

passion
for
a better
world

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Everyday, the world moves faster...



...reinvented with every new insight, every new **desire.**



At Samsung we move with – and ahead of – our world.

Wherever you are... in the hustle of the streets or the comfort of the home... Samsung is part of the fabric of your life. As a global leader we are at the forefront of change, anticipating today what our customers around the world will want tomorrow.



New innovations and **ideas** help to make life



more convenient, anytime, anywhere...

It's all about convenience. Our diverse range of mobile devices support your lifestyle and let you communicate wherever you are, whenever you need to. Samsung's latest mobile technology enables consumers to access, create, and share multimedia contents.



...bridging great distances between

A young woman with blonde hair and sunglasses on her head is smiling broadly while taking a selfie with a smartphone. She is on a red carpet, with a metal railing in front of her. In the background, there are blurred lights and signs, including one that says "Sony".

us and our **friends.**

Through innovative technology and products, we put fun into life, helping you share happy moments with friends. Our lineup of innovative digital cameras suits every need, from simple to sophisticated, and spreads joy by capturing life's special moments.



Helping us keep our **families** close by




and safe at all times...

Everyone should be secure, so we offer financial and medical services for a safe, healthy and happy life. As a trusted name in insurance and financial products, we help customers build a solid financial foundation and live emotionally and physically fulfilling lives.



...delivering new ways to preserve our fragile

A young man and woman are running through a field of purple flowers. The man is in the foreground, wearing a green t-shirt and blue jeans, smiling and looking to the right. The woman is behind him, wearing a brown t-shirt and green pants, also smiling and looking to the right. The background is a lush green field with many purple flowers.

environment for many **generations** to come.

Innovation does not have to come at a cost to the environment. At Samsung, we are “greening” our products across the board, making them more energy efficient and eliminating harmful substances. These efforts are helping to make the world a greener and cleaner place for all.



Each day also brings greater challenges. And so with an eye to



the **future** we look for new and better ways to do things.

With every breakthrough, every innovation, we strive to improve the lives of customers and communities around the world. That is the spirit behind all of our products and services.

because
we believe
in a better
world

trends, we can deliver innovative products for tomorrow.

Market Analysis

- Industry Profile
- Competitive Landscape
- Value-Chain

policy
drivers



- REGULATORS
- Technology Adoption
- ESG
- Cyber



COMPETITIVE ADVANTAGES

WIN

LOSE

PROS	CONS
High Quality	High Cost
Fast Delivery	Low Reliability
Good Customer Service	High Turnover
Low Carbon Footprint	High Energy Costs

Power
Play
Power
neutral

STATUS

450



COMPETITIVE LANDSCAPE

- market
- new entrants
- consolidation
- local/global ethical



local/global ethical



CONSUMER

Consumer profile

	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓



SAMSUNG GLOBAL STRATEGY GROUP, SEOUL



Where does the next big idea come from?

How are products conceived?

What defines a leader?

The answers come from understanding customers' needs and anticipating how they are changing.

In today's global business environment, these challenges are greater than ever. To continue to deliver market-leading, innovative products, we must think big and maintain an open mind.

At Samsung, we have achieved our position as a global leader not by chance, but through a commitment across every level of the organization to meeting and exceeding the desires of customers around the world. Every aspect of our business – from product design to marketing – is deeply rooted in the lives and needs of our customers. We systematically research and analyze each of our key markets and foster an environment of inquiry and a pursuit of knowledge. Our employees are always looking ahead to answer, **“What's next?”**

For all the talk of globalization, we recognize that cultural differences still play a vital role. So Samsung researchers, designers and strategists fan out around the globe to understand the lifestyles and needs of consumers in different markets. This can result in something as small as a simple design change to accommodate a local preference, or an entirely new product category.

In this way, we are helping to improve the everyday lives of our customers and solving some of the world's most pressing challenges, whether they be the need for alternative sources of energy, a clean environment or better solutions for the digital age.

“The relentless progress in technology is matched only by the ever-increasing expectations of our consumers,”

notes Javier Alvira, a member of Samsung’s Global Strategy Group.

As strategic advisors and consultants for Samsung, the Samsung Global Strategy Group (GSG) is at the forefront of global trends. Advising senior executives across Samsung’s businesses on key strategic initiatives, GSG consultants bring their knowledge and experience to bear across multiple markets and regions.

“We must have our finger on the pulse of market trends and consumer behavior,” says Horatiu Gratian Stefan, a GSG consultant.

“Understanding the attitudes, needs and preferences of consumers is the cornerstone of the work we do.”

GSG is also an incubator for high-caliber global managers. Samsung actively seeks motivated, multicultural employees who bring a diverse range of views to the company – and challenge conventional views. We recruit top talent from all over the world, attracting bright young minds that want to make their mark on the world by working for a global leader. “Our mission and our challenge,” says GSG’s Izabelle Macedo, “is to bring fresh thinking and new perspectives to the Samsung businesses we serve.”

“GSG members are innovative, pragmatic and open-minded change agents,” she continues. The group’s diversity helps Samsung think big, while never taking its eyes off the details. “Like Samsung itself, GSG continues to evolve,” offers GSG member Jeremy Kaiman, “by balancing the needs of today’s customers and tomorrow’s markets.”

In Korea, policy makers and business leaders turn to Samsung Economic Research Institute (SERI), the country's foremost private think tank. Our 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. This research not only informs global decision makers, it provides key insights to Samsung in its development of valuable products and services to meet the world's most pressing needs.

“We research and analyze new technology and consumer trends and forecast how this could change the market,”

says Yong-Kwon Cho, research fellow of SERI's Technology & Industry Department. “In this way, we help Samsung provide more valuable products and services.”

One example is consciousness about energy. Consumers today demand responsible solutions for energy management and a commitment from the world's leading corporations to preserving our natural resources. “The keywords for the future of energy are *clean* and *effective*,” says Mr. Cho. “This means that, on the supply side, we need to develop alternative energy, which is clean and can replace current fossil fuel energy,” he explains, “while on the demand side, we must find more efficient ways to use energy.”

As SERI moves forward in its third decade, it will solidify its role as a hub for regional knowledge networks in partnership with other institutions and expand its global reach. Through premier research and collaboration, we are helping to address the challenges of tomorrow to leave a better world for generations to come.



SAMSUNG ECONOMIC RESEARCH INSTITUTE, SEOUL





Sometimes our answers to the question “What’s next?” take a more fashionable turn. In just four years, Derercuny, Samsung’s trend-setting prêt-a-porter brand, is on its way to becoming a global luxury fashion brand. The line, created by the Fashion Business Unit of Cheil Industries in Italy, working together with Italian fashion experts, has won accolades from Italian Vogue and orders from more than 60 buyers in 18 different countries.

Fashion, however, requires no less a nuanced worldview than energy or electronics. In the 21st century, fashion trends are no longer easily boiled down to simplified slogans, explains Mina Lee, a creative director of Derercuny. Instead, she says, **“Customers needs today are diverse. The value for scarcity, uniqueness and individual character is much more important than ever.”**

That evolving aesthetic is embodied by Derercuny’s spring/summer 2009 collection, which taps into the individualistic trend and the desire of all women for beauty by offering clothing that is simultaneously feminine and romantic, elegant and cool. Paradoxically, Derercuny speaks to both the shared and individual desires of women today.

“In the future, only those who propose the new trend and attract the customers will be the strong survivors,” predicts Ms. Lee.



DERERCUNY, CHEIL INDUSTRIES, MILAN







Fashion may be fickle, but nowhere is change more fast-paced than in consumer electronics, where today's hot gadget may be tomorrow's has-been. Samsung has consistently been at the cutting edge of consumer electronics, introducing many breakthrough technologies and products, from high-definition LCD TVs to next-generation multimedia mobile phones. We've achieved that success through the efforts of our employees, such as Jong-Seok Park, a marketing director in Samsung Electronics' Telecommunications Network business – a leading provider of mobile phones and telecom systems. "Mobile devices are becoming a 'must have' gadget for consumers and we want to make sure we are there to meet every need in the mobile experience, from content management to music and video and communications," says Mr. Park. **"We make every effort to identify beforehand what our consumers desire** in our handsets through extensive research and focus group studies."

The Telecom group understands the consumer market, designing handsets that fit consumer lifestyles. Whether you are a feature maximizer, a fashion maven or a business user, we offer a mobile experience that reflects your lifestyle. We also reach out to consumers in culturally relevant programs, through sports marketing, such as our NASCAR sponsorships, or by tapping top entertainment icons, such as Beyoncé.



SAMSUNG TELECOMMUNICATIONS AMERICA, DALLAS







This is just the beginning...

because
innovation
is the
map to
our future



SAMSUNG
K3C29RBA01-YK40
177560

This age will bring discoveries and



innovations that **change** the way we do things.

SSD: Samsung Electronics continues to lead in flash memory technology with the flash-based Solid State Drive. The Samsung SSD looks like a hard disk drive, but has no moving parts, making it truly crash-resistant. The underlying NAND technology provides faster performance while decreasing power consumption and total cost of ownership.

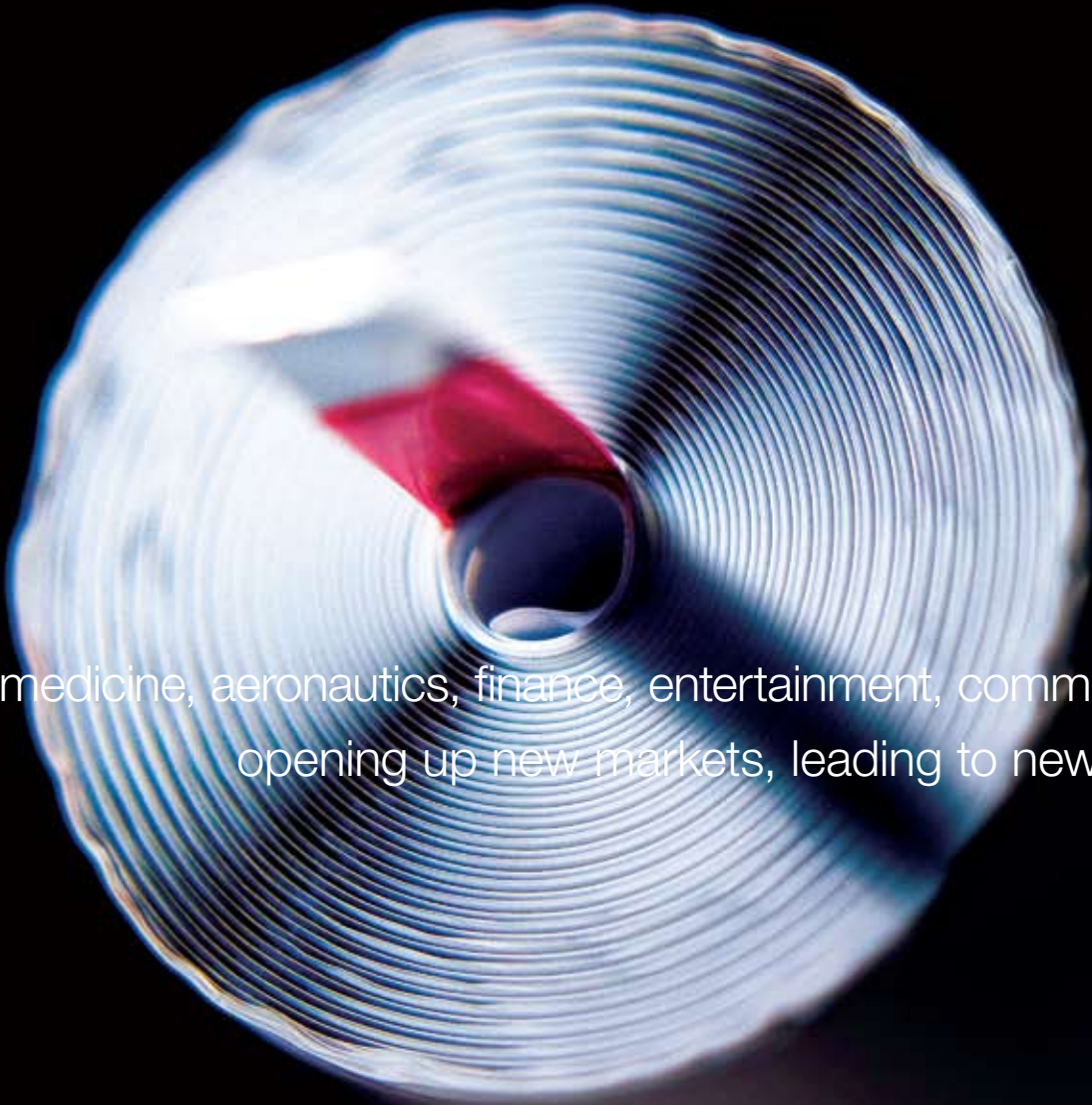


Our patents, technologies and processes are not only behind

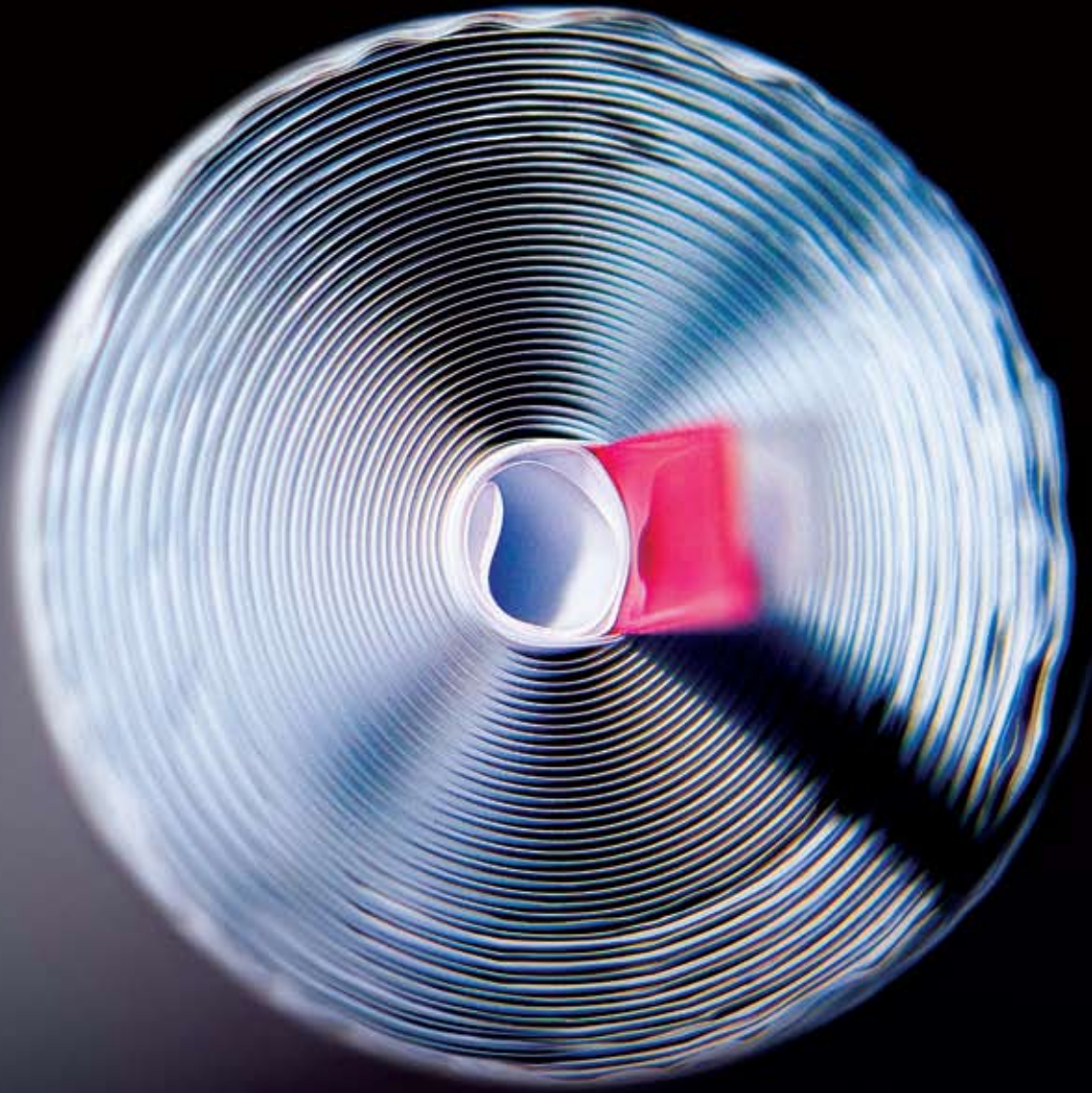


our products today but are **leading** to new products...

