

A Year of Achievements

# 2002

Sales

# 33.8

In billions of U.S. dollars

In trillions of Korean won

40.5

Operating Profit

6.0

7.2

Net Income

5.9

7.05

Net Debt / Equity

-23.8%



## How do you lead a revolution of connection and convergence?

In January of 2002, Samsung Electronics began the process of reshaping itself into four related business networks; over the course of this year, we have watched as four networks weaved themselves together with resilience and creativity. The result was products that create fresh customer value across the entire breadth of our company.

At the same time, we created convergence and connection on behalf of our shareholders, leading our company to develop a creative, open, and entrepreneurial environment that strives to maximize our company's value to shareholders. Last year, we paid record dividends to our shareholders and won accolades for our efforts to open ourselves to shareholder scrutiny. Asset Benchmark Research lauded us for "Finest Corporate Governance in South Korea," and Finance Asia named us the "Best Managed Company in Asia." Noting our strong commitment to shareholder value and financial management, Investor



Relations gave us kudos for the “Best Communication of Shareholder Value in Asia” and “Best IR by a Korean Company.” With corporate governance emerging as one of the world’s most explosive business issues this year, it is clear that we are headed in the right direction.

Ultimately, the best judge of our efforts may be the way the world looks at our credit rating. In June of 2002, Moody’s increased our credit rating to Baa1, while Standard & Poors raised our rating to A- in November, the highest these ratings have been since our previous top before the 1997 Asian financial crisis. There is no clearer affirmation of success than the convergence of the market with the momentum you have created deep inside your company.

*Where imagination meets technology*



#### 512Mb DDR

The world's highest-density memory chip in mass production—pioneered by Samsung Electronics—provides enhanced levels of capability and performance, and maximum user workload for supercomputers, workstations, and servers.



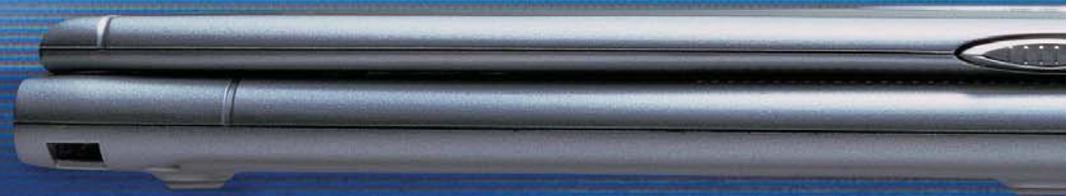
**CONNECTION:** Imagine a company whose mission is to help people connect with those they love the most.

To make this world a little smaller. To open the doors of possibility to everyone, everywhere.

A company with a clear grasp of the digital future—simple, inclusive, and brimming with delight.

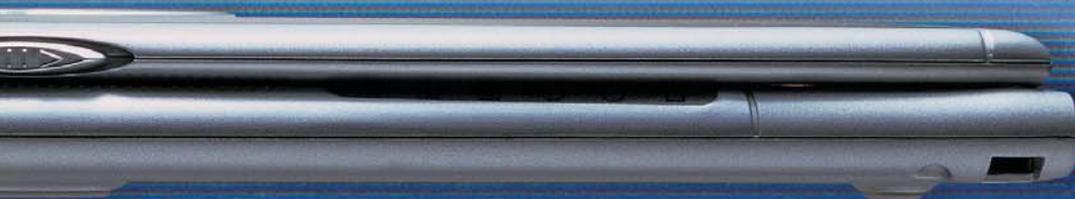
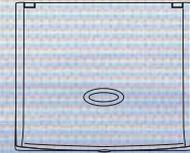
That's Samsung Electronics, a company whose outstanding success is built on digital products for the always-on, always-connected DigitAll life.

*Transforming new values into fresh delights*



#### **SENS Q10**

Sleek and light at only 2.8 pounds including its battery, the Sens Q10's 12.1-inch screen and built-in wireless Internet connection give ample power for anywhere, anytime computing.



**CONVERGENCE:** Digital data, music, pictures. Computing, telecommunications, broadcasting. And now, your washing machine, vacuum cleaner, refrigerator. This is what digital convergence means to us. Not just the infinite changeability of ones and zeros, but the real complexity of human relationships. We make the tools of convergence as simple and intuitive as the meeting point between sun and sky, or air and sea. It's simple, inclusive, wow!

54.0" TFT-LCD HDTV

Crossing the boundary into tomorrow

SAMSUNG

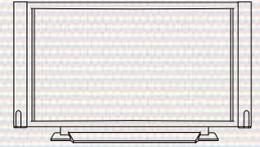
SAM

Better Vision through  
SAMSUNG TFT-LCD

wide  
view™

#### 54-inch TFT-LCD

Samsung Electronics pioneers the latest LCD technology with the world's largest TFT-LCD TV, perfect for bringing theater-sized HDTV to your bedroom or living room.



**COMMUNICATION:** It's easier to say than to do.

To imagine the future across every continent, medium, and company. But at Samsung Electronics, we practice what we preach, developing new technologies that add value to every part of our company. To grow in this way, you can't just speak digital; you must be digital across every product, process, and decision. That's why we are a Digital- $\epsilon$  Company—and why we have become a world technology leader.

SUNG

SAMSUNG

**SPH-X780**

Camera phones twist into the future with this limber folding phone with a rotating camera (with 2X zoom) and twisting 65,000-color LCD viewfinder that lets you take pictures from any conceivable angle.



Leading the



digital convergence revolution

Dear Customers, Partners and Shareholders:

The year of 2002 was predicted to be a year of challenges, and for many of the world's leading companies, it was. Here at Samsung Electronics, however, we responded to these challenges with discipline and creativity. In the end, we had a record-breaking year, with sales of 40.5 trillion won and net income of 7.05 trillion won—a 25% growth in sales and a remarkable 216% increase in operating income over 2001.

How were we able to sustain such an outstanding performance despite this year's challenges? A key source of our competitiveness is the continuous transformation of our business through

diversification. This year, our Telecommunication Network surged to become the world's third largest market share leader in mobile handset sales (thanks to a whopping 48% increase in annual sales), and the Device Solution Network pushed semiconductor sales to 12.8 trillion won, making us the world's second largest semiconductor manufacturer after Intel. Our competitors in the mobile handset and semiconductor business had a difficult year, but we achieved surprisingly strong results with competitive pricing and a distinctive portfolio of products catering to premium demand. Our other divisions are also outperforming the competition. The Digital

## 2002

### JANUARY

#### AT A GLANCE

**21** SEC introduces mobile phones with high-definition TFT-LCD color screens.

### FEBRUARY

**22** SEC begins mass production of 19-inch TFT-LCD PC monitors.

**26** SEC begins mass production of 256Mb DRAMs on a 12-inch wafer.

### MARCH

**19** SEC receives the first verification of 512Mb DDR DRAMs from Intel.

**28** SEC develops the first controller integrated circuits for STN LCDs.

### APRIL

**12** SEC develops new high-performance CPUs for PDAs.

### JUNE

**05** SEC develops the world's first 70nm chip design process.

**16** *BusinessWeek* ranks SEC the world's number one Info-Tech company in its annual Info Tech 100.

Media Network continues to be the number one television manufacturer in the world, while the Digital Appliance Network is on the verge of taking its outstanding success in the domestic market to the rest of the world.

Last year was also good for the financial fundamentals of our company. We paid our shareholders record dividends of 912.7 billion won (734 million dollars) and bought back 1.5 trillion won worth of stock, the most of any Korean company. And our net debt/equity ratio reached negative 24% by the fourth quarter. For all these reasons, **BusinessWeek** recognized us as the number

one Information Technology company in the world in its annual Info Tech 100 ratings. **BusinessWeek** (and Interbrand) also took note of our new strength as a global brand this year, ranking us 34th (with 8.3 billion dollars) in overall brand equity—an increase of over 30% in a single year up from the previous year's rank of 42 (6.4 billion dollars).

While such recognition is helpful, we could not have achieved this degree of success without the deep changes we made through our efforts to become a “Digital- $\varepsilon$  Company.” There are two parts to being a “Digital- $\varepsilon$  Company,” and the first is clearly about being “Digital,” producing not just

## AUGUST

**01** SEC and Microsoft form a technology partnership to develop a new operating system for PDA CPUs.

## SEPTEMBER

**17** SEC is the world's first company to commercialize nano memory chips.

## OCTOBER

**17** SEC develops the world's first mobile FRAMs.

## NOVEMBER

**01** SEC produces the world's slimmest PDP-TV.

**08** SEC begins mass production of the world's first 1GHz Rambus DRAM.

**13** SEC partners with Microsoft to develop hand-held PCs.

## DECEMBER

**14** SEC reaches annual production of 10 million large-sized TFT-LCD panels.

**21** *IR* gives SEC its annual award for "Best Shareholder Communication in Asia."

**06** SEC announces the first Korean implementation of Microsoft's new Media Center operating system.

**27** SEC develops the world's first 54-inch TFT-LCD TV.

digital products, but products that inspire digital integration across our entire company. The second part of being an “ $\varepsilon$ -Company” is to use  $\varepsilon$ -Processes connecting R&D, production, and marketing to customers and partners—a disciplined approach that brings value to every part of our supply chain, leveraging product data and customer relationships through Enterprise Resource Planning (ERP). This is the secret to our outstanding growth, how we expanded and became a leaner, more efficient operation at the same time.

In 2003, we look forward to laying even firmer foundations for future competitiveness, increasing

our R&D budget to grow our technology base and develop innovative products while broadening our talent across the globe, as we expand the Samsung DigitAll brand. With continued uncertainty, now a permanent feature of our lives, our Digital - $\varepsilon$  Company is more important than ever. We invite you to look back at this record year of success and join us in a journey of connection, convergence, and communication.

Vice Chairman / CEO

Jong-Yong Yun



# Designing Tomorrow

Samsung Electronics is committed to innovation at the forefront of change. Every product we make and every product we are now inventing—from the latest LCD-TVs, rotating camera phones, and home appliances to our next-generation Net Theater, Fresh Closet, Step Vacuum, and Mobile Hub—is designed to be simple, accessible, and to wow consumers with great value and design.

For example, take a look at our new DuoCam, a digital camera with a built-in digital camcorder. DuoCam represents a unique value-based solution to consumers' constant requests for a digital camcorder that also takes high-quality still pictures. Another example: our new mobile camera phones integrating advanced TFT-LCD technology with high-speed digital telephony for multimedia messaging. These products depend on networks of technologies—relationships of people and technology. And in this regard, there are no more important technologies than those Samsung has invented on its own.

To push our lead in design differentiation is even higher this year. We are initiating a new drive to create market-driven design that will bring a consistent Samsung identity to every product we manufacture. From the insides of our products to their user interfaces and finishes, you'll know a Samsung—with its unique balance of reason and feeling—as soon as you see it. The products on next three pages are designs we expect to bring to production over the next year or two. They are the best representations of this fresh approach to the new realities of connection and convergence.



### Net Theater

The home of very near future will depend upon a single digital hub for an entire family—but that doesn't mean everyone will want to watch, hear, or play the same music, television, or DVDs. That's where Net Theater sparkles. The six components of this high-end home theater system are designed to connect a set-top box, hard disk drive, and home server all in one brilliantly streamlined avenue to family entertainment. From its ultra-contemporary 50-inch PDP and wireless speakers to a thumping Net Woofer that subtly glows in the dark, the entire product has been thought through with care for little things (like hiding cables) and big things (like integrating any technology you can possibly think of into one gorgeous home theater system).



