



Samsung  
Annual Report 2002

# will



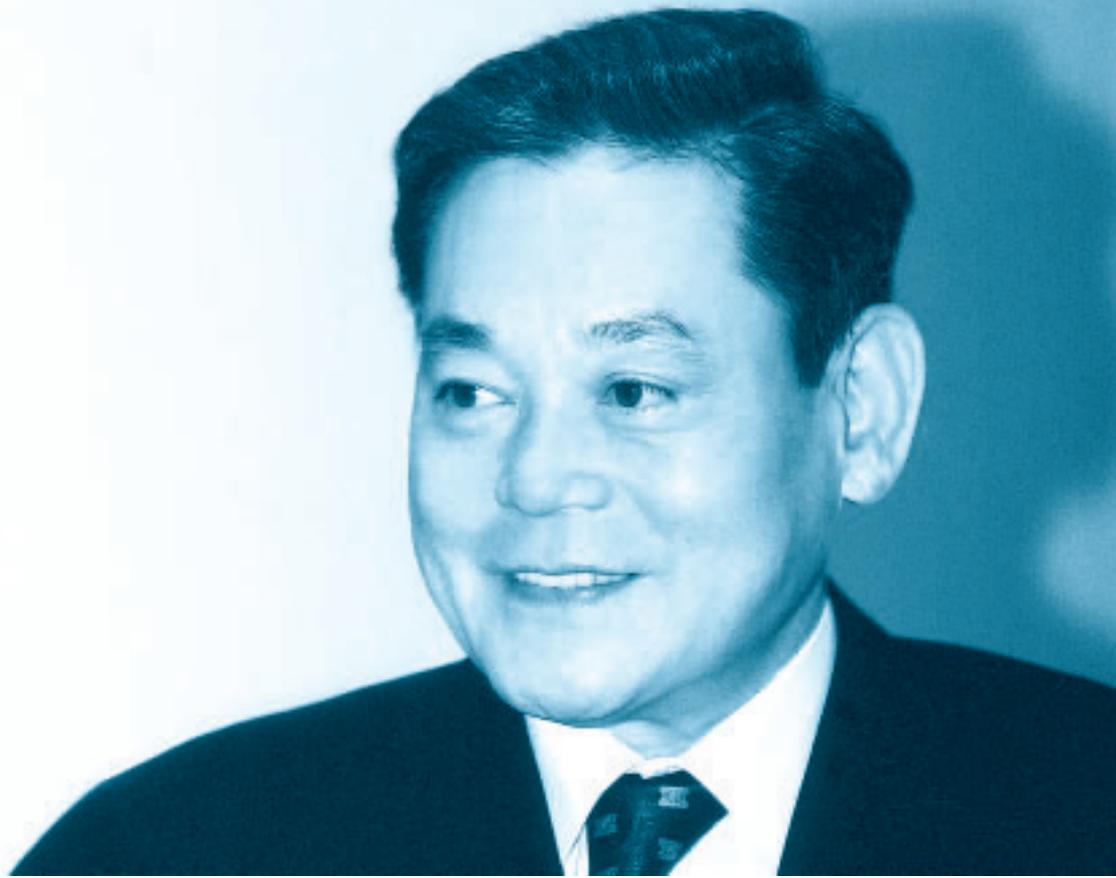
Will is the force at the heart of our company – an inner resolve, a wellspring of pure determination. It drives us forward, making it possible to overcome obstacles, meet goals and expand boundaries.

Will is strength. But it's also vision. Because it lets us see farther than the competition, adapt earlier, think deeper. Global in scope, it remains rooted in the vital relationship between company and community.

At Samsung, our will is to understand how people live. And then help them live better.

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will



**Kun-Hee Lee**  
Chairman, Samsung

## Chairman's Vision

In the past, Samsung has faced many great challenges, ranging from global and local economic crises to the pressures of always remaining one step ahead in a rapidly-changing technological world. Today is no different: In the current period of global transition, opportunities and threats co-exist all around the world. But Samsung is responding and rising to meet these challenges with a new vision that is referred to as our "Second New Management."

It is the next step in an evolution that began 10 years ago, when we first introduced a "New Management" approach that stressed quality over quantity. Back then, we knew it would not be easy to instill fundamental changes in a company as large and established as Samsung - we understood that it would require great resolve and strong will on the part of everyone within the company. But with a joint effort and much sacrifice, we restructured and strengthened Samsung so that it was able to withstand the economic crisis of the late 1990s and emerge in the new millennium as a world-class global competitor. During this period, Samsung's annual sales more than tripled, and its profits soared an amazing 28-fold.

By streamlining, integrating, modernizing, and improving our global operations and our management practices, we created a company that today is more responsive to market needs, more efficient, more transparent, and ultimately more profitable. At the same time, we succeeded in solidifying the Samsung brand - which now has more equity and greater worldwide recognition

than at any time in our history. And all the while we have remained steadfastly committed to innovation. In 2002, Samsung was again at the forefront in introducing "world first" products, particularly in the realm of digital technology. This helped us to expand global market share in a number of product categories, but more importantly it enabled us to share the benefits of technology with the millions of people worldwide whose lives are made more enjoyable and productive by Samsung products.

These are accomplishments of which Samsung can and should feel proud. And yet we believe this is certainly no time for Samsung to rest and be content, particularly in light of current global market conditions. That is why Samsung is more determined than ever to keep changing and improving. On the 10th anniversary of our successful New Management initiative, we have now embarked upon the bold "Second New Management" effort, which includes four key strategies:

- We are focused on a global human resources management approach to prepare Samsung for operations 5 to 10 years down the road. This demands that we procure genius-level talent from around the world, ensuring that Samsung is composed of the very best people - and it is also critical that these people be afforded ample opportunity for professional growth at every level.

- We are striving to make Samsung products and services the world's most competitive. This requires constant innovation and true leadership: For example, in digital technology, we are committed to leading the worldwide movement toward digital convergence, thereby providing “digital freedom” to people everywhere.
- We are actively seeking out new business areas that can be cultivated into future growth engines. We recognize that Samsung must be the first to take advantage of new opportunities.
- And finally, we are making social responsibility a priority. This shall help to elevate both the Samsung brand and corporate image, by making sure that Samsung is known for caring and admired by the global community. But more importantly, it enables us to contribute to a more prosperous society for everyone.

These objectives and goals are truly ambitious. To achieve them, we know that we must summon all of our strengths and resources – our people, our spirit, our dedication, and the fierce determination that has always motivated Samsung to keep growing, changing, innovating, and striving to improve the world around us. We are confident that Samsung will continue on its steady path to becoming a world-leading company. We know that we can do it, because we have the capabilities. And the will.

The will  
to embrace change

I.

China has 205 million  
mobile phone subscribers

It is expected that China's  
mobile phone market will  
grow by 13-20% in the next  
three years to reach 300  
million by 2005



Subscribers are growing at a rate of 5 million per month

59 million CDMA users projected by 2005

China's CDMA system business is currently \$160 million, serving 1.45 million people



As China's telecommunications market grows, Samsung will be there. Already Samsung has had a key role in helping to meet the exploding demand for CDMA equipment and services in high-growth markets throughout China.



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能开水系统 大电

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More than 120 million people in Western Europe now own a mobile phone

Of the 37.5 million white-collar mobile professionals in Western Europe by 2006, 11.7 million of them will be using mobile corporate e-mail

20% of all cellular handsets sold in 2007 will contain an embedded camera



64 percent of them will use smartphones to check their e-mail on the go

Analysts say the challenge for operators and equipment vendors in the short term is to combine features in different ways according to the needs of particular user groups

As Western Europe embraces “digital freedom,” Samsung is poised to lead this consumer movement by providing revolutionary digital convergence products that are ideal for people on the move.



## “The will to embrace change”

How Samsung is responding to emerging opportunities worldwide

Change is in the air. Opportunity is all around. From Asia to Europe to the U.S. and beyond, diverse markets are undergoing dramatic transitions as people around the world continue to re-invent their daily lives. The need to be mobile, connected and in touch is rapidly becoming universal, as a new “digital lifestyle” evolves. More and more people around the world are enlarging their ambitions and pursuing dreams previously unavailable to them. There is a growing conviction that the world belongs to all of us and that we all have the right to enjoy it along with the obligation to protect it. All of these beliefs are inherent in the new evolving modern global society. The diary that follows offers a few snapshots, along with relevant statistical insights, of this new world in transition: A world in which people of China are communicating as never before, as Western Europeans take to the road in their daily lives, as Americans bring the outside world into their homes, as Koreans pursue real-life dreams that are more ambitious than ever before.

This is a document of the change that today exists everywhere, accompanied by opportunities. Who among us is ready to embrace this change and seize these opportunities? All of us must be. And who will provide the new and necessary tools and services, and the bold technological leadership along the way? Samsung will.

For the past half-century, Samsung has been guided by a corporate philosophy that states: “We will devote our people and technology to create superior products and services, thereby contributing to a better global society.” This philosophy has never been more relevant than today, a time in which a new and “better global society” is rapidly evolving, and is in need of precisely the kind of groundbreaking products and services that Samsung can provide.

Samsung has evolved as a group of companies unmatched by others in its range of industries and performance. The group’s three core business sectors, electronics, finance, and trade & services, are well-positioned to seize this moment and serve a global community hungry for “digital freedom,”

financial freedom and security, and a better life.

Because of its vast and vertically integrated core capabilities, along with enhanced global management and a localized approach to product design, Samsung is now fully able to embrace the emerging business and consumer lifestyle trends worldwide reacting quickly with the kinds of products and services needed in diverse local markets around the globe.

Consider, for example, the telecommunications revolution underway in Asia and Latin America. Many countries in these regions are experiencing explosive growth in mobile phone use; China alone is seeing growth of 5 million mobile phone subscribers a month, while in Latin America, the Strategis Group predicts that the number of mobile Internet users will grow an astounding 3,300 percent by 2005, to include 47 million people.

This type of growth is creating a huge market for telecommunications services, wireless Internet services, and the equipment that will enable consumers to take advantage of new communications possibilities. And Samsung is playing an important role in helping these markets to expand. Already,

Samsung has established a key position in a number of burgeoning Asian telecommunications markets, both in terms of serving as a major CDMA service operator and in supplying telecommunications hardware to accommodate new mobile phone subscribers in high-growth regions. In Indonesia, for example, Samsung CDMA systems are now serving as the backbone of Indonesia's wireless communication network. In Latin America, Samsung has taken a leadership position in TDMA (Time Division Multiple Access) mobile phone technology, recently strengthening its dominant position by introducing the first TDMA phone with color display in that region. These are just a few examples of how Samsung is gaining an important foothold in the fastest-growing mobile phone markets throughout Asia and Latin America.

Moving across the globe to Western Europe, it is clear that this part of the world has emerged as a model for the new mobile lifestyle. More than 120 million people in the region own mobile phones; more than half the people in the U.K. have one. But perhaps more importantly, Europeans are not just idly

chatting on their mobiles. They're opting for fully featured "smart phones," checking their e-mail, conducting business, transmitting data, viewing images and entertainment. This new consumer lifestyle is perfectly aligned with Samsung's strategy to lead the world in digital convergence products. Samsung convergence products such as the Watch Phone, the Palm OS-based Smart Phone, and the Camera Phone are ideal for a market where the masses are "going mobile." As Western Europe continues to embrace "digital freedom," Samsung is perfectly positioned to lead this growing consumer movement.

In the U.S., meanwhile, we see the flipside of the new mobile lifestyle – consumers are also demanding and enjoying a richer, fuller experience within the home. The home theater market has taken off in America. Big-screen digital televisions and digital video components, particularly DVD players, are becoming standard equipment in living rooms and dens, as more people are opting to get the full "movie theater" experience at home without having to venture out. They are also demanding the ultimate in convenience and control of

all their home electronics needs including the ability to control multiple devices from remote locations, without being hamstrung by wires and cords.

Samsung is responding to these trends with cutting-edge home entertainment and home media technology. For example, Samsung not only offers the key components of a top-quality digital entertainment system – everything from full-featured DVD players to state-of-the-art digital televisions, including the world’s first Digital Light Processing (DLP) television, the award-winning PDP-TV, and the world’s largest LCD TV, with a 54-inch screen – but also complete integrated systems that bring all the parts together, as in the groundbreaking Samsung HT-SK6 Home Theater System. And for those seeking the latest in media control capabilities, Samsung’s Wireless Home Media Center uses the latest in wireless digital streaming technology to allow users to display HDTV channels on a Flat Panel Display (FPD) located in another part of the house.

The various global revolutions underway in telecommunications, in mobile lifestyle, and in home entertainment, are

truly life-altering for people everywhere. But there is also another kind of change happening in many parts of the globe, including Samsung's home country of Korea. People who did not have the opportunity to do so in the past are now pursuing a fuller, more rewarding life. This can be seen in the growth of home ownership, the increase in entrepreneurialism, the use of credit to obtain a better lifestyle today, as well as the growth of financial planning to secure a better future for families.

