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**TODAY WE FACE SIGNIFICANT  
CHALLENGES.**

**A VOLATILE GLOBAL ECONOMY,  
SHIFTS IN LEADERSHIP,  
FALTERING MARKETS...ALL LEND  
UNCERTAINTY AS WE CONSIDER  
THE FUTURE.**

**AMIDST THE TUMULT, THERE IS  
REASON TO CELEBRATE.**

**TOGETHER, WE WORK, PLAY, AND  
SHARE IN WAYS UNIMAGINABLE  
20 YEARS AGO.**



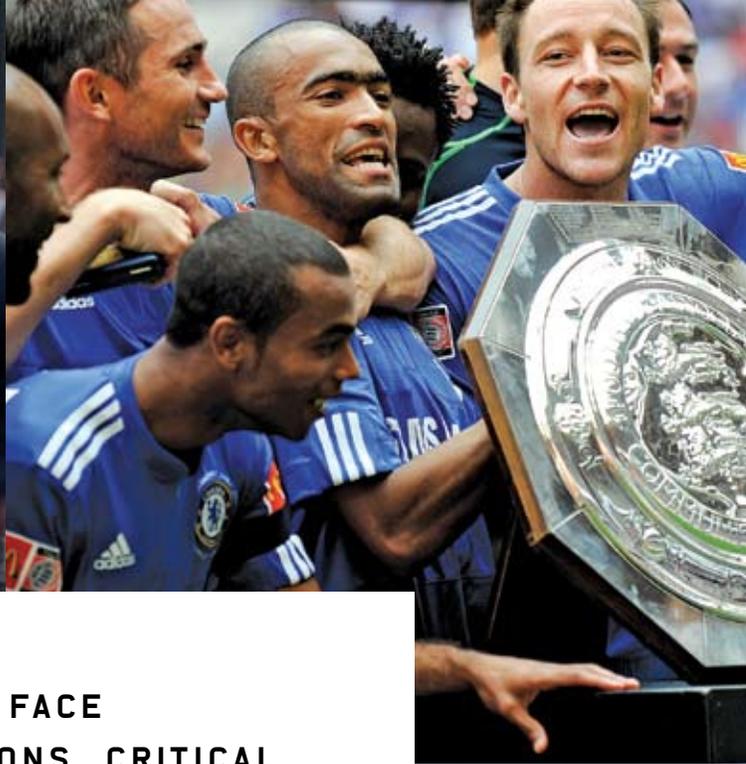
**IDEAS AND INSPIRATION SPRING  
FROM ALL CORNERS OF THE  
WORLD.**

**INDIVIDUAL VOICES BIND TO  
FORM COLLECTIVE MOVEMENTS.**

**SCIENCE AND TECHNOLOGY  
ANSWER LONGSTANDING  
QUESTIONS AND SPARK NEW  
CURIOSITY.**

**THE ROAD AHEAD PROMISES  
KINSHIP AND CHAOS, STRESS  
AND LIBERATION, EXCITEMENT  
AND TREPIDATION.**

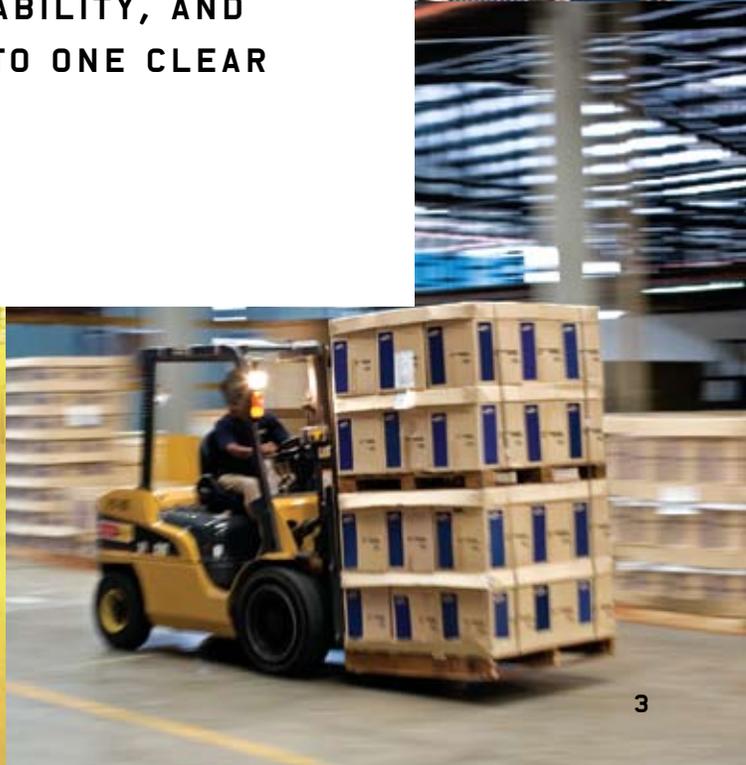




**BUSINESSES WILL FACE  
DIFFICULT QUESTIONS, CRITICAL  
DECISIONS, AND UNKNOWN  
OUTCOMES.**

**INVEST OR CONTRACT?  
CREATE OR SUBSIST?  
FIGHT OR FLIGHT?  
SINK OR SWIM?**

**AT SAMSUNG, EVERYTHING  
WE STAND FOR—OUR HISTORY,  
PHILOSOPHY, CAPABILITY, AND  
PASSION—POINTS TO ONE CLEAR  
DIRECTION.**



WE WILL NOT SHY FROM  
ADVERSITY, REST ON OUR  
LAURELS, OR BE CONFINED  
IN OUR AMBITIONS.

WE WILL OFFER NEW WAYS FOR  
CONSUMERS TO IMAGINE, SHARE,  
AND LIVE. WE WILL EVOLVE  
INDUSTRIES AND REINVENT HOW  
WE INTERACT WITH OUR WORLD.

**WE WILL  
STEP  
FORWARD.**



WE WILL **CHALLENGE** TIME AND SPACE

MOBILE USED TO MEAN TALKING ON THE GO.  
TODAY'S DEVICES ALLOW FOR LIFE ON THE GO,  
PROVIDING AN UNINTERRUPTED, UNCOMPROMISED  
CONNECTION TO THE WORLD AROUND US.





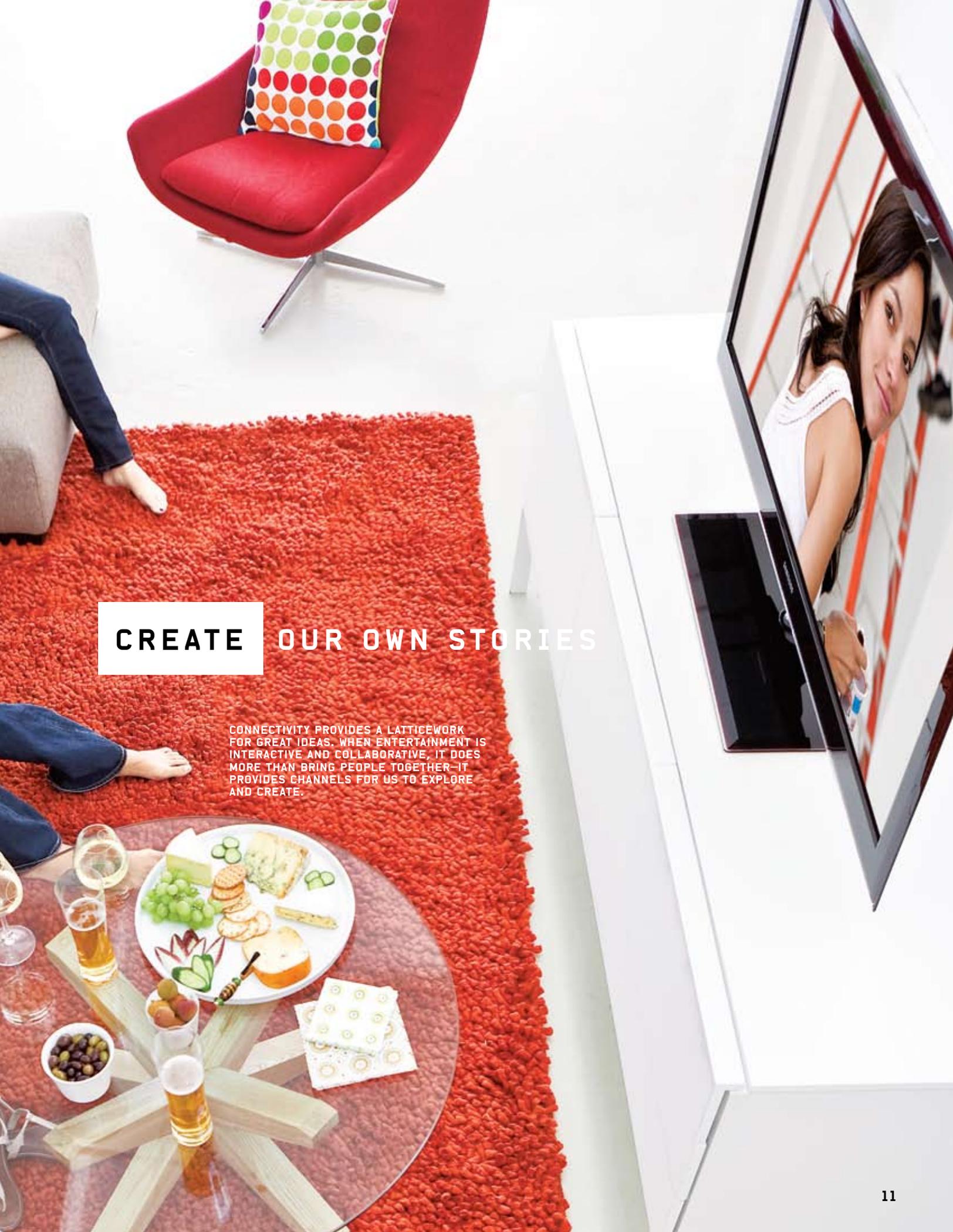


THE LITTLE DETAILS ARE WHAT MAKE LIFE BRILLIANT. TAKING NOTICE REQUIRES COMFORT AND CONFIDENCE IN THE BIG THINGS. THROUGH TRUSTED FINANCIAL PRODUCTS, SAMSUNG FREES PEOPLE TO FOCUS ON WHAT MATTERS.

**CELEBRATE** PERFECT MOMENTS



AND



**CREATE OUR OWN STORIES**

CONNECTIVITY PROVIDES A LATTICEWORK FOR GREAT IDEAS. WHEN ENTERTAINMENT IS INTERACTIVE AND COLLABORATIVE, IT DOES MORE THAN BRING PEOPLE TOGETHER—IT PROVIDES CHANNELS FOR US TO EXPLORE AND CREATE.

WE WILL **PREPARE** FOR NEW HEIGHTS



WE ARE ALL ATHLETES, WHETHER WE'RE TRAINING FOR A MARATHON OR SCALING THE CORPORATE LADDER. A SOUND MIND AND BODY PREPARES US TO MEET ANY CHALLENGE, AND SAMSUNG'S HEALTH AND WELLNESS SERVICES HELP US STAY AT THE TOP OF OUR GAME.





AND **CONNECT** WITH THE

A young girl with long, wavy blonde hair is the central focus of the image. She is wearing a sleeveless dress with a vibrant, multi-colored pattern of circles and floral motifs. She is holding a small stem with yellow flowers in her hands, looking down at it with a gentle smile. The background is a bright, sunny field of similar yellow flowers under a clear blue sky. The overall mood is peaceful and natural.

## NEXT GENERATION

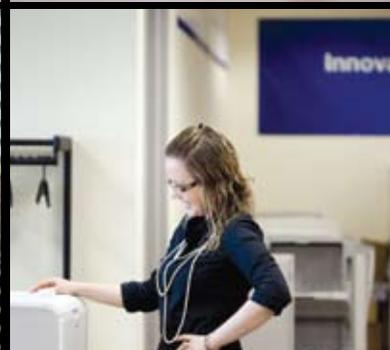
OUR ROLE AS AN INDUSTRY LEADER DEMANDS THAT WE THINK AHEAD. IN DOING SO, WE'VE BECOME OBSESSED WITH THE IDEA OF LESS: LESS WASTE, LESS CONSUMPTION, LESS ENVIRONMENTAL IMPACT. BY EMBRACING LESS, WE CAN GIVE MORE TO FUTURE GENERATIONS.



COLLE



MOMEN



**CTIVE  
TUM**

**GLOBAL COMPANIES  
RELY ON REACH,  
VOLUME, AND SCALE TO  
FUNCTION OPTIMALLY.  
BUT GLOBAL IS BY NO  
MEANS SYNONYMOUS  
WITH IMPERSONAL.  
THE GROWTH OF ANY  
BUSINESS, LARGE OR  
SMALL, IS DEPENDENT  
ON PERSONAL  
RELATIONSHIPS.**

Success and failure is based on handshakes, bows, conversations, and eyes meeting eyes. As Samsung continues to expand, we will do so incrementally, backed by the strength of millions of partnerships forged around the world.

NASCAR boasts the latest racing technology, some of the most talented drivers in the world, and premier venues around the United States. But the reason NASCAR is the fastest growing sport in the United States can be attributed to its formidable fan base. Just visit any grandstand to see why. "On race day, the fans get fired up. They make a day of it and rally around their favorite drivers with a passion I just don't think you get in other sports. They really are what fuels our sport and are the reason we've enjoyed such amazing growth," says Kevin Camper, Vice President of Sales and Marketing of Texas Motor Speedway.

Samsung was an early supporter of NASCAR, and is now entering its ninth year as the title sponsor for the annual Sprint Cup race held at Texas Motor Speedway. By traditional measures, the partnership is extremely successful—sales of mobile handsets are strong as a result of event marketing, and branding will be further amplified when the race, currently called the "Samsung 500," is renamed the "Samsung Mobile 500" in 2010. Beyond naming rights and general presence, the relationship between NASCAR and Samsung has created new opportunities for fan engagement that are consistent with the goals of the two organizations. "I work with Mr. Camper to come up with ideas that enhance the spectator experience," says Ken Rosselli, Senior Manager of Channel Marketing at Samsung.

One example is the "Show Your Samsung" Fast Lanes that launched at Texas Motor Speedway in 2009. Owners of Samsung mobile phones were offered an expressway entrance at the gate, which proved to be wildly popular and created a sense of inclusion among Samsung customers. Texas Motor Speedway and Samsung have also worked hard to develop joint environmental programs. At several events, thousands of prepaid mailing envelopes were distributed on behalf of the Samsung Recycling Direct Program, which is designed to keep

used electronic devices out of landfills. Through the program, consumers can place any brand of mobile phone, camera, DVD, or other small electronic device in the envelope. Samsung then works with approved recycling companies to ensure that the items are recycled responsibly.

Such initiatives would not be possible without commitment. "Samsung has been a great partner for us, and they've shown that they're with us for the long term," says Mr. Camper. It is this strong bond that allows the two companies to create mutually beneficial initiatives that can inspire the growing

number of NASCAR fans in the United States and around the world. It's marketing that has some serious grip.





# BRAND

"I WORK WITH MR. CAMPER TO COME UP WITH IDEAS THAT ENHANCE THE SPECTATOR EXPERIENCE."

KEN ROSSELLI  
SENIOR MANAGER OF CHANNEL MARKETING,  
SAMSUNG



# LOYALTY

"ON RACE DAY, THE FANS GET FIRED UP. THEY MAKE A DAY OF IT."

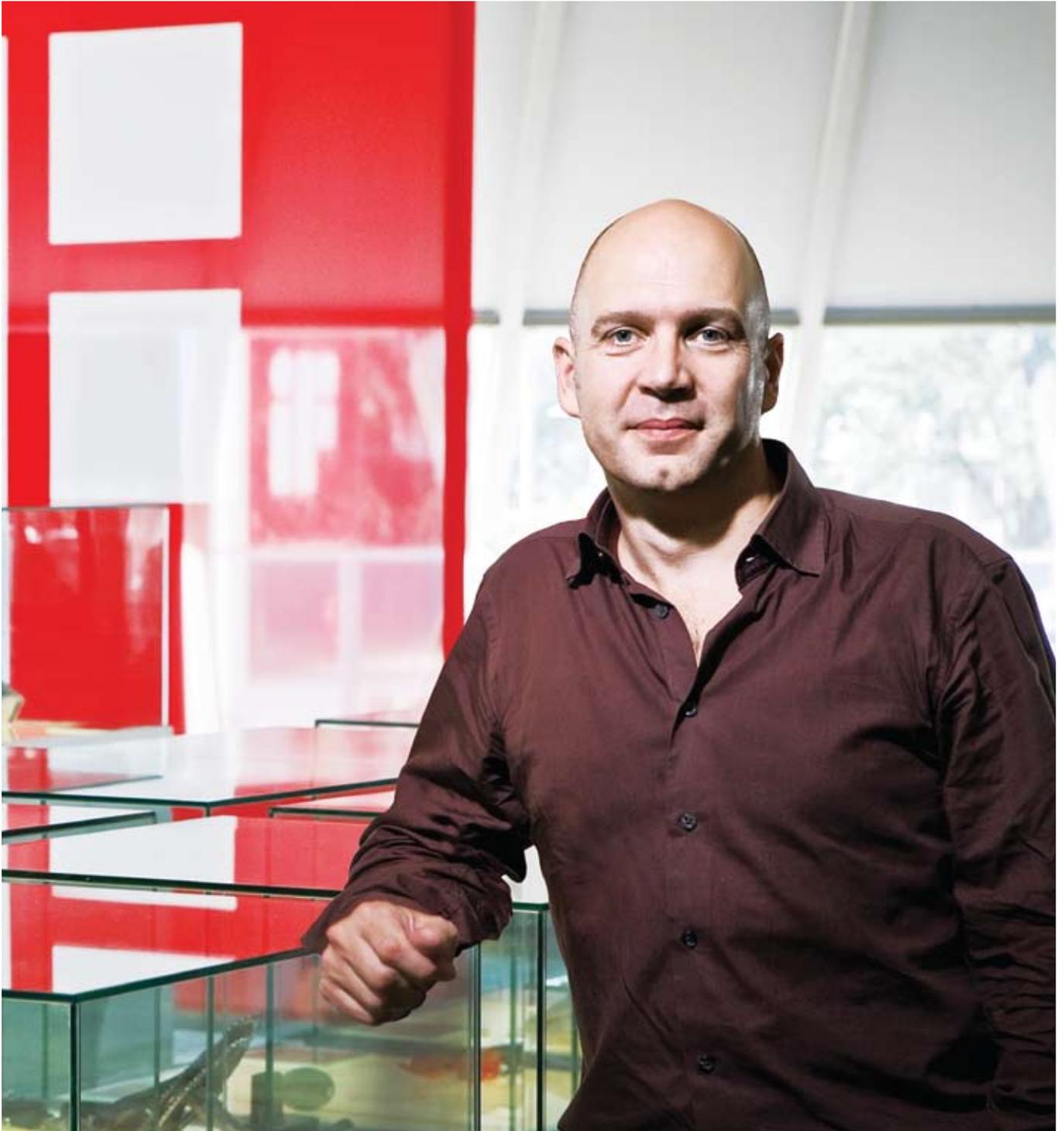
KEVIN CAMPER  
VICE PRESIDENT OF SALES AND MARKETING,  
TEXAS MOTOR SPEEDWAY



# CRITICAL

"WE'RE BOTH QUALIFIED, AND WE'RE BOTH OPINIONATED. I'M NOT IN THIS TO PULL PUNCHES."

RALPH WIEGMANN  
MANAGING DIRECTOR, if



# ACCLAIM

"THE DESIGN INDUSTRY HAS EVOLVED INTO  
A SYSTEM OF INNOVATION AND CREATIVITY WITH PROVEN FINANCIAL VALUE."

PAUL DE'ATH  
STRATEGIC MANAGER, SAMSUNG DESIGN EUROPE

The role of design is the source of debate and, in some circles, heated arguments. Is it art or commerce? Is it necessity, or just excess? Opinions abound.

In the realm of its various consumer products, Samsung integrates design into every aspect of the business. Design is not just a part of a process; it is where the process starts. It allows an immediate connection to the consumer and is the driving force behind a product's value. As an ever-evolving discipline, design frowns upon complacency and demands continual innovation. Supporting design takes commitment from the top.

"The design industry has evolved into a system of innovation and creativity with proven financial value. If managed properly, it's an invaluable business tool," says Paul De'ATH, a Strategic Manager at Samsung Design Europe. In this role, he not only oversees the design aspects of Samsung's current businesses, but also must envision future business scenarios. Because design is such a subjective and interpretive field, perspective is king. That's what makes Samsung's partnership with iF so special. iF, a design center specializing in connecting design services with business interests, is part sounding board, part advocate, and part collaborator for Samsung's design efforts worldwide.

"Design is important, and design is recession-proof," says Ralph Wiegmann, Managing Director at iF in Hanover, Germany. "And Samsung understands that." Mr. De'ATH meets with Mr. Wiegmann regularly to discuss overall design quality across a variety of areas, as well as development in specific areas such as sustainability and technology integration. Samsung's good standing with iF—they've won many iF awards and are the top-ranked company in all three iF design categories—doesn't mean that those discussions are superfluous. "We're both qualified, and we're both opinionated," says Mr. Wiegmann. "I'm not in this to pull punches, I'm in it to help promote design excellence."

Such honesty is what makes the relationship between the two companies so strong. It also allows a more forward-thinking outlook on the path of the industry, which is evident in Samsung's involvement with the iF concept award.

As a Gold Sponsor, Samsung is a critical supporter of one of the largest international design competitions for students in the world, with over 3,200 entries from more than 40 countries in 2009. Such programs ensure that design will continue to evolve and thrive on the shoulders of a new generation of professionals.

Through it all, Samsung and iF demonstrate that personal relationships are critical to the health of design, in both a business and creative sense. With their vision, design will remain an influential force in shaping the world ahead.

The iF logo consists of the letters 'iF' in a white, sans-serif font, centered within a solid orange square.The Samsung Design Center logo features the words 'SAMSUNG DESIGN CENTER' in a white, bold, sans-serif font, stacked vertically and centered within a solid black square.