### Fresh Closet

Designed specifically for high-income, health-conscious Chinese families, Fresh Closet—an Instant Washing Tool—cleans the family clothes through a negative ion generator, an ozone lamp, and ultrasonic steam. The ion generator easily removes stains and dirt from clothing while the steam disinfects, deodorizes, and even irons clothing. And though Fresh Closet was designed with a high-tech veneer, the cabinet can be manufactured in almost any style you can imagine.



### Step Vacuum

Vacuum cleaners often take up more room than they need to. Not Samsung's Step Vacuum. Designed for small families that need a powerful vacuum to get under the sofa or the kitchen table, Step Vacuum doubles its duties by turning into a little step-stool. Step lightly on Step Vacuum to start vacuuming and wheels help you guide it wherever you need to go (a slim-line rotation head helps you clean tight spots). Need to grab a blanket from a high shelf? Step on top of Step Vacuum and its wheels cleverly spring inward for safety. (All tools, filters, and bags are hidden inside.)



### Mobile Hub

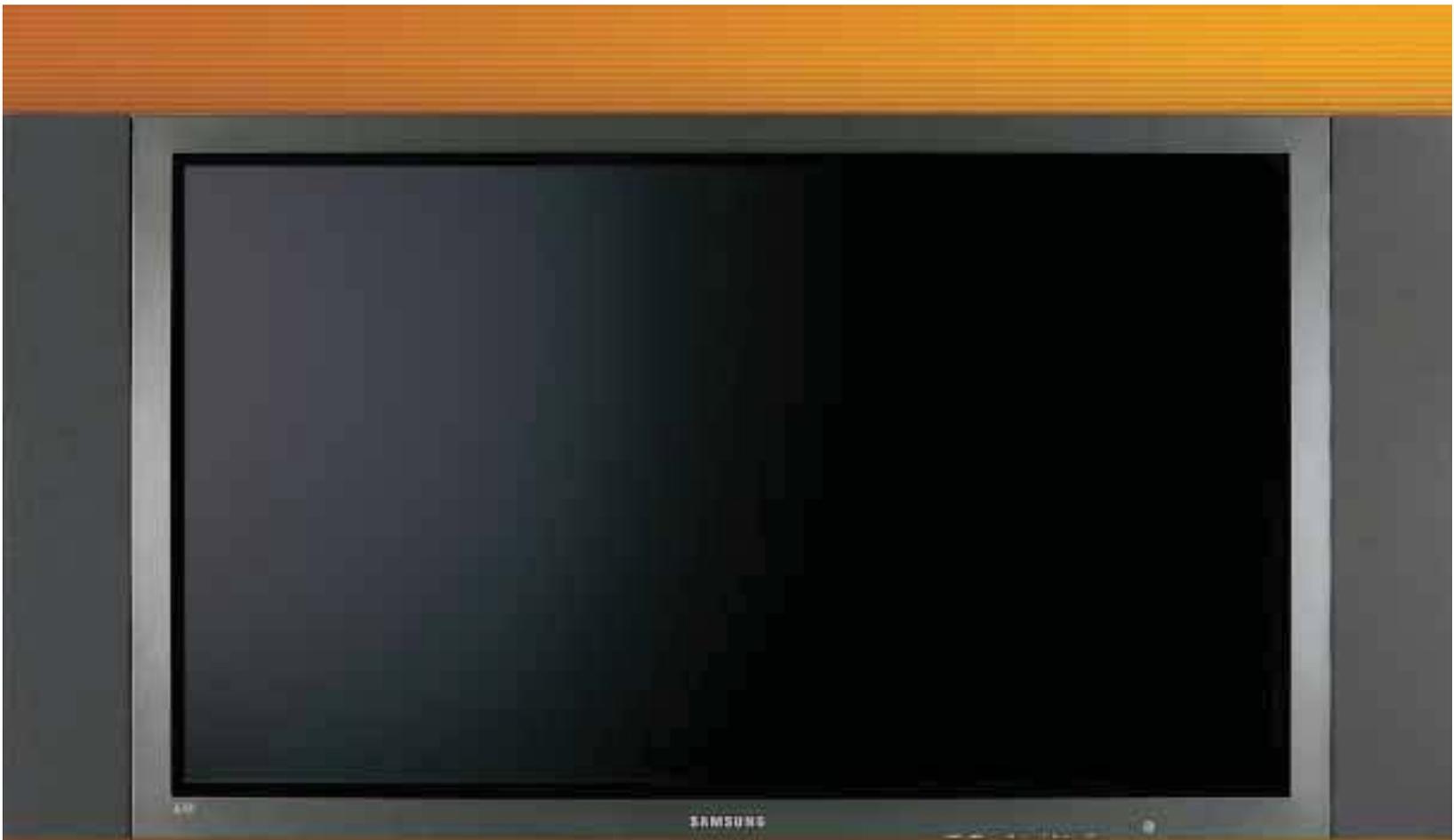
The future of entertainment gets a little clearer when you see the Mobile Hub. A modular entertainment PDA with a mega-gigabyte hard drive designed to handle your growing digital video and music collection, Mobile Hub adapts to whatever your needs are. Think of it as a vast portable digital video (or music) player—an MP3 player for video. Designed for stand alone use or on the road with a built-in WiFi connection to the Internet, Mobile Hub makes it possible to carry your entire entertainment library with you no matter where you go. And with headphones that integrate directly into the sides of the device and a sleek, chrome body made for modularity, it will turn anyone's life into a party.





**What happens when work meets play?  
What lies at the intersection of home and office,  
where consumer electronics meets information  
technology? How deeply can each product,  
each person, lead other people to other products?**





**HPN6339**

At 63 inches, the world's largest plasma TV is the ultimate home theater screen. With Digital Natural Image engine™, for a truly lifelike picture, two built-in tuners for picture-in-picture viewing, and 3D sound, you can get to a movie theater without leaving home. And thanks to its ultralight and slim design, it can be mounted on a wall so it doesn't take over your room.

From the flattest, most fashionable analog televisions to the sleekest plasma, DLP, LCD televisions and monitors available today, Samsung Electronics continues to be the world's number-one choice for display devices. In 2002, we shipped more than 13 million TV sets, winning 10.2% of the global market.

In 2002, we maintained our grip on the top market share in PC monitors by shipping 23 million units for 22.3% of the global market. Our 2003 product line-up will continue our dominance with larger-than-ever PDP-TVs, innovative 46- and 54-inch LCD-TVs, new ultra-slim monitors, and much more.

Indeed, we're determined to stay ahead of the market with first-class R&D. This year we introduced the world's first DMD™HD chip embedded DLP Projection TVs of 43/50/61 inches, and many other significant improvements to our current and forthcoming products. And the world is noticing. Strong market-driven product development combined with consumers' growing interest in flat-panel and digital televisions resulted in more than twice as much press coverage for our products as we've ever received. *The New York Times* declared that when it comes to TFT-LCD televisions "Samsung is the only way to go." *Popular Science* gave us its "Grand Prize" award in its annual Top 100 Tech Innovations for our

new DLP televisions. And *Fortune* said our TFT-LCD monitors were the "Best of 2002." We were even awarded the "Grand Prize for Multimedia Technology" from the President of Korea for our 40-inch LCD-TV.

Of course, display devices aren't the only components of our convergence strategies. The future of convergence relies on myriad digital elements, from personal computers and peripherals (including printers) to digital video devices. This year, we solidified our position as the world's number-one VCR manufacturer with a 25% market share, and number-two manufacturer of DVD players, with 15% of the global market. Our accomplishments



**LTM405W**

The perfect size in your bedroom or living room, this award winning flat-panel television features a startling progressive scan picture, virtual Dolby sound, and a wide viewing format.



**DVD-L100**

Samsung Electronics' portable DVD player leads the pack with its ultra-thin size (under one inch), brilliant 10-inch 800x480 SVGA display—the world's largest portable DVD screen—and built-in Memory Stick capability to play your music, movies, and photos wherever you go.

were made possible by aggressive penetration into the U.S. market through strong advertising and new distribution channels, dramatically increasing our brand market share in this segment.

Our market-driven product development strategy proved successful. For the third straight year, our Combo DVD-VCR player captured the biggest market share in its segment, with sales of four million units. Moreover, we continued to introduce new products that consistently won design awards from *BusinessWeek*, the Industrial Designer Society of America, and the Consumer Electronics Association, regularly challenging the competition for awards and top market share. This year, for example, our design-award-winning

camcorders—including the world's smallest mini-DV recorders—took 16% of the global market (up from 9.2% in 2001), and we are rapidly closing in on the number-three market leader through new partnerships with some of the biggest electronics retailers in the U.S., including Best Buy, Circuit City, Target, Costco, and Radio Shack.

Other products that we are introducing will also improve our overall brand market share. Our new DVD-HDD recorders and DVD recorders are perfect tools for consumers' increasing interest in digital video and need for time-shifting, devices. Similarly, our new portable DVD player with a 10-inch TFT—the largest screen of any portable

DVDP on the market—is designed to appeal to the uncompromising movie lover on-the-go.

The convergence of devices as well as of networks also drives many innovations we are spearheading in our computer systems business. In 2002, as part of a strategic alliance with Microsoft, we launched the world's first Media Center—a next-generation PC that can be wirelessly linked to a display and operated by remote control. We also introduced the world's thinnest and lightest one-spindle notebook PC.

Buoyed by strong consumer interest and 67 overseas design awards in 2002 (including our third consecutive year winning Intel's prestigious

#### **DVD-HDD Recorder (DVD-H40E)**

With a 40GB hard disk drive, this DVD player can record and store up to 20 movies, 2,500 MP3 files, and more than 10,000 photos so that you can have your favorite digital media whenever want them.



#### **DuoCam (SCD5000)**

Equipped with 4-mega pixel CCD (charge-coupled device) for still images, this dual lens camcorder allows you to take crystal clear still photographs and video, thanks to its innovative design.

#### **SENS Q10**

Sleek and light at only 2.8 pounds including its battery, the Sens Q10's 12.1-inch screen and built-in wireless internet connection give ample power for anywhere, anytime computing.



Innovative PC Award for the thinnest and best quality PCs), we expect that 2003 will continue to see solid gains in our PC business. While maintaining our dominant position in the domestic market (47% for desktop PCs and 54% for notebook PCs), we expect to strengthen our export business and its infrastructure—including a new “direct-to-consumer” shipment program—and to successfully penetrate into China where we have already won 3.6% of the market despite having entered it only a year ago.

Value-based innovation was also at the center of our accomplishments last year in digital printer sales. Our laser printers for SOHO and multifunction printers which won 120 awards in

over 14 countries are creating new waves of profitability for the entire division. With the help of new talent, including an army of doctoral researchers and key technology alliances, we are now establishing with Xerox, HP, Ricoh and Toshiba. We have diversified our OEM customer base (including Lexmark, HP, and Xerox) with a series of smartly designed cost effective inkjet and laser multifunction printers. Some of these printers introduced new technologies—35 page-per-minute print rates, built-in wireless networking, and Linux drivers—and are already making waves. This year, we are also introducing the world's smallest and cost effective inkjet fax and laser printer, other new high-end products, and we expect to pioneer a host of new

technologies. (Last year, our printer group alone filed 353 patent applications.)

Staying ahead of the market and driving innovation are also the forces behind our success in hard disk drives and storage. Our engineers developed the world's first high-speed 52X COMBO drive and first ultra-slim COMBO drive. They also designed a high-quality 80GB-per-disk desktop HDD in a 7,200 rpm version, supplied the DVD-ROM for Microsoft's X-Box, and even developed new optical drives for Dell, which in turn recognized us as its best supplier of the year. Is anyone wondering why we're becoming one of the world's top suppliers of digital convergence tools?