TFT LDC: Samsung Electronics continues to improve the viewing experience by introducing breakthrough LCD technology. As the world's largest provider of thin-film-transistor liquid crystal displays (TFT-LCD), Samsung Electronics has unveiled a diverse array of leading-edge LCD panels for monitors, TVs and digital information displays, including the industry's first 82-inch LCD TV panel with an ultra-definition resolution and revolutionary new "blue phase mode" LCD and e-paper technology.



...in medicine, aeronautics, finance, entertainment, communications,
opening up new markets, leading to new solutions




shipping and energy;
and making the world a **better place** to live.

Li-Ion batteries: In this age of ubiquitous computing, improved power supplies are vital for growth. Samsung SDI's pioneering work has led to a rechargeable Li-Ion battery that is lightweight, safe, longer lasting and not harmful to the environment.



Continuing to **enhance lives** of those around
experimentation



us requires an ongoing investment in R&D,
with new technologies, and development of new products.

Scratch Resistant Resin: Cheil Industries developed the world's first scratch resistant resin. This material provides superior performance and eliminates the need for a coating process, which can increase production costs and hamper recycling. Today, this resin is used on the exteriors of flat panel TVs, monitors and a range of home appliances.



What will be the market



opportunities of the future?

Drillship: With skyrocketing energy prices, increasing the supply of oil and natural gas has become a pressing global issue. By introducing the world's first drillship capable of operating in polar regions, Samsung Heavy Industries is doing its part to help. The drillship, so-called because it is a drilling facility that takes the form of a ship, can drill as deep as 11 kilometers into the sea – a distance greater than the height of Mt. Everest – and withstand severe weather conditions.

We have no crystal ball.

But we are working on many promising technologies in our labs – some of which will lead to new breakthroughs and markets – in order to fulfill our commitment to remain at the forefront of these new developments.

Behind the technologies and products we produce today may be the answers of tomorrow. For example, today's eco-friendly Li-Ion batteries are revolutionizing laptops and mobile phones; tomorrow they may be used in power tools, electric bikes and Uninterruptible Power Supply systems. In the Baltic Sea, our innovative drillships are helping to discover oil in deep-sea areas once considered too dangerous to drill. These are only a few examples. At Samsung, our employees share a sense of curiosity and determination to make the next great breakthrough.



passion for the **future** Eun-Mi Oh, Samsung Electronics

Every so often, a new trend takes shape that turns our conventional notions upside down. One such trend, according to Eun-Mi Oh, is the “prosumer” movement, where people both consume and produce media.

The Visionary

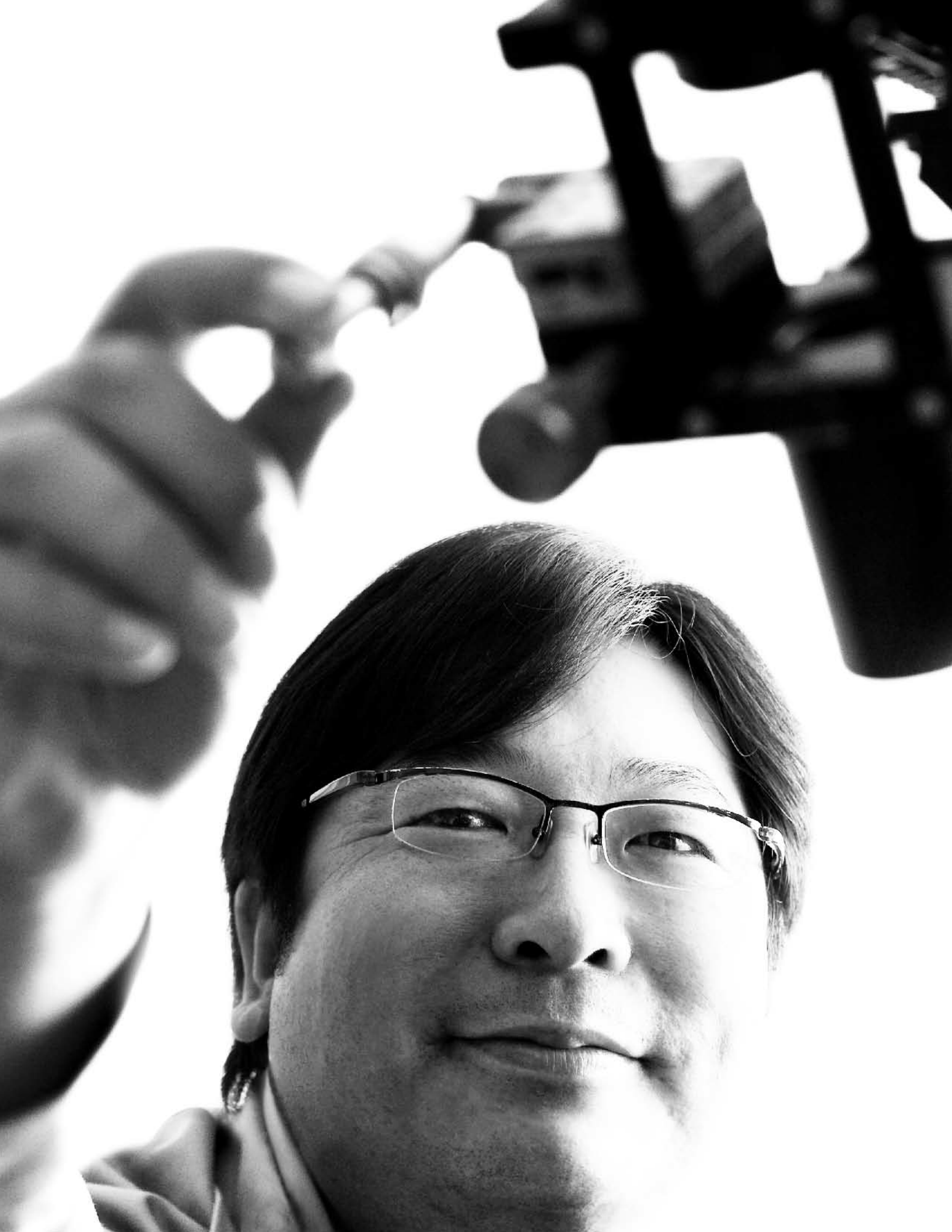
Being a global leader means constantly pushing what is possible. At Samsung Electronics, our researchers are on a boundless search to make great strides in their field by analyzing long-term trends, identifying emerging markets and disruptive technologies, and pioneering next-generation products.

In digital technology today and going forward, one of the most profound trends is convergence. This coming together of communications, entertainment and multimedia will touch all aspects of our lives, from how we work to how we play.

Eun-Mi Oh, one of the dedicated researchers in Samsung Electronics’ corporate research division, is pushing ahead in digital convergence technologies. Her goal is to prepare for a future beyond existing technology and attempt to predict and shape ways emerging technology will develop into new market opportunities. For example, she is working on new coding technology for transmitting multimedia – including radio, TV and video – to mobile phones and other devices to create a seamless user experience. This is only one example of Samsung’s greater goal – to envision the future and work to make that vision a reality. “As a researcher, I hope that my work will enable others to have a better and more exciting digital life,” says Ms. Oh.

Ms. Oh enjoys the fast pace of the industry and tackling the big challenges of the future. “The IT industry is undergoing major change,” she says. In addition to convergence, she points to the “prosumer” movement – where people are increasingly both producers and consumers – as a trend that will dramatically impact the future. Trends such as this turn conventional notions upside down, creating new challenges and opportunities.

By nature, digital convergence means cross-discipline collaboration. Researchers must look beyond their own discipline and collaborate with colleagues and partners from other fields. “Samsung’s labs provide fertile ground for such collaboration,” says Ms. Oh, who has lively discussions with colleagues in diverse research areas. On an international level, she works with experts to set standards that developers around the world can rely and build on. “The most important capability in doing excellent research might be how well we can collaborate with colleagues in diverse fields and at worldwide companies.”



The Dreamer

Sometimes there is more to life than meets the eye. That is certainly the philosophy at Samsung Electro-Mechanics, where we make electronic parts, from ceramic chip capacitors to radio frequency components that power many of today's high-tech products. This is reflected in our motto, "The Inside Edge that Shapes the Future."

Won-Soo Ji, Senior Engineer in Samsung Electro-Mechanics' Factory Automation area, takes inspiration from nature – rivers, mountains and the sea. "Nature does not always show its beauty in a simple way," he says. "Sometimes, you must be patient and invest the effort necessary to find it."

He applies the same philosophy to his work designing optical systems and high-precision inspection and measurement technology for factories. "We have to dream a better world, set a detailed plan, and do our best to reach the given target," he says. "That is what drives us."

The drive and energy of employees like Mr. Ji has led to new markets and leading products, such as a Small Multi Layer Ceramic Capacitor with the world's highest capacity, the world's thinnest 8-million-pixel camera module, a white LED with high brightness (2.5cd), and a White LED Back Light Unit for LCD. And that spirit will serve photonics well as it expands into promising new businesses, such as digital broadcasting, next-generation mobile communications and home networks.

"Nature does not always show its beauty in a simple way," says Won-Soo Ji. "Sometimes, you must be patient and invest the effort necessary to find it. Similarly, designing optical systems and high-precision measurement technology requires patience and efforts."

passion for **curiosity**

Won-Soo Ji, Samsung Electro-Mechanics

The Globalist

As the world's economies rapidly develop, companies in all corners of the globe have turned to Samsung Engineering for project management and engineering services for their largest construction projects. Since its founding in 1970, the company has built up comprehensive engineering know-how. Whether it is a petrochemical, oil & gas, industrial, or environmental plant and infrastructure project, Samsung Engineering provides a complete range of engineering services, including feasibility studies, design, procurement, construction, supervision and operational management. Our mission is to increase customer value and provide full customer satisfaction.

That task falls to our dedicated team of global employees, such as Mazen Al Shaibi, Samsung Engineering's Saudi engineer. Al Shaibi works as an electrical engineer at a major new refining plant being constructed by Saudi Aramco, the world's largest oil company. It is one of eleven projects Samsung Engineering has been awarded in Saudi Arabia, including

the Ma'aden ammonia plant, one of the largest orders in Samsung Engineering's history. Al Shaibi's attitude is what makes Samsung Engineering stand out as a trusted partner, especially as we expand across the globe into areas including the Middle East, Southeast Asia and Latin America.

"Samsung Engineering is highly respected among its competitors and clients for maintaining a competitive edge in its accuracy, flexibility, promptness and professionalism," says Al Shaibi. "We are dedicated to satisfying customers' changing needs. This is done by having great flexibility and delivering the product with sincerity, friendliness, and a big smile."

A global approach to partnerships helps give Samsung Engineering diverse perspectives and drives new ways to innovate and adapt. By making collaboration and curiosity a global ambition, Samsung Engineering is forging long-term relationships that will help shape the face of modern engineering.

Samsung Engineering has earned a reputation as one of the world's top engineering companies, largely by focusing on forming global partnerships. "Samsung Engineering is dedicated to satisfying customers' changing needs on a global scale," says Mazen Al Shaibi, a Saudi-born engineer who works at a new refining plant being constructed by Saudi Aramco.

passion for **building**

Mazen Al Shaibi, Samsung Engineering







The Relationship Builder

Samsung Fine Chemicals started off as a fertilizer-making company in 1964. Today, it has expanded into a wide range of value-added chemicals, from next-generation electronic chemical materials, such as those used for LCD displays and super engineering plastics, to pharmaceutical coatings.

This successful expansion is a direct result of the passion and energy of our employees. In pharmaceuticals in particular, producers are looking for long-term partners with demonstrated reliability, safety and technical expertise. Although we did not have a long history in pharmaceuticals, the responsiveness of our employees and their attention to detail quickly earned us credibility, explains Young-Kuk Lee, sales team leader of AnyCoat, Samsung Fine Chemicals' brand of pharmaceutical coating. This focus on customer service will help us going forward, predicts Mr. Lee, as pharmaceutical makers seek ever-closer relationships with their partners.

"The trend is shifting toward modification of existing products, not on the development of new chemicals," he says. "This will require stronger ties between pharmaceutical and excipient manufacturers."

Mr. Lee's team consists of just four people, yet they have the enthusiasm and pride of many more. "Though our team is small, everyone takes deep pride in the fact that people worldwide are taking medicines into which our AnyCoat is incorporated for their health and well-being."

AnyCoat is naturally-based, and contributes to enhancing drug stability and facilitating the drug delivery system. The company plans to expand into related areas, such as controlled-release drugs and other specialty chemicals. A healthier world is an admirable goal, and at Samsung Fine Chemicals, we are doing our part.

A relative newcomer to a field that is based on relationships, Samsung Fine Chemicals was able to earn credibility with pharmaceutical companies through the efforts of employees such as Young-Kuk Lee.

passion for **growth** Young-Kuk Lee, Samsung Fine Chemicals

The Solver

Around the world, we are witnessing an unprecedented wave of construction, with record-breaking skyscrapers and ambitious engineering projects. Behind many of these bold undertakings is Samsung C&T Corporation Engineering & Construction Group. The company has played a leading role in some of the world's largest projects, including Malaysia's Petronas Tower and the Burj Dubai in the United Arab Emirates, earning it recognition as one of the world's finest engineering and construction firms.

"Construction is not like factory work aimed at improving productivity, it is creating something new out of nothing," observes Hyung-Jin Lee, a Samsung manager and expert in overseas construction. He thrives on the "ceaseless challenge" he says the industry brings.

Mr. Lee has worked on some of Samsung's (and the world's) most high-profile construction projects, including the Burj and the Jebel Ali Bridge, which will connect Dubai to a series of palm tree-shaped man-made islands. His ability to find creative solutions to challenges has helped Samsung overcome difficult engineering challenges and satisfy customers.

For example, his idea to create a temporary landfill to help construct the Jebel Ali Bridge dramatically reduced costs and enhanced quality and safety. At an underground expressway construction site in Singapore, he devised a way of diverting river currents to enable underground excavation in the city center and eliminate the risk of apartment breakdown. And at the Damietta Harbor construction site in Egypt, he creatively applied the simple method of planting basic steel pipe in the construction of pile foundation to reinforce weak soil, receiving acknowledgement from the Egyptian Minister of Construction for his contribution.