2009 marks the 10th anniversary of Samsung Engineering's operations in Saudi Arabia. To call the engagement a success would be selling it short. The convergence of two completely different cultures, each connected by a mutual interest in learning and collaboration, has been nothing short of enlightening.

When Samsung Engineering entered Saudi Arabia, the company was exploring relatively uncharted waters—The Kingdom was a largely provincial region unaccustomed to working with global corporations. The path forward was very much a work in progress. Kyung Bae Choi, Managing Director of Samsung Engineering Saudi Arabia, and Ali Kudhair Al Harbi, Managing Director of RGC, a local Saudi engineering consultancy, met with little in common except their symbiotic backgrounds and goal to develop a successful business. Mr. Choi recalls, "Our introduction was interesting, each of us unsure of what to do and anxious to show respect. We definitely had to improvise." What the two did have in common was a passion for engineering and a belief that they could learn from each other. Mr. Harbi explains, "I believe in the power of integration. We had smart engineers, and so did Samsung Engineering. Collaboration is a very effective incubator for new ideas."

Since they met, the two have jointly managed the development of several projects. And while they share a common goal of developing and diversifying the industrial capability of Saudi Arabia through engineering prowess, their motives are slightly different. Mr. Harbi, who has lived in Saudi Arabia all his life, is focused on increasing economic and cultural opportunities across the country. Mr. Choi wants this too, but is also on a different mission: to learn as much as possible from the emerging Saudi market and apply new perspectives to improve company operations on a global scale.

From a long-term growth perspective, Samsung Engineering and RGC established IK (In-Kingdom)-EPC in 2008 to upgrade their project execution capabilities specifically for Saudi Arabia. Through this company, they are able to expand their business portfolios to better adapt to the needs of the local

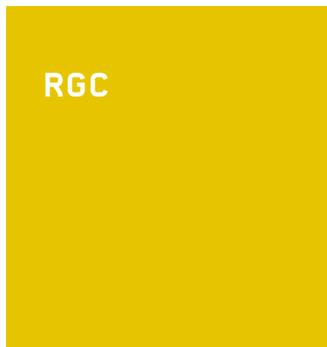
community for greater long-term prosperity.

This EPC company will play a key role within the global EPC center of the Middle East.

An example of these synchronized objectives is the creation of Samsung Engineering's Naffora Techno Valley, a center for training and education designed to transfer high-tech skills to the region, upgrade safety standards, and provide Saudi engineers with a path toward excellence on an international level.

The partnership between Samsung Engineering and RGC has never been stronger, and the future is

bright. That's no surprise to Mr. Choi. "Cultural differences mean nothing when you connect smart people with common goals," he says. "Experts learn from experts, ideas are activated, and innovation almost can't be helped. In the end, we're all just engineers excited by the next challenge."





# LOCAL

"I BELIEVE IN THE POWER OF INTEGRATION. WE HAD SMART ENGINEERS, AND SO DID SAMSUNG."

ALI KUDHAIR AL HARBI  
MANAGING DIRECTOR, RADICON GULF CONSULTANT



# MOTION

"CULTURAL DIFFERENCES MEAN NOTHING WHEN YOU CONNECT SMART PEOPLE WITH COMMON GOALS."

KYUNG BAE CHOI  
MANAGING DIRECTOR, SAMSUNG ENGINEERING SAUDI ARABIA



# GROWTH

"WE ARE ABOUT TO REACH A WHOLE NEW LEVEL."

MR. GANDA  
OWNER, GANDA GROUP



# ENGINE

"WORKING WITH THE GANDA GROUP HAS SHOWN US A WHOLE NEW MODEL FOR BUSINESS RELATIONS."

HENDRY TAN, COO,  
SAMSUNG & GANDA BIOFUEL

Today, the world faces a conundrum. As the population grows exponentially, the limits of our finite natural resources pose an increasingly significant challenge. Emerging technology is racing to address this problem and create sustainable alternatives that usurp fossil fuels and reduce the impact on the environment. Biodiesel presents one promising option for improving energy production on a global scale.

Palm oil, made from the fruits of the oil palm, has proved to be a robust biodiesel innovation. More efficient than many other forms of biodiesel, crude palm oil (CPO) has quickly become in high demand across many regions, particularly areas with established standards for biodiesel consumption such as Europe and the United States. Its crops grow best in the fertile soil of South East Asia. In 2008, Samsung entered the biodiesel arena through a joint venture with Ganda Group, a family-owned business with several palm oil plantations in Indonesia. So far, the relationship between Samsung C&T and Ganda Group has produced very high yields.

The success of the partnership is largely thanks to complementing sets of expertise. Ganda Group, run by the head of the family Mr. Ganda, has grown oil palm plants and produced CPO for over 20 years. When Samsung C&T purchased two of Ganda Group's largest plantations, Gandaerah and Inecda, Mr. Ganda was thrilled, saying "Samsung's management team quickly uncovered efficiencies in operations and production, and their marketing expertise and global reach influenced demand." In Mr. Ganda, Samsung gained a partner well-versed in local matters, such as government regulation, the needs of employees, and Indonesian business customs. "Working with the Ganda Group has shown us a whole new model for business relations that can apply to any rural operation, and not just in the palm oil industry," says Hendry Tan, COO at Samsung & Ganda Biofuel.

As Samsung looks to expand its investment in bio-diesel as well as invest in new technologies "beyond palm," its experience with Mr. Ganda will prove to be critically important for future operations. Processes and structures under refinement today—from responsible production methods to local employee payroll—will help gain efficiencies for Samsung in the energy arena well into the future.

Strolling through one of his oil palm fields, Mr. Ganda can't help but pause for a moment of reflection. "I think I know all there is to know about growing this," he said, picking up a fruit in his hand, "But with the help of Samsung, we are about to reach a whole new level."

The logo for Ganda Group, consisting of the words "GANDA" and "GROUP" stacked vertically in white, uppercase, sans-serif font, centered on a solid green rectangular background.

**GANDA  
GROUP**

The logo for Samsung C&T, consisting of the words "SAMSUNG" and "C&T" stacked vertically in white, uppercase, sans-serif font, centered on a solid black rectangular background.

**SAMSUNG  
C&T**





PASSIO  
MINDS



**NATE**



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# WORLD- CONQUERING

## CAPACITORS

Things are happening within Samsung's LCR division. Engineers are hard at work perfecting the next generation of Multilayer Ceramic Capacitors (MLCC). With the help of new materials and groundbreaking manufacturing methods, these components of technical innovation will be smaller and more powerful than ever imagined. They will inspire new realities in mobile phones, laptop computers, LCD TVs, and digital cameras.

Typically, in an industry as competitive and volatile as capacitors, R&D teams are tight-lipped and cautious about the potential of newly developed technology. Kang Heon Hur, Ph.D., Vice President of the LCR Development Team, exhibits no such restraint. "By 2012, we will lead the market and surpass \$2 billion in yearly sales," says Ph. D. Hur. "Our new capacitors will simply be that good." That degree of confidence stems from a belief in his team and an infectious excitement about the influence Samsung will make with its latest advancements. And his goals don't stop there: 300 billion MLCC produced through 2009. Capacitors with five times the capacity of current components by 2012.

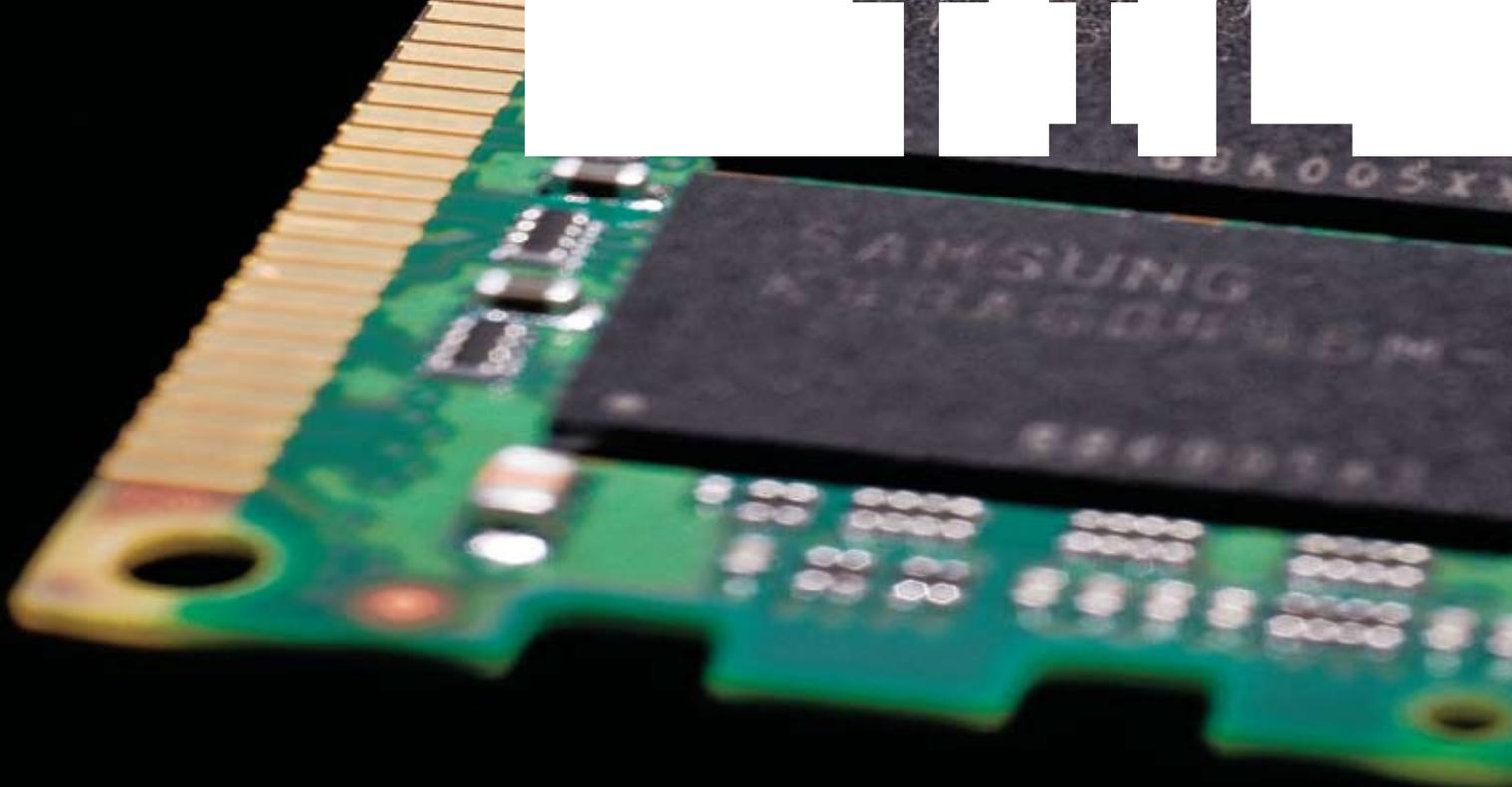


## SEMICONDUCTORS

Smaller, faster, lighter. This is the mantra of semiconductors, as dictated by the yet-to-be-broken Moore's Law. Each generation of chips is a marked improvement on the last, fueling better devices that feature greater performance and convenience. But success in integrated circuits means more than enhancing existing and anticipated applications. Through cutting-edge nanotechnology, Samsung is developing semiconductors in unexpected ways.

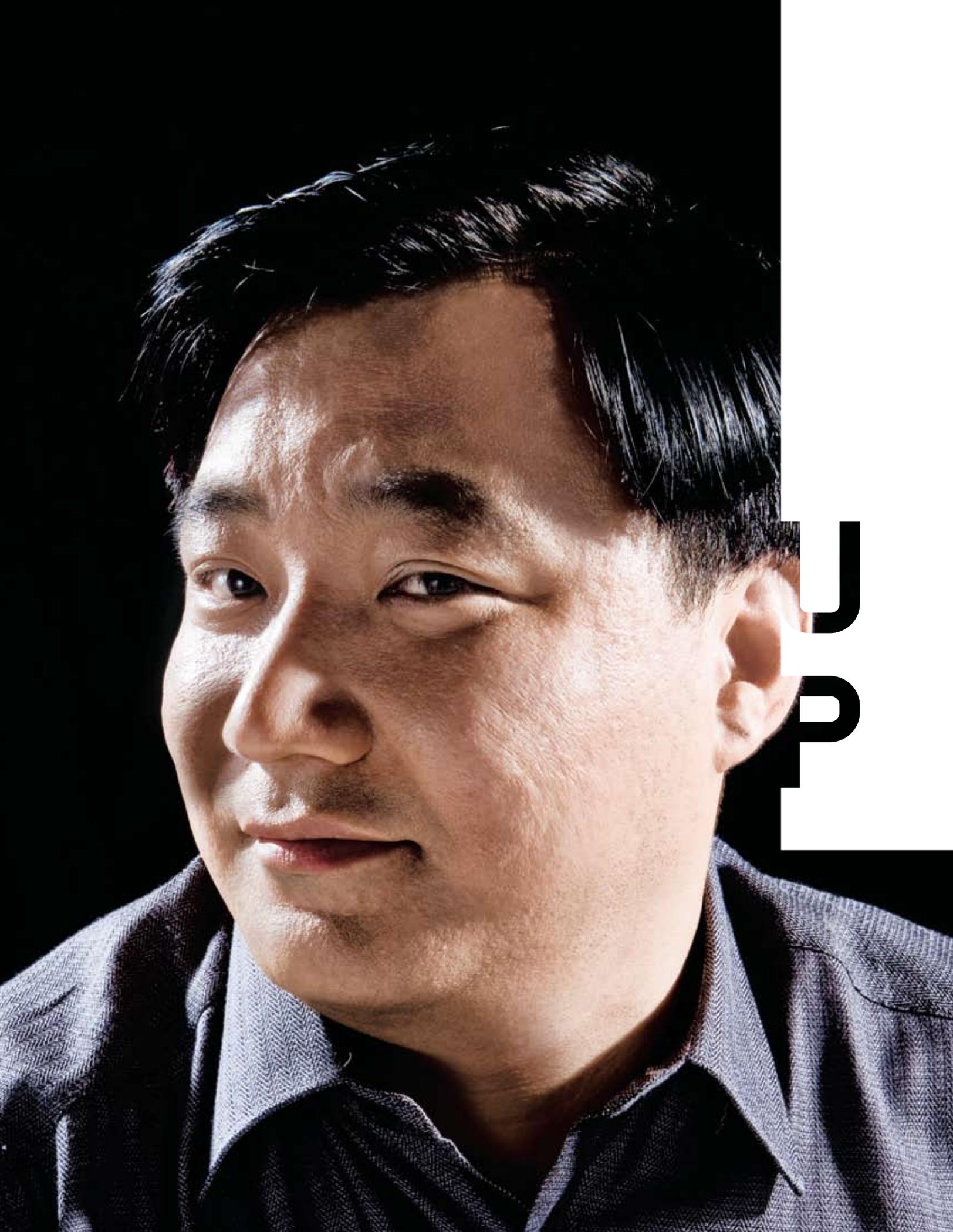
Researchers Yusang Hwang and Subramanya Mayya are leading the charge in this field. Their work in areas such as nanocrystal memory devices and carbon nanotubes is allowing semiconductors to appear outside traditional products like computers, mobile phones, and cameras. Through their groundbreaking research, chips can now lend functionality to everything from small home appliances to running shoes. It's a whole new frontier driven by two proven insights: consumers are attracted to technology that enhances their lifestyles, and they are not particular about what form it takes. Making faster computers and better performing cameras is only one way semiconductors can work wonders. With the help of innovators like Mr. Hwang and Mr. Mayya, chips can be woven into fabric, placed in tiny devices, and embedded in items we encounter every day. Welcome to a new world full of exciting experiences and limitless possibilities.

# VERTICAL





SAFE



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## POLYMERS

Ten years ago, the lines couldn't be clearer. Electronics were made from plastics, metals, and chemical agents. Material directly from nature had no place on the plant floor. Today, melding the organic and the artificial is a rapidly emerging field. And Samsung is leading the charge.

MECELLOSE<sup>®</sup>, which is nonionic cellulose ether derived from wood or cotton, is a water-soluble polymer. It's known as a jack-of-all-trades substance because of its versatility in the field. ByungHee Son, Principal Research Engineer of the MECELLOSE R&D Team at Samsung Fine Chemicals, explains: "MECELLOSE<sup>®</sup> is incredibly capable. It can be a thickening agent, water retention aid, binder, lubricant, dispersion aid, or stabilizer. It's typically used in construction applications such as cement, gypsum fabrication, cement extrusion, and in the special applications such as ceramic extrusion, paint, personal care and pharmaceutical field. And perhaps best of all, it's biodegradable." Mr. Son and his team recently looked at MECELLOSE<sup>®</sup> in a new light and wondered how they could use it in an electronic capacity. "Any way we can get it into our components is advantageous to the environment as well as the company," says Mr. Son.

After some serious research and significant lab time, Samsung now uses MECELLOSE<sup>®</sup> as a binder for rechargeable batteries and as an ingredient in exhaust management systems, including Diesel Particulate Filters, Diesel Oxidation Catalysts, and Selective Catalytic Reductions. Even more uses for this "super-polymer" are currently under development. It's but one demonstration of Samsung's belief that high-performance electronics and environmental responsibility are not mutually exclusive.

**NEX -  
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FAILURE IS  
PROVIDED TO  
RESOLVE TO  
DUST OFF, A  
THE IMAGIN  
OF THE COL

AN OPTION,  
WE HAVE THE  
PICK UP,  
AND PURSUE  
ACTION  
LECTIVE.

## CAMCORDERS

The best moments in life are often spontaneous—perfect alignments of time, space, and circumstance both personal and precious. Since their introduction, camcorders have offered a way to capture those moments. Yet heft and incompatibility can stifle the promise of on-demand capability, making events recorded with camcorders staged, forced, or delayed all too often. Tomohiro Harata, camcorder designer at Samsung, has his sights set on developing technology that allows us to live in the moment.

“Everyone should carry a camcorder,” Mr. Harata says matter-of-factly. His proclamation is not a matter of status, but one of creativity. By designing cameras that are light, simple to use, and compatible with a variety of devices, Samsung has developed something suitable for more than birthdays and weddings. In an on-demand world, we can now reach in our pockets and shoot anything that strikes our fancy. The sky is, quite literally, the limit.

Through technology such as flash memory, advanced ergonomics, and increased light sensitivity, Samsung's next generation of camcorders will ensure that no moment is lost. Record it, save it, share it. All in an instant.



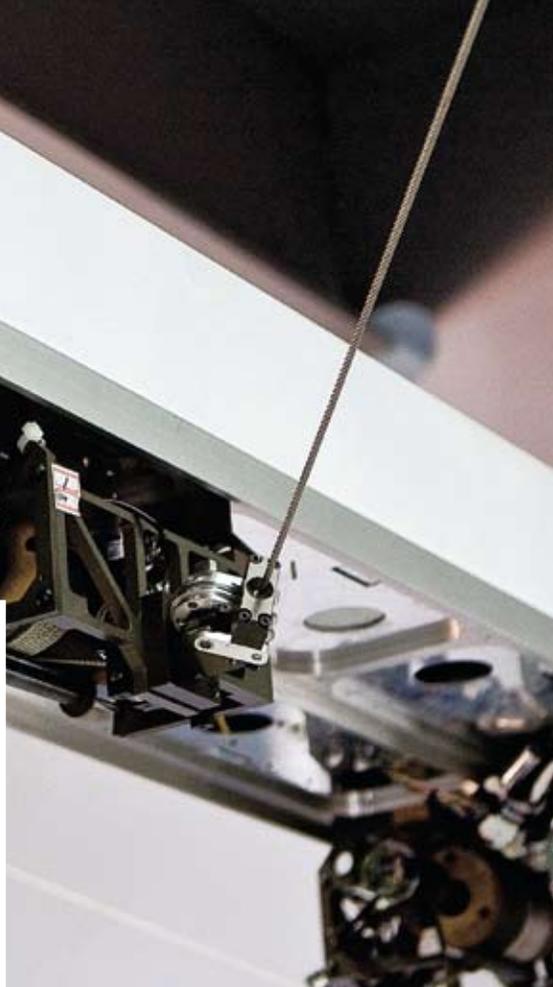
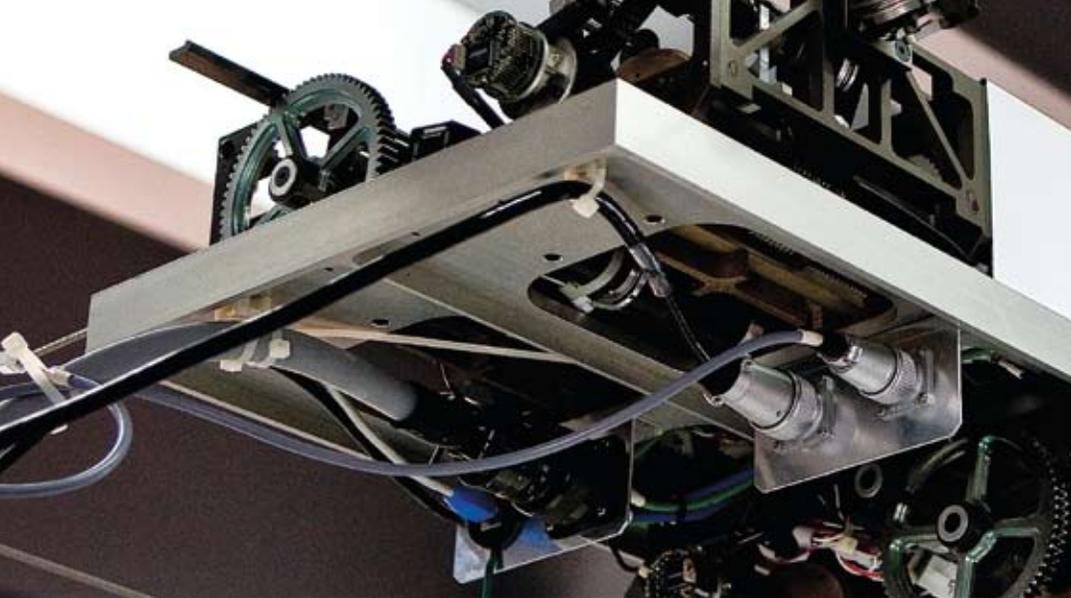
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## ROBOTS