**172W LCD**

Wide type 17 inches, Samsung Electronics' latest flat screen display panel is perfect for viewing documents side-by-side or watching the latest DVDs.



**MT20**

Imagine digital entertainment with a touch of your remote. The MT20 is the world's first PC with Microsoft's new Media Center Edition. It's everything you need to play and record digital programming from your television or PC.



**ML-1710**

Samsung Electronics introduces the world's smallest cassette laser printer. With an amazing speed of 17ppm, it's perfect for the SOHO user.







#### **SGH-Z100**

Earlier this year, Samsung Electronics demonstrated the world's first working 3G UMTS mobile phone. Replete with GPRS Class 8, WAP, MMS, and Java, a camcorder (with rotating camera) that supports video streaming, and a high quality TFT screen with 260,000 colors, the SGH-Z100 is a significant step forward for multimedia telephony.

Starting with our first-quarter announcement that we had moved past Siemens to join Nokia and Motorola to become one of the world's big three mobile phone manufacturers, 2002 was a watershed year for Samsung Electronics Telecommunications Network. Despite a stagnant market that caused troubles for many of our competitors, we produced a record performance with sales of 42.3 million units—an astonishing 48% increase over the previous year. With an overwhelming 55% of the Korean domestic market share and 9.8% of the world market share, Samsung Electronics proved that it is a truly glob-

al leader of wireless digital convergence, from Asia to Europe and throughout the Americas.

The growth of the GSM market played a major role in our leap to becoming the world's third largest mobile telephone manufacturer. Currently serving more than 700 million subscribers—70% of the world's digital wireless market—GSM represents a broad consumer target that will become increasingly important as overall handset penetration begins to slow by as much as 5% this year. Such dynamic changes require more differentiation than ever. With Samsung Electronics in

the GSM market for just one year, European consumers have already learned that we are one of the world's best-selling premium mobile wireless brands. Spanish *GQ* voted our phones on a par with the likes of such luxury brands as Cartier, Louis Vuitton, and Prada, and our GSM phones received particularly enthusiastic reviews in Italy, Sweden, and the UK, where we sold more than million units of our SGH-A300 GSM phone. We also moved aggressively to boost our GSM market share in strategic markets in both Latin America and North America, where TDMA is rapidly being replaced by GSM.

**SPH-A640**  
Picture a CDMA phone with a built-in antenna, GPS mapping technology, a dual-color LCD and a 330,000-pixel built-in digital camera with a flash, and you've pictured our latest camera phone, the SPH-A640.



**SCH-E170**  
As EV-DO reaches more consumers, 2.4Mbps camera phones such as the SCH-E170, with a sliding cover and GPS support, will be increasingly popular.



**SPH-i500**  
The first clamshell-style CDMA2000 1X Palm phone running new Palm OS 4.1, and featuring a 65,000 color TFT screen and gpsOne, the SPH-i500 is also the flagship of Samsung Electronics' new line of Mobile Intelligent Terminals (MITs).

In Asia, we celebrated a string of triumphs.

In Indonesia, we accelerated our expansion of a CDMA belt straight through Asia, beating Motorola, Lucent, and Ericsson to sign a contract for 1.7 million circuits by 2005. KDDI of Japan, one of the Japan's biggest mobile service providers, selected us—the only non-Japanese manufacturer to make the final cut—to provide full-scale commercial CDMA2000 1x EV-DO (EVolution for Data Only) high-speed mobile communications systems service for Tokyo, Osaka, and Nagoya. This was also the year when we opened the all-important Chinese market, with a contract to supply 700,000 CDMA 2000 1X mobile phones to China Unicom.

In the domestic market, where we already own 100% of the domestic market for CDMA 2000 1X, we accelerated the commercial deployment of EV-DO. At 2.4Mbps, EV-DO is at least 16 times faster than CDMA 2000 1X, broadening the range of available mobile content from online multiplayer games to polyphonic ringtones and mobile videos, news broadcasts, and MP3 music. EV-DO is expected to claim more than 60% of the domestic handset market in 2003.

Indeed, meeting the increasing bandwidth of CDMA to EV-DO and GSM to GPRS is a princi-

pal ingredient of our market-driven product development strategy. This year, like the previous year, we will launch more than 100 new models worldwide, covering all of the available systems. As a result, we expect 2003 will be remembered as the year when Samsung Electronics showed the world that phones are for seeing as well as for talking, with brilliant high-definition color TFT-LCD screens, built-in cameras, and high-speed data connections. The new SCH-X780, camera-equipped folding phone not only has a high-quality camera designed to swivel 180 degrees for effortless self-portraits, it also twists so you can easily show pictures to friends.



**SGH-T500**

Phone or jewelry? This elegant GSM phone shimmers with 32 cubic zirconium studs outlining a white LED digital clock. Inside is an equally shining jewel: a 65,000-color interior LCD. Polyphonic ringtones, screensavers, and games make this phone fit for a bride.



**SGH-D700**

Ready to hear and see through your phone? Samsung Electronics' new camera phones are made for multimedia messaging, whether you're exchanging photos, moving images, downloading files, or listening to the latest MP3 hits.



**SPH-i700**

Our first phone based on Microsoft's Pocket PC2002 includes the entire suite of Pocket Office applications (Word, Excel and Outlook with MSN Messenger and Internet Explorer) in a tri-band GPRS phone with a 65,000-color 3.5-inch screen and 300,000-pixel CMOS digital camera.



**SGH-X400**

Get your game on with this GSM-GPRS phone. Always on and always connected, with a large 2-inch, 65,000-color LCD, 40-voice polyphonic sounds for games, and even an FM radio, it's the perfect phone for people who play to win.

The SCH-V300 and V310 will even bring camcorder features to the phone, including the ability to record and playback up to 20 minutes of motion picture clips at 11 frames per second.

This year will also see the introduction of a completely new line of Mobile Intelligent Terminal (MIT) phones, including clamshell variations on our popular Palm-based phone and the first folding phone with Microsoft's new Windows-compatible phone operating system, both equipped with bright color TFT-LCDs. Along with the new SPH-i330, an updated version of our first Palm phone, the new MITs will bring data on-the-run to

a much larger market than ever before. This will spur additional sales of our High Speed AceMAP Solution, a platform for any combination of network services including voice, video, and data. AceMAP is specifically intended to facilitate the unified communications platform needed for the convergence of wireless voice telephony and IMAP email.

In fact, there is probably no better example of digital convergence and connection and their role in the Digital-ε Company than that of the wireless handset itself. Integrating technology from every part of our company—from memory and

TFT-LCD manufacturing to System LSI and precision optic manufacturing—as well as from such companies as Qualcomm, Microsoft, and Palm, this convergence of multiple networks within the phone is proof, if any were needed, that there is no better example of a Digital-ε Company today than Samsung Electronics Telecommunication Network.



**SCH-V310 and V300**  
 Samsung Electronics' new CDMA 2000 1X EV-DO handheld video phones record still images and playback up to 20 minutes of motion picture clips at 11 frames per second. Use the phone like a camcorder and even download videos on demand. With the SCH-V310, you can even have two-way video conversations.



**EV-DO**  
 What's next after CDMA? Samsung Electronics' EV-DO high speed wireless network devices—operating at 2.4Mbps—bring consumers high-speed multimedia and wireless providers new revenues.



**WCDMA**  
 Long in development, Samsung Electronics' WCDMA (Wide CDMA) solutions will usher in the ultimate in high-bandwidth digital telephony.







**HomePAD™ Refrigerator**

Samsung brings the wireless revolution to the kitchen with this mobile control panel, called HomePAD™. With a detachable 10.4-inch LCD touch screen and wireless LAN access, every member of your family can instantaneously share schedules, surf the Internet, and watch TV anywhere in your home.

The digital home of tomorrow is not about the speed of the internet—it's about what's in consumers' refrigerators, what's cooking in their microwave ovens, and the temperature, comfort, and safety of their homes. This is the underlying foundation of Samsung Electronics Digital Appliance Network's outstanding success last year, with an average 47% of the domestic market share in home appliances and five number-one products: air conditioners, refrigerators, microwave ovens, washing machines, and vacuum cleaners.

With a huge investment in R&D and the debut of Hauzen, our new premium home appliance brand, the Digital Appliance Network is turning 2002's overwhelming achievements into the basis of a powerful global expansion. This year, exports including refrigerators, washing machines, and microwave ovens are expected to account for more than 75% of our annual sales. The picture is expected only to become brighter as consumers discover that Samsung Electronics' legendary reputation for credibility and reliability

cannot be beaten when digital innovation is brought to the premium home appliance category.

Perhaps the best example of this strategy is our new line of side-by-side refrigerators. Beautifully designed in a wide variety of colors and finishes with environmentally friendly features, our side-by-side refrigerators are also packed with convenient, consumer-friendly technology. Cool Select Zone closely controls five different temperatures for fruits and vegetables, meats, fish, thawing,



**Premium Deluxe RAC**  
 Samsung Electronics has revolutionized air conditioning with a new digital air purification system that delivers fresh, clean air for optimum health. Called Bionizer™, this system generates ozone-free negative ions that bring a forest-like feel inside the home or office.



**Hauzen Air Conditioner (Premium PAC)**  
 This air conditioner controls air independently using a Side Flow System. The built-in air cleaner and its powerful "e-HEPA system" technology can also be used throughout the year to remove dust particles and bacteria from the air.

and soft freezing while the Twin Cooling System allows the refrigerator and freezer to operate independently for maximum efficiency. Add our touch-screen 10.4-inch LCD-TV HomePad to this refrigerator—perfect for watching TV and DVDs or operating home electronics such as dimming the lights or turning on the air conditioner—and it becomes clear why consumers increasingly see our refrigerators as symbols of a new digital home appliance revolution. Already the top selling side-by-side refrigerator manufacturer in 18 countries around the world, Samsung

Electronics has set its sights on the United States (the world's largest market for side-by-side refrigerators) through aggressive promotions and advertising as well as a new retail partnership with Best Buy, the largest volume retailer of home appliances in North America.

Thanks to this surge in our new premium products, our air conditioner business also grew by more than 30% in 2002. Our super-slim wall mounted design is the first fully adjustable air conditioner with a Digital Variable Multicooling

system which provides cooling air in any direction. This year we will also launch a wide variety of new air-conditioning products integrating digital technology all over the world, and we expect to increase our brand and market share dramatically with new value-added digital air-conditioning products.

Since 2000, Samsung Electronics microwave ovens have been the world's top selling brand. But thanks to aggressive marketing in countries with new growth potential, such as Russia,



**SBS Refrigerator**  
Samsung Electronics' Cool Select Zone allows you to select the temperature and functions that fit your lifestyle and needs. You can control the temperature of your refrigerator to thaw or quick chill items for a last-minute dinner.



**Deluxe Convection MWO**  
This deluxe Convection Microwave Oven (built-in) lets you grill, microwave, or cook with convection heating with up to 1,700 watts of power. With multiple inner racks, high-touch stainless surfaces, and easy-to-use dial controls, this sleek microwave oven cooks everything with ease.

**Air Purifier (Mondrian)**  
Thanks to the latest advances in nanotechnology, our air purifiers provide HEPA air filtering through a two-layer deodorizer and a bacteria-screening filter that give you up to 11 purifying levels of air filtration for a healthy, happy home.



