



Samsung Annual Review 1998

SAMSUNG
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FRANKFURT BALKIND NY/LA/SF

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SAMSUNG

Samsung Annual Review 1998





IS

SAMSUNG

iS...



SAMSUNG IS...

MANY THINGS TO MANY PEOPLE. INNOVATOR. ECONOMIC POWER. PARTNER.
SURVIVOR. EMPLOYER. PROVIDER. HELPER. LEADER.

BUT MORE IMPORTANT THAN WHAT WE ARE TO PEOPLE, IS WHAT WE DO FOR THEM.
FOR OVER SIXTY YEARS, SAMSUNG'S TRADITION HAS BEEN TO IMPROVE
THE LIVES WE ARE ABLE TO TOUCH. WE CONTINUE TO DO SO THROUGH CREATING
PRODUCTS ATTUNED TO THE LIFESTYLES AND ASPIRATIONS OF CONSUMERS.
OUR SOCIAL CONTRIBUTIONS REVEAL A PROFOUND COMMITMENT TO BETTERING
THE COMMUNITIES IN WHICH WE WORK AND LIVE.

WE CONTINUE TO BUILD FOR THE FUTURE, TODAY.

KUN-HEE LEE
CHAIRMAN
SAMSUNG ELECTRONICS

...investing in
innovations,
human
potential
and product
experiences
that are...

PCS

MOBILE PHONES

GUARANTEEING A SOFT AND CLEAR QUALITY OF VOICE, SAMSUNG'S "SOFT HAND-OFF" TECHNOLOGY ALSO DRASTICALLY REDUCES CALL DROPS. SAMSUNG RECENTLY INTRODUCED THE SPH-4100 AND THE SPH-6000-THE FIRST CDMA PHONES TO BREAK THE 100 GRAM (3.5 OZ) BARRIER.

clear



rer

izzzi
PRO HANDHELD PC

ULTRALIGHT AT ONLY 990 GRAMS, SAMSUNG'S NEW IZZI PRO HANDHELD PC MAXIMIZES COMPACTNESS WHILE SUPPORTING ALL MAJOR COMMUNICATIONS FUNCTIONS. ITS ON-NOW FEATURE ELIMINATES BOOT-UP TIME. WINDOWS-BASED, FULLY FUNCTIONAL, EASIER TO USE AND MORE ROBUST THAN A PALMTOP, IZZI PRO IS IDEAL FOR THE BUSINESS TRAVELER.





lighter

d ee e

per

SAMSUNG HEAVY INDUSTRIES' DRILLSHIP CAN REACH DOWN TO CRUDE OIL AND NATURAL GAS 8,000 METERS BELOW THE SEA BOTTOM IN WATERS AS DEEP AS 3,000 METERS. STATIONARY OIL RIGS MUST BE ABANDONED AFTER A PARTICULAR FIELD PROVES FRUITLESS. BUT THE DRILLSHIP CAN SIMPLY BE MOVED TO ANOTHER FIELD, TO DRILL AGAIN ANOTHER DAY.



DRILLSHIP

Samsung is...making the future available today, challenging the limits at the leading edge of the global consumer economy.

Yet the future is difficult to predict with any accuracy. Economic and social possibilities are continually mediated and often abruptly altered by technology. The improbable quickly becomes presumed, the unexpected, routine. Sudden advances in tools and toys create paradigm shifts, and even global political structures can suddenly metamorphose—the advent and widespread use of faxes and VCRs are often cited as helping, a decade ago, to bring the Iron Curtain down so precipitously.

History is littered with predictions and prognostications that seemed certain at the time. The output of futurists, whether the Oracle of Delphi of ancient Greece or yesterday's political pundits, often does not bear the scrutiny of hindsight. Yet we need futurists, to help us recognize our potential and perhaps even imagine the possible into being. At the very least, with the passage of time, their work can be good for some laughs. And at best, they help us chart the pathways to the favorable future.

As technologists and manufacturers, whose business depends on making the right inventive choices, our perspective has to be a bit more practical. In looking to the future, it is important we not get too far ahead of ourselves, and our most important constituent—you.

At Samsung, your

immediate future is our focus. Anticipating what tomorrow may bring, we develop and design products to suit the lifestyles and lifecycles of today's consumers. We analyze prevailing trends in tastes and technologies, and seek out means to continually exceed expectations and add delight.

Committed to total customer satisfaction, Samsung strives to create a continual stream of product experiences that enhance your quality of life. As new possibilities arise, we make them real, useful and fun—and help you bring them home. As you evolve, so do we.

Samsung continues to pioneer new technologies. MEMS (Micro Electro-Mechanical System) is a micro machining technology used to create hyper-sensitive silicon or thin-film sensors. So far, MEMS has been used primarily for weapons or automobile sensors such as airbag and cruise control devices, but it is expected to greatly contribute to medical areas in the near future. One application of MEMS, the Micro Gyroscope, makes possible the shake compensation device in camcorders and the position control devices used in automobiles, ships, airplanes and spaceships. In November 1996, Samsung developed the world's first Micro Gyroscope that can detect 0.1 angle change a second. A year later, we pushed the envelope to less than 0.05 angle change.

The Samsung Advanced Institute of Technology keeps us deeply involved in creating new standards and the resulting technology.

FREDERIC FRANCOY RETIREE, AIX-EN-PROVENCE, FRANCE
"THE FUTURE FOR ME IS ALL ABOUT MY FAMILY. SEEING
THEM GROW. HELPING THEM ALONG. MAKING THE WORLD
THEY LIVE IN BETTER, IN ANY SMALL WAY I CAN. I VOLUN-
TEER AT A CHILDREN'S ART CENTER. MY GRANDSON GOT ME
ON THE WEB, AND HE HELPED ME PUT OUR VOLUNTEER BUL-
LETIN ONLINE. AND THE PICTURES HE SENDS ME!"

closer



HEE YEON SOHN ENGINEERING STUDENT, PUSAN, KOREA
"THESE ARE THE MOST PROMISING TIMES IN HUMAN HISTORY!
TECHNOLOGY KEEPS ADVANCING SO FAST, AND SOMETIMES
IT TAKES AWHILE FOR ECONOMIES AND THE PEOPLE WHO LIVE
IN THEM TO ADJUST, TO COME UP TO SPEED. BUT WHEN THEY DO...
WE'VE COME SO FAR IN SO SHORT A TIME. IMAGINE WHAT THE
FUTURE HOLDS."

better



LAVON GITTENS FUTURE ENTREPRENEUR, BRASILIA, BRAZIL
"I WANT TO HAVE MY OWN COMPUTER BUSINESS, AND MY
OWN AIRPLANE, AND FLY ALL OVER THE WORLD. AND I'LL
HAVE FRIENDS ALL OVER THE WORLD, AND I'LL TALK TO THEM
EVERYDAY ON MY COMPUTER. AND ANYTHING THEY WANT,
ALL THEY'LL HAVE TO DO IS ASK ME. I CAN DO ANYTHING."

richer



BUCK STEVENSON CONSULTANT, SAN FRANCISCO, USA
"YOU KNOW THOSE TV COMMERCIALS, WHERE SOME GUY IS
SITTING ON A BEACH, AND HE'S DOING BUSINESS ON SOME
KIND OF SATELLITE CELL PHONE? GUESS I BETTER STOCK UP
ON SUNSCREEN. MORE AND MORE OF MY WORK IS MEDIATED-
ONLINE, ON THE PHONE, INTERACTIVE. I CAN BE ANYWHERE
AND MY CLIENTS CAN FIND ME."

freer



GSM PHONES

CLEARLY A LEADER, SAMSUNG OFFERS WORLD CLASS GSM HANDSET TECHNOLOGY AND DESIGN. ALTHOUGH RELATIVELY NEW TO THE FIELD, ENTERING IN 1995, SAMSUNG HAS EMERGED AS A COMPETITIVE FORCE IN THE GSM MARKETPLACE. (LEFT)

BGA SUBSTRATE

THINNER, LIGHTER, SMALLER, THE BALL GRID ARRAY (BGA) SUBSTRATE MANUFACTURED BY SAMSUNG ELECTRO-MECHANICS DELIVERS HIGHER, MORE RELIABLE PERFORMANCE AND HIGHER DENSITY FOR PC BOARDS AND MOBILE COMMUNICATIONS EQUIPMENT. (CENTER)



