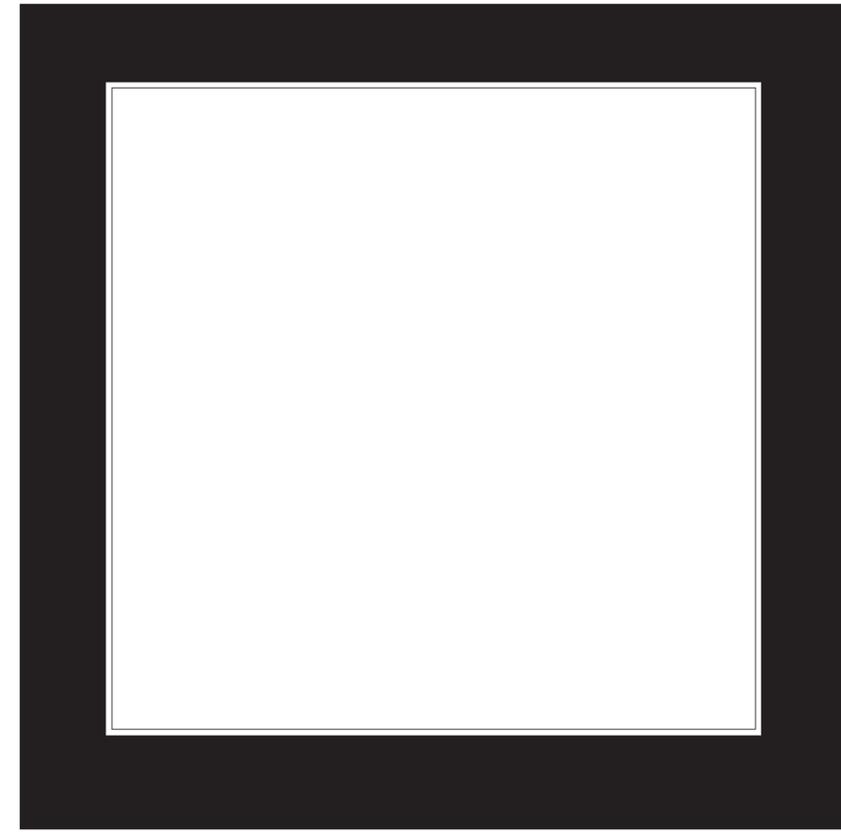




you
are:

www.samsung.com

SAMSUNG PROFILE 2010



SAMSUNG PROFILE 2010



you
are:

SAMSUNG PROFILE 2010

www.samsung.com

SAMSUNG PROFILE 2010

Our world was built by individuals, each with their own anomalous package of traits, characteristics, and inclinations.

Certainly, all solitary beings find their place in society and connect with others, assembling in groups based on myriad factors such as interest, creed, and circumstance. Yet our conventions, the way we live and the principles by which we operate, are an amalgam representing the unique character found in every man, woman, and child.

In this piece, Samsung acknowledges the undeniable role that individuals have played in our growth as a company.

In this piece, we celebrate you.



you are:



influential

Your actions have weight. How you work, play, spend, and feel dictates the movement of markets and the behavior of economies. The Samsung Economic Research Institute takes a microscope to international affairs, technological development, and economic forces to identify trends among the collective and draw intelligence about what's next.



ex tra ordin ary

No two of you are exactly the same. To understand your changing tastes and behaviors, the Samsung Market Intelligence Group first interacts with consumers through diverse methods, all of which seek to identify roots of motivation. The ultimate goal? To better understand how you think, work, and play. From there, Samsung innovates and enhances, ultimately delivering product experiences that behave as though they were made just for you.





evolving

Consumer demand is in a constant state of flux. You know what consumers want now...but what about five years from now? Understanding the mood of the market is critical to the success of the world's leading enterprises. The Samsung Global Strategy Group helps companies identify new opportunities and generate forward-thinking ideas designed to better engage the customers of tomorrow.



you are:

prepared

You face uncertainty every day—in your family, throughout your career, and simply by walking down the street. Anticipating what we cannot see is a natural human quality that helps counter the unknown. Samsung offers high-performance insurance products covering fire, marine, life, and beyond that help package risk into something manageable. As these businesses continue to expand globally, more and more people around the world can be ready for whatever life throws them.



aerobic

Our bodies are complex organic systems that require clean air...air which is increasingly hard to find. To help the atmosphere fight back against pollutants, Samsung will plant thousands of mangrove trees in Thailand to counter the effects of greenhouse gas. That helps us all breathe a little deeper.

demanding

You want cutting edge, high-design products. You also want them produced with a light impact on the environment. Samsung is implementing new methods that will greatly reduce the release of perfluorocarbons (PFC) into the atmosphere during the manufacturing of LCD TVs. Tread softly and watch a big screen.

frugal

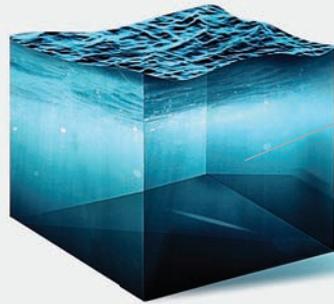
Getting more and paying less is a notion attractive to us all, and businesses understand that cost reduction is critical to staying competitive. Samsung helps lower bottom lines around the world by building cleaner ships that use less fuel and have less impact on marine life. In 2009, Samsung was presented with the Green Ship Award and selected as the world's best green ship at the 7th Green Ship Technology Conference.



lean

More and more, you are looking for less—less packaging, less waste, less resources used. To give your old technology a new lease on life, Samsung created a widely used Take-Back Program that promotes the recycling of electronic wastes such as TVs, monitors, toner, and mobile phones.