Mexico, and most of Southeast Asia—and freshly differentiated premium products for the rest of the world, including our new toast-and-bake microwave ovens—our market share is still actively growing.

Washing Machines are another strong growing category for Samsung Electronics. This year, our laundry R&D team developed new technologies for washing machines with larger capacity and greater adaptability to various sizes, shapes, and types of fabric. Among them is “Big Wash 4D.”

The “4D” stands for Digital Detergent Dissolving Device, which means that the machine maximizes washing performance, using less detergent and taking less time. Large doors make loading and unloading easy, while a range of simple-to-use wash cycles saves time and hassle, and even helps minimize ironing. Energy and water savings make this machine environmentally friendly too.

Last year also saw a 2.5-times increase in sales over the previous year in our vacuum-cleaner business, putting Samsung Electronics in the top

tier of the world’s manufacturers in this field. In 2003, we expect to enter new markets with vacuums such as the Cyclomax, the world’s first cleaner specifically intended for wooden floors, and new bagless/cassette vacuums for different markets.

Merging digital technologies with the latest home-appliance design, the Samsung Electronics Digital Appliance Network stands ready for the future of digital convergence.

**Wine Cellar**

Samsung Electronics’ new Wine Cellar creates the perfect conditions for long-term wine storage: a low vibration, low-sound environment in a modern design using natural woods.



**Vacuum Cleaner**

Samsung Electronics’ new cassette vacuum cleaners bring bagless cleaning a new look with smart conveniences, compact size, and a gusty 1,600 watts of power.



**Big Wash 4D**

This washing machine saves on wash time while improving on wash performance with the application of Samsung Electronics’ original 4D and shower spin technologies. The 4D technology enables a 98-minute wash cycle, the shortest time for a normal cotton wash program.



How far ahead can you see? This year, we turned a year's worth of uncertainties into a year of opportunity and innovation.

Next year, we'll maximize the value of our products even more.





SAMSUNG 307  
K4H510438B-TCB3  
BEK034CX KOREA

**512Mb DDR**

The world's highest-density memory chip in mass production—pioneered by Samsung Electronics—provides enhanced levels of capability and performance, and maximum user workload for supercomputers, workstations, and servers.

In 2002, Samsung Electronics's Device Solution Network overwhelmed its rivals with a surge in sales, market share, and profitability. We leapt over two competitors to become the world's second-biggest semiconductor company and secured our fifth consecutive year as the world's number-one TFT-LCD manufacturer.

It was a remarkable performance, and many

wondered how we did it. In truth, there was no secret to our success. Innovation across every sector of our company, strong investment, and a corporate culture designed to nurture creativity and challenge are all that is needed to create continual waves of growth. And that is exactly the kind of investment and commitment Samsung Electronics made in its Device Solution Network.

When it comes to a chip design, the keys to innovation are higher capacity, faster speeds, and lower power consumption. The successful operation of a next-generation 300mm wafer fab for 0.13-micron process technology opened in 2001 helped us continue to set milestones with the industry's first development of advanced memory technology. The 512Mbit DDR2 DRAM debuted in May, the 90nm 2Gbit NAND flash memory in



**54-inch TFT-LCD**  
 Samsung Electronics pioneers the latest LCD technology with the world's largest TFT-LCD TV, perfect for bringing theater-sized HDTV to your bedroom or living room.

August, and the 1Gbit DDR SDRAM in December. The opportunity to win market share for tomorrow's high-performance server, workstation, and supercomputer memory is huge.

According to Gartner Dataquest, the market for 1GB DDR SDRAMs is expected to reach 13 billion dollars by 2006—and we are well-prepared to meet market demands with timely investments

and strong customer support. This year we will mass produce 2Gbit NAND flash memory chips and continue to drive chip innovation as a key to product differentiation across all our business lines.

Another area of continuous innovation is our persistent dedication to launching a wide array of new package solutions. A multichip package

reduces the number of memory devices required by mobile electronic devices for high-bandwidth data transmission. Our new package solution makes a competitive choice for packing key functions into any space constraints.

Our dedication for innovation is just as strong in the TFT-LCD side of our business. Samsung Electronics LCD panels account for 21% of

#### Smart Card IC

Samsung Electronics' smart card IC boasts large, built-in memory capability for wireless communications, finance, and e-business. The IC's code speed is 10,000 faster than existing software.



#### 2GB-DIMM

This high-density memory module is composed of sixteen 512Mb components for super-computers, servers, and workstations.



#### 1.8-inch TFT-LCD

The new era of wireless multimedia begins with Samsung Electronics' amazing mobile-phone screens, displaying up to 65,000 colors.

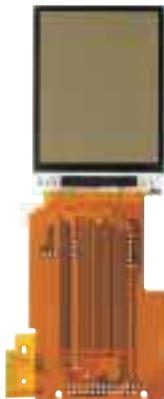


today's notebook PCs worldwide, and we were the number-one producer of large TFT-LCDs for the fifth consecutive year. In 2002, we launched a broad range of new products—from freshly designed updates of our highly lauded 15-, 17-, and 19-inch LCD monitors to LCDs ranging up to 54 inches. With each passing year, we renew our march on the technical limitations of both large and small LCDs. Our new 24-inch LCDs have

superior image quality, better energy efficiency, a wider viewing angle, and longer lifespan; at the other end of the scale, our 1.8-inch LCDs are opening up entirely new world to wireless handset users.

This year, we will push these strategies even further in order to create new convergence opportunities for devices, services, and networks,

dedicating ourselves to next-generation R&D for an even more secure foundation for future system LSI development and new nano technologies. In the end, the new digital world of convergence must be built by increasing speed and adhering to the standards of flawlessness and efficiency that can only be achieved through the development of new value-rich, high-quality semiconductor products.



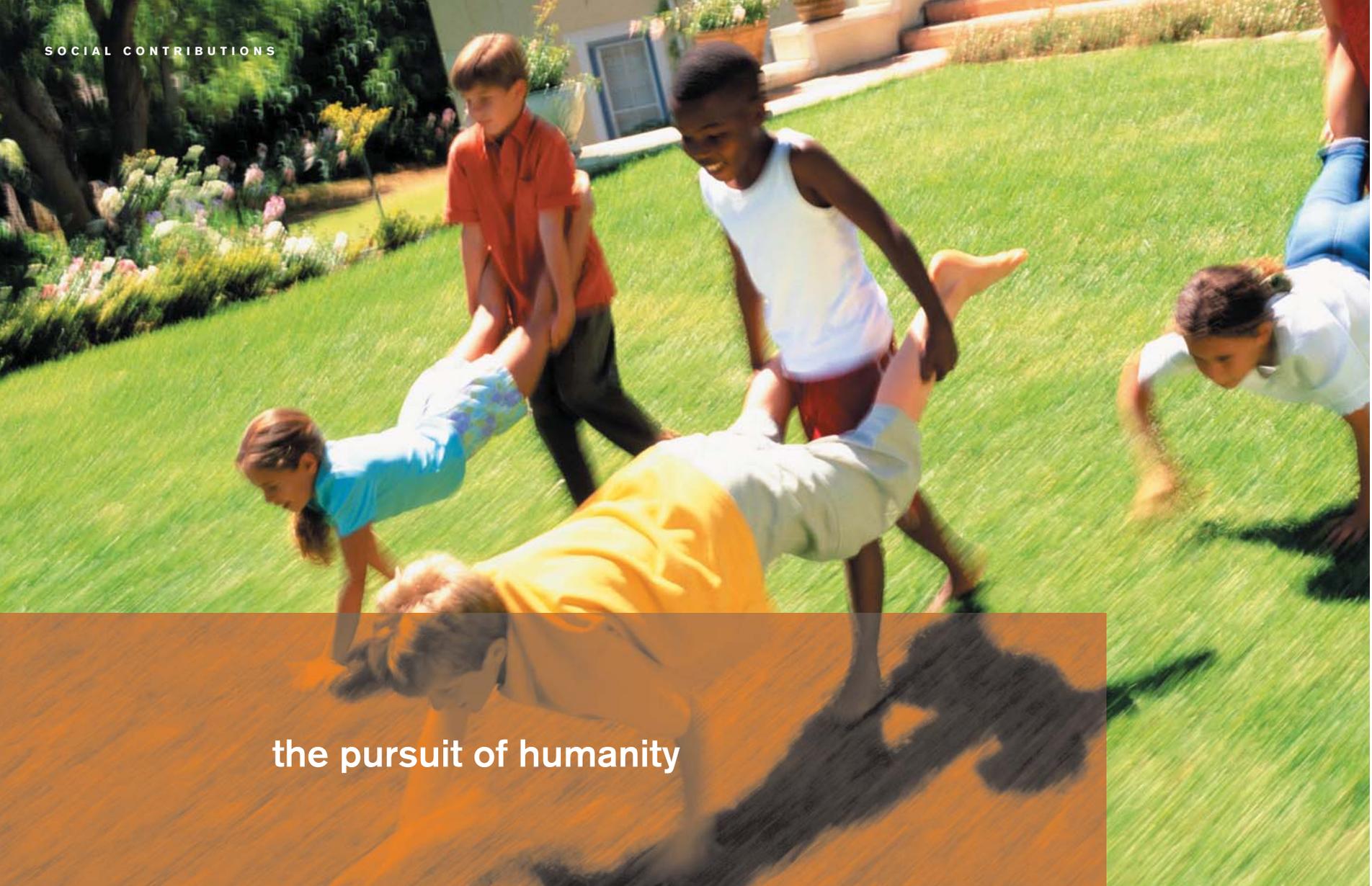
#### **Display Driver IC (DDI)**

The industry leader for display driver IC products, Samsung Electronics creates essential ICs for the widest range of flat-screen display devices (TFT-LCD and STN-LCD) in many sizes.

#### **19-inch TFT-LCD**

Samsung Electronics is one of the world's leading suppliers of TFT-LCD screens like this 19-inch model. Displaying up to 16.7 million colors with 170 degree viewing from any direction, this UXGA screen also boasts fast response times.





the pursuit of humanity





## A Community of Volunteers

The goal of a successful company is to make money, but for the world's greatest companies, there is no better measure of success than ability to foster prosperity for the communities they serve—literally creating a better world. At Samsung Electronics, we bring the same dedication to our local, national, and international communities that we commit our work to. Volunteerism is an integral part of our culture. In 2002, more than 13,000 Samsung Electronics employees shared their time in more than 306 volunteer programs. Through matching grants and our annual Global Volunteer Service Festival, we contributed to hundreds of community service programs around the world—from environmental clean-ups and disaster relief to housekeeping assistance for the elderly and mentoring services for orphans and young parents.

A guiding concept behind Samsung Electronics' community efforts is to help those who are often at a disadvantage—the physically handicapped, elderly, and underprivileged—with the technology, information, and skills they need to realize their full potential. Our Mukunghwa Electronics Factory, for example, is an entire assembly plant constructed specifically for wheelchair-bound employees. And since 1997, we have provided computer classes for the blind; last year, more than 2,500 graduates completed the course. Disadvantaged children of outstanding scholastic merit, no matter where they live, are another special interest. In concert with UNESCO's international education fund, we supported children's educational programs in 11 countries last year, including North Korea and Vietnam.

Despite the incredible growth of the Internet since the early 1990s, many still do not have basic hardware, software, or Internet access. Each year, Samsung Electronics provides, both online and at welfare centers and elementary schools throughout Korea, free training in computer fundamentals, hardware, and Internet connections. We are also the proud sponsors of the National Students' Creativity Olympiad, which we launched back in 1997 with the Korean Patent Administration. Through the Creativity Olympiad and other "science competitions" designed to nurture children's natural curiosity about science and technology, Samsung Electronics hopes to give the next generations the inspiration and skills they need to pursue their dreams.