PDP (PLASMA DISPLAY PANEL)
SUPER THIN AND LIGHT, PLASMA DISPLAY PANEL (PDP) IS THE NEXT-GENERATION CHOICE FOR WALL-HANGING TV AND OTHER LARGE DISPLAYS. SAMSUNG DISPLAY DEVICES HAS DEVELOPED 40 TO 60 INCH PDPs FOR APPLICATIONS RANGING FROM NORMAL TV TO HDTV. AT LESS THAN 3.5 INCHES THICK, SAMSUNG PDPs HAVE AN EXTREMELY FLAT PROFILE. SUPER BRIGHT, THEIR HIGH CONTRAST RATIO CONVEYS A NATURAL VIVIDNESS. SAMSUNG HAS DEVELOPED THE TECHNOLOGY TO REDUCE THE NUMBER OF CIRCUITS NEEDED BY MORE THAN 90%, WHICH IS EXPECTED TO LOWER PRODUCTION COSTS BY 20%. (BELOW)



55-INCH DIGITAL TV

SAMSUNG'S 55-INCH WIDE-SCREEN, DIGITAL TELEVISION IS THE ULTIMATE HOME ENTERTAINMENT EXPERIENCE. THE FIRST TO BRING DIGITAL TV TO THE LUCRATIVE U.S. MARKET, SAMSUNG IS BUILDING ON ITS IMPORTANT COMPETITIVE EDGE. (ABOVE)



TFT-LCD

SAMSUNG HAS DEVELOPED THE WORLD'S FIRST THIN-FILM-TRANSISTOR LIQUID CRYSTAL DISPLAY (TFT-LCD) WITH 430,000 PIXELS PER INCH. THIN AND LIGHT, TFT-LCDs HAVE HIGHER RESOLUTION THAN HDTV, OPERATE ON LOWER POWER AND ARE EASIER ON THE EYES. THE VOLUME OF ORDERS HAS EXPLODED-OUR THREE PRODUCTION LINES ARE WORKING AROUND THE CLOCK AT FULL CAPACITY. (LEFT)

The Institute is helping in the development and deployment of MPEG-4, a quantum leap in the technology for the transmission of moving pictures and associated audio. Version 2 of MPEG-4, due in February 2000, will greatly accelerate Internet and broadcast applications, enabling interactive mobile multimedia communications, videophone, multimedia electronic mail, remote sensing, electronic newspapers, interactive computer imagery, and even sign language captioning.

What will your future bring? Certainly, more economic and personal mobility, with increasingly ubiquitous access to the information and people you need. Innovations such as CDMA digital wireless telecommunications and lighter and more robust portable technologies such as Samsung's iZZi Pro handheld PC are driving towards a boundary-less future. More choices and modes of entertainment are being fueled by increasingly compact and smarter devices such as our yepp MP3 player. Advances in home electronics and appliances are creating new experiences for homelife. Innovations for the office—enabled by next generation computer technology such as the Alpha processor—keep helping people work better, smarter, faster, and increasingly in synch.

As traditional boundaries fade, the age of the citizen—consumer of the world is at hand. And Samsung is with you every step of the way.

YEPP, A CREDIT-CARD-SIZED AUDIO PLAYER, STORES, ORGANIZES AND PLAYS BACK MP3 MUSIC FILES. YEPP ALSO SUPPORTS FM, VOICE RECORDING, AND PROVIDES AN OPTIONAL RECORDING STATION. ITS 40MB OF MEMORY CAN BE UPGRADED VIA A SMART MEDIA FLASH CARD.

yepp
MP3 AUDIO PLAYER





smarter

A blue rectangular sharpener with a white border and four black corner fasteners. The word "sharper" is written in white lowercase letters across the center.

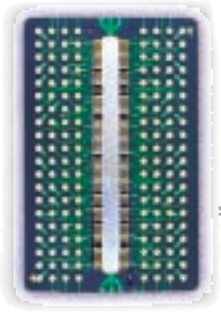
sharper



ONE OUT OF FIVE COLOR MONITORS IN THE WORLD, AND ONE OUT OF FOUR COLOR TELEVISION TUBES, ARE MADE OF SAMSUNG CORNING GLASS. THE WORLD'S THIRD LARGEST MANUFACTURER OF SUCH GLASS, SAMSUNG CORNING PRODUCES A WIDE VARIETY INCLUDING GLASS FOR STANDARD UNITS, FLAT SCREENS, WIDE SCREEN TELEVISIONS AND HDTVS.

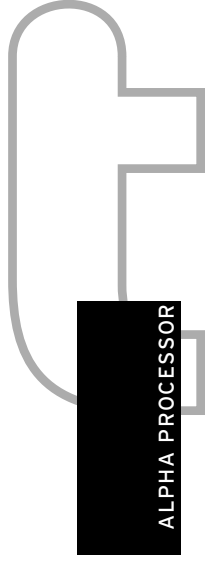
GLASS

FOR TV TUBES AND MONITORS

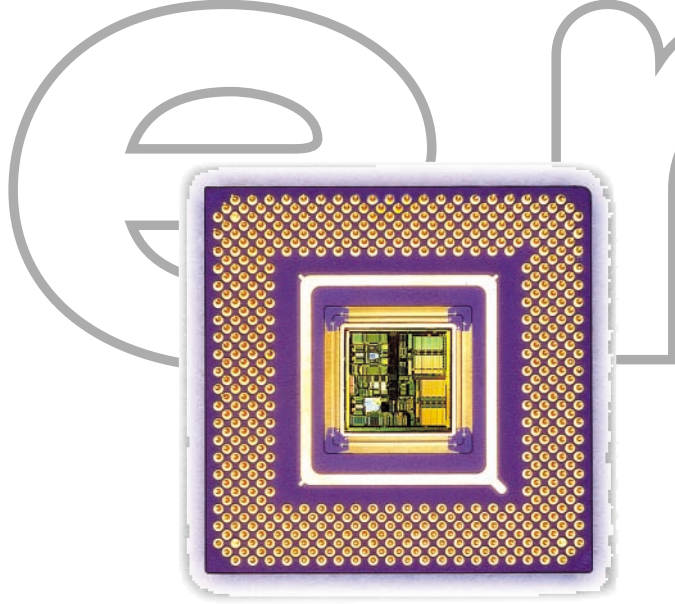


HIGH-DENSITY, HIGH-SPEED, LOW-POWER SEMICONDUCTORS WILL FUEL THE INFORMATION SOCIETY OF FUTURE. SAMSUNG WAS THE FIRST TO COMPLETE DEVELOPMENT OF THE 1-GIGABIT DRAM (DYNAMIC RANDOM ACCESS MEMORY) CHIP-GARNERING 169 PATENTS. THE THUMBNAIL-SIZED CHIP CAN STORE INFORMATION EQUIVALENT TO OVER 8,000 NEWSPAPER PAGES, 400 PHOTOGRAPHS OR 16 HOURS OF AUDIO DATA.

1GB DRAM



ALPHA PROCESSOR



AT 700MHZ, THE WORLD'S FASTEST CPU IS SAMSUNG'S ALPHA PROCESSOR. IDEAL FOR APPLICATIONS SUCH AS VIDEO CONFERENCING, CAD, VIDEO EDITING, MULTIMEDIA, IMAGE RENDERING AND ANIMATION, THE ALPHA CHIP HAS SEAMLESS WINDOWS NT COMPATIBILITY. ALPHA REPRESENTS A SIGNIFICANT OPPORTUNITY AS BOTH A LEADING EDGE PRODUCT AND A TECHNOLOGY DRIVER.

leaner

Samsung is... preparing for continued success with strategies for a strong future—as a leader and a key player in world markets. We have a great history, and despite recent economic turmoil around us, Samsung has achieved improved results and made good progress thanks to our disciplined approach and the skills and dedication of our people.

We have streamlined our organization. Our investments for the future are keyed to our core strengths and world-class

capabilities. We continue to shape our enterprise around the creation of product experiences that better people's lives.

Acting to build for a stronger future, Samsung has launched the following strategic initiatives. Aimed at completing our restructuring program by the end of 1999, these initiatives will help to raise Samsung to the level of the world's elite multinational corporations.

Concentrating on our core

Our strategy going forward is to con-

concentrate on our core strengths, both investing and divesting to strengthen key businesses and key markets. ²⁷ Samsung has been reorganized under the main business areas of Electronics, Finance, Trade and Services. Business resources will be concentrated on these areas in which we truly excel. By the end of 1999, the number of affiliates and subsidiaries will be reduced from the current 65 to 40. Management has adopted a new key business indicator, Economic Value Added (EVA).

We are committed to eliminating businesses with negative EVA. Eventually, all Samsung affiliated operations will truly be creators of added value.