"Construction involves always looking for what's new and overcoming challenges," says Mr. Lee. "The sense of accomplishment is remarkable when you succeed."

Mr. Lee thrives on change and challenge. "No two projects are the same in construction," he says. "All situations differ and all projects are new. Construction is an experience business."

In his 25 years of work, he says "my life has been constant encounters with new things and events." That's meant balancing work and family in unfamiliar surroundings, another challenge that he has successfully taken on.

Going forward, Mr. Lee looks forward to new challenges, such as aligning man-made construction with nature. "I think that the final objective of construction in the future is to be in harmony with nature," he says.

passion for **challenge** Hyung-Jin Lee, Samsung



“Construction involves always looking for what’s new and overcoming challenges,” says Hyung-Jin Lee. His creative solutions have helped streamline the development of the Jebel Ali Bridge in the UAE, an underground expressway in Singapore and the Damietta Harbor in Egypt.



C&T Corporation Engineering & Construction Group



Attention to detail at every step of the process is necessary to create a truly world-class product. Szabo Tunde oversees the production of LCD TVs, making sure the production line is turning out the highest quality products.

The Improver

To some, quality is an ideal. At Samsung, it is a way of life. Attention to detail at every step of the process – whether it is building a skyscraper or an LCD TV – is necessary to create a truly world-class product, a view shared by our researchers, our designers and our factory workers alike. Innovation is often associated only with the design stages, but it is equally important in production. At Samsung, we are focused on streamlining and improving our operations to produce the best products in the most efficient way.

Employees such as Szabo Tunde are on the front lines of our process innovation. Ms. Tunde supervises the manufacture of Samsung's leading LCD TVs, such as the new Touch of Color collection of flat panel TVs, at Samsung Electronics Hungary on the outskirts of Budapest. With their innovative cabinetry and design, the Touch of Color models further redefine the role of high-definition TVs in the home, and the balancing of entertainment and artistic value. "Our production line is doing our best to supply the best-quality product to customers," says Ms. Tunde.

She and her team are always on the lookout for better ways to do things, at every stage of the process. "As we do our jobs, my workers and I continuously ask, 'What is the better process?' and 'How we can make a better product?'" says Ms. Tunde. "We share our ideas with the Process Innovation team, and they take the best ideas and apply them to the production line," she explains. In addition, plant workers are constantly trained and vigilantly search for defects.

This attention to detail at the production stage has helped make Hungary, along with Slovakia, a manufacturing hub for our growing LCD business. Since 2003, production at Samsung Electronics Hungary has increased more than fourfold, to greater than 10 million units annually. At the same time, productivity has continued to improve, necessitating just a relatively small increase in employees to handle the increased output.

Knowing that even the smallest details can make a difference is a motivator for workers like Ms. Tunde. "Everybody has a dream and passion for their future," she says. "We are working hard for our customers."

passion for **details** Szabo Tunde, Samsung Electronics Hungary







By supporting communities, cultures and the environment,



because
our
optimism is
boundless

we contribute to a brighter future for all.



Yeon-Jung Chung Samsung SDS

We aspire to the highest levels of innovation and breakthrough technology. But we also recognize that we live in a world that is less than perfect. This will never change, but we are idealists at heart.

Through various efforts and donations, we contribute to the prosperity of people around the world in the hope for a better society. The success of our contributions to society and to the “greening” of our planet is a reflection of who we are and echoes our passion for a better world.

This has always been part of the Samsung philosophy. As we have grown into a global business leader, our responsibilities have taken on even greater dimensions. Business success goes hand in hand with a happy, productive workplace and harmonious community – even if they are spread out across the world. Our goal is to prosper together.

We strive to make our work environment the very best it can be, by nurturing talent and encouraging our employees to share their ideas and reach their full potential. The creativity of our employees is the source of our innovation.

To that end, we have instituted many programs across the organization to achieve our goal of a Great Workplace. We offer workshops, training and mentoring programs for career advancement and encourage a culture of open communication. One example of our commitment to human resources can be seen at Samsung SDS. As a leading global provider of information technology (IT) services, we must cultivate world-class skills and capacity among our employees. We offer employees the opportunity to expand their knowledge through a great number of online and offline training courses, earning Samsung SDS the reputation as “Korea’s IT academy.”

Work-life balance is also important, so we encourage our employees to plan vacations and even share their experiences, for example, by sharing photos with coworkers.

“Respect, **communication** and encouragement are the keys to success.”



We also encourage all of our employees to volunteer their time and efforts to communities and people in need. “At Samsung SDS, volunteer activities have helped employees feel a sense of social responsibility and experience what is truly valuable in life,” says Yeon-Jung Chung, a leader of server infrastructure planning and management. “Respect, heart-to-heart communication and encouragement are the keys to the success of a great workplace.”



Yoon-Ah Lee Samsung Global Environment Research Center



Our passion for a better world extends to the environment and ensuring that we leave a healthy planet for future generations. Samsung has adopted a green management philosophy that aims to preserve the environment and improve the quality of lives by engaging in business activities that respect both people and nature.

A centerpiece of that mission is the Samsung Global Environment Research Center, which was established to conduct environmental research and drive environmental policies across our organization.

We have gone to great lengths to “green” our products by making them more energy efficient and minimizing harmful inputs. The future lies with products such as Samsung Corning Precision Glass’s environmentally

We are inspired by people who take simple steps that have a big impact, such as Wangari Maathai, Kenya’s environmentalist and the 2004 Nobel Peace Laureate. Ms. Maathai has successfully planted more than 30 million trees in Africa, leading the greenbelt movement together with other female activists who have suffered as much as mother nature. “Her simple but unyielding will and unstoppable efforts hidden in her question, ‘Why haven’t we planted trees in the devastated environment?’ made it possible to create dense green forests, a miraculous environmental change,” says Yoon-Ah Lee, a researcher at Samsung Global Environment Research Center. “Strenuous efforts to make our dreams come true are the most cherished passion,” she says. With the passion of Ms. Lee and those that share her ideals, Samsung’s commitment to improving the environment is infectious.

In other areas, we are creating new eco-friendly alternatives for customers. In 2007, Samsung Securities and Samsung Investment Trust Management introduced the Samsung Global Water Fund and the Climate Change Fund, which invest in stable and sustainable firms focusing on environmental preservation and social responsibility.

“We have gone to great lengths to make our products **green** by making them more energy efficient.”

friendly substrate glass for TFT-LCDs, which does not contain any halogen compounds or heavy metals. Or the safe and efficient Li-Ion batteries we are developing for Samsung SDI’s hybrid electric vehicles, solar power and hydrogen fuel cells. Samsung Electronics has embraced the environmental missions by declaring a PVC-free policy for many of its products.

Samsung also conducts diverse environmental activities, including special events and education pegged to World Water Day and World Environment Day, and programs to recycle, restore wetlands and reduce CO₂ emissions.

Beauty is also vital in life, so Samsung has established a broad range of programs that bring 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. In Korea, the Samsung Foundation of Culture, founded more than 40 years ago for the preservation and exhibition of Korean cultural heritage, oversees 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.

In Japan, we support the work of cultural preservation experts through the Fellowship For Protection of the Silk Road's Properties program. In Kenya, Samsung has initiated a scholarship program that covers school fees, training and accommodation for exceptional junior athletes, helping to instill hope and promote dreams of a better future for people in need. Two of the athletes in the Dream Tree program represented

Samsung has been a strong supporter of Russia's national culture and artistic heritage. Since 1991, we have been a patron of the Bolshoi Theater, where our funds have helped stage new productions, including masterpieces of the Russian musical theatre of the 19th and 20th centuries. In 2007, we built on our relationship with the Bolshoi to launch a joint effort to create a digital music library.

We are sponsors of the Hermitage Museum in St. Petersburg, where we are helping to create a digital system that will let visitors obtain more in-depth information about exhibits. In 2003, Samsung co-founded the Leo Tolstoy Literary Award to support the creative work of modern writers who continue in the tradition of Russia's classical literature and Tolstoy, one of the world's greatest novelists.

We also launched a new charitable campaign in 2008 to equip Russian orphanages with sports equipment and playgrounds, and for seven years we have sponsored the Russian Olympic team. Our activities in Russia and other regions have been a source of inspiration and pride for Samsung employees. "I am very proud of

"Samsung has always been a strong supporter of **culture** and artistic heritage."

Kenya at the Beijing 2008 Olympic Games. We have also supported the Africa Cup of Nations. We also promote and celebrate the unique cultural contributions in the communities where we do business. That is the case in Russia, a major emerging market where Samsung has the leading market share in LCD TVs, plasma TVs, photo cameras, MP3 players, microwave ovens and other product categories.

Samsung's numerous social and sponsorship activities as well as its remarkable brand achievements," says Sergey Pevnev, Senior Manager in Marketing Team of CIS RHQ Samsung Electronics.





One of the pillars of corporate citizenship is to support the communities in which we live and work, so that we may prosper together. At Samsung, this has long been our sincere goal and desire; a way to give back to the communities that we serve. Through programs like our Four Seasons of Hope campaign, we work with athletes, celebrities and charities to raise money with the goal of improving the quality of life for children and families. Our Digital Hope and Hope for Education programs seek to bridge the digital divide between “haves” and “have-nots.” Our Dream Tree Classroom program, meanwhile, has helped build elementary schools from Kenya to Vietnam.

Samsung’s “Our heart, Our village,” is one of the most exemplary programs. Since its launch in 2005, 24,000 employees from 43 different branches of Samsung have helped establish relations with 47 rural villages. The program encompasses diverse activities including family building, tree-planting, equipment donations and more to help villages enhance their quality of life.

This community spirit and commitment can be seen in China, where Samsung’s social contributions have focused on education, support for farming villages, social welfare and environmental preservation.

After the devastating earthquake in China’s Sichuan province in May 2008, there was an outpouring of support from Samsung and its employees. Samsung donated 30 million RMB to the Red Cross Society of China, followed by 4.7 million RMB worth of contributions by its 60,000 employees.

The Beijing 2008 Olympics Games presented a chance to enhance the understanding and friendship between Samsung and the Chinese people. The company invited beneficiaries of various programs to the Olympics, giving farmers who have never visited large cities, cataract patients, and elementary school children from Sichuan the opportunity to attend the Olympic Games.

“Delivering hope and dreams to the disadvantaged in society has given me the greatest happiness,” says Jiang Wang, Samsung China’s social contribution program coordinator. “I personally hope that such diverse social initiatives enable Samsung to carve an image as a social welfare leader in the hearts of Chinese people.”



“Delivering **hope** and dreams to the disadvantaged in society has given me the greatest happiness.”

In addition, each year, Samsung enables about 2,000 low-income cataract patients in China to benefit from surgery. Samsung Design China further helps the visually impaired with Total Sight, a revolutionary digital camera that uses speech and Braille to promote greater communications among the visually impaired and their family and friends. We are also constructing China’s first hearing dog training center.

The company’s efforts have been recognized by China. Samsung was given the Charity Award by China’s State Council in 2007, the Gwangmyung Public Service Award for three years in a row, and has been named one of the most respected companies in China by Chinese Economic News for five consecutive years.





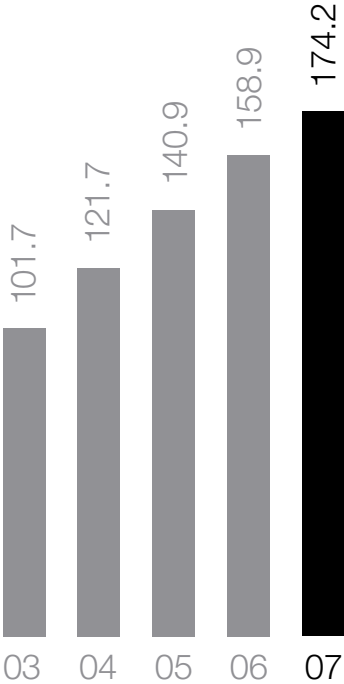
financial overview

amounts in billions	won	dollars	euros
Net Sales*	161,847.4	174.2	127.2
Total Assets	284,165.5	302.9	205.7
Total Liabilities	180,833.2	192.7	130.9
Total Stockholder's Equity	103,332.3	110.1	74.8
Net Income*	12,873.7	13.9	10.1

* Won/U.S. dollar yearly average exchange rate: 929.20/1, Won/Euro: 1,272.72/1
Won/U.S. dollar as of the end of December 31, 2007: 938.20/1, Won/Euro: 1,381.26/1
Financial data includes Samsung affiliates ending their fiscal year at the end of March 2008,
such as Samsung Life Insurance, Samsung Fire & Marine Insurance, Samsung Securities,
Samsung Investment Trust Management.

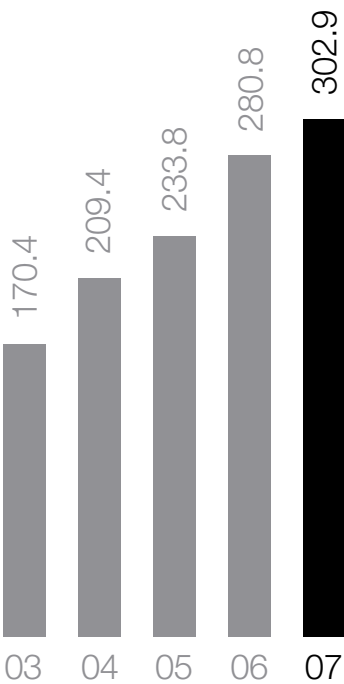
Net Sales

dollars in billions

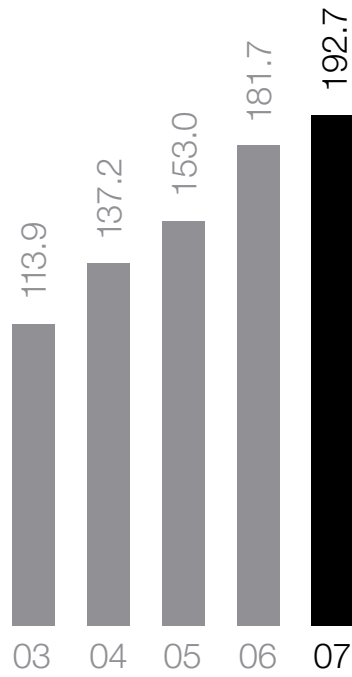


Total Assets

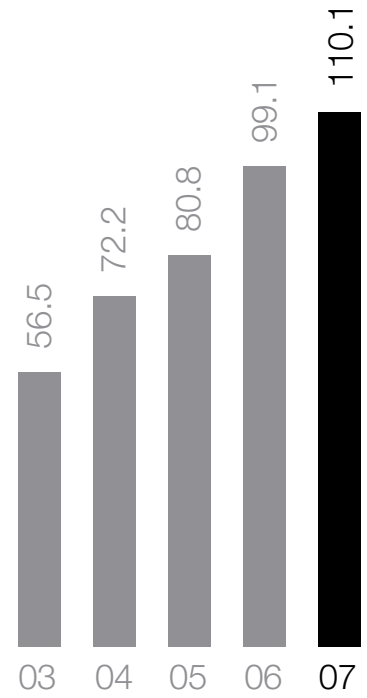
dollars in billions



**Total
Liabilities**
dollars in billions

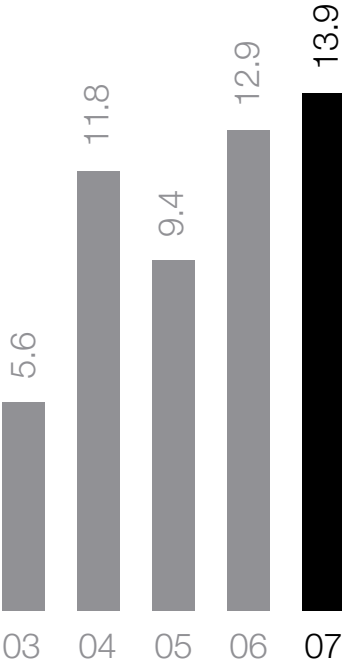


**Total
Stockholder's Equity**
dollars in billions



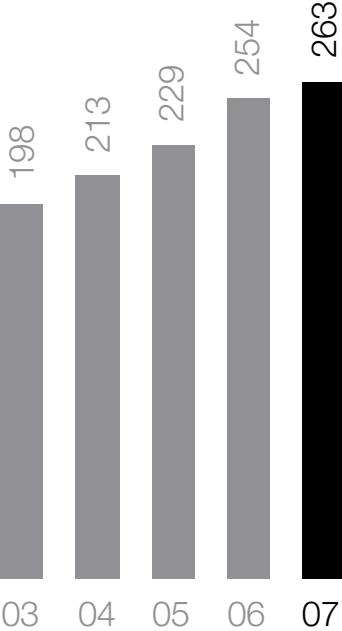
Net Income

dollars in billions



Employees

in thousands



company profiles

In the following pages you'll find the companies that make up Samsung. From consumer electronics to petrochemicals, from advertising to life insurance, our products and services are relied on every day by millions of consumers and businesses around the world.