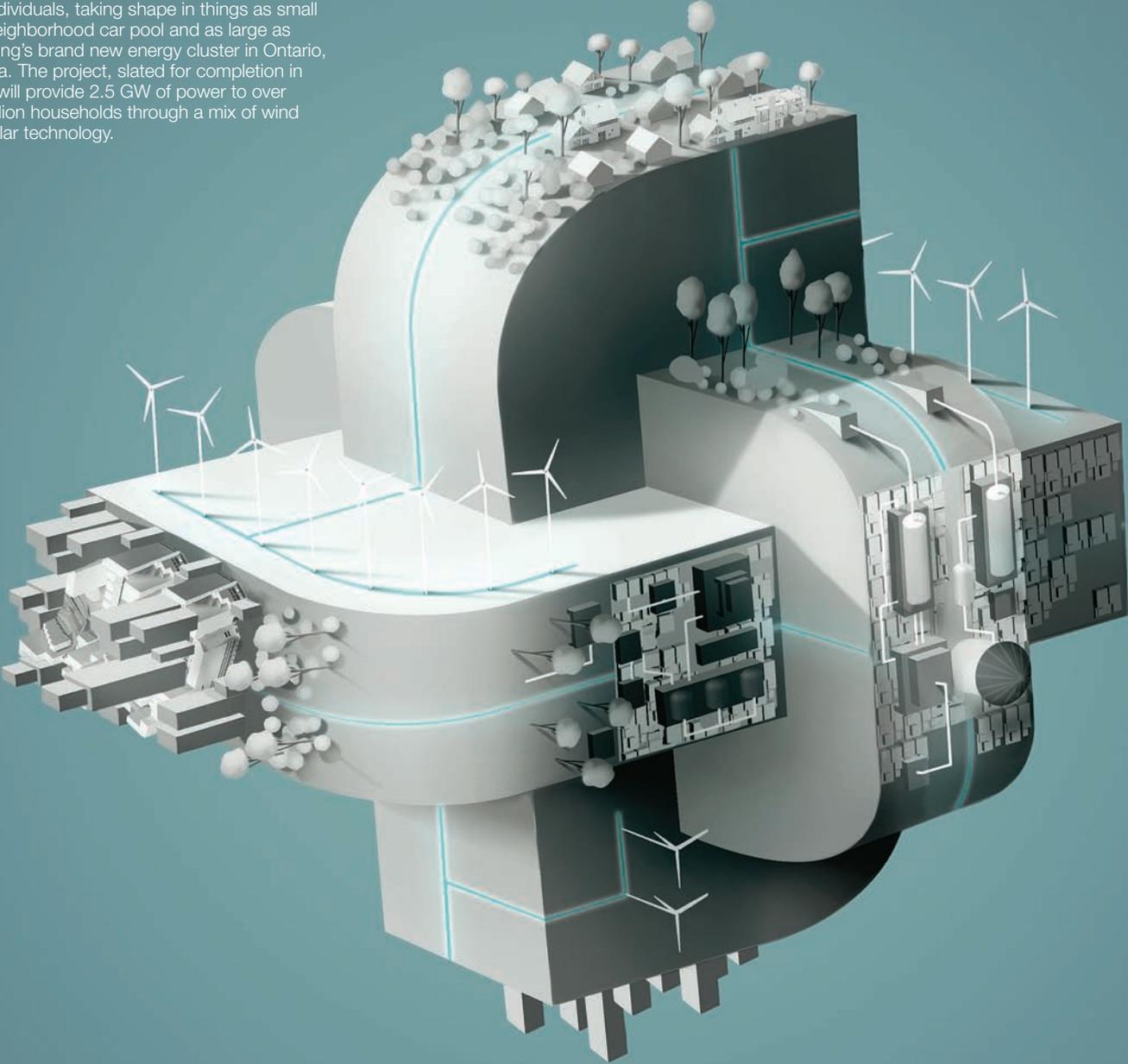
regi
mented



Your interests are different. Your routines are different. But most energy systems have two settings: on and off. New thinking recognizes that power delivery should flex and bend to match the unique demands of individual households. Samsung is building the energy storage system for the Smart Grid that will adapt to your energy needs in real time, so you can dial up the power when you need it and power down during idle moments. Energy consumption is no longer one size—or one price—fits all.

involved

You affect the environment in many ways, both direct and indirect. Green ambition starts with individuals, taking shape in things as small as a neighborhood car pool and as large as Samsung's brand new energy cluster in Ontario, Canada. The project, slated for completion in 2016, will provide 2.5 GW of power to over 1.6 million households through a mix of wind and solar technology.



YOU ARE:

**INTUITIVE
LOYAL
PASSIONATE
STRONG
PRIVATE
ORIGINAL
AWKWARD
INTENSE
SWEET**

**SMART
LOVING
INDEPENDENT
CREATIVE
CLEVER
SOMBER
INDUSTRIOUS
DRAMATIC
ELATED**



OWNER: SAMSUNG GALAXY TAB

ALICE

I'm 12 years old.

I like school, but school is black and white. My friends are the colors.

I send 20 texts a day if it's a busy day. Fifty if it's a boring day. Zero if I lost my phone.

I take pictures with my phone, send video with my phone, and talk about my pictures and videos on my phone.

E-Books are great, because if I finish a book at midnight,

I can just order another and keep going.

MARY



I'm a Fashion Buyer.

I took a path less traveled: from biology, to the study of aquatics, to fashion.
All embrace the beauty of the organic, and the ebb and flow of matter in space.

You know that a look has "it" when you see how it moves.

It's not only about the clothes, but how the clothes connect to the wearer.

My grandmother is everything that a woman should aspire to.

If I wasn't a Fashion Designer, I could be a race car driver.

I have a need for speed. Seriously.





OWNER: SAMSUNG NX10 DIGITAL CAMERA

MARK

I'm a Photographer.

