We will leverage our accumulated know-how in wealth management to extend market leadership. At the same time, we will actively explore new opportunities. At Samsung Securities, we are embracing challenge and pursuing creative innovation to launch a new paradigm in the securities industry.

Samsung Investment Trust Management Co., Ltd.

Employees: 181
2006 Revenue: \$80.19 million
Tel: 82-2-3774-7600
Fax: 82-2-3774-7633
www.samsungfund.com

Samsung Investment Trust Management (Samsung Investments) is the top investment management company in Korea, with KRW74 trillion worth of assets under management as of March 2007. The company provides investment trust and mutual fund management to retail and institutional clients. It is also the sole manager of the Asian Bond Fund, an investment vehicle created by eight central banks in Asia for investment in the Asian bond market.

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

With its proven investment knowledge and quality process control, Samsung Investments has led the market and continues to increase its market share. Assets under management grew by KRW6.7 trillion over the previous year (measured from March 2006–March 2007). Moreover, it recorded KRW75.4 billion won in sales and KRW26.9 billion in profit before tax, despite a substantial increase in costs associated with expansion in staff and overseas investments.

In recognition of its distinguished asset management performance, including 13 consecutive weeks of the best six-month equity performance, Samsung Investments was named "Fund Manager of The Year" by the Korea Securities Award in 2006. In addition, its index fund, KODEX 200 ETF, won Mael Business Newspaper's Korea Fund Award.

Samsung Venture Investment Corporation

Employees: 23
2006 Revenue: \$11.7 million
Tel: 82-2-3430-5548
Fax: 82-2-3430-5577
www.samsungventures.com
www.samsungventure.co.kr

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of the Samsung Group. SVIC invests in dynamic start-up companies for strategic and financial purposes in the areas of information technology, communications, semiconductors, electronics and biotechnology.

Established in October 1999, SVIC's primary goal was to invest in these globally innovative technology start-up companies to further solidify existing strategic relationships while generating capital gains for our limited partners.

In 2004, SVIC began its expansion overseas by establishing its first U.S.-based office in San Jose, CA, the heart of Silicon Valley. The U.S. office, Samsung Ventures America, has a dual role of introducing U.S.-based start-up companies to the appropriate Samsung business units and investing in companies that become strategic partners of Samsung.

SVIC collectively managed over \$452 million for our limited partners and invested over \$447 million.

Samsung Corporation

Employees: 6,168
2006 Revenue: \$10.18 billion
Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcorp.com

Samsung Corporation was founded in 1938 and is the origin of Samsung Group which has been the driving force behind the astonishing growth of the Korean economy.

Since its nomination as the first-ever General Trading Company in Korea in 1975, Samsung Corporation has been conducting complex trading and investment operations utilizing over 76 overseas offices in more than 40 countries. With the merger of Samsung E&C in 1996, Samsung Corporation has now also balanced the two branches of Engineering & Construction Group and Trading Group to remain as a world-class business enterprise.

Samsung Corporation Trading Group not only conducts energy and natural resource development of petrochemical and gas, manufacturing and sales of electronic materials and the conventional business of import-exports and trilateral trading of chemicals, iron, steel and machinery with the network of over 70 overseas offices, but also carries out numerous overseas businesses that include plant supply and operation, applying information and technology, finance and construction work and merchandizing business which focuses on IT accessories and fashion.

In addition, Samsung Corporation is looking for new business opportunities focusing on the service sector, software industry and new and renewable energy to secure the momentum for our company's continuous growth.

Samsung Corporation will expand independent projects by refining and compounding the existing trading activities and create new businesses with high growth potential while further securing a solid foundation in finance, marketing, technology, production outsourcing and M&A in our efforts to create new business domains as a genuine 'Global Value Creating Company'.

Samsung Corporation Engineering & Construction Group provides our clients with peerless products and services through use of outstanding talent and technology in the 6 core product areas which symbolize advanced construction technology and include the construction of skyscrapers, high-tech factory facilities, roads and bridges, harbors, power plants and apartment complexes.

