

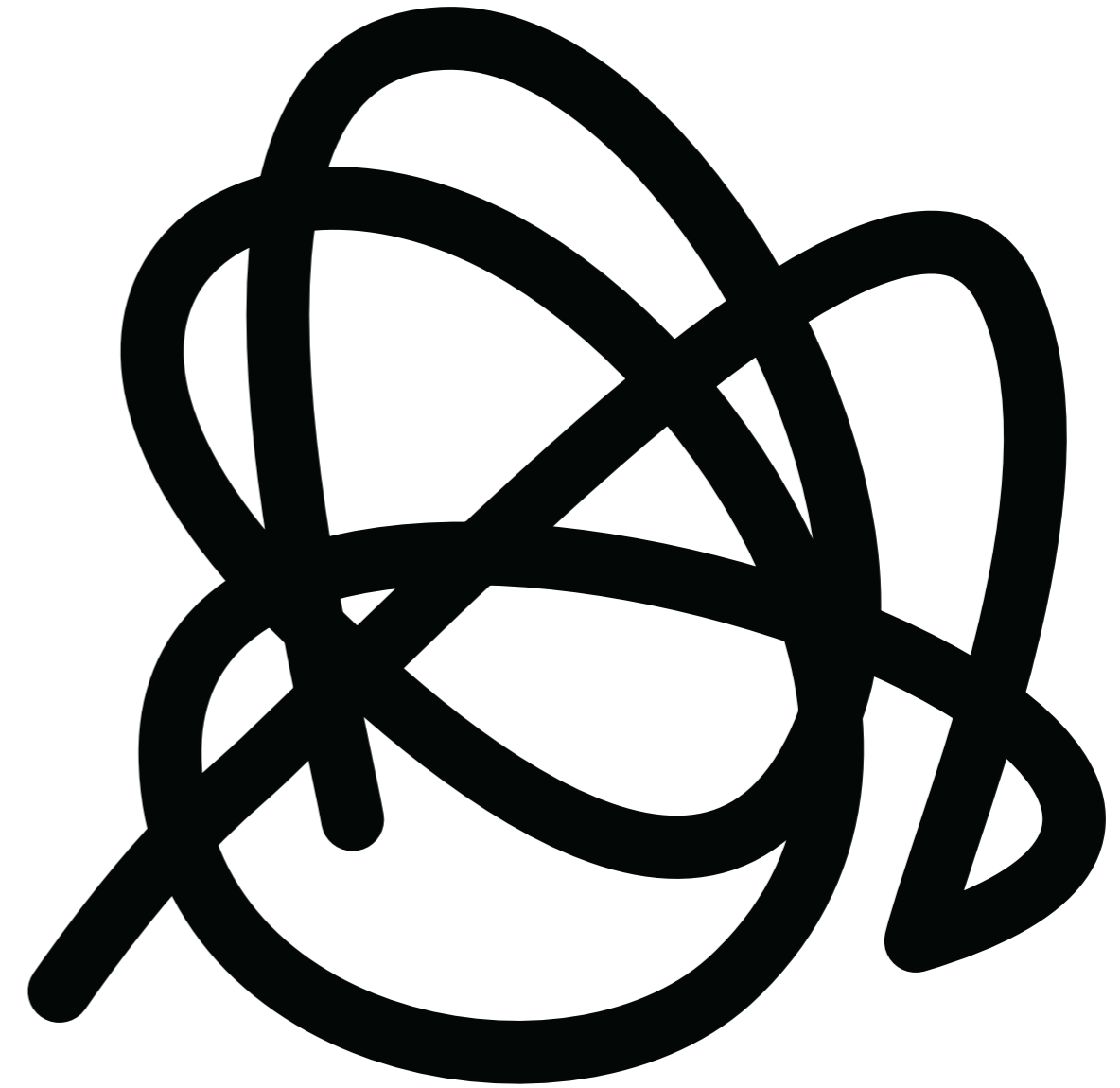
**“change everything”**

Kun-Hee Lee, 1993

**“change again”**

Kun-Hee Lee, 2014

In a  
**challenging  
environment**  
fraught  
with rapid  
change and  
uncertainty...

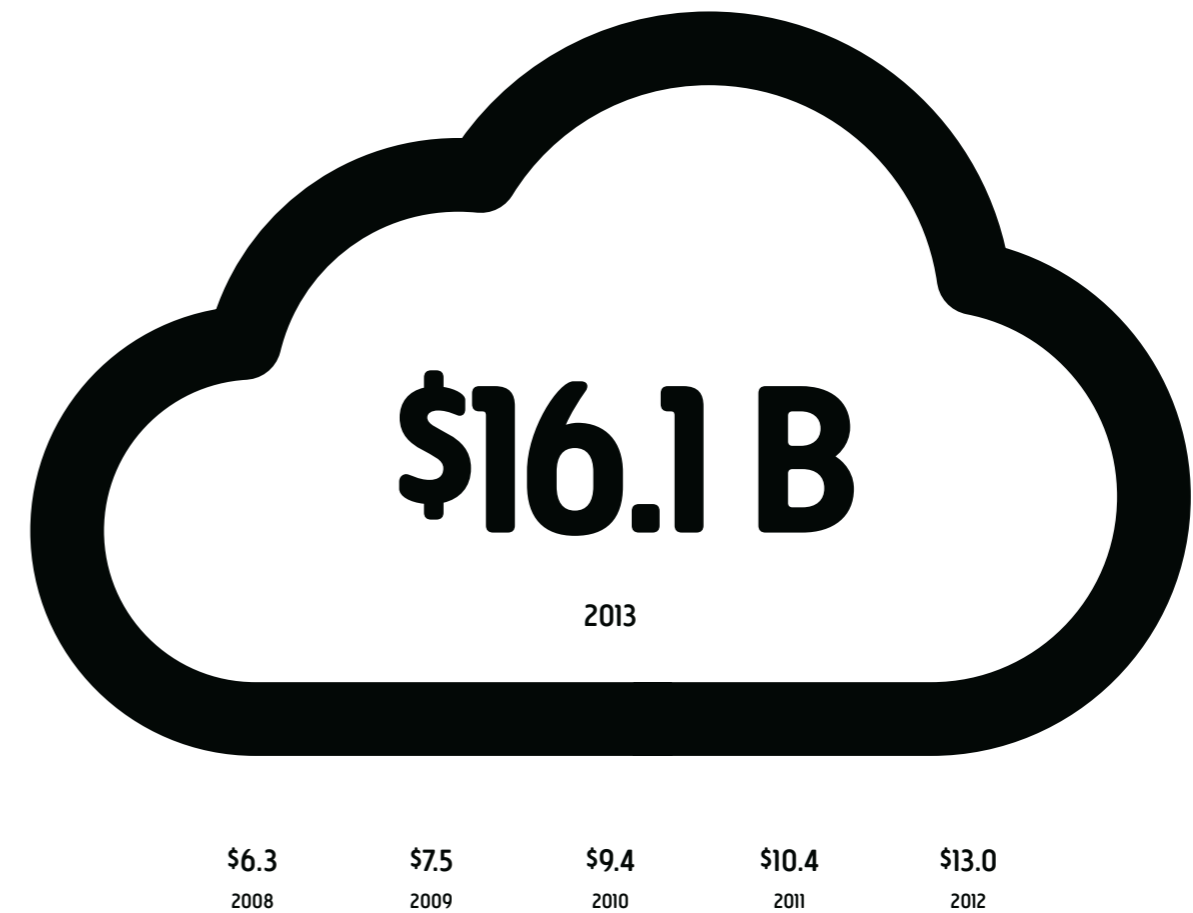


Fast-emerging  
technologies

Creation of  
new markets

Increased  
competition

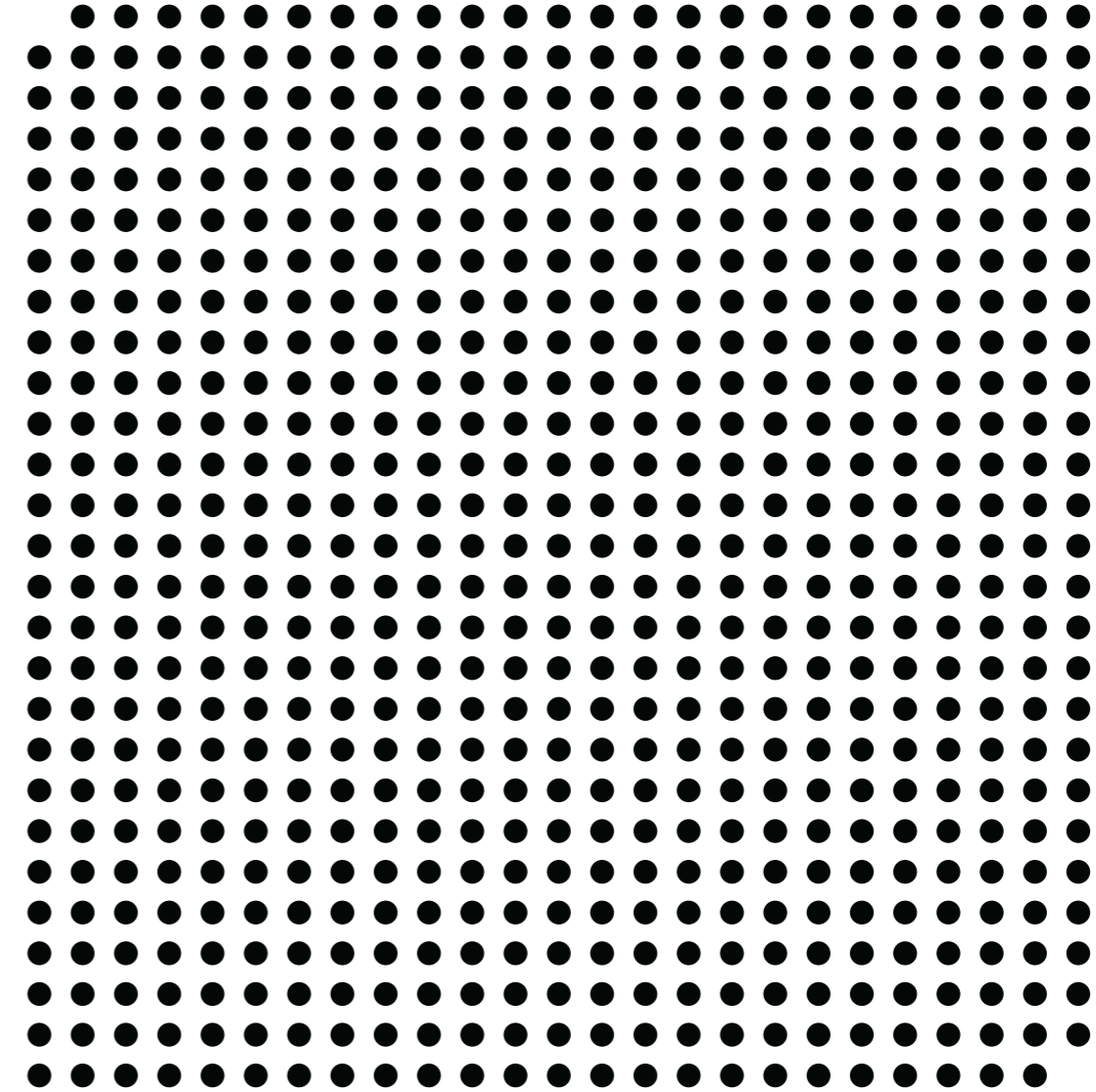
a leader must  
go **beyond**  
**the boundaries**  
of current  
markets and  
technologies.



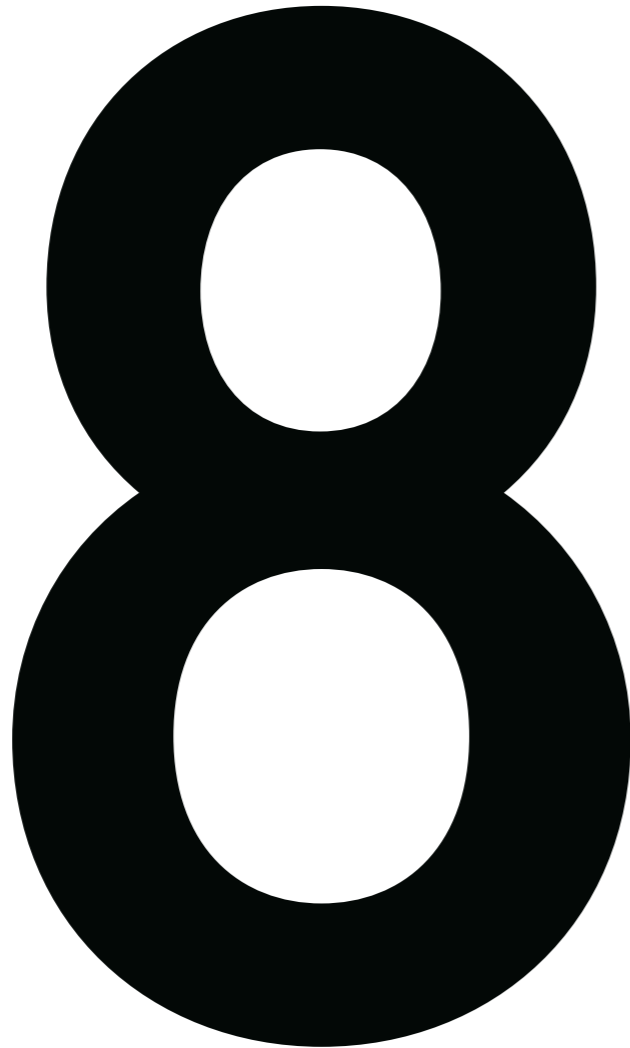
Investment made  
in future technologies

90

Number of countries where  
Samsung Group affiliates were located in 2013



673 Samsung Group  
global offices in 2013

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#21  
2008

#19  
2009

#19  
2010

#17  
2011

#9  
2012

**Ranked 8th amongst Interbrand's  
Best Global Brands 2013**

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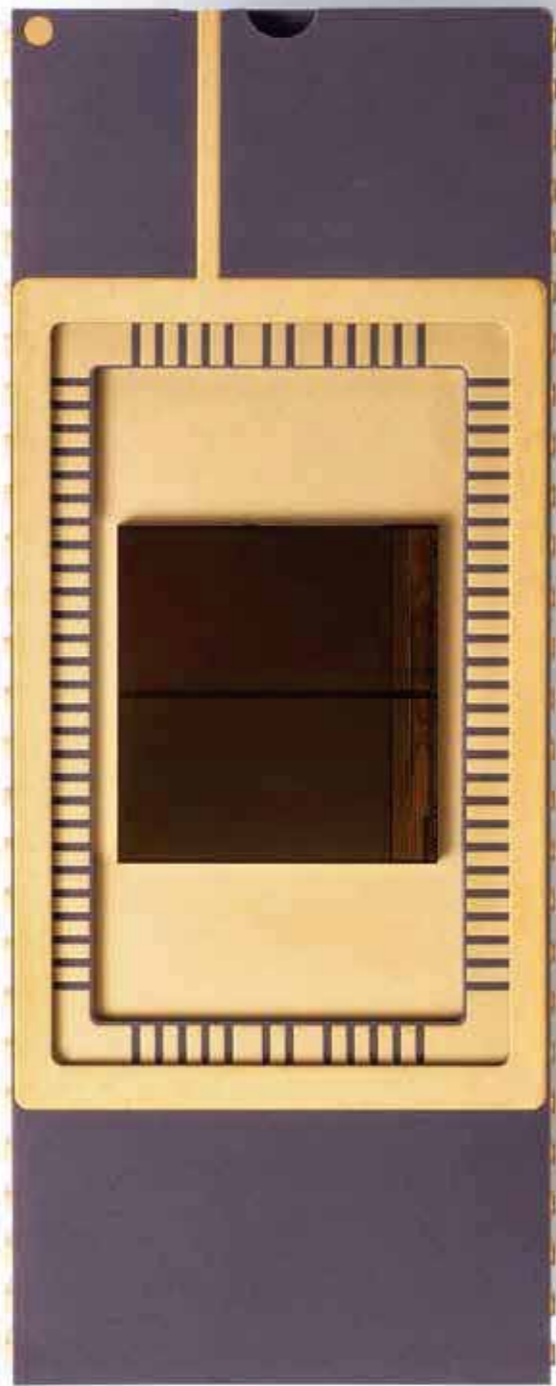
**No. 1 global market share  
across 17 categories in 2013**

20 years ago,  
we made a  
commitment  
to never stop  
improving, to  
**always keep  
changing.**

**The results**  
show our strategy  
at work.

No. 1 global market share  
across 17 categories in 2013





## NAND Flash

Samsung's industry-first 24-layer 3D Vertical NAND flash memory delivers high-performance, high-endurance and low-power consumption. It offers ideal storage for large enterprise business.

# 38.5%

market share





### Samsung Flat Panel TV

With the best picture quality available on any LED TV, the Samsung F8000 has been called one of the best LED-driven TVs on the market today. And, as you would expect, it boasts an intuitive interface and speedy performance.

**26.8%**  
market share



### Samsung Refrigerator

The new Food Showcase refrigerator is Samsung's most organized refrigerator. The multiple doors and compartments of the RH9000 enable quick and convenient access to the foods you love.

**15.9%**  
market share

## LFD

Samsung's large format displays (LFDs) are professional-grade display units designed to convey information, advertising or other forms of messaging with full color and motion capabilities, indoors or out.

**27.4%**  
market share



## DRAM

For the first time in the industry, Samsung Electronics began the mass production of high-performance, power-saving 20-nanometer 4Gb DRAM for use in a wide range of computing applications.

**37.4%**  
market share



## Drillship

The Stena IceMax is the world's first dynamically positioned, dual-mast ice-class +1A1 drillship. Capable of drilling in water depths of up to 10,000 feet, the Stena IceMax is built for safe and efficient operations in the harshest Arctic conditions.

**42.0%**  
market share





**36.0%**  
M/S

LNG Ship



**24.6%**  
M/S

Home Entertainment System



**26.6%**  
M/S

BluRay Player



**11.2%**  
M/S

Microwave Oven



**24.5%**  
M/S

Small Battery



**23.0%**  
M/S

Smart Card IC (SIM Card)



**26.6%**  
M/S

Small- and Medium-sized Panel



**60.2%**  
M/S

PDP Panel



**24.0%**  
M/S

TMAH

### Galaxy S4

The Samsung Galaxy S4 takes the smartphone to another level with its laundry list of must-have features and its colorful 5-inch Full HD Super AMOLED Display. The supercharged Galaxy S4 comes with a sharp-shooting 13-megapixel camera and plenty of processing power to make it the all-in-one smartphone that does whatever you need it to do.

**27.2%**  
Mobile Phone market share

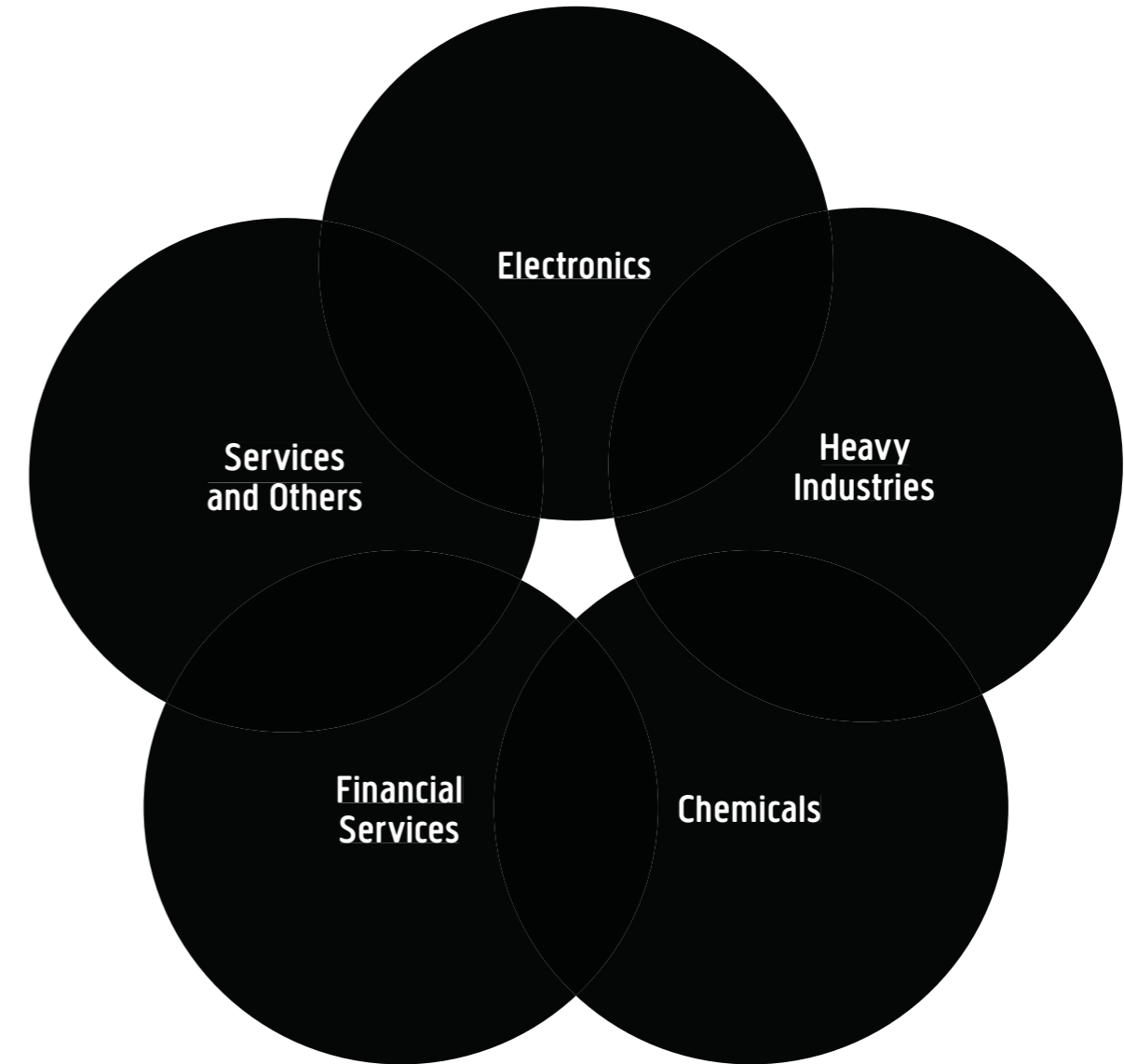
**32.3%**  
Smartphone market share



**18.1%**  
M/S

Display Driver IC

# We are Samsung Group



#### **ELECTRONICS**

SAMSUNG ELECTRONICS  
SAMSUNG SDI  
SAMSUNG ELECTRO-MECHANICS  
SAMSUNG SDS  
SAMSUNG DISPLAY

#### **HEAVY INDUSTRIES**

SAMSUNG C&T ENGINEERING & CONSTRUCTION GROUP  
SAMSUNG HEAVY INDUSTRIES  
SAMSUNG ENGINEERING  
SAMSUNG TECHWIN

#### **CHEMICALS**

SAMSUNG TOTAL PETROCHEMICALS  
SAMSUNG GENERAL CHEMICALS  
SAMSUNG FINE CHEMICALS  
SAMSUNG BP CHEMICALS

#### **FINANCIAL SERVICES**

SAMSUNG LIFE INSURANCE  
SAMSUNG FIRE & MARINE INSURANCE  
SAMSUNG CARD  
SAMSUNG SECURITIES  
SAMSUNG ASSET MANAGEMENT  
SAMSUNG VENTURE INVESTMENT

#### **SERVICES AND OTHERS**

SAMSUNG C&T TRADING & INVESTMENT GROUP  
CHEIL INDUSTRIES  
HOTEL SHILLA  
CHEIL WORLDWIDE  
S-I CORPORATION  
SAMSUNG MEDICAL CENTER  
SAMSUNG ECONOMIC RESEARCH INSTITUTE  
SAMSUNG BIOLOGICS  
SAMSUNG BIOEPIS  
SAMSUNG WELSTORY  
SAMSUNG LIONS  
SAMSUNG FOUNDATION





# Innovation

Great discoveries do not come easily. First there is the trial and error. The late hours. The uncertainty. And then, in a flash, an idea comes that can change industries and markets.