Last week, I was on a plane and we were tumbling above a lightning storm. I held my camera to the window, blocked out all ambient light, set the shutter to 'bulb', and hoped for the best.

It was one of the best things I have ever shot.

My camera has to be light, crisp, and multimedia-ready. I never like to miss an opportunity.

I love New York but there is something about Palm Springs...the valley, the architecture, the light...

I walk down the street and I see in images.

This is a blessing and a curse.



THE RIVERAS

Taekwondo. Sewing. Drawing. Video Games. Reading.
Swimming. Playing. Sleeping. Toys. Bathhouse. Television. Running.
I am 6, I am 8, I am 10, I am don't ask.
We are looking forward to school. Some of us more than others.
There is some fighting, but mostly there is laughing.
We speak English, French, and Spanish. Not always in that order.
We are on vacation right now, but daddy is away on business and we miss him very much.
Nous sentons bénis pour avoir un famille si affectueux.

FREDRIK

I am a Site Manager working with Samsung Heavy Industry.

We are building drillships for use in the Arctic Circle—the first of their kind.

I'm a Swede who is getting more and more accustomed to Korean culture...

our menus couldn't be farther apart.

I value people who say what they mean, and who do what they say.

If you draw it, build it.

Being cheapest can be overrated, just as being the best can be underrated.



PARTNER: SAMSUNG HEAVY INDUSTRIES



RECIPIENT: COMPANION FROM SAMSUNG'S GUIDE DOG PROGRAM

KYUNGMIN

I'm a university student.

When I met Midam, I was afraid of dogs.

Then she came up and started jumping and licking me everywhere.

The experience was unexpected.

I am studying to become a teacher, and will soon graduate at the top of my class.

We have a strong bond. She knows what I need before I do.

And I can tell how she is feeling just by the sound of her tail against the floor...I know when she's laughing.

I'm not sure what's next, but I know Midam will be there,

and I can't wait to find out.

you are:



productive

If Web 1.0 connected us, Web 2.0 is helping us do and see more than ever before. Good applications make our lives faster, richer, and better. Samsung has forged relationships with mobile content developers around the world to create useful apps that are exclusive to Samsung mobile devices.



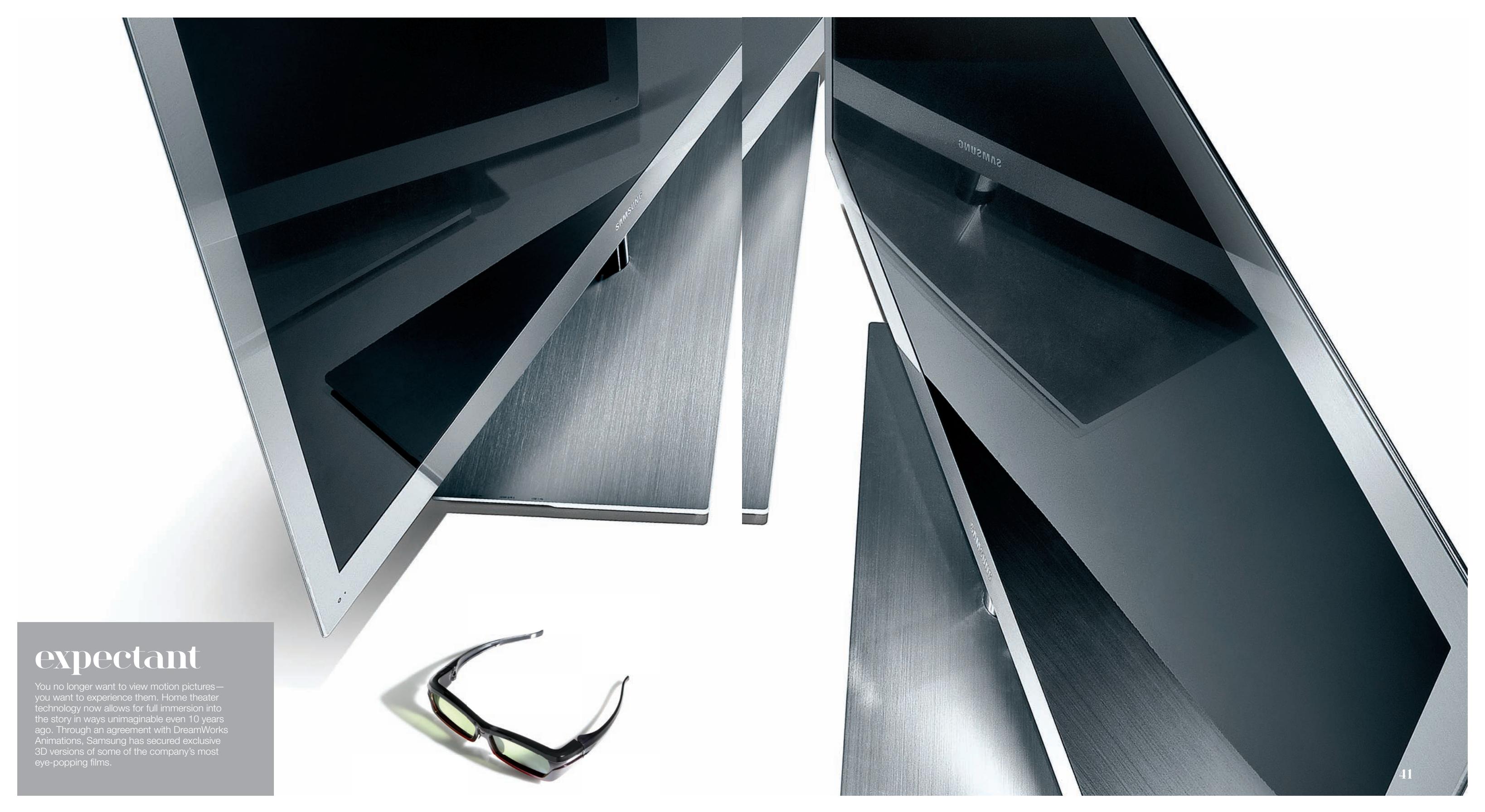
nostalgic

You want to click, capture, and share the moments that make life wonderful. Thankfully, advancements in chip manufacturing have made data storage an afterthought, and Samsung is leading the charge. Low-power chips, Flash-based drives, and other high performance microtechnology allow consumers to share stories with anyone in the world...no matter how involved those stories may be.