Always at the forefront, Samsung Corporation Engineering & Construction Group currently plays the leading role in the construction of several of the world's largest building projects such as Malaysia's Petronas Towers and the Burj Dubai in the United Arab Emirates, and has made a name for itself as one of the world's finest construction and engineering companies.

In the housing development business, in 2007, Samsung Apartments 'Raemian' has led the industry in the National Customer Satisfaction Index (NCSI) Survey for 10 consecutive years.

Samsung Corporation Engineering & Construction Group will not be complacent about our accomplishments but will dedicate ourselves to the strengthening of business structure by expanding our capabilities in the fields of project planning, architectural engineering and product design to ensure customers' satisfaction.

Samsung Engineering Co., Ltd.

Employees: 2,329
2006 Revenue: \$2.18 billion
Tel: 82-2-3458-3000
Fax: 82-2-3458-4048
www.samsungengineering.com

Samsung Engineering is an international project management and services company with a worldwide network of offices. The company provides total engineering solutions for its clients in the areas of chemical and petrochemical plants, refineries, oil and gas processing plants, industrial plants, environmental facilities and infrastructure, using a complete range of engineering services that include feasibility studies, design, procurement, construction, supervision and operational management.

As the first engineering company in Korea, Samsung Engineering has been a driving factor of Korea's heavy chemical sector, the nation's backbone industry, since its establishment in 1970. Samsung Engineering has also been constructing industrial plant projects on a turnkey basis in a wide variety of areas, ranging from IT (electronics and semiconductors) to energy, automobile, aviation, food and beverage and sports facilities.

Since launching its environmental plant division in 1975 and opening Korea's first environmental technology R&D center in 1991, Samsung Engineering has been building diverse project know-how and technology development skills in every area of the environmental business, including water treatment, air pollution prevention and waste disposal. Geographically, the company is further broadening its overseas market coverage and client base, mainly in the Middle East, Southeast Asia and Latin America.

2006 was a year of record performance for Samsung Engineering, fueled by a favorable global petrochemical plant market. New orders in Saudi Arabia, the biggest market in the Middle East, as well as the opening of new foreign markets, resulted in an 82 percent increase in sales over the previous year, to \$2.18 billion, and a 156 percent increase in operating profit, to \$147 million.

Increasing customer value and providing full customer satisfaction is our mission at Samsung Engineering. Every part of our company is designed to be customer-oriented and we will pursue win-win relations and long-term partnerships with our customers based on this belief.

Cheil Industries Inc.

Employees: 2,822
2006 Revenue: \$1.477 billion
Tel: 82-31-596-3114
Fax: 82-31-596-3088
www.cii.samsung.com

Cheil Industries is a diversified materials company. Established in 1954 as a textile manufacturer, it has been a significant contributor to the development of the Korean textile industry. Cheil Industries successfully transformed itself from a textile company into a leading producer of fashion, chemicals and electronic chemical materials. Its major products are synthetic resins such as ABS, PS and electronic chemical materials for semiconductor and digital display. The company is also home to leading Korean fashion brands such as Bean Pole, Galaxy, Rogatis and premium suit LANSMERE.

In 2006, the company concentrated on securing a global presence in the world market, ensuring a stable earnings structure in each industry with future growth potential. As a result, sales and operating profits rose to KRW2.8 trillion and KRW229.1 billion, respectively, at year-end. Net profit was KRW156.8 billion, the largest ever for two consecutive years.

Going forward, we fully pledge to continue our unparalleled dedication to the pursuit of meaningful advances and flawless execution as a prestigious global company, designing the future.

In the chemical business, we will strengthen our global competitive edge by developing high-end, differentiated products, strengthening product portfolios and building foundations for global business.

In the ECM division, we will continue to drive scale and profitability by focusing on business with growth potential and expanding display and semiconductor process materials.

The fashion business will highlight high-end brand values and concentrate on future growth. The company will also strengthen business capabilities, secure future growth engines through diversification, and enhance infrastructures for global business.