Our lives are getting faster and faster and so for Samsung, it is important to be a continuous innovator and an incubator of great ideas. But an idea is only the beginning.

**An idea  
is a  
challenge.**





24 49

Relationships Ownership 11,

#130 15 16

#129 28, 14

Scenarios 14, 15, 16

Fast Technology + New  
Technologies + New  
Technologies

Range 25

Relationships 1/1/11

Wilson  
56 challenge

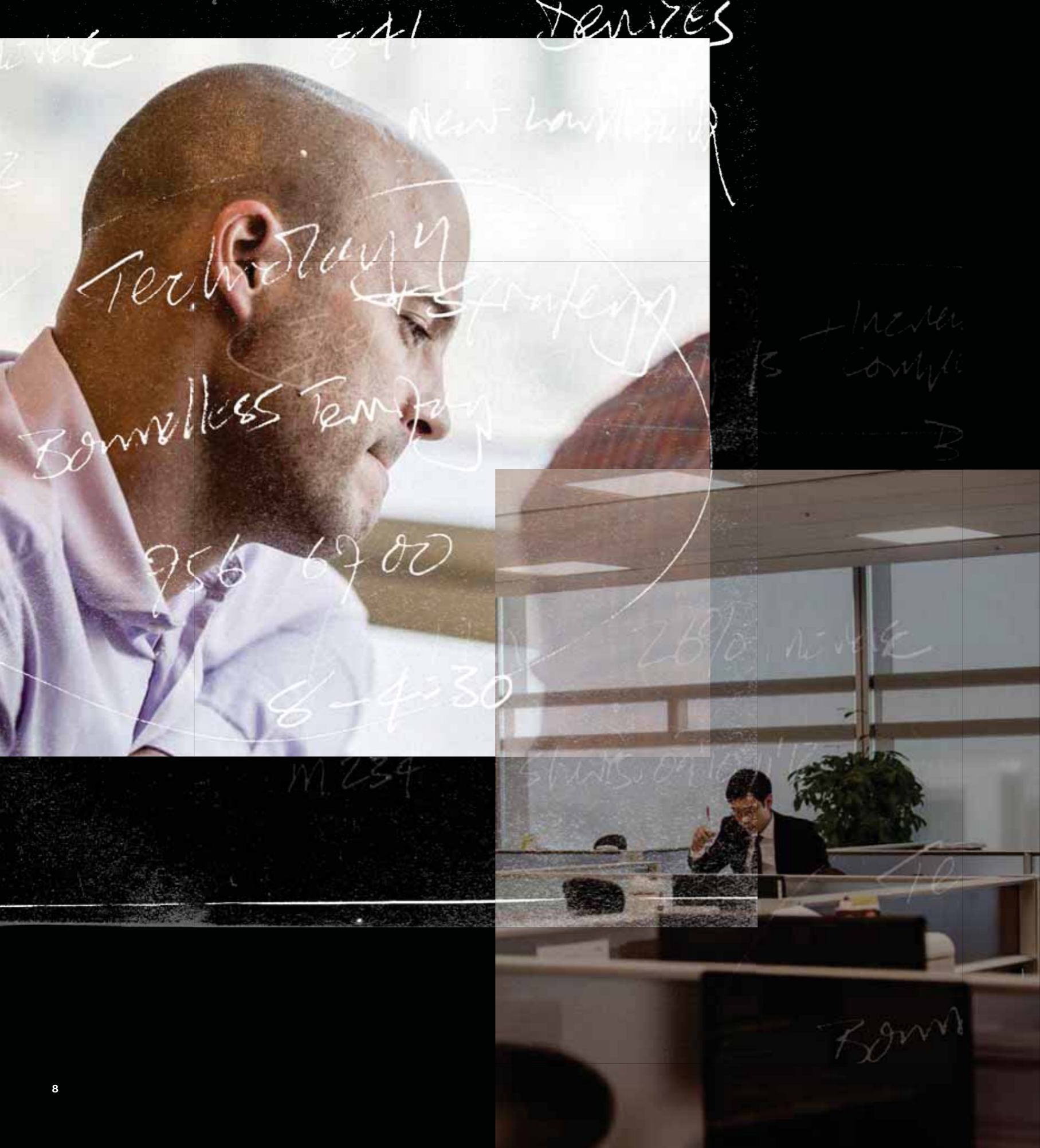
Increased Competition (Howes 17)

Blair maye

Bob Wilson  
Text # 3143

DEIHI





**It walks you  
to the edge  
of failure.**





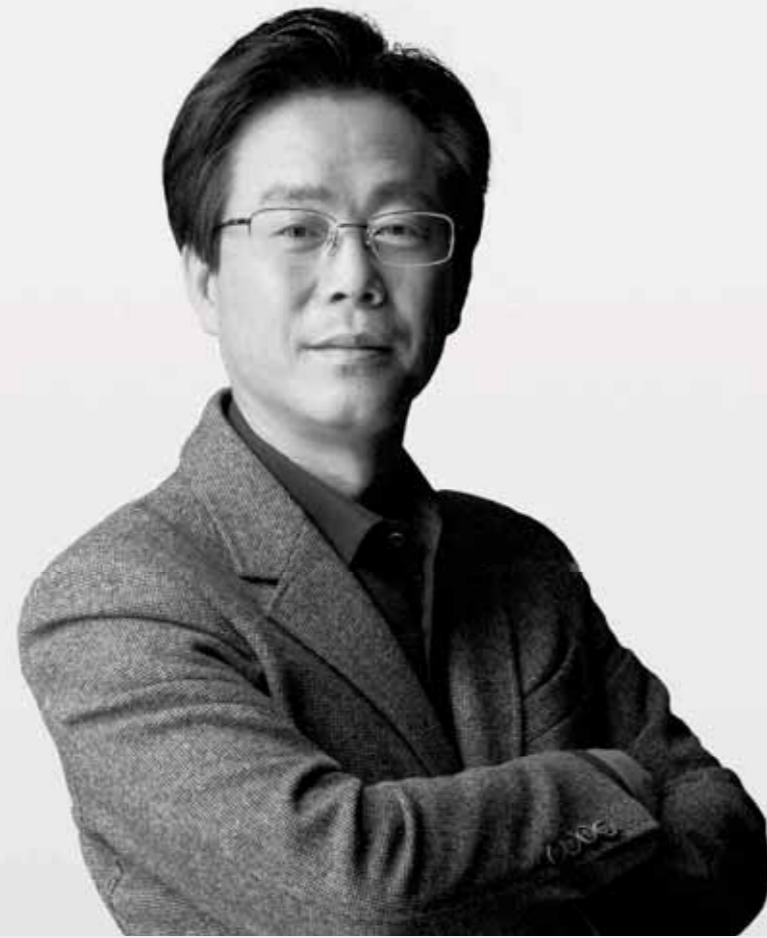
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See pgs 14, 15, 16

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8-4:30

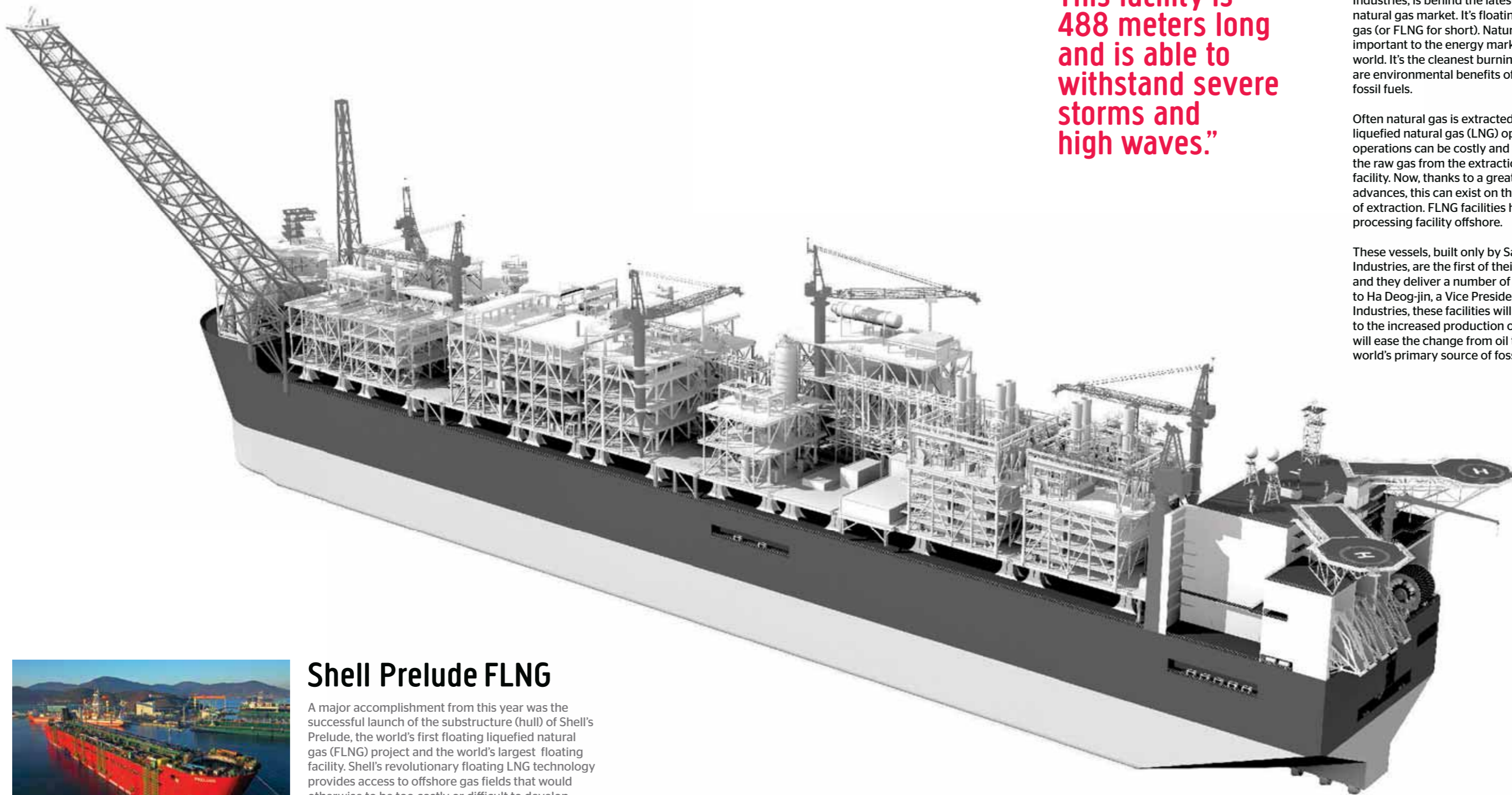




## Ha Deog-jin

**Vice President**  
Samsung Heavy Industries  
FLNG Project T/F

**But the only  
way to find the  
limit of what is  
possible is to  
go beyond it.**



**“This facility is 488 meters long and is able to withstand severe storms and high waves.”**

Ha Deog-jin, a Vice President at Samsung Heavy Industries, is behind the latest innovation in the natural gas market. It's floating liquefied natural gas (or FLNG for short). Natural gas is increasingly important to the energy markets around the world. It's the cleanest burning fossil fuel so there are environmental benefits of using it over other fossil fuels.

Often natural gas is extracted and processed in liquefied natural gas (LNG) operations but these operations can be costly and often involve piping the raw gas from the extraction point to a far away facility. Now, thanks to a great many technological advances, this can exist on the water, at the point of extraction. FLNG facilities house an entire gas processing facility offshore.

These vessels, built only by Samsung Heavy Industries, are the first of their kind in the world, and they deliver a number of benefits. According to Ha Deog-jin, a Vice President at Samsung Heavy Industries, these facilities will greatly contribute to the increased production of natural gas and will ease the change from oil to natural gas as the world's primary source of fossil energy.

Mr. Ha says that the idea for this type of vessel is an old one, but that developing all the necessary technologies was an enormous undertaking. “Our company has established the basic technology for FLNG through the projects of LNG Carrier and FPSO (Floating Production, Storage and Off-loading). The development of FLNG was possible thanks to the accumulated technology.”

The result is a facility that is 488 meters long and is able to withstand severe storms and high waves. To make sure the facility could withstand harsh conditions at sea, multiple simulations were conducted. Mr. Ha says, “We made a small-sized replica of the vessel to test in a model basin that generates similar sizes of wave and tidal current.” The greatest challenge was translating a facility which is traditionally a land operation into an offshore operation. While constructing onshore facilities, it's relatively easy to use additional land if the construction needs extra space for facilities unexpected at the beginning. But that's not an option when constructing a facility offshore.

Mr. Ha is proud of being involved in the construction of this facility, one that could open up new energy resources to market, and he looks forward to the day when the facility moves from Samsung's ship yard to the sea.

According to Mr. Ha, every age will bring new technologies to more efficiently produce energy. In 20 years, technologies may be developed to make sunlight and nuclear energy more reliable and efficient sources of energy—and this will again change the industry. For now, however, Mr. Ha is proud to be involved in the latest and best development in the energy industry.



## Shell Prelude FLNG

A major accomplishment from this year was the successful launch of the substructure (hull) of Shell's Prelude, the world's first floating liquefied natural gas (FLNG) project and the world's largest floating facility. Shell's revolutionary floating LNG technology provides access to offshore gas fields that would otherwise be too costly or difficult to develop.





**Wang  
Jee-yeun**

**Principal Designer**  
Samsung Electronics  
UX Design Group 1



**Park  
Jun-ho**

**Director**  
Samsung Electronics  
Mobile Communications Business  
Global Product Planning Group



**“What is unique about the Galaxy S5 depends on whether you see the phone as a technology product or a fashion product.”**

## Galaxy S5

The Samsung Galaxy S5 excels at everything that matters to a consumer: a large 5.1-inch screen; 1080p Full HD Super AMOLED for one of the brightest mobile displays on the market today; a super-fast quad-core processor; and an excellent camera experience. Plus, new features, like the heart-rate sensor and the wearable technology such as the Gear Fit and Gear 2, provide consumers with the freedom to do more.

Wang Jee-yeun and Park Jun-ho were deeply involved in the development of the Galaxy S5 from Samsung Electronics. The Galaxy S5 is the latest and most sophisticated mobile phone from Samsung and one of the bestselling phones on the market. But for Ms. Wang, the Principal Designer on the Galaxy S5, what is unique about the phone depends on whether you see the phone as a technology product or a fashion product.

For Ms. Wang, user experience design is not only about graphics and motions, but also about information architecture, sound and language. She was in charge of the quality of the phone's visuals and its interactions. She made the circle-shaped icons the standard so that it was simpler for users to access the menu and so the user experience was more stylish. Her team was also behind the beautiful diamond-like shapes—called the “brilliant cut”—on the phone's display. The “brilliant cut” was designed to express the unique color range of Samsung's AMOLED LCD, and the graphic bubbles were added to make the experience for users even more fun and engaging.

It is this level of detail to every facet of the user's experience that might result in one person seeing the Galaxy S5 as a fashion product “whose beauty and expressiveness” shows off who they are and another person seeing it as technology product “with a satisfying user experience and fast access to the most used applications.”

Ms. Wang says that her ideas come from thinking about the user and from rigorous evaluation of a phone's usability. Plus, to increase the enthusiasm she brings to a project, she likes to observe people and how they relate to the world. “I look when people feel happy and hear the difference in how a person talks to himself or to others,” she says. And she looks forward to the day when interfaces respond to a person's tone of voice or gestures.

For Mr. Park, Director of Global Product Planning for Samsung Electronics' Mobile Communications Business, what makes the Galaxy S5 so special is how it satisfies the unmet needs of consumers. In his research, he discovered that among mobile phones “there was still a lot inconvenience for customers when sending messages, using the camera and using the Internet.”

His role in the group is to study and meditate on what people really want. With his findings in hand, he contributes to the decisions about what technology should be installed in the phones and which technologies should be avoided because they will reduce the quality of the user experience.

He says, “We were especially focused on improving the battery life and camera performance.” Now the camera's image quality is remarkable. Best of all in his mind is how the power saving function reduces user's anxiety about running out of battery.

To him, “The best innovations are always the same: They solve problems people really need you to solve.”



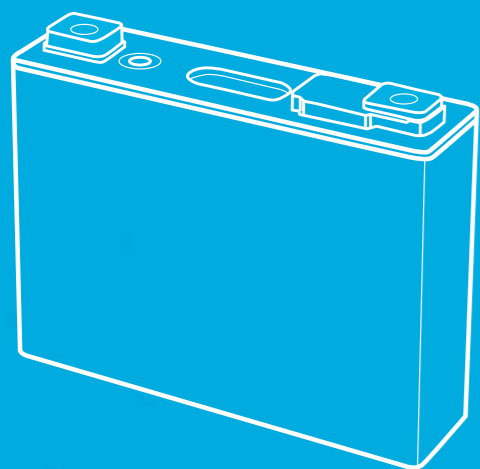


**Park  
Nana**

**Manager**  
Samsung SDI  
Automotive Battery Systems  
Marketing Group

**There is a  
word for this  
place beyond  
the possible:  
innovation.**

60Ah  
Lithium-ion  
Rechargeable Battery



## Lithium-ion car battery field

Samsung SDI is the world's leading advanced energy solutions provider, with proven expertise in mass production of high quality lithium-ion batteries. Using our technical prowess, we are dedicated to developing more efficient, high-capacity energy solutions for leading automakers.

**“One day soon we’ll be able to drive 300 kilometers on a single charge.”**

According to Park Nana of Samsung SDI, the lithium-ion battery is at the center of the energy revolution, and will play a significant role in a sustainable future. “The battery will be everywhere: in houses, in buildings, displays, mobile devices, any-and-all vehicles, healthcare, robots, and the list could go on and on. It will be a part of our everyday life and always nearby.”

The world leader in the lithium-ion industry, Samsung SDI’s product portfolio includes rechargeable, advanced lithium-ion batteries for mobile devices, electrified vehicles and energy storage systems. For Ms. Park, it’s a thrill to work toward the day when an electric car that emits no pollution can drive as far as an internal combustion engine can today.

“We expect that the current lithium-ion battery technology will achieve driving range of 300 km in a few years. For over 300 km, we need a new battery technology with new materials and chemistry for the advanced lithium-ion battery era. For the post lithium-ion battery era, we need a breakthrough innovation for next generation vehicles to go beyond 500 km.”

In the next few years, she expects the advances in battery technology to mirror the changes in mobile phones in the decade prior. Mobile phones were the size of a brick in the early 1990s and the battery only lasted about 30 minutes.

Now they’re less than a centimeter in thickness and the battery lasts 8 hours or more. “The electric vehicle was developed before the internal combustion engine vehicle, but it was shunned by the market due to the inefficient battery technology.” This is about to change, according to Ms. Park, and the shift from nickel-metal hydride (NiMH) to lithium-ion is behind this revolution. Why? Longer life, higher energy density and better reliability. All good things. In fact, Samsung SDI is using the discoveries from developing batteries for mobile devices to develop more efficient, high-capacity energy solutions for automotive applications.

But the really good news is that the shift from fossil fuels to rechargeable batteries is behind the recent convergence of the chemical, electricity, IT and automotive industries. This convergence is changing the shape of the energy market today—and Samsung SDI is at the center of the transition from the age of fossil fuels to “the age of electrification.”

“We’ve always had this dream of a sustainable future, a future that delivers more. Expanding our blueprint into the automotive sector is in line with our vision of a green world,” says Ms. Park.