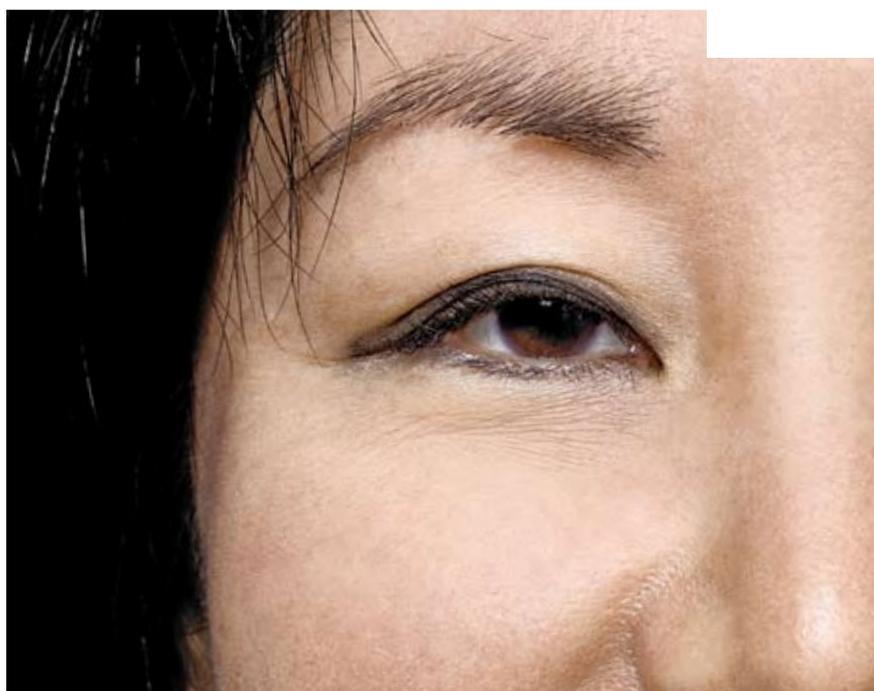
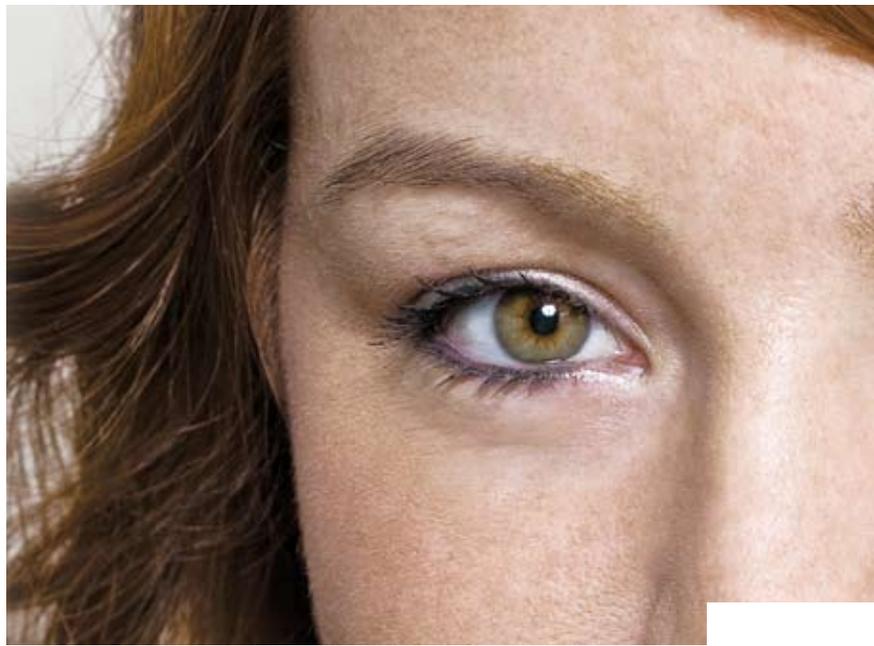
Over a century ago, Henry Ford developed the world's first assembly line to help realize his dream of mass-produced automobiles. It was a revolutionary notion, one fueled by a passion for efficiency and automation. Today, Sang-Whee Kim shares that same spirit and applies it on a scale that would make Ford proud.

Mr. Kim is a Senior Engineer for Samsung Heavy Industries. His dream? To fully automate the shipbuilding process. A tall order for sure, but it is an ambition critical to staying on top of the highly competitive shipbuilding industry. Samsung has already achieved 66 percent welding automation, the highest in the field, but there is still efficiency to realize.

One hurdle is nearly clear—Mr. Kim and his team are set to make a huge breakthrough in painting automation. Samsung will use a robot that features high-precision, eight-wire control technology to float around inside the hull block of a ship. The system is compact, but it can cover huge workspaces without touching inner walls. It's a considerable operation to automate, and safety is of the utmost importance. Erkan Gunpinar, a Research Engineer on Mr. Kim's team, is helping to ensure that the new method is implemented responsibly. "There were two critical issues to address when developing this technology," says Mr. Gunpinar. "The first was to deliver new levels of accuracy and speed, and the second was to maintain the high safety standards at our plant."

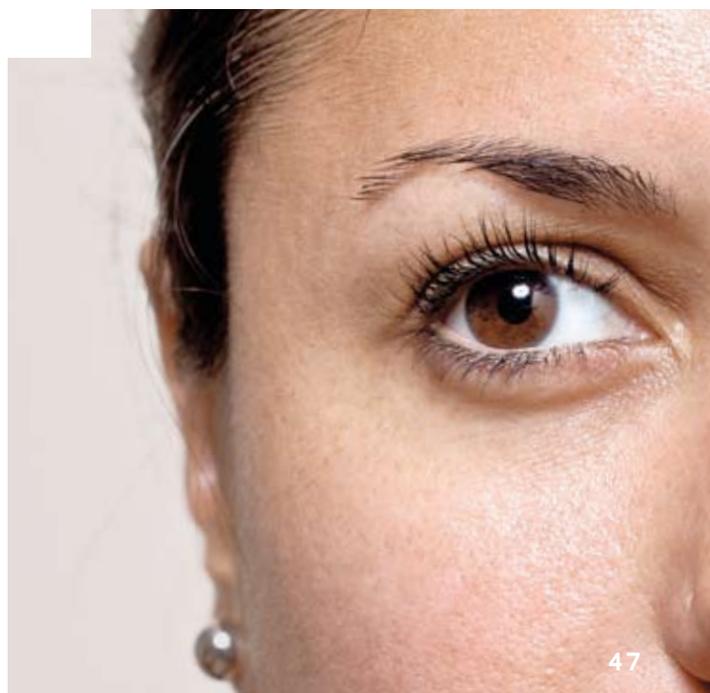
In shipbuilding, timing is everything. Samsung's efforts will help get more ships to more shores faster and cheaper, accelerating an already lightning-quick global economy.

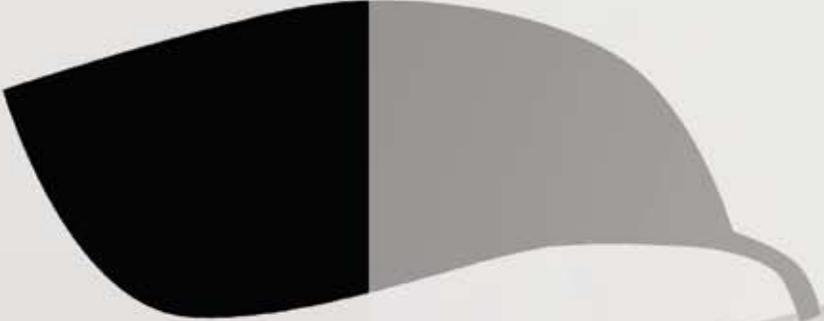
# RE - SS





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**THE  
CONSID  
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**ERED**



**“I DON’T BELIEVE IN AN  
AUTHORITATIVE HIERARCHY, IT’S  
COUNTERPRODUCTIVE AND FRANKLY,  
IT’S BORING.”**

One law of physics is that every action has an equal and opposite reaction. Among humans, that spirit applies, but the results are not as absolute. Some social efforts can have little effect on their audience. Others generate an amplified reaction, one that reaches farther and deeper than the initial gesture. Samsung is dedicated to finding and cultivating programs and environments that create the most meaningful impact possible.

**HARMONY OF MIND**

Respect is a core tenet of Samsung’s culture. Business relationships begin with it, marketing efforts abide by it, and employees are fully granted it. Put simply, the success of the company is backed by respect. But what does it really mean?

Respect means more than showing consideration and admiration toward one another. At Samsung, it is a measure of trust and a harbinger of potential. Within the walls of the company, respect means allowing individuality to reign supreme and ideas to flourish. A perfect example can be found within the creative department of Cheil Worldwide, a longstanding marketing affiliate of Samsung Worldwide.

Andrew Berglund encourages opinions. As Global Interactive Creative Director, he knows that opinions create vibrant, compelling work. Within Mr. Berglund’s department, opinions and ideas are considered equally regardless of the source, because he believes that creativity is demographic-proof. An intern with six months experience is as vital to the process as the most experienced art director. “I don’t believe in an authoritative hierarchy,” says Mr. Berglund. “It’s counterproductive and frankly, it’s boring.” Cheil has found that when individuals are given the space to create and a forum to express, good things happen.

Mr. Berglund has also built a culture that values a balance between life and work, encouraging his team to experience as much as possible and seize every opportunity. A stimulated mind outside the professional sphere not only provides a much-needed break, but can also inspire new perspectives once employees return to the meeting room. “Recently, we were all discussing a movie where a new breed of insects takes over the world,” he says. “In an organic way, the conversation eventually led to a great campaign idea. Those are the moments that excite me.”

Sometimes, respect can be found in the oddest of places.



AMB

ANDREW BERGLUND



INES VAN GENNIP

**"90% OF BREAST CANCER  CASES CAN BE CURED IF DETECTED EARLY AND TREATED ACCORDINGLY."**

### **PINK IS THE NEW BLACK**

Corporate social responsibility (CSR) is a hot topic. Consumers, governments, and organizations around the world are closely examining the ways companies do business. It is a discussion point that often begins in the boardroom and then extends throughout all levels of an organization. Samsung has the ambition to do more than just talk.

A world-class CSR program begins with leadership. In 2009, Samsung recommitted itself to corporate responsibility, rallying executives and key stakeholders around a vision of "targeted breadth": define investment areas such as environment, education, and health, and then identify specific ways to make a difference based on analysis and insight. It's then up to regional directors to create innovative programs that deliver against the goals of the company. Enter Inès van Gennip.

Based in the United Kingdom at Samsung's European headquarters, Ms. van Gennip is the driving force behind the Pink Ribbon Campaign, Samsung Europe's largest CSR effort to date. It focuses on raising money and awareness for breast cancer across Europe. From the start, Ms. van Gennip built a framework for the campaign that can be easily adapted to the needs of participating local markets. She understands that powerful, consistent communication is a strong tactic in the fight against breast cancer, which is the most common form of female cancer in Europe.

"Ninety percent of breast cancer cases can be cured if detected early and treated accordingly," says Ms. van Gennip. "Increasing the awareness of breast cancer and improving early detection rates is of paramount importance. Samsung's presence gives us an excellent foothold to get the word out."

So far, the results are impressive. Launched in 2006, the Pink Ribbon Campaign humbly began by offering pink mobile phones in the Netherlands. For each product sold, an amount of 10 euro's was donated to the local breast cancer charity. Today, the Pink Ribbon Campaign operates in 21 countries across Europe, offers a full line of customized mobile phones, MP3 players, digital cameras, and notebooks, and supports over 15 local charities. Based on the early success of the Campaign, the Samsung Breast Cancer Initiative was established in 2008, which operates within the Susan G. Komen for the Cure Global Promise Fund®. It provides funding to non-profit and non-governmental organizations (NGO) that promote breast health awareness through education and outreach programs.

To date, the Pink Ribbon Campaign has raised over \$4.5 million throughout Europe. Ms. van Gennip is proud to help deliver against the goals set by Samsung. "It's nice to put your money where your mouth is," she says with a smile.



*Nami Choi*  
NAMI CHOI

“IT’S AMAZING HOW  KNOWLEDGE HAS THE ABILITY TO ILLUMINATE THE FACE OF A CHILD.”

### THE POWER OF KNOWLEDGE

As a global company operating across a range of fields and industries, Samsung Engineering thrives on investment. Emerging technology, new trends, burgeoning fields—all require a significant amount of support and effort. And not all investments prove worthy. These are the truths of the free market.

There is one investment, however, that always pays off: education. Enriching the lives of children yields a guaranteed return. Samsung Engineering has gone great lengths to invest in people and programs that promote a brighter future for the world’s youth. It’s all part of the company’s “Sharing Management” philosophy, which applies the same organizational innovation utilized in its traditional business—leadership, creative thinking, and teamwork—to CSR programs across the globe.

Junghee Sohn, a Manager of Planning and Technology at the Samsung Engineering R&D Center, oversees educational initiatives for the company. She has launched an online educational website for children in the Asia-Pacific region, which is a joint project with the United Nations Environment Programme (UNEP). The site promotes English speaking skills and environmental

awareness for a new generation of global stewards, and has helped thousands of children become more in tune with the world around them. “The best part of my job is the smiles,” she says. “It’s amazing how knowledge has the ability to illuminate the face of a child.”

Nami Choi, who is in charge of CSR at Samsung Engineering headquarters, shares Ms. Sohn’s passion for education. Her proudest achievement is her work for the SECL (Kumpooh) Hope School, a center for education and health located in rural Vietnam. The school, officially launched in 2008, provides education to over 300 students and healthcare services to over 500 local residents. Ms. Choi helps link Samsung Engineering employees with teaching and other volunteer opportunities within the school. For Ms. Choi, the connections that education allows are the greatest reward. “My happiest moments are when I see our employees engaging in volunteer activities through the company and seeing relationships build almost instantly,” she says. “The power of ideas is universal.”

The ability of education to span cultures and borders is nothing short of inspirational. And with success stories like this, it’s clearly an investment worth committing to.



**“MY COLLEAGUES LAUGH  
BECAUSE THEY KNOW AT SOME POINT,  
I’LL BE KNOCKING ON THEIR DOOR,  
ASKING QUESTIONS.”**

### **DOING MORE WITH LESS**

Sangmoo Kim is a lean, mean reduction machine. One conversation and it’s easy to see why.

As a Chemical Process Engineer, Mr. Kim oversees the safety, operation, and production of the Samsung Total Petrochemicals plant in Daesan, Korea. His task is to figure out new ways to create process efficiencies and reduce the impact the plant has on the environment.

Under Mr. Kim’s watchful eye, no aspect of plant operation escapes scrutiny. “My colleagues laugh because they know that at some point, I’ll be knocking on their door, asking questions,” he says. From materials to production to distribution, Mr. Kim squeezes the most out of every process. And because technology is constantly improving, he is rarely satisfied. “My job is never done, which fits with my personality,” he says. “Every time I optimize an assembly operation, or uncover a new way to ship goods

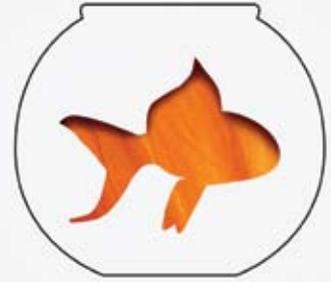
more efficiently, or decrease the amount of water we need to cool our machines, there’s a better way to do it almost immediately. Advancements in the field are a constant variable. They keep me on my toes.” Mr. Kim’s diligence and passion toward environmental responsibility is emblematic of Samsung’s vision and leadership. Committed to applying “green” thinking across every facet of the company, Samsung recognizes that change won’t always happen naturally. Oftentimes, it takes some poking and prodding.

Paying heed to the environment isn’t solely a compassionate pursuit, of course. The search for less—less material, less fuel, less energy, less waste—is also a boon to Samsung’s bottom line. Efficiency will always be a friend to the consumer, driving lower prices and better products. So with Mr. Kim and his counterparts around the world, Samsung helps create not only a greener planet, but also a better company.



*SK*

SANGMOO KIM



# FINANCIAL HIGHLIGHTS

AMOUNTS IN BILLIONS	WON	DOLLARS	EUROS
<b>NET SALES*</b>	<b>191,138.4</b>	<b>173.4</b>	<b>119.0</b>
<b>TOTAL ASSETS</b>	<b>317,522.9</b>	<b>252.5</b>	<b>178.8</b>
<b>TOTAL LIABILITIES</b>	<b>203,739.1</b>	<b>162.0</b>	<b>114.7</b>
<b>TOTAL STOCKHOLDER'S EQUITY</b>	<b>113,783.8</b>	<b>90.5</b>	<b>64.1</b>
<b>NET INCOME*</b>	<b>11,774.3</b>	<b>10.7</b>	<b>7.3</b>

\* Won/U.S. Dollar yearly average exchange rate 1,102.59/1\$, Won/Euro : 1,606.77/1  
 Won/U.S. Dollar as of the end of December 31, 2008: 1,257.50/1\$, Won/Euro : 1,776.22/1  
 Financial data includes Samsung affiliates ending their fiscal year at the end of March 2009,  
 such as Samsung Life Insurance, Samsung Fire & Marine Insurance, Samsung Securities,  
 Samsung Investment Trust Management.

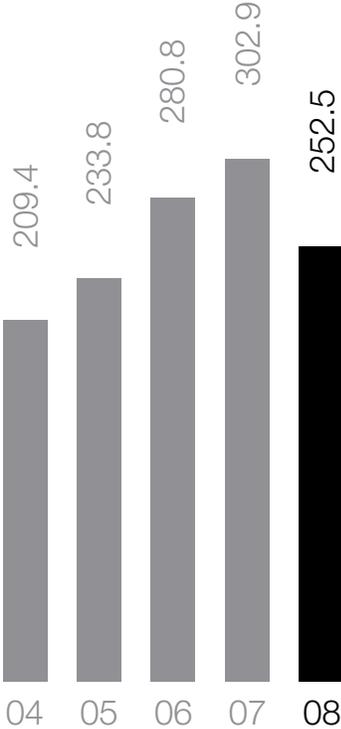
### Net Sales

dollars in billions



### Total Assets

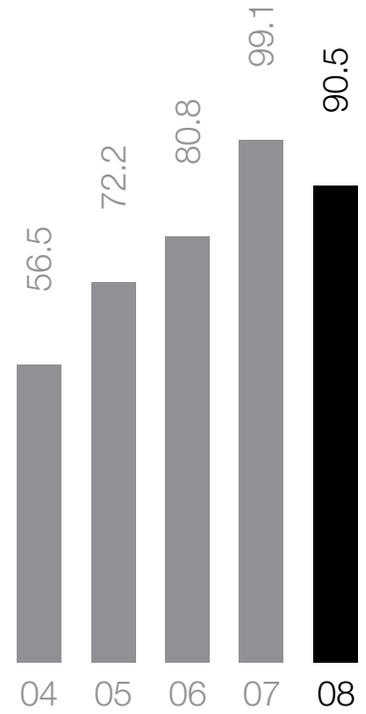
dollars in billions



**Total  
Liabilities**  
dollars in billions

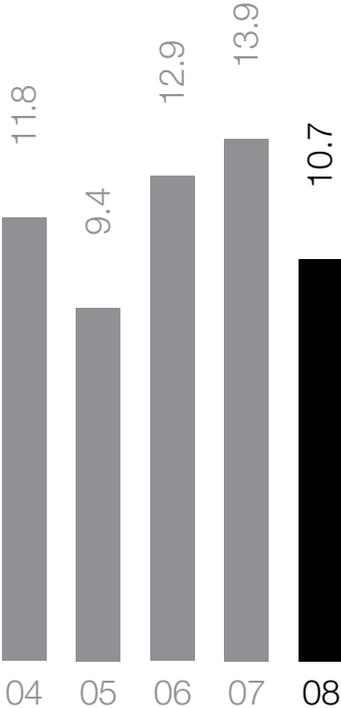


**Total  
Stockholder's Equity**  
dollars in billions



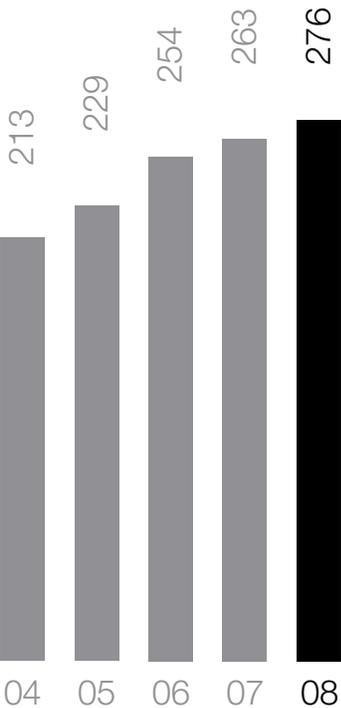
### Net Income

dollars in billions



### Employees

in thousands



# COMPANY PROFILES

**1**

**ELECTRONICS  
INDUSTRIES**

## **SAMSUNG ELECTRONICS CO., LTD.**

**EMPLOYEES: 164,600 (AS OF 2008)**

**2008 REVENUE: \$96 BILLION (CONSOLIDATED BASIS)**

**TEL: 82-2-2255-0114**

**WWW.SAMSUNG.COM**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of \$96 billion and net income of \$4.4 billion. Employing approximately 164,600 people in 179 offices in 61 countries, the company consists of two main business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest-growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs.

Our vision is to become a leader of the digital convergence revolution. To achieve this goal, we have transformed our operations, putting digital technology at the core. Underlying this vision is our mission to be a "Digital e-Company," which reflects both a commitment to being a market-driven solutions provider and leader in the digital convergence marketplace, as well as our adoption of electronic supply chain management, from sales, marketing and communications to research, manufacturing, and distribution.

We strive to take a leading position in future technology areas. To this end, we have cultivated our global R&D competence through overseas R&D centers, spanning North America, UK, Russia, India, Japan, Israel, and China. The Samsung Advanced Institute of Technology, a research hub concentrating on emerging technology, further strengthens our R&D activities in the cutting-edge technology field. In 2008, we invested approximately \$5.5 billion in R&D and now have some 42,100 employees devoted to the development of future technologies and products worldwide.