Samsung, through its financial group of companies, has been a major part of this change in Korea, serving as a pioneer in enabling millions of Koreans to obtain the financial support needed to buy homes and run businesses. At the same time, Samsung has also provided the insurance needed to protect those homes and businesses. Samsung Life Insurance is now ranked 10th among all life insurance companies worldwide. Samsung Fire and Marine is a leader in the non-life insurance industry both in terms of its size and quality, with the best distribution network and a sound financial structure that has yielded impressive profitability. Meanwhile, Samsung Capital

is the largest credit finance company in Korea, having secured more than 12 million customers. And Samsung Securities has been selected as both Best Equity House and Best Investment Banking House by leading financial publications.

The needs may vary in different parts of the world, but in the end the common denominator is freedom: More than ever before, people are hungry for the freedom to pursue a better and fuller life, to enjoy richer experiences, to move and communicate freely, to overcome the bounds of time, space and location. As this revolution continues to take shape around the world, Samsung is responding to the needs, seizing the opportunities, and leading the change.





There are now an estimated 45.5 million DVD players in U.S. homes, and they continue to sell at an average rate of 1.7 million units per month

The digital video recorder (DVR) will be the most successful new TV technology, according to an exclusive TelevisionWeek survey of 100 TV executives

6 million video films are rented daily

99% of households possess at least one television and 66% have 3 or more sets



More than 70% of U.S. consumers would like to own a TV screen larger than 40 inches

In American homes, consumers are bringing the world of entertainment into their living rooms and dens by creating home theaters. Samsung is responding with world-leading big-screen TV technology and state-of-the-art Home Theater systems.



72% of the South East Asians rank home ownership as their most important aspiration

Korea is the second largest provider of asset-based securitization in Asia



80% plan to spend retirement in their own houses, rather than live in the homes of their children

New business premium income from insurance protection policies surged 33% in Korea last year

More than ever before, Koreans are planning for the future and the protection of loved ones. Samsung has emerged as the leader in providing much-needed insurance and financial services that are helping families to pursue their dreams.



Water pollution is currently one of the five worst environmental threats to children's health

Samsung's Asan Recycling Center handled 590,000 recycled electronics products in 2002 alone.

22% of natural gas reserves are buried offshore

By 2005, Samsung will have reduced the emission of global warming elements by 20% from 2001 levels.



The use of natural gas, or “clean energy,” is critical in reducing air pollution

As the world recognizes the need to protect precious resources, Samsung is more focused than ever on green management, products and processes. In addition, Samsung is helping in the quest for “clean energy” by developing FPSO technology used in the processing of natural gas buried offshore in deep waters.

The will  
to be the best

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*d*





*a*  
DVD-L100

*b*  
Optical Pick-Up

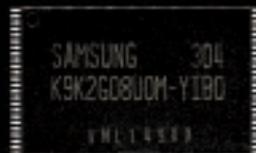




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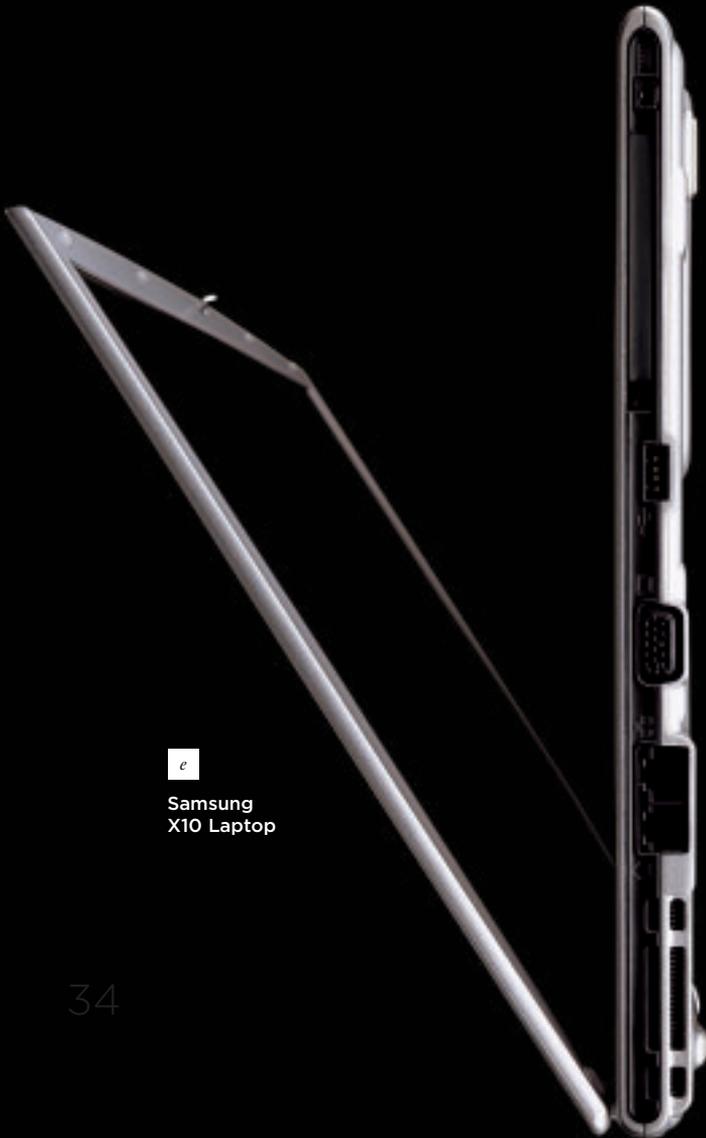
DuoCam

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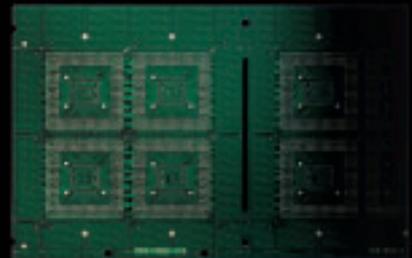
2G NAND  
Flash Memory



*e*  
Samsung  
X10 Laptop



*f*  
SPH-i700  
PDA Phone



*g*  
Flip Chip BGA

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## “The will to be the best”

A study in market leadership

What does it take to be the best? Talent, ambition and hard work, certainly – those qualities are essential, but even more is required. To be the best in a dynamic, challenging, hyper-competitive global landscape demands nothing less than an act of sheer will. To be willing to step ahead of the pack and blaze a new trail. To be willing to set the highest standards for oneself – and then live up to them, time and again. To be an innovator and a leader – while also remaining consistent, reliable and relevant to today’s world. This is the mission Samsung has undertaken, and our remarkable progress can best be measured by looking at Samsung’s freshest creations – a dazzling variety of one-of-a-kind products that are breaking new ground, leading their respective industries, and changing the way people live.

Innovation and quality have long been the hallmarks of Samsung products. Today, as the company forges ahead in its quest to offer the world's "best technology and best products," Samsung is establishing a true technological leadership position in areas as diverse as digital convergence devices, memory chips, chemicals, textiles and even heavy industry.

In the past year alone, Samsung has brought to market a dazzling array of products that represent "world-firsts" in their respective industries. In addition to leading the way technologically, Samsung products are also setting new standards for quality performance and award-winning design.

Among the latest groundbreaking introductions are a host of digital products that are designed to revolutionize the way people communicate, work, and enjoy their lives. For example, Samsung recently introduced the world's largest TFT-LCD panel – featuring an astounding 54-inch screen. (Previously, this size was possible only with plasma display technology; now it is available in a TFT-LCD featuring crisper images, higher

resolution, and much less power consumption.) Lighter and more powerful – these are the key concepts behind the X10 laptop, which weighs just 3.97 lbs (1.8 kilograms) with DVD-Combo and 14.1" TFT-LCD, and is the first to incorporate Intel Centrino Mobile Technology.

Meanwhile, Samsung is continuing to lead the way in digital convergence technology with new products like the world's first GPRS Watch Phone – also known as the “Dick Tracy”-style watch phone – because of its futuristic combination of a watch and the world's smallest GPRS phone, merged into one device that can be worn on the wrist. As for the new generation of phones featuring the Mobile Intelligent Terminal by Samsung (MITs), these handheld devices are redefining wireless rich media and multitasking by combining a PDA and a 3G-enabled phone to offer high-speed wireless Web browsing, e-mail, multimedia file transfers and more. The SPH-i700, for instance, also incorporates an integrated digital camera. Portability and convergence are also the hallmarks of Samsung's new DuoCam,

a complete MiniDV camcorder and digital still camera combined in one device, as well as Samsung's Portable DVD Player, the DVD-L100, which allows on-the-go consumers to enjoy movies, music and still pictures.

While these important new products are designed to provide greater mobility and “digital freedom” to people on the move, Samsung is also solidifying its leadership in home entertainment. The HT-SK6 Home Theater System combines Samsung Electronics' DVD-based home theater system with Klipsch's award-winning Quintet Microsystem speakers to create the world's smallest horn-loaded surround sound system. Samsung's Wireless Home Media Center provides wireless streaming of HDTV, as well as Personal Video Recorder (PVR), DVD and CD player, multi-room distribution, and a dynamic user interface. Also Samsung's Internet Refrigerator offers a traditional kitchen appliance coupled with the benefits of using e-mail, “surfing the Net” and watching a favorite DVD – all controlled by a touch-screen control panel that is also a detachable tablet computer.

Samsung's ability to lead the way in digital convergence products and systems like these is made possible by the depth and breadth of Samsung's technological and manufacturing expertise. With a vertically integrated infrastructure that allows for technology sharing and efficient product development, Samsung can tap into a diverse and balanced product portfolio ranging from system LSI and memory chips to TFT LCD panels. Samsung is involved every step of the way in the making of great products based on its top-quality core components (Samsung Electronics is the world leader in memory chips and has recently introduced the world's first 2-gigabit NAND flash memory chip). And Samsung goes a step further by combining these key components to form next-generation devices to lead the digital convergence revolution.

For example, in developing an amazing finished product such as the new 70-inch PDP TV with plasma screen, Samsung utilizes the world's largest PDP module, developed by Samsung SDI. And the product also relies on PDP filters (to sharpen

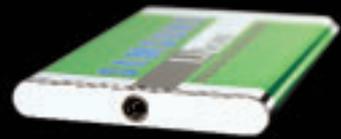
the onscreen image) developed by Samsung Corning. This same sharing process is involved in many other leading Samsung products – which may rely on memory chips from Samsung Electronics, thinner and lighter batteries from Samsung SDI, and optical pickups for DVD-ROM drives from Samsung Electro-Mechanics. And these expansive capabilities extend well beyond electronics: For example, Samsung Fine Chemical’s innovative AnyCoat technology, which is used to coat tablets, has emerged as an indispensable element in the production of various pharmaceutical products.

Of course, great products that set new industry standards do not happen by accident. In the case of Samsung, many of these breakthrough products are the result of an ongoing commitment to the kind of in-depth research and development that fuels innovation. Samsung Electronics, which has consistently been among the world’s top 10 in U.S. patents, has 17,000 researchers representing a \$2.45 billion investment in Research and Development. From a corporate-wide standpoint,

Samsung relies on state-of-the-art in-house research centers, such as the Samsung Advanced Institute of Technology, to ensure that all of the company's product engineers and designers have access to the latest developments in information technology, biotechnology, microelectronics and more.

The dedication to great design has been as important as R&D in helping Samsung to create products that are innovative, stylish, and exciting – while at the same time being easy-to-use, simple and practical. Samsung's design philosophy is based on the idea of listening to consumers closely and responding with products that truly anticipate and meet people's everyday needs. And Samsung believes that design must respond to local needs; this has led to the establishment of the Global Design Network, connecting the Corporate Design Center in Seoul and design bureaus in San Francisco, Los Angeles, London and Tokyo. The intensive investment in product design has paid off, with Samsung winning five of IDEA (Industrial Design Excellence Award) 2002 sponsored by BusinessWeek – a tie for

the most awards won that year. And at the recent CeBIT 2003 convention, four of Samsung's products earned the prestigious iF Design awards, sponsored by Germany's esteemed International Forum Design (overall, Samsung has seen 28 products honored with IF Design awards over the past five years). These accolades are a testament to Samsung's ongoing commitment to the kind of innovative, functional design that results in products that are dazzling and fresh, yet also simple and practical – and, increasingly, the “best” in their category.