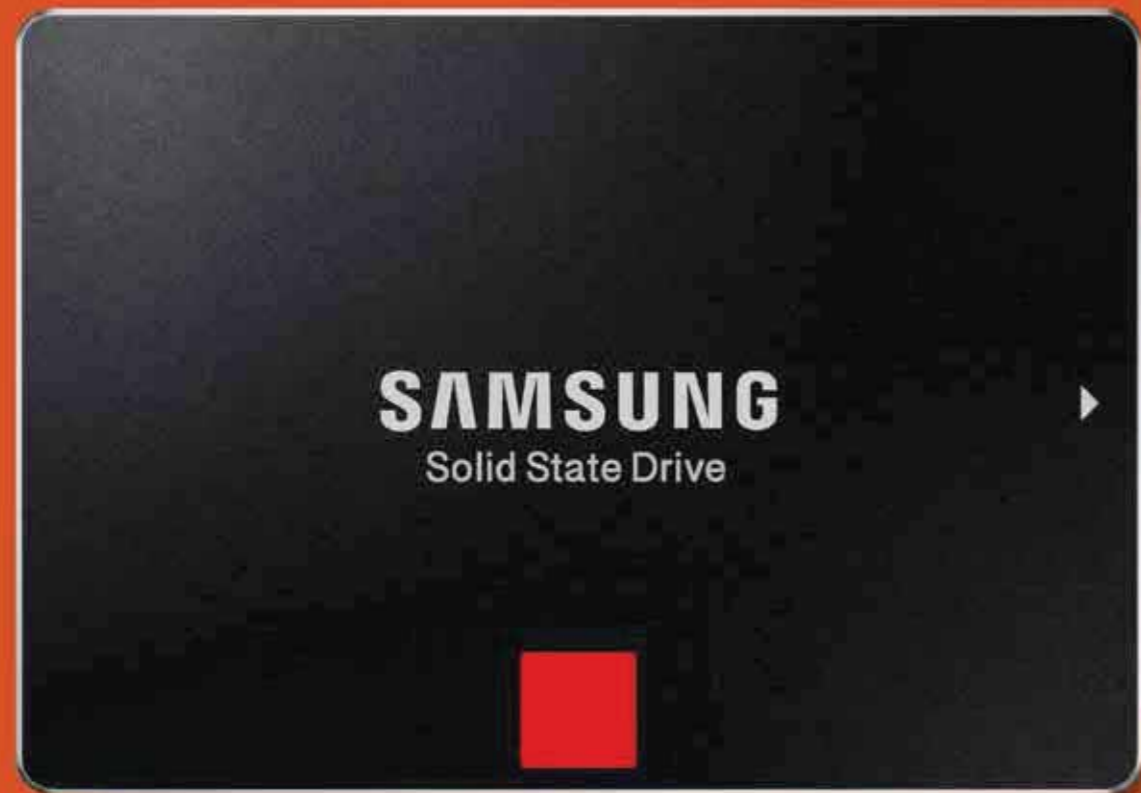
In the past, the constraints were limited driving range, high price and insufficient charging infrastructure. These constraints slowed the transition from the internal combustion engine to the electric vehicle. But, Ms. Park says, “We are currently working on next generation technologies to provide increased power and energy density without changes to external battery dimensions.” So one day soon we’ll be able to drive 300 km on a single charge. This is just one of the many steps forward in the age of electrification.



**Hur  
Song-hoi**

**Vice President**  
Samsung Electronics  
Memory Business  
Flash Process Architecture Team





**“The next 10 years will be a remarkable period of innovation in this field.”**

Hur Song-hoi, Vice President of Samsung Electronics' Memory Business, is in the middle of the memory revolution. He is involved in the development of Samsung's V-NAND flash memory, a type of flash that is different from anything now on the market. In the existing NAND technology, planar NAND cells are arranged horizontally along the surface of the chip, while V-NAND cells are stacked vertically.

This might sound like a small change, but in reality it is revolutionary. It delivers a host of advantages over the current flash technology and breaks through a number of limitations in flash memory. With V-NAND, memory elements can be stacked on top of one another, and this leads to a massive increase in the memory capacity of a chip.

Dr. Hur is excited by the implications of this new technology. With two times the speed and half the power needs of NAND flash memory, V-NAND flash memory will be a disruptive technology that will change devices and the market for memory.

This advance is good news and will open up possibilities for device manufactures and for technology companies. It will improve the user experience of everyone with a mobile device. Existing flash memory technology is now almost 30 years old, and its limitations were weighing on device makers. Dr. Hur believes this new V-NAND technology will be the standard for the next few decades. He even predicts that there will be a day when all data is stored in flash memory—if not in V-NAND then in the next flash technology.

For Dr. Hur, the development of V-NAND was a great experience. When working on the scale of a few nanometers—which is about one-millionth the width of a strand of hair—each new discovery is a challenge. And when you can't see things with your own eyes, there is all the more reliance on the imagination to come up with ideas or solve problems. In fact, such challenges can make the discoveries even more thrilling for Dr. Hur and his colleagues.

For consumers, the result of these discoveries will be a much more powerful and faster device, for a better user experience. And data centers, which need low-cost operation solutions, will benefit from the low-power and high-performance features of Samsung's advanced memory technologies. Still, looking forward, Dr. Hur expects the V-NAND technology to continue to grow and evolve. He says that in the next years the memory density of V-NAND will increase, and the processes to manufacture it will improve even more.

He is excited by the future. The next 10 years will be a remarkable period of innovation in this field, with improved material properties and increased reliability and speed. “V-NAND was developed to overcome the limitations of the existing flash memory technology,” Dr. Hur says, and he expects it to do this and more.

But for now he and his team will be busy adapting this technology for the existing applications so that it can be used in everything from mobile phones to data centers.

## 3D V-NAND technology

Samsung Electronics has begun mass-producing the industry's first 3D V-NAND flash memory using 32 vertically stacked cell layers. The new 3D V-NAND-based SSD has approximately twice the data writing capacity and consumes 20% less power, compared to planar (2D) MLC NAND-based drives.



**This great  
unknown is  
what drives  
us all.**



**Oh Jae-kuen,  
M.D.**

**General Director**  
Samsung Medical Center  
Heart Vascular and Stroke Institute



**“It’s about breaking down the barriers between the different fields of medicine.”**

Oh Jae Kuen, M.D., General Director of the Heart, Vascular, and Stroke Institute (HVSI) at Samsung Medical Center, explains the benefits of integrated patient care. An integrated care center breaks down the traditional barriers between the different fields of medicine, he says, and uses multidisciplinary medical teams to give patients comprehensive care. This type of care is very different from current medical standards, but it can produce much better health outcomes and lead to greater patient satisfaction.

Dr. Oh says, “When a patient visits the HVSI, that patient must be the main focus of our healthcare process, from registration, to visits with physicians, from patient education, to paying hospital bills. We have found that when we provide the same diagnostic and treatment expertise to two different patients with the same condition—but we use two different processes or attitudes, then those two patients can have entirely different degrees of satisfaction, evaluation and outcome. Our goal is to create the standardized Samsung HVSI experience, the optimal process for providing the most satisfactory patient experience as well as state-of-the-art patient management.”

To create that optimal experience, Dr. Oh’s team is coordinating many factors: easy patient access to healthcare providers and facilities, availability of specialists, frequent communications among providers, easy-to-understand patient education about conditions, and close monitoring of data so that doctors stay informed about which management strategies or procedures are most effective in terms of clinical outcome, patient satisfaction, and medical cost.

Dr. Oh gives a striking example of the difference between dynamic integrated care and more traditional medical care. “When a 67-year-old man comes to the hospital with shortness of breath, his initial history and an examination indicate that he has an irregular heartbeat and a heart murmur. An electrocardiogram and an echocardiogram are performed, followed by a visit to a cardiologist, all in the same area and in the same day, instead of waiting for days. If the patient is found to have atrial fibrillation and severe aortic stenosis with bicuspid aortic valve, a cardiologist specializing in arrhythmia, a cardiologist specializing in valve disease, and a surgeon specializing in valvular heart disease come to see the patient.

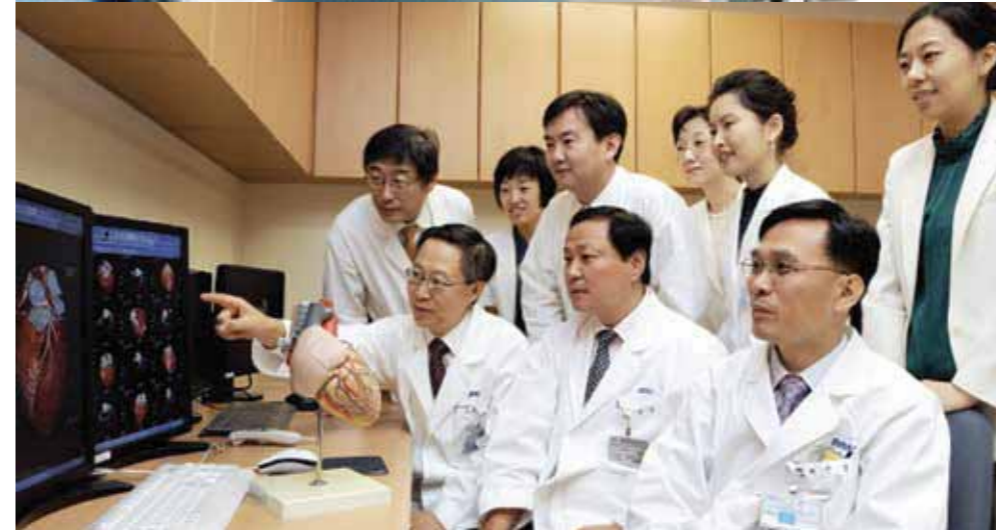
“Since atrial fibrillation predisposes the patient to stroke, and his coronary artery anatomy needs to be checked prior to an aortic valve operation, an imaging specialist scans his carotid and coronary arteries,” explains Dr. Oh. “The patient is also seen by a stroke specialist, who helps him understand risks and provides treatment to prevent stroke. And a nurse will educate him and his family about anti-coagulation medications and aortic valve stenosis.”

It can all happen in the same day or two at the same location, with doctors of different specialties talking to one another and consulting with the patient in order to produce a faster diagnosis and the safest and most effective treatment. The primary cardiologist summarizes diagnoses and specialists’ opinions regarding the patient’s care management, then works with the patient and his family to explore treatment options. After a heart operation, the patient is cared for by a rehabilitation team as well as critical care and surgical teams. If all goes well, the patient makes a speedy recovery, and soon he is back to his full functional capacity.

This clinical scenario indicates the importance of integrating different specialties—heart, vascular, stroke, imaging, and prevention/rehabilitation centers—under one roof at HVSI.

With integrated patient care, the patient is at the center of all decisions, and effective use of data and resources allows doctors to develop standards for treatment so that all patients receive the same high quality of care.

Dr. Oh brings the idea of integrated care from his experience in integrated practice, education, and research at the Mayo Clinic, in Rochester, Minnesota—one of the most renowned medical centers in the world. He also has traveled extensively for his academic career, traveling to many of the best hospitals around the globe. His experience at the Mayo Clinic and his observations at other world-class hospitals serve as the foundation for HVSI, which he believes will be among the finest facilities in the world for patient management, research, and education in the field of heart, vascular, and stroke conditions.



## Samsung Medical Center

In March, the Samsung Medical Center officially launched its integrated care center, Heart, Vascular, and Stroke Institute, which provides one-stop service for heart disease, stroke and cardiovascular diseases. As Korea’s first integrated treatment model, Samsung Medical Center has transformed patient care by reducing patient wait time and delivering greater convenience.





**Lee  
Suk**

**Senior Executive Vice President**  
Samsung C&T Corporation  
Engineering & Construction Group  
Roy Hill Project Head Office



**Damien  
McAlinden**

**General Manager**  
Samsung C&T Corporation  
Engineering & Construction Group  
Roy Hill Project Head Office





“In life, if you want to eat an elephant, break it down into small bites.”

## Roy Hill Project, Australia

For Samsung C&T, the Roy Hill Project marks its first major entry in the highly competitive mining industry. The company has been entrusted to build an iron ore processing plant and transportation facilities, including a railway and port. This project also showcases Samsung C&T's strength as a global solutions provider offering a complete value chain in the field of mining infrastructure development.



Mr. Lee Suk and Damien McAlinden are both key players with the Roy Hill Project in Western Australia, one of the most ambitious infrastructure projects in the country's history. It includes the construction of three infrastructure facilities: an Iron Ore Processing Plant, a 350-km railroad and a shipping port. The processing facility alone will convert 68 million tons of unprocessed ore into 55 million tons of iron ore product per annum.

For Mr. Lee, Senior Executive Vice President of Samsung C&T's Engineering & Construction Group, the Roy Hill Project is a chance to show the strength of Samsung and the outstanding technologies of its Engineering & Construction Group. "This is the biggest project in our company's history."

In fact, the Roy Hill Project is the largest and only Greenfield iron ore project in Australia at this time. The project stretches more than 350 km across numerous landscapes from the coast right through the arid interior of Western Australia, and crosses numerous hills, plains, rivers and valleys.

Mr. Lee says that Samsung C&T's technology was the key to winning the Roy Hill Project: "In the past, construction planning and design was the exclusive domain of European, American, and Japanese companies. But now Samsung C&T has the capability and technology to handle the entire process, from initial planning to construction."

In its tender bid, Samsung C&T showcased how it would reduce the amount of material needed to construct the port. The client was impressed by the design concepts and invited Samsung C&T to bid on the two remaining components of the project, the railway and mine.

But Mr. Lee says the opportunity was also the result of Samsung C&T's commitment to building strong relationships. The biggest shareholder of Roy Hill mine is Hancock Prospecting, co-owners of Alpha coal mine with Indian infrastructure company, GVK. Samsung C&T has a history with GVK on several projects, such as the India Chennai Port project. The trust previously built through these projects gave GVK the assurance and confidence to recommend Samsung C&T to its business partner, Hancock. Mr. Lee strongly believes that the investment in that relationship was of great importance.

Mr Lee's enthusiasm for the process and for the Roy Hill project is obvious. He says, "the Roy Hill Project is a masterpiece" and he is proud of both the project and the achievements of his colleagues at Samsung C&T that are contributing to its success.

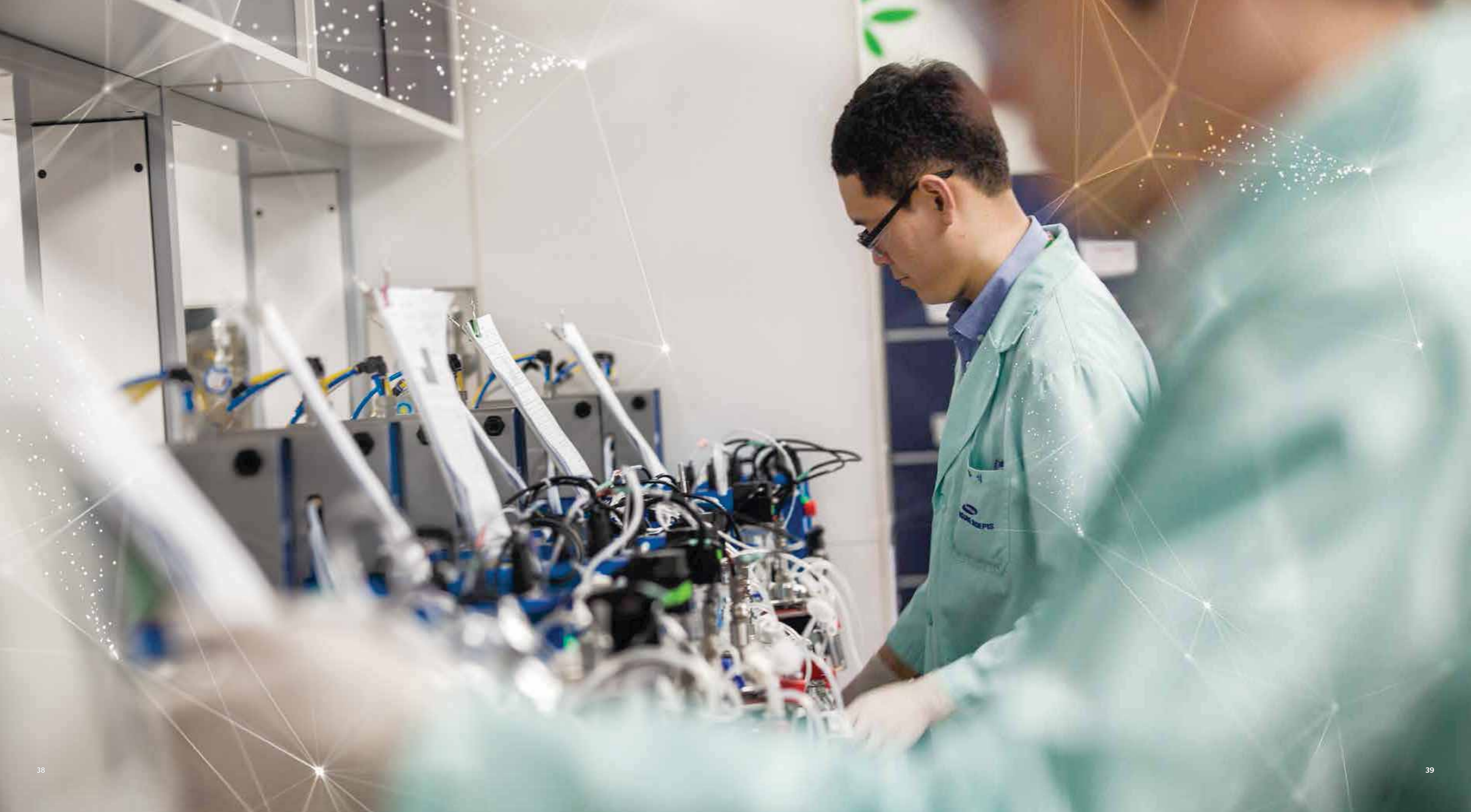
As the General Manager of Environment, Heritage and Government Approvals for the project, Damien McAlinden spends his days making sure that Samsung C&T is in compliance with the 1,800 obligations outlined in the many project approvals. These obligations include everything from managing our project's interaction with farmers and miners to protecting nationally significant wildlife and 281 culturally important heritage sites located near the construction sites.

"Amongst a multitude of compliance issues, we make sure that the Australian Mulgara, Bilby, Northern Quoll and the Olive Python are kept out of harm's way. We survey the local fauna before we start construction in an area and, the animals we find are relocated. All relocated animals are tracked with radio collars so that we can confirm that they are safe," says Mr. McAlinden.

Working in such a remote area presented his group with many challenges and, in order to coordinate the efforts of his team with the different construction and engineering teams, systems had to be built from scratch. Communication was a particular challenge. But, he says, "We devised a GPS solution that would give the team access to a comprehensive set of compliance and construction related spatial data. We adapted a GIS technology to give people easy access to this data, which has enabled the Samsung C&T team to make complex design and execution decisions across a multitude of disciplines within geographically remote locations."

Such innovations allow Mr. McAlinden's team to make sure every detail of a project is the best it can be. When building a world-class facility in Australia, a high level of environmental compliance planning and management is necessary. Samsung C&T's Roy Hill project team are 100 percent committed to achieving and exceeding Australian Standards.













New

+

Challenge

We form new markets and new businesses by fusing the old with the new. By crossing different technologies with each other. By building collaborations between different minds. We are seeking out new challenges, connections and innovations that can transform both our markets and our lives. This is about vision, and it is at the center of our business.





# New Devices

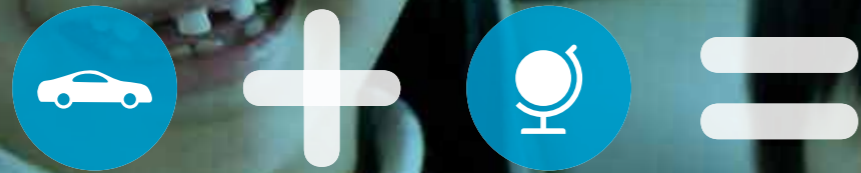
## Samsung Gear Fit

The Gear Fit is your own personal fitness trainer right on your wrist. Unlike anything on the market, this wearable device was made possible by Samsung Electronics' device expertise and Samsung Display's curved Super AMOLED display, a flexible display that can bend by evaporating organic light-emitting diodes on a substrate of very thin plastic. With its flexibility, remarkable color reproduction and unlimited contrast ratio, this display represents the future of wearable devices. The Gear Fit will revolutionize fitness and, with updates sent directly from your phone, keep you connected too.



**Samsung Fire  
& Marine  
Insurance**

For the first time in history, a Korean company is selling auto insurance in China. Samsung Fire & Marine entered China's direct sales auto insurance market in 2012, and in 2013 sold over 10,000 contracts. With growing brand awareness among car owners in what is the largest auto insurance market in the world, Samsung Fire & Marine sees the potential for rapid and sustained growth with its insurance products.



# New Insurance



LOUIS VUITTON

FENDI

CHANEL

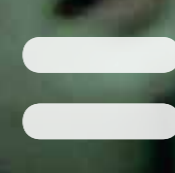


# New Heights

### The Shilla Duty Free

When you mix luxury with elegant modernism, you get one of the most highly rated hotels in the world, and a rising name in the travel industry. The Shilla is now being extended through the luxury shopping venues of The Shilla Duty Free, drawing travelers who desire the epitome of luxury and now an unparalleled shopping experience. Recently, The Shilla Duty Free has been very active. It won a highly coveted contract to install a cosmetics and perfume shops in Singapore's Changi Airport. It also opened a Bottega Veneta and Prada store in 2013 and a luxury watch store earlier this year.