social

How do you use your phone? Do you talk? Text? Chat? Tweet? Surf? Shoot? Samsung allows for "all of the above." The Galaxy S puts everything in one sleek package, creating a tool built for nearly every conceivable communication. Android apps, augmented reality features, and a brilliant super AMOLED screen make this phone the absolute epicenter of social connections.



A collection of Samsung 3D televisions and a pair of 3D glasses. The televisions are shown from various angles, highlighting their slim profiles and brushed metal finishes. The 3D glasses are positioned in the lower center of the frame. The background is a clean, light-colored surface.

expectant

You no longer want to view motion pictures—you want to experience them. Home theater technology now allows for full immersion into the story in ways unimaginable even 10 years ago. Through an agreement with DreamWorks Animations, Samsung has secured exclusive 3D versions of some of the company's most eye-popping films.



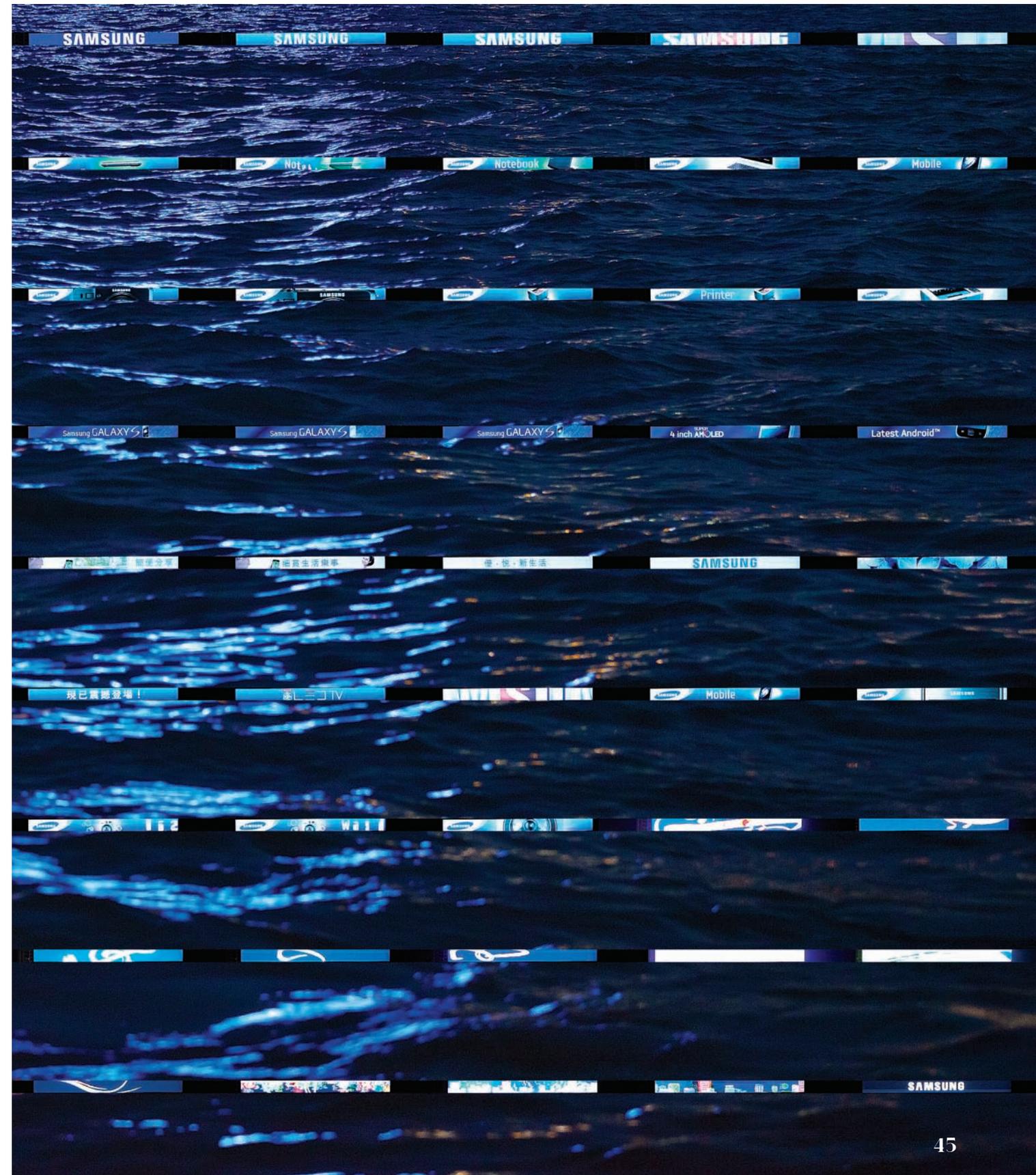
fluid

Your life happens on the move, but too often your most powerful computing devices remain linked to points A, B, and C. The Samsung Galaxy Tab is a capable companion no matter where the day leads you. With apps that streamline and enhance your life, two cameras to capture it all. And with unrivaled multimedia capability, the Galaxy Tab keeps you in the flow.