*b*

SGH-V200  
Camera Phone

*i*

Battery



*j*

Watch Phone



*k*

AnyCoat



*j*



*k*



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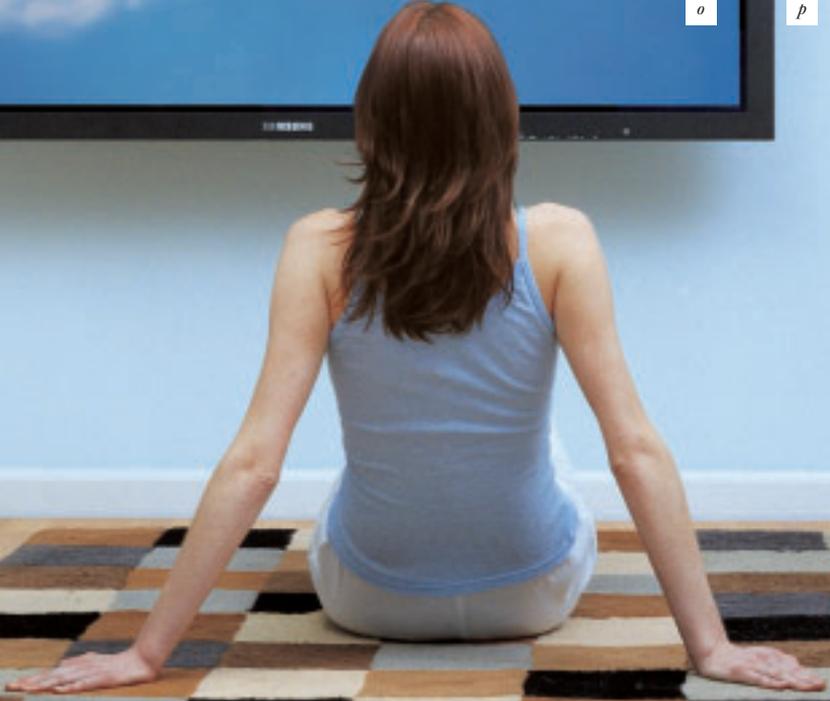
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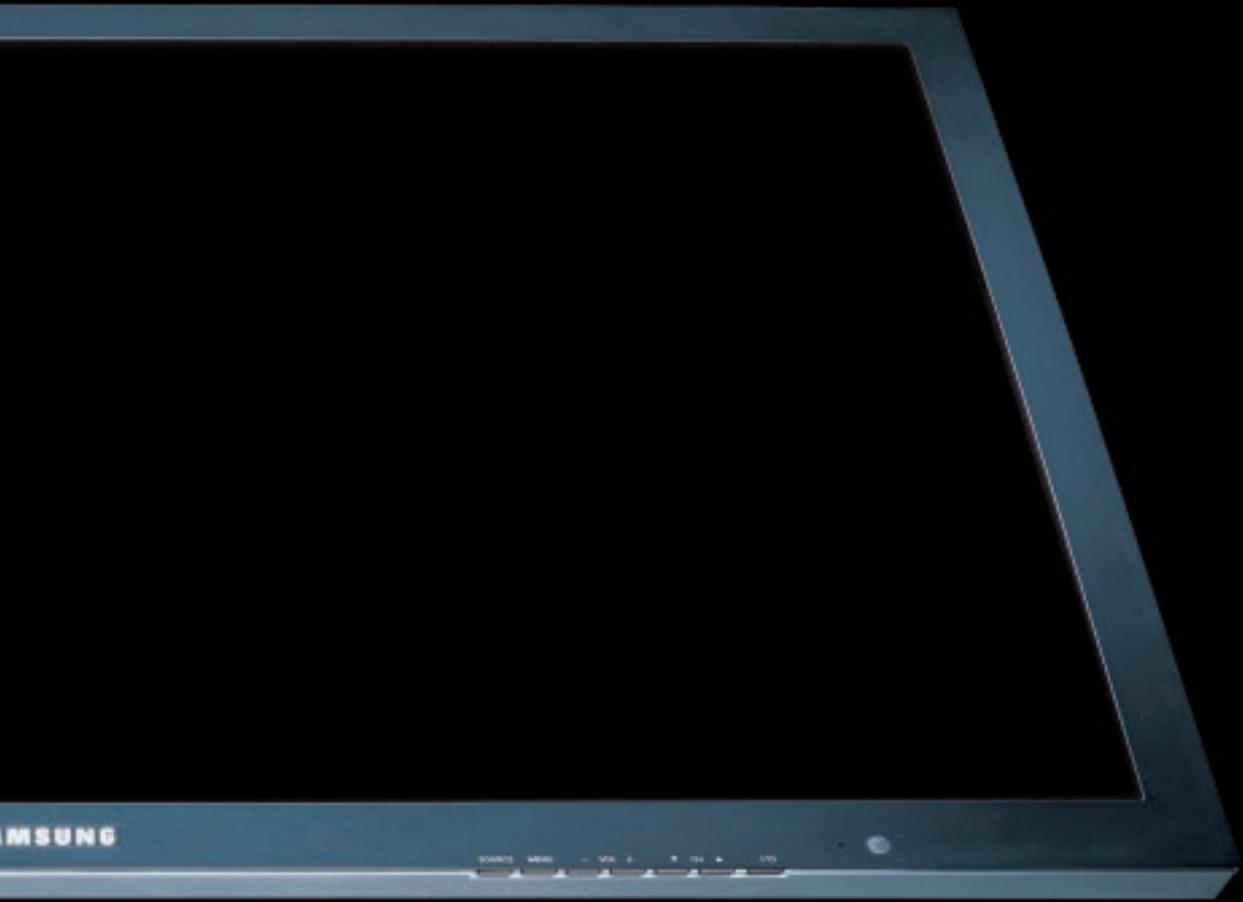
HPN6339 PDP TV



PDP Module



PDP Filter



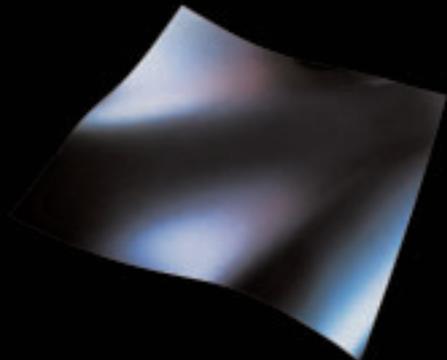
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EMC



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Coating Film





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Wireless Home  
Media Center



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Net Theater



## World's Largest TFT-LCD Panel

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In the category of large area flat panels, Samsung has already established itself as a leader and innovator. Now Samsung has taken another big step forward, with the recent introduction of the world's largest Thin Film Transistor, Liquid Crystal Display (TFT-LCD) panel. Measuring an impressive 54 inches, this new TFT-LCD offers a size that was previously possible only with plasma display panel technology. The TFT-LCD offers a crisper image, higher resolution, and much less power consumption than a plasma television. The new 54-inch TFT-LCD panel has less than 12ms response time, which ensures smooth playback of action-packed visual contents. With a 1920 x 1080 resolution and 16:9 screen ratio, it is fully HD ready.

**a** **DVD-L100**  
Samsung's Portable DVD Player is only 23.5 mm thick, but has an easy-to-watch 10-inch LCD screen. It comes with a built-in Memory Stick slot, and allows users to enjoy music and still pictures as well as movies. A perfect all-in-one entertainment solution for a family on the move.

**b** **Optical Pick-Up**  
A critical component of CD-ROM and DVD-ROM drives, Samsung Electro-Magnetics' Optical Pick-Up is a device that regenerates data by collecting reflected laser light from the optical disc, or writes data on optical disc by laser light.

**c** **DuoCam**  
A complete MiniDV camcorder and digital still camera in one device, it is equipped with 4.13 mega pixel CCD for crystal-clear still images. A unique swivel lens mechanism permits easy switching between the two functions.

**d** **2G NAND Flash Memory**  
The world's first 2-Gigabit NAND Flash Memory. The groundbreaking application of 90 nanometer process technology enabled Samsung to achieve the tiny cell size. Slated to be commercially available in the second half of 2003, it promises to bring drastic changes to the storage market by providing a memory storage alternative to hard drives and camcorder tapes.

**e** **Samsung X10**  
This ultraslim computer is the world's thinnest and lightest two spindle notebook PC weighing just 3.97 lbs (1.8 kg) with a thickness of 0.94" (2.38 cm). It is also the first to incorporate Intel's new Centrino Mobile Technology, which offers added mobile processor and wireless capability along with features that extend battery life.

**f** **SPH-i700**  
Utilizing the Mobile Intelligent Terminal by Samsung (MITS), this very smart phone combines a PDA with 3G-enabled, high-speed wireless Web browsing on a 65,000 color screen, while also incorporating an integrated digital camera. It uses Microsoft's new Pocket PC Phone Edition 2002 operating system.

**g** **Flip Chip BGA**  
The Flip Chip BGA package, from Samsung Electro-Mechanics, provides greater flexibility in package pin placement, leading to better design flexibility and providing advantages in I/O performance and device characteristics. Ideal for emerging communications applications, including digital cameras, DVD, Smart card, medical products.

**b** **SGH-V200 Camera Phone**  
A camera phone that speaks volumes about Samsung technology, it features the world's first integrated rotating camera (180 degrees), and also allows the user to play exciting games on a 65,000 color screen; the phone's sound (40 polyphonic melody) is also superb.

**i** **Battery**  
Thinner, lighter and longer-lasting batteries are critical to the future of digital technology; the heart of mobile products. Samsung SDI is producing the world's best Lithium-ion batteries, which offer advantages over other batteries in size, weight, density of energy, life span, and quality. Samsung SDI is also producing lithium polymer batteries for smaller mobile products.

**j** **Watch Phone**  
Dick Tracy would have loved this state-of-the-art device. The first product of its kind in the world, it manages to combine a wrist watch with the world's smallest GPRS phone, offering 1-1/2 hours of continuous talk time and 80 hours standby, plus built-in phone book and 256 OLED color screen - all at the flick of a wrist.

**k** **AnyCoat**  
A revolutionary film coating developed by Samsung Fine Chemicals, which can be used to coat the surface of medicine tablets or can serve as the raw material of medicine capsules. It also helps in delivering medicine to specific regions of the stomach or intestines. Made from completely-safe vegetable materials.

**l** **HPN6339 PDP TV**  
At 63 inches, the world's largest plasma TV is the ultimate home theater screen. With Digital Natural Image engine for truly lifelike images, plus picture-in-picture viewing and 3D sound, all in an ultraslim design that mounts on the wall.

**m****PDP Module**

Larger-than-life plasma TV viewing is made possible by state-of-the-art components like this panel from Samsung SDI. It combines the world's best brightness and color contrast with lower energy consumption.

**n****PDP Filter**

The core matter of PDP TV, this filter revises the color tone to reduce reflection image on PDP screens, while also blocking electromagnetic waves. Provided by Samsung Corning, which is now gearing up for its own mass production of this technology.

**o****EMC**

The Starcom series of epoxy molding compound, from Cheil Industries, is designed for packaging the most delicate of electronic devices - BGA, SMD devices, transistors, diodes, etc. With superior moldability and low ionic impurities, it will protect your devices from heat, humidity, and environmental impact.

**p****Coating Film**

Used to coat various Flat Panel Displays, including PDP, TFT LCD and Touch-Panel, Samsung Corning's Coating Film provides important optical, electrical and instrumental features that result in lower reflection and better screen contrast, as well as interception of electrical waves.

**q****Wireless Home Media Center**

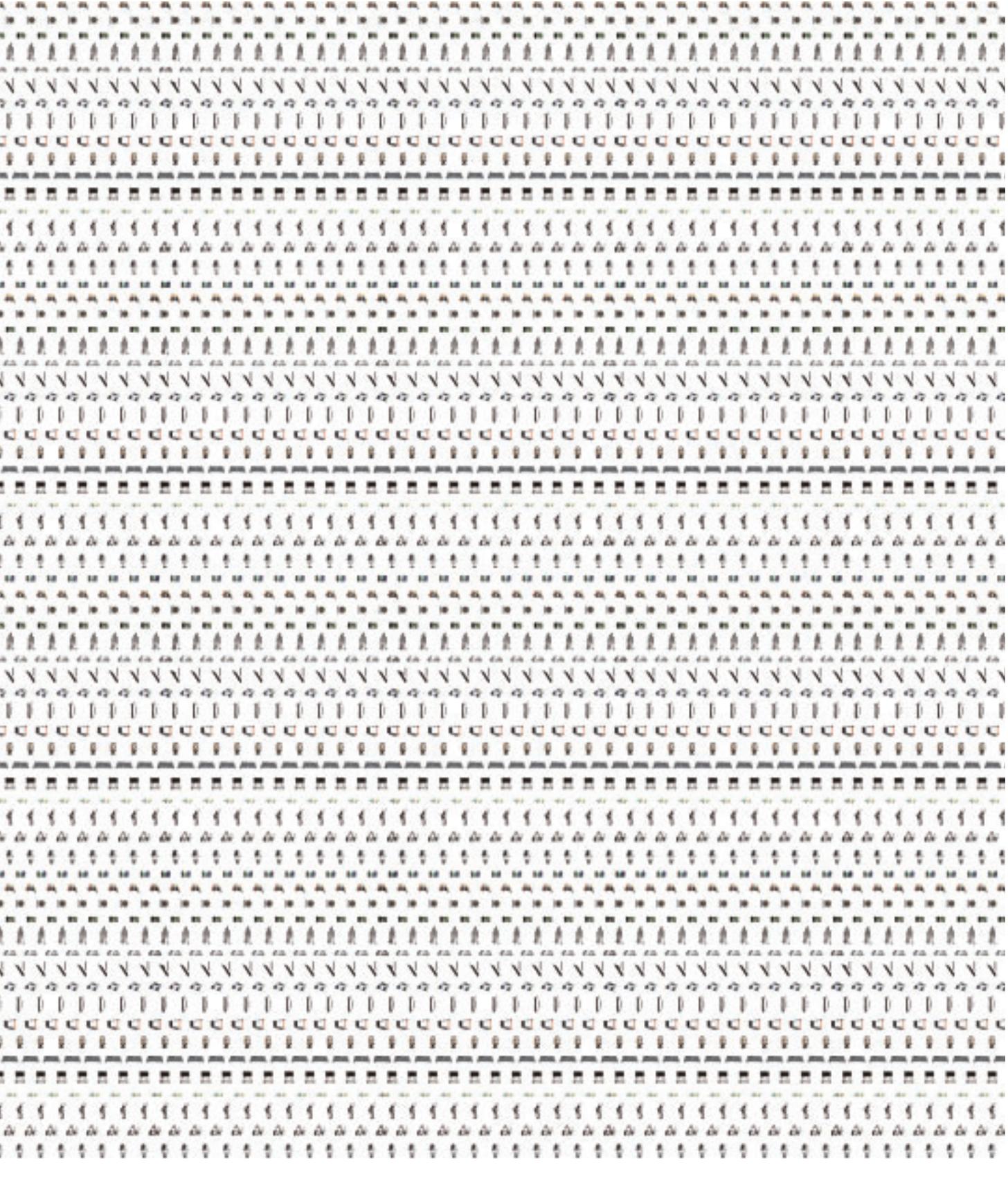
The advent of wireless AV streaming technology provides a new level of control, allowing you to display HDTV channels on a Flat Panel Display (FPD) located in another part of the house. Also includes DTV receiver, Electronic Program Guide, Personal Videos Recorder (PVR), DVDP/CDP, multi-room distribution, content sharing and a dynamic user interface.

