

**Earnings Release Q1 2012**

**Samsung Electronics**

**April 2012**

# Disclaimer

The financial information in this document are consolidated earnings results based on K-IFRS.

This document is provided for the convenience of investors only, before our external audit on Q1 2012 financial results of our headquarters is completed. The audit outcomes may cause some parts of this document to change.

This document contains "forward-looking statements" - that is, statements related to future, not past, events.

In this context, "forward-looking statements" often address our expected future business and financial performance, and often contain words such as "expects", "anticipates", "intends", "plans", "believes", "seeks" or "will".

"Forward-looking statements" by their nature address matters that are, to different degrees, uncertain.

For us, particular uncertainties which could adversely or positively affect our future results include:

- The behavior of financial markets including fluctuations in exchange rates, interest rates and commodity prices
- Strategic actions including dispositions and acquisitions
- Unanticipated dramatic developments in our major businesses including CE (Consumer Electronics), IM (IT & Mobile communications), Semiconductor, DP (Display Panel)
- Numerous other matters at the national and international levels which could affect our future results

These uncertainties may cause our actual results to be materially different from those expressed in this document.

# Segment Sales & Operating Profit

## Sales

(Unit: Trillion Won)		<u>1Q '12</u>	<u>Y-on-Y</u>	<u>1Q '11</u>	<u>4Q '11</u>
<b>Total</b>		<b>45.27</b>	<b>22% ↑</b>	<b>36.99</b>	<b>47.30</b>
DMC		<b>34.25</b>	<b>40% ↑</b>	<b>24.50</b>	<b>35.23</b>
	CE	<b>10.67</b>	<b>2% ↑</b>	<b>10.47</b>	<b>14.00</b>
	- VD	7.71	0.3% ↑	7.68	10.88
IM		<b>23.22</b>	<b>70% ↑</b>	<b>13.69</b>	<b>20.78</b>
	- Mobile	18.90	86% ↑	10.14	17.18
DS		<b>16.33</b>	<b>5% ↑</b>	<b>15.55</b>	<b>17.61</b>
	Semiconductor	<b>7.98</b>	<b>13% ↓</b>	<b>9.18</b>	<b>9.17</b>
	- Memory	4.89	17% ↓	5.87	5.45
	DP	<b>8.54</b>	<b>31% ↑</b>	<b>6.51</b>	<b>8.55</b>
	- LCD	6.18	17% ↑	5.27	6.25
Others		△5.31	-	△3.06	△5.54

※ Sales includes intersegment sales

## Operating Profit

(Unit: Trillion Won)		<u>1Q '12</u>	<u>Y-on-Y</u>	<u>1Q '11</u>	<u>4Q '11</u>
<b>Total</b>		<b>5.85</b>	<b>98% ↑</b>	<b>2.95</b>	<b>5.30</b>
DMC		<b>4.77</b>	<b>209% ↑</b>	<b>1.54</b>	<b>3.20</b>
	CE	<b>0.53</b>	<b>550% ↑</b>	<b>0.08</b>	<b>0.66</b>
	IM	<b>4.27</b>	<b>193% ↑</b>	<b>1.46</b>	<b>2.54</b>
DS		<b>1.06</b>	<b>25% ↓</b>	<b>1.42</b>	<b>2.06</b>
	Semiconductor	<b>0.76</b>	<b>54% ↓</b>	<b>1.64</b>	<b>2.31</b>
	DP	<b>0.28</b>	-	△0.23	△0.22
Others		0.02	-	△0.01	0.04

Note) DMC (Digital Media & Communications), CE (Consumer Electronics), IM (IT & Mobile communications), DS (Device Solutions), DP (Display Panel)

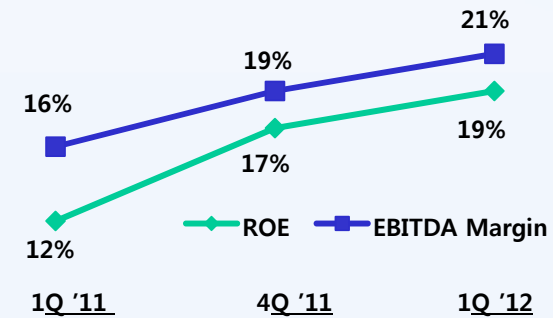
# Income Statement

(Unit: Trillion Won)