Reducing debt to equity ratio

Samsung will reduce its debt to equity ratio to 100% by 2002. We will have sold US\$6 billion worth of our real estate holdings and financial assets by year 2000. This ambitious plan will put Samsung on an equal footing with the world's most advanced corporations.

Our efforts have already attracted US\$3 billion in foreign investment. Current negotiations are expected to help Samsung achieve the goal of attracting a total of US\$5 billion in foreign capital by the end of 1999.

Eliminating cross guarantees

Samsung reduced cross debt payment guarantees among its affiliates by US\$1.5 billion, to US\$500 million in 1998. By the end of 1999, Samsung will have eliminated them altogether.

Improving operational transparency

Samsung is taking numerous actions to bring operational transparency up to global standards. Increasing the number of external board members from 23 in 1998 to 40 during 1999, we also are revising Articles of Incorporation of key affiliates to reflect greater rights for minority shareholders. Our financial statements have been prepared in accordance with international accounting practices. We are also investigating the listing of Samsung's principle busi-

nesses on overseas stock exchanges. Some affiliates such as Samsung Electronics will be on the New York Stock Exchange within five years.

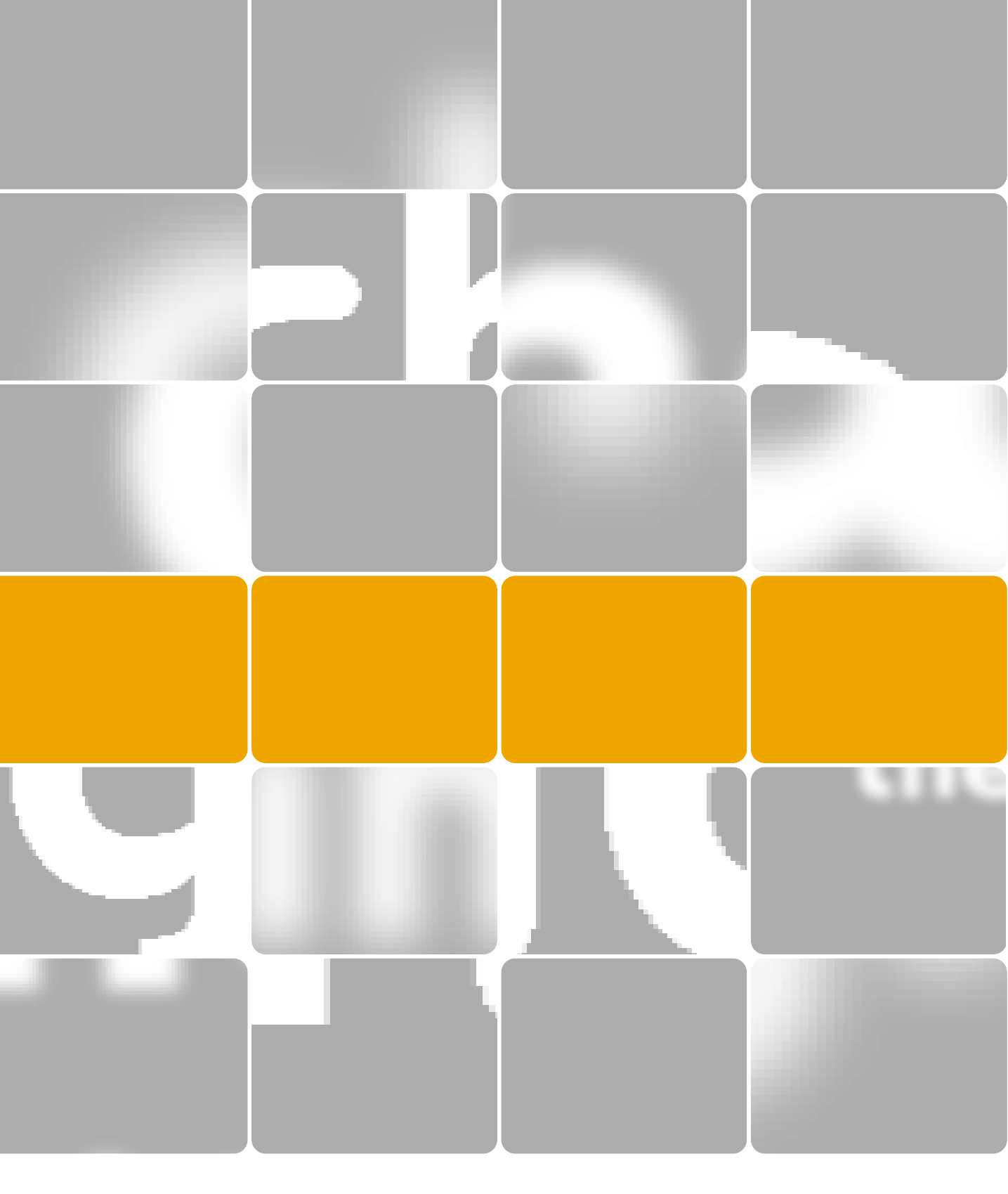
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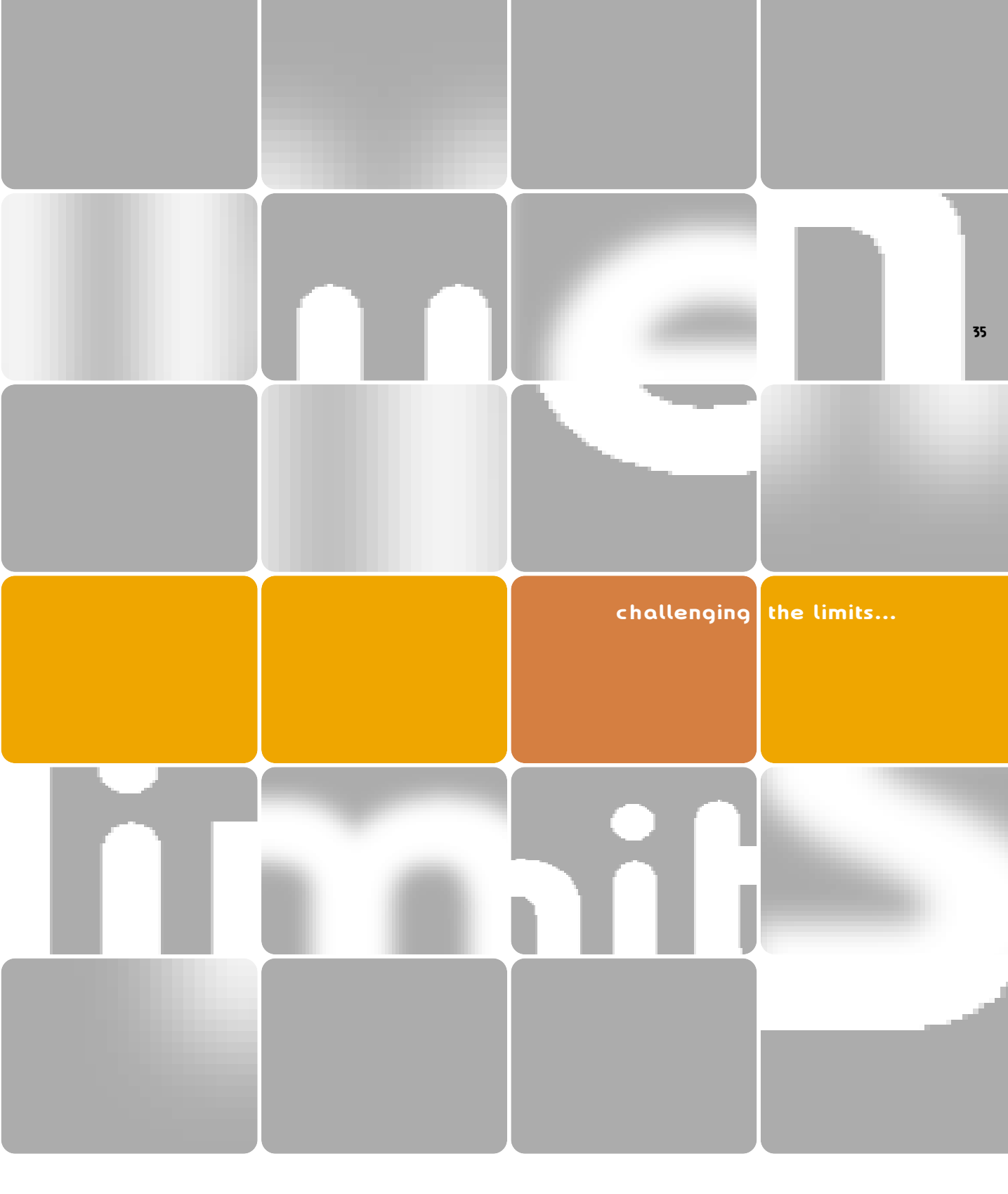
Such efforts are already being acclaimed. In January of 1999, in its first ever “A List,” a ranking of the world’s best companies across 27 industries, Forbes Global Business & Finance selected Samsung Electronics as the world’s premier Consumer Goods & Services company, over worthy competitors such as Sony and Phillips.