## The Human Conversation

Throughout the history, the best way to kindle the human conversation has been through sports. More than any other human endeavor, sports brings people together without regard for nationality, age, race, gender, or religion. The pinnacle of this endeavor is undoubtedly the Olympic Games. Since 1997, Samsung Electronics has been the TOP (The Olympic Partner) sponsor in the Wireless Communication Equipment Category of the International Olympic Committee's Worldwide Partners. We have sponsored three consecutive Olympic Games between 1998 and 2002: the 1998 Nagano Olympic Winter Games, Sydney 2000 Olympic Games, and 2002 Salt Lake Olympic Winter Games. Furthermore, we are proud to continue our sponsorship of the International Olympic Committee for the 2004 Athens Olympic Games, Torino 2006 Olympic Winter Games, and Beijing 2008 Olympic Games.

Throughout these games, Samsung has reinforced its brand equity and its message of universal connection and convergence by inviting fans and athletes to meet at the Olympic Rendezvous @ Samsung (OR@S) pavilion where they can mingle, get acquainted with the latest Samsung wireless technology, and use our phones to make the connection and share the action with faraway family and friends. Over the course of our involvement with the Olympic Games, Samsung has supplied nearly 60,000 individual units of wireless telecommunications equipment—20,000 alone at the 2002 Salt Lake Olympic Winter Games.

This year, Samsung was also the proud supporter of the 14th Busan Asian Games, bringing together over 11,000 athletes from 43 countries in athletic competition from Archery to Taekwondo. We are also the title sponsor of the Nations Cup, one of the world's oldest and most prestigious equestrian events, the annual Crufts Dog Show in Birmingham, England, and the yearly Samsung Running Festival, a 5-kilometer "fun run" in Budapest, Hungary. Our support extends into the virtual world (e-sports) as well: Samsung is the worldwide sponsor for the World Cyber Games, the world's largest and the most renowned contest bringing together digital e-athletes from 45 countries for online multiplayer games.





for all tomorrow's winners





together on one planet

## Being Green

It has sometimes been said that a company's true wealth is measured by how it treats the environment. Samsung Electronics' leadership in Green Management and rigorous enforcement of environment, health, and safety (EHS) standards leaves no doubt about our commitment to the planet. We stringently meet domestic and international environment and safety certifications and work hard to develop eco-friendly products. We constantly seek to reduce our energy and water consumption, CO<sub>2</sub> emissions, and use of toxic chemicals in wastewater treatment and production. Indeed, our approach to being green is to some extent indicative of our being a Digital-ε Company. That is not merely a top-down assertion of digital process—it describes, for example, our continuous engagement of a company Intranet to provide systemic data that helps us set pollutant-specific reduction targets and incentives to reduce emissions. Treating our environment with respect is the highest tribute we can pay to humanity, beginning with our own workforce. That is one reason why the *Guinness Book of World Records* recorded Samsung Electronics as the "world's safest workplace."

Being green is not just about meeting certification levels. It entails creating a process of education that re-invests green knowledge across our company. Once again, Samsung employees make the difference through regular "Adopt-A-Mountain" and "Adopt-A-River" clean-up campaigns at local mountains, rivers, and parks throughout Korea. These campaigns have proved so popular that their efforts have spread across 450 Korean companies. Children in particular have embraced the green movement, and we are encouraging their interest with regular school painting contests, free courses in environmental education, and the Green Star Children's Song Festival. Featuring programs to increase children's interest in music, the Festival is a brilliant convergence of nature and music.

## FINANCIAL OVERVIEW 2002

<b>50</b>	Independent Auditor's Report
<b>52</b>	Non-consolidated Balance Sheets
<b>55</b>	Non-consolidated Income Statements
<b>57</b>	Non-consolidated Statements of Appropriations Retained Earnings
<b>58</b>	Non-consolidated Statements of Cash Flows
<b>62</b>	Non-consolidated Five-Year Financial Summary
<b>64</b>	Consolidated Five-Year Financial Summary

## Independent Auditor's Report

To the Board of Directors and Shareholders of Samsung Electronics Co., Ltd.

We have audited the accompanying non-consolidated balance sheets of Samsung Electronics Co., Ltd. (the "Company") as of December 31, 2002 and 2001, and the related non-consolidated statements of income, appropriations of retained earnings and cash flows for the years then ended, expressed in Korean Won. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the Republic of Korea. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the non-consolidated financial statements, referred to above, present fairly, in all material respects, the financial position of Samsung Electronics Co., Ltd. as of December 31, 2002 and 2001, and the results of its operations, the changes in its retained earnings and its cash flows for the years then ended, in conformity with financial accounting standards generally accepted in the Republic of Korea.

As discussed in Note 15 to the accompanying financial statements, in June 1999, Samsung Motors Inc. ("SMI"), an affiliate of the Company, filed a petition for court receivership. In connection with this petition, the Company and 30 other Samsung Group affiliates (the "Affiliates") entered into an agreement with the institutional creditors (the "Creditors") of SMI in September 1999. In accordance with this agreement, the Company and the Affiliates agreed to sell 3,500,000 shares of Samsung Life Insurance Co., Ltd., transferred to the Creditors in connection with the petition for court receivership of SMI by December 31, 2001. In the event that the sales proceeds fall short of ₩2,450,000 million, the Company and the Affiliates have agreed to compensate the Creditors for the shortfall by other means, including the participation in any equity offering or subordinated debentures issued by the Creditors. Any excess proceeds over ₩2,450,000 million are to be distributed to the Company and the Affiliates. As of

December 31, 2002, the shares in Samsung Life Insurance Co., Ltd. were not sold. As of the balance sheet date, the ultimate effect of these matters on the financial position of the Company cannot presently reasonably be determined.

As discussed in Note 25 to the accompanying financial statements, the Company had sales amounting to ₩1,621,168 million and US\$18,203,794 thousand to subsidiaries and affiliated companies within the Samsung Group during the year ended December 31, 2002. Related accounts receivables of December 31, 2002, amounted to ₩437,023 million and US\$116,636 thousand.

The amounts expressed in U.S. Dollars are provided solely for the convenience of the reader and have been translated on the basis set forth in Note 3 to the accompanying financial statements.

Accounting principles and auditing standards and their application in practice vary among countries. The accompanying financial statements are not intended to present the financial position, results of operations and cash flows in accordance with accounting principles and practices generally accepted in countries and jurisdictions other than the Republic of Korea. In addition, the procedures and practices used in the Republic of Korea to audit such financial statements may differ from those generally accepted and applied in other countries. Accordingly, this report and the accompanying financial statements are for use by those who are knowledgeable about Korean accounting principles or auditing standards and their application in practice.

Samil Accounting Corporation  
Seoul, Korea  
January 30, 2003

## Non-Consolidated Balance Sheets

	2002	2001	2002	2001
December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>ASSETS</b>				
<b>Current assets:</b>				
Cash and cash equivalents	₩ 1,409,380	₩ 990,371	\$ 1,174,483	\$ 825,309
Short-term financial instruments	4,273,002	1,832,504	3,560,835	1,527,087
Marketable securities	1,744,897	3,291	1,454,081	2,742
Trade accounts and notes receivable, net of allowance for doubtful accounts	1,104,885	1,010,912	920,738	842,427
Other accounts and notes receivable, net of allowance for doubtful accounts	404,763	295,882	337,303	246,568
Inventories	2,272,723	1,964,905	1,893,936	1,637,421
Prepaid expenses and other current assets	870,344	657,737	725,286	548,115
<b>Total current assets</b>	<b>₩ 12,079,994</b>	<b>₩ 6,755,602</b>	<b>\$ 10,066,662</b>	<b>\$ 5,629,669</b>
Property, plant and equipment, including revalued portion, net of accumulated depreciation	14,225,713	13,232,499	11,854,761	11,027,083
Investments	7,084,713	6,499,613	5,903,928	5,416,344
Deferred income tax assets	-	376,332	-	313,609
Intangible assets, net of accumulated amortization	293,298	237,398	244,415	197,832
Long-term deposits and other assets	755,882	817,962	629,901	681,635
<b>TOTAL ASSET</b>	<b>₩ 34,439,600</b>	<b>₩ 27,919,406</b>	<b>\$ 28,699,667</b>	<b>\$ 23,266,172</b>

Continued;

## Non-Consolidated Balance Sheets

	2002	2001	2002	2001
December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>				
<b>Current liabilities:</b>				
Trade accounts and notes payable	₩ 1,657,337	₩ 1,527,057	\$ 1,381,114	\$ 1,272,547
Current portion of long-term debt	438,986	965,043	365,822	804,203
Other accounts and notes payable	1,868,825	1,468,351	1,557,354	1,223,626
Accrued expenses	1,877,157	1,404,387	1,564,298	1,170,323
Dividends payable	828,651	254,187	690,542	211,823
Income taxes payable	1,227,607	48,693	1,023,006	40,578
Other current liabilities	520,102	646,524	433,418	538,769
<b>Total current liabilities</b>	<b>₩ 8,418,665</b>	<b>₩ 6,314,242</b>	<b>\$ 7,015,554</b>	<b>\$ 5,261,869</b>
Long-term debt, net of current portion	987,858	1,044,519	823,216	870,432
Foreign currency notes and bonds	199,555	695,057	166,295	579,214
Deferred income tax liabilities	48,205	-	40,171	-
Accrued severance benefits	264,264	187,763	220,220	156,469
Other long-term liabilities	210,763	204,076	175,636	170,064
<b>TOTAL LIABILITIES</b>	<b>₩ 10,129,310</b>	<b>₩ 8,445,657</b>	<b>\$ 8,441,092</b>	<b>\$ 7,038,048</b>

Continued;

## Non-Consolidated Balance Sheets

	2002	2001	2002	2001
December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>				
Commitments and contingencies				
<b>Shareholder's equity:</b>				
Capital stock				
Common stock	₩ 769,680	₩ 762,650	\$ 641,400	\$ 635,542
Preferred stock	119,467	119,467	99,556	99,556
Capital surplus				
Paid-in capital in excess of par value	4,071,741	3,848,792	3,393,118	3,207,327
Other capital surplus	1,853,166	1,843,458	1,544,305	1,536,215
Retained earnings	19,492,068	13,352,987	16,243,390	11,127,489
(Net income of ₩7,051,761 million in 2002 and ₩2,964,935 million in 2001)				
Capital adjustments:				
Treasury stock	(2,462,091)	(962,248)	(2,051,743)	(801,873)
Others	466,259	508,643	388,549	423,868
<b>TOTAL SHAREHOLDERS' EQUITY</b>	<b>₩ 24,310,290</b>	<b>₩ 19,473,749</b>	<b>\$ 20,258,575</b>	<b>\$ 16,228,124</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>₩ 34,439,600</b>	<b>₩ 27,919,406</b>	<b>\$ 28,699,667</b>	<b>\$ 23,266,172</b>