Samsung Everland Inc.

Employees: 3,901
2006 Revenue: \$1.55 billion
Tel: 82-31-320-5000
Fax: 82-31-320-8549
www.samsungeverland.com

Samsung Everland's businesses encompass resort development and operation, golf club management, food service and distribution, environmental development and landscape architecture, building management and total energy service.

The company's Everland Resort, which this year celebrates its 30th anniversary, is a leading theme park. It has been selected as the best theme park by the Korean Standard Service Quality Index (KS-SQI) for the last six years in a row. In 2006, the resort was chosen as the fourth most popular theme park in the world by Forbes magazine.

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

Samsung Everland is committed to creating an enriching and safe world through advanced technology in environmental restoration, landscape architecture, and risk management. The company has transformed contaminated urban rivers into thriving ecological watercourses and has restored damaged slopes with the adoption of patented PEC™ (Poly-Eco-Control) revegetation techniques. It also supports energy conservation and utilizes optimal energy-saving methods based on systematic energy diagnosis technology. In recognition of these efforts, Samsung Everland received the Korean Top Green Management Award (KMA) for the last three consecutive years. The company also undertakes various corporate social responsibility programs, including a program that invites children suffering from fatal illness to Everland for a fun day out.

Samsung Everland is expanding beyond Korea. It is engaged with Haechang Corporation to provide consulting services to China's theme park, "Kingdom of Discovery," and with Zhixin Corporation on China's "Flora Land" theme park.

The Shilla Hotels & Resorts

Employees: 1,743
2006 Sales: \$469.86 million
Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.shilla.net

The Shilla, Korea's premier hospitality provider, has been serving discerning customers with its business and resort hotels, duty-free shops, restaurants, fitness centers and hospitality business consulting since 1979.

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

The Shilla Seoul has been the recipient of numerous accolades and awards. Most recently, it was named to Condé Nast Traveler's prestigious Gold List of the "World's Best Places to Stay" and Zagat's "Top International Hotels, Resorts & Spas" in 2006. In addition, it was listed in the "Top 50 hotels in Asia" in *Travel & Leisure's* 11th annual World's Best Awards reader's survey and, for the fifth consecutive year, was deemed "The Best Hotel in Seoul" in *Euromoney's* Annual Business Travel Poll.

Also in 2006, The Shilla Seoul completed an extensive two-year makeover creating a "lifestyle destination" with dramatically improved conference and business facilities, dining, health and beauty, wedding and shopping.

The Shilla Jeju, located on the coast of Jeju Island overlooking the Pacific Ocean, opened in 1990. As Korea's first luxury resort, it has been at the forefront of Korea's tourism and conference boom, and remains the area's most prestigious destination for VIPs from around the world. The Shilla Jeju is noted for its sophisticated décor, works by world-famous artists, subtropical garden and, of course, for its impeccable service.

In 2006, The Shilla exported its brand to China, signing a management contract with local developer Genway to operate a new 5-star hotel, The Shilla Suzhou, which opened in April.

Going forward, The Shilla will continually improve upon its high standard of personalized, attentive service, taking the hospitality experience to a new level. The company will continue to diversify and expand, while remaining true to a business philosophy deeply rooted in the 5,000-year history of the Korean nation. This is summed up by the company's motto, "The most traditional things are the most global ones."

Cheil Communications Inc.

Number of Employees: 726
2006 Revenue: \$578 million
Tel: 82-2-3780-2114
www.cheil.com

Cheil Communications is a full-service marketing communications group, offering advertising, market research, consulting, public relations and new media services to a global roster of clients. Since its establishment in 1973, Cheil Communications has been the leader in Korea's advertising industry. Over the past two decades, it has expanded its focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. Cheil Communications operates 31 offices in 24 nations, and was ranked by *Advertising Age* as the world's 16th largest advertising firm based on 2006 revenues (up from 18th the prior year). Clients have included oil refiner S-Oil, GM-Daewoo, leading Korean mobile phone service provider KTF, Samyang Food, GlaxoSmithKline and Samsung Electronics.