In January 2009, we realigned our operations into two main business units, streamlining our administrative structure and seeking greater synergy between technology divisions.

The first business, Device Solutions, combined the company's existing components units including Semiconductors (Memory, System LSI, Storage Systems) and LCDs. The second, Digital Media & Communications, integrated all set product divisions, including Mobile Communications, Digital Media, and Digital Appliances, encouraging convergence and technology crossover.

In telecommunications, Samsung offers the world's widest range of mobile phones, telecommunications standards and related mobile products and solutions. In 2008, we sold 196.4 million

mobile phones worldwide, further solidifying our position after achieving the second-largest market share globally the previous year. By integrating MP3 players into our Mobile Communications Division, we have enhanced our competitive edge in digital convergence, leading many innovations in the mobile devices market. Our mobile WiMAX technology has been accepted as the global standard for 3G mobile service, helping to pave the way for further expansion in the mobile telecommunications market. These achievements and Samsung's distinctive brand image have elevated the company to a place of prominence in the global telecommunications industry.

In Visual Displays, we continue to lead the global market for digital TVs and monitors. Leveraging the most recent advances in LED and flat panel TV technologies, we have created an entirely new category of ecologically friendly LED TVs that deliver astonishingly sharp and vivid pictures in an amazingly thin frame. In digital printing, we made strong advances in 2008, bolstering our market share in the color laser printer and multifunction printer segments through a focus on the growing enterprise market. Our multifunction printers offer a complete solution for small and midsize businesses, from printing and copying to scanning and faxing.

Our Digital Appliance Division offers the next generation of home appliance solutions and technology, providing consumers with premium products from refrigerators, air conditioners, and washing machines to vacuum cleaners, ovens, and many other household conveniences.

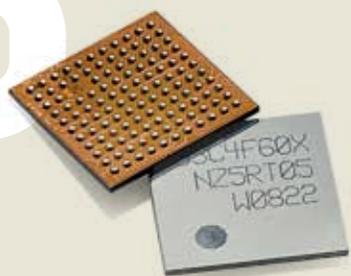
Our Semiconductor Division excels in the development of memory, logic semiconductors, and storage technologies. As the world's leading developer of DRAMs, SRAMs, and flash memory, we continued to increase our technological edge in the marketplace despite fierce competition and falling prices. We were the first company to introduce high-density memory modules based on 2-gigabit, 50 nanometer-class DDR, and developed a 100-gigabyte solid state drive for use in server applications.

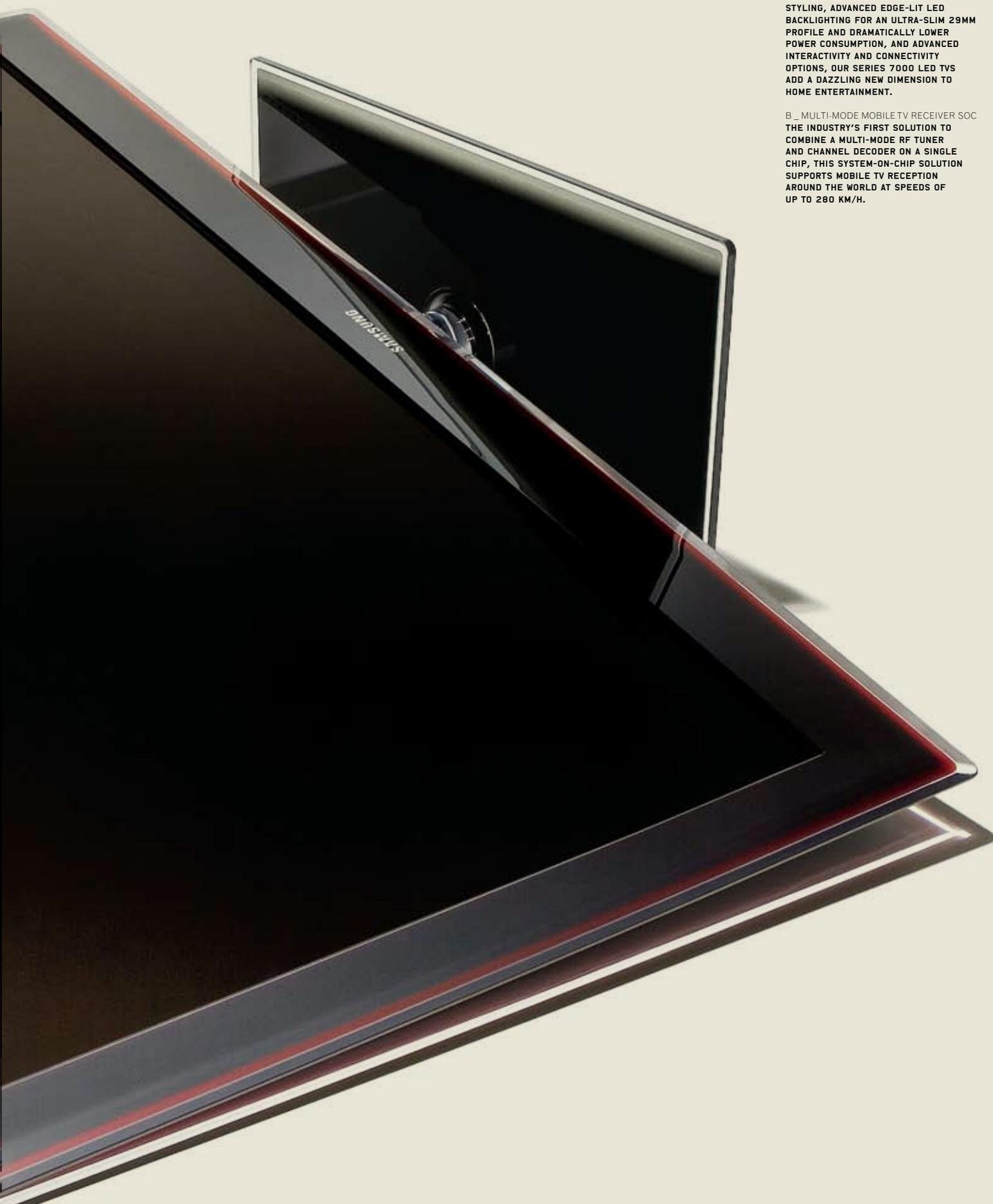
Our LCD Division produces LCD panels for TVs, digital information displays, notebook and desktop monitors. Investment in cutting-edge production facilities have allowed the company to remain at the forefront of the LCD market. In 2008, we outperformed the market amid weak pricing and a challenging global business environment. In the large-format display market in particular, we remain the top producer, with development of 7th- and 8th-generation production lines bolstering production of 46- and 52-inch displays. We have also focused on development of next generation display technologies such as flexible display, e-paper and 3D displays, and new business including solar cells.

A



B





A \_ SERIES 7000 LED TV  
SHOWCASING TOUCH OF COLOR™  
STYLING, ADVANCED EDGE-LIT LED  
BACKLIGHTING FOR AN ULTRA-SLIM 29MM  
PROFILE AND DRAMATICALLY LOWER  
POWER CONSUMPTION, AND ADVANCED  
INTERACTIVITY AND CONNECTIVITY  
OPTIONS, OUR SERIES 7000 LED TV'S  
ADD A DAZZLING NEW DIMENSION TO  
HOME ENTERTAINMENT.

B \_ MULTI-MODE MOBILE TV RECEIVER SOC  
THE INDUSTRY'S FIRST SOLUTION TO  
COMBINE A MULTI-MODE RF TUNER  
AND CHANNEL DECODER ON A SINGLE  
CHIP, THIS SYSTEM-ON-CHIP SOLUTION  
SUPPORTS MOBILE TV RECEPTION  
AROUND THE WORLD AT SPEEDS OF  
UP TO 280 KM/H.

C \_ BD-P4600 BLU-RAY PLAYER

SPORTING TOUCH OF COLOR™ STYLING, THIS SOPHISTICATED PLAYER IS THE INDUSTRY'S SLIMMEST TO DATE AT JUST 39MM. IT ALSO SUPPORTS WIRELESS NETWORKING FOR INSTANT ACCESS TO THE LATEST BLU-RAY FEATURES AS WELL AS STREAMING AUDIO AND VIDEO VIA BOTH THE INTERNET AND HOME NETWORKS.

D \_ LED PANEL

OUR ULTRA-SLIM 10.8 MM PANELS FEATURING HIGH-QUALITY EDGE-LIT LED BACKLIGHTING AND 120HZ AND 240HZ REFRESH RATES DELIVER TRUER COLORS AND BRIGHTER, SHARPER IMAGES WITH SIGNIFICANTLY LOWER POWER CONSUMPTION.

E \_ DID PANEL

BOASTING UP TO FOUR TIMES THE BRIGHTNESS OF A STANDARD FULL HD LCD TV, THIS DIGITAL INFORMATION DISPLAY WITH ADVANCED LOCAL-DIMMING LED BACKLIGHTING DELIVERS A BRIGHT, CLEAR PICTURE IN EVEN SUNNY OUTDOOR ENVIRONMENTS.

F \_ N310 NETBOOK PC

CONCEIVED BY AWARD-WINNING DESIGNER NAOTO FUKASAWA, THIS ELEGANT AND COMPACT NETBOOK PACKS ALL THE LATEST FEATURES AND TECHNOLOGY IN A PACKAGE DESIGNED FOR MAXIMUM MOBILITY.

G \_ BEAT DJ (M7600)

FEATURING AUDIO BY BANG & OLUFSEN ICEPOWER® AND OUR OWN ADVANCED DNSE™ 3.0 SOUND ENGINE, THIS MUSIC-FOCUSED HANDSET JAMS WITH STEREO SPEAKERS AND DJ-STYLE MIXING AND SCRATCHING ON A BRILLIANT 2.8-INCH ACTIVE-MATRIX OLED TOUCH-SCREEN DISPLAY.

H \_ ULTRA TOUCH (S8300)

THIS PREMIUM FULL TOUCH-SCREEN PHONE WILL DAZZLE WITH A BRILLIANT 2.8-INCH ACTIVE-MATRIX OLED SCREEN, DYNAMIC TOUCHWIZ UI, HIGH-RESOLUTION 8-MEGAPIXEL CAMERA, AND A HOST OF OTHER SOPHISTICATED MULTIMEDIA FEATURES.



E



D



F



G



H

I

J





**I\_ FRONT-LOADING WASHER**  
THIS 2009 CES ECO DESIGN AWARD WINNER IS GENTLER ON CLOTHING AS WELL AS THE ENVIRONMENT WITH THE CATEGORY'S LARGEST LOAD CAPACITY, POWERFUL DEEP-STEAM CLEANING, WHISPER-QUIET VIBRATION REDUCTION TECHNOLOGY, AND DRAMATICALLY LOWER WATER AND ELECTRICITY REQUIREMENTS.

**J\_ FRENCH DOOR REFRIGERATOR**  
A TWIN COOLING SYSTEM AND ISOLATED HUMIDITY CONTROL FOR EACH COMPARTMENT IN OUR NEW REFRIGERATORS HELP TO KEEP FOOD FRESHER. THE VEGETABLE CRISPERS ARE ALSO FITTED WITH UV LIGHTING TO HELP DESTROY RESIDUAL PESTICIDES.

**K\_ 32GB DDR3 RDIMM**  
THE HIGHEST-CAPACITY MEMORY SOLUTION FOR SERVERS AND WORKSTATIONS TO DATE, THIS MODULE USES 72 OF OUR LOW-POWER 50NM 4GB DDR3 DRAM CHIPS ARRANGED IN NINE QUAD-DIE PACKAGES ON EACH SIDE OF THE MODULE TO BOOST PERFORMANCE AND LOWER POWER REQUIREMENTS.



# K



## SAMSUNG SDI CO., LTD.

**EMPLOYEES: 15,552 (AT THE END OF 2008)**  
**2008 SALES: KRW 5.3 TRILLION**  
**(AT THE END OF 2008, EXCHANGE RATE: KRW 1102.59)**  
**TEL: 82-31-8006-3100**  
**FAX: 82-31-8006-3397**  
**WWW.SAMUNGSDI.COM**

Samsung SDI has prepared for change as an environment-friendly corporation through a drastic business portfolio reorganization in 2008. We began this shift toward being a full-swing environment-friendly energy company through a new renewable energy business based on our accumulated state-of-the-art technology advantage and market dominance.

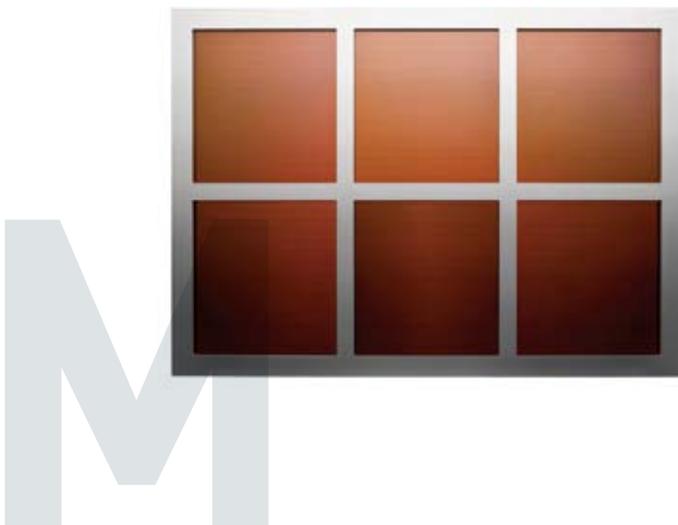
Key events in 2008 included the launch of the Samsung Mobile Display, which separated the mobile display business group, including the AMOLED business, from SDI in September, as well as the establishment of SB Limotive for the automotive battery business, a joint venture with German Bosch.

In the lithium ion battery sector, mass production of a 2,800mAh high-capacity battery that enables a charging voltage of 4.3V for the first time in the world began in September 2008. Also, in October 2008, we released a high-capacity, 3,000mAh battery, another first in the industry, and now lead the world in high-capacity battery technology. In March 2008, IIT of Japan, a battery market research agency, evaluated the overall competitiveness of lithium ion batteries, and SDI won first place among its competitors. In April 2009, we were recognized as a winner of 2009 Rechargeable Batteries Excellence in Globalization, Quality, & Innovation Award by Frost & Sullivan, for our outstanding achievements in the area of rechargeable batteries.

Samsung SDI has reached the world-class level based on top technology competitiveness in the small lithium battery sector, and we plan to leap as a global energy maker with diversification thanks to our automotive rechargeable battery business and our entry into the electric power generation business.

As for the environment-friendly energy business portfolio, SDI is accelerating the development of DSSC and portable fuel cells. We developed the most efficient portable fuel cells in the world, which utilize liquid methanol to provide electricity without a charging process. Since the energy density of this fuel cell is two to three times higher than that of the first- and second-generation battery, a 3.5 kg fuel cell system enables the production of 1,800 Wh energy, which can be used for three consecutive days (72 hours). In addition, we have focused on dye-sensitized solar cell (DSSC) technology since 2002. The material cost of DSSC is just one-fifth of the crystallization of silicon. DSSC technology produces electricity by utilizing the same processes seen in photosynthesis. Thanks to flexibility in the technology, it is possible to make cells of various colors that can be utilized in building-integrated photovoltaics (BIPV), which change the outer walls, windows, and doors of a building into power plants. Samsung SDI exhibited the world's largest window-type solar cell module (37 by 40 cm<sup>2</sup>), which connects six DSSC solar cell modules, and demonstrated its use by powering a small size display device. As for the display business sector, the PDP U series was released in January 2009. The U series drastically improved power consumption by 50% compared with existing products.

As for CRTs, SDI developed the 21-inch UXM in 2008 by applying its environment-friendly concept, which pledges that CRTs should improve in power consumption thanks to continuously simplified components.



**L \_ DMFC**  
**TO GENERATE POWER, DIRECT METHANOL FUEL CELLS (DMFC) CONVERT LIQUID METHANOL INTO ELECTRICITY. DMFCs ARE MOST COMMONLY USED AS A PORTABLE ELECTRIC POWER SOURCE FOR THE MILITARY. THIS INNOVATIVE POWER SOURCE IS GAINING POPULARITY OUTSIDE OF THE MILITARY BECAUSE IT HAS 3 TIMES MORE EFFICIENT ENERGY DENSITY PER WEIGHT THAN STANDARD BATTERIES AND CAN BE EASILY REPLACED WITHOUT TIME LOSS FOR RECHARGING.**

**M \_ DSSC**  
**DYE-SENSITIVE SOLAR CELLS (DSSC) REPRESENT AN ENTIRELY NEW GENERATION OF SOLAR ENERGY TECHNOLOGY THAT COULD REVOLUTIONIZE THE PRODUCTION OF GREEN ENERGY. USING PROCESSES SIMILAR TO THOSE OF PLANT PHOTOSYNTHESIS, DSSCs OFFER LOW-COST ENERGY OUTPUT IN A MORE VERSATILE AND ENVIRONMENTALLY FRIENDLY PACKAGE THAN AVAILABLE WITH CONVENTIONAL SEMICONDUCTOR SOLAR CELLS.**

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

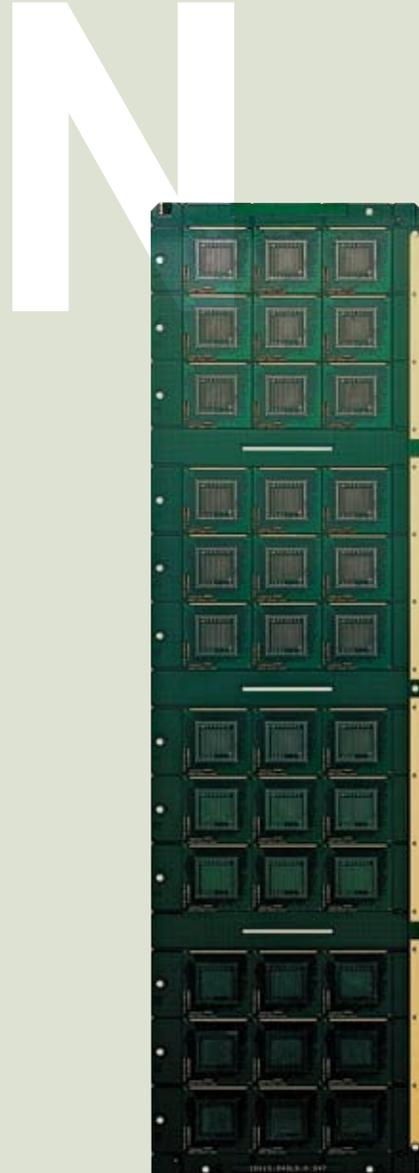
**EMPLOYEES: 25,751 (AS OF 2008)**  
**2008 SALES: \$3.41 BILLION**  
**(AS OF 2008, CONSOLIDATED BASIS)**  
**TEL: 82-31-210-5114**  
**FAX: 82-31-210-6363**  
**WWW.SEM.SAMSUNG.COM**

Samsung Electro-Mechanics, established in 1973 as a manufacturer of key electronic components, has become the leading electronic parts maker in Korea and a major global player.

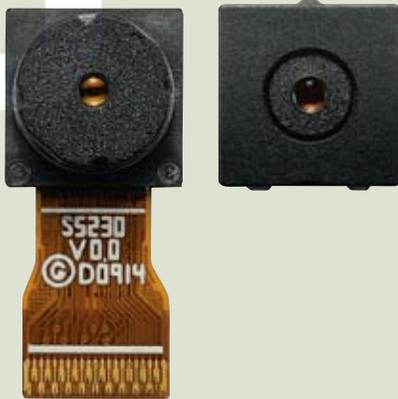
Samsung Electro-Mechanics is a technology-driven company with a focus on developing state-of-the-art technology and parts. Our major products include PCBs (high-density interconnection, IC substrates), multi-layer ceramic capacitors, digital tuners, network modules, power modules, micro motors, and camera modules.

We plan to expand into promising new businesses, such as digital broadcasting, next-generation mobile communications, and home networks. Higher profit bases are being established through expanding high-end products and enhancing cost competitiveness. We have also invested in R&D resources and built a global R&D network.

Several industry-leading products were introduced in 2008, including the world's smallest and highest-capacity multi-layer ceramic capacitor and the world's thinnest 8-megapixel camera module. In addition, our social contributions were recognized with the grand prize at the Convention for the Employment and Promotion of Disabled People.



# Q



# Q



# P



**N\_FLIP CHIP-CHIP SCALE PACKAGE**  
**SAMSUNG ELECTRO-MECHANICS'**  
 SEMICONDUCTOR PACKAGE SUBSTRATE  
 PRODUCTS ENABLE THE MANUFACTURE OF  
 EXTREME HIGH-DENSITY PRODUCTS FOR  
 COUNTLESS APPLICATIONS. USING FLIP  
 CHIP PROCESSES, WE OFFER SUBSTRATES  
 WITH THE HIGHEST AVAILABLE ELECTRICAL  
 PERFORMANCE IN THE SMALLEST  
 POSSIBLE PACKAGES.

**O\_CAMERA MODULE**  
 OUR VT AND Y LINES OF IMAGE SENSOR  
 ARE WHAT ALLOWS FOR HIGH-RESOLUTION  
 IMAGE AND VIDEO PRODUCTION FROM  
 THE MOST COMPACT MOBILE DEVICES,  
 EVEN IN LOW-LIGHT SITUATIONS. THE  
 Y SENSOR OFFERS FULL 16:9, HD-QUALITY  
 (1280X720) VIDEO INTEGRATION TO  
 THE CELLULAR TELEPHONE MARKET,  
 WHILE THE VT SENSOR'S RESISTANCE  
 TO SIGNAL NOISE IS OPTIMIZED FOR LIVE,  
 3G VIDEO TELEPHONY.

**P\_SEMJET**  
 THE INKJET PRINTING HEAD (SEMJET)  
 REPRESENTS A NEW LEVEL OF  
 COMPACT, HIGH-PRECISION PRINTING  
 EQUIPMENT FOR THE MOST DEMANDING  
 APPLICATIONS, FROM CIRCUIT-BOARD  
 PRINTING TO TEXTILES AND PROFESSIONAL  
 GRAPHICS PRODUCTION.