**r****Net Theater**

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 package of family entertainment. Anchored by a stylish 50-inch PDP and DVDR, the system is completely wireless (even the speakers) and features a thumping Net Woofer that glows in the dark. Some components of this concept product - including the speakers - are currently in production.

## FPSO: Digging deep, for a cleaner environment

Natural gas is in great demand today, and the use of this "clean energy" can help protect the environment. However, much of the world's supply of natural gas is buried in deep waters or stranded fields, necessitating the use of sophisticated Floating Production Storage and Offloading (FPSO) facilities for processing and storage. Samsung Heavy Industries, LNG FPSO is a state-of-the-art vessel, with liquefaction plant on deck and cargo containment system in the inner hull. Recently, SHI has achieved major breakthroughs in terms of developing and verifying systems for producing natural gas from the wellhead, treatment of liquefied natural gas, along with advances in power generation, cooling/heating systems, cargo containment, and mooring systems. These advances in FPSO technology are helping to meet the growing demand for natural gas while also helping to make the world a cleaner place.



The will to grow

3.



Prudential!

7:43

You're never far  
from an HSBC ATM

HSBC 

SHERWOOD

SAMSUNG

SAMSUNG

SHERWOOD





Marlboro

NEVER LIGHTS A CIGARETTE  
UNLESS HE HAS THE FACE OF A MAN

武富士

スロミス 4F

NOVA

駅前留学のお京の間留学

英・仏・独

中野

英会話 & 留学

SAMSUNG

電子レンジ 冷蔵庫

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7F 7F

イオン6F 英会話 イオン6F



Global F

中野 O A



三星手机 三星手机 三星手机

## The DigitAll Campaign

Samsung has generated tremendous visibility world-wide with its ongoing “DigitAll” campaign. But what’s the story behind this phrase that has now come to be associated with Samsung’s leadership of the digital revolution? The rationale behind “DigitAll” is simple and straightforward: It is a recognition that Samsung is uniquely positioned to bring together communication, entertainment and information into easy-to-use digital devices. Moreover, through digital convergence and simple practical design, Samsung products can empower people from ALL walks of life to enjoy a better experience.

A key element of the campaign has been its emphasis on emotion – always linking digital product benefits with an enhanced emotional experience on the part of the user. Another hallmark of the campaign is its spirit of inclusion, as expressed in the line: “Everyone’s invited.” This is intended to remind the world that Samsung makes products that are affordable, accessible, and desired by everyone – not just the elite.

Wherever one may encounter the DigitAll campaign, the basic message – while tailored to a regional audience – remains essentially the same, as do the distinctive visual elements of the campaign, including the Samsung logo oval in the corner, the larger ellipse wordmark and the DigitAll slogan. This is in keeping with specific global brand guidelines established by Samsung, to ensure consistency in all communications around the world. By presenting a strong, consistent, emotional and relevant message worldwide, the DigitAll campaign has played a major role in helping Samsung to raise its Interbrand global brand ranking to 25th in 2003 while increasing brand value by 31 percent last year.

## “The will to grow”

Examining the evolution of a global brand

As Samsung has grown to include more than 285 operations in 67 countries, the “Samsung” brand has truly developed a global presence. Wherever one goes in the world today, Samsung is there – contributing to people’s lives and making a deeper impression on consumers than ever before in our history. Samsung’s goal in every market is to maximize brand equity through superior design, marketing and customer service and to constantly deliver the highest-quality products. The steadfast commitment in each of these areas will ultimately place the Samsung name among the best-known and most respected in the world. Samsung’s global brand value increased to \$10.8 billion in 2003 from \$8.3 billion in 2002, and was recognized by Interbrand Corporation as the fastest growing global brand.

This heightened brand recognition and appreciation has been fueled by the continued expansion of our global marketing and advertising efforts, which have helped to position Samsung as a leader in digital technology and a brand associated with innovation and fresh design. Through a wide range of consumer touch-points that include advertising, sports and event sponsorship, packaging, signage and other forms of dynamic communication, the Samsung message is reaching people in all corners of the world.

## Building a Winning Brand Through Sports

Samsung believes that sports play a unique role in unifying people regardless of age, race or gender, and Samsung Chairman Kun-Hee Lee maintains that sports can even promote cooperation among companies and nations, as well as individuals. At the same time, Samsung recognizes that becoming involved with sports offers an ideal opportunity to associate the brand with values that Samsung holds dear as a company – the spirit of competition, the importance of teamwork, the commitment to fairness, and the quest for excellence. With this in mind, Samsung has been a passionate supporter and active corporate sponsor of amateur and professional sporting events, training programs, teams and individual athletes in Korea and around the world. This has resulted in the dual benefit of helping to build strong brand awareness, while also enhancing Samsung's reputation for excellence in corporate citizenship.

In 1997, Samsung became one of the International Olympic Committee's Worldwide Partners. Over the past three consecutive Olympic Games between 1998 and 2002, Samsung has supplied approximately 58,000 units of wireless telecommunications equipment. By supplying officials, athletes, staffs,

volunteers and visitors with fast and reliable communications, Samsung contributes to the success of the Games and their ultimate mission – fostering unity in the global community. Samsung's successful efforts in this area will continue with sponsorship of the Athens 2004 Olympic Summer Games, the Torino 2006 Olympic Winter Games and the Beijing 2008 Olympic Summer Games.

Samsung also sponsors sports on a regional level. As the Official Partner of the 2002 Busan Asian Games, Samsung provided audio/visual products, household appliances and wireless telecommunications equipment, while also serving as the proud Presenting Partner of the Sacred Torch Relay event.

Other major sporting events sponsored by Samsung include: The Samsung Nations Cup Super League, one of the oldest and most prestigious equestrian competitions in the world; The Samsung World Championship in women's golf, touted as the "fifth major" and considered one of the most important events on the LPGA tour; and The Samsung Running Festival, a 5-kilometer "fun run" that draws 300,000 participants from around the world and also raises awareness of global issues and funds for important causes. In addition to sponsoring events, Samsung is also the proud supporter of a number of teams, including 4 professional and 13 amateur teams.





Gallery Samsung, Moscow, Russia



CeBIT Press Conference, Hannover, Germany

"Run Together, Praha!", Prague, Czech Republic





SAMSUNG S





We will progress

4.







**Yang-Seock Seo**  
Supervisor  
SAIT

Seo Yang-Seock resides in the world of tomorrow. As a Supervisor of the Multimedia Lab at SAIT, he is responsible for the research and development of future multimedia products and services. With a doctorate degree in engineering and electronics obtained in the U.S., he joined Samsung 12 years ago as a hardware engineer and then began to focus on software. Among his accomplishments: Adapting the international standard technology of MPEG-4, an important turning point in the history of Samsung technology. But he's equally proud of his work with the disabled, as part of a Samsung volunteer program. "That experience has changed the way I look at the world," he says.





### **Hong-Pyo Kim**

Chief Researcher and Product Designer  
Samsung Design Innovation Task Force

Hong-Pyo Kim is a chief researcher and product designer, who is currently a member of Samsung's Design Innovation Task Force. In this role, Hong-Pyo Kim's challenge is to help keep Samsung products on the cutting edge of great design. "The hardest thing for me is to develop a design that is completely new and original," he says. "First, I have to create a concept that is distinctive, then I need to make sure it fits with the Samsung brand's identity. Above all, I must make sure the design is good for the market and for our customers." That's not easy, but he has achieved it with products such as the award-winning SyncMaster 170MP and 150MP monitors, which earned Hong-Pyo Kim a number of individual awards. His ultimate goal, however, is to "play an important role as a designer in making Samsung one of the top-tier companies in the world."





**Athena Kokas**  
3i Director  
Cheil Communications America

Athena Kokas helps Samsung get inside people's heads. As Director of 3i (Information, Intelligence & Insight) for Samsung's Cheil Communications America, she tries to figure out what consumers are thinking and feeling - so that Samsung can respond with effective advertising and communication. "I've always been fascinated by what makes people tick," she says. Armed with a journalism degree and past experience working in Northern Ireland and war-torn Bosnia, she has a diverse background and a keen understanding of human nature. "When I look for insights into Samsung's consumer audience, I'm not satisfied with what exists on the surface," she says. "I try to find out what people really care about. If I do my job well, then I can help Samsung to understand American consumers in a way that none of our competitors can. My passion for doing that is what gets me out of bed in the morning."



## “We will progress”

A profile of people committed to advancement

Achieving steady progress is not easy. As setbacks and challenges arise on various fronts – economic instability, heightened global competition, constant changes in the marketplace – a company that is determined to keep moving forward must constantly respond to these outside changes and tests by adapting, strengthening and improving itself from within. However, in order to do this, it is critical that everyone inside the company – from top managers on down – be willing and ready to increase their efforts, and to take on each new challenge with fierce resolve. We have seen precisely this kind of determined approach by the people of Samsung in recent years, and the successful results have been self-evident.

The efforts that are now yielding tremendous progress began to take shape ten years ago, as Samsung set out on a new path and a modernized approach to management. Chairman Kun-Hee Lee’s insightful vision and the introduction of the “New Management” in 1993 recognized the need to transform management and business principles in order to keep up with a rapidly changing global economy. Chairman Lee began to implement the concept of “continuous change,” both at the personal and organizational levels, enabling

Samsung to innovate, respond quickly to market needs and approach management challenges with greater flexibility. At the same time, the mindset of the company's management and employees shifted from quantity to quality, through product upgrading, improved customer service and a corporate spirit that contributes to the well-being of society.

These quality initiatives were combined with a successful restructuring of Samsung that enabled the company to streamline its operations and divest marginal businesses, focusing on three core competencies – electronics, finance, and trade & services. At the same time, the group improved its financial structure, including an aggressive debt reduction plan. And Samsung Electronics, in particular, developed a long-term plan to increase financial transparency, adopting key aspects of Generally Accepted Accounting Principles (GAAP) and appointing non-Samsung executives as directors. Samsung's progress in the areas of corporate governance and "best management" practices have been recognized over the past two years with a series of prestigious international awards from Institutional Shareholder Services, Investor Relations Magazine and Finance Asia (which cited Samsung in 2002 for "Strongest Commitment to Shareholder Value and Best Financial Management").

Overall, the comprehensive changes implemented throughout Samsung have demanded a strong commitment on the part of everyone involved. But the results have been worthwhile and impressive: With a more focused, efficient, open and responsive approach to management, along with a new emphasis on quality and financial value instead of gross market share, the company has achieved record sales and profitability levels during the 10 years that the “New Management” has been in place – in fact, annual sales during this period have increased by 3.4 times, while profits have soared an amazing 28-fold. Samsung’s improved financial results extended to all affiliates, across the board. And this, in turn, enabled Samsung to achieve the critical objective of adding more value to shareholder equity.

The determined efforts to change, improve and advance are ongoing. Three years ago, Samsung adopted a “Digital Management” approach in order to ensure that the company maintains a leading position as the Information Age continues to transform global business and culture. Today, Samsung has evolved into a digitally run company that can respond much more quickly to changes in each global market.

A central part of the strengthening of Samsung has been the focus on human resources. One of the company’s long-held core

philosophies states that “A Company Is Its People.” In order to maintain and enhance a leadership position in an era of technological competition, one of Samsung’s human resources strategies is to recruit the highest quality personnel from around the world – regardless of nationality, focusing on those who have Masters and Doctorate degrees in all areas of management, such as research and development, marketing, finance, design and information technology.