Cheil Communications has distinguished itself in the highly competitive field of advertising and marketing. The company has developed proprietary models based on years of research and data to aid in the development of brand management, sales and marketing, and forecasting strategies for clients.

Cheil's creativity has been recognized by more than 70 prizes in domestic and overseas advertising competitions, including the prestigious Cannes International Advertising Festival (Gold Lion) and the Korea Advertising Awards (Grand Prize).

In 2006, Cheil solidified its position as the leader in the Korean ad market, with billings reaching \$1.936 billion, three times greater than its nearest domestic competitor. In addition, the company increased the portion of overseas business to \$1.042 billion, 54 percent of total billings. Cheil led Samsung Electronics' global marketing activities, including its sponsorship of the Winter Olympic Games in Torino and the Asian Games in Doha in 2006. It also helped the brand to achieve remarkable success through the sponsorship of Chelsea Football Club in England's Premier League and the NFL in the United States.

Cheil Communications will continue to pursue its goal of becoming one of the world's leading marketing communications groups, using its "Passion for Ideas" to provide creative and successful marketing services to clients around the world.

S1 Corporation

Employees: 4,462
2006 Sales: \$736 million
Tel: 82-2-2131-8182
Fax: 82-2-2131-8189
www.s1.co.kr

S1 Corporation, a leader in the security systems industry, is dedicated to preventing a range of crimes and calamities through a combination of security equipment, nationwide wired/wireless networks and professional service. It produces Secom unmanned security systems, entry/exit management systems, fingerprint recognition systems, closed-circuit TV systems, digital video security systems, building management systems and smart card systems.

S1's pioneering security system was first introduced in 1981. Today, SECOM is the industry's most widely used and trusted security service. S1 offers individualized security services to accommodate each and every customer need. Its consolidated management system detects intruders using movement, heat, smoke and light detectors, automatically alerting S1's control center of a breach in security. Information is then passed directly on to standby personnel in the field. In 2006, S1 launched the first Internet-based video control system that allows customers to remotely monitor their sites from PCs or mobile phones.

With a sharp eye on digital convergence and changing societal habits, S1 developed a multi-purpose smart card embedded with an IC chip. Merging S1's robust security features with practical, everyday uses gives S1's customers the unlimited convenience of using their smart card as a security card and as a medical, transportation, e-money, certification or credit card.

Samsung Lions

Employees: 34
Tel: 82-53-859-3114
Fax: 82-53-859-3118
www.samsunglions.com

The Samsung Lions are Korea's leading professional baseball team, and are vying for their 3rd straight Korean Series Championship this year. One of the original six teams that formed the Korean Pro-Baseball League in 1982, the Lions have gone on to compile an impressive record of four Championship titles and eight Runner-Up finishes. With the support of Samsung Corp., the Lions have been instrumental in building a prosperous Korean Pro league, constructing the largest ballpark in Asia and launching the first overseas training center.

Since Dong-yul Sun, the unparalleled superstar baseball player in Korea, took up the position of team manager in 2005, the Lions have won the Korean Series for two consecutive years – a first in the history of the Korean Pro-baseball League. Dazzling play is a Samsung Lion trademark, and special mention this year goes to the hard-throwing Seung-hwan Oh, who finished off a magical 2006 season with 47 saved games for a new Asian record.

Management has renewed efforts to globalize its marketing identity by linking to such famous clubs as Japan's Yomiuri Giants.

The team's ultimate goal is to be the best Pro-sports team in Korea – of any sport – and to continue to promote the Samsung Group at home and abroad.

Samsung Medical Center

Employees: 7,500
Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Samsung Medical Center (SMC) is one of Korea's leading medical organizations. It operates three specialized treatment facilities, two in Seoul and one in Masan, as well as the Bioscience Research Institute situated in Seoul. SMC is widely recognized for its excellence in patient care, research and education, and has ranked first in national ratings, including the National Customer Satisfaction Index, which has ranked it first for 8 consecutive years.