	1Q '12	% of sales	Y-on-Y	1Q '11	% of sales	4Q '11	% of sales
<b>Sales</b>	<b>45.27</b>	<b>100%</b>	<b>22% ↑</b>	<b>36.99</b>	<b>100%</b>	<b>47.30</b>	<b>100%</b>
Cost of Sales	30.14	66.6%	16% ↑	26.05	70.4%	31.51	66.6%
<b>Gross Profit</b>	<b>15.13</b>	<b>33.4%</b>	<b>38% ↑</b>	<b>10.93</b>	<b>29.6%</b>	<b>15.79</b>	<b>33.4%</b>
R&D expenses	2.73	6.0%	16% ↑	2.34	6.3%	2.74	5.8%
SG&A expenses	6.77	14.9%	17% ↑	5.79	15.7%	8.46	17.9%
Other operating profits/losses	0.21	0.5%	40% ↑	0.15	0.4%	0.70	1.5%
<b>Operating Profit</b>	<b>5.85</b>	<b>12.9%</b>	<b>98% ↑</b>	<b>2.95</b>	<b>8.0%</b>	<b>5.30</b>	<b>11.2%</b>
Equity method gains/losses	0.37	0.8%	2% ↓	0.38	1.0%	0.32	0.7%
Finance incomes/expenses	0.13	0.3%	108% ↑	0.06	0.2%	△0.14	△0.3%
<b>Profit Before Income Tax</b>	<b>6.35</b>	<b>14.0%</b>	<b>87% ↑</b>	<b>3.39</b>	<b>9.2%</b>	<b>5.47</b>	<b>11.6%</b>
Income tax	1.30	2.9%	116% ↑	0.60	1.6%	1.47	3.1%
<b>Net profit</b>	<b>5.05</b>	<b>11.2%</b>	<b>81% ↑</b>	<b>2.78</b>	<b>7.5%</b>	<b>4.00</b>	<b>8.5%</b>

## Key Profitability Indicators

	1Q '12	1Q '11	4Q '11
<b>ROE</b>	<b>19%</b>	<b>12%</b>	<b>17%</b>
Profitability (Net income/Sales)	0.11	0.08	0.08
Asset turnover (Sales/Asset)	1.15	1.09	1.31
Leverage (Asset/Equity)	1.52	1.50	1.52
<b>EBITDA Margin</b>	<b>21%</b>	<b>16%</b>	<b>19%</b>

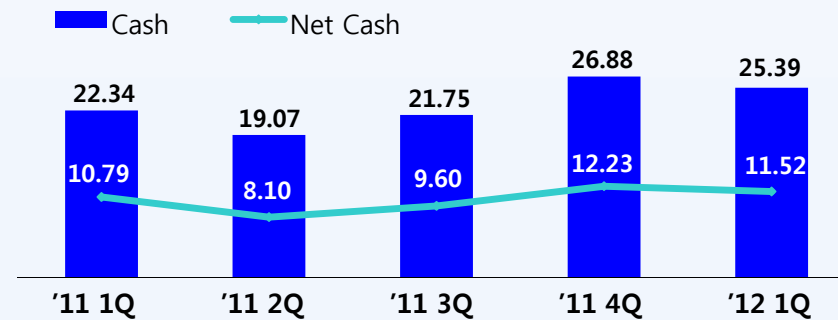


# Cash Flow Statement

(Unit: Trillion Won)	1Q '12	4Q '11
<b>Cash (Beginning of period)*</b>	<b>26.88</b>	<b>21.75</b>
<b>Cash flow from Operation</b>	<b>8.43</b>	<b>7.32</b>
Net profit	5.05	4.00
Depreciation	3.49	3.49
Others	△0.11	△0.17
<b>Cash flow from Investment</b>	<b>△8.02</b>	<b>△4.74</b>
Increase in tangible assets	△7.69	△5.93
<b>Cash flow from Finance</b>	<b>△1.99</b>	<b>2.85</b>
Increase in Debts	△0.74	2.81
<b><i>Net increase in cash</i></b>	<b><u>△1.49</u></b>	<b><u>5.13</u></b>
<b>Cash (End of period)*</b>	<b>25.39</b>	<b>26.88</b>

\* Cash = Cash + Cash equivalents + Short-term financial instruments + Short-term available-for-sale securities