The magazine distinguished Samsung Electronics for its ability to invest in efficient new production technologies, and for its restructuring efforts.

At the brink of the new millennium, we are putting the future in focus for people around the world. We are building for the future, today. In the global arena, going forward, Samsung is... a player.

stronger





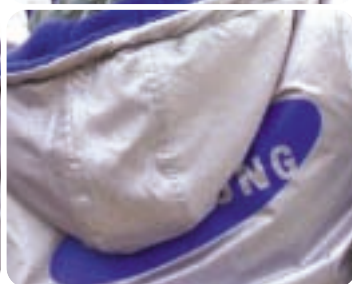
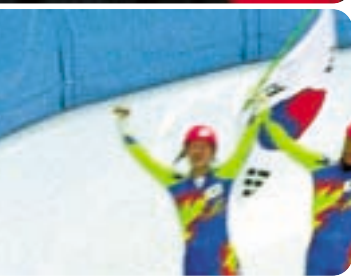
challenging the limits...

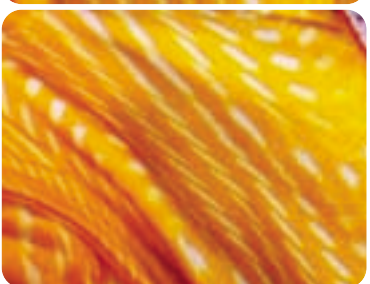
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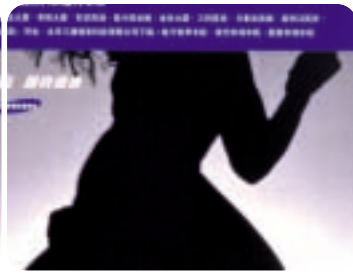


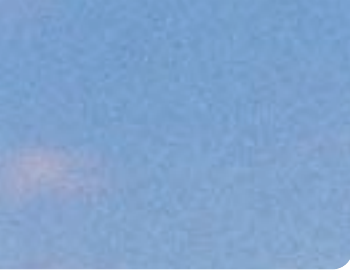
1998年 11月 18

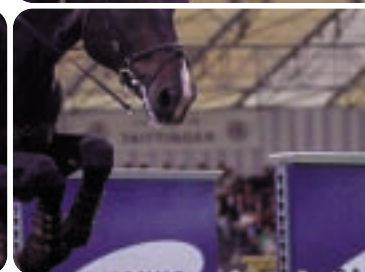
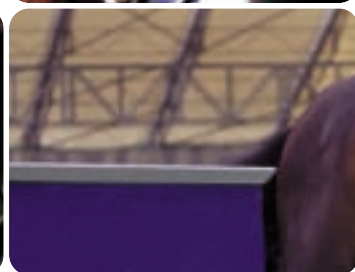
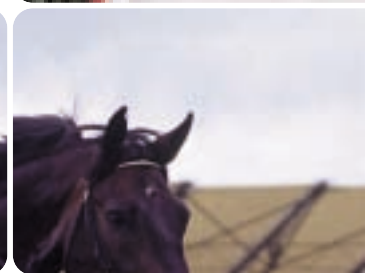
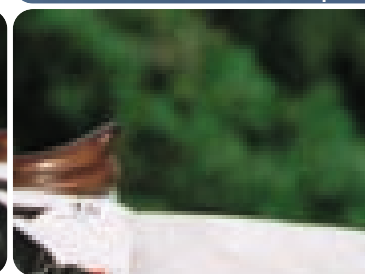
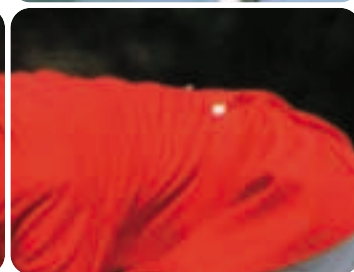
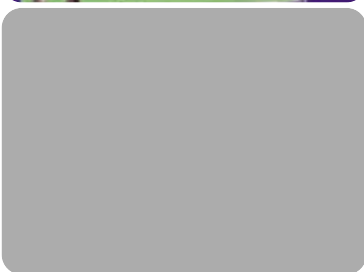


无限超越 迈向健康

主办单位：北京市体育委员会 承办单位：三星电子
开幕时间：上午9:00 - 9:06 闭幕时间：上午9:00 - 下午2:00 活动地点：北京海坛体育场
开幕式及颁奖会场
赛程日期：1998年11月18日至19日 赛程地点：北京海坛体育场及奥体中心
开幕式及颁奖会场设在奥体中心







Samsung is... challenging the limits brought about by fluctuations in the world economy, through strategic restructuring and an indefatigable spirit. In team sports like football, coordinated, collective action and perseverance can turn the tide. Similarly, our people know that, working together, we can positively influence the outcome of any situation and turn crisis into opportunity.

Sports, regardless of one's gender, nationality or religion, lift the spirit and help unite people in peace, happiness and healthy competition. Each sport in its own way demonstrates the human potential for perfection in individual and cooperative endeavor.

We encourage Samsung employees, friends, and families to challenge the limits of their own imaginations through vigorous application of their creative energies and physical capabilities. Inspiration can come from many sources, but nowhere is it more powerful and immediately accessible than in organized sports.

Ardently pursuing its sports philosophy, Samsung has exerted diverse efforts to support sports teams and sporting events. We are especially proud of our contribution to the Olympic Games.

Reaffirmed as the world's leading expert in wireless technology, Samsung has been named the Official Partner of Wireless Communications Equipment for the Sydney 2000 Olympic Games. In

preparation for the event, Samsung will utilize valuable experience gained during the Nagano Olympic Winter Games. As an Official Partner, Samsung Electronics provided a total of 13,000 wireless communications devices, contributing towards the successful staging of the Games.

As in Nagano, Samsung will supply all the wireless communications equipment needed to operate the Sydney 2000 Olympic Games. These include cellular phones, pagers and two-way radio systems/terminals along with service experts to provide technical support. Providing officials, athletes, staff, volunteers and visitors with fast and reliable communications, Samsung will contribute toward the success of the Games and their ultimate mission-fostering unity among the global community.

In addition to the Olympic sponsorship, Samsung's international sports sponsorship include the Official Partner for the 1998 Bangkok Asian Games, and the title sponsor of the Samsung Nations Cup equestrian team championship. Samsung also owns various worldwide sports teams, ranging from baseball to badminton and soccer to basketball. It also includes our highly visible sponsorship of the new superstar on the women's professional golf tour, Se Ri Pak. For the 2002 World Cup games in Seoul, Samsung Engineering will be the leading company of the consortium that will build the main stadium with capacity of 65,000 spectators.

At Samsung, promoting understanding through sports is more than a duty; it is a joy.

Samsung is...

involved

Samsung is... helping improve people's lives and relationships around the world. Our commitment to bettering society is best represented by the volunteer work Samsung employees contribute to the communities in which they work and live.

Employee volunteers work on a broad spectrum of social improvement efforts, from environmental cleanup to disaster relief, to housekeeping help for the elderly, to mentoring orphans and juvenile heads of families, to numerous local efforts to improve the lives of the differently-abled. Their cumulative efforts have been recognized by the Washington, D.C., based Points Of Light Foundation (POLF). In 1998, POLF selected Samsung, among all international corporations, for its prestigious Award for Excellence in Corporate Community Service. Samsung was recognized for our achievements in establishing effective systems to support employee volunteer activities and in developing and maintaining systematic volunteer programs to serve local needs. Such awards are gratifying, because they acknowledge our contribution to the social good, but for the people of Samsung, the greatest rewards come from the smiles and heartfelt thanks given in return by those in need.

To encourage Samsung employees to voluntarily share their time and talents, we founded in 1994 a wide-ranging community relations program. Currently, more than 70,000 employees representing 2,000 service teams in Korea and 10,000 international employees are involved, comprising over 50% of all Samsung employees worldwide.