Employee figures accurate
as of the end of August 2008
(global basis).

Samsung Electronics Co., Ltd.

Employees: 150,000
2007 Revenue: \$105 billion
(Consolidated basis)
Tel: 82-2-2255-0114
www.samsung.com

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with consolidated sales of approximately US\$105 billion in 2007.

The company employs approximately 150,000 people in 134 locations offices in 62 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 a broad array 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 semiconductors, 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 four main business units: Telecommunications, Digital Media (which now includes our Digital Appliance unit), Semiconductors, and LCD.

Our Telecommunications business offers the world's widest range of mobile phones, telecommunications standards and related mobile products and solutions. In 2007 we integrated our PC and MP3 player business into telecommunications, enhancing our competitive edge in digital convergence and mobile devices. In addition to these products, our high profile and distinctive brand image have elevated the Samsung name to a place of prominence in the global telecommunications industry. In 2007 we gained the second-largest mobile phone market share in the world, selling 160 million units, and our mobile WiMAX technology was accepted as the global standard for 3G mobile service. This helped pave the way for our further expansion in the mobile telecommunications market.

Our Digital Appliance business offers the next generation of home appliance solutions and technology, making us the undisputed leader in the appliance market. We meet the needs of consumers with premium products including refrigerators, air conditioners, washing machines, vacuum cleaners, ovens and many other common household devices. Sales in 2007 increased 24% over the previous year, further establishing our strong foundation in the home appliance market.

We have recently integrated the Appliance division into our Digital Media business, which leads the world market in digital TVs, monitors, printers, audio-visual devices and PCs. Our record-breaking performance in 2007 was boosted by growth in the flat panel TV market as well as steady increases in many of our core

products, including LCD monitors, laser printers and notebook PCs. Our market share in both monitors and TVs ranked first in 2007, further widening our lead over competitors.

Our Semiconductor business excels in the development of memory, system LSI, and storage technologies. As the world's leading developer of DRAMs, SRAMs, and flash memory, we have increased profits and continued growth despite fierce competition and weak pricing in the

a_ SSD

Samsung's latest high-capacity solid-state drive, featuring 256GB of capacity, is based on multi-level cell Flash technology and includes a SATA II (3.0 gigabit per second) interface. It is about 2.4 times faster than a typical hard drive, and measures only 100.3 x 69.85 x 9.5 mm. Expected to spawn a new generation of notebook PCs, the drive also features an extremely secure data encryption system and low power consumption.

b_ Samsung Soul

Samsung named Soul to honor the completion of its exclusive Ultra Edition series of handsets which offer an ideal balance of design and features. Soul, an abbreviation of "The Spirit Of Ultra," will appeal to style-conscious users unwilling to compromise on either design or technology and who search out the best of the best for inspiration and stimulation to enrich their lives. Samsung Soul provides the ultimate multimedia experiences through its unique Magic Touch by DaCP™, a 5MP camera with AF, and digital power amplifier by ICEpower® technology by Bang & Olufsen ICEpower.

c_ Samsung Omnia

With 20 years experience in developing mobile phones to suit consumers' needs, Samsung introduced a true heritage mobile that offers consumers everything they want in a mobile phone – the Samsung Omnia. Equipped with the most up-to-date features including GPS, a 5MP camera with various features, a multicodec video player and Samsung's innovative TouchWiz UI, the Samsung Omnia satisfies everyone's wish for more than just a phone and is perfect for consumers who want everything, from connectivity to multimedia, in one device.

a



b

c



memory chip market. In 2007 we introduced several new technologies well ahead of the competition, including 60 nanometer 2 gigabit DRAM, 30 nanometer 64 gigabit NAND Flash memory, a 65 nanometer receiver/decoder chip for digital television, and the industry's fastest 512 megabit GDDR5 memory.

Our LCD business produces display panels for TVs, digital information displays, notebook and desktop monitors and various mobile devices. Our investments in cutting-edge production facilities have allowed us to remain at the forefront of the LCD market for six years. Our business flourished in 2007, showing increased sales and the best profit rates in the industry. In the large-format display market in particular, we have become the top producer, with development of our 7th- and 8th-generation production lines bolstering production of 46 and 52 inch displays. We have also focused on development of new digital multimedia and broadcasting technologies, including the world's first touch-screen LCDs, next-generation displays, and thin-film solar cells.

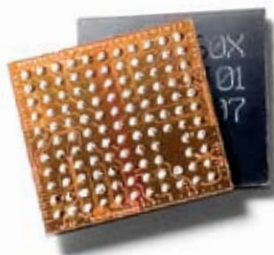
Samsung Electronics strives to take a leading position in future technology areas. To this end, Samsung Electronics cultivates global R&D competence through many overseas R&D centers established in the USA, Russia, India, Japan, and China. Samsung Advanced Institute of Technology, that concentrates in procuring the indigenous technology and emerging technology was incorporated into Samsung Electronics recently, further strengthening Samsung Electronics' R&D activities in the cutting-edge technology field.

d_ Multimode Mobile TV SoC

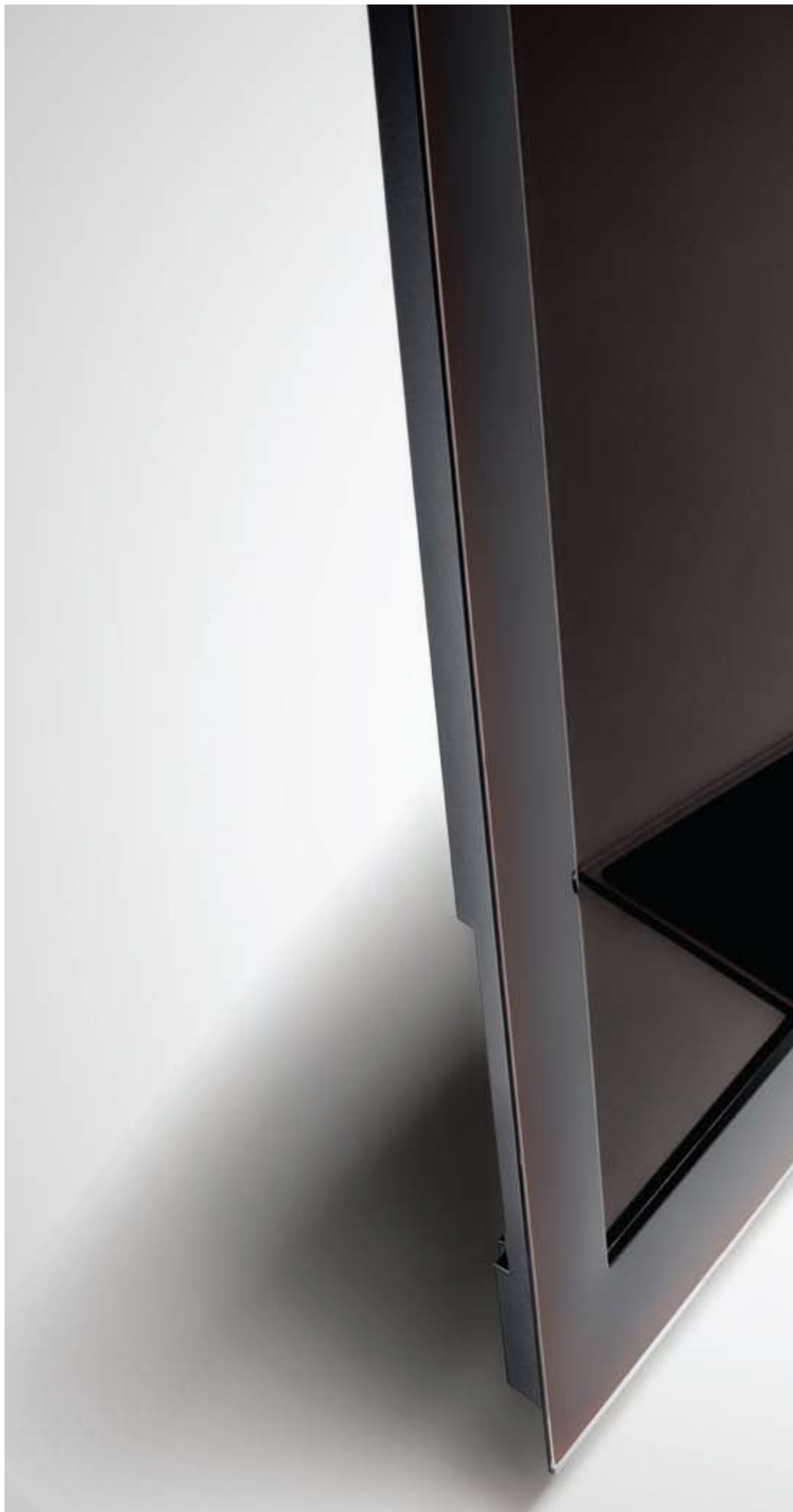
Samsung Electronics' new multimode mobile TV channel decoder RF SoC (System-on-Chip) receives and decodes TV signals for mobile devices. It integrates a multiband RF receiver and a decoder capable of handling six different mobile TV standards, all in a device footprint measuring only 5 by 5 millimeters.

e_ Samsung Series 8 LCD HDTV

The new iteration of our LCD HDTVs is slimmer – only 1.9 inches thick at its thickest point – and even classier than our previous models. The Series 8 has a thin border around the display panel, and we have added a Touch of Color to the case using an environmentally friendly dual-injection molding process. The full-HD display boasts a 120 Hz refresh rate and a 50,000:1 dynamic contrast ratio, providing the best HD picture quality available.



d







f

g



f_ DID panel

Samsung's latest contribution to the large-format Digital Information Display market incorporates RGB LED backlighting, raising true color saturation to 150%, an ultra-high 3840x2160 resolution, and a 120 Hz refresh rate in a massive 82 inch display panel.

g_ LCD panel

Samsung's truly innovative line of full-HD LCD televisions boasts a 120 Hz refresh rate, 3,000:1 contrast ratio, 550 nit brightness level, and 103% color gamut using RGB LED backlighting technology and our 8th-generation glass substrate in sizes up to 55 inches.

h_ Drum Washing Machine

Samsung's Drum Washing Machine offers the best-quality laundering experience on the market. Our AIR Refresh system gently circulates the flow of freshly heated air, deeply penetrating fabrics to eliminate food and tobacco odors. Especially in colder climates, AIR Refresh ensures a clean and hygienic wash with every load.

i_ French Door Refrigerator

At 29 cubic feet, Samsung's French Door Refrigerator has the largest storage capacity in its category – 16% larger than typical models. The unit uses Twin Cooling Plus technology, cooling the refrigerator and freezer sections separately, preventing unwanted air transfer between compartments and ensuring optimal temperature and humidity levels.

j_ CLP-310 Color Laser Printer

The newest in our line of compact printers, the CLP-310 is not only the smallest color laser printer on the market, it is one of the quietest as well, thanks to Samsung's patented NO-NOIS™ Technology. At only 388 x 313 x 243 millimeters in size with only 45dB noise level, the CLP-310 was designed to fit into any business or home office workspace.

h

i



j



Samsung SDI Co., Ltd.

Employees: 25,001
2007 Sales: \$548 million
Tel: 82-31-8006-3100
Fax: 82-31-8006-3397
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 more than 25,000 employees and executives from 18 global posts and three R&D centers in 10 countries.

In 2007, our sales revenue in rechargeable cells increased by 32% to KRW 912.0 billion. This result is from sales of 376 million cells – 37% more than we sold the previous year. This was the highest growth recorded in the lithium-ion battery industry, and we expect to maintain the trend. In addition, we have been improving our profitability by continuously increasing sales of high value-added products such as battery packs and high-capacity cylinder-type batteries.



We recently completed construction of our second manufacturing facility in Tianjin, China, and entered into mass production in May 2008. Moreover, we are securing new clients in various fields, including machine tools and navigation, and will assure stable profitability by continuing to expand sales of high value-added products.

We also plan to start full-scale manufacturing of next-generation rechargeable cells in areas such as hybrid electric vehicles (HEVs). Since 2006, we have been conducting research and development of HEV batteries, an unexplored area of the Li-Ion cell market, in cooperation with automobile companies. By 2007 we had achieved levels required by the industry in capacity, battery life and safety. Battery capacity was improved by about

30%, and battery life was considerably enhanced compared to existing lead-acid batteries. Reliability was also enhanced due to improvements in component materials, battery plates, assembly, and other elements of the manufacturing process.

In 2011 we aim to mount our own battery on the third-generation HEV being produced by one of our client companies. Environment-friendly HEVs have fuel efficiency ratings over twice those of gasoline-fueled vehicles and are expected to draw great interest.

It is our plan to increase the capacity of current cylinder-type batteries by 20% in 2008. In 2009, we plan to retain differentiation by securing critical technology for high-capacity batteries and safety. We also intend to reduce materials costs and thereby enhance our capacity margin. Attaining critical technology and enlarging the market for battery packs will strengthen our technological skills and enhance our competitive edge.

Samsung SDI has developed cylinder-type lithium-ion batteries with the world's highest capacities – 2.8Ah and 3.0Ah. The 3.0Ah battery further increases capacity by applying new active materials and improving the energy density of polymer (a mixture of active materials, a conductive agent and a bonding agent). In addition, a high-voltage method was used to reduce charging time and increase battery life. New technologies utilized in the 2.8Ah battery further enhance its safety.

We have also developed a secondary electronic pack, called Maxlim, to take the lead in introducing slimmer and more compact mobile devices. Maxlim has reduced the space required by existing battery packs by over 40% while maintaining the same energy capacity. Smaller battery space enables mobile devices to mount new functions, such as Digital Multimedia Broadcasting, and provide more diverse services.

In addition, we are continuing our efforts to develop environment-friendly energy. We are thoroughly responding to restrictions on the use of hazardous substances in electrical and electronic equipment, including RoHS, PoHS and China RoHS, and resources circulation systems. We have also expanded application of halogen-free flame-retardants and established an advanced response system in compliance with customer demands.