But having the best human resources is about more than attracting talent – it also demands that employees be well-trained, encouraged to grow professionally, and challenged to reach their full potential. Samsung’s “New Management” implementation began by encouraging individual employees to first make changes within themselves, striving to care more for others and behave ethically. Today, performance at Samsung is measured in qualitative rather than quantitative terms, with financial compensation tied to performance instead of seniority. Samsung is also making efforts to provide early career-development programs for individuals identified as having noteworthy capabilities and talents. And the company continuously strengthens the global competencies of core personnel by focusing on foreign language proficiency and ability to acclimatize to international cultures.



**Richard Pibworth**  
Senior Manager  
Samsung Global Strategy Group

Richard Pibworth brings a diverse background to his work as a Global Strategist for Samsung Electronics. He attended college at Oxford University, later earned his MBA in France, and along the way worked as a strategic planner in Japan, primarily in the steel industry. Since coming to Samsung he has continued to demonstrate his versatility — initially working with digital technology (he helped devise a North American market entry strategy for a PDA) and more recently crossing over into hospitality services as a Senior Manager on the planning team for The Shilla Hotels & Resorts. “I very much enjoy the challenge of rapidly absorbing the key technical and marketing concepts required to thrive within these different businesses,” he says. Richard’s international background has also enabled him to take an active role in speaking to Samsung managers about global standards. “I’m impressed by the way Samsung is implementing international management training techniques across the country,” he says. “The company has a strong core of employees with a tremendous desire to thrive in an international setting.”





**Peter Weedfald**

Senior Vice President of Strategic Marketing  
Samsung Electronics N.A.

Peter Weedfald was a concert pianist in his youth. He still enjoys tickling the keys, but in his current role at Samsung he's no longer a soloist: on the contrary, he orchestrates a team of talented employees responsible for a wide range of strategic marketing efforts at SENA. Peter's background is in international sales and marketing; however, since his appointment as Senior Vice President of Strategic Marketing, he has been asked to take on additional leadership responsibilities and he has embraced the challenge. "The team I have assembled at SENA in the last two years is a very strong group of Samsung company 'heroes' who have achieved incredible results," Peter says. "I think that building and maturing our human capital is the most important role of leadership and I am very proud of what our team and all Team Samsung members have accomplished, together."





**So-Young Kim**  
Personnel Manager  
Samsung Corporation

So-Young Kim began her career at Samsung as a secretary. She has now risen up to the position of Personnel Manager, responsible for the critical task of recruiting talent to the organization. "Applicants are more eager to join Samsung now than ever before," she says. "Not just Koreans, but people from all over the world now see Samsung as a global leader." Of course, she can only choose the best of the applicants – so she can't help turning many people down who are highly talented, and that can be a very difficult thing to do. "But it's all worthwhile," she says "whenever I see the recruits I picked realize their full potential and thrive in the Samsung culture."

Having good will  
toward one's fellow man

5.

## Case Studies on the Importance of Caring and Acting Responsibly

Samsung has always believed that a sound, prosperous society is the fertile soil for the growth of a corporation. This principle is rooted in the Korean notion of the spirit of “Sangsaeng” – living together harmoniously. When a company shows that it cares, it is rewarded with the love of customers and the trust of society. Samsung recognizes the importance of supporting and enriching the culture, while also protecting the environment. Through numerous initiatives, donations, sponsorships, and voluntary activities, Samsung honors its obligations to society – both in its home country of Korea, as well as throughout the global community. In terms of Social Welfare programs, for example, this includes everything from building and operating Samsung Child Care Centers, to operating a state-of-the-art retirement community for elderly citizens. Samsung has also established exclusive plants for the physically disabled, and free eyesight recovery operations for the visually impaired.

The following pages highlight Samsung’s commitment in five specific areas:

- Supporting culture and art museums worldwide;
- Nurturing young creative talent in music and other areas;
- Developing Animal Welfare programs that can assist people in need;
- Raising awareness and funds for charities that help children;
- Protecting the environment.

All of these efforts are seen as part of upholding our responsibilities as a global business leader and a “citizen of the world.” We believe it is our duty to try to create – and sustain – a better world for today and tomorrow.



In efforts to foster a rich and vibrant culture, it is vitally important to preserve and share the world's precious treasure of great art. Samsung's many cultural and arts programs provide diverse support for the preservation and exhibition of Korean and other ethnic heritages. This support can be seen in museums, galleries and exhibits all around the world. For example, Samsung recently presented the Grand Opening exhibit at the much-anticipated opening of the Asian Art Museum's new expanded facility in San Francisco. The gala event was open to the public free of charge and featured fireworks, live entertainment in the museum's Samsung Hall, and a festive ribbon-cutting ceremony led by San Francisco Mayor Willie Brown – all to unveil the museum's new home and the thousands of priceless treasures showcased within.

This is just one of many art museums and exhibits supported by Samsung in cities worldwide, including the Samsung Gallery at the Victoria & Albert Museum in London, the Arts of Korea Gallery at the Metropolitan Museum of Art in New York, the Korean Gallery at Musée Guimet in Paris, and the Hermitage Museum in St. Petersburg.

In our home country of Korea, Samsung is a major supporter of the arts through The Ho Am Art Museum, the largest privately owned museum in Korea (which began with a donation of Korean artwork collected by Byung-Chull Lee, the late founding chairman of Samsung), as well as the Ho Am Gallery, the Rodin Gallery, the Samsung Museum of Modern Art, and the Samsung Children's Museum, the first of its kind in Korea.

Samsung believes that youth and creativity go hand-in-hand and deserve our special support. The Samsung Lee Kun Hee Scholarship Foundation, for example, is dedicated to nurturing tomorrow's global leaders. Since its birth in 2002, the Foundation has awarded approximately 100 scholarships a year to support promising Korean students in their studies abroad in various academic fields, with priority given to science and engineering. To mark the Foundation's first anniversary, an exciting symposium titled "Digital Horizon" was held on July 28, 2003, with keynote speaker Professor Nicholas Negroponte of MIT's Media Lab. In the arts, Samsung sponsors the outstanding young musicians of the International Sejong Soloists (ISS), a New York-based string ensemble created in 1995 under the musical direction of Professor Hyo Kang of the Juilliard School. These are just two examples of Samsung's commitment to developing and supporting young talent. To promote children's creativity and artistic expression, Samsung's affiliates host and support various events, such as the annual Bichumi Painting Festival and the Glass Art Festival.





Samsung's Four Seasons of Hope, a philanthropic program presented by Samsung Electronics America, is a unique effort dedicated to benefiting kids in need and fostering goodwill in the communities that Samsung serves. The program was created to raise national awareness and funds through an aggressive partnership with professional sports celebrities, print publications and channel partners. Samsung's truly amazing athlete partners in this program – former basketball star Magic Johnson, onetime NFL star quarterback Boomer Esiason, golfing legend Arnold Palmer, and New York Yankees manager Joe Torre – each head up inspirational foundations and charities. Samsung's Four Seasons of Hope's goal is to improve the quality of life for children and families across the nation who face major challenges. Samsung pledges to raise national awareness and funds for these outstanding charities and to identify how others can also make a difference in the lives of these children and families. Already, in just one year, Samsung has raised over \$1 million for the participating charities.





*Clockwise from top left*

A young polio patient gets a lift in Samsung's 'Riding for the Disabled' program; Samsung's Four Seasons of Hope charity program celebrated its second year at the Gala Champions' Luncheon; A student artist awes her classmates at an environment-themed drawing contest sponsored by Samsung, which commemorated the opening of an ecology park in Ulsan.

*Opposite*

The Asian Art Museum of San Francisco, one of the largest museums in the Western world devoted exclusively to Asian art, receives support from Samsung; The Samsung Lee Kun Hee Scholarship Foundation observed its first anniversary by hosting a "Digital Horizons" symposium on July 28, 2003 with MIT Professor Nicholas Negroponte as keynote speaker.



The relationship between people and pets – especially dogs – makes for a better and less self-centered world. Samsung's own Pet Ownership Program, encouraging employees to adopt dogs in need of homes, illustrates the emphasis Samsung places on making dogs part of the family unit. Beyond that, we believe dogs can play an important role in helping people in need.

For example, Samsung's Guide Dog School – the only guide dog school in the world that is fully funded by a corporation, Samsung Fire & Marine Insurance – was established to help the visually impaired both in the workplace and at home, by providing loving companionship and assistance from these highly-trained dogs. An equally essential service is provided by the canines in Samsung's Search and Rescue Dog Center (SSRDC), a volunteer organization established by Samsung Life Insurance Company. It is dedicated to providing high-quality search and rescue dogs to save lives in emergency situations in Korea and overseas. And Samsung also believes that dogs can provide wonderful therapy to those who are ill or lonely. The Samsung Canine Center for Companionship regularly brings "Pet as Therapy" (PAT) dogs to children's hospitals and convalescent homes, to aid in the recovery process. Finally, Samsung makes "hearing dogs" available to the hearing-impaired. With the generous support of Samsung Card, "hearing dogs" are helping people lead fuller, more active lives.

Samsung also works with a different kind of four-legged friend in the company's Riding for the Disabled program, which utilizes horses and ponies to help children in need. Under expert supervision and guidance, Samsung Riding for the Disabled sessions are conducted three times each week for children with mostly polio-related disabilities. After just a few riding sessions, children have shown improvement in posture and movement, along with psychological benefits. And though horses play the main role, dogs are helpful once again in the Riding for the Disabled program – while children wait their turn for therapeutic riding, they can play with a variety of PAT dogs from the Samsung Canine Center.



Samsung believes that a well-preserved environment is critical for achieving sustainable co-prosperity within the community. To earn the love and respect of the world, it is essential that Samsung meet all of its environmental obligations. Samsung's ongoing commitment to Green Management focuses on the areas of environment, safety and health (ESH), specifically citing five basic "greening" goals: Greener Management; Greener Products, Greener Processes, Greener Workplaces, and Greener Communities.

This covers a wide range of initiatives, policies, programs and activities. In terms of products, for example, Samsung is taking responsibility to be eco-conscious throughout the entire product life cycle – from product planning to manufacturing, to disposal and recycling. For example, all Samsung VCR models are made with lead-free soldering. Samsung's TFT-LCD Monitor and PDP TV were the first among those made in Korea to acquire the Environmental Labeling Certificate Type III – a label that tells consumers that environmentally-friendly ingredients are blended into the product. Samsung has also focused on saving natural resources through reduction of product parts and through standardization of parts. To ensure that the raw materials and parts from suppliers and partner companies are also eco-friendly, Samsung has established a green procurement system, with special guidelines to evaluate suppliers' environmental performance and their products.

Greener Processes includes proactive pollution management, reduction of wastes, increased energy efficiency, and the use of eco-friendly technologies in all production processes. Greener Workplaces involves a commitment to ensure that all Samsung workplaces are free from pollution, vocational illness and accidents.



Finally, Greener Communities recognizes the need to work in partnership with local communities to preserve nature. A good example of this kind of partnership is the program Cleaning our Mountains and Rivers, in which a company takes the lead in cleaning up a mountain or river in a local community. Other Samsung community efforts include the creation of a local "ecological pond," involvement in environmental research programs on tidal flat organic life and native wild plants, a campaign to revive fireflies in a local community, and sponsorship of a "Green Marathon" race to promote eco-consciousness. Samsung believes education is an important part of environmental protection – which is why Samsung helped open a hands-on ecology pavilion to inspire students, while supporting a number of environment-protection schools, and also establishing "environmental sistership" relationships with local elementary schools to ensure that children learn about the importance of preserving nature.