Samsung supports its volunteers through extended insurance coverage, financial assistance such as one to one matching-gift contributions,



SAMSUNG



COMPUTER EDUCATION IS A VITAL MEANS OF EMPOWERING THE DISADVANTAGED. OUR EMPLOYEES CONDUCT FREE PC TRAINING PROGRAMS, ON DONATED SAMSUNG EQUIPMENT, IN NUMEROUS SETTINGS-TO HELP MENTOR AND REHABILITATE JUVENILE DELINQUENTS, TO BRING HOPE TO CHILDREN HOSPITALIZED WITH LEUKEMIA, TO PROVIDE THE BLIND WITH COMPUTER JOB SKILLS AND ACCESS TO THE ONLINE WORLD. THE SAMSUNG MOBILE PC CENTER, A SPECIALLY EQUIPPED BUS, TRAVELS THROUGHOUT KOREA VISITING POOR NEIGHBORHOODS AND RURAL AREAS THAT MIGHT OTHERWISE HAVE NO ACCESS TO COMPUTER TECHNOLOGY. IN 1998, 2,400 PEOPLE RECEIVED TRAINING THROUGH THE MOBILE PC CENTER

TUTOR

GUIDE

ena





bling



KOREA'S ONLY SCHOOL FOR GUIDE DOGS FOR THE BLIND, WHERE GROWING NUMBERS OF DOGS ARE TRAINED EACH YEAR, IS ENTIRELY FUNDED AND OPERATED BY SAMSUNG. TO ENSURE ITS TRAINERS ARE CERTIFIED TO THE HIGHEST INTERNATIONAL STANDARDS, WE WORK CLOSELY WITH THE ROYAL NEW ZEALAND FOUNDATION FOR THE BLIND GUIDE DOG SCHOOL.

SPONSOR



inspiring





THE MET, NEW YORK CITY'S WORLD-RENOWNED METROPOLITAN MUSEUM OF ART, NOW FEATURES A NEW PERMANENT GALLERY CALLED THE "ARTS OF KOREA," COMPLIMENTS OF SAMSUNG AND OTHER MAJOR CONTRIBUTORS WORLDWIDE. THE COMPREHENSIVE DISPLAY FEATURES OVER ONE HUNDRED OF THE FINEST EXAMPLES OF KOREAN ART FROM THE NEOLITHIC TO THE MODERN AGE, INTRODUCING WESTERN AUDIENCES TO KOREA'S RICH CULTURAL AND AESTHETIC HERITAGE.

and operating an Online Volunteer Center. Each October, Samsung holds a Global Volunteer Service Festival to raise awareness, recognize efforts, and inspire our people to volunteer action.

Our outreach philosophy goes well beyond simple volunteerism. Samsung Electronics operates an entire assembly plant constructed for wheelchair-bound employees. We help the blind lead independent lives through rent-free guide dogs, as well as provide support for eyesight recovery operations.

Through donating educational equipment such as televisions and VCRs, Samsung is contributing to children's education not only in Korea but also in East Asia, the Middle East, Russia and South America. Samsung is also helping in the preservation of cultural heritage and the development of the arts through donating electronic equipment and supporting concerts and events. In Russia, for example, we have provided significant support to the Bolshoi Theater and the Hermitage museum.

In addition, Samsung is actively involved in ecological preservation by developing environmentally friendly products and related technologies. Our employee volunteer efforts include a tropical forest preservation project in Malaysia, a "one company, one mountain" program in China, and a beach cleaning project in Mexico-greatly improving the local environment wherever we do business.

The goal of the Samsung family remains, to make a better future for all.

IN 1998, POINTS OF LIGHT FOUNDATION (POLF) SELECTED SAMSUNG, AMONG ALL INTERNATIONAL CORPORATIONS, FOR ITS PRESTIGIOUS AWARD FOR EXCELLENCE IN COMMUNITY SERVICE.



inspired



IS...



electronics

organized

finance

trade & services

Samsung Electronics Co., Ltd.

EMPLOYEES: 60,000
1998 SALES: \$ 16.6 BILLION
TEL: 82-2-727-7114
FAX: 82-2-727-7985
HTTP://SAMSGELELECTRONICS.COM

MAJOR PRODUCTS

MULTIMEDIA & HOME APPLIANCES:
MULTIMEDIA PC, NOTE PC, PDA,
DVD PLAYER, DVD-ROM, HDD, HDTV,
DBS, DSC, TV
SEMICONDUCTORS:
DRAM, SRAM, FRAM, FLASH MEMORY,
ASIC, ALPHA CPU, TFT-LCD, MDL
INFORMATION & TELECOMMUNICATIONS:
HHP, ATM LAN/WAN, KEY PHONE,
CDMA PCS/CELLULAR, TRANSMISSION
SYSTEM, WLL/SWITCHING SYSTEMS,
OPTIC FIBERS & COMPONENT

Samsung Display Devices Co., Ltd.

EMPLOYEES: 19,641
1998 SALES: \$2.73 BILLION
TEL: 82-331-210-7114
FAX: 82-331-210-7146
HTTP://WWW.SDD.SAMSUNG.COM

MAJOR PRODUCTS

COLOR PICTURE TUBES, COLOR
DISPLAY TUBES, LIQUID CRYSTAL
DISPLAYS, VACUUM FLUORESCENT
DISPLAYS, DATA INPUT DEVICES
(DIGITIZERS AND TOUCH PANELS),
COLOR FILTERS, PLASMA DISPLAY
PANEL, BATTERIES

Samsung Electro-Mechanics Co., Ltd.

EMPLOYEES: 18,246
1998 SALES: \$2.05 BILLION
TEL: 82-331-210-5114
FAX: 82-331-210-6363
HTTP://WWW.SEM.SAMSUNG.CO.KR

MAJOR PRODUCTS

PARTS FOR MOBILE COMMUNICATIONS,
PARTS FOR COMPUTER COMPONENTS
AND PERIPHERALS, MATERIAL/
GENERAL/ INDUSTRIAL USE COMPO-
NENTS, OPTICAL & THIN FILM
COMPONENTS, AUDIO & VIDEO PARTS,

Samsung Corning Co., Ltd.

EMPLOYEES: 4,190
1998 SALES: \$1.02 BILLION
TEL: 82-331-219-7114
FAX: 82-331-219-7777
HTTP://
WWW.CORNING.SAMSUNG.CO.KR

MAJOR PRODUCTS

GLASS FOR TV PICTURE TUBES AND
PC MONITORS, ITO-COATED GLASS
FOR LCD, ROTARY TRANSFORMERS,
FRIT GLASS

Samsung SDS Co.,Ltd.

EMPLOYEES: 6,225
1998 SALES: \$797 MILLION
TEL: 82-2-3429-2114
FAX: 82-2-3429-4100
HTTP://WWW.SDS.SAMSUNG.CO.KR

MAIN BUSINESSES

SYSTEMS INTEGRATION, SYSTEMS
MANAGEMENT, COMPUTER-AIDED
DESIGN/COMPUTER-AIDED
MANUFACTURING, GEOGRAPHIC
INFORMATION SYSTEMS, ON-LINE
SERVICES, ELECTRONIC DATA
INTERCHANGE, INFORMATION
TECHNOLOGY TRAINING
TOTAL INFORMATION TECHNOLOGY
SERVICES, INTERNET SOLUTION

Samsung Heavy Industries Co.,Ltd.

EMPLOYEES: 8,540
1998 SALES: \$3.10 BILLION
TEL: 82-2-3458-6100
FAX: 82-2-3458-6298
HTTP://WWW.SHI.SAMSUNG.CO.KR

MAIN BUSINESSES

SHIPBUILDING, OFFSHORE STRUC-
TURES, STEEL STRUCTURES, CARGO
& MATERIAL HANDLING SYSTEMS,
POWER AND ENVIRONMENTAL PLANT,
ENGINES, TANK FARMS, PARKING
SYSTEMS, REFRIGERATION & HVAC,
CIVIL WORKS, ARCHITECTURAL
WORKS, DEVELOPMENT, PLANT,
ENVIRONMENT & ENERGY

Samsung Aerospace Industries, Ltd.

EMPLOYEES: 6,174
1998 SALES: \$1.49 BILLION
TEL: 82-2-3467-7114, 7000
FAX: 82-2-3467-7080
HTTP://WWW.SSA.SAMSUNG.CO.KR
HTTP://WWW.SAMUNGCAMERA.COM

MAIN BUSINESSES

AIRCRAFT AND AIRCRAFT PARTS,
AIRCRAFT ENGINE, GAS TURBINES,
TURBO MACHINERY, MILITARY
HARDWARE (K9 ADVANCED 155MM
SPH, AMPHIBIOUS ASSAULT VEHICLE,
ETC.), CAMERAS, OPTO-ELECTRONIC
DEVICES, SEMICONDUCTOR LEAD
FRAMES, WIRE BONDER, SMT SYSTEM,
MACHINE TOOLS, HELICOPTER
SHUTTLE SERVICE

Samsung General Chemicals Co., Ltd.