SMC continued to show remarkable advancements across all areas including patient care, research and education in 2006. It opened Korea's first Chest Pain Center, permanently staffed by heart specialists to more efficiently serve acute chest pain patients, especially those with myocardial infarction. It became the first non-U.S. organization to receive full AAHRPP (Association for the Accreditation of Human Research Protection Program) accreditation. Other milestones included the Center's 10,000th stomach cancer surgery, seven successful heart transplants, and up to 7,000 outpatients treated in a single day.

In addition, SMC provides free healthcare services to the underprivileged, in close association with MBC (Munhwa Broadcasting Corporation) and major charity groups, and last October launched the Samsung Medical Volunteers Group as a permanent operation to offer services to those in need.

SMC is expanding its collaboration with biotechnology companies and research institutes, such as Beijing Ciji Health Examination Group in China. It is also building Asia's best cancer facility, Samsung Cancer Center, scheduled to open in 2008. The facility will house 17 operating rooms, 69-bed acute care units and 48 outpatient offices, offering world class treatment opportunities to 2,250 outpatients and 650 inpatients per day.

Building on these successes, SMC will continue to focus its resources on becoming a premier cancer center not only in the Asian region but also across the world.

Samsung Economic Research Institute

Employees: 182
2006 Revenue: \$39.8 million
Tel: 82-2-3780-8000
Fax: 82-2-3780-8005
www.seriworld.org

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. The institute's research covers areas ranging from developments in Korea's high-tech industries, to studies on strategic drivers, trends and issues shaping the Asian economic and business environment.

Founded in 1986, SERI has been Korea's observer of record on economic matters for more than 20 years. As it enters its third decade, SERI has renewed its commitment to upgrading the knowledge infrastructure of the nation's business community by providing the most reliable forecasts and analysis on the domestic and global economy.

Today SERI is a major resource of information for business leaders in Korea and beyond. Total readership for SERI's domestic websites and publications now numbers more than 1.3 million, while its English, Chinese and Japanese readership continues to grow. Research products provided by the institute include analysis on issues in the Korean and Chinese economy, management advice from "SERICEO" and forecasts, analysis and video presentations from senior SERI researchers on economic matters of interest. The institute is regularly consulted by the government for advice on national development and policy proposals for the market economy, and is emerging as a hub for regional knowledge networks in partnership with other institutions.

The year 2006 proved to be an especially significant year for SERI as it celebrated its 20th birthday. SERI released several significant new studies, including a comprehensive review of the Korean economy over the last 20 years, and a prominent study on income polarization that challenged conventional wisdom on this contentious issue. SERI also expanded ties with research organizations in other countries.

Going forward, SERI hopes to realize its vision of being a premier knowledge resource for major players in the domestic and global economy. SERI will continue to make efforts to improve its services, expand its membership base and network with the global community.

Samsung Advanced Institute Of Technology

Employees: 1,070
Tel: 82-31-280-9114
Fax: 82-31-280-9156
www.sait.samsung.com

The Samsung Advanced Institute of Technology (SAIT) is the central research institute of Samsung Group. Since it was established in 1987, it has conducted advanced research and development in 9 major areas: Computing & Intelligence, Communication & Network, Embedded Systems Solution, Display, Semiconductor, Micro Systems, Energy & Environment, Bio & Health and Advanced Materials. A newly established Frontier Research Lab is intended to strengthen basic research on fundamental technology underpinnings. In addition, analytical engineering and fabrication technologies are also highly pursued.

SAIT's mission is to overcome the technological limits of current information technology while conducting research into fundamental technologies that will be the basis for future growth.

Among our achievements in 2006, SAIT pushed ahead with Fourth Generation (4G) telecommunications. It has patented its Multi-User MIMO (Multiple-In Multiple-Out), which increases telecommunication capacity beyond the existing MIMO channel without extending the range or size of the handset antenna.