urban

Across the world, people are returning to cities and spurning sprawl. Part of the attraction is a higher concentration of creativity and the power of shared experiences. Samsung connects with consumers through unique experiences like the interactive LED installation in Hong Kong, where individuals can publish personalized messages from their mobile phones onto a digital canvas and create memorable moments in real time.





com
petitive

The beauty of competition lies not with the final score, but with the discipline, character, and hard work that sport instills in us all. Samsung promotes the benefits of gamesmanship around the world. School Olympics is a joint program with the Denmark Olympics Committee that offers youth of all ages and ability the chance to show their stuff on a national stage.



fan
atical

Being a fan means entering a meaningful relationship—however strained—with our favorite teams and athletes. Some of the most passionate affairs can be found in the sport of football: the world's game. Samsung is right there with you, acting as title sponsor and devoted fan of Chelsea Football Club.



discerning

Information availability has transformed the way we buy, with discerning consumers calling the shots. Smart shoppers demand a smart shopping experience, and Samsung delivers with ideas like the Smart Shop Display. This interactive technology invites consumers to understand and experience the product virtually, giving you a wealth of insight well before your wallet appears.



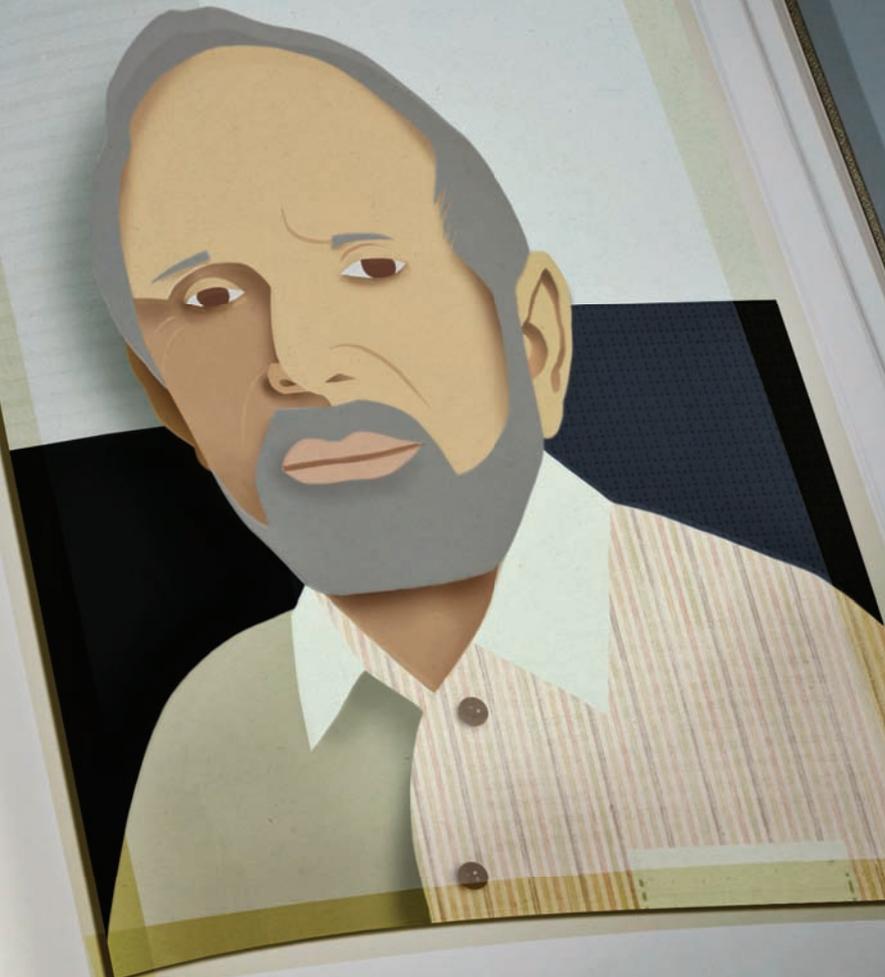
tactile

You value immersive experiences, particularly during a purchase decision. Marketing efforts like Samsung Mobile Unpacked and the Samsung Mobile Live Roadshow give consumers the opportunity to physically engage with the latest technology, creating opportunities to get up-close and personal with the brand. The system also recognizes the way you interact and identifies the most popular features, helping Samsung understand you better and improve future products.

expressive

Some things remain impervious to time. No matter how far technology advances and our distractions multiply, literature will endure as one of our most beautiful and important forms of communication. Codeveloped by Samsung in 2006, the annual Tagore Literature Awards celebrate and promote the very best literature in India, spanning essays, poetry, autobiographies, and more.

ત્યારે આપણે એને જોઈ-જાણી શકીએ છીએ ખરા ? એનાં મનોમન સૂક્ષ્મ દુઃખ કે પશ્ચાત્તાપ તો ખૂબ દૂરનાં ગણાય ! આપણે આપણું બિન-અંગત તટસ્થ અવલોકન-મૂલ્યાંકન કરીએ તો જ આ સત્ય પમાય એવું છે. ભગવાનદાસની અંતરની આ આંખ પહેલેથી જ ઊઘડેલી હતી ! એ સમયને કોઈ ખેડૂત માની તો શું વિચારી પણ ન શકે કે પોતે કોઈ આદિવાસીને પોતાના મજૂર કે સાથી તરીકે રાખે છે ત્યારે એનાં મૂળ સોંતો ઉખેડે છે ! ભગવાનદાસની સંવેદનામાં આ મૂળભૂત ને સાહજિક છે, જે 'ખેડુની શોધ'માં વાંચતાં સમજાય છે. અહીં એક બીજી પણ બાબત ધ્યાનમાં લેવા જેવી છે. જે કોઈ ગ્રામીણ કે આદિવાસી ક્ષેત્રમાં કાર્ય કરે છે, તન-મન-કાર્યાદિથી પૂરા સંકળાયેલા છે તે બધા જ ભદ્ર ગણાતી સંસ્કૃતિ જેવી જ મૂલ્યવત્તા તળપટ્ટી સંસ્કૃતિમાં હોવાનું માને છે. પરંતુ એ સંસ્કૃતિના પણ ઉત્તમ એવાં કેટલાંક મૂલ્યો પણ છે, જેની પાસે ભદ્ર સંસ્કૃતિ ઝાંખી જ નહીં, ખોડે ખોડંગાતી અને પાંગળી છે. આ વાત પણ આ જ પ્રકરણમાં સચોટ રૂપે કહેવામાં આવી છે.