## Non-Consolidated Income Statements

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Sales:</b>				
Domestic	₩ 12,148,215	₩ 10,509,895	\$ 10,123,513	\$ 8,758,246
Export	28,363,348	21,870,480	23,636,123	18,225,400
Total sales	₩ 40,511,563	₩ 32,380,375	\$ 33,759,636	\$ 26,983,646
Cost of sales	26,945,866	24,514,733	22,454,888	20,428,944
Gross profit	13,565,697	7,865,642	11,304,748	6,554,702
Selling, general and administrative expenses	6,321,025	5,570,308	5,267,521	4,641,923
Operating profit	7,244,672	2,295,334	6,037,227	1,912,779
<b>Non-operating income:</b>				
Interest and dividend income	248,581	126,455	207,151	105,379
Foreign exchange gain	292,696	239,248	243,913	199,373
Gain on foreign currency translation	56,957	47,386	47,464	39,488
Earnings from equity-method investments	1,067,772	784,790	889,810	653,992
Others	832,651	622,624	693,876	518,853
Total non-operating income	₩ 2,498,657	₩ 1,820,503	\$ 2,082,214	\$ 1,517,085

Continued;

## Non-Consolidated Income Statements

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Non-operating expenses:</b>				
Interest expense	100,501	205,145	83,751	170,954
Foreign exchange loss	222,905	242,918	185,754	202,432
Loss on foreign currency translation	17,547	91,492	14,623	76,243
Loss on valuation of inventories	42,206	54,129	35,172	45,108
Others	489,704	439,546	408,086	366,288
Total non-operating expenses	₩ 872,863	₩ 1,033,230	\$ 727,386	\$ 861,025
Ordinary profit	₩ 8,870,466	₩ 3,082,607	\$ 7,392,055	\$ 2,568,839
Extraordinary income	-	-	-	-
Extraordinary loss	-	-	-	-
Net income before income taxes	8,870,466	3,082,607	7,392,055	2,568,839
Income tax expense	1,818,705	135,672	1,515,588	113,060
Net income	₩ 7,051,761	₩ 2,946,935	\$ 5,876,467	\$ 2,455,779
Basic earnings per share	₩ 42,005	₩ 17,461	\$ 35	\$ 15
Diluted earnings per share	₩ 41,603	₩ 17,230	\$ 35	\$ 14

## Non-Consolidated Statements of Appropriations of Retained Earnings

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
Date of appropriations: February 28, 2003 and February 28, 2002				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Retained earnings before appropriations:</b>				
Unappropriated retained earnings carried over from the prior year	₩ 32	₩ 32	\$ 27	\$ 27
Changes in retained earnings of equity-method investees	-	(9,875)	-	(8,229)
Interim dividends (Dividend rate : 10% of per value)	<b>(84,029)</b>	(84,313)	<b>(70,023)</b>	(70,261)
Net income	<b>7,051,761</b>	2,946,935	<b>5,876,467</b>	2,455,779
<b>Total retained earnings before appropriations</b>	<b>₩ 6,967,764</b>	₩ 2,852,779	<b>\$ 5,806,471</b>	\$ 2,377,316
<b>Appropriations:</b>				
Legal reserve	<b>3,500</b>	500	<b>2,917</b>	416
Reserve for business rationalization	<b>1,000,000</b>	1,000,000	<b>833,333</b>	833,333
Reserve for research and human resource development	<b>3,000,000</b>	1,598,060	<b>2,500,000</b>	1,331,717
Cash dividends (Common stock : 100% in 2002 and 30% in 2001) (Preferred stock : 101% in 2002 and 31% in 2001)	<b>828,651</b>	254,187	<b>690,543</b>	211,823
Reserve for loss on disposal of treasury stock	<b>600,000</b>	-	<b>500,000</b>	-
Reserve for capital expenditure	<b>1,535,582</b>	-	<b>1,279,652</b>	-
<b>Total appropriations</b>	<b>₩ 6,967,733</b>	₩ 2,852,747	<b>\$ 5,806,445</b>	\$ 2,377,289
Unappropriated retained earnings carried over to the subsequent year	₩ 31	₩ 32	\$ 26	\$ 27

## Non-Consolidated Statements of Cash Flows

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Cash flows from operating activities:</b>				
Net income	₩ 7,051,761	₩ 2,946,935	\$ 5,876,467	\$ 2,455,779
Items not involving operating cash flows:				
Depreciation and amortization	3,155,663	3,186,244	2,629,719	2,655,203
Provision for severance benefits	277,515	217,213	231,263	181,011
Loss on foreign currency translation	17,547	91,492	14,623	76,243
Gain on foreign currency translation	(56,957)	(47,386)	(47,464)	(39,488)
Earnings from equity-method investments	(1,067,772)	(784,790)	(889,810)	(653,992)
Loss on valuation of inventories	42,206	54,129	35,172	45,108
Deferred income taxes	424,537	(196,127)	353,781	(163,439)
Others	664,082	608,639	553,401	507,199
Total items not involving operating cash flows	₩ 10,508,582	₩ 6,076,349	\$ 8,757,152	\$ 5,063,624

Continued;

## Non-Consolidated Statements of Cash Flows

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Changes in operating assets and liabilities:</b>				
Decrease (increase) in trade accounts and notes receivable	₩ (182,864)	₩ 173,029	\$ (152,387)	\$144,191
Decrease (increase) in inventories	(416,368)	876,729	(346,973)	730,608
Increase in trade accounts and notes payable	129,143	28,591	107,619	23,826
Increase in accrued expenses	486,295	239,493	405,246	199,578
Increase (decrease) in income taxes payable	1,178,914	(848,264)	982,428	(706,887)
Payment of severance benefits	(86,849)	(110,557)	(72,374)	(92,131)
Others	(423,656)	(144,588)	(353,047)	(120,490)
Net cash provided by operating activities	₩ 11,193,197	₩ 6,290,782	\$ 9,327,664	\$ 5,242,319

Continued;

## Non-Consolidated Statements of Cash Flows

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Cash flows from investing activities:</b>				
Increase in short-term financial instruments	₩ (2,440,498)	₩ (388,759)	\$ (2,033,748)	\$ (323,966)
Proceeds from disposal of marketable securities	271,912	3,324	226,593	2,770
Acquisition of marketable securities	(1,991,123)	(2,807)	(1,659,269)	(2,339)
Increase in other accounts and notes receivable	(3,375,187)	(4,177,750)	(2,812,656)	(3,481,458)
Decrease in other accounts and notes receivable	3,255,649	4,426,060	2,713,041	3,688,383
Proceeds from disposal of property, plant and equipment	61,106	113,044	50,922	94,203
Acquisition of property, plant and equipment	(4,322,013)	(4,428,933)	(3,601,678)	(3,690,778)
Proceeds from sale of investments	223,525	134,031	186,271	111,693
Acquisition of investments	(134,692)	(43,694)	(112,243)	(36,412)
Increase in long-term deposits and other assets	(455,159)	(173,887)	(379,299)	(144,906)
Decrease in long-term deposits and other assets	506,871	325,913	422,392	271,594
Others	(62,468)	(14,944)	(52,057)	(12,453)
Net cash used in investing activities	₩ (8,462,077)	₩ (4,228,402)	\$ (7,051,731)	\$ (3,523,669)

Continued;

## Non-Consolidated Statements of Cash Flows

	2002	2001	2002	2001
For the years ended December 31, 2002 and 2001				
	In millions of Korean won		In thousands of U.S.dollars	
<b>Cash flows from financing activities:</b>				
Increase(decrease) in other accounts and notes payable	₩ 210,062	₩ (250,645)	\$ 175,052	\$ (208,871)
Repayment of long-term debt	(34,460)	-	(28,717)	-
Repayment of foreign currency notes and bonds	(871)	(247)	(726)	(206)
Proceeds from long-term debt	-	978,564	-	815,470
Repayment of current maturities of long-term debt	(835,611)	(2,372,803)	(696,343)	(1,977,336)
Increase in other long-term liabilities	199,269	46,970	166,058	39,142
Payment of other long-term liabilities	(12,124)	(118,170)	(10,103)	(98,475)
Payment of dividends	(337,899)	(507,054)	(281,583)	(422,545)
Acquisition of treasury stock	(1,499,843)	-	(1,249,869)	-
Others	(634)	(7,646)	(528)	(6,372)
Net cash used in financing activities	(2,312,111)	(2,231,031)	(1,926,759)	(1,859,193)
Net increase (decrease) in cash and cash equivalents	419,009	(168,651)	349,174	(140,543)
Cash and cash equivalents at the beginning of the year	990,371	1,159,022	825,309	965,852
Cash and cash equivalents at the end of the year	₩ 1,409,380	₩ 990,371	\$ 1,174,483	\$ 825,309

## Non-Consolidated Five-Year Financial Summary

	2002	2001	2000	1999	1998
In millions of Korean won					
<b>Sales:</b>					
Domestic	₩ 12,148,215	₩ 10,509,895	₩ 10,903,384	₩ 8,850,625	₩ 6,494,497
Export	28,363,348	21,870,480	23,380,368	17,267,161	13,589,680
Total sales	₩ 40,511,563	₩ 32,380,375	₩ 34,283,752	₩ 26,117,786	₩ 20,084,177
Cost of sales	26,945,866	24,514,733	21,993,377	17,661,172	13,975,749
Gross profit	13,565,697	7,865,642	12,290,375	8,456,614	6,108,428
Selling, general and administrative expenses	6,321,025	5,570,308	4,855,220	3,975,114	3,008,469
Operating profit	₩ 7,244,672	₩ 2,295,334	₩ 7,435,155	₩ 4,481,501	₩ 3,099,959
<b>Non-operating income:</b>					
Interest and dividend income	₩ 248,581	₩ 126,455	₩ 156,427	₩ 227,741	₩ 337,215
Foreign exchange gain	292,696	239,249	299,070	267,472	1,041,919
Gain on foreign currency translation	56,957	47,386	34,122	261,416	-
Earnings from equity method investments	1,067,772	784,790	871,327	298,242	-
Others	832,651	622,624	649,446	592,473	448,477
Total non-operating income	₩ 2,498,657	₩ 1,820,504	₩ 2,010,392	₩ 1,647,345	₩ 1,827,612
<b>Non-operating expenses:</b>					
Interest expense	₩ 100,501	₩ 205,145	₩ 343,367	₩ 721,199	₩ 1,116,347
Amortization of deferred charges	-	-	-	-	1,882,035
Foreign exchange loss	222,905	242,918	279,049	280,491	1,035,283
Loss on foreign currency translation	17,547	91,493	237,838	106,595	-
Loss on valuation of inventories	42,206	54,129	-	-	-
Others	489,704	439,546	638,479	726,334	453,053
Total non-operating expenses	₩ 872,863	₩ 1,033,231	₩ 1,498,733	₩ 1,834,618	₩ 4,486,718
Ordinary profit	₩ 8,870,466	₩ 3,082,607	₩ 7,946,814	₩ 4,294,227	₩ 440,853
Extraordinary income	-	-	153,634	-	283,727
Extraordinary loss	-	-	-	266,258	313,723
Net income before income taxes	₩ 8,870,466	₩ 3,082,607	₩ 8,100,448	₩ 4,027,968	₩ 410,856
Income tax expense	1,818,705	135,672	2,085,918	857,566	97,640
Net income	₩ 7,051,761	₩ 2,946,935	₩ 6,014,530	₩ 3,170,403	₩ 313,216
Earnings per share	₩ 42,005	₩ 17,461	₩ 35,006	₩ 19,214	₩ 2,832