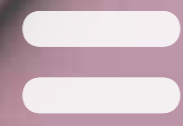
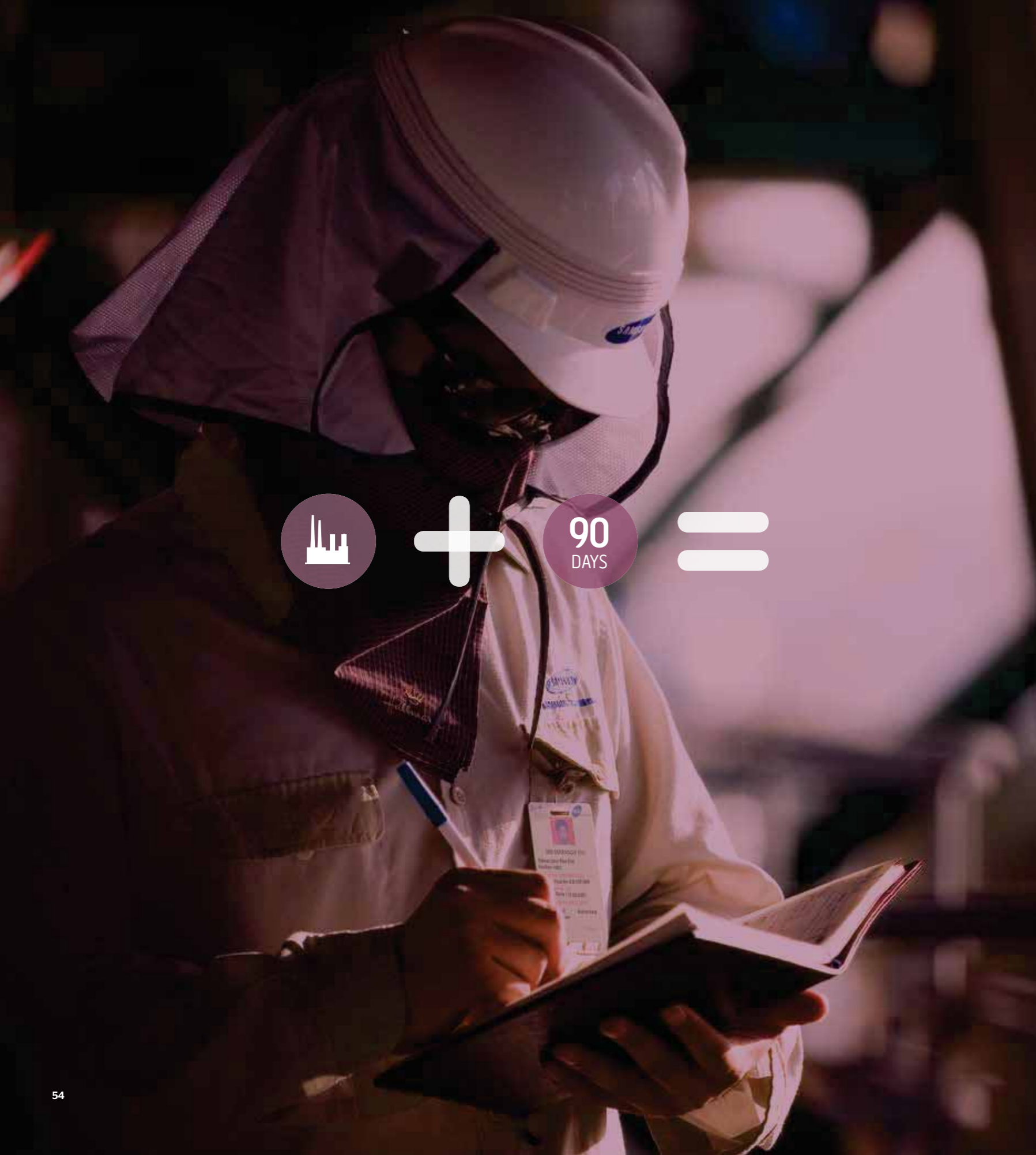


# New Healthcare

## Samsung Health & Medical Equipment

With its expertise in high quality and easy-to-use technology, Samsung Electronics entered the health and medical equipment business in order to bring the advances it made in the field of consumer electronics—in the areas of manufacturing, technology, and user experience—to the medical world. Then, in 2013, Samsung launched its new and highly competitive ultrasound and digital X-ray products. Looking forward, it will continue to make new and important advances in the medical technology field, aiding doctors and benefiting patients all over the world.





**Sonatrach  
Skikda  
Refinery  
Project**

Using anti-vibration transportation equipment and a modular approach to construction, Samsung Engineering built a new oil refinery in Algeria and simultaneously forged a new relationship with Algeria's growing energy industry. The new refinery, Algeria Skikda Oil Refinery, was connected to the country's largest oil refinery with only a 90-day shut-down period of the existing plant. Meeting this challenge wasn't easy, but it added to Samsung's relationships in an important industry.

# New Relationship



## Financial Highlights

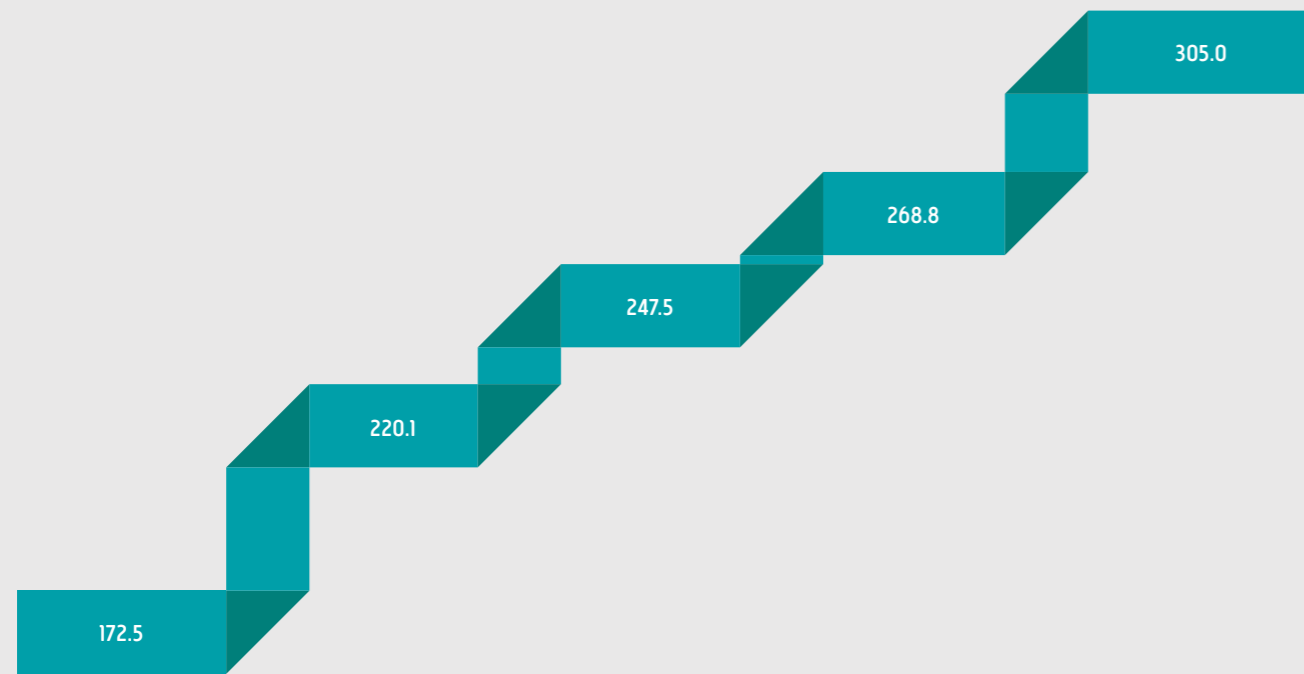
| Amounts in Billions        | Won       | Dollars | Euros |
|----------------------------|-----------|---------|-------|
| Net Sales*                 | 333,891.7 | 305.0   | 229.7 |
| Total Assets               | 558,777.4 | 529.5   | 383.7 |
| Total Liabilities          | 314,840.1 | 298.3   | 216.2 |
| Total Stockholders' Equity | 243,937.3 | 231.2   | 167.5 |
| Net Income*                | 24,151.7  | 22.1    | 16.6  |

\* Won/U.S. Dollar yearly average exchange rate: 1095.04/1\$. Won/Euro: 1453.56/1€.  
Won/U.S. Dollar as of December 31, 2013: 1055.30/1\$. Won/Euro: 1456.26/1€.



# Net Sales

DOLLARS IN BILLIONS



'09

'10

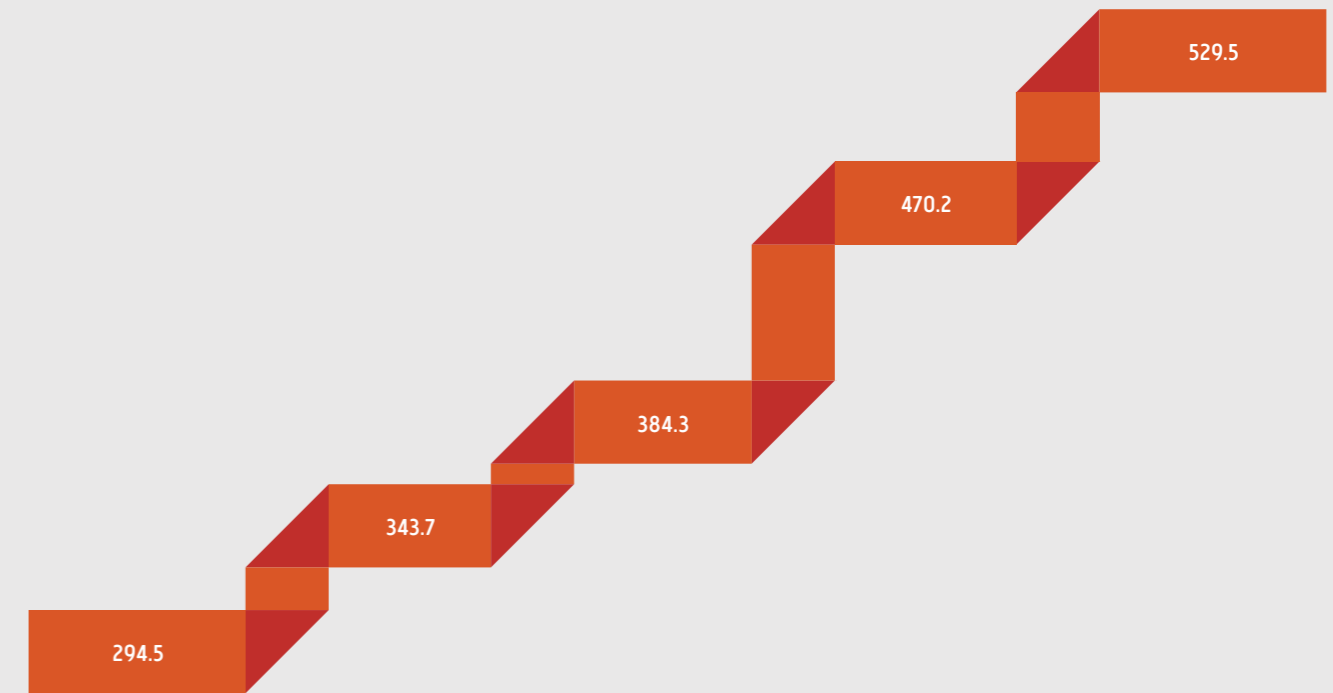
'11

'12

'13

# Total Assets

DOLLARS IN BILLIONS



'09

'10

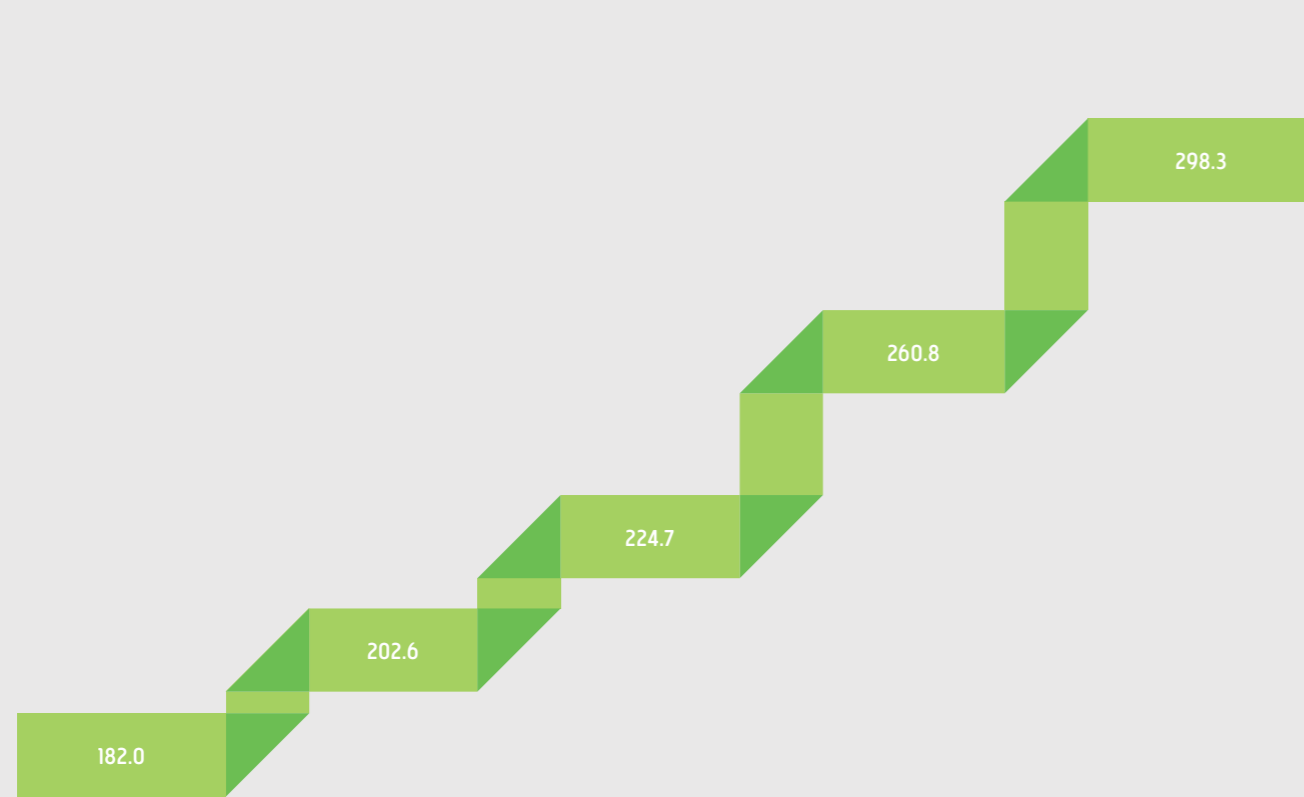
'11

'12

'13

# Total Liabilities

DOLLARS IN BILLIONS



'09

'10

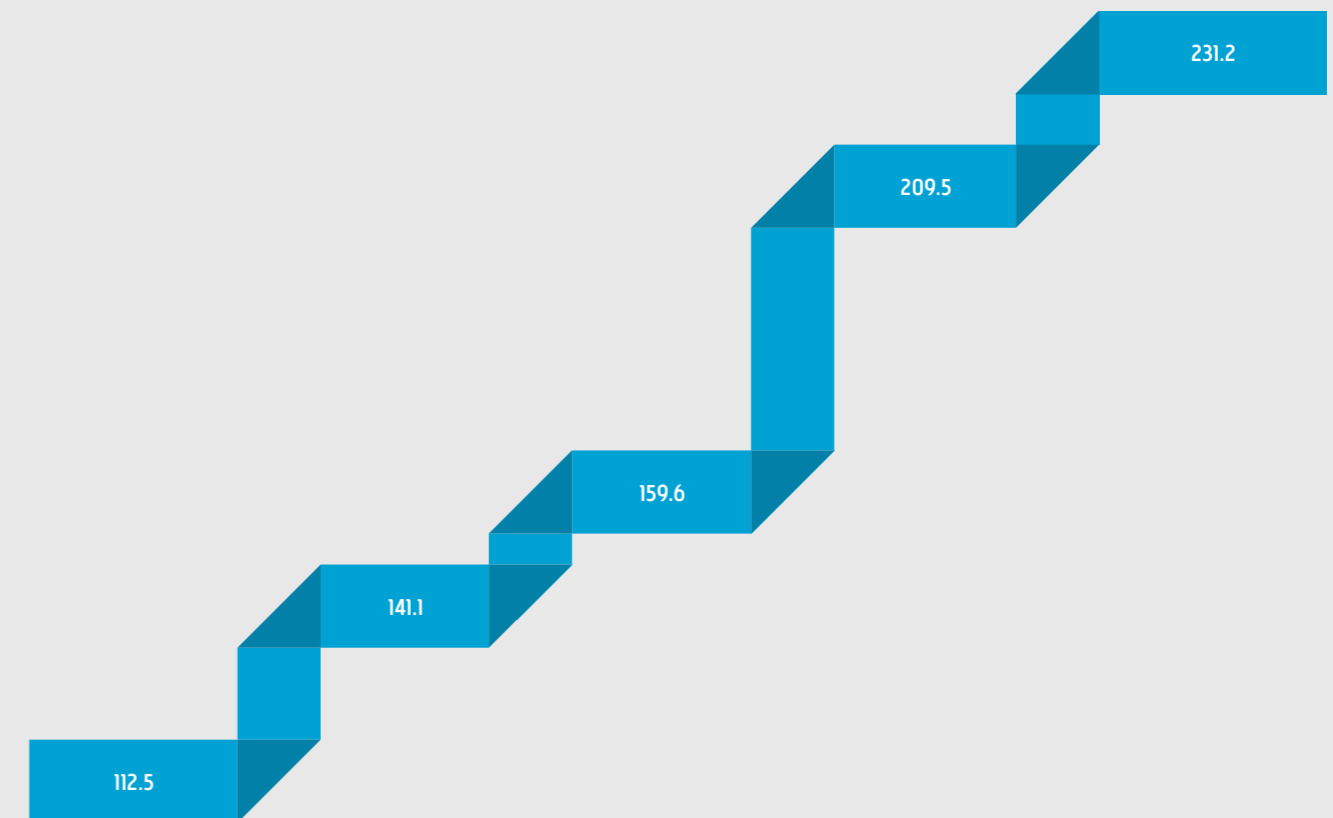
'11

'12

'13

# Total Stockholders' Equity

DOLLARS IN BILLIONS



'09

'10

'11

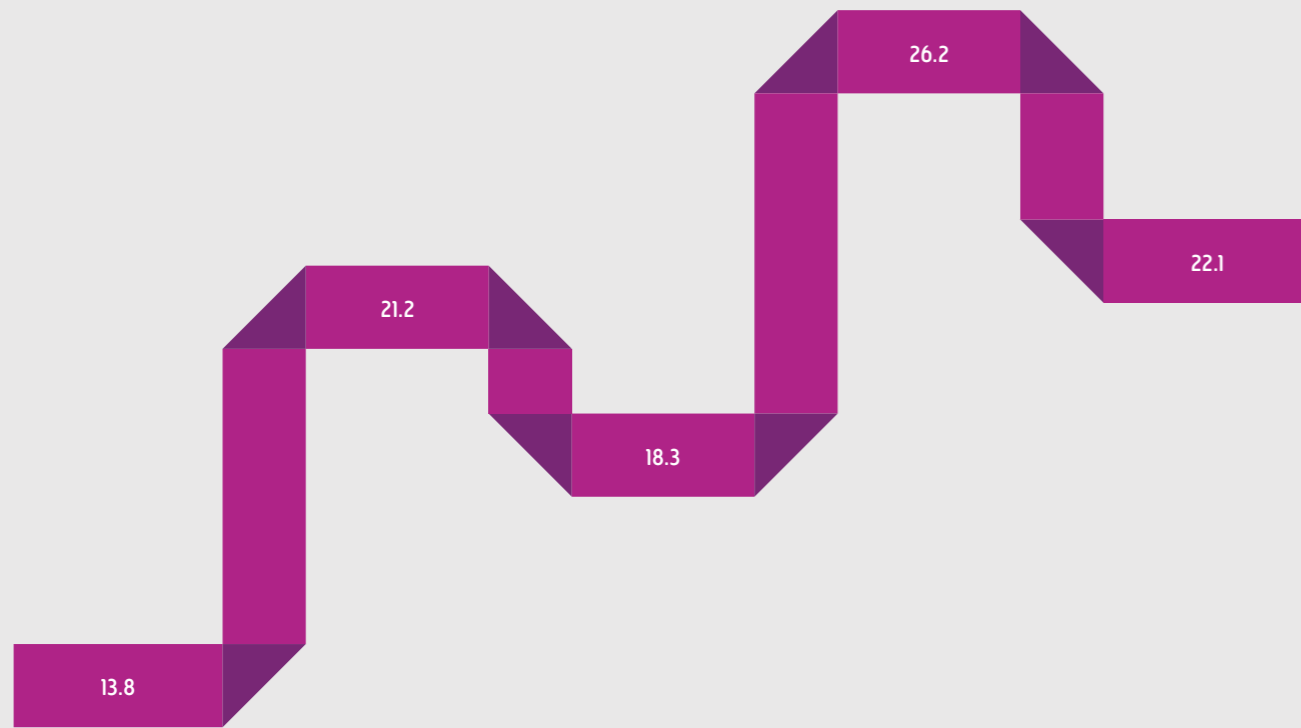
'12

'13



# Net Income

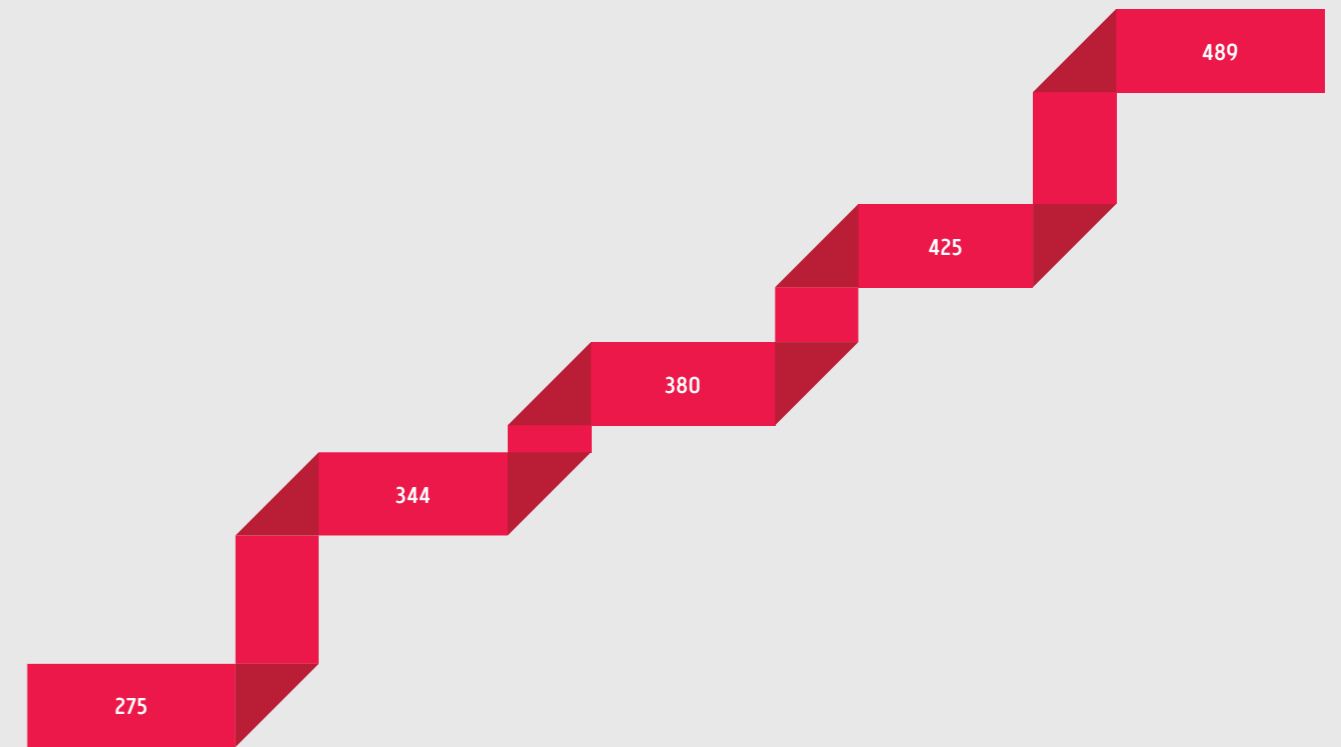
DOLLARS IN BILLIONS



'09 '10 '11 '12 '13

# Employees

IN THOUSANDS



'09 '10 '11 '12 '13



# Company Profile



## Samsung Electronics Co., Ltd.

Employees  
(end of 2013)

# 286,000

2013 Sales  
Billion USD (consolidated basis)

# 216.7

Tel: 82-2-2255-0114  
[www.samsung.com](http://www.samsung.com)

Samsung Electronics is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions.