## Cash Balance



# Statement of Financial Position

(Unit: Trillion Won)	<u>1Q '12</u>	<u>4Q '11</u>	<u>1Q '11</u>
<b>Current assets</b>	<b>71.29</b>	<b>71.50</b>	<b>60.96</b>
Cash*	25.39	26.88	22.34
Trade accounts and notes receivable	21.90	21.88	17.74
Inventories	16.36	15.72	14.18
<b>Non-current assets</b>	<b>88.86</b>	<b>84.13</b>	<b>75.58</b>
Investments	13.49	12.82	12.18
PP&E	66.00	62.04	55.18
<b>Total assets</b>	<b>160.16</b>	<b>155.63</b>	<b>136.53</b>
Debts	13.87	14.65	11.55
<b>Total liabilities</b>	<b>54.65</b>	<b>53.79</b>	<b>45.03</b>
<b>Total shareholders' equity</b>	<b>105.51</b>	<b>101.84</b>	<b>91.50</b>

\* Cash = Cash + Cash equivalents + Short-term financial instruments + Short-term available-for-sale securities

## Key Financial Indicators

	<u>1Q '12</u>	<u>4Q '11</u>	<u>1Q '11</u>
Current ratio*	158%	161%	160%
Liability/Equity	52%	53%	49%
Debt/Equity	13%	14%	13%
Net debt/Equity	△11%	△12%	△12%

\* Current ratio= Current assets/Current liabilities

# 1Q results

## Semiconductor

### [Memory]

- Market : Price of major products declined amid weak seasonality
  - DRAM : PC demand decreased ; price competition continued in Mobile DRAM market
  - NAND : Weak channel demand and spot price  
Embedded products' demand remained solid amid price pressure
- Samsung : Earnings declined amid price decrease of major products. Focused on geometry migration and sales of differentiated products
  - DRAM : Focused on sales of high value-added specialty products for server/mobile applications
  - NAND : Minimized sales to channels and expanded high value-added/solution products line-up

### [System LSI]

- Earnings slowed down as sales decreased QoQ amid low seasonality
  - Affected by line conversion and inventory adjustment by OEMs ahead of new product launches, etc.
  - Strengthened technology competitiveness by expanding 32nm process capacity and promoting geometry migration

## Display Panel

### [ LCD ]

- Market : Panel demand declined due to low seasonal demand for set products, except for tablet panels
  - TV panel : Demand decreased sequentially (9%↓ QoQ) due to economic slow down in Europe and weak demand in emerging markets (China, etc.)
  - IT panel : Demand for tablet panels increased, but demand for monitor and note PC panels was weak
- Samsung : Focused on improving profitability by enhancing value-added product line-up (tablet panel, 3D/LED panel, etc.)
  - TV panel shipment : Mid-10%↓ QoQ, low-20%↑ YoY
    - Increased portion of value-added 3D/LED TV panels and sales of tablet panels
- ※ SMD : Profit improved QoQ due to shipment increase of OLED panels for smartphone

# 1Q results

## IM

### [Handset]

- Market : Demand decreased low teens% QoQ amid low seasonal demand
  - Demand for smartphones and feature phones decreased QoQ due to demand slowdown in developed markets
- Samsung : Earnings increased significantly QoQ led by product mix improvement
  - Strong smartphone sales
  - Smartphone : Shipments increased across all regions, especially in the emerging markets
    - Steady sales of the existing models (Galaxy S II , Ace, Y, etc.) and sales expansion of high-end strategic models (Galaxy Note, LTE, etc.)
  - ASP increased QoQ led by product mix improvement

### [Network/IT]

- Network: Solid earnings driven by LTE business expansion
- IT: Solid earnings led by sales expansion of mid/high-end PCs, mid/high-speed multifunction printers, etc.

## CE

### [TV]

- Market : Overall market demand decreased QoQ, amid low seasonality and demand slowdown in the developed markets
  - Demand declined low-30%QoQ (remained flat on a YoY basis)
  - LED TV portion : Approx. 50% in '11.4Q → high-50% in '12.1Q
- Samsung : Outgrew the market with solid earnings led by increased sales of strategic LED TVs in developed/emerging markets
  - ※ Shipment and earnings improved substantially YoY
  - Expanded line-up of premium LED TVs (7/8000 series) for developed markets and localized LED TVs for emerging markets
  - LED TV portion : Approx. 60% in '11. 4Q → mid-60% in '12.1Q

### [ Digital appliances ]

- Sales declined slightly QoQ amid market demand slowdown. Profitability improved due to increasing portion of premium products and raw material cost decline, etc