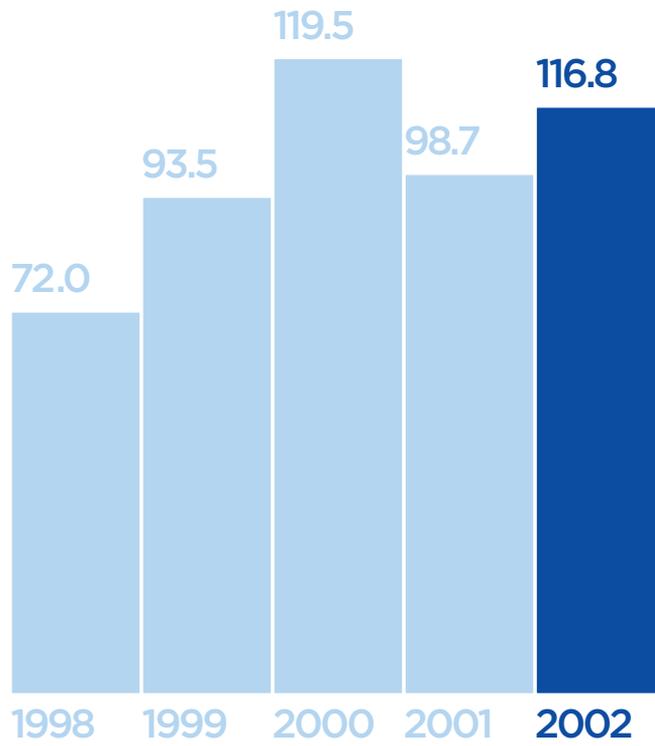
## Financial Overview

Amounts in Billions	Won	Dollars	Euro
<b>Net Sales*</b>	<b>146,052.3</b>	<b>116.8</b>	<b>110.4</b>
<b>Total Assets</b>	<b>187,335.1</b>	<b>156.1</b>	<b>163.5</b>
<b>Total Liabilities</b>	<b>132,414.5</b>	<b>110.3</b>	<b>115.5</b>
<b>Total Stockholder's Equity</b>	<b>54,920.6</b>	<b>45.8</b>	<b>48.0</b>
<b>Net Income*</b>	<b>11,072.5</b>	<b>8.9</b>	<b>8.4</b>

\* Won/US Dollar yearly average exchange rate: 1,250.8/1 Won/Euro: 1,323.18/1  
Won/US Dollar as of the year end of December 31, 2002: 1,200.4/1 Won/Euro: 1,145.97/1