In addition, we have improved Ink Jet Color Filter printing technology. SAIT has developed core technologies for the next-generation LCD sector, including inkjet patterning technology that precisely sprays color ink, Ink Drop Volume Control technology, and Ink Supply Module.

SAIT is also actively engaged in research on fuel cells for the future. In 2006, the prototype PEMFC system with 1KW scale was manufactured as a fuel cell for housing. We are also pursuing broader applications for the PEMFC. Fuel cells hold great promise for the mobile industry, and SAIT has created a small fuel cell for PMP that can last four hours, as well as a 2W portable fuel cell charger.

SAIT fosters expertise among its employees through the Samsung Fellow and SAIT Master programs. Currently there are four Samsung Fellows and 13 SAIT Masters. To remain ahead of the curve for fast-developing trends and technologies, SAIT cooperates with outstanding universities and research institutes around the world, operating four joint labs, one local lab and five liaison offices.

Samsung Foundation of Culture

Employees: 117
Tel: 82-2-2014-6552
Fax: 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 passionate patron of the arts. The foundation oversees Leeum, Samsung Museum of Art; Ho-Am Art Museum; Rodin Gallery; Samsung Children's Museum; and supports other cultural and artistic activities as well as academic research.

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 through the finest art exhibitions, performances, cinema and literature. The late Founding Chairman Byung-Chull Lee, dismayed by what he felt was a drain of important cultural artifacts from Korea and a lack of appreciation for our artistic heritage, began collecting traditional art in the 1930s. Eventually, his collection became the seeds of Samsung's multiple museums. Chairman Kun-hee Lee and Ra Hee Hong Lee, Director General of the Samsung Museum of Art, have continued and expanded upon these auspicious beginnings by bolstering the collection with not only cultural artifacts and artwork from modern and contemporary Korean artists, but also with important work by artists of global renown. This significant collection offers a breathtaking overview of art history and of international developments in contemporary art and continues to grow richer and deeper every year. Through endeavors that introduce major schools and trends of Korean art alongside important works of contemporary art from abroad, the Samsung Museums have been at the vanguard in encouraging Korean arts development.

In 2004, the Foundation opened Leeum, Samsung Museum of Art, in central Seoul. Three of the world's most renowned architects designed the unique buildings that make up the arts complex: Mario Botta's terra cotta structure for traditional Korean art; Jean Nouvel's rusted stainless steel museum for contemporary art; and Rem Koolhaas's black concrete and glass building for Samsung Child Education & Culture Center. The Samsung Children's Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions, programs and "hands-on" experience. The first of its kind in Korea, the Samsung Children's Museum lets young people have fun while exploring the world. Institutions such as Leeum, Samsung Museum of Art, the Ho-Am Art Museum and the Rodin Gallery provide not only exhibition space, but a vibrant, dynamic cultural forum open to anyone. We also sponsor programs for children, performing artists and others to encourage the creative forces in our society.

The Samsung Foundation of Culture decidedly does not limit itself to visual art, but serves all of the Muses. Our commitment to all art forms remains true to our mission to broaden our artistic horizons, strengthen our cultural capabilities and enrich our lives.

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Committed to building an ideal society, the Samsung Welfare Foundation has been funding a wide range of community programs that address various economic, social and cultural needs since 1989. 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. The "A Little Sharing for a Lot of Love" program, initiated by Samsung Electronics and co-administered with the Samsung Welfare Foundation since 1998, works concordantly, supporting the development and operation of social welfare programs.

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

Currently, the Foundation operates 47 Samsung Childcare Centers in 19 cities throughout Korea. The Foundation has developed programs and educational materials for child care and concentrates on improving the welfare of disadvantaged families. It also manages the Samsung Filial Piety Prize, which helps promote the Korean tradition of supporting our elders.

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Published by Samsung in coordination with Cheil Communications Inc. and ICGroup

Printed by Samsung Moonwha Printing Co., Seoul, Korea

Written by Amy Cortese

People photography by John Wildgoose

Product photography by Sajinmoon Studio

Created by Corporate Agenda: www.corporateagenda.com

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