# Market outlook (2Q)

## Semiconductor

### □ Memory

- DRAM : PC DRAM market situation to improve amid demand turnaround. Price competition to persist in mobile DRAM market
- NAND : Channel demand to remain weak vs. demand for embedded products to increase led by new mobile devices and note PCs adopting SSD

### □ System LSI

- S. LSI : Demand for 32nm mobile AP and high-pixel image sensors to increase, led by launches of new set products

## Display Panel

### □ LCD

- Demand to grow amid new set product launches and sales promotion related with Chinese Labor day, Olympics, and back-to-school period
- However, risk factors co-exist including continued oversupply conditions, macro-economic uncertainties, etc.

## I M

### □ Handset

- Handset : Demand to grow slightly QoQ, especially smartphones
  - LTE smartphones to lead mid/high-end demand growth in US/Japan/Korea
- Tablet : Competition in new product launches to continue

### □ Network/ IT

- Network : LTE infrastructure expansion to continue in the US
  - Domestic LTE demand to slowdown
- IT : PC demand to grow slightly amid market recovery
  - Demand for printers to slowdown due to low seasonality

## C E

### □ TV

- Overall market demand to be driven by growth of emerging market and LED TVs
  - LED TV portion to grow : High-50% in 1Q → mid-60% in 2Q

- **Digital appliances** : Overall market to grow slightly led by demand growth in the emerging markets and seasonal demand for air conditioners, etc.

※ **Outlook for 2<sup>nd</sup> Half** : Solid earnings momentum to continue due to demand increase for the set products and improved demand-supply conditions for the components amid seasonal pick-up, etc.

- **Component business** : Demand-supply conditions to improve with launches of new products (eg: PC, mobile devices)
- **Brand business** : Demand for smart-phones expected to increase. Demand for TV/digital appliances to continue growing in the emerging markets and to improve in the developed markets

## [Appendix 1] Statement of Financial Position (K-IFRS)

(Unit : KRW 100 Million)

	1Q '12 (A)	FY '11 (B)	1Q '11 (C)	Q-on-Q (A - B)	Y-on-Y (A - C)
<b>Current Assets</b>	<b>712,928</b>	<b>715,020</b>	<b>609,571</b>	<b>-2,092</b>	<b>103,357</b>
- Cash *	253,902	268,776	223,408	-14,874	30,494
- A/R	219,003	218,821	177,433	182	41,570
- Inventories	163,565	157,167	141,763	6,398	21,802
- Other Current Assets	76,458	70,256	66,967	6,202	9,491
<b>Non Current Assets</b>	<b>888,638</b>	<b>841,292</b>	<b>755,751</b>	<b>47,346</b>	<b>132,887</b>
- Investment	134,874	128,184	121,801	6,690	13,073
- PP&E	659,984	620,440	551,821	39,544	108,163
- Intangible Assets	33,291	33,552	28,714	-261	4,577
- Other Non Current Assets	60,489	59,116	53,415	1,373	7,074
<b>Total Assets</b>	<b>1,601,566</b>	<b>1,556,312</b>	<b>1,365,322</b>	<b>45,254</b>	<b>236,244</b>
<b>Liabilities</b>	<b>546,499</b>	<b>537,859</b>	<b>450,334</b>	<b>8,640</b>	<b>96,165</b>
- Debts	138,688	146,466	115,478	-7,778	23,210
- Trade Accounts and N/P	116,714	102,767	97,026	13,947	19,688
- Other Accounts and N/P & Accrued Expenses	139,223	160,565	116,532	-21,342	22,691
- Income Tax Payable	23,843	12,628	16,839	11,215	7,004
- Unearned Revenue & Other Advances	30,884	31,658	22,609	-774	8,275
- Other Liabilities	97,147	83,775	81,850	13,372	15,297
<b>Shareholders' Equity</b>	<b>1,055,067</b>	<b>1,018,453</b>	<b>914,988</b>	<b>36,614</b>	<b>140,079</b>
- Capital Stock	8,975	8,975	8,975	0	0
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b>1,601,566</b>	<b>1,556,312</b>	<b>1,365,322</b>	<b>45,254</b>	<b>236,244</b>

\* Cash = Cash + Cash equivalent + Short-term financial instruments + Marketable securities

## [Appendix 2] Income Statement (K-IFRS)

(Unit : KRW 100 Million)