**Q\_MLCC**  
 MULTI-LAYER CERAMIC CAPACITORS  
 ARE NOW THE MOST PREVALENT TYPE  
 OF CAPACITOR USED IN ELECTRONIC  
 DESIGN. USING THE FINEST CONDUCTIVE  
 AND DIELECTRIC MATERIALS AVAILABLE,  
 SAMSUNG ELECTRO-MECHANICS HAS  
 CONSISTENTLY PRODUCED HIGH-  
 QUALITY MLCC PRODUCTS IN A VARIETY  
 OF PACKAGES AND TOLERANCE  
 CHARACTERISTICS.

# R



**R\_I TO SPUTTERING TARGET**  
A CORE TECHNOLOGY IN THE DISPLAY INDUSTRY AND AN ESSENTIAL ELEMENT OF OUR FILTER PRODUCTS, ITO SPUTTERING TARGET IS A TRANSPARENT, CONDUCTIVE NANO-COATING USED TO ENHANCE THE QUALITY OF LCD, PDP, AND OLED DISPLAY GLASS. TARGET HAS BEEN INSTRUMENTAL IN THE KOREAN DISPLAY MARKET'S SUCCESS SINCE 2001.

**S\_PDP FILTERS**  
PDP FILTERS, WHICH ATTACH TO THE SURFACE OF PLASMA TELEVISIONS, PLAY A NUMBER OF ROLES, PROTECTING THE DISPLAY GLASS AND CASING AGAINST SHOCK, GUARDING AGAINST ELECTROMAGNETIC INTERFERENCE, AND ENABLING TRUE-COLOR IMAGE REPRODUCTION. OUR HD FILTERS HAVE BEEN AN INTEGRAL PART OF OUR DISPLAY BUSINESS SINCE MASS PRODUCTION BEGAN IN 2005.

**T\_TFT-LCD GLASS**  
FOR YEARS, SAMSUNG CORNING PRECISION GLASS HAS BEEN A GLOBAL LEADER IN PRODUCING THE EXTREMELY THIN, STRONG, AND STABLE GLASS COMPONENTS REQUIRED TO MANUFACTURE TODAY'S LARGE-FORMAT LCD DISPLAYS. DEVOTED TO ADVANCING OUR FUSION PRODUCTION TECHNOLOGY IN STEP WITH THE MARKET'S HIGH DEMAND FOR LARGE DISPLAYS, WE ARE ABLE TO PRODUCE LARGER AND LIGHTER SUBSTRATES THAN EVER BEFORE.

# S





**SAMSUNG CORNING  
PRECISION GLASS CO., LTD.**

**EMPLOYEES: 4,236**

**2008 SALES: \$3.5 BILLION**

**TEL: 82-2-2255-2777**

**FAX: 82-2-2255-2739**

**WWW.SCP.SAMSUNG.COM**

Samsung Corning Precision Glass is opening up a world of advanced digital technology in Korea by producing glass substrates that are a critical part of Thin Film Transistor Liquid Crystal Displays (TFT-LCDs).

Established as a joint venture between leading companies Samsung and Corning, Samsung Corning Precision Glass started out in Gumi, North Kyungsang Province, Korea. We use advanced fusion technology originally developed by Corning and fine-tuned in cooperation between Corning and Samsung Corning Precision Glass. Mastery of this technology has allowed us to supply glass substrates for Korea's TFT-LCD panel makers, helping TFT-LCDs to become the preferred display for notebook computers, LCD monitors, LCD TVs, and handheld devices like digital cameras, PDAs, and navigators.

Originally located in the two regions of Gumi and Cheonan (in South Chungchong Province), Samsung Corning Precision Glass has recently expanded its field of expertise by merging with Samsung Corning, a company with decades of experience in making display parts and materials. The merger gave us a synergistic opportunity to combine our existing business with the high added-value and diversity of Samsung Corning.

Samsung Corning Precision Glass is committed to challenge, creativity, and innovation. At the same time, we are dedicated to preserving the environment and contributing to society, thereby enhancing our position as a trusted company.

## **SAMSUNG SDS CO., LTD.**

**EMPLOYEES: 10,000 (AS OF 2008)**  
**2008 REVENUES: \$2.5 BILLION**  
**TEL: 82-2-3429-2114**  
**WWW.SDS.SAMSUNG.COM**

Samsung SDS was established in 1985. Since its foundation, we have provided excellent IT services and contributed to the growth of Samsung Group as a global company. We have established overseas corporations in six countries starting from SDS America in 1997, and have set up data centers in six countries since its first data center was established in Gwacheon in 1992.

Today, we are a global operation of 10,000 employees with \$2.5 billion in revenues, with an average annual growth rate of 10% over the past five years. Our strategy has also allowed accelerated growth and we are ranked as the top three IT service company in Asia-Pacific Region. We provide global IT services based on its global network. Our core infrastructure is structured around our headquarters, six corporations, four branches, one office, two global delivery centers, and Multicampus, Korea's largest corporate education infrastructure.

Samsung SDS has a broad portfolio of offerings including Consulting, SI, SOC, IT Infrastructure, EO and IT Outsourcing in public, manufacturing, financial, chemical, medical, and other industries. Our current worldwide business is comprised of five core offerings tailored to address our clients' requirements and business environments, including Enterprise Application Services, e-Government, IT for Public Infrastructure, IT Infrastructure Services, and Engineering Outsourcing.

Enterprise Application Services provide integrated services including business and IT consulting, systems integration, IT outsourcing, and IT infrastructure for corporate clients in all industry. We have a competitive edge in ERP, SCM, and CRM with its experiences in IT service implementations for Samsung affiliates in diverse industries including electronics, machinery, chemicals, and services. In particular, Samsung Electronics and Samsung Heavy Industries have secured global competitiveness as a direct result of our Enterprise Application Services.

We have implemented approximately 50% of Korea's e-Government systems and our work is benchmarked by other national governments around the world. Korea's e-Government systems provided 18,000 services to its citizens in 2008. According to Evaluation conducted by the Brookings Institution in 2008, Korea ranked first for e-Government services (e.g. online services, accessibility, privacy, etc.)

IT for Public Infrastructure offers four services including Transportation, Building & City, Media, and Smart Card, leveraging significant experiences globally. Our successful domestic project experiences have helped us to launch programs in strategic markets including China, the Middle East, and India. We have exported AFC (Automatic Fare Collection) system to China and took No. 1 market share in China despite competition against global companies. We have successful projects including Incheon Airport Flight Management System.

IT Infrastructure Services maximize business value by protecting client IT assets while applying global standards. The scope of services ranges from the desktop services to disaster recovery.

Engineering Outsourcing is an innovative concept launched by Samsung SDS in 2005 to raise the efficacy of clients' business performance. This offering divides into two sub-services including Embedded Software Development & Management and Product Development Engineering & Management. We also provide B2B services such as push-email and managed printing services to corporate customers by combining solutions with devices from Samsung Electronics.

Samsung SDS wants our clients around the world to win in the market; improve transparency; raise the reliability of operating systems; enhance the convenience of services they create; and finally, increase business performance. These success factors are driven primarily by our commitment to executing our market and core competencies. This is formed around our passion for thought leadership.

## SAMSUNG NETWORKS INC.

**EMPLOYEES: 1,151 (AS OF MARCH 31, 2009)**  
**2008 REVENUE: \$593 MILLION (AS OF DECEMBER 31, 2008,**  
**EXCHANGE RATE: KRW 1256.99)**  
**TEL: 82-1644-0300**  
**FAX: 82-070-7016-0010**  
**WWW.SAMSONGNETWORKS.NET**

Samsung Networks Inc. is a leading IP communication service provider with a high-speed global network that services more than 10,000 corporate customers both in Korea and around the world. We bring the world together through our optical network, connecting 64 cities in Korea and more than 400 sites in 70 countries worldwide. With 20 years of network service know-how and employees who are leading professionals and technicians, we provide top-quality information technology services.

We offer the highest level of customized service. With extensive experience and skill in IT information development, consulting, establishment, operation and management, we increase our customer's competitive advantage by creating an information technology environment tailored to each business's particular needs. We provide not only a top IT environment, but a variety of value-added services to both domestic and international clients.

Our business sectors are divided into two main categories: communications infrastructure (including Optical Network Service, Virtual Private Network Service, Satellite Communications, Internet Telephony Service/Samsung Wyz070, Corporate Telephone Service, Network Integration, Network consulting, and building and management of communication networks) and value-added services (including Messaging [SMS/MMS], Internet Data Center, IP Contact Center, Video Conferencing, Samsung Mobile service, Web Business, Real-Time Locating System, Multi-Security Solution, and Home Networking).

In 2008, we commercialized Samsung Wyz One-phone, a dual-mode service, enabling Internet telephony and WCDMA-based mobile calling with a mobile phone—the first in Korea. We also launched Samsung Wyz Home, an Internet phone service for residential use. With diverse product development and marketing strategies, we have maintained our brand leadership in the corporate market while expanding our share and offerings.

In February 2009, Samsung Wyz070 won the Grand Prize at Korea's First Brand by Consumer's Choice. Moreover, we proved our high-tech prowess with eXshield, a multi-security solution, which acquired the highest-grade certificate in Common Criteria.

Continuous innovations as cited above have helped us maintain an annual growth rate of 12% and achieve a 14.4% increase in sales over the last year.



U\_ SAMSUNG WYZ 070  
SAMSUNG NETWORKS' INTERNET  
TELEPHONY SERVICE, SAMSUNG WYZ  
070, OFFERS COMMERCIAL INTERNET  
TELEPHONY AND DUAL-MODE SERVICE –  
THE FIRST OF ITS KIND IN KOREA. IT ALSO  
PARTNERED WITH SOFTBANK BB, JAPAN'S  
LARGEST INTERNET TELEPHONE SERVICE  
PROVIDER, TO OFFER FREE CALLING TIME  
BETWEEN JAPAN AND KOREA.

## SAMSUNG TECHWIN CO., LTD.

**EMPLOYEES: 4,663 (AS OF AUGUST 3, 2009)**  
**2008 SALES: KRW 3.62 TRILLION (CONSOLIDATED BASIS)**  
**TEL: 82-2-3467-7000/7114**  
**FAX: 82-2-3467-7080**  
**WWW.SAMUNGTCHWIN.COM**

Since its launch in 1977 Samsung Techwin has played a central role in the development of Korean industry.

With a desire to serve its customers and communities through business innovation, Samsung Techwin began by manufacturing aircraft engines and film cameras and has since expanded its business into areas such as electronic component assembly equipment, semiconductor material parts and Self-Propelled Howitzers; significantly contributing to the growth of the local economy.

In February 2009, Samsung Techwin's market-leading digital camera business was spun-off into to a separate company to allow Samsung Techwin to focus on becoming a leader in next-generation intelligent robots, energy systems and precision control engineering solutions.

We now have over 4,600 employees in Korea and other countries, including the United States and China. We achieved KRW 3.62 trillion in revenue in 2008 and continue to work toward becoming a leading global enterprise. At the same time, we are fulfilling our social responsibility through green management and win-win partnerships with local communities.

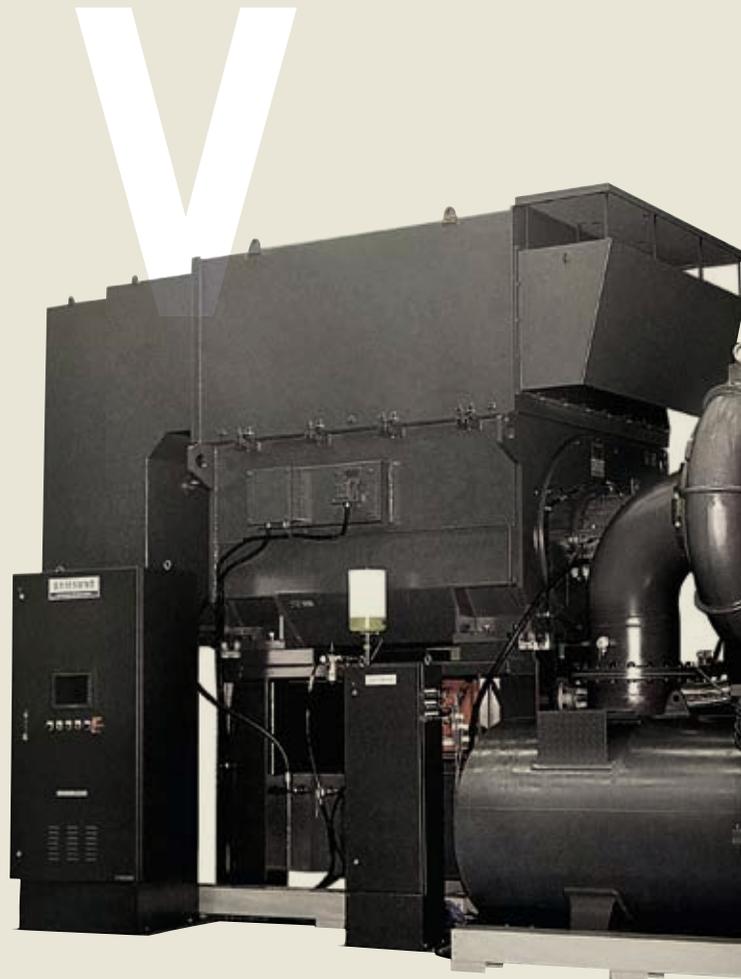
Based on optical and image processing technologies accumulated over 30 years, we have solidified our leadership position in the fields of image application and security solutions by developing and manufacturing cutting-edge security systems, including the world's best-performing security cameras, digital video recorders, and network control systems.

In the future, we will continue to seek further growth and will emerge as a top global enterprise. To do this we will continue to develop this outstanding company while achieving high profitability, customer trust, and respect from the people who live in the communities where we operate.

V \_ SM SERIES COMPRESSOR  
SAMSUNG TECHWIN'S EXTENSIVE EXPERIENCE IN AVIATION ENGINE TECHNOLOGY IS BROUGHT TO BEAR IN THE WORLD'S FINEST CENTRIFUGAL AIR COMPRESSORS. THE SM SERIES OFFERS OPTIMUM EFFICIENCY, REDUCING ENERGY CONSUMPTION AND MAINTENANCE COSTS THROUGH ITS INNOVATIVE DESIGN AND SIMPLE CONTROL SYSTEM.

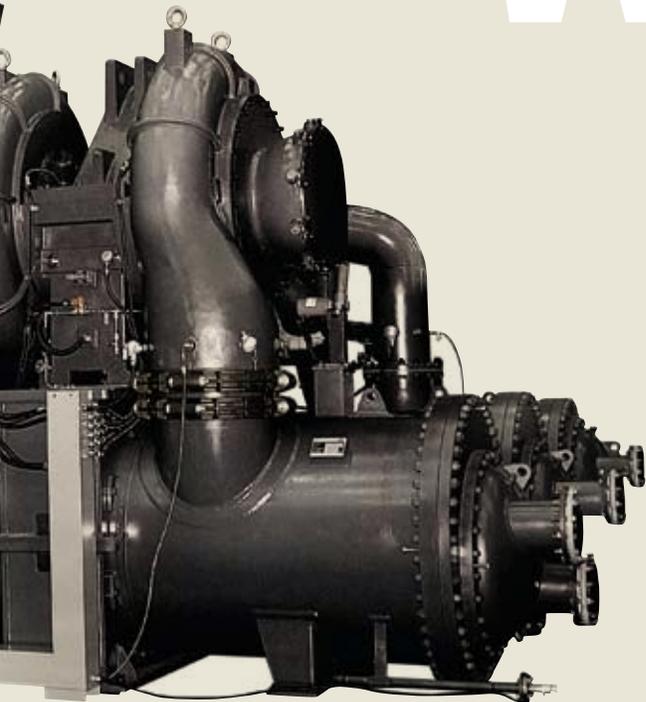
W \_ CAMERA MODULE FOR MOBILE PHONE  
BASED ON OPTICAL AND IMAGE PROCESSING TECHNOLOGIES ACCUMULATED OVER 30 YEARS, SAMSUNG TECHWIN HAS SOLIDIFIED ITS LEADERSHIP IN THE FIELDS OF IMAGE APPLICATION BY DEVELOPING AND MANUFACTURING CUTTING-EDGE DIGITAL CAMERAS, MOBILE PHONE CAMERA MODULES, AND SURVEILLANCE CAMERAS. IN THE CELLULAR PHONE CAMERA MODULE SECTOR, WE ARE CURRENTLY ENGAGED IN THE DEVELOPMENT OF AUTO-FOCUS MODULES IN THE RANGE OF 3 TO 12M PIXELS AS WELL AS 3X OPTICAL ZOOM MODULE WITH IN-HOUSE MANUFACTURING CAPABILITY OF ASPHERICAL GLASS LENS. THE MODULES FEATURE HIGH IMAGE QUALITY, WIDE-ANGLE CAPABILITY, FACE RECOGNITION, IMAGE STABILIZATION, LOW LIGHT TRIO, AND EVEN HD VIDEO.

X \_ SECURITY SOLUTIONS (SPD-3750T)  
SAMSUNG TECHWIN CONTINUES TO DEVELOP ADVANCED TECHNOLOGIES FOR THE CLOSED-CIRCUIT AND SECURITY CAMERA MARKET. THE SPD-3750T BOASTS 37X OPTICAL ZOOM, PROGRAMMABILITY, WIDE DYNAMIC RANGE, DIGITAL IMAGE STABILIZATION AND INTELLIGENT AUTOMATIC TRACKING OF MOVING OBJECTS, 3D NOISE REDUCTION, AND EXTREME LOW-LIGHT SENSITIVITY, DELIVERING HIGH IMAGE QUALITY IN AN EXTREMELY VERSATILE PACKAGE.





W



X

## **SAMSUNG MOBILE DISPLAY CO., LTD.**

**EMPLOYEES: 4,943**

**TEL: 041-623-3114**

**WWW.SAMUNGSM.COM**

Samsung Mobile Display Co., Ltd. was launched in January 2009 as the world-class company in next-generation small and medium displays. Samsung Mobile Display was conceived to take the mobile display business over from Samsung SDI, with plans to foster the developing OLED business—a new generation of display technology.

Samsung Mobile Display owns state-of-the-art technology in the most advanced display formats, including OLED displays. Samsung Electronics and Samsung SDI, which have been developing technology in the LCD business since 1984 and the OLED business since 2001, have invested heavily in Samsung Mobile Display, each owning 50% of its shares.

Upon its launch, Samsung Mobile Display gained the world's largest market share in the small and medium LCD industry, also gaining manufacturing facilities and manpower of a Samsung Electronics factory in Giheung and two factories in Cheonan.

Samsung has been contributing to the small and medium LCD industry since 1984, with the China Dongguan LCD factory beginning operation in 1998. This was followed by the release of the Color STN display in April 2001, which captured the top share of the mobile phone LCD market in 2002.

In development of OLED displays, we succeeded in developing a 4.1-inch QVGA display in May 2005, a 4.3 inch WQVGA display in January 2006, the 3D display in June 2006, a 31-inch display—the world's biggest—in December 2007, and the world's first 40-inch display in October 2008. In addition, we mass-produced the world's first AMOLED displays in October 2007, thus demonstrating that we own the world's most advanced technology in the next-generation display industry.

### **BUSINESS AREA & SCALE**

Bringing together Samsung's cutting-edge technological capabilities in LCD and OLED, Samsung Mobile Display is committed to providing a comprehensive range of display solutions including OLED, TFT-LCD and TSP in one convenient channel.

We currently manufacture and sell approximately 35 million OLED units annually, accounting for more than 80% of the world OLED market. Samsung Mobile Display's assets currently amount to about KRW .23 billion, and our sales revenue in 2008 was KRW 0.3 billion.

We have three domestic manufacturing bases, including Cheonan, Giheung, and Busan and two overseas manufacturing bases, Chunjin and Dongguan in China. In addition, we constructed eight overseas sales networks in the U.S., Japan, Germany, Great Britain, and elsewhere.

As a total solution provider, Samsung Mobile Display is striving to light up the future with next-generation technologies such as foldable, flapping, and transparent displays.

Y



#### Y\_OLED

UNLIKE CONVENTIONAL DISPLAYS, WHICH EMIT LIGHT PRODUCED BY FLUORESCENT BACKLIGHT, OLED DISPLAYS EMIT THEIR OWN LIGHT. THUS THEY ARE MUCH THINNER AND DRAW FAR LESS POWER CONSUMPTION. AND DRIVING THE EXPONENTIAL GROWTH ARE FASTER RESPONSE TIME, BLUR-FREE VIDEO MOTION, 180-DEGREE VIEWING ANGLE, AND POTENTIALLY LOWER MANUFACTURING COST. DUE TO THESE POWERFUL ADVANTAGES, OLED PANELS ARE SEEN AS A PROMISING NEXT-GENERATION DISPLAY.

#### Z\_DIGITAL CAMERAS

##### WB SERIES

THE WB COMPACT DIGITAL CAMERA SERIES FROM SAMSUNG COMES FULLY EQUIPPED WITH MANY OF THE ADVANCED FEATURES YOU WOULD EXPECT FROM ANY PREMIUM DSLR, SUCH AS DUAL IMAGE STABILIZATION, 10.2 MEGAPIXELS, ISO 3200 AND HIGH-DEFINITION MOVIE RECORDING. AND WITH THE WORLD'S FIRST 24MM ULTRA-WIDE OPTICAL 10X ZOOM, IT'S NO WONDER WHY SAMSUNG'S WB SERIES HAS TAKEN THE DIGITAL CAMERA MARKET BY STORM.

##### ST50

THE ST50, SAMSUNG'S NEWEST POINT-AND-SHOOT DIGITAL CAMERA IS DESIGNED FOR TODAY'S ON-THE-GO CONSUMER. ONLY 16.6 MM THICK, THE ST50 PACKS SEVERAL HIGH-QUALITY FEATURES INTO ITS SLIM PROFILE: A 2.7-INCH DISPLAY, 3X OPTICAL ZOOM, AND A FULL 12.2 MEGAPIXELS. IT OFFERS SEVERAL ADDITIONAL FEATURES, INCLUDING FACE DETECTION AND ENHANCEMENT, IMAGE STABILIZATION, AND SVGA VIDEO CAPABILITIES.