EMPLOYEES: 1,397
1998 SALES: \$975 MILLION
TEL: 82-2-772-6619
FAX: 82-2-772-6615-8

MAJOR PRODUCTS
ETHYLENE, PROPYLENE, BUTADIENE,
C4 RAFFINATES, PTA, SM, EO/EG, PX,
LDPE, EVA, HDPE, PP, COMPOUNDING
RESINS

Samsung Petrochemical Co., Ltd.

EMPLOYEES: 397
1998 SALES: \$350 MILLION
TEL: 82-2-772-6316
FAX: 82-2-318-0887

PRODUCT
PTA (PURIFIED TEREPHTHALIC ACID)

Samsung Fine Chemicals Co., Ltd.

EMPLOYEES: 850
1998 SALES: \$399 MILLION
TEL: 82-2-772-1900
FAX: 82-2-772-1809

MAJOR PRODUCTS
FINE CHEMICALS: MECELLOSE®
(HPMC), DMF, METHYL AMINES,
TMAC, TMAH, MALONATE
GENERAL CHEMICALS: AMMONIA,
UREA, MELAMINE, CHLORINATED
METHANES, FM ACID, CHLORIE/
PHARMACEUTICALS/
MEDICAL DEVICES,
L-CARNITINE, CHIRAL PRODUCTS
INDUSTRIAL SPECIALTY COATINGS:
MARINE PAINTS, HEAVY-DUTY
PAINTS, AUTOMOTIVE PAINTS

Samsung-BP Chemicals Co., Ltd.

EMPLOYEES: 189
1998 SALES: \$185 MILLION
TEL: 82-2-753-5644
FAX: 82-2-753-8338

MAJOR PRODUCTS
ACETIC ACID, VINYL ACETATE
MONOMER, HYDROGEN

Samsung Life Insurance Co., Ltd.

EMPLOYEES: 67,959
1998 OPERATING INCOME:
\$16.6 BILLION
TEL: 82-2-751-3355
FAX: 82-2-751-8021
HTTP://WWW.SLI.SAMSUNG.CO.KR

MAIN BUSINESSES
LIFE INSURANCE, REAL ESTATE

Samsung Fire & Marine Insurance Co., Ltd.

EMPLOYEES: 4,135
1998 OPERATING INCOME:
\$3.08 BILLION
TEL: 82-2-758-7114
FAX: 82-2-758-7311
HTTP://
WWW.INSURANCE.SAMSUNG.CO.KR

MAIN BUSINESSES
AUTOMOBILE INSURANCE, FIRE
INSURANCE, MARINE INSURANCE,
INDIVIDUAL ANNUITIES, PERSONAL
ACCIDENT INSURANCE, OVERSEAS
TRAVELERS' INSURANCE

Samsung Card Co., Ltd.

EMPLOYEES: 1,723
1998 OPERATING INCOME:
\$581 MILLION
TEL: 82-2-2000-8000
FAX: 82-2-756-8942
HTTP://WWW.SAMUNGCARD.CO.KR

MAJOR PRODUCTS
CASH ADVANCES, INSTALLMENT
PURCHASES, LOANS, FACTORING,
PAYMENT GUARANTEES,
ON-LINE SALES

Samsung Securities Co., Ltd.

EMPLOYEES: 1,519
1998 OPERATING INCOME:
\$467 MILLION
TEL: 82-2-726-0114
FAX: 82-2-726-0290
HTTP://WWW.CYBERSTOCK.CO.KR

MAJOR PRODUCTS
STOCK AND BOND BROKERAGE,
SECURITIES SAVINGS PRODUCTS,
BOND MANAGEMENT FUNDS,
MUTUAL FUNDS, REPURCHASE
AGREEMENTS, CERTIFICATES OF
DEPOSIT, BENEFICIARY CERTIFI-
CATES, COMMERCIAL PAPER

Samsung Capital Co., Ltd.

EMPLOYEES: 1,070
1998 OPERATING INCOME:
\$271 MILLION
TEL: 82-2-772-6415
FAX: 82-2-751-6429
HTTP://CAPITAL.SAMSUNG.COM

MAIN BUSINESSES
INSTALLMENT FINANCING (ELEC-
TRONIC PRODUCTS, AUTOMOBILES,
DURABLE GOODS), PERSONAL
LOANS, HOUSING LOANS, CORPORATE
FINANCING (FACTORING, CORPORATE
LOANS)

Samsung Investment Trust Management Co., Ltd.

EMPLOYEES: 56
1998 OPERATING INCOME:
\$52 MILLION
TEL: 82-2-3455-9135
FAX: 82-2-3455-9092

MAIN BUSINESSES
INVESTMENT TRUST MANAGEMENT,
INVESTMENT ADVISORY SERVICE,
MUTUAL FUND MANAGEMENT, ADMIN-
ISTRATION FOR MUTUAL FUNDS

Samsung Investment Trust & Securities Co., Ltd.

EMPLOYEES: 439
1998 OPERATING INCOME:
\$9.86 BILLION
TEL: 82-53-741-8000
FAX: 82-53-744-8043
HTTP://WWW.SITS.SAMSUNG.CO.KR

MAIN BUSINESSES
INVESTMENT TRUST SALE, BROKER-
AGE, UNDERWRITING, DEALING,
FINANCIAL ADVISORY

Samsung Commercial Vehicles Co.,Ltd.

EMPLOYEES: 1,300
1998 SALES: \$41.8 MILLION
TEL: 82-53-589-8000
FAX: 82-53-586-2670

MAJOR PRODUCTS

15-TON DUMP TRUCKS, 6 β (C)
CONCRETE MIXER TRUCKS, 73-TON
TRACTORS, 18.5-TON CARGO TRUCKS,
22.5-TON DUMP TRUCKS, 11.5-TON
CARGO TRUCKS, 14-TON CARGO
TRUCKS, 68-TON TRACTORS, 68-TON
BCT TRACTORS, 16KL TANKER
TRUCKS, 18KL TANKER TRUCKS,
20KL ALUMINUM TANKER TRUCKS,
FIRE TRUCKS, SINGLE CAB, LONG
CAB, REFRIGERATION VAN TRUCKS,
INSULATED VAN TRUCKS, VAN
TRUCKS, POWER GATE TRUCKS

Samsung Corporation

EMPLOYEES: 5,800
1998 SALES: \$28.3 BILLION
TEL: 82-2-3706-1114
FAX: 82-2-3706-1212
HTTP://WWW.SAMSONGCRP.COM

MAIN BUSINESSES

TRADE, ENGINEERING
& CONSTRUCTION, INTERNET

Samsung Engineering Co.,Ltd.

EMPLOYEES: 1,233
1998 SALES: \$787 MILLION
TEL: 82-2-3458-3000
FAX: 82-2-3458-4047-9
HTTP://WWW.SAMSONGKNG.CO.KR

MAIN BUSINESSES

EPC CONTRACTOR FOR PETROCHEMI-
CAL PLANTS, REFINERY & GAS
PLANTS, INDUSTRIAL PLANTS, POWER
PLANTS, ENVIRONMENTAL PLANTS/
DESIGN, PROCUREMENT, CONSTRU-
TION, SUPERVISION AND OPERATION
MANAGEMENT FOR REFINERIES,
PETROCHEMICAL PLANTS, GAS PRO-
DUCTION FACILITIES, FERTILIZER &
CHEMICAL PLANTS, CLEAN ROOMS,
POWER PLANTS, FOOD PROCESSING
PLANTS, WASTE TREATMENT
PLANTS, DUST COLLECTORS AND
INCINERATORS

Cheil Industries Inc.

EMPLOYEES: 1,836
1998 SALES: \$805 MILLION
TEL: 82-2-751-3355
FAX: 82-2-527-2097
HTTP://WWW.CII.SAMSONG.CO.KR

MAIN BUSINESSES

WOOLEN YARN, WORSTED YARN,
WOOLEN FABRIC, WORSTED FABRIC,
MEN'S WEAR, WOMEN'S WEAR,
CASUAL WEAR, GENERAL-PURPOSE
RESINS, ENGINEERING PLASTICS,
PREFABRICATED BATHROOM UNIT,
ARTIFICIAL MARBLE

Samsung Everland Inc.