## Non-Consolidated Five-Year Financial Summary

	2002	2001	2000	1999	1998
For the years ended December 31, 1998-2002					
In thousands of U.S. dollars					
<b>Sales:</b>					
Domestic	\$ 10,123,513	\$ 7,926,014	\$ 8,660,353	\$ 7,729,803	\$ 5,380,693
Export	23,636,123	16,493,575	18,570,586	15,080,490	11,259,056
Total sales	<b>\$ 33,759,636</b>	<b>\$ 24,419,589</b>	<b>\$ 27,230,939</b>	<b>\$ 22,810,293</b>	<b>\$ 16,639,749</b>
Cost of sales	22,454,888	18,487,732	17,468,926	15,424,604	11,578,914
Gross profit	11,304,748	5,931,857	9,762,013	7,385,689	5,060,835
Selling, general and administrative expenses	5,267,521	4,200,836	3,856,410	3,471,715	2,492,518
Operating profit	<b>\$ 6,037,227</b>	<b>\$ 1,731,021</b>	<b>\$ 5,905,603</b>	<b>\$ 3,913,974</b>	<b>\$ 2,568,317</b>
<b>Non-operating income:</b>					
Interest and dividend income	\$ 207,151	\$ 95,365	\$ 124,247	\$ 198,900	\$ 279,383
Foreign exchange gain	243,913	180,429	237,546	233,600	863,231
Gain on foreign currency translation	47,464	35,736	27,102	228,311	-
Earnings from equity method investments	889,810	591,848	692,079	260,474	-
Others	693,876	469,551	515,843	517,444	371,563
Total non-operating income	<b>\$ 2,082,214</b>	<b>\$ 1,372,929</b>	<b>\$ 1,596,817</b>	<b>\$ 1,438,729</b>	<b>\$ 1,514,177</b>
<b>Non-operating expenses:</b>					
Interest expense	\$ 83,751	\$ 154,709	\$ 272,730	\$ 629,868	\$ 924,894
Amortization of deferred charges	-	-	-	-	1,559,267
Foreign exchange loss	185,754	183,196	221,643	244,970	857,732
Loss on foreign currency translation	14,623	68,999	188,911	93,096	-
Loss on valuation of inventories	35,172	40,821	-	-	-
Others	408,086	331,484	507,131	634,353	375,354
Total non-operating expenses	<b>\$ 727,386</b>	<b>\$ 779,209</b>	<b>\$ 1,190,415</b>	<b>\$ 1,602,287</b>	<b>\$ 3,717,247</b>
Ordinary profit	<b>\$ 7,392,055</b>	<b>\$ 2,324,741</b>	<b>\$ 6,312,005</b>	<b>\$ 3,750,416</b>	<b>\$ 365,247</b>
Extraordinary income	-	-	122,029	-	235,068
Extraordinary loss	-	-	-	232,540	259,920
Net income before income taxes	<b>\$ 7,392,055</b>	<b>\$ 2,324,741</b>	<b>\$ 6,434,034</b>	<b>\$ 3,517,876</b>	<b>\$ 340,395</b>
Income tax expense	1,515,588	102,316	1,656,806	748,965	\$ 80,895
Net income	<b>\$ 5,876,467</b>	<b>\$ 2,222,425</b>	<b>\$ 4,777,228</b>	<b>\$ 2,768,911</b>	<b>\$ 259,500</b>
Earnings per share	<b>\$ 35</b>	<b>\$ 13</b>	<b>\$ 28</b>	<b>\$ 17</b>	<b>\$ 2.14</b>

## Consolidated Five-Year Financial Summary

	2002	2001	2000	1999	1998
In millions of Korean won					
<b>Sales:</b>					
Domestic	₩ 17,997,032	₩ 15,053,463	₩ 13,555,680	₩ 9,721,920	₩ 6,525,147
Export	41,571,629	31,390,305	29,972,126	22,365,794	19,247,164
Total sales	₩ 59,568,661	₩ 46,443,768	₩ 43,527,806	₩ 32,087,714	₩ 25,772,311
Cost of sales	36,952,320	32,657,190	27,638,607	21,476,416	18,320,860
Gross profit	22,616,341	13,786,578	15,889,200	10,611,298	7,451,451
Selling, general and administrative expenses	13,370,703	9,835,150	6,828,860	5,222,306	4,585,212
Operating profit	₩ 9,245,638	₩ 3,951,428	₩ 9,060,340	₩ 5,388,992	₩ 2,866,239
<b>Non-operating income:</b>					
Interest and dividend income	₩ 307,493	₩ 205,074	₩ 242,177	₩ 457,336	₩ 452,174
Foreign exchange gain	611,362	599,486	478,151	480,156	1,459,743
Gain on foreign currency translation	235,601	87,491	161,336	313,331	165,874
Others	1,063,888	827,936	771,033	411,463	468,912
Total non-operating income	₩ 2,218,344	₩ 1,719,987	₩ 1,652,697	₩ 1,662,286	₩ 2,546,703
<b>Non-operating expenses:</b>					
Interest expense	₩ 256,919	₩ 410,660	555,070	₩ 1,117,607	₩ 1,573,453
Amortization of deferred charges	-	-	-	-	1,741,798
Loss on foreign currency transactions	552,329	607,668	476,925	500,369	1,513,358
Loss on foreign currency translation	173,764	149,403	362,419	158,524	166,564
Loss on valuation of inventories	96,321	114,958	-	-	-
Others	815,610	554,297	745,524	897,582	611,538
Total non-operating expenses	₩ 1,894,943	₩ 1,836,986	₩ 2,139,938	₩ 2,674,082	₩ 5,606,711
Ordinary profit	₩ 9,569,039	₩ 3,834,429	₩ 8,573,099	₩ 4,377,197	△ 193,770
Net income	₩ 7,052,835	₩ 3,055,066	₩ 6,002,882	₩ 3,175,308	△ 362,253

## Consolidated Five-Year Financial Summary

	2002	2001	2000	1999	1998
For the years ended December 31, 1998-2002					
In thousands of U.S. dollars					
<b>Sales:</b>					
Domestic	<b>\$ 14,997,527</b>	\$ 11,352,536	\$ 10,767,021	\$ 8,490,760	\$ 5,406,088
Export	<b>34,643,024</b>	23,672,930	23,806,296	19,533,444	15,946,283
Total sales	<b>\$ 49,640,551</b>	\$ 35,025,466	\$ 34,573,317	\$ 28,024,204	\$ 21,352,371
Cost of sales	<b>30,793,600</b>	24,628,348	21,952,825	18,756,695	15,178,841
Gross profit	<b>18,846,951</b>	10,397,118	12,620,492	9,267,509	\$ 6,173,530
Selling, general and administrative expenses	<b>11,142,253</b>	7,417,157	5,424,034	4,560,965	3,798,850
Operating profit	<b>\$ 7,704,698</b>	2,979,961	\$ 7,196,458	\$ 4,706,544	\$ 2,374,680
<b>Non-operating income:</b>					
Interest and dividend income	<b>\$ 256,244</b>	\$ 154,656	\$ 192,356	\$ 399,420	\$ 374,626
Foreign exchange gain	<b>509,468</b>	452,101	379,787	419,351	1,209,398
Gain on foreign currency translation	<b>196,334</b>	65,981	128,146	273,651	137,427
Others	<b>884,574</b>	397,031	612,416	359,356	388,493
Total non-operating income	<b>\$ 1,848,620</b>	\$ 1,297,124	\$ 1,312,705	\$ 1,451,778	\$ 2,109,944
<b>Non-operating expenses:</b>					
Interest expense	<b>\$ 214,099</b>	\$ 309,699	\$ 440,882	\$ 976,076	\$ 1,303,606
Amortization of deferred charges	-	-	-	-	1,443,080
Loss on foreign currency transactions	<b>460,274</b>	458,272	378,812	437,004	1,253,818
Loss on foreign currency translation	<b>144,803</b>	112,672	287,862	138,448	137,998
Loss on valuation of inventories	<b>80,268</b>	86,695	-	-	-
Others	<b>679,675</b>	418,021	592,156	783,915	506,661
Total non-operating expenses	<b>\$ 1,579,119</b>	\$ 1,385,359	\$ 1,699,712	\$ 2,335,443	\$ 4,645,163
Ordinary profit	<b>\$ 7,974,199</b>	\$ 2,891,726	\$ 6,809,451	\$ 3,822,879	△ 160,539
Net income	<b>\$ 5,877,363</b>	2,303,972	4,767,976	2,773,195	△ 300,127

Samsung Electronics works to enhance its business by encouraging a progressive and entrepreneurial environment based on the highest standards of governance, transparency, and accountability. Under such policy, the board of directors (BOD) administers the performance of management, sets corporate management policies, and makes strategic decisions on business execution. These activities are performed in accordance with relevant laws and regulations, our articles of incorporation (AOI), and the resolutions made at the annual general shareholders meeting (AGM).

To better target the various responsibilities of the BOD, authorities have been delegated to subcommittees in which directors with expertise and experience in a certain field can contribute to that particular committee. The BOD currently has three committees: the management committee, the audit committee, and the outside director recommendation committee.

The BOD was composed of 14 directors, seven of them being outside directors. However, with the appointment of President and CEO Chin, Dae Je as the Minister of the Information and Telecommunications in February 2003, there are currently 13 BOD members. During the course of the year, the BOD had nine meetings and handled thirty-five items.

The management committee considers and makes decisions on issues delegated to them by the BOD and reports their voting results to BOD in accordance with the AOI, Regulation of the BOD, or AGM resolutions. The committee is aimed to promote specialization and efficiency in fulfilling business operations. The management committee met 27 times this past year.

The audit committee is composed of three outside directors and is designed to oversee and support the Company's operations through a system of checks and balances. The committee convened seven times this past year.

The outside director recommendation committee is made up of four directors (including two outside directors), and its primary function is to nominate and recruit outside directors in a fair and independent manner.

**Management Committee**

- Jong-Yong Yun [chair]
- Yoon-Woo Lee
- Doh-Seok Choi

**Audit Committee**

- Sung-Lark Rim [chair]
- Jae-Sung Hwang
- Kap-Hyun Lee

**Outside Director Recommendation Committee**

- Gwi-Ho Chung [chair]
- Tetsuo Iwasaki
- Jong-Yong Yun
- Doh-Seok Choi



**Kun-Hee Lee**

- Chairman & CEO, Samsung Electronics [1998-present]
- Member, International Olympic Committee [1996-present]
- Vice chairman, Federation of Korean Industries [1987-present]
- Chairman, Samsung Group [1987-1998]



**Franz-Hermann Hirlinger**

- Outside director, Samsung Electronics [1998-present]
- Representative, State of Barvaria Korea Office [2001-present]
- Chief representative, Bayerische Landesbank, Seoul office [1997-present]
- Chief representative and first vice president Bayerische Landesbank, Tokyo office [1995-2001]
- Senior investment manager and head of international marketing, Credit Suisse [1991-1995]



**Gwi-Ho Chung**

- Outside Director, Samsung Electronics [2003-present]
- Senior Partner, CJ International Law Offices [1999-present]
- Justice, Supreme Court [1993-1999]
- Chief Judge, Eastern Branch Court, Seoul District Court [1991-1992]



### Jong-Yong Yun

- Vice chairman & CEO, Samsung Electronics [2000-present]
- President & CEO, Samsung Electronics [1997-1999]
- President & CEO, Samsung Japan Headquarters [1995-1996]
- President & CEO, Samsung Display Devices [1993-1995]
- President & CEO, Samsung Electro-mechanics [1992-1993]



### Hak-Soo Lee

- President & CEO of Samsung Electronics, Chief of the staff of the Chairman's Office of Samsung Electronics [1998-present]
- Chief of the staff of the Chairman's Office of Samsung Electronics [1997-1998]
- President & CEO, Samsung Fire & Marine Insurance Ltd. [1995-1996]
- Vice President, Samsung Fire & Marine Insurance Ltd. [1993-1995]