## SAMSUNG DIGITAL IMAGING CO., LTD.

EMPLOYEES: 1,200 (AS OF 2009)

2008 REVENUE: N/A

TEL: 82-31-8006-8000

WWW.SAMSONGAMERA.COM

Samsung Digital Imaging Co. Ltd. is a leader in photo imaging technology, digital cameras, and optical devices. We offer a range of high-performance digital compact and DSLR cameras, introducing cutting-edge features to meet consumer needs. Samsung began developing film cameras in 1979 and its advanced technology and innovation have led the growth of the digital imaging market.

Samsung Digital Imaging has focused on developing high-performance camera products that feature enhanced functions and ease of use, basing development on extensive consumer analysis and market segmentation strategies. Thanks to these efforts, the company has proudly unveiled 13 new products in the first half of 2009. These new devices offer innovative features and exceptional functionality aimed at boosting user convenience. Among the lineup, the ST50 is loved by consumers with its beautiful design and advanced features. Our WB550 has been awarded "The Best Compact Camera of the Year" by *American Photo Magazine* in 2009. Also, our WB1000 has been awarded European Advanced Compact Camera 2009-2010 by European Imaging & Sound Association.



**2**

**MACHINERY & HEAVY INDUSTRIES /  
CHEMICAL INDUSTRIES**

## **SAMSUNG HEAVY INDUSTRIES CO., LTD.**

**EMPLOYEES: 12,500 (AS OF FEBRUARY 2009)**  
**2008 REVENUE: KRW 10.66 TRILLION**  
**TEL: 82-2-3458-7000**  
**FAX: 82-2-3458-6298**  
**WWW.SHI.SAMSUNG.CO.KR**

Founded in 1974, the Samsung Heavy Industries (SHI) main shipyard is located on the Island of Geoje, just off the southern coast of the Korean peninsula. The ultra-modern Geoje Shipyard boasts three drydocks and three floating docks, all supported by an integrated and automated production system that ensures defect-free vessels. Since completing its first drydock in 1979, SHI has delivered more than six hundred vessels in virtually every ship category to customers worldwide, leading the industry in shipbuilding process and technology.

Samsung Heavy Industries designs, engineers, and builds a broad line of workhorse ships, ranging from arctic shuttle tankers and liquefied natural gas (LNG) carriers to ferries and super-sized container ships, as well as their navigational and control components. In addition, we build a full complement of oil and gas exploration/production vessels and rigs, from drillships to fixed offshore platforms and semi-submersible drilling rigs. We have also established ourselves as a global leader in several specialty areas, including drillships, floating production, storage, and offloading facilities (FPSOs), LNG carriers, and super-sized container ships, with a reputation for quality. Every one of our 53 ships has been delivered defect-free in 2008.

In 2008, we realized record-breaking orders amounting to \$15.3 billion, higher than any other company in this industry for the second year in a row. 2008 was also a great year in terms of the quality of orders received, with high-value-added vessels such as super-sized container ships, LNG carriers, and drillships representing 80% of our orders. We are the leader in the production of LNG carriers. In 2008, we built the world's largest LNG carriers, with a LNG capacity of 266,000 cubic meters. We also delivered the world's largest 13,800 TEU container ship ever built in December 2008. In addition, we also constructed world's largest semi-submersible drilling rig with a capability to drill down to 12,000 meters deep.

For the first time in the world we awarded a turnkey contract in September 2008 to build a high-value-added self-propelled LNG floating production, storage and offloading (FPSO) vessel. The unit can be relocated to other gas development regions at the conclusion of a project, moving at a maximum speed of nine knots.

In China, our Ningbo Plant completed its Phase 3 facility expansion plan, increasing annual production capacity of steel plates from 120,000 tons to 200,000 tons. Our Rongcheng Plant in Shandong concluded Phase 1 facility construction and is currently in operation.

We introduced a new shipbuilding system called the terablock method, which allows ship assembly from two large modular blocks. This is a development from our previous megablock method, which debuted in 2001 and used ten modular blocks. Through successful application of technological innovations in block and underwater construction, we have dramatically reduced dock-based shipbuilding time.

Samsung Heavy Industries has set a goal to become a world-leading company by 2012. To achieve this, we seek and encourage creativity in the organization, from the bottom up. We truly believe that the most inconsequential inquiry can change the future of our entire organization. We actively promote company-wide participation in the process of creative innovation and encourage continuous improvement of existing processes and technologies.

# A



A \_ LNG-FPSO

INTRODUCED IN 2008, SAMSUNG HEAVY INDUSTRIES WAS THE FIRST COMPANY TO BUILD THE LNG-FPSO ON A LARGE SCALE. THIS STRUCTURE IS FULLY EQUIPPED WITH THE CAPABILITIES REQUIRED FOR NATURAL GAS PRODUCTION, INCLUDING PRODUCTION, LIQUEFACTION AND STORAGE, ELIMINATING THE NEED FOR THE CONSTRUCTION OF COSTLY INLAND LIQUEFACTION AND STORAGE FACILITIES.

B \_ DRILLSHIP

WITH 29 OF THE WORLD'S 44 DRILLSHIPS, SAMSUNG HEAVY INDUSTRIES OWNS 66% OF GLOBAL MARKET SHARE. OUR DRILLSHIPS INCORPORATE THE MOST ADVANCED TECHNOLOGIES IN BOTH SHIPBUILDING AND OFFSHORE OIL DEVELOPMENT TO PRODUCE THE MOST VALUE-ADDED OCEANGOING VESSELS IN EXISTENCE.



**B**

**SAMSUNG  
TOTAL PETROCHEMICALS CO., LTD.**

**EMPLOYEES: 970**  
**2008 REVENUE: \$4.8 BILLION**  
**TEL: 82-2-3415-9341~3**  
**FAX: 82-2-3415-9350**  
**WWW.SAMSGTOTAL.COM**

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

Samsung Total operates a large petrochemical complex consisting of 13 individual plants located in Daesan, Korea. As a general chemicals company, we manufacture and supply chemical products for daily life, such as synthetic polymer resins (polyethylene, polypropylene, etc.), base chemicals (styrene monomer, paraxylene, etc.) and other petrochemicals and petroleum-based products. These chemicals are essential to a wide range of consumer and industrial goods, including beverage containers, plastics suitable for replacing metal automobile parts, and housings for computers and appliances.

Samsung Total has invested to strengthen our competitive position. We recently invested \$550 million in our main plants, including our naphtha cracking center and our polypropylene, styrene monomer, and paraxylene plants, and increased capacity of plants and equipment. In addition, we completed construction of a polypropylene compounds plant in July 2009 in Dongguan, China, expanding our business in China. By accomplishing our goal of \$10 billion in revenue and \$1 billion in profits by 2015, Samsung Total will leap ahead in global petrochemical competitiveness.

At the same time, preservation of the natural environment and implementation of safety standards at the workplace are our highest priorities. Intensive measures have been taken to meet environmental safety regulations and to make employees fully aware of environmental protection and safety issues.

We have also created an eco-friendly park in our petrochemical complex in Daesan, home to a variety of animals and plants including pine trees, wild ducks, carp, and raccoons.

**SAMSUNG  
PETROCHEMICAL CO., LTD.**

**EMPLOYEES: 280 (AS OF 2009)**  
**2008 REVENUE: \$1.6 BILLION**  
**TEL: 82-2-225-0341**  
**FAX: 82-2-756-0613**  
**WWW.SAMSGSPC.COM**

Samsung Petrochemical has been a partner in the Korean petrochemical industry from the start. Since our foundation in 1974, Samsung Petrochemical has progressed with the growth of the Korean petrochemical industry and several others of the nation's key industries. In 1980 we completed construction of the country's first 100,000-ton Purified Terephthalic Acid (PTA) manufacturing plant. By localizing the production of PTA—a raw material used in the polyester fiber business—we provided a breakthrough opportunity for the development of Korea's key industries and a driving force in the country's economic growth.

Samsung Petrochemical has grown as a global PTA manufacturer by producing the world's largest output of PTA—1.8 million tons a year—with excellent product quality. Also, our differentiated customer service, aimed at developing from a B2B to B2C business have (along with innovations in management) led to certifications from major management consulting institutions in Korea and abroad as well as benchmarking from other companies. Based on this experience, we have developed the company into a PTA solution provider while developing new PTA manufacturing processes and related products, as well as technological consulting.

The company produces PTA in a white powder form by oxidizing and purifying para-xylene, which is derived from crude oil. PTA was originally developed as a basic raw material in the manufacture polyester fibers, a common substitute for natural cotton and other fibers. It was later utilized in diverse applications because of its exceptional insulative properties and resistance to wear. It is also widely used for film packaging, ordinary PET bottles, containers for carbonated water and beer, tire cords, paints, and adhesives.

Global annual demand for PTA is expected to grow 5–7% continuously. Asian countries look to maintain a high growth rate, particularly in China and India.

# C



# D



**C\_PP COMPOUND**  
USED IN MATERIALS PRODUCTION THAT TOUCHES VIRTUALLY EVERY ASPECT OF OUR LIVES, POLYPROPYLENE (PP) IS A HIGHLY VERSATILE AND RUGGED POLYMER MATERIAL. SAMSUNG TOTAL OFFERS PP IN A VARIETY OF FORMS FOR APPLICATIONS FROM PRECISION ELECTRONICS TO FOOD STORAGE PRODUCTS.

**D\_PTA**  
ORIGINALLY DEVELOPED AS A RAW MATERIAL FOR POLYESTER MANUFACTURE, PURIFIED TEREPHTHALIC ACID (PTA) HAS GROWN TO BECOME A MAJOR FACTOR IN THE PRODUCTION OF SEVERAL PLASTICS, ADHESIVES, AND OTHER ADVANCED MATERIALS. WE PRODUCE PTA IN A WHITE POWDER FORM USEFUL IN ANY SUCH PROCESS, FROM TIRE CORDS TO PAINTS, AND FROM WATER BOTTLES TO FILM PACKAGING.

**E**

**F**



## **SAMSUNG FINE CHEMICALS CO., LTD.**

**EMPLOYEES: 886**

**2008 SALES: KRW 1.13 TRILLION**

**TEL: 82-2-2255-0765**

**FAX: 82-2-2255-0749**

**WWW.SFC.SAMSUNG.CO.KR**

Samsung Fine Chemicals makes electronic chemical materials, fine chemicals and general chemicals used in a variety of industries. Established in 1964, we began as the world's largest manufacturer of urea fertilizer and later expanded into high-value products including MECELLOSE,<sup>®</sup> an additive for construction applications, caustic soda, raw materials for basic chemicals products such as detergent, whitening agent and AnyCoat<sup>®</sup> pharmaceutical coating materials. Since 2000, we have devoted major efforts to developing next-generation electronic chemical materials (ECMs) such as those used in the semiconductor and LCD industries, cutting-edge super engineering plastic materials and color laser printer toner.

In 2008, we showed notable growth in nearly all of our product lines. In the Fine Chemicals division showed steady growth, including our key products, MECELLOSE,<sup>®</sup> AnyCoat,<sup>®</sup> and PTAC (additives for enhancing paper quality). Electronic chemical materials has continuously strengthened since the launch of Prism Film (SEF<sup>®</sup>) and Liquid Crystal Polymer (SELCION<sup>®</sup>) products in 2007, and our General chemical division also contributed to growth in 2008. With all these divisions contributing, we have achieved the highest sales and EBIT in the company's history, each amounting to KRW 1.13 trillion and 0.11 trillion. Thanks to the construction of our second plant, we have increased AnyCoat production capacity considerably. In addition, we began construction of a color toner plant and actively prepared for its commercial launch. Furthermore, in 2008, we have successfully increased the overall efficiency of our company through a number of activities including Six Sigma management innovation, an employees feedback system, and SMP activity, wherein executives were assigned to lead the improvement of particular plants.

### **E\_MECELLOSE**

**MECELLOSE IS SAMSUNG FINE CHEMICALS' BRAND OF HYDROXY-PROPYL-METHYLCELLULOSE. A CHEMICAL STABILIZER, EMULSIFIER, AND ENHANCER OF WORKABILITY AND ADHESION IN A VARIETY OF MATERIALS, MECELLOSE IS USED IN A WIDE RANGE OF APPLICATIONS, FROM CONSTRUCTION TO PHARMACEUTICAL PRODUCTION.**

### **F\_ANYCOAT**

**ANYCOAT, SAMSUNG FINE CHEMICALS' PLANT-BASED PHARMACEUTICAL COATING MATERIAL, IS AN ESSENTIAL ELEMENT IN IMPROVING THE SAFETY AND STABILITY OF PHARMACEUTICAL PRODUCTS, PROTECTING THEM AGAINST HARSH ENVIRONMENTS FROM THE PACKAGING CENTER TO THE PATIENT'S BODY.**

## **SAMSUNG BP CHEMICALS CO., LTD.**

**EMPLOYEES: 187 (AS OF 2009)**

**2008 REVENUE: \$325 MILLION**

**TEL: 82-2-753-5644**

**FAX: 82-2-319-4572**

**WWW.SAMUNGBP.CO.KR**

Samsung BP Chemicals, a joint venture of Samsung and BP Chemicals, is one of the world's leading producers of value-added fine chemical products such as acetic acid and hydrogen. We produce 470,000 tons annually of acetic acid, which is used directly and indirectly as a raw material in producing fine chemicals such as Vinyl Acetate Monomer (VAM) and Purified Terephthalic Acid (PTA), as well as solvents, pigments, dyes, and aromatics. We are the only producer of acetic acid in Korea.

Since our establishment in 1989, Samsung BP has steadily grown into a global company whose best-in-class performance has been achieved through innovative activities such as Total Productivity Maintenance (TPM) programs and an idea pool system. Thanks to these efforts and our constant innovation, we significantly raised our performance in 2008.

The safety of our employees and the protection of the environment are of paramount importance. Health, Safety, and Environment (HSE) is one of our foremost priorities, and our employees continually strive to keep a stable plant operation, using our Preventive & Predictive Maintenance System and other HSE-improvement programs. We are committed to producing the most competitive products in a secure and safe environment in accordance with Samsung BP Health and Safety Policies. Through all of these efforts, we sustained a 99.5 percent operational rate in 2008, with no accidents and no pollution, and have been certified as an environment-friendly company.

Samsung BP has accomplished outstanding performance in its 20 years and we are preparing to achieve our challenging target in the future, despite difficult market conditions. All of our employees put great effort into improving the production process, developing alternative energy resources, and discovering various cost-saving activities.

Through improved cost efficiency and the achievement of advanced plant operation performance, Samsung BP Chemicals will be the most competitive acetic acid manufacturer in the world.

# 3

## FINANCIAL SERVICES

## **SAMSUNG LIFE INSURANCE CO., LTD.**

**EMPLOYEES: 6,377**

**2008 SALES: KRW 24.6 TRILLION**

**TEL: 82-2-1588-3114**

**FAX: 82-2-751-6165**

**WWW.SAMUNGLIFE.COM**

Since being founded as Dongbang Life Insurance in 1957 and rising in just a year and a half to the top position in the industry, Samsung Life Insurance Co. has never lost its status in the life insurance business as the largest and best insurance company in Korea.

In particular, it accelerated its growth after being incorporated into the Samsung Group in 1963, and is continuously renewing various industry records by, for example, achieving assets of KRW 100 trillion for the first time in the second financial sector. In 1986, the company opened foreign branches in New York and Tokyo, and has since maintained steady efforts overseas, establishing a joint venture corporation in Thailand in 1997 and another in China, Samsung Air China Life, in 2005. In this way, instead of resting on its leadership status in Korea, the company is advancing outward as a comprehensive global financial institution.

In May 2007, commemorating its 50th anniversary, Samsung Life Insurance announced a new vision of becoming a leading global business with guaranteed financial stability. Under this new vision, the company presented three goals: creation of new profit sources through reorganization of business areas, reinforcement of core competence businesses such as pension and security insurance, and innovation of the management environment. By accomplishing these goals, the company expects itself to rise as one of the "Global Top 15" insurance companies with sales amounting to KRW 50 trillion, assets amounting to KRW 200 trillion, and a return on equity (ROE) ratio of 15% by 2015.

Additionally, Samsung Life Insurance is determined to be with its customers for the long term by becoming a "100-year company" through internal innovation, improved organizational culture and customer services. Based on the idea that our business should not just provide services to customers but should also add value to its customer service management, the company has introduced a "Way of Serving Customers." It is a set of principles established with customers in mind, which all of our employees are now putting into practice.

All Samsung Life Insurance corporate activities begin from a deep respect for life and dignity. By providing life security services necessary to our customers' lives starting from birth and extending on to future generations, we strive toward a society where we can share happiness and affluence with our customers.

Since it enacted the customer satisfaction charter in 1993, the company has been making utmost efforts to enhance its level of customer service by adopting the insurance quality-assurance system for the first time in the industry. Representative examples of customer service improvement include introduction of one-stop hospital services and establishment of integrated call centers. Now, in the second phase of our campaign promoting improvement of customer service, which began in 2006, the company is looking to become one of the best performers in customer service across the world.

These efforts have been recognized worldwide, with Samsung Life Insurance selected as the number one company in three major customer satisfaction surveys – NCSI, KCSI, and KS-SQI – in 2007, as well as winning the Presidential Award for National Quality Management and, for the fifth consecutive year, winning the Korea Service Grand Prix in 2008, solidifying its status as a model company for customer service. Moreover, Samsung Life Insurance is seen as a leader in transparent management practices, having introduced the fair trade compliance program. We are also taking the lead in fulfilling corporate social responsibility.

Samsung Life Insurance's Public Foundation, which was established in 1982, has been practicing the ideal of the insurance business, "from the cradle to the grave," through medical programs at Samsung Medical Center, child-care programs at Samsung Nursery School, youth programs at the Social Mental Health Institute, and senior welfare programs at Noble County. In addition, the company holds the Youth Art Contest, the largest painting festival for young people in Korea, to support youth cultural programs, and carries out various activities to induce women's economic participation, including support for women-owned business startups, a maternity aide program, and creation of the Bichumi Award for Women.

## **SAMSUNG FIRE & MARINE INSURANCE CO.**

**EMPLOYEES: 5,223**

**FY 08 PREMIUM INCOME: \$7,070,735 (IN THOUSANDS)**

**TEL: 82-2-1588-5114**

**FAX: 82-2-758-4320**

**WWW.SAMUNGFIRE.COM**

Samsung Fire & Marine Insurance is the most prominent Korean non-life insurance company in terms of size, financial structure, and management. We are pursuing dynamic business activities in the United States, Europe, and Asian countries including China, Indonesia, Japan, and Vietnam. By expanding our business network in collaboration with leading insurance companies around the world and establishing local compensation systems in major global cities, we are maintaining stable growth and becoming a global comprehensive insurance service company.

We consistently emphasize change, innovation and maximizing corporate value through the customer satisfaction management. We also value site management, listening closely to employees who work directly with our customers. We commissioned a panel composed of ordinary customers and reflect this panel's suggestions onto the work we do.

We take a unique position in every sector related to corporate management, including sales revenue, financial soundness, customer satisfaction level, and other areas.

Samsung Fire & Marine Insurance Co. has acquired a rating of A+ (Superior) from S&P, the largest credit rating agency in the world, for six consecutive years since 2003. This is the highest grade among private corporations. Also, it has received an A+ (Superior) from A.M. Best, a credit rating agency for insurance companies, for seven consecutive years since 2002. This is the highest grade among domestic insurance companies.

Particularly in the customer satisfaction management sector, it has garnered first place for 11 consecutive years in the KCSI auto insurance sector (supervised by KMAC), first place for eight consecutive years in the NCSI property insurance sector, and the grand prize for customer satisfaction management for three consecutive years by Korea Productivity Center, CCMS certification by Fair Trade Commission, first grade in the civil evaluation sector by Financial Supervisory Service. Also it was selected as the number one insurance company by Korea Insurance Consumer Federation. It has secured its position firmly as a leading company not only in the insurance industry but also in the financial sector.

This kind of achievement is the result of its unique customer satisfaction management, which promotes the idea that a customer is the standard for work. Such management includes: developing the customized insurance products that reflect the needs of customers and market; implementation of a customer satisfaction sales system for the first time in the industry through well-educated risk consultants; prompt and correct

compensation service; unfolding various accident prevention activities by utilizing high-level research within the company, such as Samsung Traffic Safety Research Institute and Samsung Loss Control Center; collecting dissatisfaction cases from extensive customer contact points; and fundamental settlement through management resources, among other activities.

Samsung Fire & Marine Insurance also recognizes the importance of brand, so we have promoted the branding of insurance products for the first time in the insurance industry. Recently, the sales channel structure of insurance products has changed rapidly and indefinite competition among financial sectors is aggravating the management environment, but we are overcoming the difficult management environment wisely using a two-top brand strategy with Anycar, our representative auto insurance brand, and Allife, our representative livelihood insurance brand.

Anycar is getting a good response from the market for its consulting service based on active customer communication and prompt compensation. Allife is known as a brand that effectively emphasizes the advantages of long-term property insurance, using the "livelihood insurance" concept to insure both small and large losses.

We are also very active in advancing into overseas markets. In seven countries, including China, we own three corporations, five branches, and four offices all over the world. We established a local corporation as an alternative market to augment the mature domestic market and to secure a bridgehead for making a second domestic market in China and advancing into emerging Asian markets, connecting China, Vietnam, and Indonesia.

We declared our first year for internationalization in 2009, securing global competitiveness in the insurance sector, and plan to nurture global insurance experts equipped with international knowledge and sense.

We plan to position ourselves as a total risk solution partner, providing risk management, financial, and valued-added services. By strengthening our competitiveness and diversification we hope to secure top financial soundness among domestic financial companies and strengthen our base for continuous growth. Moreover, we are focused on constructing a sustainable management base by making a respectable corporation through employee efforts in ethical management, customer satisfaction, and social contribution.

In the future, we will do our best to be a top global corporation, giving complete trust to customers through a new pioneering spirit armed with passion, inspiration and a will to overcome challenges.

In addition, we will promote continuous change and innovation through our strengthening competitiveness, globalization, and implementation of customer satisfaction management.