EMPLOYEES: 1,700
1998 SALES: \$466 MILLION
TEL: 82-335-320-8011~2
FAX: 82-335-320-8549
HTTP://WWW.EVERLAND.COM

MAIN BUSINESSES
RESORT DEVELOPMENT AND
OPERATION, BUILDING ENGINEERING,
ALTERNATIVE ENERGY, FOOD
SERVICE, COMMERCE & DISTRIBUTION,
LANDSCAPE ARCHITECTURE,
GOLF COURSE DEVELOPMENT AND
MANAGEMENT

The Shilla Hotels & Resorts

EMPLOYEES: 1,223
1998 SALES: \$270 MILLION
TEL: 82-2-2233-3131
FAX: 82-2-2233-5073
HTTP:
//WWW.SHILLA.SAMSUNG.CO.KR

MAIN BUSINESSES
BUSINESS AND RESORT HOTELS,
DUTY FREE SHOPS, OUTSIDE
RESTAURANTS, SPORTS CENTER,
BUSINESS CONSULTING

Cheil Communications Inc.

EMPLOYEES: 714
1998 BILLINGS: \$477 MILLION
TEL: 82-2-3780-2114
FAX: 82-2-3780-2483
HTTP://WWW.CHEIL.CO.KR

MAIN BUSINESSES
PLANNING, PRODUCTION AND
EXECUTION OF ADVERTISING, SALES
PROMOTION, PUBLIC RELATIONS,
CORPORATE IDENTITY PROGRAMS,
SPACE DEVELOPMENT, RESEARCH,
MARKETING, SPORTS AND CONVENTION
BUSINESS

S1 Corporation

EMPLOYEES: 2,800
1998 SALES: \$210 MILLION
TEL: 82-2-3670-8259
FAX: 82-2-3670-8149
HTTP://WWW.S1.SAMSUNG.CO.KR

MAIN BUSINESSES
PROVIDING A COMPLETE RANGE
OF FIRE AND SECURITY SERVICES:
DESIGN, INSTALLATION, REMOTE
MONITORING AND DISPATCH, ROUTINE
SERVICE AND MAINTENANCE,
SECURITY CONSULTING, ANTI-VIRUS
SERVICE, INTERNET BUSINESS
(WEB MONITORING, HOME SHOPPING),
SELLING FIRE AND SECURITY
SYSTEM: INTRUDER ALARMS, FIRE
AND DISASTER DETECTION AND
ALARMS, DVSS, CCTV, ACCESS
SYSTEM INTEGRATION (BMS, BAS)
AND INFORMATION TECHNOLOGY
SECURITY SOLUTION

Samsung Lions

EMPLOYEES: 35
1998 SALES: \$20 MILLION
TEL: 82-53-859-3114
FAX: 82-53-859-3117
HTTP://WWW.SAMSUNGLIONS.COM

MAIN BUSINESS
PROFESSIONAL BASEBALL TEAM,
SPORTS CENTER

Samsung Medical Center

EMPLOYEES: 5,110
TEL: 82-2-3410-2114, 3114
FAX: 82-2-3410-3284
HTTP://WWW.SMC.SAMSUNG.CO.KR

MAIN BUSINESSES

SAMSUNG MEDICAL CENTER
(MAIN HOSPITAL, IN SEOUL)
KANGBUK SAMSUNG HOSPITAL
(IN SEOUL) MASAN SAMSUNG
HOSPITAL (IN MASAN) SAMSUNG
CHEIL HOSPITAL (IN SEOUL)
SAMSUNG BIOSCIENCE RESEARCH
INSTITUTE (IN SEOUL)

Samsung Economic Research Institute

EMPLOYEES: 124
TEL: 82-2-3780-8000
FAX: 82-2-3780-8005
HTTP://WWW.SERI-SAMSUNG.ORG

MAIN ACTIVITIES

RESEARCH ON PUBLIC POLICY,
FISCAL AND FINANCIAL MATTERS,
ANALYSIS OF INDUSTRY TRENDS AND
BUSINESS ENVIRONMENTS, PUBLIC
AND PRIVATE SECTOR CONSULTING

Samsung Human Resources Development Center

EMPLOYEES: 60
TEL: 82-335-320-1720
FAX: 82-335-320-1001
HTTP://WWW.SAMSUNG.NET

MAIN ACTIVITIES

RECRUITMENT, TRAINING
AND DEVELOPMENT

Samsung Advanced Institute of Technology

EMPLOYEES: 576
TEL: 82-331-280-9114
FAX: 82-331-280-9099
HTTP://WWW.SAIT.SAMSUNG.CO.KR

MAIN RESEARCH AREAS

INFORMATION PROCESSING, SYSTEM
& CONTROL, MATERIAL & DEVICE,
CHEMISTRY, BIOMEDICAL ENGINEERING

Samsung Foundation of Culture

EMPLOYEES: 135
TEL: 82-2-750-7839
FAX: 82-2-750-7827
HTTP://WWW.HOAMMUSEUM.ORG

MAIN ACTIVITIES

HO-AM ART MUSEUM, HO-AM ART
GALLERY, SAMSUNG CHILDREN'S
MUSEUM, KOREAN TRADITIONAL
MUSIC CONTEST, SAMSUNG PRIZE
FOR LITERATURE, MAMPIST
PROGRAM, SUPPORT FOR CULTURAL
AND ARTISTIC ACTIVITIES, SUPPORT
FOR ACADEMIC RESEARCH

Samsung Welfare Foundation

EMPLOYEES: 12
TEL: 82-2-2259-7851
FAX: 82-2-2259-7880

MAIN ACTIVITIES

ESTABLISHMENT AND OPERATION
OF CHILD CARE CENTERS, SUPPORT
FOR SOCIAL WELFARE PROGRAM
DEVELOPMENT, SUPPORT FOR OVER-
SEAS TRAINING FOR SOCIAL WORK-
ERS, OPERATION OF THE YOUTH
VOLUNTEER CORPS "PURUNNANUM,"
SUPPORT FOR ORPHANED
TEENAGERS WITH YOUNGER SIBLINGS
TO SUPPORT HYO-HAENG FILIAL
PIETY PRIZE