In 2007 we considerably enhanced the performance and electrical efficiency of a portable fuel cell that utilizes Liquefied Petroleum Gas (LPG). Its capacity was increased from 200 to 235 watts, and its fuel efficiency is about 16% – twice that of existing internal combustion power generators. In contrast with the efficiency of residential fuel cells, which have much less restriction on size, there remains substantial potential for improvement in our portable units, and we are making efforts to double their efficiency. Fuel cells emit much less hazardous gas compared to existing internal combustion engines, and are highly environmentally-friendly when reduced CO₂ emissions are considered in light of their increased efficiency. Our unit may be utilized in campers or yachts, or as an auxiliary power source.

There has been major progress in the CRT industry. The market share of CRTs in the display market is continuously shrinking. The CRT TV took 70% of the global TV market in 2006, but its share dropped to around 55% in 2007 and is forecasted to fall to 20% by 2010. However, in newly rising markets, such as BRICs (Brazil, Russia, India and China), there still remains considerable demand for CRT TVs, while consumers in advanced countries are buying the Samsung Vixlim as a second TV. In fact, the demand for Vixlim has risen by 50% every year, and we will continue a strategic product manufacturing drive focusing on the 20 inch Vixlim. We also plan to deal with the market's shift toward environmental friendliness through mass production of low-voltage, low-power-consumption products. There will also be sustained efforts to enhance competitiveness through development of slimmer and lighter CRTs.



k

Samsung Electro-Mechanics Co., Ltd.

Employees: 12,153
2007 Sales: \$3.79 billion
(Consolidated basis)
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 \$3.79 billion in revenue.

Our 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.

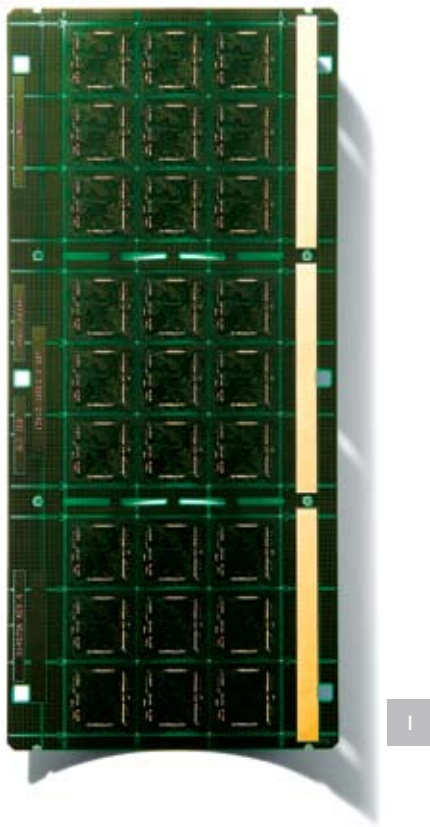
Samsung Electro-Mechanics is a technology-driven company, and through our "The Inside Edge that Shapes the Future" program we are focusing on developing state-of-the-art technology and parts.

We plan to expand into promising new businesses, such as digital broadcasting, next-generation mobile communications and home networks. We 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. We have also invested in R&D resources and built a global R&D network.

We introduced several industry-leading products in 2007, including a Small Multi-Layer Ceramic Capacitor with the world's highest capacity, the world's thinnest 8MP camera module, a white LED with high brightness (2.5cd), and a White LED Back Light Unit for CD.

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



k_ Rechargeable Batteries

Samsung has been pushing the envelope of Lithium-ion battery technology. Our rechargeable batteries offer the best qualities on the market in terms of voltage output, energy density, recharge rate, life cycle, and safety and reliability. They are built in a variety of shapes to meet the demands of mobile and other electronic devices.

l_ CTP-applied UT-CSP

Samsung Electro-Mechanics has developed CTP-applied UT-CSP, a precision process for etching and embedding copper circuit patterns and semiconductor materials into ultrathin layers of insulative material, allowing high-density circuits to be mounted on extremely thin and flat device substrates. UT-CSP allows us to make the world's thinnest circuit boards.

m_ BLU

Samsung's Back Light Units (BLUs) have made great strides in the past few years. With the development last year of the White LED BLU, we reduced chip consumption to one-third of RGB-based units while cutting unit cost by 40%. Our newest BLU cuts those figures by another 35% and 50%, respectively. We also plan to release our newest technology, the Slim Edge BLU, another major development in solid-state lighting technology.

n_ MLCC

Samsung's Multi-Layer Ceramic Chip Capacitors (MLCC) are high-tolerance components made from the best dielectric and electrode materials available. After increasing available capacitance twice per year since 2005 – the first time this has ever been achieved – we now offer over double the capacity of our older models.





o_ PDP Filters

Samsung's filter coatings, a core technology in our display business, fulfill a number of roles. Primarily, these low-resistance transparent films enable true-color reproduction in our Plasma Display Panels (PDPs), but they also enhance safety, both intercepting extraneous electromagnetic signals produced by PDP circuitry and protecting the glass substrate from damage due to physical shock.

p_ TFT-LCD Glass Substrate

The glass substrates used in manufacturing flat-panel displays must meet extremely demanding specifications. Using fusion-forming technology developed by Corning, Samsung Corning Precision Glass is able to produce glass substrates with pristine surface quality and extremely high resistance to both heat and impact, while at the same time being thin, light, easy to clean and ideal for delivering high-quality images.

q_ ITO Target

ITO Sputtering Target is another core technology in our display business. A nano coating for the inner surfaces of LCD, PDP, and OLED display glass, target provides a transparent conductive surface that enhances image quality in our displays. Developed in partnership with Sumimoto and mass-produced beginning in 2001, this product has been instrumental in the growth of Korea's display business.

Samsung Corning Precision Glass Co., Ltd.

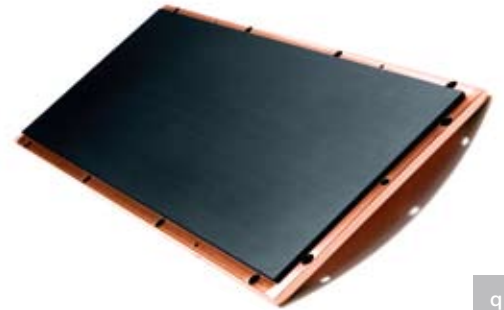
Employees: 5,528
2007 Sales: \$2.2 billion
Tel: 82-2-728-0777
Fax: 82-2-728-0749
www.scp.samsung.com

Samsung Corning Precision Glass is opening up a world of advanced digital technology in Korea by producing glass substrates that are a critical part of Thin Film Transistor Liquid Crystal Displays (TFT-LCDs).

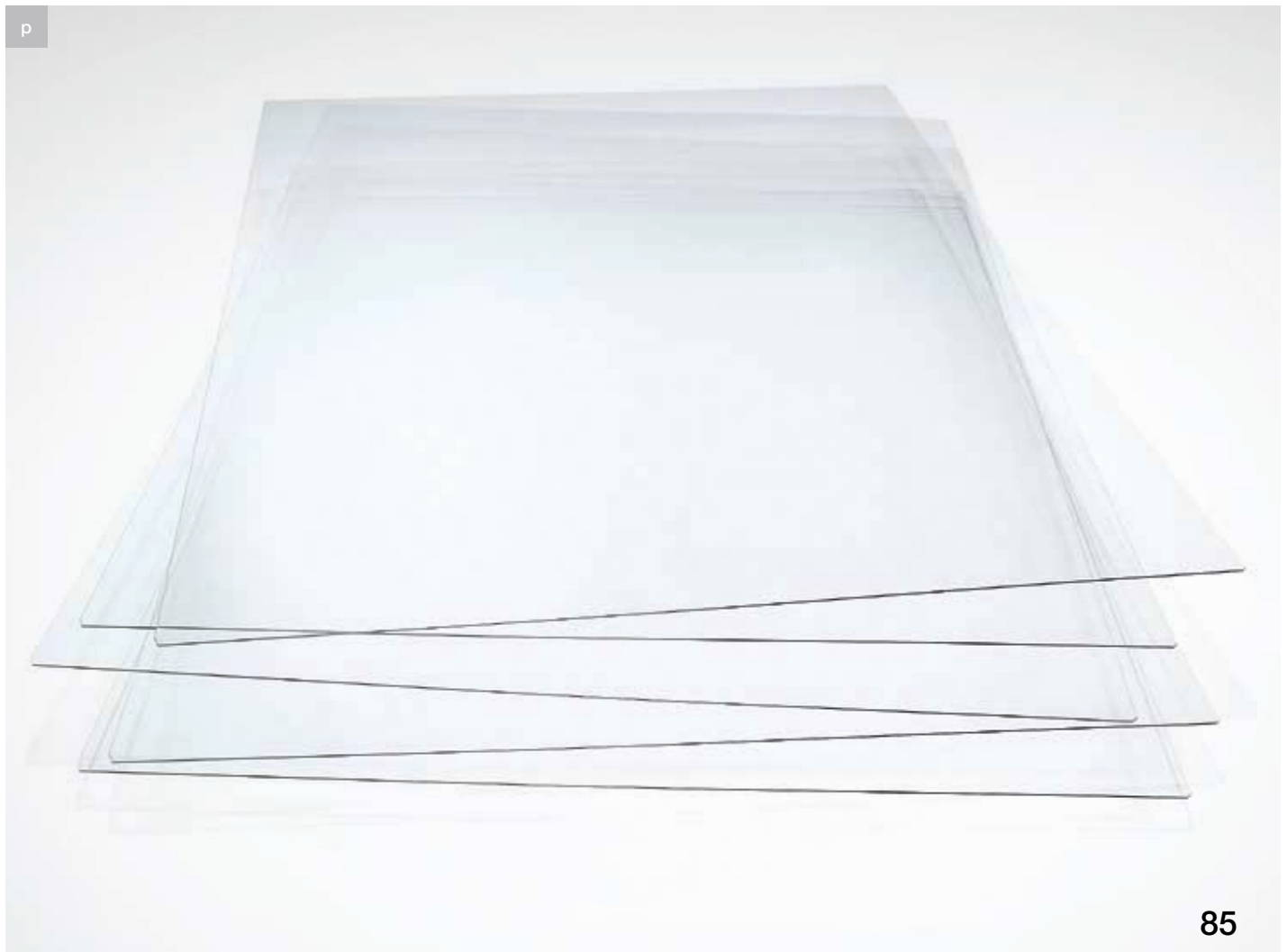
Established as a joint venture between leading companies Samsung and Corning, Samsung Corning Precision Glass started out in Gumi, North Kyungsang Province, Korea. We use advanced fusion technology that was originally developed by Corning and fine-tuned through cooperation between Corning and Samsung Corning Precision Glass. Mastery in this technology has allowed us to supply glass substrates for Korea's TFT-LCD panel makers, helping TFT-LCDs to become the preferred display for notebook computers, LCD monitors, LCD TVs and handheld devices like digital cameras, PDAs and navigators.

Originally located in the two regions of Gumi and Cheonan (in South Chungchong Province), Samsung Corning Precision Glass has recently expanded its field of expertise by merging with Samsung Corning, a company with decades of experience in making CRT glass and other display parts and materials. The merger gave us the opportunity to take advantage of synergy by combining our existing business with the high added value and diversity of Samsung Corning.

Samsung Corning Precision Glass is committed to challenge, creativity and innovation. At the same time, we are dedicated to preserving the environment and contributing to society, thereby enhancing our position as a trusted company.



q



p

Samsung SDS Co., Ltd.

Employees: 8,265
2007 Revenues: \$2.3 billion
Tel: 82-2-3429-2114
www.sds.samsung.com

Samsung SDS, established in 1985, provides value-creating information technology services. These include 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). SDS is expanding its business area by investing in R&D and emerging IT technologies such as U-City, RFID, and Engineering Outsourcing. We provide leading IT services to the global market by operating 11 offices and data centers in 11 countries.

Samsung SDS aims to be the world's premier integrated IT service provider by 2010, helping clients improve productivity, increase profits, and strengthen competitiveness. Our staff of 7,000 dedicated IT-related professionals – including about 95 engineers, 1,150 master's or doctoral degree holders, and 530 IT developers and business consultants – have unparalleled experience gained through hundreds of successful projects.

Our capabilities as an IT service provider based on thought leadership come from our corporate culture, which places a strong emphasis on nurturing talent. We operate Samsung SDS Multi-Campus, the largest IT education institute in Korea, and we require that employees allocate 10% of their individual working hours to education.

We strive 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 2007, we ranked No. 1 in domestic IT service market share, and we have maintained our leading position for years. Based on our market position in Korea, Samsung SDS has been working toward profit-centered sustainable growth. We plan to employ an expansion strategy based on developing new growth engines and entering new markets. We also plan to pursue a globalization strategy with the aforementioned aim of becoming the world's premier integrated IT service provider by 2010.

Samsung Networks Inc.

Employees: 1,044
2007 Revenue: \$694 million
Tel: 82-1577-0300
Fax: 82-070-7016-0010
www.samsungnetworks.net

Samsung Networks Inc. is a leading IP communication service provider with a high-speed global network that services more than 10,000 corporate customers both in Korea and around the world. We bring the world together through our optical networks, connecting 64 cities in Korea and more than 400 sites in 70 countries worldwide. With 20 years of network service know-how and a staff of leading professionals and technicians, we provide top-quality information technology services.

We offer the highest level of customized service. With extensive experience and skill in IT information development, consulting, establishment, operation and management, we increase our customer's competitive advantage by creating an information technology environment tailored to each business's particular needs. We provide not only a top IT environment, but a variety of value-added services to both domestic and international clients.

Our business falls into two main categories: communications infrastructure (including Optical Network Service, Virtual Private Network Service, Satellite Communications, 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 Messaging [SMS/MMS], Internet Data Center, IP Contact Center, Video Conferencing, Samsung Mobile service, Web Business, Real-Time Locating System, Multi-Security Solution and Home Networking). In particular, we have grown to become a leading Internet telephony service provider in Korea, with unparalleled expertise in the field.

In 2007, we launched the Samsung Wyz One-Phone, the first in Korea to service both internet telephony and wireless communications (WCDMA) with one mobile device. The company also launched eXshield, a next-generation multi-security solution that completely protects networks from a variety of security threats. We have also advanced into the market for a close-range Real-Time Locating System. Innovations such as these have helped Samsung Networks maintain an annual growth rate of 12% and achieve a 17% increase in sales over the last year.

Samsung Heavy Industries Co., Ltd.

Employees: 11,958
2007 Revenue: \$9.08 billion
Tel: 82-2-3458-7000
Fax: 82-2-3458-6298
www.shi.samsung.co.kr

Founded in 1974, the Samsung Heavy Industries (SHI) main shipyard is located on the Island of Geoje, just off the southern coast of the Korean peninsula. The ultra-modern Geoje shipyard boasts three dry-docks and two floating docks, all supported by an integrated and automated production system that ensures defect-free vessels. Since completing its first dry-dock in 1979, SHI has delivered hundreds of vessels in virtually every ship category to customers worldwide, leading the industry in shipbuilding process and technology.