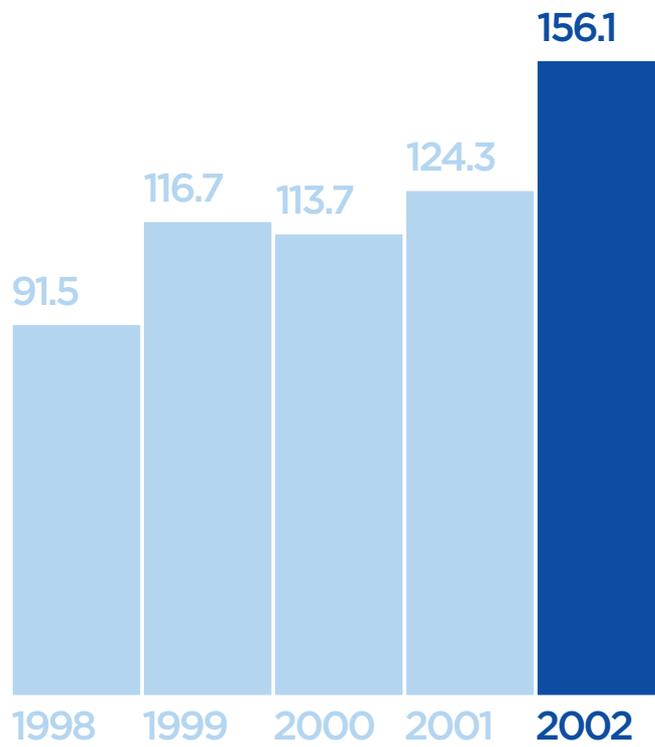
## Net Sales

Dollars in Billions



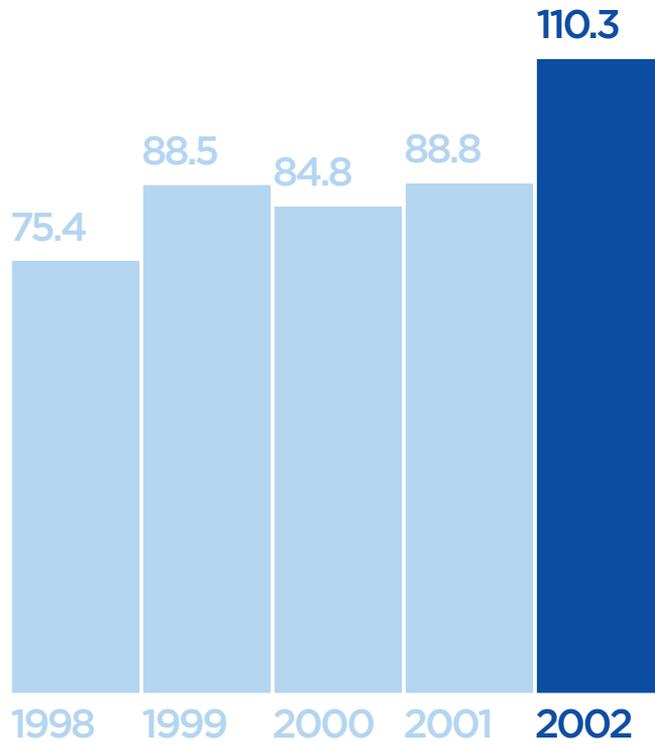
## Total Assets

Dollars in Billions



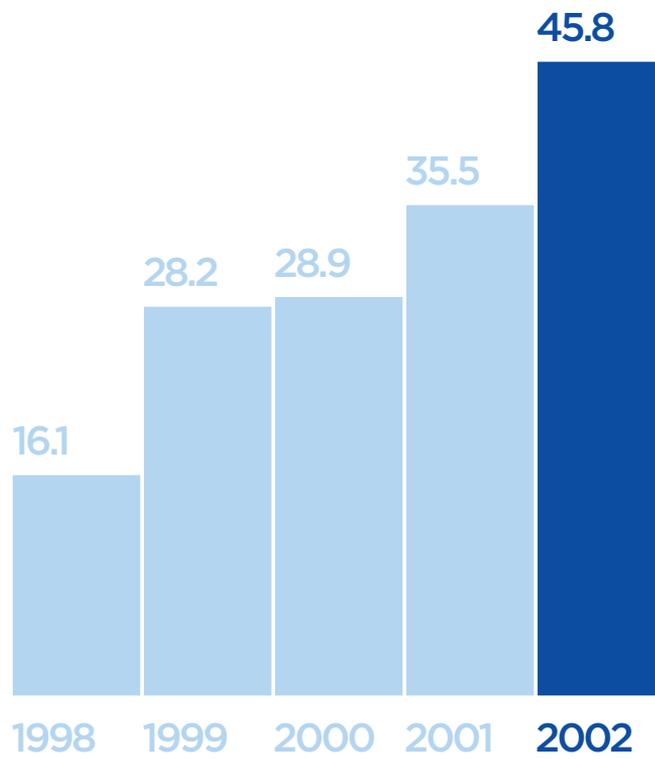
## Total Liabilities

Dollars in Billions



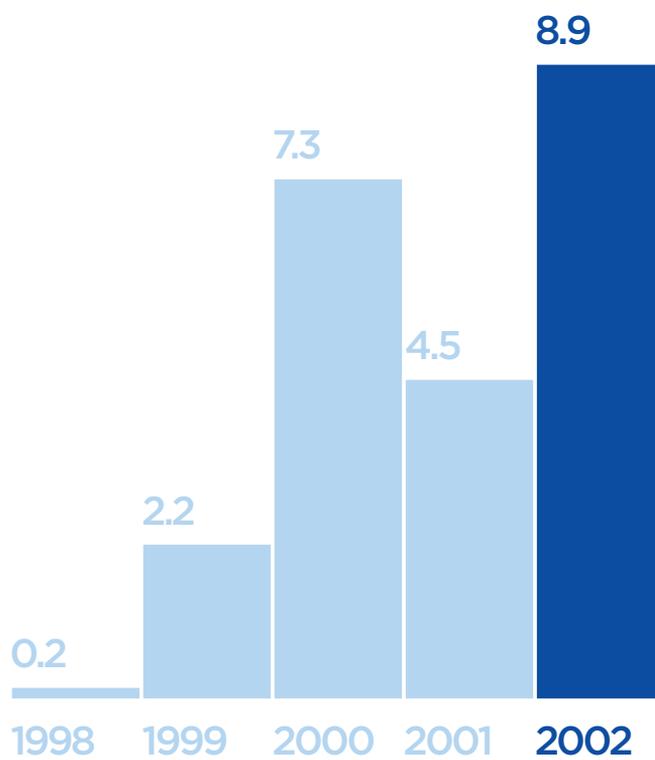
## Total Stockholder's Equity

Dollars in Billions



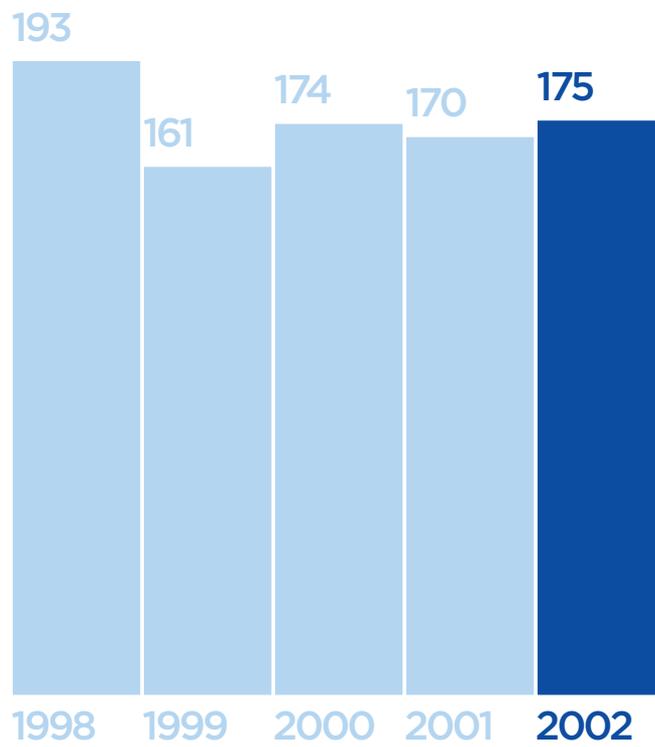
## Net Income

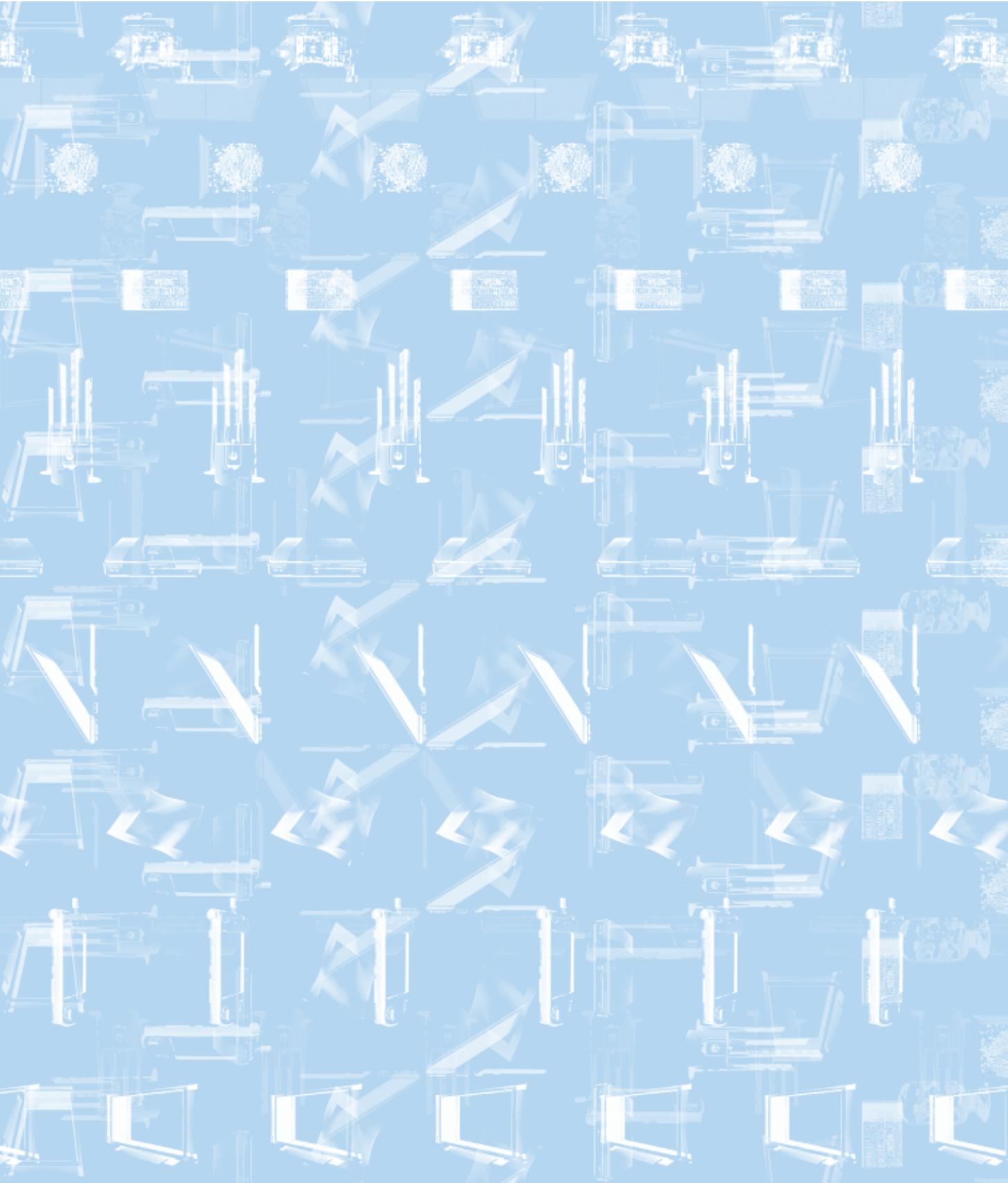
Dollars in Billions



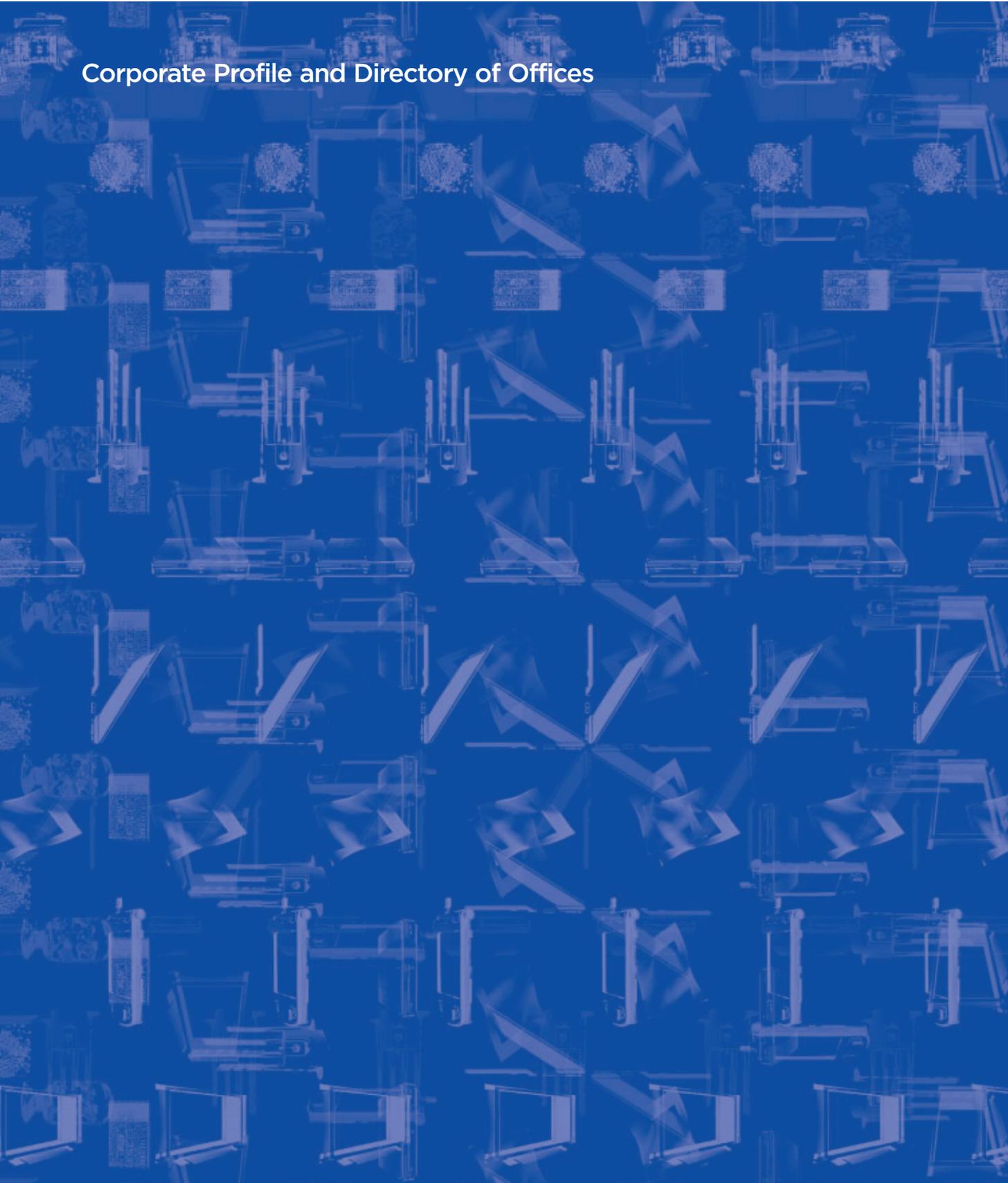
## Employees

Thousands





# Corporate Profile and Directory of Offices



## Samsung Electronics Co.,Ltd.

Employees: 70,000  
2002 Sales: \$33.8 billion  
Tel: 82-2-727-7114  
Fax: 82-2-727-7985  
<http://www.samsung.com>

### MAJOR PRODUCTS

Multimedia & home appliances: multimedia PC, note PC, PDA, DVD player, DVD-ROM, HDD, HDTV, DBS, DSC, digital TV, refrigerator, air conditioner, microwave oven, MP3 player, printers and fax machines  
Semiconductors: DRAM, SDRAM, Direct Rambus™ DRAM, DDR DRAM, SRAM, mask ROM, FRAM, flash memory, LCD driver IC, smart card & MCU, media SOC (system on chip), merged memory with logic, Alpha processor, TFT-LCD, MDL  
Information & telecommunications: HHP, ATM LAN/WAN, key phone, CDMA/PCS cellular, transmission system, WLL/switching systems, optic fibers & component

## Samsung SDI Co.,Ltd.

Employees: 23,767  
2002 Sales: \$5.6 billion  
Tel: 82-2-727-3100  
Fax: 82-2-727-3377  
<http://www.samsungsdi.com>

### MAJOR PRODUCTS

Plasma display panels, liquid crystal displays, organic light emitting diodes, rechargeable batteries, vacuum fluorescent displays, color picture tubes, color display tubes

## Samsung Electro-Mechanics Co.,Ltd.

Employees: 11,000  
2002 Sales: \$2.7 billion  
Tel: 82-31-210-5114  
Fax: 82-31-210-6363  
<http://www.sem.samsung.com>

### MAJOR PRODUCTS

Chips & circuit boards, mobile communications components, computer components & peripherals, general purpose components, digital audio & video components

## Samsung Corning Co.,Ltd.

Employees: 4,950  
2002 Sales: \$882 million  
Tel: 82-2-3457-9500  
Fax: 82-2-3457-9516  
<http://www.samsungcorning.com>

### MAJOR PRODUCTS

Glass for TV picture tubes and PC monitors, ITO-coated glass for LCD, PDP filter, rotary transformers, ITO target, frit glass, Ceria Nano powder

## Samsung Corning Precision Glass Co., Ltd.

Employees: 1,030  
2002 Sales: \$335 million  
Tel: 82-41-539-1112  
Fax: 82-41-539-1080  
<http://www.samsungscp.co.kr>

### MAJOR PRODUCTS

Glass substrate for TFT-LCD

## Samsung SDS Co.,Ltd.

Employees: 6,659  
2002 Sales: \$1.29 billion  
Tel: 82-2-3429-3010  
Fax: 82-2-3429-4450  
<http://www.sds.samsung.com>

### MAIN BUSINESSES

Consulting (IT consulting, business consulting), system integration, IT outsourcing, IT training, data center service, packaged software development & sales,

## Samsung Networks Inc.

Employees: 570  
2002 Sales: \$333 million  
Tel: 82-1577-0300  
Fax: 82-2-3415-6050  
<http://www.samsungnetworks.net>

### MAIN BUSINESSES

Data Communications Service: Virtual private network (IP-VPN) service, Network consulting, Network solution integration (NSI), Digital media services, Global network service, Network management service

Telephony Service: IP telephony service (VoIP), Local / Long-Distance / International Telephony services for business, Samsung International call for Mobile Phone - 00755

e-Biz. Service: Hosting, e-commerce service, e-biz solution & services, e-Project

## Samsung Heavy Industries Co.,Ltd.

Employees: 6,980  
2002 Sales: \$3.6 billion  
Tel: 82-2-3458-7000, 7310  
Fax: 82-2-3458-6298  
<http://www.shi.samsung.co.kr>

### MAIN BUSINESSES

Shipbuilding & offshore: shipbuilding, offshore facilities, steel structures & machinery  
Digital control systems: ship navigation system, automation system, voyage data recorder, internet home & building automation system  
Engineering & construction

## Samsung Techwin Co.,Ltd.

Employees: 3,700  
2002 Sales: \$1.43 billion  
Tel: 82-2-3467-7000  
Fax: 82-2-3467-7080  
<http://www.samsungtechwin.com>  
<http://www.samsungcamera.com>

### MAIN BUSINESSES

Aircraft engine, gas turbines, turbo machinery, military hardware, cameras, opto-electronic devices, semiconductor lead frames, semiconductor system wire bonds, chip mounters, helicopter shuttle service

## Samsung Atofina Co.Ltd.

Employees: 879  
2002 Sales: \$1.5 billion  
Tel: 82-2-772-6691-3  
Fax: 82-2-772-6616  
<http://www.samsungatofina.com>

### MAJOR PRODUCTS

Ethylene, propylene, butadiene, C4 raffinates, SM, EO/EG, PX, LDPE, LLDPE, EVA, HDPE, PP, PP Compounds, LPG, heavy Ends

## Samsung Petrochemical Co.,Ltd.

Employees: 313  
2002 Sales: \$653 million  
Tel: 82-2-772-6611  
Fax: 82-2-755-7564  
<http://www.myspc.com>

### MAJOR PRODUCT

PTA (Purified terephthalic acid)

## Samsung Fine Chemicals Co.,Ltd.

Employees: 791  
2002 Sales: \$530 million  
Tel: 82-2-772-1755  
Fax: 82-2-772-1809  
<http://sfc.samsung.co.kr>

### MAJOR PRODUCTS

Fine chemicals: dimethyl formamide, mecellose, epichlorohydrin, methyl amines, tetramethyl ammonium chloride, barium titanate powder, coatings  
General chemicals: ammonia, urea, melamine, chloroform, methylene chloride, methyl chloride, hydrochloric acid, formic acid  
Life Science: AnyCoat-C, AnyCoat-P, (S)-HGB, chiral intermediates (C3, C4, and C5), malonates

## Samsung-BP Chemicals Co.,Ltd.

Employees: 168  
2002 Sales: \$197 million  
Tel: 82-2-753-5644  
Fax: 82-2-753-8338  
<http://www.ssbp.co.kr>

MAJOR PRODUCT  
Acetic acid

## Samsung Life Insurance Co.,Ltd.

Employees : 6,287  
2002 Operating income: \$19 billion  
Tel: 82-1588-3114  
Fax: 82-2-751-8021  
<http://www.samsunglife.com>

MAIN BUSINESSES  
Life insurance, real estate

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

Employees: 3,712  
2002 Operating Income: \$293.9 million  
Tel: 82-1588-5114  
Fax: 82-2-758-4320  
<http://www.samsungfire.com>

MAIN BUSINESSES  
Automobile insurance, fire insurance, marine insurance,  
long-term insurance, individual annuities, personal  
accident insurance, overseas travelers' insurance etc.

## Samsung Card Co.,Ltd.

Employees: 2,953  
2002 Operating Income: \$3.85 billion  
Tel: 82-2-727-8893  
Fax: 82-2-756-8942  
<http://www.samsungcard.co.kr>

MAJOR PRODUCTS  
Credit cards (purchases, cash advances,  
card loans), prepaid cards, gift cards,  
electronic money, lease, on-line shopping mall,  
corporate financing

## Samsung Securities Co.,Ltd.

Employees: 2,594  
2002 Operating income: \$1.48 billion  
Tel: 82-2-2020-8000  
Fax: 82-2-2020-8097  
<http://www.samsungfn.com>

MAJOR PRODUCTS  
Stock and bond brokerage, securities savings  
products, bond management funds,  
repurchase agreements, certificates of deposit,  
beneficiary certificates, commercial paper

## Samsung Capital Co.,Ltd.

Employees: 1,702  
2002 Operating income: \$1.26 billion  
Tel : 82-1544-3366  
Fax : 82-2-772-6419  
<http://www.ahaloan.com>

MAIN BUSINESSES  
Installment financing, personal loan, Aha Loan Pass,  
business loan, lease

## Samsung Investment Trust Management Co.,Ltd.

Employees: 152  
2002 Operating income: \$14.94 million  
Tel: 82-2-3774-7765  
Fax: 82-2-3774-7645  
<http://www.samsungfund.com>

MAIN BUSINESSES  
Asset management, investment advisory services

## Samsung Venture Investment Co.,Ltd.

Employees: 28  
2002 Operating income: \$3.08 million  
Tel: 82-2-3430-5555  
Fax: 82-2-3430-5577  
<http://www.samsungventure.co.kr>

MAIN BUSINESSES  
Investment to venture firms (areas of information,  
communications, semiconductor, Internet, electronics  
industry, medical instruments, bio and entertainment)

## Samsung Corporation

Employees: 4,614  
2002 Sales: \$36.9 billion  
Tel: 82-2-2145-2114  
Fax: 82-2-2145-3114  
<http://www.samsungcorp.com>

### MAIN BUSINESSES

Trading, Construction, Housing Development and Internet Business

## Samsung Engineering Co.,Ltd.

Employees: 1,226  
2002 Sales : \$835 million  
Tel: 82-2-3458-3000  
Fax: 82-2-3458-4048  
<http://www.samsungengineering.com>

### MAIN BUSINESSES

Feasibility study, design, procurement, construction, supervision and operation management for chemical & petrochemical plants, refineries & gas processing plants, industrial plants and environmental facilities

## Cheil Industries Inc.

Employees: 2,184  
2002 Sales: \$1.60 billion  
Tel: 82-2-751-3355  
Fax: 82-2-527-2097  
<http://www.cii.samsung.com>