Since being established in 1969, Samsung Electronics has grown into one of the world's leading technology companies, with annual sales of USD 216.7 billion (KRW 228.7 trillion), and become recognized as one of the top 10 global brands. Our network now extends across the world, and Samsung takes great pride in the creativity and diversity of its talented people, who drive our growth. Today, this global network includes 286,000 people in more than 80 countries.

From consumer products to the key components that drive them, Samsung Electronics leads the marketplace in multiple categories. The Consumer Electronics (CE) Division includes the Visual Display Business, the global TV market leader, and the Digital Appliances, Printing Solutions, and Health & Medical Equipment businesses. IT & Mobile Communications (IM) includes the Mobile Communications Business, the world's number-one smartphone maker, in addition to the Networks and Media Solution Center. Device Solutions (DS) includes the Memory Business, the global leader in high-performance eco-friendly memory solutions, as well as the System LSI and LED businesses.

To fuel our aspirations to create new technologies that inspire the world, we boldly invest in R&D and future technologies. We operate 34 R&D centers globally, with 69,000 employees devoted to R&D. In 2013, we invested USD 13.6 billion (KRW 14.3 trillion) in R&D and registered 4,676 new patents in the U.S. alone, ranking Samsung Electronics as the second-highest patent winner in the U.S. for the eighth consecutive year. Our intellectual property portfolio today includes more than 100,000 patents.

Recognizing that great consumer experiences require a thoughtful integration of both hardware and software, Samsung Electronics has increased global investment to fuel software innovation, including embracing creative talent from both inside and outside the company. We also strive to bring greater value to consumers' lives through our "Make It Meaningful" design philosophy, and today we employ some 1,500 designers across our global design centers in six countries.

The employees of Samsung Electronics are passionate about creating a better future for people and bringing about positive change in the communities in which we operate. Through our Samsung Hope for Children programs, we continue to pursue our goal of providing improved health, education and training opportunities to people around the world. We also place a high priority on environmental sustainability, and, through our PlanetFirst initiative, we are applying our innovative technology to achieve eco-friendly development throughout the product life cycle and to reduce our environmental footprint.

Our plan for the future is driven by a deep understanding of people, cultures, and the impact of technologies that drive growth and create markets. To foster future growth, Samsung Electronics is pushing toward our 2020 corporate vision to "Inspire the World, Create the Future," and achieve annual revenue of USD 400 billion while cementing our reputation as one of the world's most innovative and admired companies.



Curved UHD  
TV HU9000





Gear Fit



Galaxy Note 4





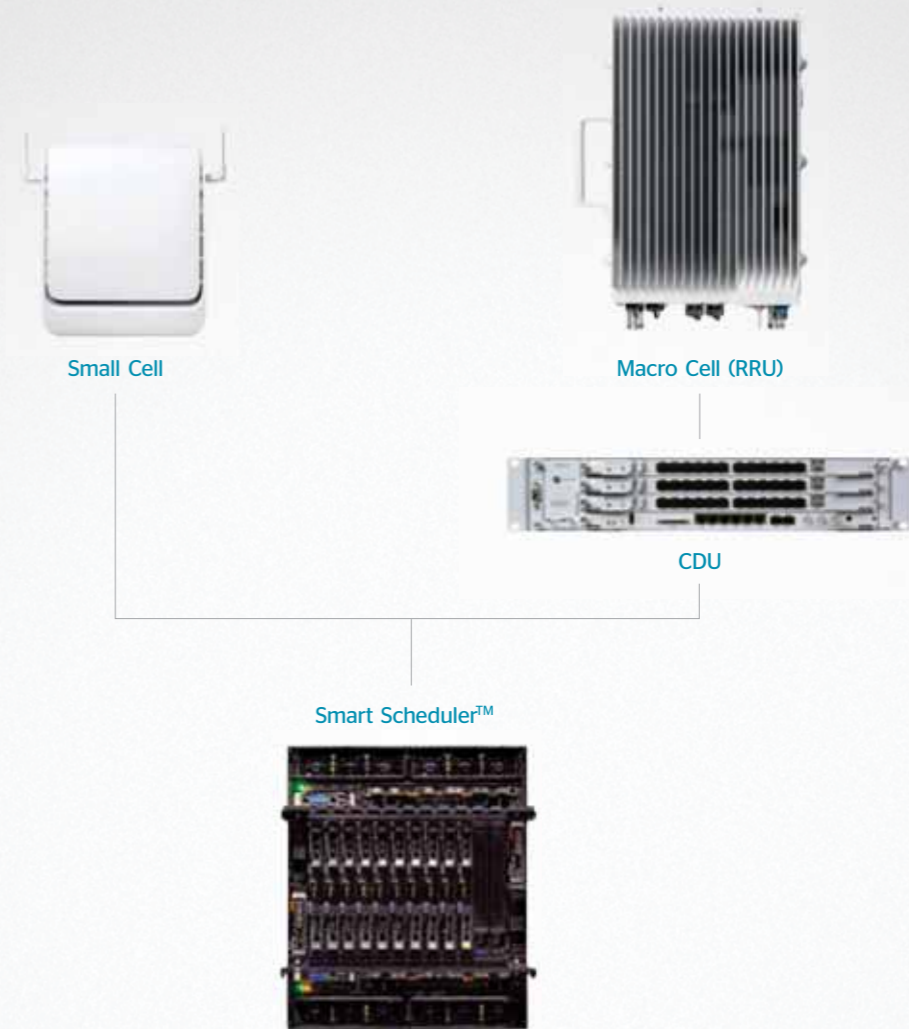
MultiXpress  
X4300 Series



Chef Collection  
Refrigerator



GC80



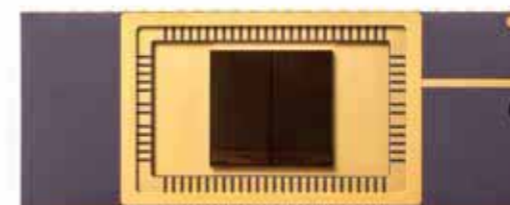
Smart LTE Networks™



14-nanometer LPE  
(Low Power Early Edition)  
Process Technology



LED  
Package-LM561B



3D V-NAND  
Flash Memory



20-nanometer  
4Gb DRAM



## Samsung SDI Co., Ltd.

### Employees

12,325

### 2013 Sales Billion USD

9.4

**Energy Solutions Division**  
Tel: 82-31-8006-3100  
Fax: 82-31-8006-3397  
www.samsungsdi.co.kr

**Chemicals & Electronic Materials Division**  
Tel: 82-31-596-3114  
Fax: 82-31-596-3088  
www.cii.samsung.com

In 2014, through the integration of Cheil Industries Inc., Samsung SDI has re-formed as the global material and energy total solution company with KRW 9.5 trillion yearly sales and assets worth KRW 15 trillion.

Established in 1970, starting with the black and white CRT (Cathode Ray Tube) business, Samsung SDI added the battery business in 2000 as a new business. After just 10 years, in 2010, we successfully transformed to an energy company, achieving the number-one spot in the small battery market. Currently, we are actively propelling the electric car battery business.

Cheil Industries, established in 1954 as a fabric business, has repeated the innovation by entering the fashion industry in the 1980s, the chemical industry in the 1990s and the electronic material industry in the 2000s. And in 2013, we disposed the fashion business and took over the global OLED (Organic Light Emitting Diodes) material expert company, and have strengthened the capability in material business.

With the basis of Samsung SDI and Cheil Industries' expert capability and technology in each field, we will maximize the integrated synergy between Energy Solutions Division and Chemicals & Electronic Materials Division and grow as the top cutting-edge material and energy company with sales of over KRW 29 trillion by 2020.

### Energy Solutions Division

Samsung SDI has been a company with the top global market share in display sectors such as CRT, PDP (Plasma Display Panel), and OLED for about 40 years since its foundation in 1970. It has continuously increased the size of battery business since 2000 and declared to become an eco-friendly energy company in 2008, stepping up as a global No. 1 company in IT, e-Mobility and ESS (Energy Storage System) battery sectors. We were concerned with the need for reconstructing CRT business, one of our main sunset business sectors, and limited the growth of flat panel display business in the end of 1990. We finally chose eco-friendly energy business as SDI's new business in order to achieve company growth and solve environmental issues in the current mega-trend worldwide. Especially, e-Mobility and ESS battery markets are growing rapidly and expected to grow as big as the IT battery market by 2015, and twice the size by 2020. Samsung SDI has modified its business portfolio continuously in the past 10 years to take advantage of this opportunity for growth and change. As a result, we became a top company in the global IT battery sector and secured leading competitiveness in e-Mobility and ESS sectors. Samsung SDI started its business in IT battery later than its competitors, but achieved No. 1 market share in 10 years in 2010. Last year, we gained 30% market share, widening the gap from second-tier companies by more than 10 percent. Likewise, we have signed contracts on e-Mobility battery supply with BMW, a global automobile manufacturer, Chrysler in the U.S., and Mahindra in India.

This year, we will build a battery plant in China, the largest EV (Electric Vehicle) market in the future, which will accelerate our dominance in the e-Mobility battery market. We also supplied large scale ESS in the UK (UKPN), Germany (WEMAG) and the U.S. (CCET) and continue to aggressively target the European market, which is currently the biggest ESS market. In addition to this, we will expand applications from residential to power plant and ultimately provide Total Solution without constraints of time and space. Lately, the customers want products that fit their need of having something comfortable to carry or take with them in person. It's a design issue. And the public still has some reservations about battery safety. We, in order to settle these needs and requests, have been developing new types of batteries with wearable computers in mind. Last year, we introduced compact curved batteries that can be installed inside wristbands. We also introduced Dream Battery, which uses solid electrolytes (instead of the liquid or polymer used by lithium-ion batteries), to eliminate the risk of explosions and other safety problems for flexible electronics.

SOH (Spin On Hardmask)



### Chemicals & Electronic Materials Division

Samsung SDI's Chemicals & Electronic Materials Division produces core materials that are necessary in our lives, such as home/office exterior and interior materials. These include TV, monitor, refrigerator, car and building materials, display and semiconductor materials and new materials that applies in OLED and 2nd battery. Through our advanced materials, we will help develop the cutting-edge IT technology to make a better life and convenient world—and will practice our vision as the global leading advanced materials company.

### Chemicals Business

With the completion of the chemical laboratory and entrance into the plastic material business in 1988, our chemicals business has led the industry's innovation and grown as the global chemical expert company. We completed the ABS (Acrylonitrile Butadiene Styrene), PS (Polystyrene) facility at Yeosu factory in 1989, expanded the range of business to mock marbles, one of the building materials, in 1992, and strengthened the business basis by entering the high value synthetic resin EP (Engineering Plastic) market. Securing the world's best competitiveness by diversifying our business portfolio, chemicals business has strengthened the high value engineering plastic business by completing the Polycarbonate 2 Factory, since the PC 1 Facility completion in 2008. Therefore, we have made a new leap forward as a state-of-art plastic material expert company. Furthermore, we are striving to secure the sustainable business competitiveness by actively propelling new business, such as car material and membrane.

### Electronic Materials Business

Electronic Materials Business was established by starting the semiconductor circuit protection material development, EMC, in 1994 and began the business in earnest by completing the IT production complex at Gumi in 2002. And, through continuous research, development and investment, we have developed the differentiated products used in semiconductor and display production. We have also achieved recognition from the world market of our innovative technology and quality applied in Korea representative cutting-edge IT products. In 2013, we took over the German OLED expert company, Novald. This allowed us to actively develop the OLED materials business and regularize business by mass producing the materials, such as

ETL (Electron Transport Layer) and PGH (Phosphorescence Green Host), which was developed with our own technology. Furthermore, as for the target of next generation market, we will consistently invest and study on our flexible display, 2nd battery and solar battery and will secure the leadership in future core material market.

Energy Storage System (ESS)





## Samsung Electro-Mechanics Co., Ltd.

**Employees**  
*(as of May 2014)*

# 40,519

**2013 Sales**  
*Billion USD (consolidated basis)*

# 7.74

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



Busan Office

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 in its industry.

In its earliest days, Samsung Electro-Mechanics was determined to make Korea's electronic component industry technologically independent in audio-video parts production. In the 1980s, we diversified our business with materials and computer components. By the 1990s, we were focusing on developing new next-generation products, including components for chips, mobile phones and lighting.

By the early 2000s, we had become a leading global integrated electronic component company, using our technological skills in high frequency, software, and planning/production to build our business in digital components.

Last year, we achieved our highest annual sales in the history of our company—USD 7.74 billion (KRW 8.25 trillion).

Our company consists of four divisions: the Linkage of Magnetic Flux Coil, Capacitor, Resistor (LCR) division, producing multi-layer ceramic capacitor and tantalum capacitors; the Advanced Circuit Interconnection (ACI) division, producing high-density interconnections and package substrate; the Circuit Drive Solution (CDS) division, producing digital tuners, network modules, power modules, and electronic shelf labeling; and the Opto and Mechatronics Solution (OMS) division, producing image sensor modules and precision motors. By continually expanding our high-end product offerings and enhancing our cost competitiveness, we are creating higher profit bases throughout the company. Our headquarters in Suwon serves as our R&D and engineering center for all of our products and also houses our marketing and support staff.

Samsung Electro-Mechanics is a technology-driven company focusing on developing state-of-the-art products and parts. With significant investments in R&D, we are currently expanding into promising new businesses such as green energy, ubiquitous sensor and network modules, integrated circuits, and automotive.

Constantly growing, Samsung Electro-Mechanics focuses on developing state-of-the-art technology and parts with first-class products and integrated technology. We are working to become the world's No. 1 electronic component company.

## Samsung SDS Co., Ltd.

**Employees**

# 17,570

**2013 Sales**  
*Billion USD (consolidated basis)*

# 6.7

**Tel: 82-2-3429-2114**  
**[www.sds.samsung.com](http://www.sds.samsung.com)**

Samsung SDS delivers customer success through information and communications technology (ICT) innovation. These successes, in turn, underpin our efforts to prosper alongside our customers. Samsung SDS was first established in 1985, with a mission to speed “the informationization of industry and the industrialization of information.” Samsung SDS's development has been bolstered by our ability to keep pace with customer needs and rapid changes in the business environment.

Over the years, our outstanding human resources and ICT expertise have played a vital role in establishing the Samsung Group as a world leader in today's global economy. In addition, Samsung SDS has been the key driver behind the

gains in South Korea's ICT industry competitiveness, and it has mobilized innovation across the public sector, financial services, manufacturing, construction and service industries.

In keeping with its vision of becoming the world's premier ICT service provider, Samsung SDS now stands ready to leverage its proven ICT capabilities to provide bold process innovations and outstanding customer-contract service.

Samsung SDS provides specialized ICT services that build on our demonstrated world-class ICT skills, developed through years of successful project delivery and

experience in the field. We plan to lead the future of ICT through our core business services, focusing on Smart Manufacturing, a service for increasing manufacturing and logistics ICT competitiveness; Smart Town, a blending of ubiquitous technology with public spaces; and Smart Convergence, providing differentiated platforms through ICT applications. Samsung SDS will always be at the center of developing optimized ICT services for our customers.

We spearhead efforts to drive customer success and to improve the quality of life for individuals with solutions that go far beyond existing paradigms. Together with its customers, Samsung SDS creates a better world and realizes new values.



Samsung SDS Headquarters, SDS Campus



## Samsung Display Co., Ltd.

### Employees

41,000

### 2013 Sales

Billion USD (consolidated basis)

27.25

Tel: 82-41-535-1114

[www.samsungdisplay.com](http://www.samsungdisplay.com)

Samsung Display is a leader in the global display industry, with a steady stream of innovative, cutting-edge new products. In July 2012, as Samsung Display merged with Samsung Mobile Display and S-LCD, it became the world's largest display company.

Working with the latest in LCD and OLED technology—featuring small to ultra-large panel sizes—Samsung Display has been building on its global leadership status with the best display solutions anywhere. In 2013, Samsung Display had sales of KRW 29.84 trillion. With a 23.5 percent market share, Samsung Display is the top-ranked manufacturer in the world.

Since 2002, Samsung has led the global LCD panel market. We also lead the market in next-generation OLED displays. Samsung mass-produced the world's first OLED panels in January 2007; in July 2013, we recorded 400 million in cumulative OLED production, along with an extraordinary 99.2 percent share of the global OLED mobile market—a market that is expected to grow explosively, up to USD 12.5 billion (KRW 13.9 trillion) by 2015.

Samsung Display reinforces its technological leadership in an increasingly competitive display marketplace through constant R&D and investment. Our company has a diverse product lineup, including products specialized for smartphones, tablets, laptops, monitors, TVs, phablets, portable game consoles, cameras, and more. We are expanding into new markets with premium products such as curved TVs, UHD TVs, and extra-large digital information displays.

More than 41,000 Samsung Display employees are part of our global network. Samsung Display has eight production sites located in Asan, Cheonan, Giheung in Korea, Suzhou, Tianjin, Dongguan in China, and Tranava in Slovakia. Samsung Display City, located in Asan, is the world's largest display production complex. In addition to manufacturing facilities, the "city" is home to 4,000 employee apartments, plus a day care facility, a kindergarten, and an autonomous private high school.

Our sites in Asan, Cheonan, and Giheung are equipped with state-of-the-art business facilities for employees, plus restaurants, fitness centers, sports fields, clinics, pharmacies, hair salons, and other amenities designed to enhance employees' welfare.

Our corporate vision is "Display Beyond Imagination." This vision captures our dream and our challenge: to create displays that previously existed only in the imagination. From a display that folds and unfolds like a newspaper, to a rollable display and other flexible products, to a transparent display as clear as a window, Samsung Display is creating futuristic products that combine the unlimited human imagination with cutting-edge technology.

## Samsung C&T Corporation Engineering & Construction Group

### Employees

10,665

### 2013 Sales

Billion USD

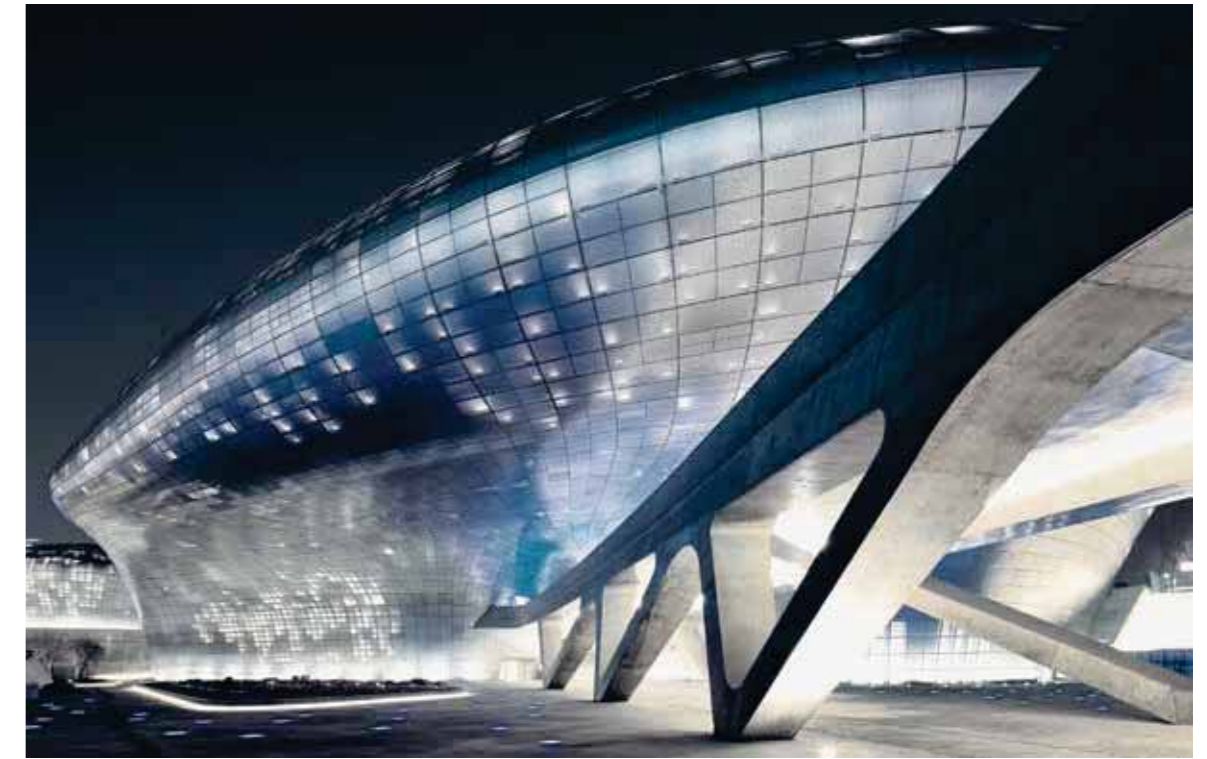
12.28

Tel: 82-2-2145-5114

[www.secc.co.kr](http://www.secc.co.kr)

Samsung C&T Corporation, the parent company of the Samsung Group, was founded in 1938. In 1975, Samsung C&T was designated as the first general trading company in Korea to lead overseas sales operations. In December 1995, Samsung C&T incorporated Samsung Construction, which led the company to be divided into the Trading and Investment Group (the T&I Group) and the Engineering and Construction Group (the E&C Group), with global business being carried out in 50 different countries.

Over the past four decades of our existence since Samsung C&T Corporation Engineering and Construction Group was established in 1977, we have grown into a world-leading engineering and construction company through our commitment to a single business mission. On every project, in every location, we devote all of our talent and technological know-how to creating superior products and services. Our philosophy of success is founded upon our commitment to core values of safety, integrity and appreciation to secure our future as the Trusted Builder.