Samsung Heavy Industries designs, engineers, and builds a broad line of workhorse ships, ranging from arctic shuttle tankers and liquefied natural gas (LNG) carriers to ferries and super-sized container ships, as well as their navigational and control components. In addition, we build a full complement of oil and gas exploration/production vessels and rigs, from drillships to fixed and semi-submersible offshore

platforms. We have also established ourselves as a global leader in several specialty areas, including drillships, floating production, storage, and offloading facilities (FPSOs), LNG carriers, and super-sized container ships, with a reputation for quality. Every one of our 48 ships has been delivered defect-free.

In 2007, we realized record-breaking orders amounting to \$21.2 billion – the highest in our history. 2007 was also a great year in terms of the quality of orders received, with high value-added vessels such as super-sized container ships, LNG carriers, and drillships representing 84% of our orders. We are the leader in the production of LNG carriers, holding 48% of the world's market share in terms of orders placed, or 11 of the 23 LNG carriers ordered worldwide. We also developed nine new types of vessel, including the world's largest container ship (with a capacity of 16,000 TEU), compressed natural gas carriers, and novel, concept-based drillships.

In addition, we also constructed one of the world's largest offshore structures, the Sakhalin Piltun B platform. In China, our Ningbo Plant completed its Phase 3 facility expansion plan, increasing annual production capacity of steel plates from 120,000 tons to 200,000 tons. Our Rongcheng Plant in Shandong concluded Phase 1 facility construction and is currently in operation.

We introduced a new shipbuilding system called the terablock method, which allows ship assembly from two large modular blocks. This is a development from our previous megablock method, which debuted in 2001 and used ten modular blocks. Through successful application

of technological innovations such as block and underwater construction, we have dramatically reduced dock-based shipbuilding time.

Samsung Heavy Industries has set a goal to become a world-leading company by 2010. To achieve this, we seek and encourage creativity in the organization, from the bottom up. We truly believe that the most inconsequential inquiry can change the future of our entire organization. We actively promote company-wide participation in the process of creative innovation and encourage continuous improvement of existing processes and technologies.

r_ Arctic Shuttle Tanker

The Arctic Shuttle Tanker, awarded Best Vessel of 2007, was one of our most innovative new products. The world's first fully multidirectional oil tanker, it can rotate a full 360° to find the most efficient way to break through arctic icebergs. Oil tankers traveling in icy waters previously required escort by ice-breaking ships. This tanker's ability to travel without escort and operate safely at extreme low temperatures greatly reduces the costs and risks of transporting petroleum in icy regions.

s_ LNG Carrier

We delivered the world's largest LNG carrier, measuring 345 meters long, 54 meters wide, and 27 meters high. The vessel can carry up to 266,000 cubic meters of LNG – the same amount consumed by all of Korea in two days – at a speed of 19.5 knots. It has two engines and shafts for maximum propulsion safety. While most LNG carriers use natural gas boil-off diverted from the cargo hold as fuel, the new carrier is oil-fueled and incorporates a reliquefaction facility to keep more LNG in cargo.



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t_ Slim 5MP

The Slim 5 megapixel auto-focus camera module from Samsung enables high-quality image production in even the smallest mobile devices. Its Smile, Face, and Blink Detection features ensure that portraits are taken at the right moment, and its wide dynamic range, noise reduction and image stabilization technology, coupled with ISO 800 sensitivity, enable crisp, clear images even in low lighting situations.

u_ Abacus 8MP

The Abacus 8 megapixel camera with 3X optical zoom is the world's first ultraslim camera module of its kind. The module's 8.5mm thickness gives the mobile handset the design flexibility to be slim. It boasts an f-stop of 2.6 and up to ISO 1600 sensitivity, ensuring vivid images in even the dimmest lighting conditions. We also included Smile, Face, and Blink Detection, a 30mm wide-angle lens, and a Super Macro function enabling extreme-close-up shots as little as 1 centimeter from very small objects.

v_ SHC-735

The SHC-735 wide dynamic range (WDR) camera boasts a fourth-generation SV-IV DSP engine chipset, providing high-quality images even in low-light or high-contrast and backlit environments. Offering 560 TVL resolution, 0.3 lux color sensitivity and, a further improved WDR function, as well as a host of other image processing and interface features, this camera offers the ability to deal with demanding environmental conditions.

w_ SHC-745

The SHC-745 CCTV camera is specialized to meet the demands of low-light environments. Its 1/2-inch Ex-view CCD sensor gives color sensitivity down to 0.05 lux (0.006 lux in black and white) and 560 TVL resolution (700 TVL in black and white), making it an ideal choice for producing clean images anytime, anywhere.



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Samsung Techwin Co., Ltd.

Employees: 7,100
2007 Revenue: \$3.69 billion
(Consolidated basis)
Tel: 82-2-3467-7000
Fax: 82-2-3467-7080
www.samsungtechwin.com

Since we launched in 1977, with a desire to serve our customers and communities through business innovation, Samsung Techwin has played a central role in Korea's key industries. We began by manufacturing aircraft engines and film cameras, and have since expanded our business into aircraft, electronic component assembly equipment, semiconductor parts, and self-propelled guns, contributing significantly to local economic development.

Samsung Techwin has over 7,100 employees in Korea and more than ten other countries, including the United States and China. We achieved KRW 3430.8 billion in revenue (on a consolidated basis) in 2007, and continue to work toward becoming a leading global enterprise.

At the same time, we are fulfilling our social responsibility through green management and win-win partnerships with local communities.

We are currently leading Korea's efforts in national self-defense and the high-tech machinery industry by manufacturing Korea's only next-generation fighter engine and developing an indigenous Korean helicopter engine. We have also successfully developed the K9, the world's highest-performance self-propelled gun, and are exporting the product to overseas customers, which has attracted much praise for its functionality and quality.

In the field of semiconductor parts and electronic component assembly systems, Samsung Techwin is mass-producing high-speed board-on-chip (BOC) products through the world's first reel-manufacturing process. We have secured our status as a comprehensive component maker through technological leadership in initiatives like development of microtechnology for chip-on-film (COF) products used for displays. We also provide the best quality and services to domestic and overseas customers with our microchip mouter and in-line system.

Based on optical and image processing technologies accumulated over 30 years, we have solidified our leadership in the fields of image application and security equipment by developing and manufacturing cutting-edge digital cameras, mobile phone camera modules and security equipment, including the world's best-performing security camera, DVR unit and network control systems.

In the future, Samsung Techwin will continue to seek further growth and emerge as a global top-level enterprise. To do this, we will develop an outstanding company, achieving high profitability, customer trust and respect from the people who live in the communities where we work.

Samsung Total Petrochemicals Co., Ltd.

Employees: 970
2007 Revenue: \$4.0 billion
Tel: 82-2-3415-9341~3
Fax: 82-2-3415-9350
www.samsungtotal.com

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

Samsung Total operates a large petrochemical complex consisting of 17 individual plants located in Daesan, Korea. As a general chemicals company, we manufacture and supply chemical products for daily life, such as synthetic polymer resins (polyethylene, polypropylene, etc.), base chemicals (styrene monomer, paraxylene, etc.) and other petrochemicals and petroleum-based products. These chemicals are essential to a wide range of consumer and industrial goods, including beverage containers, plastics suitable for replacing metal parts in automobiles, and housings for computers and appliances.

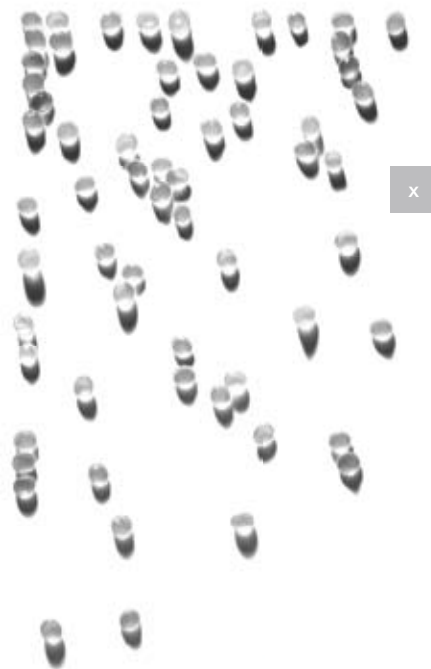
Samsung Total has invested to strengthen our competitive position. We recently invested \$550 million in our main plants, including our naphtha cracking center and our polypropylene, styrene monomer, and paraxylene plants, and increased capacity of plants and equipment. By accomplishing our goal of \$10 billion in revenue and \$1 billion in profits by 2015, Samsung Total will leap ahead in global petrochemical competitiveness.

At the same time, preservation of the natural environment and implementation of safety standards at the workplace are our highest priorities. Intensive measures have been taken to meet environmental safety regulations and to make employees fully aware of environmental protection and safety issues.

We have also created an eco-friendly park in our petrochemical complex in Daesan, home to various animals and plants including pine trees, wild ducks, carp and raccoons.

x_m-LLDPE

Samsung Total Petrochemicals' Metallocene Linear Low Density Polyethylene (m-LLDPE) is produced using Metallocene, a next-generation catalyst, creating a product with ten times the transparency five times the strength of current LLDPEs. It is used for lamination and food packaging films.



Samsung Petrochemical Co., Ltd.

Employees: 280
2007 Revenue: \$1.50 billion
Tel: 82-2-772-6323
Fax: 82-2-755-7564
www.myspc.com

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

Samsung Petrochemical has grown as a global PTA manufacturer by producing the world's largest output of PTA – 1,800,000 tons a year – with excellent product quality. Also, our differentiated customer service, aimed at developing from a B2B to B2C business have (along with innovations in management) led to certifications from major management consulting institutions in Korea and abroad as well as benchmarking from other companies. Based on this experience, we have developed the company into a PTA solution provider in the development of new PTA manufacturing processes and related products, as well as technological consulting.

In 2007, Samsung acquired the shares of its former joint venture company, creating an opportunity for business expansion. Samsung Petrochemical announced its vision of creating a global chemical and energy enterprise on the occasion of its second foundation, and came up with three new businesses: solar power generation material in the energy sector, global best manufacturing processes and technologies in the petrochemical sector, and biomass-based business in the environment-friendly sector. We have established a center in each area for research and development on businesses.

The company embodies a new conception of a corporate culture that will emerge, in the spirit of challenge, creation and trust as a global enterprise—and our employees have joined together to share and promote this vision.

Our thirty years have been characterized by endless challenges and innovations. As a result, we have grown as a global PTA manufacturer and are preparing to step up to an even higher position as a global chemical and energy enterprise.

Samsung Fine Chemicals Co., Ltd.

Employees: 902
2007 Sales: \$884 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 variety of industries. Established in 1964, we began as the world's largest manufacturer of urea fertilizer and later expanded into high-value products including Mecellose, an additive for construction



y_ SELCION

SELCION, Samsung Fine Chemicals' new brand of liquid crystal polymer (LCP), is a high-tech plastic used in making components for mobile, display and other electronic devices. In addition to its excellent strength, stability and usability in manufacturing processes, SELCION has very low halogen content, appealing to recent developments in industry environmental standards.

applications, and AnyCoat plant-based pharmaceutical coating materials. Since 2000, we have devoted major efforts to developing next-generation electronic chemical materials (ECMs) such as those used in LCD displays and cutting-edge plastics engineering.

In 2007, we made great strides in our ECM business, releasing SEF, a prism film that improves the brightness of LCD displays, and SELCION, a liquid crystal polymer (LCP) with extremely high electrical stability.

We also expanded our AnyCoat annual production capacity to 3,000 tons, and completed enlargement of our BT powder production facilities. Of particular note, Mecellose, our main product, delivered significant profits and broadened its market share in global markets including Eastern Europe, Russia and the Middle East. We also applied the Six Sigma strategies to our entire manufacturing process. In 2007, we launched our new See My Plant (SMP) program, under which each of our top executives is assigned to oversee a factory and help improve the work environment.

Samsung BP Chemicals Co., Ltd.

Employees: 187
2007 Revenue: \$341 million
Tel: 82-2-753-5644
Fax: 82-2-319-4572
www.samsungbp.co.kr

Samsung BP Chemicals, a joint venture of Samsung and BP Chemicals, is one of the world's leading producers of value-added fine chemical products such as acetic acid and hydrogen. We produce 460,000 tons of acetic acid annually, which is used directly and indirectly as a raw material in producing fine chemicals such as Vinyl Acetate Monomer (VAM) and Purified Terephthalic Acid (PTA), as well as solvents, pigments, dyes and aromatics. We are Korea's only producer of acetic acid.

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

In 2007, we sustained an operation rate of 99 percent and made efforts to reduce production costs through various efforts, such as developing alternative energy resources.

In addition, we have improved our CO production process, a core process in acetic acid manufacture. Thanks to all of these efforts, we achieved record

sales revenue in the past year, and have produced 5 million tons of acetic acid since 1989. Through constant innovation, we strive to be the most competitive acetic acid manufacturer in the world.

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

Samsung Life Insurance Co., Ltd.

Employees: 6,364
2007 Revenue: \$25.8 billion
Tel: 82-2-1588-3114
Fax: 82-2-772-6165
www.samsunglife.com

Since our establishment in 1957, Samsung Life Insurance has retained its dominant position in the Korean life insurance industry for 51 years. We are Korea's largest insurer in terms of assets, and a leading financial service company with over 37,000 consultants and more than 10 million active customers.

Our company manages KRW 116 trillion in assets on a long-term basis, and we have been acknowledged globally as a leader. We rank as the world's 18th largest insurer by *Fortune* magazine, and have received a AAA credit rating from National Information & Credit Evaluation, Inc. We have also ranked as the world's No. 1 Million Dollar Round Table (MDRT) member, a benchmark evaluation of human resources at insurance companies, for 3 years.

In the fiscal year 2007, total assets stood at KRW 116 trillion, and our net income was KRW 714,579 million.

The driving force behind Samsung Life Insurance is a company-wide commitment to caring for the customer. Seeking alternatives for sustainable growth, we have identified customer service as a core management value and done everything possible to provide flawless, sophisticated services.

In addition, we play 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 our commitment to helping disabled and elderly people living in poverty. We also support sports, culture and the arts as part of our corporate philosophy of giving back to the community.

Samsung Fire & Marine Insurance Co., Ltd.

Employees: 5,440
2007 Revenue: \$9.17 billion
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
www.samsungfire.com

Samsung Fire & Marine Insurance is the most prominent Korean non-life insurance company in terms of size, financial structure and management. We are pursuing dynamic business activities in the United States, Europe and Asian countries (including China, Indonesia, Japan and Vietnam). By expanding our business network in collaboration with leading insurance companies around the world and establishing local compensation systems in major global cities, we are maintaining stable growth in pursuit of becoming a global comprehensive insurance service company.

Samsung Fire & Marine Insurance was founded in 1952 as Korean Security, Fire and Marine Insurance Co. The name was changed to Samsung Fire & Marine Insurance in 1993.

We recorded revenue of KRW 9.1 trillion in fiscal year 2007. This was an 11.1% increase compared to the previous year, and in the major categories of long-term insurance, automobile insurance and general insurance, we recorded increases of 12.0%, 12.7% and 2.4%, respectively. Net profits reached KRW 476.5 billion for the same period, a 39.7% increase compared to the previous year, thanks to reduced insurance operating loss and increased investment operating profit.

We have received an A+ (stable) rating from Standard and Poors, for five consecutive years. This is the highest S&P rating among Korean private businesses. In addition, A.M. Best has given us an A+ (superior) rating for six years in a row. This is the highest A.M. Best rating among Korean insurance companies, as well.