You have deep experience and strong ideas, and by helping others you enrich yourself as well as those around you. Across the world, Samsung provides outlets for our innate sense of caring, including the SDS IT Classroom, which provides IT education to underserved markets, and the Samsung Hope Project, which supports areas of educational, cultural, and social welfare.



enerous

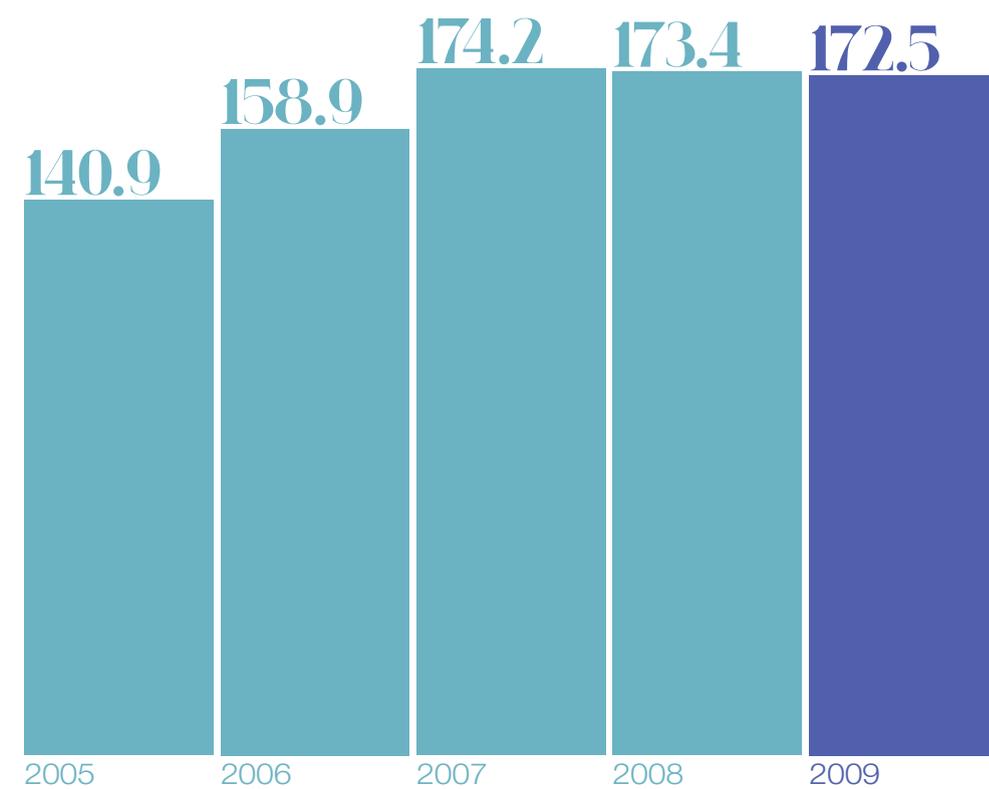
2009 financial highlights

Amounts in Billions	Won	Dollars	Euros
Net Sales*	220,120.4	172.5	124.1
Total Assets	343,811.6	294.5	205.3
Total Liabilities	212,512.9	182.0	126.9
Total Stockholders' Equity	131,298.6	112.5	78.4
Net Income*	17,663.8	13.8	10.0

* Won/U.S. Dollar yearly average exchange rate: 1,276.40/1\$, Won/Euro: 1,774.35/1€
 Won/U.S. Dollar as of the end of December 31, 2009: 1,167.60/1\$, Won/Euro: 1,674.28/1€