Dongdamun Design Plaza (DDP)

We have demonstrated that dedication by constructing Burj Khalifa in Dubai, the world's tallest building—which is also globally recognized as one of the world's top 10 architectural wonders. We also designed and constructed the Incheon Grand Bridge in Korea, one of the world's longest bridges, an accomplishment hailed as a major milestone in the history of bridge construction. In addition, we have gained invaluable expertise by successfully constructing large-scale and technologically sophisticated medical and caregiving facilities, such as the Samsung Medical Center and the Samsung Cancer Clinic in Seoul.

Over the years, our investment in technology, management, and engineering and construction expertise has continued. We have proven our capability to deliver a broad range of facilities, including skyscrapers, high-tech manufacturing complexes, airports, hospitals, infrastructure (such as rail and road tunnels, bridges, ports, conventional, renewable and nuclear power plants), and award-winning residential housing. By constructing major mixed-use projects, our development division plays a key role in our global expansion.

As we go forward, Samsung C&T Engineering and Construction Group is growing as a total construction company that manages every step of construction, from planning and design to procurement, operations, and maintenance.

Today, supported by our superior ability to provide high-quality value to customers, we are poised to leap forward to the next stage of our growth as one of the top engineering and construction firms in the world.

Currently, Samsung C&T Engineering and Construction Group is establishing strategic systems for growth that focus on global expertise, deep customer value and the competitive distinction of inimitable advanced technologies. We will continue to enhance our existing product competitiveness while developing new product lines and multipurpose products.

105-inch  
Panorama  
Curved TV





## Samsung Heavy Industries Co., Ltd.

### Employees

13,546

### 2013 Sales

Billion USD

13.5

Tel: 82-2-3458-7000

Fax: 82-2-3458-6298

[www.shi.samsung.co.kr](http://www.shi.samsung.co.kr)

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

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

In addition, we build a full complement of oil and gas exploration/production vessels and rigs, from drillships to semisubmersible rigs and offshore platforms. We have established ourselves as a global leader in several specialty areas, including drillships, LNG carriers, FPSO, FLNG, and super-sized container ships.

Among our recent projects is the impressive Stena IceMax, the world's first dynamically positioned dual-mast ice-class +1A1 drillship. Designed for safe and efficient operations in the harshest arctic conditions, this state-of-the-art ship is capable of drilling in depths up to 40,000 feet.

We have formed a joint venture with AMEC, the international engineering and project management company, to carry out the design engineering for fixed and floating offshore platforms, FPSOs, and subsea pipelines for Samsung's future offshore oil and gas projects. This joint venture, ASOG, brings together AMEC's renowned design engineering capability and extensive experience in offshore projects and Samsung's leading project management expertise and shipbuilding technology.

Since 1974, SHI has attracted orders for 1,054 ships from worldwide shippers. To date, we have delivered 942 ships.

In 2013, we obtained orders of USD 13.3 billion, including orders for fourteen LNG carriers, fourteen container ships, and five drillships—making SHI, with its technological prowess and competitive advantage, the undisputed world leader in drillship manufacturing. Our accomplishments this year include the successful launch of the Prelude, the world's first floating liquefied natural gas facility and the world's biggest ship, in November. In June, SHI successfully advanced into the market for large jack-up rigs, winning an order for two units for the North Sea from Statoil in Norway.

Since 2010, SHI has lived up to its promise of exclusively building eco-friendly ships moving forward. Today, ships account for 3.3 percent of carbon dioxide emissions worldwide, and the International Maritime Organization is introducing standards to reduce ship emissions. Experts predict that companies with early entry into the green technology shipbuilding market will lead the shipbuilding and marine transportation industries of the future.

We were the first global shipbuilder to draft and implement green management policies that offer a detailed vision for the future, including building eco-friendly ships with up to 30 percent fewer greenhouse gas emissions by 2015; developing green workplaces and green worldwide networks; and developing zero-energy houses.

We will develop technologies that improve energy efficiency, including such innovations as heat recovery devices and low-temperature combustion devices.

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



Launching the FLNG



## Samsung Engineering Co., Ltd.

Employees

8,517

2013 Sales  
Billion USD

9.3

Tel: 82-2-2053-3000  
www.samsungengineering.com



LUKOIL West Qurna Phase-2  
GOSP Project

For more than 40 years, Samsung Engineering has excelled as the foremost and largest Korean engineering company, specializing in engineering, procurement, construction (EPC), and commissioning of hydrocarbon, power and industrial & environmental plants in the worldwide market. With a global workforce of more than 8,500 employees located in the Middle East, North Africa, India, Southeast Asia, Asia, Central America and South America, Samsung Engineering is an internationally recognized leader in the global energy market.

Leveraging our advanced technological and project management expertise, along with our passion and dedication, Samsung Engineering has established solid partnerships with the world's largest oil companies. We have a reputation for delivering complex projects safely and on schedule, and we use the latest innovations to create industry-leading facilities.

Samsung Engineering has a strong and extensive track record with hydrocarbon facilities such as petrochemical, refinery and gas plants, particularly for ethylene, EG, gas separation and refinery, as well as fertilizer. Recently, the company has been awarded several gas and oil separation plant contracts in Iraq and Algeria.

Samsung Engineering is also expanding its business market by venturing into new countries, and it successfully entered Kuwait and Chile in 2014. The company's best practices and history of producing successfully completed hydrocarbon projects, have been recognized externally: the PTT GSP-6 project in Thailand, the Bapco Lube Oil project in Bahrain, the Ma'aden Ammonia project in Saudi Arabia and the FERTIL:2 Ammonia/Urea project in UAE were honored with PMI Awards and MEED Quality Awards.

Our company has even expanded its business portfolio to the non-hydrocarbon industry, including power, industrial & environmental plants. Recently, Samsung Engineering successfully completed the CFE Norte-II CCPP project in Mexico, and today we are hard at work on more diversified projects worldwide.

As Samsung Engineering delivers EPC projects in a wide range of global markets, customers are impressed by our company's efforts to maximize its contribution to each local community through various corporate social responsibility programs. These CSR activities, in the Middle East and North Africa, India and Bolivia, have included operating an engineering education center, providing environmental education opportunities for students, and donating books and libraries.

With engineering excellence and a commitment to creating shared value with stakeholders, Samsung Engineering works to make the world a better place, with great partnerships and outstanding EPC projects.

## Samsung Techwin Co., Ltd.

Employees

6,156

2013 Sales  
Billion USD

2.91

Tel: 82-70-7147-7000  
Fax: 82-31-8018-3900  
www.samsungtechwin.com

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

### Security Solutions

We provide optimal security solutions to every corner of our society, from homes to critical infrastructures such as commercial, retail, finance, transportation and government. To this end, we utilize our cutting-edge technology in surveillance equipment, the Intelligent Video Analytics Technology and the Integrated Monitoring Control Technology. Furthermore, we are paving our way to be a Global Leader in Safety Solution based upon our extensive global network and a wide range of core technologies in image application.

### Power Systems

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

### Machinery Solutions

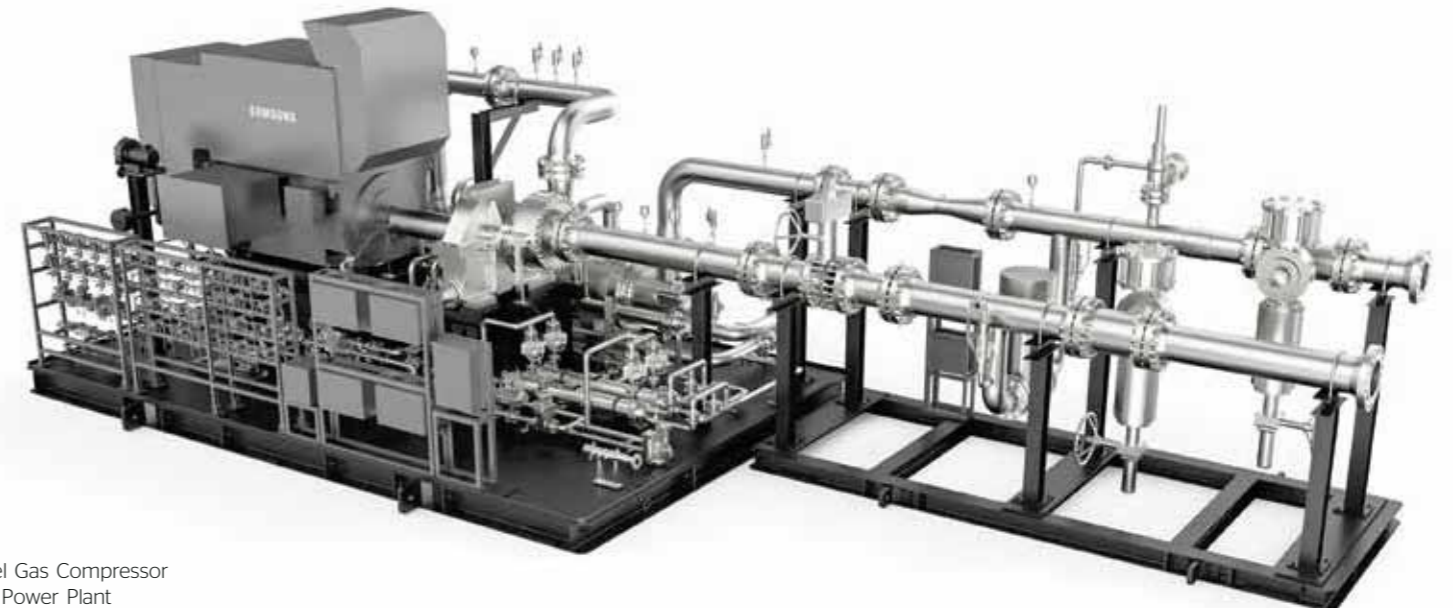
Based on mechatronics and integrated control system technologies, our Machinery Solutions business is quickly becoming a top-tier business leader. This division supplies advanced solutions for electronics assembly, with in-line systems that include chip mounters, screen printers, and inspection machines.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

### Defense Solutions

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

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

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



Fuel Gas Compressor  
for Power Plant



## Samsung Total Petrochemicals Co., Ltd.

### Employees

1,500

### 2013 Sales

Billion USD

7.12

Tel: 82-2-3415-9499

Fax: 82-2-774-2727

[www.samsungtotal.com](http://www.samsungtotal.com)

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

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungcheongnam-do, Korea. Our output ranges from olefins to polyolefins (polypropylene, polyethylene, etc.), base petrochemicals (styrene monomer, paraxylene, etc.), energy products (diesel, gasoline, jet fuel, LPG, etc.), and byproduct fuels, solvents and other downstream petrochemicals used in everyday life.

In 2014, Samsung Total will complete construction on a new aromatics plant at its Daesan Petrochemical Complex. By increasing our production capacity for paraxylene, ethylene vinyl acetate, and energy products, we anticipate that revenue for Samsung Total Petrochemicals will increase from USD 7.12 billion (KRW 7.8 trillion) in 2013 to USD 10.95 billion (KRW 12 trillion) in 2015.

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

Protecting the natural environment and implementing safety standards in the workplace are our highest priorities. We have taken intensive measures to meet environmental safety regulations and to make our employees fully aware of environmental protection and safety issues and best practices. We worked to build clean production lines at our Daesan plant, and we also built an ecofriendly park at the site—unique in the world chemical industry. We show our commitment to being a good corporate citizen through our environmental protection efforts and our anti-pollution activities.

Daesan Plant



PTA  
(Purified Terephthalic Acid)



## Samsung General Chemicals Co., Ltd.

### Employees

350

### 2013 Sales

Billion USD

2.4

Tel: 82-2-2255-0326

Fax: 82-2-755-7564

[www.samsungsgc.com](http://www.samsungsgc.com)

The history of Samsung General Chemicals dates back to 1974, when Samsung Petrochemical was first established. Soon after, the company built a dedicated production plant and produced more than 100,000 tons of purified terephthalic acid (PTA)—becoming the first company in Korea to produce this landmark quantity of the chemical. Samsung Petrochemical has been in the forefront of the Korean petrochemical industry ever since.

By localizing the production of PTA, a raw material used in the manufacturing of polyester fiber and PET bottles, Samsung Petrochemical provided a breakthrough opportunity for Korea's key industries and acted as a driving force in the country's economic growth. As the company grew, its innovations in management and differentiated customer services came to be recognized by major management consulting institutions in Korea and abroad.

Over time, in addition to expanding PTA production to two million tons per year, Samsung Petrochemical developed its own PTA technology based on long experience. In 2010, the company successfully licensed its processes in the Middle East, and today our systems continue to be the only Korean PTA technology used in that region.

In 2013, Samsung Petrochemical enhanced its market competitiveness by adding new production lines for formic acid (FA), used in leather production, textile dyeing, animal feed and more. In addition, in 2013 Samsung Petrochemical established a joint venture, Samsung SGL Carbon Composite Materials, in cooperation with German Carbon Fiber Composite Materials.

In 2014, Samsung General Chemicals, established in 1988, merged with Samsung Petrochemical. Samsung General Chemicals has its own rich history, including a joint venture established in 2003, Samsung-Total Petrochemicals, created in cooperation with the French chemical manufacturer Total. Over the history of this joint venture, Samsung General Chemicals has served as its holding company.

With the Samsung Petrochemical merger, Samsung General Chemicals became the operational holding company for PTA operations. We anticipate greater production efficiency as Samsung General Chemicals integrates the PTA business from upstream to downstream.

Today, our company embodies a new corporate culture focusing on challenge, creativity, and trust—and our employees have joined together to share and promote this vision. Over 40 years, our growth has been characterized by challenges and innovations. As a result, we are respected around the world as a global petrochemicals company. With the most recent merger and the prospect of others in the future, Samsung General Chemicals will continue to grow, develop and innovate as a leader in the chemicals industry.



## Samsung Fine Chemicals Co., Ltd.

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**Employees**  
(end of 2013)

**1,097**

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**2013 Sales**  
Billion USD

**1.20**

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**Tel: 82-31-8061-3100**  
**Fax: 82-31-8061-3146**  
**www.sfc.samsung.co.kr**

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Samsung Fine Chemicals has become a chemical industry leader through steady growth in areas ranging from general chemicals and fine chemicals to ecofriendly energy materials. Our General Chemicals division has been key to the growth of Korean chemical industries, while our Fine Chemicals division has reinforced the company's competitiveness and stable growth.

Samsung Fine Chemicals creates customized high value-added materials through advanced material technology, always staying one step ahead of our competitors. Our mission drives us to ceaseless innovation as we work to create richer, more convenient and smarter lives through advanced technology. We also help our customers build their businesses by finding innovative solutions to their challenges.

In 2013, to solidify our strategic business and lay the foundation for steady innovation in years to come, we expanded our production facilities for ECH and caustic soda and moved our R&D center to the Samsung materials research complex in Suwon, Korea. In 2014, we are building growth engines for the future, through expansion into ecofriendly energy materials, including biodegradable polymers and active materials for rechargeable batteries.

Our employees are dedicated to making Samsung Fine Chemicals a world-leading chemical company. We implement their innovations so that our company can excel in all divisions, including sales, marketing, production, R&D, and management. In the year ahead, Samsung Fine Chemicals will continue to work toward its goals and strive to meet the needs of all of our customers.



ECH Manufacturing Facility

## Samsung BP Chemicals Co., Ltd.

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**Employees**  
(end of 2013)

**194**

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**2013 Sales**  
Million USD

**296**

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

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Ulsan Factory

Samsung BP Chemicals, a joint venture of Samsung and BP, is one of the world's leading producers of value-added fine chemicals such as acetic acid and hydrogen. Each year, we produce 570,000 tons of acetic acid, used directly and indirectly as a raw material in producing fine chemicals such as vinyl acetate monomer (VAM) and PTA, as well as solvents, pigments, dyes, and aromatics. We are proud to be Korea's only producer/seller of acetic acid.

Established in 1989, Samsung BP Chemicals has grown into a global company with best-in-class performance achieved through innovation and total productivity maintenance programs. Over the past 20-plus years, Samsung BP has had an outstanding market performance, and we are working to achieve our challenging targets in the current difficult business environment.

Every day, Samsung BP employees put forth their best efforts in improving the production process, developing alternative raw material sources, and helping the company to become more cost-effective. Thanks to their hard work, we have expanded production capacity to become a market leader.

Throughout our history, the safety of our employees and the protection of the environment have been of paramount importance to us. We are committed to producing the most competitive products in a secure and safe environment. To do that, we follow strict safety guidelines, including our distinctive "4 No" policy: no smoking, no alcohol, no accidents and no illegality in the workplace. We believe that safe operations are the key to successful business.

The dedication of our employees, in addition to our history of achievement and our impressive safety record, makes Samsung BP Chemicals one of the most competitive manufacturers in the world.



## Samsung Life Insurance Co., Ltd.

**Employees**  
(as of May 2014)

**5,675**

**2013 Sales**  
(April 2013–December 2013)  
Billion USD

**17.54**

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

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

In February 2014, Samsung Life welcomed a new leader as Kim Chang-soo was named CEO. Mr. Kim's remarkable leadership and extensive experience have been well proven throughout his past posts in Samsung companies. Among other accomplishments, he has led successful business launches in overseas markets for Samsung C&T and has shown his entrepreneurial drive by guiding the smooth entry of Samsung Fire and Marine into the Chinese car market.

Mr. Kim joins a company with a proud history dating back to its founding in 1957. From the beginning, Samsung Life Insurance grew quickly, attaining a number one position after just 18 months in operation. In 1963, it was incorporated under Samsung Group. Since then, Samsung Life Insurance has maintained its market leadership in the industry through product innovation, marketing and distribution.

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

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

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

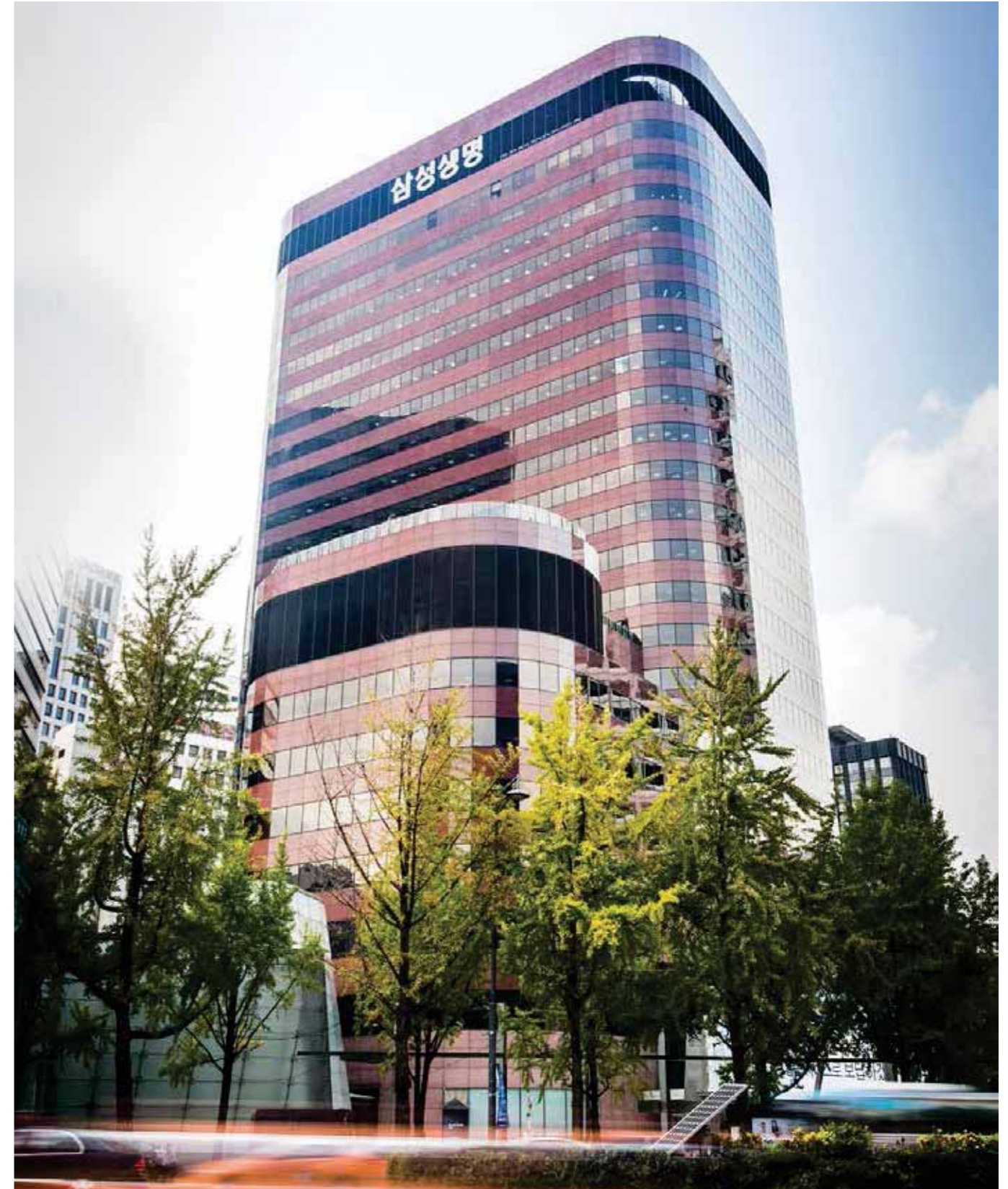
The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort.

In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+, combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

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

Upon joining Samsung Life, Korea's leading insurance company, our new CEO Mr. Kim has emphasized four key drivers to make the company truly global. First, we will focus on sales of protection insurance to deliver the true value of life insurance. Second, our value-based management will facilitate product innovation and asset management. Third, we will foster our employees' sense of ownership and responsibility, and fourth, we will encourage open communications across the company.

Samsung Life's all-around effort to be a responsible and leading company with strong fundamentals has been recognized outside the industry, as the company has been at the top of the list of the World sector of the Dow Jones Sustainability Index for two years in a row. With Mr. Kim's four key drivers of business, Samsung Life will continue its journey to strengthen its foundations and expand our business around the world.



Samsung Life Insurance Co., Ltd. Headquarters



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

### Employees

5,782

### 2013 Sales

Billion USD

15.9

Tel: 82-2-1588-5114

Fax: 82-2-758-4066

www.samsungfire.com

Samsung Fire and Marine is the leading property and casualty insurance company in Korea. With a wide range of products and services, we provide total risk solutions to private and corporate customers in the domestic and overseas markets.