As a result of our efforts in customer satisfaction management, the company took No. 1 positions in the Korean Standard Service Quality Index survey, held by the Korea Standards Association, for six consecutive years, the Korean Customer Satisfaction Index survey, conducted by Korea Management Association Consulting, for 10 consecutive years, and the National Customer Satisfaction Index survey, held by Korea Productivity Center, for seven years in a row.

Recently, the insurance management environment has been deteriorating, affected by rapid changes in the sales channel and ever-intensifying competition in the financial industry. However, we are overcoming these difficulties through a two-tier brand strategy for Anycar, our representative automobile insurance brand, and Allife, our representative "living insurance" brand. Anycar is drawing favorable response in the market with a consulting service based on active customer communication and swift compensation services. Allife is a brand that effectively focuses on the merits of long-term non-life insurance products that guarantee against both big and small risks in daily life. This effectiveness is communicated through the living insurance concept.

We are currently making vigorous efforts to advance in overseas markets, including China. We maintain offices in six countries—including three corporations, four branch offices, and four local offices. SF&M (China), the first foreign property and casualty insurer to operate a fully owned enterprise, was established in 2005. As a result, we have secured a beachhead from which we hope to turn the Chinese market into a second source of domestic demand and make a full-fledged business drive in the emerging Asian market incorporating China, Vietnam and Indonesia.

We aim to establish Samsung Fire & Marine Insurance as a total risk solution partner providing risk management, financial services and additional services. By strengthening our competitive edge in our main and related business areas, we expect to secure top-level financial strength among domestic financial institutions. In addition, all of our employees are focused on building a respected enterprise through ethical management, customer satisfaction and social contributions, thereby establishing a foundation for sustainable development.

Samsung Card Co., Ltd.

Employees: 3,478
2007 Revenue: \$2.59 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 8.6 million customers. We were established in 1983 as a domestic card issuer, and since then have issued MasterCard, Visa and American Express cards and provided various lending and lease products. In 2004, we merged with Samsung Capital, Samsung's financial affiliate, and expanded into personal lending and the commercial finance markets.

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

We have been very active in community services, providing volunteer services and other charitable work to give back to the community.

Going forward, we plan to strengthen our position as a market leader and maximize synergy with Samsung by continuing to emphasize convenient one-stop, value-added services for our customers.



z_ Samsung Fire & Marine Insurance, Seoul

Samsung Securities Co., Ltd.

Employees: 2,601
2007 Revenue: \$1.32 billion
Tel: 82-2-2020-8000
Fax: 82-2-2020-8097
www.samsungfn.com

Samsung Securities is a full-service investment bank with a focus on wealth management and investment banking. We are at the forefront of Korea's financial market, offering a full spectrum of services and products that include brokerage services for stocks, futures and options; underwriting and advisory services; mergers and acquisitions; sales of beneficiary certificates and mutual funds; sales of other financial products, including OTC derivatives products such as ELS and warrants; and proprietary trading and principal investment.

We have an extensive business network with 89 local branches, overseas offices in London, New York and Hong Kong, and a representative office in Shanghai. Our vast infrastructure, combined with high-caliber human resources, provides a solid framework for delivering quality financial services to the needs of individual and institutional clients.

In our wealth management business, we have established a private banking-centered system based on high-quality financial consulting and differentiated service provided by a team of highly talented and committed private bankers. We offer customized financial solutions based on a unique service model. In the institutional arena, we maintain a strong presence by leveraging our competitive edge in M&A, IPO, structured finance and foreign institutional brokerage.

We are honing our capabilities to emerge as a leader in the global financial services field, satisfying the financial and investment needs of customers worldwide and achieving our vision of becoming a top-10 financial firm.

Samsung Investment Trust Management Co., Ltd.

Employees: 232
2007 Revenue: \$103.06 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, managing KRW 74.7 trillion in assets as of March 2008. We provide investment trust and mutual fund management to retail and institutional clients. We are also the sole manager of the Asian Bond Fund, an investment vehicle created by eight Asian central banks for investment in the Asian bond market.

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

With our proven investment knowledge and high-quality process control, Samsung Investments leads the market and continues to increase market share. Assets under management grew by KRW 1.0 trillion over the previous year (measured from March 2007 to March 2008). Moreover, we recorded KRW 102.2 billion in sales and KRW 30.6 billion in profit before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

In recognition of our distinguished asset management performance, Samsung Investments was named "Fund Manager of the Year & Best Asset Management" by the *Seoul Business Newspaper* in 2007. We also won the "Best Consumer Award in Asset Management" prize, *Korea Business Newspaper's* Consumer Award, in 2007. In addition, many Samsung Investments funds were designated a "Hit Financial Commodity" by *Herald Business*.

Samsung Venture Investment Corporation

Employees: 23
2007 Revenue: \$11.2 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
www.samsungventures.com
www.samsungventure.co.kr

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

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

In 2004 we began to expand overseas by establishing our first U.S.-based office in San Jose, California, at the heart of Silicon Valley. Our 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.

We have collectively managed over \$519 million for our limited partners, and we have invested over \$561 million.



Samsung C&T Corporation

Employees: 7,040
2007 Revenue: \$10.47 billion
Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcnt.com

Founded in 1938, Samsung C&T Corporation is the origin of Samsung. From the beginning we have developed along with the astonishing growth of the Korean economy. Since being designated in 1975 as Korea's first general trading company, Samsung C&T Corporation has been conducting complex trading and investment operations. After the merger with Samsung E&C in 1996, our world-class enterprise now comprises two complementary branches—Engineering & Construction Group and Trading & Investment Group.

We have over 7,700 employees in 96 offices in 44 countries and recorded KRW 9,731 billion in sales as of late 2007.

Samsung C&T Engineering & Construction Group provides clients with peerless products and services through the use of outstanding talent and technology in core product areas: skyscrapers, high-tech factory facilities, roads and bridges, harbors, power plants and residential complexes—all areas that symbolize advanced construction technology.

Always at the forefront of the industry, we currently play a leading role in constructing several of the world's largest building projects, such as Malaysia's Petronas Twin Tower and the Burj Dubai in the United Arab Emirates, and have made a name for ourselves as one of the world's finest engineering and construction companies.

In the residential development business, in 2008 Samsung's Raemian apartment brand has led the industry in the National Customer Satisfaction Index Survey for 11 consecutive years.

aa_ Burj Dubai

Constructed by Samsung C&T Corporation Engineering & Construction Group, the Burj Dubai, which is scheduled to be completed by November 2009, will encompass over 160 floors and reach a height of over 800 meters, making it the tallest man-made structure ever built. It will feature 600,000 square yards of usable space, including hotel, residential, retail and office space. Our construction methods showcase the world's best direct pumping technology and our specialized formula of high-strength (800kg/cm²) reinforced concrete.

bb_ Saudi Tasnee Ethylene Plant

Samsung Engineering has solidified its position as a leading engineering, procurement and construction (EPC) contractor and is continuing to receive orders for major projects – particularly in the Middle East. A cornerstone of these efforts can be found in the Saudi Tasnee Project, where Samsung Engineering is charged with the development of an \$880 million ethylene plant that will produce 1.3 million tons of ethylene and propylene annually.

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

Samsung C&T Trading & Investment Group is actively engaged in a wide variety of business areas worldwide – energy, industrial materials, and basic materials and machinery to name a few – based on our 85 operational bases worldwide.

We take part in the energy industry's entire process, from exploration and development of oil and gas fields to production and distribution of oil and gas. We have served not only as traders but also as direct investors in the field of industrial materials – the very basis of industrial development – and in related areas such as steel, metal, electronics and chemicals.

We are also expanding our presence in the basic materials and machinery industries. Our involvement in these fields ranges from brand management in apparel and IT consumer goods businesses to the power plant business, where we take advantage of our competitive edge in information networking, technology, finance and construction capabilities to build, as well as operate, power plants.

In addition, we have pioneered new business opportunities in photovoltaic power generation, bio-energy, hydrogen fuel cells and other renewable energy sources, as well as other promising areas, such as service software, that will serve as growth engines in the future.

We continue to reinforce our core competencies in finance, logistics, marketing, IT, risk management and M&A and capitalize on our integrated corporate strength with the aim of diversifying and increasing the sophistication of our existing trading capabilities and further expanding our business lines. We are also developing new business areas with high growth potential to emerge as a truly global value-creating business.

Samsung Engineering Co., Ltd.

Employees: 3,900
2007 Revenue: \$2.43 billion
Tel: 82-2-3458-3000
Fax: 82-2-3458-4048
www.samsungengineering.com

Samsung Engineering is an international project management and engineering services company with a worldwide network of offices. The company provides total engineering solutions for petrochemical plants, oil and gas plants, industrial plants, environmental 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 force in Korea's petrochemical, oil and gas 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 accumulating 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.

2007 was a year of record performance for Samsung Engineering, fueled by the global hydrocarbon market. Samsung Engineering received new orders worth KRW 4.8 trillion including \$4.3 billion in overseas orders, largely due to the company's proactive overseas marketing efforts and global competitiveness. The company secured some of the largest orders in its history, such as the Ma'aden Ammonia Plant project in Saudi Arabia. Samsung Engineering also received an order for the Ras Tanura Diesel Hydrotreater (DHT) Plant project from Saudi Aramco, the world's largest oil company. Other notable project achievements in 2007 include the HCSEZ sewage treatment plant project, the Borouge Olefins Conversion Unit (OCU) project in the United Arab Emirates, an oil refinery in Bahrain, two PTT Gas Plants and a TOC ethylene glycol (EG) plant project in Thailand, the IOCL EG Plant project in India, and the Intel semiconductor plant project in Vietnam. Building on these stellar performances, by the end of 2007 Samsung Engineering has carried out \$9 billion in projects in the Middle East, Southeast Asia, Latin America and India.

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: 4,257
2007 Revenue: \$3.35 billion
Tel: 82-2-751-3355
Fax: 82-31-596-3088
www.cii.samsung.com

Since our establishment as the parent company of Samsung in 1954, Cheil Industries has been a prime force in the development of Korea's textile industry. Since the 1980s, when we first launched into the fashion business, we have expanded our business into a number of diverse sectors, including chemicals in the 1990s and electronic chemical materials (ECM) in the twenty-first century.

Our current success can be ascribed to our enterprising spirit, continued innovation and inspired vision, which enable the company to move beyond short-term success. In 2007, we overcame unfavorable business circumstances by consistently focusing on realizing our vision of becoming "a creative designer of the future." As a result, we reaped handsome dividends while specifying our mission for sustainable growth.

We will continue to roll out innovative products, technical marketing and processes by instilling a creative corporate culture that fosters the company's aim to become a leading global corporation. Our chemical business will lay the foundation for growth while establishing a global business platform by solidifying our regional production footholds, overseas marketing and localization strategies. At the same time we will strive to secure more innovative material-based technologies such as nano and next-generation flame-resistant technologies.

In the ECM business, we will continue to introduce differentiated product lines that create new markets, rather than just responding to market changes, in order to secure a global competitive edge in the semiconductor materials business. While developing next-generation polarizing films, we will also introduce numerous display materials products, building an infrastructure for sustainable growth. In the fashion business, we will enhance the profitability of our mainstay brands, such as Beanpole and Galaxy, while fostering strategic businesses and developing new items that reinforce brand competitiveness. Through differentiated brand marketing and strengthened distribution channel competitiveness, we are laying the groundwork for a globally competent business platform.

cc_ Staron®

Staron is a high-quality artificial marble material for use in 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.

Samsung Everland Inc.

Employees: 3,599
2007 Revenue: \$1.56 billion
Tel: 82-31-320-5000
Fax: 82-31-320-8549
www.samsungeverland.com

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

Our Everland Resort, Korea's premier resort complex, includes the Everland theme park, Caribbean Bay water park, Glen Ross Golf Club, and Homebridge vacation condos. In 2006, the resort was identified as the fourth most popular theme park in the world by Forbes magazine. Our unique festivals, characters and attractions have entered into the cultural mainstream through our content devel-

opment business. Recently, we opened two grand-scale attractions: T-Express – the steepest wooden rollercoaster in the world – and Wild River, a pirate-themed park at Caribbean Bay that attracts many youngsters.

We operate four of Korea's most prestigious golf clubs – Anyang Benest, Gapyeong Benest, Ansong Benest and Dongrae Benest – all of which are maintained to the highest standards and offer impeccable service. In addition, our comprehensive range of consulting services covers everything from club management and course maintenance to customer service and turf selection.

Samsung Everland also creates wholesome, enjoyable dining experiences through specialized food service, foodstuff distribution and restaurant management businesses. Our food service system features scientific menu evaluation and screening as well as stringent distribution management to ensure that the Welstory brand of professional food service is among the best in the business.

We also thrive on bringing people and nature into harmony through advanced environmental restoration technology, landscape architecture and risk management. We have restored damaged mountain slopes with eco-friendly PEC™ (Poly-Ecology-Control) revegetation techniques and have designed many parks in major world cities, including Paris and Berlin.

We offer a comprehensive range of energy management services, from usage analysis and solution engineering to installation and post-sale service under our Enervix brand. Our recent renewable energy solutions include technologies such as fuel cells and Clean Development Mechanism (CDM) projects that aim to stabilize or reduce global greenhouse gas emission.

We are now expanding beyond Korea. Currently engaged with both Haechang Corporation and Zhixin Corporation, we provided consulting services to China's theme parks: Kingdom of Discovery and Flora Land.



EVERLAND
RESORT



dd_ Samsung Everland businesses



ee

The Shilla Hotels & Resorts

Employees: 1,643
 2007 Sales: \$495 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.

Our 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 listed on 500 World's Best Hotels in *Travel + Leisure*, the world's favorite lifestyle magazine, and in Zagat's Top International Hotels, Resorts and Spas. The Shilla Seoul scored the highest mark out of all the hotels in Seoul. In addition, the 2007 Institutional Investor's readership of chief executive officers and other senior executives named The Shilla Seoul among the world's top 100 hotels, ranking it 54th worldwide and No. 1 in Seoul.

The Shilla Seoul completed an extensive two-year makeover in 2006, 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 decor, works by world-famous artists, subtropical garden and, of course, for its great service.

In 2006, we exported our 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, we will continually improve upon our high standard of personalized, attentive service, taking the hospitality experience to a new level. We continue to diversify and expand, while remaining true to a business philosophy deeply rooted in Korea's 5,000-year history. This is summed up in our motto: "The most traditional things are the most global ones."

Cheil Worldwide

Employees: 1,607
 2007 Revenue: \$554 million
 Tel: 82-2-3780-2114
www.cheil.com

Cheil Worldwide is a full-service global marketing communications group offering advertising, market research, consulting, public relations, and new media services to a roster of global clients. Since our establishment in 1973, we have been the leading agency in Korea's advertising industry. Over the past two decades, we have expanded our focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. We operate 35 offices in 28 countries and was ranked by *Advertising Age* as the world's 16th-largest advertising firm based on 2006 revenues (up from 18th the previous year). Our clients include oil refiner S-Oil, Hankook Tire, leading Korean mobile phone service provider KTF, Samyang

ee_ The Shilla Seoul

Food, Korea Tourism Organization, Dong Suh Food, Samsung Electronics and U-Mobile, Malaysia's newest 3G and Live TV service provider.

Cheil Worldwide's vision and identity is defined as "The Worldwide Idea Engineering Group," and we have adopted a new "idea-centered management" directive. In keeping up with the rapid changes of globalization, we take pride in creating a new paradigm to lead the industry. The key to our business lies in "Idea Engineering" – creating new ideas and following through with a highly organized development process.