	1Q '12		4Q '11		1Q '11		Q-on-Q (A - B)	Y-on-Y (A - C)
	(A)	%	(B)	%	(C)	%		
<b>Sales</b>	<b>452,705</b>	<b>100%</b>	<b>473,040</b>	<b>100%</b>	<b>369,850</b>	<b>100%</b>	<b>-20,335</b>	<b>82,855</b>
<b>Cost of Sales</b>	<b>301,384</b>	<b>66.6%</b>	<b>315,093</b>	<b>66.6%</b>	<b>260,544</b>	<b>70.4%</b>	<b>-13,709</b>	<b>40,840</b>
<b>Gross Profit</b>	<b>151,321</b>	<b>33.4%</b>	<b>157,947</b>	<b>33.4%</b>	<b>109,306</b>	<b>29.6%</b>	<b>-6,626</b>	<b>42,015</b>
<b>R&amp;D</b>	<b>27,284</b>	<b>6.0%</b>	<b>27,424</b>	<b>5.8%</b>	<b>23,441</b>	<b>6.3%</b>	<b>-140</b>	<b>3,843</b>
<b>SG&amp;A</b>	<b>67,671</b>	<b>14.9%</b>	<b>84,576</b>	<b>17.9%</b>	<b>57,911</b>	<b>15.7%</b>	<b>-16,905</b>	<b>9,760</b>
- Wages & Fee	18,159	4.0%	18,304	3.9%	15,458	4.2%	-145	2,701
- Marketing Expenses	21,536	4.8%	31,700	6.7%	17,197	4.6%	-10,164	4,339
<b>Other Operating Profits</b>	<b>2,138</b>	<b>0.5%</b>	<b>7,017</b>	<b>1.5%</b>	<b>1,531</b>	<b>0.4%</b>	<b>-4,879</b>	<b>607</b>
<b>Operating Profits</b>	<b>58,504</b>	<b>12.9%</b>	<b>52,964</b>	<b>11.2%</b>	<b>29,485</b>	<b>8.0%</b>	<b>5,540</b>	<b>29,019</b>
<b>Gain(or Loss) on Equity Method Investment</b>	<b>3,673</b>	<b>0.8%</b>	<b>3,208</b>	<b>0.7%</b>	<b>3,756</b>	<b>1.0%</b>	<b>465</b>	<b>-83</b>
<b>Finance Incomes / Expenses</b>	<b>1,325</b>	<b>0.3%</b>	<b>-1,428</b>	<b>-0.3%</b>	<b>636</b>	<b>0.2%</b>	<b>2,753</b>	<b>689</b>
- Interest Gain (or Loss)	303	0.1%	234	0.0%	116	0.0%	69	187
- F/X Related Gain (or Loss)	2,288	0.5%	-2,021	-0.4%	700	0.2%	4,309	1,588
<b>Income Before Income Taxes</b>	<b>63,503</b>	<b>14.0%</b>	<b>54,744</b>	<b>11.6%</b>	<b>33,877</b>	<b>9.2%</b>	<b>8,759</b>	<b>29,626</b>
- Income Taxes	13,018	2.9%	14,731	3.1%	6,030	1.6%	-1,713	6,988
<b>Net Income</b>	<b>50,485</b>	<b>11.2%</b>	<b>40,013</b>	<b>8.5%</b>	<b>27,847</b>	<b>7.5%</b>	<b>10,472</b>	<b>22,638</b>

## [Appendix 3] Segment Information (K-IFRS)

(Unit : trillion KRW)

		FY '11				
		1Q	2Q	3Q	4Q	Total
Sales	DMC	24.50	26.77	29.71	35.23	116.22
	CE	10.47	11.23	11.32	14.00	47.02
	IM	13.69	15.03	17.94	20.78	67.45
	DS	15.55	16.12	16.49	17.61	65.77
	Semiconductor	9.18	9.16	9.48	9.17	36.99
	DP	6.51	7.09	7.08	8.55	29.24
Operating Profits	DMC	1.54	2.19	2.77	3.20	9.70
	CE	0.08	0.47	0.34	0.66	1.55
	IM	1.46	1.71	2.42	2.54	8.13
	DS	1.42	1.59	1.53	2.06	6.61
	Semiconductor	1.64	1.79	1.59	2.31	7.34
	DP	-0.23	-0.21	-0.09	-0.22	-0.75

※ The results of the semiconductor and DP are the same as before the organizational change.