Founded in 1952, the company today maintains 67 regional offices, 523 sales offices, and 26,800 sales agents across the country. Samsung Fire and Marine also operates in overseas markets through its seven subsidiaries, seven branches and seven representative offices around the world.

To grow its business, Samsung Fire and Marine focuses on elements that are core to its competitiveness: continued sound operating performance, unparalleled risk-based capitalization and superior risk management.

Over the past years, the company has maintained strong growth despite the increasing penetration level in the Korean insurance market. Samsung Fire and Marine offers a broad range of insurance services through three main business segments—general insurance, long-term insurance and auto insurance. Long-term insurance continues to lead our company's growth, with its broad product portfolios including life and health protection insurance products, property insurance products, and savings such as annuities and related products.

Korea's auto insurance market has been highly competitive, recording a combined ratio exceeding 100 percent over the past five years. While the competitive environment persists, Samsung Fire and Marine has outperformed the market by creating a loss ratio advantage of 3 - 4%p over the market. Record growth in the online auto business has also helped us maintain our excellent loss ratio record.

Samsung Fire and Marine has maintained stable and superior capitalization over the past five years. With a premium market share of 27 percent, the company's capital and surplus amounted to USD 7.3 billion (KRW 7.8 trillion) in December 2013—a total greater than the rest of all Korean non-life insurance companies combined. Samsung Fire and Marine's local solvency (risk-based capital) ratio as of December 2013 was 375 percent, well above the industry average of around 193 percent.



Samsung Fire & Marine Insurance Co., Ltd. Headquarters

The company's proactive risk management system is comparable to that of global insurers; we emphasize proactive risk control action through early detection of potential risks. Our risk management committee and ERM department stress the importance of direct communication within the firm and continuously deliver current risk issues to senior management.

In 2011, reflecting the company's excellent performance and positive outlook, A.M. Best, one of the longest-established worldwide insurance rating companies, assigned Samsung Fire and Marine a rating of A++, the highest credit rating. In addition, Standard & Poor's rated the company A+, the highest rating among Korean companies (excluding government and public enterprises).

Looking ahead, Samsung Fire and Marine has embarked on an overseas expansion plan, with a vision toward increasing revenue from the overseas market. The company's long-term plan is to increase the revenue contribution of our overseas business from the current 4 percent to more than 10 percent in the next decade.

Samsung Fire and Marine also actively engages in addressing environmental, social, and governance issues throughout its business. Through sustainable management, the company strives to create long-term value for all stakeholders.

## Samsung Card Co., Ltd.

### Employees

(end of 2013)

2,384

### 2013 Sales

Billion USD

2.6

Tel: 82-2-1588-8700

Fax: 82-2-2172-7738

www.samsungcard.com

Samsung Card was founded in 1988 as a non-bank credit card company. Today, with more than 9.6 million cardholders and 2.2 million affiliate merchants, it is one of Korea's industry leaders.

As we approach our 26th anniversary, we continue to provide innovative products and services to our cardholders. Recent key milestones demonstrate our commitment to innovate in every aspect of our business and to offer increased value to our customers.

In payment services, we launched a new series of number-branded credit cards in 2011, designed to target customers based on their lifestyles. And since mobile devices are becoming more prevalent in everyday lives, we also introduced mobile payment services in 2010.

In lifestyle services, we provide unique support services to add value at every stage of life. Categories include shopping, travel, and memorable life events like weddings. In 2013, we renewed one of our key lifestyle categories, weddings, by launching a centralized platform to make event planning easier for future brides and grooms. Our customers' experiences will be further enhanced as we continue to expand and improve these exclusive service offerings.

As a business solutions provider, we help our corporate clients manage their businesses effectively. One example: Samsung Card created an easy-to-use system that connects corporate card settlement and company accounting, enabling timely and detailed expense reports. We also customize additional services—ranging from a web-based marketplace offering an exclusive selection of products, to functioning as a welfare program for employees—based on our corporate clients' needs.



Samsung Card opened a new chapter in December 2013 with the appointment of our new CEO, Won Gee-chan. Under Mr. Won's direction, we are committed to creating new value, with the mindset that every thought and action should benefit our customers. We will identify and explore new frontiers through creative ideas, digital technology and big data.

We are also dedicated to mutual prosperity and to promoting commerce to benefit our customers and merchants. To do this, we will grow corporate social responsibility initiatives such as our Open Sharing Platform, which enables both customers and employees to donate to charities or participate in volunteer work.

Number Cards

Samsung Card strives to deliver credit card services that exceed expectations and to realize our vision of becoming "The Best Service Company."



## Samsung Securities Co., Ltd.

### Employees

2,772

### 2013 Net Revenue Million USD

605.3

Tel: 82-2-2020-8000  
Fax: 82-2-2020-8586  
www.samsungsecurities.com



Samsung Securities Co., Ltd. Headquarters

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

Since the adoption of our wealth management strategy in 2003, Samsung Securities has been a leader in the domestic wealth management market, with more than 1,000 financial advisers. With client assets of USD 112.1 billion (KRW 117.5 trillion), the company boasts nearly 80,000 high-net-worth individual clients—the highest number in the domestic securities industry.

We have an extensive business network, with 100 local branches and overseas offices in Hong Kong, London, New York, Tokyo and Beijing, providing a solid framework for delivering comprehensive financial solutions to individuals, institutions and corporate clients.

In wealth management, a team of committed financial advisers and a specialized advisory group deliver high-quality financial consulting and the differentiated products and services most suitable for our clients. Our investment banking serves the financial needs of domestic and international corporations, financial institutions and governments by

offering strategic advising, equity and debt underwriting, and structured financing. For institutional investors, we provide fundamental research, investment advice, securities lending, product structuring and execution across all significant Korean and international products.

We lead innovation in capital markets, overcoming challenges to satisfy the financial and investment needs of our clients and working to achieve our vision of becoming the number-one securities company in Korea.

## Samsung Asset Management Co., Ltd.

### Employees

254

### 2013 Sales Million USD

129.3

Tel: 82-2-3774-7600  
Fax: 82-2-3774-7633  
www.samsungfund.com



Samsung Asset Management Co., Ltd. Headquarters

Samsung Asset Management, established in September 1998, is Korea's leading investment management company, providing investment trust and mutual fund management, advisory services and other financial management services. With client interests and our fiduciary duty to our clients at the core of our business, Samsung Asset Management offers a wide variety of products and services.

As of February 28, 2014, the firm's assets under management stood at USD 122.0 billion (KRW 130.3 trillion). The firm has a total of 254 employees, divided between our Seoul headquarters (237) and our Hong Kong subsidiary (17). Backed by our 89 high-caliber investment professionals and superior team-based investment approaches, Samsung Asset

Management has been able to generate outstanding long-term risk-adjusted returns and consistently add value to our clients' investments.

With its well-established reputation for trustworthiness, Samsung Asset Management has accumulated wide experience in managing institutional pensions and funds. In 2001, Samsung Asset Management was selected as the lead manager for the Investment Pool for Public Funds, worth approximately USD 11.4 billion (KRW 12.0 trillion) in government-sponsored investment pools for Korean government and quasi-government pensions and funds. Last year, we were again selected as the lead manager for the pool, with the current term expiring in 2017. With this, Samsung Asset Management will have managed this investment pool for 16 consecutive years.

In addition, Samsung Asset Management has also managed various Korean equity mandates, including USD 1.6 billion (KRW 1.7 trillion) in small- and mid-cap mandates from major institutional clients, with local pensions and funds.

Globally, Samsung Asset Management Ltd. (HK) was established in Hong Kong in 2007 and launched the firm's first overseas investment fund, the Samsung Taiwan Equity Fund, investing in markets outside Korea. Our Hong Kong subsidiary has continued its efforts to expand into the overseas markets in order to capture attractive investment opportunities in other high-growth regions, particularly the Association of Southeast Asian Nations (ASEAN), and is currently managing 16 overseas equity investment funds. Samsung Asset Management retains the top spot among local asset managers in Korea for the largest Qualified Foreign Institutional Investor (QFII) quotas, for investing capabilities in China.

Samsung Asset Management has achieved great strides in attracting overseas investments. In October 2013, we launched the Samsung U.S. Dynamic Asset Allocation Fund, a joint venture between Samsung Life Insurance and New York Life Insurance, for investments in U.S. equities and U.S. fixed income. In December 2013, Samsung Asset Management was awarded a large mandate from a large sovereign wealth fund.

With these achievements in 2013, Samsung Asset Management continues to dominate the local Korean markets. As we work to sow the seeds of tomorrow, we strive to "Stay Ahead" of our peers, with an eye toward growing into the premier asset manager in the Asian region.



## Samsung Venture Investment Corporation

### Employees

49

### 2013 Sales Million USD

21.85

Tel: 82-2-2255-0299  
Fax: 82-2-2255-0288  
www.samsungventures.com

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of Samsung Group. We focus on sourcing strategic investment opportunities for Samsung Group, with dedicated venture investment professionals covering key technology areas across the globe. Established in October 1999, SVIC has USD 1.2 billion under management and has made equity investments globally, delivering both strategic and financial returns. Our investment strategy closely aligns with the Samsung Group's major technology initiatives. We invest in components (semiconductors, sensors, etc.), digital media (consumer electronics, mobile software, etc.), software, display, and clean technology (solar, LED, battery, etc.) companies.

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

In 2004, we expanded overseas, establishing our U.S. office in San Jose, California. In 2010, we further expanded our global presence by opening offices in the United Kingdom and Japan. With these new offices, we established rapid and intimate channels between Samsung and the local venture capital communities. We work closely with top-tier venture capital firms. SVIC is widely recognized as a leading corporate venture capital firm. Our seasoned venture capital professionals have years of proven expertise in deal structuring and risk management, leading to multiple exits that are strategic and financially leveraged to benefit our limited partners. Our win-win strategy for both Samsung and the venture community makes SVIC a key link between innovation centers and Samsung Group.

## Samsung C&T Corporation Trading & Investment Group

### Employees

5,674

### 2013 Sales Billion USD

13.69

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

Founded in 1938, Samsung C&T Corporation is the parent company of Samsung Group. In 1975, Samsung C&T was designated as the first general trading company in Korea to lead overseas sales operations. In December 1995, Samsung C&T incorporated Samsung Construction, which led the company to be divided into the Trading & Investment Group (T&I Group) and the Engineering & Construction Group (E&C Group), with global business carried out in offices in around 50 countries.

The Trading & Investment Group of Samsung C&T aims to achieve stable and steady growth and, ultimately, to become a global top-10 trading company. Our strategy is "select and focus" in order to expand and grow our business and ensure competitiveness in trading and organizing.

The Trading & Investment Group has developed the energy and minerals business and the industrial materials business into new profit sources, and we have gradually expanded our plant organizing business. In the energy and minerals business, the company is building a successful model in coal and copper and expanding rare metal trading, while generating a stable source of profit by increasing the asset values of oil and gas production fields.

The industrial materials business has proved to be a foundation of the Trading & Investment Group. Today, in response to market uncertainties, our company seeks a higher level of risk management in industrial materials trading. At the same time, increasing high-value-added items and reinforcing sourcing capability will help build a stable supply base to upgrade our chemicals, steel and electronic components trading functions.

In the plant and machinery sector, the company aims to build on stable profit generation from our ship and infrastructure business. With accumulated capabilities, we hope to achieve success in the thermal power business, while gradually expanding our plant business.

Another area of next-generation growth will be the food resources business. Our company will use a phased approach to developing a palm plantation business. To ensure success, we aim to build a global operation system and risk management system. At the same time, fostering key talents with efficient allocation of management resources to reinforce our business expertise will enable the Trading & Investment Group to ultimately become a true global value creator.

Cold Rolled Steel





## Cheil Industries Inc.

### Employees

4,305

### 2013 Sales

Billion USD

2.95

### Resort & Construction Business

Tel: 82-2-759-0290

Fax: 82-2-759-0109

### Fashion Business

Tel: 82-2-2076-6666

Fax: 82-2-2076-6971

[www.cheil.samsung.com](http://www.cheil.samsung.com)

Cheil Industries is involved in a range of service businesses, each one adding to the richness of life in Korea. Our main divisions are construction, resort, and fashion.

Cheil Industries' resort and construction business was established in 1976, when we were responsible for the construction of the Samsung Building in Seoul, Samsung Group's first office building. Cheil also created the nation's first amusement park, Natural Park. Over the years, we have expanded our land development business area with projects in golf, energy and the environment.

For decades, Samsung's food service business was included under the Cheil umbrella. As a result of a 2013 reorganization, we transferred that unit to Samsung Welstory, a specialized food and beverage company. At the same time, we also transferred our building management business to S-1 and took on responsibility for Samsung's fashion business.

Our construction business continues, with building, landscaping and plant engineering divisions. With the pride and know-how that come from decades of experience, we help make our clients' dreams a reality using eco-friendly construction techniques. We provide one-stop service for entire projects—and we also offer consulting, construction and management services as needed.

An example of our innovation: we have developed an optimized disaster prevention system for skyscrapers and high-tech facilities—a system that significantly lowers risks and offers exciting potential for cutting-edge construction of the largest buildings.

With our outstanding design capabilities and deep experience in the field, our landscaping business is at the top of its industry. Today we are expanding into the eco-friendly civil business area by creating landscapes that harmonize the relationship between people and nature.

In plant engineering, our Energy Service Company, ESCO, provides total engineering solutions, such as energy diagnosis throughout construction. With our long-term accumulated engineering, procurement and construction capabilities, as well as our innovative energy-saving technology, we are actively entering the plant, renewable energy and waste resource energy businesses.

Our resort business raised Korea's leisure culture to world-class levels. It includes the premier resort complex that encompasses Everland (the nation's first theme park), Caribbean Bay water park, Glen Ross Golf Club and Homebridge vacation condominiums. Our newest property is Lost Valley, Korea's first eco-safari park, which opened in April 2013. Visitors travel through the park on amphibious vehicles, exploring nature by watching and feeding more than 30 different species of animals.

Lost Valley

The Korean National Soccer Team uniform sponsored by Galaxy

Our leisure parks are widely recognized around the world. Everland was selected by Forbes magazine as one of the world's top four theme parks in 2006, and Caribbean Bay was named as a Must-See Water Park by the International Association of Amusement Parks and Attractions in 2008.

In addition to our theme parks, we also operate four of Korea's most prestigious golf clubs—Anyang Country Club, Gapyeong Benest, Ansung Benest, and Dongrae Benest Golf Club.

Our fiber and fashion business was founded in 1954, and it has led its industry for more than 60 years. Especially notable for its innovations in men's wear and casual business wear, including the Galaxy and Beanpole brands, this division secured its position as Korea's number-one fashion company by diversifying into women's wear, accessories, children's wear, outdoor wear and SPA. Moreover, by anticipating market changes and industrial shifts, our fashion business has used a differentiated strategy to lead the globalization of the Korean fashion industry, thus helping to secure the future of Korea's fashion industry.

Through our Samsung fashion institute, created in association with some of Korea's top fashion experts, and Samsung Design Net ([www.samsungdesign.net](http://www.samsungdesign.net)), the country's largest fashion information website, we are creating a new fashion culture. And we're helping young designers join the field through our new designer support program, the Samsung Fashion Design Fund.

In the world market, we are making inroads by partnering with top brands such as Juun.J. Currently, we are targeting the Chinese fashion market. As we expand, we look forward to sharing the status and excellence of Korean fashion with the world.

With our diversified portfolio, Cheil Industries will continue to grow our many businesses. We work to leverage our multifaceted expertise, consistently maximizing the synergy between our business divisions.

## Hotel Shilla Co., Ltd.

### Employees

2,184

### 2013 Sales

Billion USD (consolidated basis)

2.2

Tel: 82-2-2233-3131

Fax: 82-2-2233-5073

[www.hotelshilla.net](http://www.hotelshilla.net)



The Shilla Seoul

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

The Shilla Duty Free, with branches in Seoul and five other locations, plus an online store ([www.shilladfs.com](http://www.shilladfs.com)), carries more than 550 world-famous luxury brands. Our store at Incheon International Airport, for example, is the first-ever airport location for Louis Vuitton, and it also offers many other contemporary brands exclusively.

Our stores offer customers carefully curated brand-name products and a level of service above and beyond the ordinary for the most pleasurable shopping experience. For our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea's Retail Award Ceremony, the first duty-free company to be honored.

As we work to become a global leader among travel retailers, we plan continuous overseas expansion. The first new location is at Changi International Airport in Singapore. This store features brand shops for Bottega Veneta and Prada as well as a luxury watch shop, Maison de Chronus. We are also preparing to operate perfume and cosmetics stores in Changi International Airport.

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

Our flagship hotel, the Shilla Seoul, is an urban lifestyle hotel combining traditional Korean elegance with modern sensibilities. The Shilla Seoul provides world-class hospitality services and the necessities for an enchanting lifestyle. As a member of the "Leading Hotels of the World" group, the Shilla Seoul fits an international standard of world-renowned hotels. Praise from a long list of previous guests includes

that of heads of state, government officials, and leaders in finance, economics, culture and more.

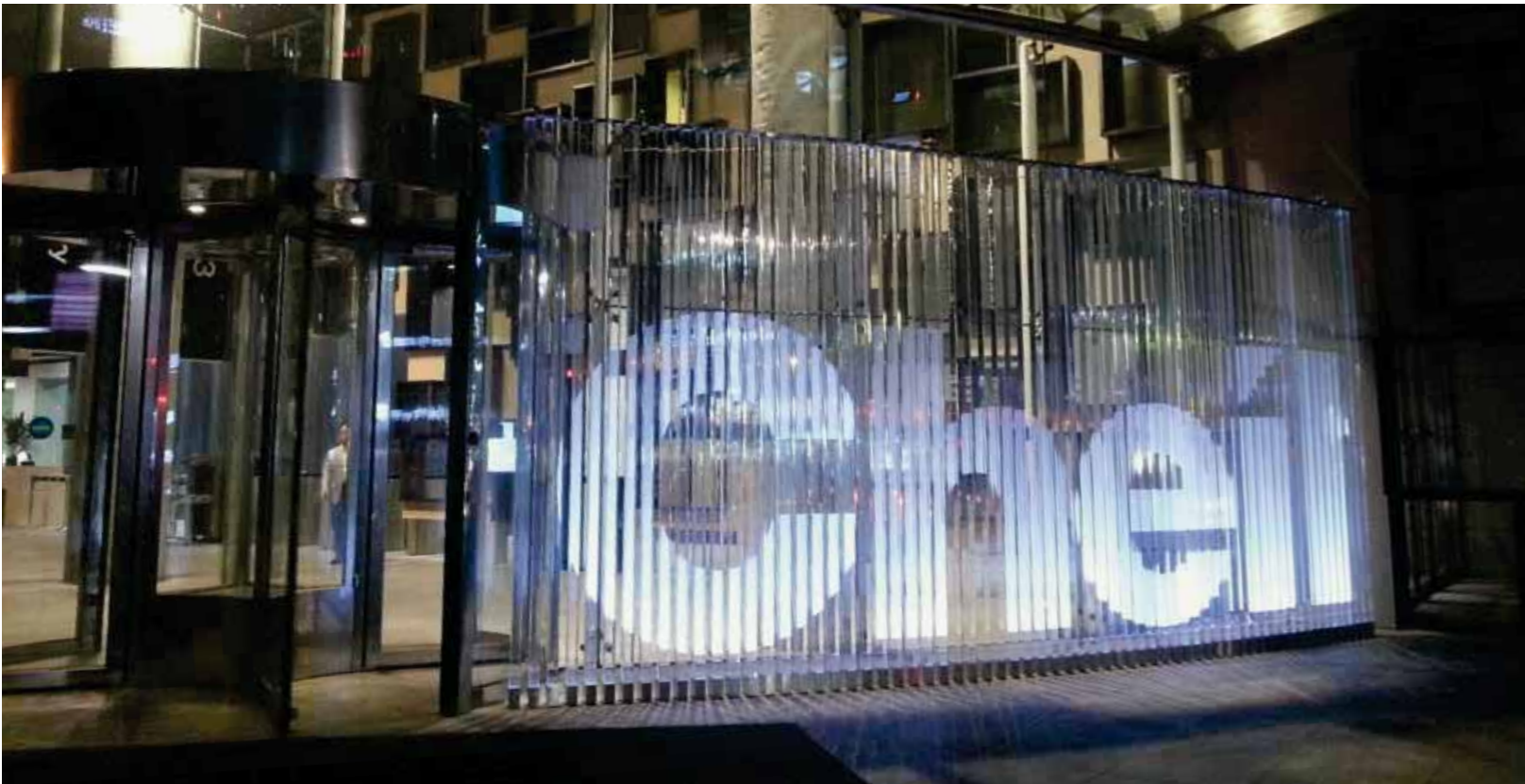
After an extensive renovation in 2013, the Shilla Seoul reopened once again as the global luxury hotel with world-leading facilities—truly a hotel "Where Every Moment Lasts," as our motto says.

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

Hotel Shilla's new brand, Shilla Stay, launched its first hotel in Dongtan, Korea, and it is preparing for more openings in years to come. Built on the concept of "Smarter Stays," Shilla Stay provides spaces that blend a fresh, dynamic sensibility with the core values of Shilla products and services.







Cheil Worldwide Headquarters in Seoul, South Korea

## Cheil Worldwide

**Employees**  
*(as of April 2014)*

**5,053**

**2013 Sales**  
*Billion USD*

**2.47**

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

Cheil Worldwide, one of the world's leading marketing solutions companies, was established in 1973 in South Korea. Its employees create ideas that move brands, products and people from its 44 offices and seven affiliates in 37 countries. Cheil's ability to create on-the-spot solutions stems from a portfolio of best-in-class capabilities; meticulous strategy and imaginative creativity; powerful marketing in digital and experiential; and excellent problem-solving skills across the entire media mix.

Cheil provides a different level of service. We define and clarify our client's mission, then offer amazing new levels of creativity and best-in-class capabilities. We deliver innovative communications strategies that drive business results through full-service advertising capabilities and beyond, with specialties in shopper marketing, experiential retail design, PR, sports marketing and special events.