## **SAMSUNG CARD CO., LTD.**

**EMPLOYEES: 3,675 (AS OF 2008)**  
**2008 REVENUE: \$3.03 BILLION**  
**TEL: 82-2-1588-8700**  
**FAX: 82-2-2172-7738**  
**WWW.SAMUNGCARD.CO.KR**

Samsung Card is a financial services provider headquartered in Seoul, Korea. Established in 1983 as a domestic card issuer, Samsung Card has developed into one of Korea's largest mono-line credit card providers with a customer base of over 9 million, serving nearly 20% of the entire Korean population. The company issues Visa, MasterCard, and American Express cards and provides a variety of lending and lease products as well.

In 2003, Samsung Card was negatively impacted by the credit card crisis that engulfed the Korean financial industry, as were all industry players. In the aftermath, Samsung Card merged with Samsung Capital, a Samsung financial affiliate, in 2004. The following year, the company liquidated bad assets to clean up its balance sheet, strengthened its capital base, and concentrated on restructuring its business to emerge leaner and stronger. On the foundation of these efforts, Samsung Card was able to lay the groundwork for a strong turnaround in 2006, considered a banner year for the company. Within a year, Samsung Card was again operating from a position of strength and in June of 2007 successfully completed its initial public offering, becoming the 15th Samsung Group affiliate to be listed on the Korea Stock Exchange.

Samsung Card is now operating as an industry-leading company with a broad array of products and services, a superior customer relationship management system and customer service centers, a state-of-the-art risk management system, and strategic business partnerships with Samsung affiliates. The company also strongly believes in the value of corporate citizenship and is very active in community services and a variety of charitable work, always striving to give back to the community.

Going forward, we will strengthen our position as a leader in the Korean credit card industry, providing superior one-stop, value-added services to our customers.

## **SAMSUNG SECURITIES CO., LTD.**

**EMPLOYEES: 2,757 (AS OF MARCH 2009)**  
**2008 REVENUE: \$1.84 BILLION**  
**TEL: 82-2-2020-8000**  
**FAX: 82-2-2020-8097**  
**WWW.SAMUNGFN.COM**

Samsung Securities is a full-service investment bank with a focus on wealth management and investment banking. We are at the forefront of Korea's financial market, offering a full spectrum of services and products that include brokerage services for equities, bonds, futures and options; underwriting and advisory services; mergers and acquisitions; sales of beneficiary certificates and mutual funds; sales of other financial products, including OTC derivatives products such as ELS and warrants; and proprietary trading and principal investment.

We have an extensive business network with 97 local branches, overseas offices in Hong Kong, London and New York, and representative offices in Shanghai and Tokyo. Our vast infrastructure, combined with high-caliber human resources, provides a solid framework for delivering quality financial services to the needs of individual and institutional clients.

In our wealth management business, we offer customized financial solutions based on high-quality financial consulting services provided by a team of highly talented and committed private bankers. In the institutional arena, we maintain a strong presence by leveraging our competitive edge in institutional brokerage as well as in M&A, IPO, and structured finance.

We are honing our capabilities to emerge as a leader in the global financial services field, satisfying the financial and investment needs of customers worldwide and achieving our vision of becoming a top-tier regional player in Asia.



## **SAMSUNG INVESTMENT TRUST MANAGEMENT CO., LTD.**

**EMPLOYEES: 237 (AS OF MARCH 2009)**  
**2008 REVENUE: \$71.36 MILLION (AS OF MARCH 2009)**  
**TEL: 82-2-3774-7600**  
**FAX: 82-2-3774-7633**  
**WWW.SAMFUNDFUND.COM**

Samsung Investment Trust Management (Samsung Investments) is the top investment management company in Korea, managing KRW 109.5 trillion in assets as of March 2009. We provide investment trust and mutual fund management to retail and institutional clients.

We are also the Lead Manager of the Investment Pool for Public Funds, an investment tool created by Ministry of Strategy and Finance. Investment Pool for Public Funds presents an important investment alternative to public entities by offering safety with competitive investment returns. Since the creation of the Pool in 2002, Samsung Investments has served over 50 public fund clients. As the Lead Manager, we provide public fund clients with a variety of investment and advisory services, including asset allocation advices and portfolio developments. A dedicated team of investment professionals along with a sophisticated system help us boast unparalleled competence in running a manager-of-managers program of this scale. Samsung Investments will continue to lead the industry in manager selection, monitoring, and performance evaluation practices which are keys to perform an excellent role as the Lead Manager of Investment Pool for Public Funds.

Our market-beating performance is driven by a value investment philosophy that prioritizes risk management over returns. This strategy is based on rigorous research by Korea's largest and most skilled research team and the unsurpassed expertise of our fund managers.

With our proven investment knowledge and high-quality process control, Samsung Investments leads the market and continues to increase market share. Assets under management grew by KRW 34.8 trillion over the previous year (measured from March 2008 to March 2009). Moreover, we recorded KRW 98.3 billion in sales and KRW 33.8 billion in profit before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

Especially, Samsung Investments has developed a strong reputation in passive management as we keep the market leadership in both index-fund and ETF markets for years. We launched the first ETF product in Korea in 2002, and have aggressively nurtured the promising passive investment markets by successfully introducing new and innovative products such as ETF for Samsung Affiliated Companies in 2008.

## **SAMSUNG VENTURE INVESTMENT CORPORATION**

**EMPLOYEES: 21 (AS OF 2009)**  
**2008 REVENUE: \$8.6 MILLION**  
**TEL: 82-2-2255-0299**  
**FAX: 82-2-2255-0288**  
**WWW.SAMFUNDFUND.COM**  
**WWW.SAMFUNDFUND.CO.KR**

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of Samsung Group. We invest in dynamic start-up companies for strategic and financial purposes in information technology, communications, semiconductors, electronics, and biotechnology.

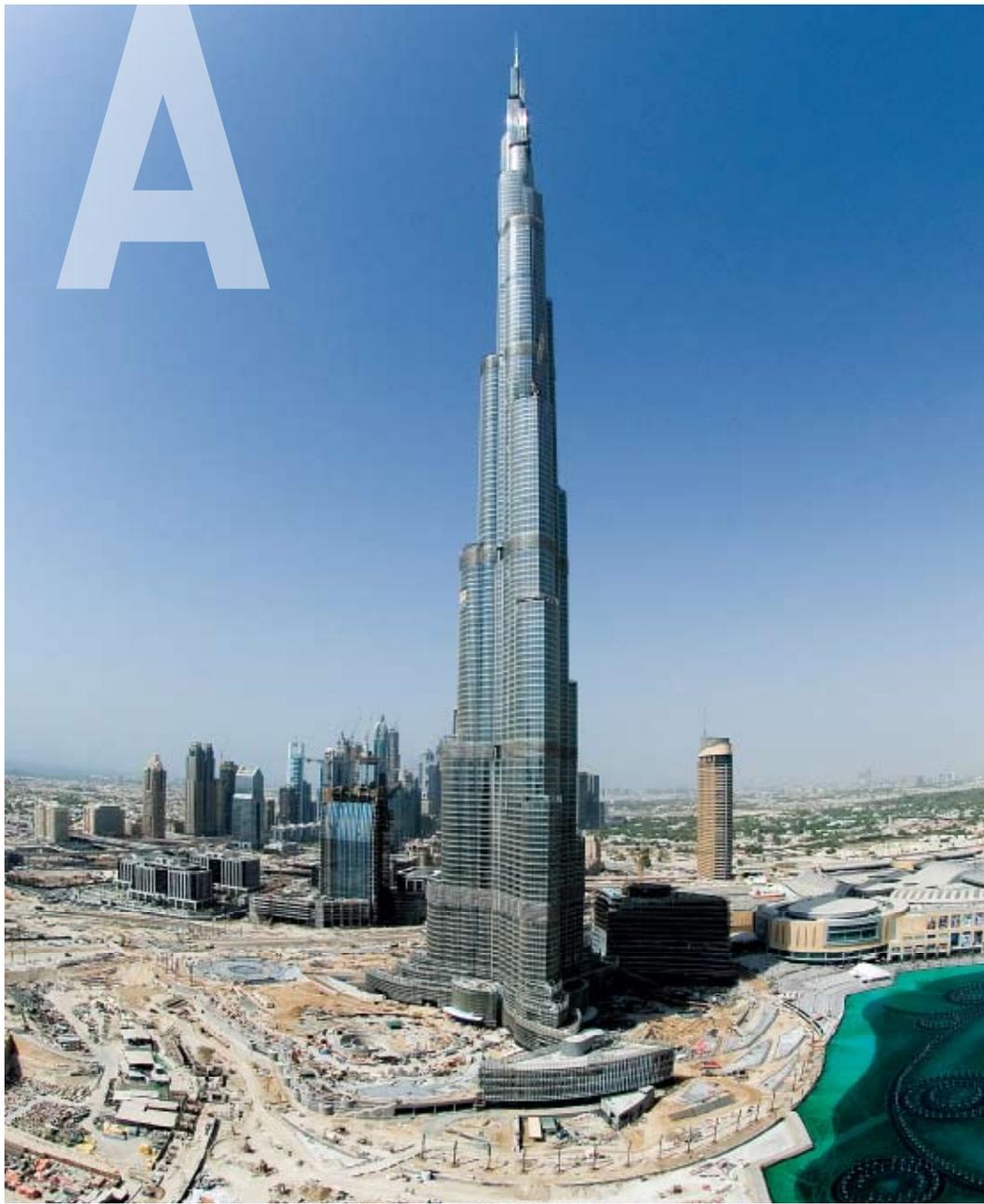
Established in October 1999, our primary goal was to invest in globally innovative technology start-up companies to further solidify existing strategic relationships while generating capital gains for our limited partners.

In 2004, we began to expand overseas by establishing our first U.S.-based office in San José, California, at the heart of Silicon Valley. Our U.S. office, Samsung Ventures America, has a dual role of introducing U.S.-based start-up companies to the appropriate Samsung business units and investing in companies that become strategic partners of Samsung.

We have collectively managed over \$368 million for our limited partners, and we have invested over \$427 million.

# 4

## OTHER AFFILIATED COMPANIES



## SAMSUNG C&T CORPORATION

**EMPLOYEES: 7,238 (AS OF 2009)**  
**2008 REVENUE: KRW 11.81 TRILLION**  
**TEL: 82-2-2145-2114**  
**FAX: 82-2-2145-3114**  
**WWW.SAMSONGENT.COM**

Founded in 1938, Samsung C&T Corporation is the origin of Samsung. From the beginning we have developed along with the astonishing growth of the Korean economy. Since being designated in 1975 as Korea's first general trading company, Samsung C&T Corporation has been conducting complex trading and investment operations. After merging with Samsung E&C in 1995, our world-class enterprise now comprises two complementary branches—the Engineering & Construction Group and the Trading & Investment Group.

We have over 7,200 employees in 105 offices and 44 countries and have recorded sales of KRW 11.81 trillion as of late 2008.

Samsung C&T Engineering & Construction Group provides clients with peerless products and services through the use of outstanding talent and technology in core product areas: skyscrapers, high-tech factory facilities, roads and bridges, harbors, power plants, and residential complexes—all areas that symbolize advanced construction technology.

Always at the forefront of the industry, we currently play a leading role in constructing several of the world's largest building projects, such as Malaysia's Petronas Twin Tower and the Burj Dubai in the United Arab Emirates, and have established ourselves as one of the world's finest engineering and construction companies.

**A \_ BURJ DUBAI  
CONSTRUCTED BY SAMSUNG C&T  
CORPORATION ENGINEERING &  
CONSTRUCTION GROUP, THE BURJ DUBAI,  
WHICH IS SCHEDULED TO BE COMPLETED  
BY THE END OF 2009, WILL ENCOMPASS  
OVER 160 FLOORS AND REACH A HEIGHT  
OF OVER 800 METERS, MAKING IT  
THE TALLEST MAN-MADE STRUCTURE  
EVER BUILT. IT WILL FEATURE 600,000  
SQUARE YARDS OF USABLE SPACE,  
INCLUDING HOTEL, RESIDENTIAL, RETAIL,  
AND OFFICE SPACE. OUR CONSTRUCTION  
METHODS SHOWCASE THE WORLD'S BEST  
DIRECT PUMPING TECHNOLOGY AND OUR  
SPECIALIZED FORMULA OF HIGH-STRENGTH  
(800KG/CM<sup>2</sup>) REINFORCED CONCRETE.**

**B \_ 'SOL-LUCE JINDO', SOLAR POWER PLANT  
C \_ INDONESIAN PALM PLANTATION  
AMID RISING CONCERNS OVER POLLUTION  
AND THE POSSIBILITY OF A SHORTAGE  
OF NATURAL RESOURCES IN THE  
FORESEEABLE FUTURE, SAMSUNG C&T  
HAS BEEN AGGRESSIVELY SEEKING  
NEW OPPORTUNITIES IN THE NEW AND  
RENEWABLE ENERGY (NRE) SECTOR.  
THE COMPANY TOOK ITS FIRST STEPS IN THE  
NRE SECTOR WITH THE SOL-LUCE JINDO  
(3MW) SOLAR POWER PLANT IN JINDO,  
KOREA, AND ACQUIRED PALM PLANTATIONS  
(FOR PRODUCING BIODIESEL SOURCE  
MATERIAL) TOTALING 24,000 HECTARES  
IN THE INDONESIAN ISLAND OF SUMATRA.**

In the residential development business, Samsung's 'Raemian' apartment brand has led the industry in the National Customer Satisfaction Index Survey for 12 consecutive years since its construction in 2009.

We will not be complacent about our accomplishments. We will dedicate ourselves to strengthening our business structure by expanding our capabilities in the fields of project planning, architectural engineering, and product design to ensure our customers' satisfaction.

Samsung C&T Trading & Investment Group is actively engaged in a wide variety of business areas worldwide—energy, industrial materials, and basic materials and machinery to name a few—based on our 93 operational bases worldwide.

We take part in the energy industry's entire process, from exploration and development to production and distribution of oil and gas. We have served not only as traders but also as direct investors in the field of industrial materials—the very basis of industrial development—and in related areas such as steel, metal, electronics, and chemicals.

We are also expanding our presence in the basic materials and machinery industries. Our involvement in these fields ranges from brand management in apparel and IT consumer goods businesses to the power plant business, where we take advantage of our competitive edge in information networking, technology, finance, and construction capabilities both to build and to operate power plants.

In addition, we have pioneered new business opportunities in photovoltaic power generation, bio-energy and other renewable energy sources, as well as other promising areas, such as service software and environment that will serve as growth engines in the future.

We continue to reinforce our core competencies in finance, logistics, marketing, information, risk management, and M&A and capitalize on our integrated corporate strength to diversify and increase the sophistication of our existing trading capabilities and further expand our business lines. We are also developing new business areas with high growth potential to emerge as a truly global value-creating company.

## SAMSUNG ENGINEERING CO., LTD.

**EMPLOYEES: 4,100**

**2008 REVENUE: KRW 3,215 BILLION**

**TEL: 82-2-3458-3000**

**FAX: 82-2-3458-4048**

**WWW.SAMSENGINEERING.COM**

Established as Korea's first engineering company in 1970, Samsung Engineering has since obtained rich experience in numerous projects over the past 39 years. Samsung Engineering is dedicated to engineering, delivering the whole spectrum of services ranging from feasibility analysis, design, procurement, and construction to pre-commissioning backed. Equipped with excellent project execution skills, Samsung Engineering is a leader in the high value-added plant market.

Samsung Engineering excels in lump-sum turnkey projects mobilizing world-class engineers, and is successfully executing massive projects across the world. Specializing in delivering hydrocarbon plants such as petrochemical, refinery and gas plants, industrial plants including IT, utilities, power plants and steel mills, and environmental plants for water and waste treatment and preventing air pollution, the company also continues its work in infrastructure projects, such as railways.

Samsung Engineering successfully completed various large international projects in 2008. Proving once again its superior project execution capabilities and winning acclaims from clients in Saudi Arabia, currently its most active market, delivering five massive projects on time, including APPC's PDH/PP plant, IBN ZAHR's PP plant, OCT plant, SHARQ's EG plant and TASNEE's Ethylene plant.

Samsung Engineering is currently working with worldwide clients, in regions including the Middle East, Southeast Asia, India, Mexico, and Trinidad and Tobago, to name a few. Ongoing projects as of the end of 2008 amount to a total of USD 12 billion (USD 8.8 billion in overseas projects). The company was ranked 46th in ENR's Top International Contractors (among the top 225, based on 2007 overseas sales) putting us ahead of other South Korean contractors and is continuing to strive to diversify its markets, customers and clients to expand the business in the global market.

Geographically, Samsung Engineering is further broadening its overseas market coverage and client base, mainly in the Middle East, Latin America, and North Africa.

Underpinning Samsung Engineering's excellence is its global business framework optimized for project execution. For example in India, Samsung Engineering is expanding SEI, its engineering



**D\_TASNEE ETHYLENE PLANT  
IN 2008, SAMSUNG ENGINEERING  
SUCCESSFULLY COMPLETED FIVE  
MEGA PROJECTS IN THE KINGDOM  
OF SAUDI ARABIA, WHICH SOLIDIFIED  
THE COMPANY'S REPUTATION FOR ITS  
OUTSTANDING STRENGTH IN SCHEDULE,  
QUALITY, AND SAFETY.**

**AMONG THESE PROJECTS, THE TASNEE  
ETHYLENE PLANT PROJECT WAS  
DELIVERED 1.5 MONTHS AHEAD OF ITS  
CONTRACTED SCHEDULE OF 36 MONTHS  
AND SUCCESSFULLY CONCLUDED WITH  
A TOTAL OF 22.5 MILLION ACCIDENT-  
FREE MAN HOURS, RESULTING IN CLIENT  
SATISFACTION. THE PLANT IS SLATED TO  
PRODUCE 1,000,000 MTPA OF ETHYLENE  
AND 300,000 MTPA OF PROPYLENE.**

center established in 2006, to encompass engineering, procurement and construction. In addition, IK-EPC, a large-scale EPC center, has been built in Saudi Arabia. IK-EPC will swiftly respond to the investments made by National Oil Companies and refineries in Saudi Arabia backed by localized project execution capabilities. Moreover IK-EPC is expected to contribute to Saudi Arabia by providing local employment opportunities and training. Reflecting its commitment in localizing global project execution support, Samsung Engineering has five global centers and branches worldwide in Saudi Arabia, India, Thailand, Mexico and Houston, Texas.

Increasing customer value and providing full customer satisfaction is the mission at Samsung Engineering. Every part of the company is designed to be customer-oriented and will pursue win-win relations and long-term partnerships with its customers based on this belief.

**E \_ ENGINEERED STONE (RADIANTZ)**

**A REMARKABLE BLEND OF NATURE AND TECHNOLOGY, SAMSUNG'S ENGINEERED STONE (RADIANTZ) NATURAL QUARTZ PRODUCTS COMBINE BEAUTY AND FUNCTIONALITY IN A HIGH-PERFORMANCE SURFACE FOR COUNTERTOPS AND OTHER INTERIOR APPLICATIONS. IT IS CERTIFIED AND GLOBALLY RECOGNIZED FOR ITS STRUCTURAL INTEGRITY, ENVIRONMENTAL STABILITY, HYGIENE, AND SAFETY.**

**CHEIL INDUSTRIES INC.**

**EMPLOYEES: 4,257**

**2008 REVENUE: KRW 3.7278 TRILLION**

**TEL: 82-2-751-3355**

**FAX: 82-31-596-3088**

**WWW.CII.SAMSUNG.COM**

Cheil Industries, the parent company of Samsung, was launched in 1954. As a leader in creative management, it has secured global competitiveness by quickly responding to the growth cycle of the Korean industrial sector and changes in the external environment.

Cheil Industries achieved growth along with the development of the Korean textile industry, successfully expanding our business into fashion in the 1980s, chemicals in the 1990s, and electronic chemical materials (ECMs) in the 2000s, building a framework for continuous growth. We have enhanced our shareholder value by implementing creative and innovative management and execution strategies, realizing customer satisfaction by offering high-quality services, and creating a fun place to work based on reasonable talent management. We have also made concerted efforts, based on a philosophy of mutual prosperity and cooperation, to coexist with our business partners and the local community.

We have continuously moved forward with innovation, while addressing even the more obscure aspects of crises and refusing to become complacent by maximizing short-term results. Thanks to such efforts, Cheil Industries posted sales of KRW 3.7278 trillion, an operating profit of KRW 240.2 billion, and a net profit of KRW 157.5 billion, achieving a year-on-year growth of 19.8%, 7.2% and 4.2% respectively, despite the global economic downturn in 2008. Especially worth noting are the operating profits of the ECM business unit, which we are cultivating as a next-generation growth driver. These profits exceeded those of the chemicals and fashion business areas for the first time, thus further strengthening our sustainable business portfolio.

Notwithstanding the difficult market conditions of 2009, we will increase our efforts to satisfy the expectations and interests of all of our customers and shareholders. We will go further by developing new growth engines based on creative and innovative management and securing world-leading competitiveness in all business areas. In addition, we will ramp up the speed of our technological and process innovation and engage in thorough risk control and creative talent management to create an even better future for our company.



## SAMSUNG EVERLAND INC.

**EMPLOYEES: 3,742**

**2008 REVENUE: \$1.33 BILLION**

**TEL: 82-31-320-5000**

**FAX: 82-31-320-8077**

**WWW.SAMUNGEVERLAND.COM**

Samsung Everland's businesses encompass resort operation, golf club management, food service, foodstuff distribution, environmental restoration, landscape architecture, energy management services, and building management.

Our Everland Resort, Korea's premier resort complex, includes the Everland theme park, Caribbean Bay water park, Glen Ross Golf Club, and Homebridge vacation condos. In 2006, the resort was identified as the fourth most popular theme park in the world by *Forbes* magazine. Our unique festivals, characters and attractions have entered into the cultural mainstream through our content development business. Recently, we opened multimedia show "Dream of Laciun" and the world's first "White Tiger Safari," which attracts many customers.

We operate four of Korea's most prestigious golf clubs—Anyang Benest, Gapyeong Benest, Ansong Benest and Dongrae Benest—all of which are maintained to the highest standards and offer impeccable service. In addition, our comprehensive range of consulting services covers everything from club management and course maintenance to customer service and turf selection.