The Ho-Am Foundation

EMPLOYEES: 7
TEL: 82-2-2259-7886
FAX: 82-2-2259-7883

MAIN ACTIVITIES

OPERATION OF HO-AM PRIZE
AND EXECUTION OF THE HO-AM
YOUTH PRIZE



located

**SAMSUNG
ELECTRONICS
CO., LTD.**

TIANJIN TONGGUANG
SAMSUNG
ELECTRONICS CO.,
LTD. (TTSEC)
TEL: 86-22-2628-0629
FAX: 86-22-2628-4680

TIANJIN SAMSUNG
ELECTRONICS CO.,
LTD. (TSEC)
TEL: 86-22-2532-1234
FAX: 86-22-2532-3714

HUIZHOU SAMSUNG
ELECTRONICS CO.,
LTD. (SEHZ)
TEL: 86-752-332-1401
FAX: 86-752-332-1397

SHANDONG SAMSUNG
TELECOMMUNICATION
S CO., LTD. (SST)
TEL: 86-631-562-6668
FAX: 86-631-562-6767

SUZHOU SAMSUNG
ELECTRONICS CO.,
LTD. (SSEC)
TEL: 86-512-532-1234
FAX: 86-512-532-1234

TIANJIN SAMSUNG
ELECTRONICS
DISPLAY CO., LTD
(TSED)
TEL: 86-22-2455-6242
FAX: 86-22-2455-8043

SAMSUNG
ELECTRONICS
SUZHOU
SEMICONDUCTOR
CO., LTD (SESS)
TEL: 86-512-761-2297
FAX: 86-512-761-1803

CHINA CUSTOMER
SATISFACTION (CCS)
TEL: 86-10-6497-3366
FAX: 86-10-6479-8277

P.T. SAMSUNG
MASPIION INDONESIA
(SMI)
TEL: 62-31-891-2971
FAX: 62-31-891-2566

P.T. SAMSUNG
METRODATA
ELECTRONICS
(SME) (SEIN)
TEL: 62-21-893-4005
FAX: 62-21-893-4273

SAMSUNG
ELECTRONICS
DISPLAY (M) SDN.
BHD. (SDMA)
TEL: 60-6-678-7914
FAX: 60-6-678-7389

SAMSUNG
ELECTRONICS (M)
SDN. BHD. (SEMA)
TEL: 60-3-376-1068
FAX: 60-3-376-3461

SAMSUNG INDIA
ELECTRONICS LTD.
(SIEL)
TEL: 91-1191-568251
FAX: 91-1191-568256

SAMSUNG VINA
ELECTRONICS CO.,
LTD. (SAVINA)
TEL: 84-8-896-5500
FAX: 84-8-896-5566

THAI SAMSUNG
ELECTRONICS CO.,
LTD. (TSE)
TEL: 66-2-681-0501
FAX: 66-2-681-0495

SAMSUNG ASIA
PRIVATE LTD.
(SEMICONDUCTOR
DIVISION) (SAPL)
TEL: 65-833-3200
FAX: 65-833-3210

SAMSUNG
ELECTRONICS
AUSTRALIA PTY. LTD.
(SEAU)
TEL: 61-2-9638-5200
FAX: 61-2-9684-4084

SAMSUNG
ELECTRONICS
PHILIPPINES CO.
(SEPCO)
TEL: 63-2-526-3796
FAX: 63-2-522-4308

SAMSUNG
ELECTRONICS HK CO.,
LTD. (SEHK)
TEL: 852-2862-6900
FAX: 852-2862-1343

SAMSUNG JAPAN
CORPORATION (SJC)
TEL: 81-3-5641-9800
FAX: 81-3-5641-9821

SAMSUNG
ELECTRONICS TAIWAN
CO., LTD. (SET)
TEL: 886-2-2758-9588
FAX: 886-2-2757-7311

ASIA CUSTOMER
SATISFACTION (ACS)
TEL: 65-568-7500
FAX: 65-568-6775

UZBEKISTAN
SAMSUNG
ELECTRONICA CO.,
LTD. (USE)
TEL: 7-371-180-0909
FAX: 7-371-246-0905

SAMSUNG
ELECTRONICS
MOSCOW CO., LTD.
(SEMCO)
TEL: 7-095-797-2385
FAX: 7-095-797-2406

SAMSUNG RUSSIA
SERVICE CENTER
(SRSC)
TEL: 7-502-564-8210
FAX: 7-095-951-2036

SAMSUNG WYNYARD
PARK (SEM(UK))
TEL: 44-1740-660000
FAX: 44-1740-661022

SAMSUNG
ELECTRONICS
ESPANOLA S.A.
(SESA)
TEL: 34-93-862-9600
FAX: 34-93-862-9648

SAMSUNG
ELECTRONICS
HUNGARIAN
CO., LTD. (SEH)
TEL: 36-1-250-2311
FAX: 36-1-240-0891

SAMSUNG
ELECTRONICS
GMBH (SEG)
TEL: 49-6196-66-1000
FAX: 49-6196-66-1011

SAMSUNG
SEMICONDUCTOR
EUROPE GMBH (SSEG)
TEL: 49-6196-663-3300
FAX: 49-6196-663-366

SAMSUNG
SEMICONDUCTOR
EUROPE LTD. (SSEL)
TEL: 44-181-380-7200
FAX: 44-181-380-7220

SAMSUNG
ELECTRONICS (UK)
LTD. (SEUK)
TEL: 44-181-391-0168
FAX: 44-181-974-2800

SAMSUNG
ELECTRONICS
FRANCE SA (SEF)
TEL: 33-1-4938-6525
FAX: 33-1-4863-7183

SAMSUNG
ELECTRONICS ITALIA
S.P.A. (SEI)
TEL: 39-2-921891
FAX: 39-2-92141801

SAMSUNG
ELECTRONICS
SVENSKA AB (SESAB)
TEL: 46-8-590-966-00
FAX: 46-8-590-966-50

SAMSUNG
ELECTRONICS POLSKA
SP. Z.O.O. (SEPOL)
TEL: 48-22-608-4400
FAX: 48-22-608-4401

SAMSUNG
ELECTRONICS
PORTUGUESE S.A.
(SEP)
TEL: 351-1-414-8100
FAX: 351-1-414-8128

SAMSUNG
ELECTRONICS
NETHERLANDS B.V.
(SEN)
TEL: 31-70-307-2910
FAX: 31-70-319-4642

SAMSUNG
ELECTRONICS
OVERSEAS B.V. (SEO)
TEL: 31-20-575-3012
FAX: 31-20-575-3009

EUROPE CUSTOMER
SATISFACTION (ECS)
TEL: 441-95-220-7126
FAX: 441-95-229-3459

SAMSUNG
ELECTRONICS SOUTH
AFRICA LTD. (SSA)
TEL: 27-11-254-3600
FAX: 27-11-254-3639

SAMSUNG GULF
ELECTRONICS FZE
(SGE)
TEL: 971-4-22-5747
FAX: 971-4-22-4725

GULF CUSTOMER
SATISFACTION (GCS)
TEL: 971-4-83-8416
FAX: 971-4-83-7714

SAMSUNG MEXICANA
S.A. DE C.V. (SAMEX)
TEL: 1-619-671-6000
FAX: 1-619-671-6013

SAMSUNG
ELECTRONICS DA
AMAZONIA LTDA.
(SEDA)
TEL: 55-11-541-8500
FAX: 55-11-523-3995

SAMSUNG AUSTIN
SEMICONDUCTOR
(SAS)
TEL: 1-512-672-1000
FAX: 1-512-672-1061

SAMSUNG
ELECTRONICS
AMERICA, INC. (SEA)
TEL: 1-201-229-4000
FAX: 1-201-229-4110

SAMSUNG
TELECOMMUNICATION
S AMERICA, INC. (STA)
TEL: 1-972-761-7005
FAX: 1-972-578-4811

SAMSUNG
SEMICONDUCTOR INC.
(SSI)
TEL: 1-408-544-4000
FAX: 1-408-544-4907

ALPHA PROCESSORS
INC. (API)
TEL: 1-978-318-1100
FAX: 1-978-371-3177

SAMSUNG
ELECTRONICS
CANADA INC. (SEAC)
TEL: 1-905-819-5060
FAX: 1-905-542-3835

SAMSUNG
ELECTRONICS
MEXICANA S.A. (SEM)
TEL: 52-5-686-0800
FAX: 52-5-680-5094

SAMSUNG
INFORMATION
SYSTEMS AMERICA,
INC. (SISA)
TEL: 1-408-544-5400
FAX: 1-408-544-5403

SAMSUNG
ELECTRONICS LATIN
AMERICA (SELA)
TEL: 507-210-1122
FAX: 507-210-1166

SAMSUNG
ELECTRONICS
ARGENTINA S.A.
(SEASA)
TEL: 54-11-4308-4777
FAX: 54-11-4308-4779

**SAMSUNG
DISPLAY DEVICES
CO., LTD.**

SAMSUNG DISPLAY
DEVICES INC. (SDDI)
TEL: 1-310-537-7000
FAX: 1-310-537-1033

SAMSUNG
DISPLAY MEXICANA
S.A. DE C.A. (SDM)
TEL: 52-66-27-6220
FAX: 1-619-671-6203

SAMSUNG
ELECTRON DEVICES
(M) SDN BHD (SEDM)
TEL: 60-6-670-1020
FAX: 60-6-677-6167

SAMSUNG
DISPLAY DEVICES DO
BRASIL LTDA. (SDDB)
TEL: 55-92-615-3043
FAX: 66-92-615-3939

SAMSUNG
ELEKTRONISCHE
BAUELEMENTE GMBH
(SEB)
TEL: 49-30-5305-3908
FAX: 49-30-685-9281

TOKYO OFFICE
TEL: 81-3-5641-9875
FAX: 81-3-5641-9876

OSAKA OFFICE
TEL: 81-6-949-4802
FAX: 81-6-949-3047

SAMSUNG
DISPLAY DEVICES
(HONG KONG)
CO., LTD. (SDHK)
TEL: 852-2-862-6058
FAX: 852-2-845-2548

SHENZHEN
SAMSUNG DISPLAY
DEVICES CO., LTD.
(SSDD)
TEL: 86-755-335-7000
FAX: 86-755-336-7008

BEIJING OFFICE
TEL: 86-10-6510-1521
FAX: 86-10-6510-1540

TAIPEI OFFICE
TEL: 886-2-728-8461
FAX: 886-2-757-7035

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

SAMSUNG PORTUGAL
PRODUTOS ELECTRO-
MECANICOS S.A.
(SPEM)
TEL: 351-1-924-8300
FAX: 351-1-924-8490

SAMSUNG
ELECTRO-MECHANICS
THAILAND CO., LTD.
(SEMT)
TEL: 66-38-570-191-6
FAX: 66-38-570-258

DONGGUAN SAMSUNG
ELECTRO-MECHANICS
CO., LTD. (DSEM)
TEL: 86-769-330-
5000, 1240, 2580, 1111
FAX: 86-769-330-5001

TIANJIN SAMSUNG
ELECTRO-MECHANICS
CO., LTD. (TSEM)
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1307-9, 2823-5241-2
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