### MAIN BUSINESSES

Woolen yarn, worsted yarn, woolen fabric, worsted fabric, men's wear, women's wear, casual wear, sports wear & goods, accessory, general-purpose resins, engineering plastics, artificial marble, electronic chemical materials (semiconductor materials, flat panel display materials, secondary Li-Ion battery materials, printing and functional materials)

## Samsung Everland Inc.

Employees: 1,550  
2002 Sales: \$729 million  
Tel: 82-31-320-8011-2  
Fax: 82-31-320-8549  
<http://www.samsungeverland.com>

### MAIN BUSINESSES

Resort development and operation, building asset management, alternative energy, commercial food service and food distribution, environmental development and landscaping, golf club management

## The Shilla Hotels & Resorts

Employees: 1,861  
2001 Sales: \$347 million  
Tel: 82-2-2233-3131  
Fax: 82-2-2233-5073  
<http://www.shilla.net>

### MAIN BUSINESSES

Business and resort hotels, duty free shops, outside restaurants, sports center, business consulting

## Cheil Communications Inc.

Employees: 759  
2002 Sales: \$365 million  
Tel: 82-2-3780-2114  
Fax: 82-2-3780-2479  
<http://www.cheil.com>

### MAIN BUSINESSES

Planning, production and execution of advertising, internet business, sales promotion, public relations, corporate identity programs, space development, research, marketing, sports and convention business

## S1 Corporation

Employees: 3,400  
2002 Sales: \$346 million  
Tel: 82-2-2131-8186  
Fax: 82-2-2131-8189  
<http://www.s1.co.kr>

### MAIN BUSINESSES

Electronic security services including local security systems, CCTV/DVSS (digital video security systems), access control systems, fence surveillance systems, and smart card systems

## Samsung Lions

Employees: 35  
Tel: 82-53-859-3114  
Fax: 82-53-859-3117  
<http://www.samsunglions.com>

### MAIN BUSINESSES

Professional baseball team, sports center

## Samsung Medical Center

Employees: 7,500  
Tel: 82-2-3410-2114  
Fax: 82-2-3410-3284  
<http://www.smc.or.kr>

### MAIN BUSINESSES

Samsung Medical Center (main hospital, in Seoul), Kangbuk Samsung Hospital (in Seoul), Masan Samsung Hospital (in Masan), Samsung Cheil Hospital (in Seoul), Samsung Bioscience Research Institute (in Seoul)

## Samsung Economic Research Institute

Employees: 122  
Tel: 82-2-3780-8000  
Fax: 82-2-3780-8005  
<http://www.seri.org>

### MAIN ACTIVITIES

Research on public policy, fiscal and financial matters, analysis of industry trends and business environments, public and private sector consulting, strategy for corporate management

## Samsung Human Resources Development Center

Employees: 64  
Tel: 82-31-320-1701  
Fax: 82-31-320-1001  
<http://www.edusamsung.com>

### MAIN ACTIVITIES

Recruitment, training and human resources development

## Samsung Advanced Institute of Technology (SAIT)

Employees: 950  
Tel: 82-31-280-9114  
Fax: 82-31-280-6565  
<http://www.sait.samsung.co.kr>

### MAIN RESEARCH AREAS

Digital (Multimedia Information Processing, User Interface, Communication & Networking), Nano (Micro Electro Mechanical System, Nano Devices, Nano Materials, Nano Storage), Bio (Biochip), Energy (Secondary Batteries, Fuel Cell), Opto (Display, Optical Parts)

## Samsung Foundation of Culture

Employees: 120  
Tel: 82-2-750-7844  
Fax: 82-2-750-7827  
<http://www.sfoc.org>

### MAIN ACTIVITIES

Ho-Am Art Museum, Samsung Museum of Modern Art (Ho-Am Art Gallery, Rodin Gallery), Samsung Children's Museum, MAMPIST program, support for cultural and artistic activities

## Samsung Welfare Foundation

Employees : 10  
Tel: 82-2-750-7892  
Fax: 82-2-750-7880  
<http://www.samsungwelfare.org>

### MAIN ACTIVITIES

Establishment and operation of child care centers, support for social welfare program development, support for overseas training for social workers, operation of the youth volunteer corps "Purunnanam," support for orphaned teenagers with younger siblings, management of "Hyo-Haeng Filial Piety Prize"

# Samsung Electronics Co., Ltd.

## 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. (SEILT)  
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

## EUROPE

### PRODUCTION BASES

Samsung Electronica Iberia, S.A. (SESA)  
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. (SEMUUK)  
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

## Samsung SDI Co., Ltd.

Samsung SDI (Malaysia) Sdn. Bhd.  
Tel: 60-6-670-1020  
Fax: 60-6-677-6167

Samsung SDI Germany GmbH.  
Tel: 49-30-5305-3908  
Fax: 49-30-685-9281

Samsung Haus (SDIG LCD Sales)  
Tel: 49-61-9666-3460  
Fax: 49-61-9666-3466

Samsung SDI Mexico  
Tel: 1-619-671-6220  
Fax: 1-619-671-6226

Shenzhen Samsung SDI Co., Ltd.  
Tel: 86-755-335-7000(x3131)  
Fax: 86-755-336-7008

Tianjin Samsung SDI Co., Ltd.  
Tel: 86-22-8212-9971-5(x301)  
Fax: 86-22-8212-9984

Samsung SDI Brazil Ltd.  
Tel: 55-92-616-6010  
Fax: 55-92-616-6019

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

Samsung SDI America Inc.  
Tel: 1-310-900-5204  
Fax: 1-310-537-1033

Samsung SDI (HK) Ltd.  
Tel: 852-2-862-6058  
Fax: 852-2-845-2548

Taipei Branch  
Tel: 886-2-2728-8461  
Fax: 886-2-2705-7035

Beijing Office  
Tel: 86-10-6566-8151  
Fax: 86-10-6566-8146

Tokyo Office  
Tel: 81-3-5641-9630  
Fax: 81-3-5641-8496

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

Chicago Office  
Tel: 1-847-882-0888  
Fax: 1-847-490-8191

San Diego Office  
Tel: 1-619-671-6220  
Fax: 1-619-671-6226

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

Shanghai Samsung Vacuum Devices Co., Ltd.  
Tel: 86-21-5774-6000  
Fax: 86-21-5774-2233

## Samsung Electro-Mechanics Co., Ltd.

### MANUFACTURING SUBSIDIARIES

Samsung Electro-Mechanics Thailand Co., Ltd. (SEMTH)  
Tel: 66-38-570-191-6  
Fax: 66-38-570-258

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

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

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

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

Samsung Electro-Mecanico Mexicana S.A. de C.V. (SEMSA)  
Tel: 1-619-671-6400, 6420, 52-66-27-6400, 6420  
Fax: 1-619-671-6408-9, 6461

Samsung Hungary Electro-Mechanics Ltd. (SHEM)  
Tel: 36-24-551-130-2  
Fax: 36-24-551-105-6

Samsung Electro-Mechanics Indonesia Co., Ltd. (SEMIND)  
Tel: 62-21-8990-9911, 9922, 9933  
Fax: 62-21-897-2762-3

### SALES SUBSIDIARIES AND SALES OFFICE

#### AMERICA

Samsung Electro-Mechanics America, Inc.  
Tel: 1-949-797-8000-8059  
Fax: 1-949-797-8060-8062

San Jose Office  
Tel: 1-408-544-5274  
Fax: 1-408-544-4967

Chicago Office  
Tel: 1-847-310-6960-1  
Fax: 1-847-310-6590

New Jersey Office  
Tel: 1-201-229-6092-4  
Fax: 1-201-229-6096

Houston Office  
Tel: 1-281-477-9011, 9022  
Fax: 1-281-477-9033

Chandler Office  
Tel: 1-480-792-9561  
Fax: 1-480-792-9563

Austin Office  
Tel: 1-512-338-5547, 5549  
Fax: 1-512-338-5533

Sao Paulo Office  
Tel: 1-55-11-5641-0165, 0171, 0189  
Fax: 55-11-5641-0017

#### EUROPE

Samsung Electro-Mechanics GmbH  
Tel: 49-6196-66-7250, 7265, 7254  
Fax: 49-6196-66-7744, 7766, 7755

Istanbul Office  
Tel: 90-212-324-0856-8  
Fax: 90-212-270-0077

London Office  
Tel: 44-20-8380-7206-8  
Fax: 44-20-8380-7209

Warsaw Office  
Tel: 48-22-337-8650-1  
Fax: 48-22-337-8652

Paris Office  
Tel: 33-1-46-313940  
Fax: 33-1-46-318934

Milan Office  
Tel: 39-02-9214-1822  
Fax: 39-02-9214-1840

Helsinki Office  
Tel: 358-27338-738  
Fax: 358-27338-739

Copenhagen Office  
Tel: 45-3915-8240  
Fax: 45-3915-8241

## SOUTHEAST ASIA

Samsung Electro-Mechanics  
Private Ltd.  
Tel: 65-6833-3215-31  
Fax: 65-6833-3243-4

Bangkok Office  
Tel: 662-661-8004-5  
Fax: 662-661-8006

Jakarta Office  
Tel: 62-21-522-5537  
Fax: 62-21-522-5538

Kuala Lumpur Office  
Tel: 60-3-2273-0700  
Fax: 60-3-2273-0800

Penang Office  
Tel: 60-4-371-3200  
Fax: 60-4-371-3800

Manila Office  
Tel: 63-2-809-2873-4  
Fax: 63-2-809-1365

Ho Chi Minh Office  
Tel: 84-8-914-2861  
Fax: 84-8-914-2860

New Delhi Office  
Tel: 91-112-302-3614, 3574-5  
Fax: 91-112-302-3576

Mumbai Office  
Tel: 91-222-5633-6819  
Fax: 91-222-202-9189

## CHINA & NORTHEAST ASIA

Samsung Electro-Mechanics  
(Hong Kong) Ltd.  
Tel: 852-2862-6340, 6350, 6360  
Fax: 852-2862-6362-4

Samsung Electro-Mechanics  
(Hong Kong) Ltd.  
[Passive Components]  
Tel: 852-2751-5555, 5520-7  
Fax: 852-2751-5566

Beijing Office  
Tel: 86-10-6566-8150  
Fax: 86-10-6566-8146

Shanghai Office  
Tel: 86-21-6270-4168 (x200)  
Fax: 86-21-6219-6640

Shenzhen Office  
Tel: 86-755-8347-5500  
Fax: 86-755-8347-6408

Qingdao Office  
Tel: 86-532-575-9102  
Fax: 86-532-575-6909

Taipei Office  
Tel: 886-2-2728-8450-6, 8343  
Fax: 886-2-2757-7278

Samsung Japan Co., Ltd.  
Tel: 81-3-5641-9674, 9690  
Fax: 81-3-5641-9881

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

Fukuoka Office  
Tel: 81-9-2475-7025  
Fax: 81-9-2475-7002

## Samsung Corning Co., Ltd.

Samsung Corning Malaysia  
Sdn Bhd  
Tel: 60-6-670-7102  
Fax: 60-6-677-7304

Samsung Corning Deutschland  
GmbH  
Tel: 49-35600-34-416  
Fax: 49-35600-23300-416

Tianjin Samsung Corning  
Co., Ltd.  
Tel: 86-22-2612-0435  
Fax: 86-22-2612-1731

Shenzhen SEG Samsung Glass  
Co., Ltd.  
Tel: 86-755-8331-1988  
Fax: 86-755-8331-0743

Tokyo Office  
Tel: 81-3-5641-9630  
Fax: 81-3-5641-8496

Hong Kong Office  
Tel: 852-2862-6093  
Fax: 852-2529-1695

## Samsung SDS Co., Ltd.

SDS America Inc.  
Tel: 1-408-544-5300  
Fax: 1-408-544-4966

SDS China Inc  
Tel: 86-10-6567-8899-3500  
Fax: 86-10-6566-9420

SDS Europe Inc.  
Tel: 44-20-8380-7222  
Fax: 44-20-8380-7006

India Development Center  
Tel: 91-80-222-3912  
Fax: 91-80-222-3914

## Samsung Networks Inc.

Samsung Networks America  
Co., Ltd.  
Tel: 1-408-544-5146  
Fax: 1-408-544-4961

New Jersey Office  
Tel: 1-732-465-4442  
Fax: 1-732-465-4405

London Office  
Tel: 44-(0)20-8380-7232  
Fax: 44-(0)20-8380-7230

Singapore Office  
Tel: 65-8333-171  
Fax: 65-8333-170

Beijing Office  
Tel: 86-10-6566-8100 (x2311)  
Fax: 86-10-6566-8135

## Samsung Heavy Industries Co., Ltd.

New York Office  
Tel: 1-201-229-6070  
Fax: 1-201-229-6029

Houston Office  
Tel: 1-281-679-8455  
Fax: 1-281-229-6029

London Office  
Tel: 44-208-862-9333  
Fax: 44-208-862-0006

Athens Office  
Tel: 30-210-934-4866  
Fax: 30-210-934-8163

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