We have distinguished the agency in the highly competitive field of advertising and marketing by developing proprietary models based on years of research and data, which have aided in the development and management of brands, sales and marketing, and forecasting strategies for clients.

Some recent highlights in our global marketing portfolio include planning and executing the 2002 FIFA World Cup Opening Ceremony, signing Samsung as an official sponsor for the English Premier League's Chelsea Football Club, participation at the 2005 APEC Summit in Korea and, most recently, Samsung's marketing activities at the 2008 Summer Olympic Games in Beijing.

The industry recognized our creativity in 2007 with the Grand Award at the Korea Advertising Awards and a Silver Award in Digital Media at the London International Awards. In 2008, we were presented with several awards at some of the world's most prestigious advertising festivals: a gold award at ONE SHOW and both a silver medal in the Young Lions Category and a Bronze Lion at the Cannes Lions 2008.

In 2007, we solidified our unsurpassed position as the leading agency in the Korean advertising market, with consolidated billings reaching KRW 2.0 trillion, an increase of 8% on the previous year, and earnings before tax recorded at KRW 80.4 billion.

Overseas operations have averaged 18.0% annual growth over the last five years, and international billings in 2007 rose by 11.3% from the previous year to KRW 1.1 trillion. Of this, KRW 464.8 billion was produced by the head office, while KRW 641.1 billion came from local subsidiaries outside Korea. At present, overseas billings represent more than 55% of our total billings, demonstrating the extent of the company's global capacity.

Cheil Worldwide continues to pursue the goal of becoming one of the world's leading marketing communications groups, using our "passion for ideas" to provide creative and successful marketing solutions for our clients around the world.

S1 Corporation

Employees: 4,698
2007 Sales: \$798.6 million
Tel: 82-2-1588-3112
Fax: 82-2-2131-8189
www.s1.co.kr

S1 Corporation is a leader in the security systems industry, dedicated to preventing a range of crimes and calamities through a combination of security equipment, nationwide wired/wireless networks and professional service. We produce 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.

SECOM, our pioneering security system, was first introduced in 1977. Today, it is the industry's most widely used and trusted security service. Its consolidated management system detects intruders using movement, heat, smoke, and light detectors, automatically alerting the S1 control center of a breach in security. Information is then passed directly to standby personnel in the field.

We have been Korea's top security service provider for over 30 years, with established industry-leading technology, know-how and customized client services. Our security-focused training center, a first in the industry, develops highly skilled security experts. In 2006, we launched the first Internet-based video control system, allowing customers to monitor their sites remotely from PCs or mobile phones.

With a sharp eye on digital convergence and changing societal habits, we developed a multipurpose smart card embedded with an IC chip. Merging our robust security features with practical, everyday uses gives our customers the unlimited convenience of a smart card, which can be used as a security card as well 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 one of the original six teams that formed the Korea Baseball Organization (KBO) in 1982. Since then, the Lions have compiled an impressive record, including four Championship titles and eight Runner-Up finishes. With the support of Samsung, 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 Korean superstar baseball player Dong-yul Sun became the team's manager in 2005, the Lions have won the Korean Series for two consecutive years – a first in the history of the KBO. Dazzling play is our trademark, and special mention this year goes to four Olympic gold medalists – Jin Kab Yong, Park Jin Man, Oh Seung Hwan, and Kwon Hyuk – who led the Korean national team to victory over Cuba in the final game at the 2008 Beijing Olympics on August 23, 2008.

Management has renewed efforts to globalize our marketing identity through links with such famous clubs as Japan's Yomiuri Giants.

The team's ultimate goal is to be the best professional sports team in Korea – in any sport – and to continue promoting Samsung at home and abroad.

Samsung Medical Center

Employees: 6,500
Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Samsung Medical Center is one of Korea's leading medical organizations. We operate three specialized treatment facilities, two in Seoul (Samsung Medical Center and Kangbuk Samsung Hospital) and one in Masan (Masan Samsung Hospital), as well as the Samsung Bioscience Research Institute, situated in Seoul.

We are widely recognized for our excellence in patient care, research and education, and have ranked first in national ratings, including the National Customer Satisfaction Index, which has ranked us first for nine consecutive years.

In 2007 we continued to show remarkable advancements in all areas, including patient care, research and education.

Construction of our major project, the Samsung Comprehensive Cancer Center, was completed on October 18, 2007. The Center officially opened its doors on January 2, 2008.

Samsung Medical Center published 760 articles, including 500 articles in the Science Citation Index, posting 15.1% growth in the number of articles in general and 53.8% in the number of SCI articles. These figures represent remarkable improvements in both the quantity and the quality of our research.

In terms of social contribution, 830 executives and staff treated 3300 patients through December 2007 as part of the "Free Treatment Happiness Sharing" campaign. This program involved staff visits

and treatment for people in areas isolated from medical service. We achieved this jointly with Maeil Business Newspaper and Korea Green Cross Corporation.

In collaboration with Munhwa Broadcasting Corporation, we are running a special program on overseas charity treatment and have visited three countries (China, Mongolia and Vietnam), treating six child patients. Our Plastic Surgery Department and the Department of Oral Health Science are also conducting charity treatment for facial deformity patients, sponsored by Samsung Marine & Fire Insurance, and the Department of Otolaryngology-Head & Neck Surgery Division is offering cochlear implants sponsored by Samsung Electronics. Additionally, the Department of Ophthalmology is providing eyesight recovery operations, sponsored by Cheil Industries.

We also replaced Samsung Medical Center's emergency helicopter, which was Korea's first in 1996, with the latest EC155B1 model (made by Eurocopter Corporation). This aircraft is capable of non-stop flight between Seoul and Jeju Island, 500 kilometers away, which enables the hospital to engage in more medical activities within high mountainous and island areas that lack medical facilities.

In April 2007 Kangbuk Samsung Hospital opened the Diabetes Center, which characterizes the hospital as a specialized urban facility by strengthening its treatment of diabetes, a rapidly increasing illness in Korea.

Masan Samsung Hospital improved on customer satisfaction by completing renovation of the overall hospital facilities, including sick wards and the lobby of the main building and intensive infant treatment rooms of the Outpatient Department.

Building on these successes, we continue to focus our resources on becoming one of the best cancer centers not only in Asia, but in the world.



ff_ Samsung Comprehensive Cancer Center, Seoul

Samsung Economic Research Institute

Employees: 195
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. Our 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. Today we are a major resource of information for business leaders, policymakers and opinion leaders in Korea and beyond. Total readership for our domestic website now numbers over 1.5 million, while our English, Chinese and Japanese readership continues to grow. Research products provided by the institute include analysis of issues in the Korean and Chinese economies, management advice from "SERICEO" and forecasts, analysis and video presentations from our researchers on economic matters of interest. We are regularly consulted by the Korean government for advice on national development and policy proposals for the market economy, and we are emerging as a hub for regional knowledge networks in partnership with other institutions.

As we enter our third decade, we have renewed our 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. In 2007 we also raised our global profile. A new English journal, *SERI Quarterly*, extended our international reach and opened a new channel for dialogue between Korea and the rest of the world.

Going forward, we hope to realize our vision of becoming a premier knowledge resource for major players in the domestic and global economy. We will continue to strive to deliver high-quality, creative research, improve our information services, expand our membership base and network with the global community.

gg_ Ho-Am Art Museum
hh_ Leeum, Samsung Museum of Art

Samsung Foundation of Culture

Employees: 100
Tel: 82-2-2014-6550
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. Our role is to preserve and promote the brilliant achievements of traditional Korean art, while supporting emerging and established artists in all media and enriching the country's cultural landscape. Our mission is to broaden our artistic horizons, strengthen our cultural capabilities and enrich our lives.

We operate Leeum, Samsung Museum of Art; Ho-Am Art Museum; Rodin Gallery; and the Samsung Children's Museum and support other cultural and artistic activities, as well as academic research.



gg



hh

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

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 development of creative forces in our society.

Samsung Welfare Foundation

Employees: 18
Tel: 82-2-2014-6810
Fax: 82-2-2014-6869
www.samsungfoundation.org

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. Our mission 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.

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 Foundation operates 49 Samsung Childcare Centers in 19 cities throughout Korea. We have developed programs and educational materials for child care and concentrate on improving the welfare of disadvantaged families. We also manage the Samsung Filial Piety Prize, which helps promote the Korean tradition of supporting our elders.



global network

Samsung Electronics Co., Ltd.

Production Network

ASIA PACIFIC

China

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

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

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

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

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

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

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

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

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

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

Samsung Electronics Shandong Digital Printing Co., Ltd. (SSDP), Weihai
Tel : 86-631-562-6868

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

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

India

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

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

Indonesia

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

Malaysia

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

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

Philippines

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

Thailand

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

Vietnam

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

EUROPE

Hungary

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

Slovakia

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

NORTH & SOUTH AMERICA

Brazil

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

Mexico

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

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

United States

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

Sales network

ASIA PACIFIC

Australia

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

China

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

Samsung Electronics Chengdu (SECD), Chengdu
Tel: 86-28-8665-8855

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

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

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

Samsung Electronics Shenyang (SESY), Shenyang
Tel: 86-24-2281-3838

Hong Kong

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

India

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

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

Indonesia

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

Japan

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

Malaysia

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

Philippines

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

Singapore

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

Taiwan

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

Thailand

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

Vietnam

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

CIS & BALTICS

Russia

Samsung Electronics Russia Co., Ltd. (SERC), Moscow
Tel: 7-495-797-2400/4200

Ukraine

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

Uzbekistan

Samsung Electronics Co., Ltd. Tashkent Office
Tel: 998-71-120-6034

Kazakhstan

Samsung Electronics Kazakhstan LLP (SEK), Almaty
Tel: 7-3272-585-965

EUROPE

Austria

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

France

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

Germany

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

Samsung

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

Greece

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

Hungary

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

Rumania

Samsung Electronics Co., Ltd. Bucharest Office
Tel : 40-73-278-0080

Italy

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

Netherlands

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

Poland

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

Portugal

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

Spain

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

Sweden

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

United Kingdom

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

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

MIDDLE EAST & AFRICA

United Arab Emirates

Samsung Gulf Electronics Co., Ltd. (SGE), Dubai
Tel: 971-4-22-5747-54

South Africa

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

Turkey

Samsung Electronics
Turkey Ltd. (SETK), Istanbul
Tel: 90-212-288-5638

Iran

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

Israel

Samsung Electronics
Co., Ltd. Tel Aviv Office
Tel: 972-77-902-6216

Saudi Arabia

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

Jordan

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

Morocco

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

Algeria

Samsung Electronics
Co., Ltd. Algiers Office
Tel: 213-21-59-1029~30

Tunisia

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

Kenya

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

Pakistan

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

Nigeria

Samsung Electronics
Co., Ltd. Lagos Office
Tel: 234-1-461-7611

NORTH AMERICA**Canada**

Samsung Electronics
Canada Inc. (SECA), Toronto
Tel: 905-542-3535

Mexico

Samsung Electronics
Mexico S.A. de C.V. (SEM),
Mexico City
Tel: 52-55-5747-5100

United States

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

Samsung Electronics
Latino America Miami Inc.
(SELA-Miami), Miami
Tel: 1-305-594-1090

Samsung Semiconductor,
Inc. (SSI), San Jose
Tel: 1-408-544-4000

Samsung Telecommunications
America (STA), Dallas
Tel: 972-761-7000

LATIN AMERICA**Argentina**

Samsung Electronics Argentina,
S.A. (SEASA), Buenos Aires
Tel: 54-11-4893-1700(2800)

Brazil

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

Chile

Samsung Electronics
Chile Ltda. (SECH), Santiago
Tel: 56-2-485-8500

Colombia

Samsung Electronics
Latino America
Colombia S.A. (SAMCOL),
Santa Fe de Bogota
Tel: 57-1-642-0555

Panama

Samsung Electronics
Latino America
S.A. (SELA), Panama City
Tel: 50-7-210-1122

Peru

Samsung Electronics
Co., Ltd. Peru Lima Office
Tel: 51-1-221-4134

**Samsung
SDI Co., Ltd.**

Samsung SDI (Malaysia)
Bhd. (SDI (M))
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Fax: 60-6-677-6167

Samsung SDI Germany
GmbH. (SDIG)
Tel: 49-30-5305-3011
Fax: 49-30-685-9281

Samsung SDI Mexico S.A.
de C.V. (SDIM)
Tel: 1-619-671-6220
Fax: 1-619-671-6226

Samsung SDI Brazil
Ltda. (SDIB)
Tel: 55-92-2121-6030
Fax: 55-92-616-6022

Shenzhen Samsung SDI
Co., Ltd. (SSDI)
Tel: 86-755-335-7000 x3140
Fax: 86-755-336-7008

Tianjin Samsung SDI
Co., Ltd. (TSDI)
Tel: 86-22-8212-9971~5 x1010
Fax: 86-22-8212-9984

Dongguan Samsung
SDI Co., Ltd. (DSDI)
Tel: 86-769-558-2000 x2100
Fax: 86-769-582-1600

Samsung SDI Hungary
Co., Ltd. (SDIHU)
Tel: 36-27-530-710
Fax: 36-27-530-701

Samsung SDI
America Inc. (SDIA)
Tel: 1-949-260-2253
Fax: 1-310-537-1033

Samsung SDI (HK) Ltd. (SDIH)
Tel: 852-2862-6996
Fax: 852-2-845-2548

Samsung SDI Co., Ltd.
Taipei Branch
Tel: 886-2-2656-8300
Fax: 886-2-2656-8329

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Beijing Office
Tel: 86-10-6566-8100 x6701
Fax: 86-10-6566-8146

Samsung SDI Co., Ltd.
Tokyo Branch
Tel: 81-3-6234-2180 x2178
Fax: 81-3-6234-2177

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

Samsung SDI Co., Ltd.
Chicago Office
Tel: 1-847-996-1218
Fax: 1-847-995-9582

Samsung SDI Co., Ltd.
San Diego Office
Tel: 1-619-671-6220
Fax: 1-619-671-6226

Samsung SDI Co., Ltd.
Frankfurt Office
Tel: 49-0619-3470
Fax: 49-6169-666-3466

Shanghai Samsung
Vacuum Electron Devices
Co., Ltd. (SSVD)
Tel: 86-21-5774-6000 x2100
Fax: 86-21-5774-2233

**Samsung
Electro-Mechanics
Co., Ltd.****Manufacturing Subsidiaries**

Dongguan Samsung Electro-
Mechanics Co., Ltd. (DSEM)
Tel: 86-769-330-5000
Fax: 86-769-330-5001

Tianjin Samsung Electro-
Mechanics Co., Ltd. (TSEM)
Tel: 86-22-2830-3333
Fax: 86-22-2830-7436,
86-22-2831-6600

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

Samsung Electro-Mechanics
Philippines Corp. (SEMPHIL)
Tel: 63-49-545-6001
Fax: 63-49-545-2348

Samsung Electro-Mechanics
Thailand Co., Ltd. (SEMTHAI)
Tel: 66-38-562-000
Fax: 66-38-562-177~9

Hungary Branch Factory
Tel: 36-24-551-148
Fax: 36-24-551-104

Suzhou Branch Factory
Tel: 86-512-8716-9898 x100
Fax: 86-512-8716-9896

**Sales Subsidiaries
and Sales Offices****THE AMERICAS**

Samsung Electro-Mechanics
America, Inc.
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