Over the past four decades, Cheil has broadened its focus beyond Korea's borders, offering world-class marketing solutions on a global basis. Clients include many international brands born in Korea, such as Samsung, Hankook Tire, Skinfood, CJ, Orion and Amore Pacific. International clients are also varied: Deutsche Bahn, Coca-Cola, Red Bull, Lufthansa, Converse, Saudi Aramco, Microsoft and the Polish Red Cross in Europe; Baltica and Promsvyazbank in Russia; Dubai Foreign Investment Office, Emirates Competitiveness Council and the Dubai Supreme Council of Energy in the Middle East; China Mobile, Amway, Mazda, New Balance, California Almonds and Hennessy in China; Singtel, Unilever, Bayer, Volvo, N.C. Housing Public Company Ltd., Delhi Daredevils, Disney, Halonix and Siam Commercial Bank in the rest of Asia; and Greenpeace, Nationwide, ESPN, Travelocity, Mentos, Bloomberg, GE, Estee Lauder, IBM and Royal Canin in the Americas.

On the global growth front, Cheil Worldwide has expanded its footprint to meet the global demand and embrace the best local ad agencies in the world. We invested in a stake in Beattie McGuinness Bungay (BMB), a British independent shop, in 2008. We acquired two digital agencies, OpenTide Greater China and the Barbarian Group in the U.S., both in 2009, and made more expansions in 2012 by acquiring U.S. creative agency McKinney, as well as a Chinese boutique agency, Bravo Asia.

Cheil's creativity is world-renowned. Our work continues to be recognized at the highest level by international festivals including the Cannes Lions (where the network scooped 21 awards in 2013), the CLIOs, Spikes Asia, and the EFFIES.

## S-1 Corporation

**Employees**  
*(as of April 2014)*

**6,094**

**2013 Sales**  
*Billion USD*

**1.1**

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

Korea's first security company, S-1 continues to lead the domestic security business, as we have since 1977. Faced with challenges, our company emerges with industry-changing innovations. Secom, our signature security brand and Korea's first system security service, has served more than 600,000 customers since 1981.

S-1 constantly strives to deliver the finest products and services to our customers. At our industry's first established technology lab, more than 190 R&D employees work to help us lead the domestic security industry with our own cutting-edge security solutions, including biometric recognition technology, motion recognition technology and military technology based intruder detecting systems.

Our business is agile. Our size and industry-leading infrastructure allow swift and accurate mobilization as needed. In addition, we operate our own training institute for security experts, unique in Korea, to build talent and provide outstanding management of human resources. At the institute, our agents improve not only their knowledge of security systems and techniques, but also their ability to react, their mental discipline and their focus on service.

S-1 is actively developing new businesses and services for future growth, including information security, energy efficiency and mobile security. We continue to expand the range of our offerings. Today we offer advanced security solutions for people, automobiles, smartphones and other products.

One example of our innovations: our outstanding Safe Phone Service is one of the finest mobile security services available, featuring both personal protection and health consultation. Safe Phone uses our powerful security controls to allow real-time location services—allowing our expert agents to react quickly in any emergency situation. In addition, through our partnership with a network of major hospitals across the country, customers can get a health consultation from medical experts and book a medical checkup quickly and conveniently.

S-1's UVIS (Ubiquitous Vehicle Information System) is a control system that checks the location and the status of the car in real time using a digital tachograph installed in the vehicle. The UVIS also provides optimized routing by analyzing and storing information regarding the vehicle's driving history, including speed, fuel efficiency, mileage, location and more.

Our personal communication security service, Safe Talk, is a solution for preventing wiretapping and malicious code—a global issue—by encrypting data, such as calls, texts and video files, using the micro SD card.

Through these remarkable offerings and many others, S-1 proves that it is not only the finest security company, but also the finest integrated safety solution company. We deliver priceless safety and peace of mind to our customers anytime, anywhere.

In January 2014, our company's competitiveness was strengthened as we took over Samsung Everland's building management business. By combining our existing security and energy-efficiency businesses with building management, we provide differentiated one-stop building management solutions—offering physical and personal services as well as asset management, including real estate investment and lease management.

Through bold investment and outstanding execution, S-1 is working to extend the range of our security business and to provide customer-oriented service. We look forward to growing as the world's finest integrated safety solution company for many years to come.

Face Recognition, Finger Print Reader and Vein Reader





## Samsung Medical Center

### Employees

# 7,650

Tel: 82-2-3410-0200  
Fax: 82-2-3410-3284  
[www.samsunghospital.com](http://www.samsunghospital.com)

Since opening in November 1994, Samsung Medical Center (SMC) has been one of Korea's leading medical organizations. We operate three specialized treatment facilities—Samsung Medical Center and Kangbuk Samsung Hospital, both in Seoul, and Samsung Changwon Hospital in Changwon—plus two research institutes, Samsung Research for Future Medicine and Samsung Social Mental Health Institute, as well as the Sungkyunkwan University School of Medicine.

Working with other medical facilities, we maximize the synergy of our partnerships, offering a new model for growth in Korea's medical industry. Samsung Medical Center is widely recognized for its excellence in patient care, research and education. For the past 13 years, it has ranked number one in national ratings, including the National Customer Satisfaction Index.

In August 2012, Samsung Medical Center announced its vision for 2020. The slogan is "Happinnovation 20x20." By the year 2020, Samsung Medical Center will pioneer medical innovations in the treatment of 20 health problems.

Last year, Samsung Medical Center pursued the Happinnovation vision with some remarkable developments. In March 2013, we established the nation's first Department of Critical Care Medicine, changing the paradigm of critical care by adopting Harvard Medical School's critical care system. Today, critical care specialists remain on duty 24 hours a day and a multi-disciplinary care team is available around the clock. Integrated care is available in the critical care ward.

In April 2013, Samsung Medical Center re-established its cancer center at the Comprehensive Cancer Hospital. The Comprehensive Cancer Hospital is working toward five core tasks: bringing innovation to the overall treatment process in order to make it more patient-oriented; providing genome-based personalized treatments; reinforcing minimally invasive treatments; developing and employing next-generation proton therapy; and establishing the Integrated Cure Center. Ultimately, we are working to make the Comprehensive Cancer Hospital one of the top five cancer hospitals in the world by 2020.

In August 2013, Samsung Medical Center launched new patient-oriented emergency room practices. The advanced emergency care system is designed to provide personalized care for each patient under the motto "Happy ER, HappiER Patient." We also remodeled our ER last year, doubling its size and increasing efficiency by dividing the treatment area into specialized sections.

In September 2013, our full-service medical team began seeing patients on an expanded schedule, including Saturdays. This new schedule is convenient for many patients, including office workers, students and others who are not available for appointments during regular work hours. With this change, we saw a rise in patient satisfaction—especially since the new schedules also reduced waiting time on weekdays.

We also saw remarkable results by exporting health care technology for the first time in Korea. Working with Saudi Arabia's King Fahd Medical City, Samsung Medical Center is participating in a cooperative research project. Scheduled to continue through the next decade, this project explores treatments for individual patients using avatar mice—biologically engineered mice growing implanted tumor cells from a cancer patient's biopsy. Samsung Medical Center is known as the world leader in this area.

Following a feasibility assessment, including a medical care benefit propriety assessment conducted by the Health Insurance Review and Assessment Service, Samsung has been announced as the country's number-one hospital, with the highest quality medical care combined with lowest cost. Also, SMC has ranked number one on the list of "Korea Brand Stars 2013" for 10 consecutive years; this list recognizes the best hospitals with the highest customer satisfaction.

Samsung Medical Center officially opened its Heart, Vascular, and Stroke Institute—designed to provide integrated patient care for those suffering from heart disease, stroke, and vascular disease—in March. This institute brings together specialists in heart disease, stroke, and vascular disease to create synergy in helping patients prevent disease and receive treatment and post-treatment care.

In 2014, Kangbuk Samsung Hospital re-opened, expanding its Suwon Comprehensive Medical Checkup Center. The new center has been designed throughout to maximize comfort and convenience for our patients. Its location, on the building's 37th to 40th floors, lets clients enjoy beautiful views and natural light. The center has also adopted a smart guide, an intelligent checkup guidance system that lets patients obtain information and make appointments through their smartphones.

On July 11, 2013, Sungkyunkwan University Samsung Changwon Hospital broke ground for its third facility; this one will have nine stories aboveground and six below. Samsung Changwon Hospital is working to achieve its vision of becoming the leading hospital in the southeast region, and this new facility includes a cutting-edge surgery room, a one-stop medical care center, various specialized centers and pleasant patient rooms and wards. With the hospital's new radiation oncology department, Changwon's 11 million citizens have a world-class facility for surgery, cancer treatment and radiation therapy.

Soon we will be opening a neonatal intensive care center, fully equipped to provide superior medical care to high-risk newborns in Busan, Ulsan and Gyeongsangnam-do.

Samsung Changwon Hospital has been rated first class in various propriety assessments conducted by the Health Insurance Review and Assessment Service, including acute myocardial infarction and blood dialysis. The hospital has also been designated as a certified medical institution through the endovascular neurosurgery authentication system of the Society of Korean Endovascular Neurosurgeons.

Building on these successes, Samsung Medical Center will continue to focus its resources on becoming a premier medical facility—not only for patients in Asia, but from around the world.



Samsung Comprehensive Cancer Center

## Samsung Economic Research Institute

### Employees

# 209

Tel: 82-2-3780-8000  
Fax: 82-2-3780-8005  
[www.seri.org](http://www.seri.org)  
[www.seriworld.org](http://www.seriworld.org)

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. Founded in 1986, SERI has been Korea's observer of record on the economy, business, and industry for 28 years. Today, SERI is a major resource for business leaders. SERI's domestic website now has 2.2 million readers, with an international online presence in English and Chinese.

In recent years, SERI has broadened its focus, with reorganized research departments in industry and strategy, as well as new departments focusing on the financial industry and corporate citizenship. In addition, it continues its focus on the Korean and global economies, as well as human resources.

SERI's ongoing globalization efforts have brought the opening of a branch office in Beijing and a joint research center with the European Union.

As the economic situation evolves, SERI will make further efforts to analyze and understand it by harnessing new technology—including big data—while strengthening practical and field-oriented research. In addition, SERI will strengthen its network both at home and abroad as it continues to dedicate itself to its mission.

SERIWorld.org:  
SERI's Global Site





**Samsung  
BioLogics  
Co., Ltd.**

Employees

**493**

Tel: 82-32-455-3302  
Fax: 82-32-455-3322  
www.samsungbiologics.com



Incheon Phase 1 Facility

Established in April 2011, Samsung BioLogics is rapidly becoming a leader in the biopharmaceutical industry.

Samsung has a long and rich history of expertise in development and manufacturing technology. The launch of our new biologics business builds on the principles of our past achievements and brings our unwavering technological leadership to the biologics sector. With Samsung's quality, technology and innovation, Samsung BioLogics will transform the global healthcare industry over the next decade.

Headquartered in Songdo, South Korea's Incheon Free Economic Zone, Samsung BioLogics is driven by "Quality First" development and manufacturing of bio-healthcare products. Our customer-oriented business model supports collaborative high-quality, fast-turnaround contract manufacturing partnerships. Our cutting-edge facilities are fully compliant with global healthcare regulations and current Good Manufacturing Practices (cGMP).

Samsung BioLogics' facilities are located close to Incheon International Airport and are built on a single 68-acre site, allowing for future expansion. Our first facility became fully operational in July 2013. It has a 30,000L mammalian cell culture capacity and one purification line suitable for high titer product. In addition, we are currently building a second facility with 150,000L mammalian cell culture capacity, also in Songdo, which is expected to be completed in early 2015. These first two plants are designed to support mammalian production requirements and contain suites for upstream, downstream, and fill and finish, plus a warehouse with significant long-term cold storage capacity.

Samsung BioLogics' manufacturing facilities have been expertly designed for cGMP operations. All plants are designed as multi-product facilities to meet the requirements of the U.S. Food and Drug Administration (the FDA), the European Medicines Agency (the EMA), and other global regulatory agencies.

Samsung BioLogics' facilities are capable of producing high-quality bulk drug substances and drug products within the same facility. They are designed to maximize customer satisfaction while minimizing potential product risks.

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

**Samsung  
Bioepis  
Co., Ltd.**

Employees

**313**

Tel: 82-32-455-3114  
Fax: 82-32-455-6119  
www.samsungbioepis.com



R&D Laboratory

Samsung Bioepis, established in 2012, is committed to creating the world's finest biopharmaceutical products. Driven by passion, our company is defined by the excellence and integrity of our people as we work to create affordable, high-quality biopharmaceutical and biosimilar products for all stages of life. With fully integrated research and development facilities for biopharmaceutical development, Samsung Bioepis focuses on extensive R&D to push technology to the next level and find answers to a range of illnesses, including cancer.

Samsung Bioepis is currently involved in global clinical trials of biosimilar products for therapeutic antibodies, and is collaborating through partnerships with leaders in the industry. With integrated R&D and strong marketing capabilities, Samsung Bioepis will one day be the leader in biopharmaceutical industry.

For the immediate future, Samsung Bioepis will focus on its vision of being the "world's best in biosimilars." It will accomplish this goal by (1) leading the pharmaceutical industry through process innovation, (2) building the future together with our partners and employees, and (3) contributing to humanity by providing patients with better access to quality products.

At Samsung Bioepis, we pride ourselves on our ethical and transparent business practices, and place top priority on quality control to ensure the health and safety of the public.



## Samsung Welstory Inc.

### Employees

(end of 2013)

# 2,500

### 2013 Sales

Billion USD

# 1.31

Tel: 82-2-1544-8272

[www.welstory.com](http://www.welstory.com)

Founded in 1982, Samsung Welstory made its first step in the foodservice business by providing food and beverage services for the Samsung Group training institute. Since then, Samsung Welstory has led the growth for the foodservice and foodstuff distribution industries in Korea.

Because of our experience and expertise, Samsung Welstory is now recognized as the brand leader in the foodservice industry, providing approximately KRW 200 million in food and beverage services annually for more than 700 sites nationwide, including offices, businesses, colleges and universities, hospitals and training centers.

We also supply foodstuff for more than 4,000 sites through our own distribution network, with distribution centers located in five major regions of Korea. Our scientifically designed operating system integrates our food and beverage services with sales statistics and management systems. We established our purchasing system in 2000 and our quality management system in 2002. We integrated our Voice of Customer (VOC) system in 2002, and recently implemented our Enterprise Resource Planning (ERP) system in 2012. During this time, we also extended domestic distribution infrastructure, establishing a network capable of a one-day delivery.

Delacourt

Today, we also operate a state-certified culinary academy and food research and development center. These are our main R&D facilities where we study trends in foodservice industry, cultural developments and changes in the food life globally. It is also where we create new products that reflect the needs and wants of our customers.

With worldwide interest in healthy eating accumulating, Samsung Westory has announced the core business value "Healthy" in 2013 and, accordingly, launched a new line of health food products. Today we are working to enhance consumer health by introducing new products in our premium health food line, "Health Giving 365," and in our health-food-based dietary life improvement program, "Health Giving Diet."

In 2012, we expanded our business to China, and today we operate more than 20 sites across that country. We are actively making inroads in other markets around the world, including the Middle East and Southeast Asia.

We will continue to research on eating habits and develop products to help our customers live healthy, satisfying lives. Moreover, we will contribute to enhance value of healthy life around the globe as a reliable, authoritative company.



2013 Korean Series Winners

## Samsung Lions

### Employees

# 35

Tel: 82-53-859-3114

Fax: 82-53-859-3118

[www.samsunglions.com](http://www.samsunglions.com)

The Samsung Lions Baseball Club is Korea's leading professional baseball team, and one of the original six teams that formed the Korea Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including seven championship titles and 10 runner-up finishes.

With the support of Samsung Group, the Lions have played an integral part in building a prosperous Korean professional baseball league. The team recently announced that construction will begin on a new stadium, the largest in Asia, to be completed in time for the 2016 baseball season.

The team's field manager, Ryu Joong-il, is a former all-star shortstop; he spent his entire 13 seasons with the Samsung Lions as a franchise star. In 2011, he became the 13th manager of the Samsung Lions. Under his guidance, the team had a very successful inaugural season

with a Triple Crown accomplishment: the Lions finished in first place for the regular season, won the Korean Series championship and triumphed at the 2011 Asian Series, becoming the first team not located in Japan to win the tournament since its inception.

In 2012 and 2013, the team finished in first place during the regular season and became Korean Series champions, two years in a row. This was a first in Korean baseball history.

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



## Samsung Foundation of Culture

Employees

93

Tel: 82-2-2014-6550

Fax: 82-2-2014-6559

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

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

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 terracotta structure displays traditional Korean art; Jean Nouvel's rusted stainless-steel building is home to contemporary art; and Rem Koolhaas's black concrete-and-glass building houses the Samsung Child Education and Culture Center. The Ho-Am Art Museum and PLATEAU provide not only exhibition space, but a vibrant, dynamic cultural forum open to everyone. We also sponsor programs for children, performing artists and others to encourage the development of creative forces in our society.

*Tall Tree and the Eye*  
2009, stainless steel, 15x5x5m  
© Anish Kapoor,  
Leeum, Samsung Museum of Art



## The Ho-Am Foundation

Employees

7

Tel: 82-2-2014-6783

Fax: 82-2-2014-6789

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

Founded in 1997 to comply with the late Chairman Byung-chull Lee's ideal of contributing to both national economic development and social benefit, the Ho-Am Foundation continues to actualize a host of endeavors. The foundation's main activity is awarding the Ho-Am Prize, which was established in 1990 by Chairman Kun-Hee Lee of Samsung, to continue the late Chairman Byung-chull Lee's effort to maximize both human potential and public interest. Each year, the prize recognizes highly distinguished people of Korean heritage with achievements in one of five specific areas—Science, Engineering, Medicine, The Arts and Community Service.

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

## Samsung Welfare Foundation

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### Employees

32

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**Tel: 82-2-2014-6810**  
**Fax: 82-2-2014-6869**  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

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Committed to building an ideal society, Samsung Welfare Foundation funds a wide range of community programs that address various economic, social and cultural needs.

Our mission, since 1989, has been to help Samsung carry out its duty to assist its neighbors in realizing the dream of a society in which everyone can live a more satisfying life. We focus in particular on the well-being of children and on giving hope to low income and socially marginalized groups by empowering them with tools of self-reliance instead of donations that provide only temporary solutions. Our program, A Little Sharing for a Lot of Love, initiated by Samsung Electronics and co-administered with us since 1998, works to support the development and operation of social welfare programs.

We operate Samsung Childcare Center, including Samsung Life Public Welfare Foundation's Childcare Centers, in 23 cities throughout Korea. We have developed programs and educational materials for childcare, concentrating on improving the welfare of disadvantaged families.

## Samsung Life Public Welfare Foundation

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### Employees

4

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**Tel: 82-2-2014-6860**  
**Fax: 82-2-2014-6869**  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

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

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

The foundation operates Samsung Childcare Center with Samsung Welfare Foundation. We have developed programs and educational materials for childcare, and we concentrate on improving the welfare of disadvantaged families. We also manage Samsung Happiness for Tomorrow Awards, which recognize women's achievements in society and help promote the Korean tradition of supporting our elders. These and many other activities spanning more than 20 years have sprung from a sincere spirit of neighborly love.

Our ultimate objective is to go beyond mere corporate donations and to get involved, promoting real solutions that improve the quality of life.

# Global Network



## Samsung Electronics Co., Ltd.

### GLOBAL HEADQUARTERS

Samsung Electronics Co., Ltd.  
Suwon, Korea  
Tel: 82-2-2255-0114

Samsung Electronics Co., Ltd.  
Seocho Office  
Seoul, Korea

### REGIONAL HEADQUARTERS

#### ASIA PACIFIC

**China**  
Samsung Electronics China  
Headquarters  
Beijing

Samsung Electronics China  
Headquarters (DS)  
Shanghai

**Japan**  
Samsung Electronics Japan  
Headquarters (DS)  
Tokyo

#### SOUTHEAST ASIA

**Singapore**  
Samsung Electronics Southeast Asia  
Headquarters  
Singapore

Samsung Electronics Southeast Asia  
Headquarters (DS)  
Singapore

#### SOUTHWEST ASIA

**India**  
Samsung Electronics Southwest  
Asia Headquarters  
Gurgaon

#### MIDDLE EAST & AFRICA

**UAE**  
Samsung Electronics Middle East  
Headquarters  
Dubai

**South Africa**  
Samsung Electronics Africa  
Headquarters  
Johannesburg

#### CIS

**Russia**  
Samsung Electronics Co., Ltd.  
CIS Headquarters  
Moscow

#### EUROPE

**UK**  
Samsung Electronics Europe  
Headquarters  
Surrey

**Germany**  
Samsung Electronics Europe  
Headquarters (DS)  
Eschborn

#### NORTH AMERICA

**USA**  
Samsung Electronics North America  
Headquarters  
New Jersey

Samsung Electronics America  
Headquarters (DS)  
San Jose

#### SOUTH AMERICA

**Brazil**  
Samsung Electronics Latin America  
Headquarters  
Sao Paulo

### PRODUCTION NETWORK

#### ASIA PACIFIC

**Korea**  
Suwon Complex  
Suwon  
Tel: 82-31-200-1114

Gumi Plant 1  
Gumi  
Tel: 82-54-479-5114

Gumi Plant 2  
Gumi  
Tel: 82-54-479-5114

Giheung Complex  
Yongin  
Tel: 82-31-209-7114

Hwaseong Complex  
Hwaseong  
Tel: 82-31-209-7114

Onyang Complex  
Asan  
Tel: 82-41-540-7114

Gwangju Plant  
Gwangju  
Tel: 82-62-950-6114

**China**  
Tianjin Samsung Opto-Electronics  
Co., Ltd.  
Tianjin  
[TSOE]  
Tel: 86-22-2388-7788

Tianjin Samsung Electronics  
Company  
Tianjin  
[TSEC]  
Tel: 86-22-2532-1234

Tianjin Samsung  
Telecommunication Technology  
Co., Ltd.  
Tianjin  
[TSTC]  
Tel: 86-22-8396-9600

Tianjin Samsung LED Co., Ltd.  
Tianjin  
[TSLED]  
Tel: 86-22-2397-9000

Samsung Electronics Suzhou  
Computer  
Suzhou  
[SESC]  
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SOUTHEAST ASIA

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SOUTHEAST ASIA

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NORTH AMERICA

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MIDDLE EAST & AFRICA

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NORTH AMERICA

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## Hotel Shilla Co., Ltd.

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