### Yoon-Woo Lee

- President & CEO, Device Solution Network, Samsung Electronics [1996-present]
- Executive VP & CEO, Semiconductor Business Group, Samsung Electronics [1993-1996]
- Executive VP, Memory Division, Samsung Electronics [1992-1993]
- Managing director, Giheung Plant, Samsung Electronics [1987-1992]



### Doh-Seok Choi

- President & CFO, Samsung Electronics [2001-present]
- Executive VP & CFO, Samsung Electronics [2000-2001]
- Vice President, Corporate Executive Staff, Samsung Electronics [1999-2000]



### In-Joo Kim

- Executive VP, Financial Management Division, Chairman's office of Samsung Electronics [2001-present]
- Senior VP, Financial Management Division, Chairman's office of Samsung Electronics [1999-2001]
- Managing Director, Financial Management Division, Chairman's office of Samsung Electronics [1998-1999]



### Jae-Sung Hwang

- Outside director, Samsung Electronics [2000-present]
- Advisor, Kim & Chang Law Firm [1999-present]
- Head of Seoul Regional Tax Office [1998-1999]



### Tetsuo Iwasaki

- Outside director, Samsung Electronics [2000-present]
- Chairman, Applied Materials Japan [1991-present]
- President & CEO, Applied Komatsu Technology [1998-present]
- First vice president, Applied Materials, Inc. [1998-2002]



### Sung-Lark Rim

- Outside director, Samsung Electronics [2000-present]
- Executive Director, Korea Financial Planner Association [2000-present]
- President & CEO, Kookmin Investment Trust Management [1998-2000]
- Managing director, Korea Long Term Credit Bank [1998]



### Goran Sture Malm

- Outside director, Samsung Electronics [2001-present]
- Chairman & CEO, Icon Medialab Asia [2000-present]
- President, Dell Computer Asia Pacific & Senior VP, Dell Computer [1999-2000]
- President, GE Asia-Pacific & Senior VP, GE [1997-1999]



### Kap-Hyun Lee

- Outside director, Samsung Electronics [2001-present]
- Advisor, Boston Consulting Group [2001-present]
- President, Korea Exchange Bank [1999-2000]
- Executive director, Korea Exchange Bank [1997-1999]

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**KOREAN PRODUCTION BASES**

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416, Maetan 3-dong, Paldal-gu  
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Fax: 82-31-200-1530

Giheung Plant  
San-24, Nongsu-ri, Giheung-eup  
Yongin-gun, Gyeonggi-do, Korea  
Tel: 82-31-209-7114  
Fax: 82-31-209-7049

Gumi Plant  
259, Gongdan-dong, Gumi  
Gyeongsangbuk-do, Korea  
Tel: 82-54-460-2114  
Fax: 82-54-460-2111

Onyang Plant  
San-74, Buksu-ri, Baebang-myon  
Asan-gun, Chungcheongnam-do Korea  
Tel: 82-41-540-7114  
Fax: 82-41-540-7049

Cheonan Plant  
510, Sungsung-dong  
Cheonan, Chungcheongnam-do Korea  
Tel: 82-41-529-7114  
Fax: 82-41-529-6049

Gwangju Plant  
217, Osan-dong, Gwangsan-gu Gwangju, Korea  
Tel: 82-62-950-6114  
Fax: 82-62-950-6019

**OVERSEAS NETWORK****CHINA****Production Bases**

Tianjin Samsung Electronics Co., Ltd. (TSEC)

Tianjin, China

Tel: 86-22-2532-3715

Huizhou Samsung Electronics Co., Ltd. (SEHZ)

Huizhou, China

Tel: 86-752-332-1401

Tianjin Tongguang

Samsung Electronics Co., Ltd. (TTSEC)

Tianjin Tongguang, China

Tel: 86-22-2628-0629

Shandong

Samsung Telecommunications Co., Ltd. (SST)

Weihai, China

Tel: 86-631-562-6868

Suzhou Samsung Electronics Co., Ltd. (SSEC)

Suzhou, China

Tel: 86-512-532-1234

Tianjin

Samsung Electronics Display Co., Ltd. (TSED)

Tianjin, China

Tel: 86-22-2455-6242

Tianjin

Samsung Telecommunication Co.,Ltd. (TSTC)

Tianjin, China

Tel: 86-22-2455-6242

Shanghai Samsung

Mobile Communications Co.,Ltd. (SSM)

Shanghai, China

Tel: 86-21-5055-1620

Shenzhen Samsung Kejian

Mobile Telecommunication Technology Co.,Ltd.

(SSKMT)

Shenzhen, China

Tel: 86-755-668-0200

Samsung Electronics

Suzhou Semiconductor Co., Ltd. (SESS)

Suzhou, China

Tel: 86-512-761-2297

**Sales Bases**

Samsung Electronics H.K. Co., Ltd. (SEHK)

Hong Kong

Tel: 85-2-2862-6900

Shanghai Samsung Semiconductor Co.,Ltd. (SSS)

Shanghai, China

Tel: 886-2-2758-9588

Samsung Electronics Beijing (SEBJ)

Beijing, China

Tel: 86-10-6510-1234

Samsung Electronics Shanghai (SESH)

Shanghai, China

Tel: 86-21-6270-4168

Samsung Electronics Guangzhou (SEGZ)

Guangzhou, China

Tel: 86-20-3879-2268

**ASIA****Production Bases**

P.T. Samsung Electronics Indonesia (SEIN)

Cikarang, Bekasi, Indonesia

Tel: 62-21-893-4005

Samsung Electronics Display (M)

Sdn. Bhd. (SDMA)

Seremban Malaysia

Tel: 60-6-678-7914

Thai Samsung Electronics Co., Ltd. (TSE)

Sriracha Cholburi, Thailand

Tel: 66-2-681-0501

Samsung Electronics Malaysia Sdn. Bhd. (SEMA)

Port Klang, Malaysia

Tel: 60-3-376-1068

Samsung Vina Electronics Co., Ltd. (SAVINA)

Ho Chi Min City, Vietnam

Tel: 84-8-896-5500

Samsung India Electronics Ltd. (SIEL)

New Delhi, India

Tel: 91-1191-568251

Samsung Electronics India Information &

Telecommunication Ltd. (SEIIT)

New Delhi, Indonesia

Tel: 91-11-693-2517

Samsung Electronics Philippine

Manufacturing Corporation (SEPHIL)

Manila, Philippines

Tel: 63-49-545-9153

**Sales Bases**

Samsung Electronics Australia Pty. Ltd. (SEAU)  
Sydney, Australia  
Tel: 61-2-9638-5200

Samsung Asia Private Ltd. (SAPL)  
Singapore, Singapore  
Tel: 65-8333-200

Samsung Electronics Philippines Co. (SEPCO)  
Manila, Philippines  
Tel: 63-2-526-3796

Samsung Japan Corporation (SJC)  
Tokyo, Japan  
Tel: 81-3-5641-9800

Samsung Electronics Taiwan Co., Ltd. (SET)  
Taipei, Taiwan  
Tel: 886-2-2758-9588

**CIS****Sales Bases**

Samsung Electronics  
Russia Co.,Ltd. (SER)  
Moscow, Russia  
Tel: 7-095-797-2344

Samsung Electronics Kiev Office (SEKO)  
Kiev, Ukraine  
Tel: 380-44-490-6878

Samsung Electronics Overseas B.V. (SEO)  
Delft, The Netherlands  
Tel: 31-15-219-6100

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Barcelona, Spain  
Tel: 34-93-862-9600

Samsung Electronics  
Hungarian Co., Ltd. (SEH)  
Budapest, Hungary  
Tel: 36-1-250-2311

Samsung Electronics  
Manufacturing (U.K.) Ltd. (SEMUK)  
Billingham, U.K.  
Tel: 44-1740-660000

Samsung Electronics Slovakia (SESK)  
GLANTA, Slovakia  
Tel: 421-31-7882-500

**Sales Bases**

Samsung Electronics GMBH (SEG)  
Schwalbach/TS., Germany  
Tel: 49-6196-661000

Samsung Electronics U.K. Ltd. (SEUK)  
KT16 OPS, U.K.  
Tel: 44-1932-455000

Samsung Electronica Portuguesa S.A. (SEP)  
Linda-a-Pastora, Portugal  
Tel: 351-21-425-1000

Samsung Electronics France S.A.S. (SEF)  
Cedex, France  
Tel: 33-1-5568-4000

Samsung Electronics Italia S.P.A. (SEI)  
Milano, Italy  
Tel: 39-2-921891

Samsung Electronics Nordic Aktiebolag (SENA)  
Upplands, Sweden  
Tel: 46-8-590-96600

Samsung Electronics BENELUX B.V. (SEBN)  
Delft, The Netherlands  
Tel: 31-15-219-6100

Samsung Electronics Poland Sp.ZO.O (SEPOL)  
Warsaw, Poland  
Tel: 48-22-607-4400

Samsung Telecoms U.K. (STUK)  
Manchester, U.K.  
Tel: 44-161-655-1125

Samsung Electronics Logistics B.V. (SELS)  
Delft, The Netherlands  
Tel: 31-15-219-6100

Samsung Semiconductor Europe GMBH  
(SSEG)  
Schwalbach/TS, Germany  
Tel: 49-6196-663-300

Samsung Semiconductor Europe Ltd. (SSEL)  
London, U.K.  
Tel: 44-181-380-7200

#### **MIDDLE EAST & AFRICA**

##### **Sales Bases**

Samsung Gulf Electronics FZE (SGE)  
Dubai, U.A.E.  
Tel: 971-4-225747

Samsung Electronics South Africa Ltd. (SSA)  
Johannesburg, South Africa  
Tel: 27-11-254-3600

#### **AMERICA**

##### **Production Bases**

Samsung Mexicana S.A. DE C.V. (SAMEX)  
Tijuana, CA, Mexico  
Tel: 1-619-671-6000

Samsung Electronics Mexico S.A. DE C.V. (SEM)  
Mexico city, Mexico  
Tel: 52-55-5686-0800

Samsung Austin Semiconductor (SAS)  
Texas, U.S.A.  
Tel: 1-512-672-1000

Samsung Electronica Da Amazonia LTDA (SEDA)  
Sao Paulo, Brazil  
Tel: 55-11-5641-8500

##### **Sales Bases**

\* Samsung Electronics America, Inc. (SEA)  
Ridgefield Park, New Jersey, U.S.A.  
Tel: 1-201-229-4000

Samsung Electronics Canada Inc. (SECA)  
Ontario, Canada  
Tel: 1-905-819-5060

Samsung Telecommunications America, Inc. (STA)  
Richardson, Texas, U.S.A.  
Tel: 1-972-761-7005

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

America Distribution Center (ADC)  
San Jose, U.S.A.  
Tel: 1-858-642-5199

Samsung Electronics Latinoamerica  
(Zona Libre), S.A. (SELA-Panama)  
Panama, Panama  
Tel: 50-7-210-1122

Samsung Electronics Latinoamerica  
Miami, Inc. (SELA-Miami)  
Miami, U.S.A.  
Tel: 1-305-594-1090

Samsung Electronics Latinoamerica  
Colombia S.A. (SAMCOL)  
Santafe de Bogota, Colombia  
Tel: 57-1-633-4470

\*\* Samsung Information  
System America, Inc. (SISA)  
San Jose, California, U.S.A.  
Tel: 1-408-544-5050

\* Global Service Network

\*\* R&D Center