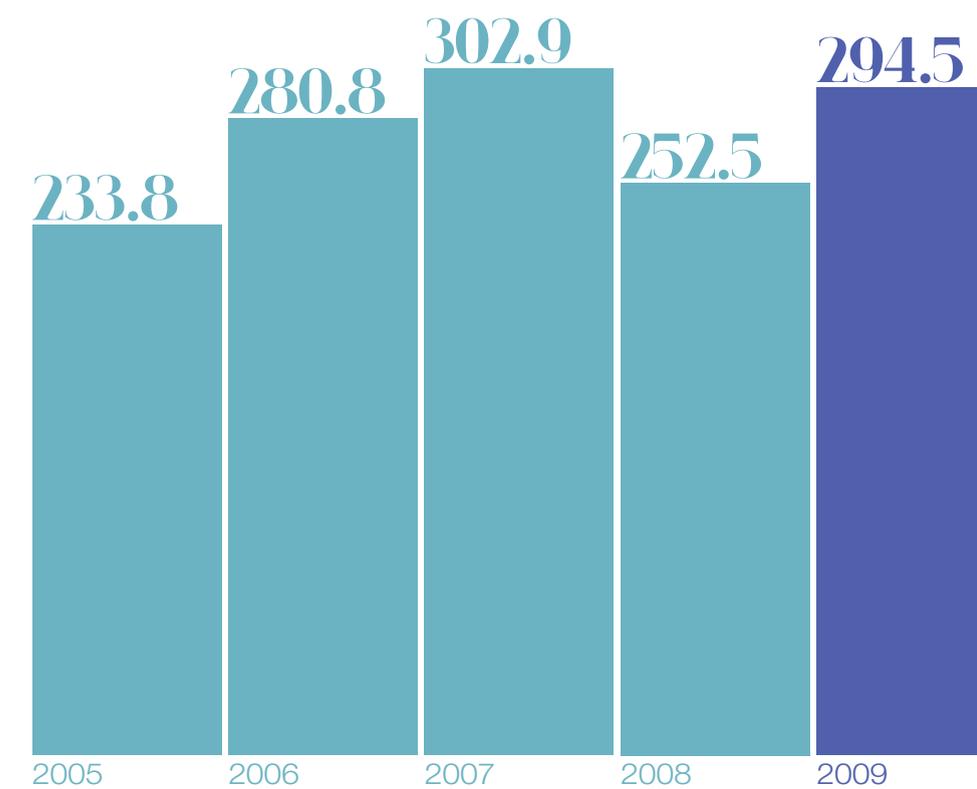
Net Sales

dollars in billions



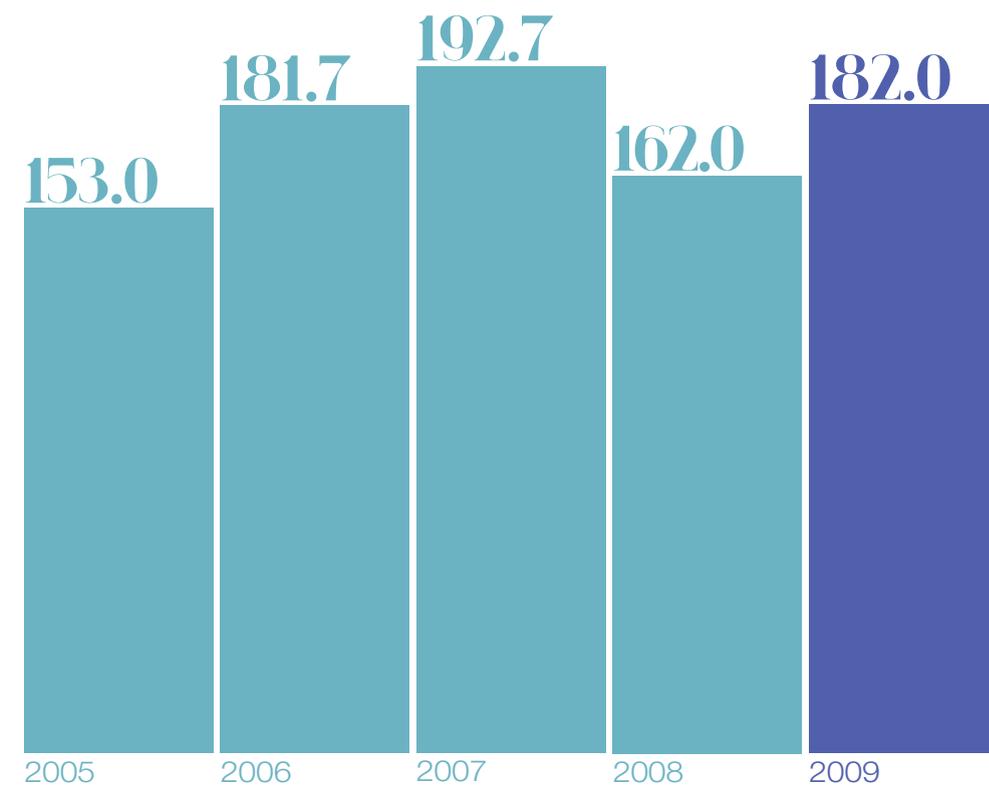
Total Assets

dollars in billions



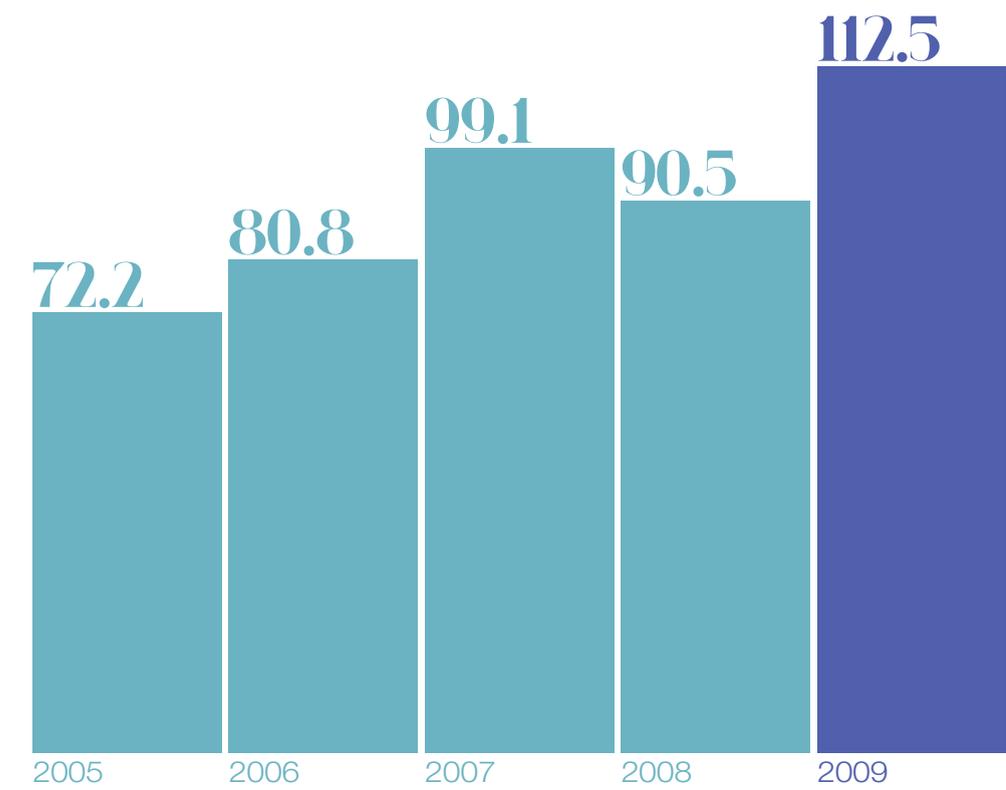
Total Liabilities

dollars in billions



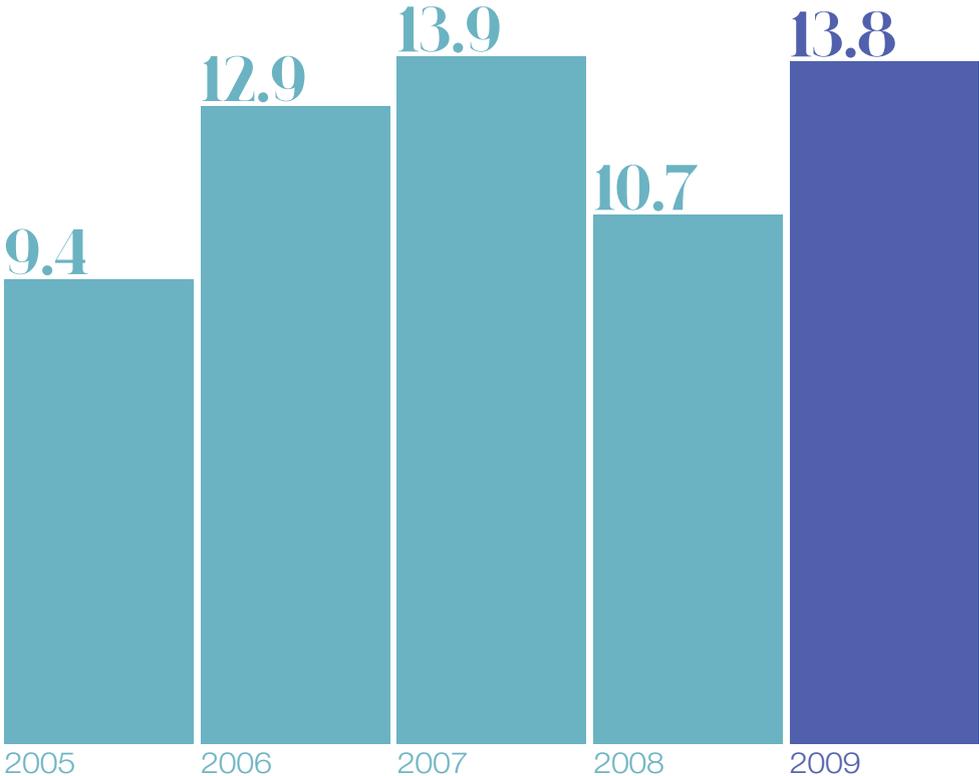
Total Stockholders' Equity

dollars in billions