Samsung Everland also creates wholesome, enjoyable dining experiences through specialized food service, foodstuff distribution and restaurant management businesses. Our food service system features scientific menu evaluation and screening as well as stringent distribution management to ensure that the Welstory brand of professional food service is among the best in the business.

We also thrive on bringing people and nature into harmony through advanced environmental restoration technology and landscape architecture. We have restored damaged mountain slopes with eco-friendly PEC™ (Poly-Ecology-Control) revegetation techniques and have designed many parks in major world cities, including Paris and Berlin.

We offer a comprehensive range of building management services, from building remodeling to disaster prevention and risk management service. Our recent renewable energy solutions include technologies such as fuel cells and Clean Development Mechanism (CDM) projects, which aim to stabilize or reduce global greenhouse-gas emission.



F \_ THE EVERLAND THEME PARK AT  
SAMSUNG EVERLAND

G \_ THE SHILLA HOTELS & RESORTS'  
FLAGSHIP PROPERTY, THE SHILLA SEOUL

## THE SHILLA HOTELS & RESORTS

**EMPLOYEES: 1,693**  
**2008 SALES: \$495 MILLION**  
**TEL: 82-2-2233-3131**  
**FAX: 82-2-2233-5073**  
**WWW.SHILLA.NET**

In the world of luxury hotels, The Shilla is a legendary leader in South Korea, still setting quality and service benchmarks for the rest to follow. Since opening in 1979, The Shilla Seoul has become Korea's representative hotel and a landmark property within the hospitality industry.

The Shilla Hotels & Resorts takes its name from Korea's ancient Shilla Dynasty (57 BC–935 AD)—regarded as the “Golden Age” for its outstanding art and culture. The spectacular location amid 23 acres of private wooded parkland overlooking the city's commercial heart is prestigious, while its Korean charm is distinctive. The Shilla graciously combines these authentic essentials with modern, world-class luxury and state-of-the-art communications technology. There's no other property in Korea with such a grand landscape standing in the heart of the capital.

The Shilla's contemporary Korean makeover was created by global designer Peter M. Remedios of Remedios Siembieda, who has undertaken landmark projects from the Grand Hyatt Tokyo to the Four Seasons New York. Tradition and 30 years of fame and authentic essence forms a unique identity of The Shilla. Remedios was able to maintain authentic details like granite and lotus flower shapes while capturing a luxurious and modern atmosphere through materials like leather, wood, fabrics and light.

The Shilla Seoul, a member of The Leading Hotels of the World, is recognized for its legendary service and time-honored hospitality. In the capital's financial district, the 465-room Shilla Seoul is the award-winning favorite and has been the preferred lodging for royalty, heads of state, dignitaries, celebrities, leaders and decision makers like Bill Gates, President George H. W. Bush, Jeffrey Immelt, Cara Carleton Sneed Fiorina, Michael Jackson, Maria Sharapova, Tom Cruise, James McNERNEY, LVMH Chairman Bernard Arnault, and Hermes Chairman Jean-Louis Dumas.

Acknowledging its excellence, The Shilla Seoul has been the recipient of numerous accolades and awards, with inclusion on *Condé Nast Traveller's* Annual Gold List, *Travel & Leisure's* 500 World's Best, Zagat's World Best 100 Hotels, *Institutional Investor's* World's Best Hotels, and *Euromoney* magazine's “Favorite Hotel in Seoul.”

## CHEIL WORLDWIDE

**EMPLOYEES: 1,630 (HEADQUARTERS: 843, OVERSEAS NETWORKS: 787)**  
**2008 REVENUE (GROSS INCOME): \$317 MILLION**  
**TEL: 82-2-3780-2114**  
**WWW.CHEIL.COM**

Cheil Worldwide is a full-service global marketing communications group offering advertising, market research, consulting, public relations, and new media services to a roster of local and global clients. Since our establishment in 1973, we have maintained our position as the leading agency in Korea. Over the past two decades, we have expanded our focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. We operate 33 offices in 28 countries and are currently ranked by *Advertising Age* as the world's 16th-largest advertising firm, based on 2008 revenues. Our clients include oil refiner S-Oil, Hankook Tire, leading Korean mobile phone service provider KT, Samyang Food, Korea Tourism Organization, Dong Suh Food, Woongjin Coway, and Samsung Electronics.

As part of its strategic goal to further expand its global business, Cheil Worldwide announced a new partnership with Beattie McGuinness Bungay (BMB) in December 2008, a leading independent advertising agency based in London, UK. Cheil acquired a 49% minority interest in BMB.

Cheil Worldwide's vision and identity is defined as “The Worldwide Idea Engineering Group,” and we have adopted a new “idea-centered management” directive. In keeping up with the rapid changes of globalization, we take pride in creating a new paradigm to lead the industry. The key to our business lies in “Idea Engineering”—creating new ideas and following through with a highly organized development process.

We have distinguished the agency in the highly competitive field of advertising and marketing by developing proprietary models based on years of research and data, which have aided in the development and management of brands, sales and marketing, and forecasting strategies for clients.

Some major highlights in our global marketing portfolio include planning and executing the 2002 FIFA World Cup Opening Ceremony, signing Samsung as an official sponsor for the English Premier League's Chelsea Football Club, participation at the 2005 APEC Summit in Korea and, most recently, Samsung's marketing activities at the 2008 Summer Olympic Games in Beijing.

The industry recognized our creativity for two consecutive years, in 2007 and 2008 with the Grand Award at the Korea Advertising Award—an unprecedented achievement for a single agency. In addition, we have won awards at the world's most prestigious international advertising festivals, including a gold award at ONE SHOW, and both a silver medal in the Young Lions Cyber and bronze medal in Outdoor at Cannes Lions 2008.

## **S1 CORPORATION**

**EMPLOYEES: 4,860 (AS OF 2009)**  
**2008 SALES: KRW 751.5 BILLION**  
**TEL: 82-2-1588-3112**  
**FAX: 82-2-2131-8189**  
**WWW.S1.CO.KR**

S1 Corporation is a leader in the security systems industry, dedicated to preventing a range of crimes and calamities through a combination of security equipment, nationwide wired/wireless networks and professional service. We produce SECOM unmanned security systems, entry/exit management systems, fingerprint recognition systems, closed-circuit TV systems, digital video security systems, building management systems, and smart card systems.

SECOM, our pioneering security system, was first introduced in 1977. Today, it is the industry's most widely used and trusted security service. Its consolidated management system detects intruders using movement, heat, smoke, and light detectors, automatically alerting the S1 control center of a breach in security. Information is then passed directly to standby personnel in the field.

We have been Korea's top security service provider for over 30 years, with established industry-leading technology, know-how, and customized client services. Our security-focused training center, a first in the industry, develops highly-skilled security experts.

In 2006, we launched the first Internet-based video control system, allowing customers to monitor their sites remotely from PCs or mobile phones. Building on this platform, we launched upgraded version, SECOM V, in 2009. SECOM V is an intelligent video control system that can detect the changes in temperature and visual images at the same time. It also has preliminary alert system that provides warning lighting and bidirectional voice broadcast to prevent possible crimes. Customers can check the site via computer or mobile phones anytime, anywhere real time.

With a sharp eye on digital convergence and changing societal habits, we developed a multipurpose smart card embedded with an IC chip. Merging our robust security features with practical, everyday uses gives our customers the unlimited convenience of a smart card, which can be used as a security card as well as a medical, transportation, e-money, certification or credit card.

## **SAMSUNG MEDICAL CENTER**

**EMPLOYEES: 6,500**  
**TEL: 82-2-3410-2114**  
**FAX: 82-2-3410-3284**  
**WWW.SMC.OR.KR**

Samsung Medical Center (SMC) is one of Korea's leading medical organizations. We began meeting Korea's rapidly changing medical situation in August 2008. We operates three specialized treatment facilities—two in Seoul (Samsung Medical Center and Gangbuk Samsung Hospital), one in Masan (Masan Samsung Hospital), and two research institutes in Seoul (Samsung Bioscience Research Institute and Samsung Social Mental Health Institute) as well as Sungkyunkwan University School of Medicine.

We combine organically with medical facilities and maximize the synergistic effects of these partnerships; this will be new growth model for the development of Korea's medical industry. Samsung Medical Center is widely recognized for its excellence in patient care, research, and education, and has ranked first in national ratings, including the National Customer Satisfaction Index, which has ranked it No. 1 for 10 consecutive years. Samsung Medical Center continued to show remarkable advancements across all areas in 2008, including patient care, research, and education.

To make an integrative and active response to the rapidly changing medical environment, we announced the establishment of the SMC System on August 1, 2008, and began progress in the development of the Korean medical industry.

The SMC System organically and systematically integrates and operates medical institutions affiliated with the Samsung Group (listed above), and is expected to provide a new synergy-based growth model for the domestic medical industry.

Samsung Medical Center opened the Samsung Comprehensive Cancer Center in January 2008 and is providing advanced treatment of various cancers.

The Samsung Comprehensive Cancer Center stands 11 stories above ground and eight stories below in the Samsung Medical Center complex in Seoul, and has 655 sickbeds. It started providing medical treatments on January 2, 2008, and is steadily preparing itself to rise as an Asian cancer treatment hub by setting the world record for the highest number of operations in a single hospital with over 1,800 stomach cancer operations and 1,500 colon cancer operations in one year.

In addition to being recognized by the Korean people as the No. 1 hospital in various customer satisfaction surveys each year, Samsung Medical Center attained all A's in the three survey areas of medical service, composite physiologic index and patient satisfaction in the 2007 National Evaluation of Medical Institutions, issued by the Ministry for Health, Welfare, and Family Affairs on May 22, 2008. It was also selected in the National

Customer Service Index for 10 consecutive years, asserting once again its status as the representative hospital in Korea.

Concerning research activities, 835 academic articles, including 579 registered in the Science Citation Index (SCI), were published by medical doctors and researchers at Samsung Medical Center in 2008, which marks an 8.4% increase in total number (compared to 770 in 2007) and a 14.2% increase in SCI articles, showing development both in quantity and quality.

To enhance the competence of its researchers in designing clinical research projects, Samsung Medical Center offers the Clinical Research Design Courses twice a year, and in 2008, it moved its Clinical Trial Center, which was established in 1999 for systematic implementation of clinical research projects following international standards, to an expanded 1,324m space to be exclusively used for clinical tests.

Also, in June 2008, it opened the researcher-centered Bio-Specimen Bank for research activities in life science and the realization of customized medical practice. As part of its CSR (Corporate Social Responsibility) programs, the center held a "Free Medicare Happiness Sharing" campaign throughout 2008 jointly with Maeil Business Corporation and Nonghyup, under which doctors visited regions lacking medical service systems to provide medical treatment to locals. Every Wednesday, free medical services were offered in the Taejeon region, and by December 2008, 6,588 Taejeon residents received medical services in 7,753 treatment sessions by a total of 9,970 executives and employees of the center, who participated voluntarily.

In addition, medical professionals made a visit to Uganda for charity treatment of heart disease patients, and in Bangladesh, 1,600 people were given free treatment during a 7-day/6-night trip. Furthermore, restorative surgeries for patients with facial deformities are being carried out under the sponsorship of Samsung Life Insurance, while Samsung Electronics sponsors artificial cochlear implant operations and Cheil Industries funds free eyesight recovery operations.

In the meantime, Gangbuk Samsung Hospital opened the Diabetes Mellitus Center in April 2007 to upgrade treatments of diabetes and to differentiate itself as a specialized urban hospital.

Masan Samsung Hospital extended its renovation project, which began in 2006, to all wards of the main hospital, implementing a more comfortable treatment environment and medical system. It held four free medical service programs for local residents, in which more than 500 people received treatment, and in 2008, it established the position of a key local hospital by introducing PET-CT equipment for more accurate cancer diagnosis.

Building on these successes, Samsung Medical Center will continue to focus its resources on becoming a premier cancer center, not only in the Asian region, but across the world.

## **SAMSUNG ECONOMIC RESEARCH INSTITUTE**

**EMPLOYEES: 196**

**TEL: 82-2-3780-8000**

**FAX: 82-2-3780-8005**

**WWW.SERIWORLD.ORG**

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. Our research covers areas ranging from developments in Korea's high-tech industries to studies on strategic drivers, trends, and issues shaping the Asian economic and business environment.

Founded in 1986, SERI has been Korea's observer of record on economic matters for more than 20 years. Today we are a major source of information for business leaders, policymakers, and opinion leaders in Korea and beyond. Total readership for our domestic website now numbers about 1.6 million, while our English, Chinese, and Japanese readership continues to grow. Research products provided by the institute include analysis of issues in the Korean and Chinese economies, management advice from "SERICEO" and forecasts, analysis and video presentations from our researchers on economic matters of interest. We are regularly consulted by the Korean government for advice on national development and policy proposals for the market economy, and we are emerging as a hub for regional knowledge networks in partnership with other institutions.

SERI will continue its strong efforts to fulfill its responsibility as a trusted and respected research institution, providing valuable insights and clear direction regarding issues affecting the Korean and global economies. Given the present situation, our 2009 research will focus particularly on ways to recover from the global economic crisis and practical options for reviving the Korean economy. Toward this aim, we will keep to the three practical principles of speed, timeliness and feasibility, so that our cumulative research will reach its audience in time to be of real use in its efforts to overcome the crisis. Moreover, we will endeavor to ensure that Korea does not lose its direction in the aftermath of the crisis, keeping a watchful eye on the tectonic shifts that will undoubtedly take place in the world economy and providing a long-term vision for the Korean economy.

## **SAMSUNG LIONS**

**EMPLOYEES: 32**  
**TEL: 82-53-859-3114**  
**FAX: 82-53-859-3118**  
**WWW.SAMSGUNGLIONS.COM**

The Samsung Lions are Korea's leading professional baseball team, and one of the original six teams to form the Korea Baseball Organization (KBO) in 1982. Since then, the Lions have compiled an impressive record, including four Championship titles and eight runner-up finishes. With the support of Samsung, the Lions have been instrumental in building a prosperous Korean pro league, constructing the largest ballpark in Asia and launching the first overseas training center.

Since Korean superstar baseball player Dong-yul Sun became the team's manager in 2005, the Lions have won the Korean Series for two consecutive years – a first in the history of the KBO.

In addition, the Lions are Korea's only professional sports team to advance to the postseason for 12 years straight, from 1997 to 2008. If we can advance to the postseason again in 2009, we will tie the New York Yankees' 13-year postseason streak.

Dazzling play is our trademark, and special mention this year goes to four Olympic gold medalists—Jin Kab Yong, Park Jin Man, Oh Seung Hwan, and Kwon Hyuk—who led the Korean national team to victory over Cuba in the final game at the 2008 Beijing Olympics on August 23, 2008.

Our pitchers, Hyunkwok Chung and Seunghwan Oh, played an important role in 2009 World Baseball Classic, where the Korean team finished as runner-up. In particular, Chung recorded a 1.74 ERA in five games, a key player in the team's performance.

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

## **SAMSUNG WELFARE FOUNDATION**

**EMPLOYEES: 20 (AS OF 2009)**  
**TEL: 82-2-2014-6810**  
**FAX: 82-2-2014-6869**  
**WWW.SAMSGUNDFOUNDATION.ORG**

Committed to building an ideal society since 1989, the Samsung Welfare Foundation has been funding a wide range of community programs to address various economic, social and cultural needs. Our mission is to help Samsung carry out its duty to assist its neighbors, and the nation as a whole, in realizing the dream of a society in which everyone can live a more satisfying life.

We focus in particular on the well-being of children and on giving hope to low-income and socially marginalized groups. We accomplish these goals by empowering people with tools of self-reliance rather than giving donations that provide only temporary solutions.

The "A Little Sharing for a Lot of Love" program, initiated by Samsung Electronics and co-administered with the Samsung Welfare Foundation since 1998, works concordantly to support the development and operation of social welfare programs.

The Foundation operates 50 Samsung Childcare Centers in 27 cities throughout Korea. We have developed programs and educational materials for child care and concentrate on improving the welfare of disadvantaged families. We also manage the Samsung Filial Piety Prize, which helps promote the Korean tradition of supporting our elders.

## SAMSUNG FOUNDATION OF CULTURE

**EMPLOYEES: 76 (AS OF 2009)**  
**TEL: 82-2-2014-6550**  
**FAX: 82-2-2014-6559**  
**WWW.SAMUNGFUNDAION.ORG**

The Samsung Foundation of Culture established in 1965 by the company's founding chairman Byung-Chull Lee, who was a passionate patron of the arts. Our role is to preserve and promote the brilliant achievements of traditional Korean art, while supporting emerging and established artists in all media and enriching the country's cultural landscape. The Foundation's mission is to broaden our artistic horizons, strengthen our cultural capabilities, and enrich our lives.

We operate Leeum, Samsung Museum of Art, Ho-Am Art Museum, and Samsung Children's Museum. The foundation also supports other cultural and artistic activities, as well as academic research.

Leeum, Samsung Museum of Art, opened in 2004 in central Seoul. Three of the world's most renowned architects designed the unique buildings that make up the arts complex: Mario Botta's terra cotta structure houses traditional Korean art; Jean Nouvel's rusted stainless steel building houses contemporary art; and Rem Koolhaas's black concrete and glass building houses the Samsung Child Education & Culture Center.

Since 1982, Ho-Am Art Museum has housed the collection featuring many rare works from the prehistoric period up to the dawn of the modern age and the Hee Won, an exquisite classical garden, brings together all the best of the classical Korean art of landscaping.

Samsung Children's Museum, which opened its doors in 1995, is a leader in the cultural education and development of children, providing outstanding exhibitions, programs and hands-on experience. The first of its kind in Korea, Samsung Children's Museum lets children have fun while exploring the world.

We also sponsor scholar seminars and programs for artists and others to encourage development of creative forces in our society.



**GLOBAL  
NETWORK**

# SAMSUNG ELECTRONICS CO., LTD.

## GLOBAL NETWORK

### HEADQUARTERS

#### GLOBAL HEADQUARTERS

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Fiberoptics (SEHF), Hainan  
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Computer (SESC), Suzhou  
Tel: 86-512-6253-8988 (6688)

Samsung Electronics  
Suzhou LCD  
Co., Ltd. (SESL), Suzhou  
Tel: 86-512-6253-0188

Samsung Electronics Suzhou  
Semiconductor Co., Ltd.  
(SESS), Suzhou  
Tel: 86-512-6761-1121

Tianjin Samsung Electronics  
Company (TSEC), Tianjin  
Tel: 86-22-2532-1234

Tianjin Samsung  
Electronics Display  
(TSED), Tianjin  
Tel: 86-22-2396-1234

Tianjin Samsung  
Telecommunication (TSTC),  
Tianjin  
Tel: 86-22-8396-9600

Tianjin Tongguang Samsung  
Electronics Company  
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China Printed Board  
Assembly  
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Shenzhen Samsung Kejian  
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Technology  
Co., Ltd. (SSKMT), Shenzhen  
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Suzhou Samsung Electronics  
Co., Ltd. (SSEC), Suzhou  
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Samsung  
Telecommunications India  
Private Ltd. (STI), Haryana  
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#### Indonesia

P.T. Samsung Electronics  
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#### Malaysia

Samsung Electronics Display  
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Samsung Electronics  
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Sdn. Bhd. (SEMA), Klang  
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Philippines  
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of Production Co., Ltd.  
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## NORTH & SOUTH AMERICA

### Brazil

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Samsung Electronica  
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(SAMEX), Tijuana  
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Samsung Electronics Chengdu (SECD), Chengdu  
Tel: 86-28-8668-8855

Samsung Electronics Guangzhou Sales Co., Ltd. (SEGT), Guangzhou  
Tel: 86-20-8888-8199

Samsung Electronics Shanghai Sales Co., Ltd. (SESH), Shanghai  
Tel: 86-21-5464-4777

Shanghai Samsung Semiconductor (SSS), Shanghai  
Tel: 86-21-5258-2211

Samsung Electronics Shenyang (SESY), Shenyang  
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Samsung Semiconductor Europe GmbH (SSEG), Eschborn  
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#### Greece

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#### Hungary

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#### Spain

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#### Sweden

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Tel: 46-8-555-05700

#### United Kingdom

Samsung Electronics U.K. Ltd. (SEUK), Chertsey  
Tel: 44-193-245-5000

Samsung Semiconductor Europe Ltd. (SSEL), Weybridge  
Tel: 44-193-282-3500

### MIDDLE EAST & AFRICA

#### United Arab Emirates

Samsung Gulf Electronics Co., Ltd. (SGE), Dubai  
Tel: 971-4-364-8600

#### South Africa

Samsung Electronics South Africa (Pty) Ltd. (SSA), Johannesburg  
Tel: 27-11-463-5678

#### Turkey

Samsung Electronics Turkey Ltd. (SETK), Istanbul  
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#### Iran

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#### Israel

Samsung Electronics Co., Ltd. Tel-Aviv Branch  
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Samsung Electronics Co., Ltd. Jeddah L/Branch  
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#### Jordan

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Samsung Electronics Co., Ltd. Tunis Branch  
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Samsung Electronics Co., Ltd. Nairobi Branch  
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Samsung Electronics Co., Ltd. Lahore Branch  
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Samsung Electronics Co., Ltd. Lagos Branch  
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Samsung Semiconductor, Inc. (SSI), San Jose  
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#### Panama

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Samsung High-Tech Electro-Mechanics (Tianjin) Co., Ltd. (STEM)  
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Samsung Fine Chemicals Tokyo Office  
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## SAMSUNG PETROCHEMICAL CO., LTD.

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Samsung Life Insurance Co., Ltd. U.S. Representative Office  
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Fax: 1-212-421-2665

Samsung Life Insurance Co., Ltd. New York Representative Office  
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Samsung Life Investment (U.K.) Ltd.  
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Samsung Air-China Life Insurance Co., Ltd.  
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Samsung Life Insurance Co., Ltd. Beijing Representative Office  
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Samsung Life Insurance Co., Ltd. Mumbai Representative Office  
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Samsung Vina Insurance Co., Ltd. Hanoi Branch  
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Samsung Fire & Marine Ins. China  
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6208-0080, 6295-4800  
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Samsung Fire & Marine Ins. China, Shenzhen Branch  
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