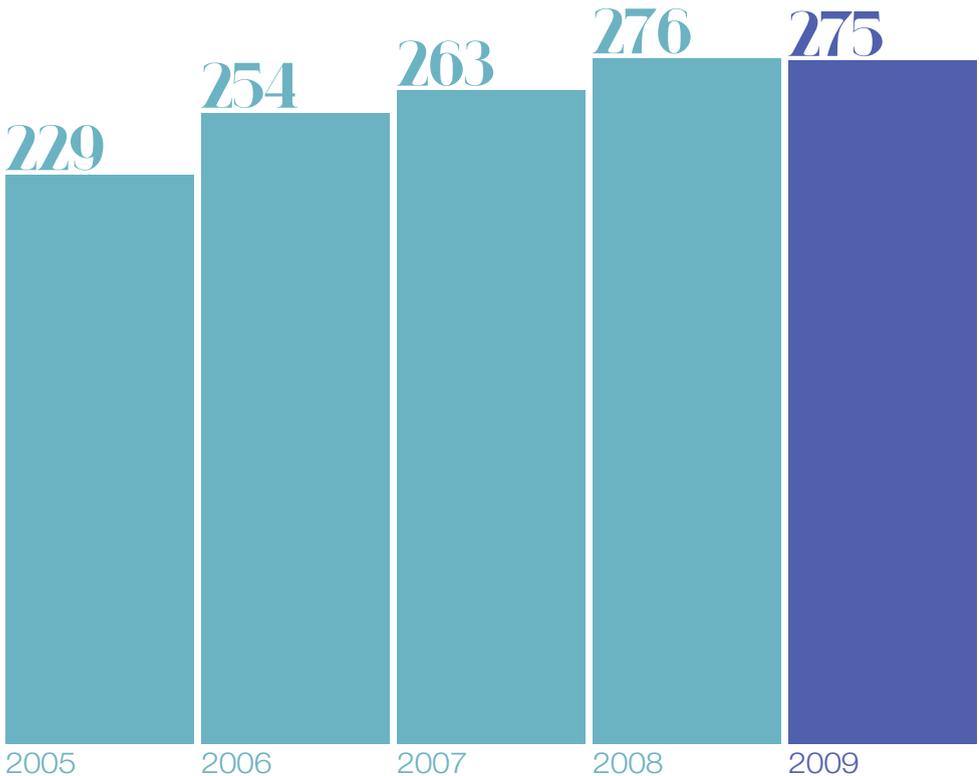
Net Income

dollars in billions



Employees

in thousands



we are:

Electronics Industries
Machinery & Heavy Industries
Chemical Industries
Financial Services
Other Affiliated Services

The number of employees for all companies is as of December 31, 2009 unless noted otherwise.

Samsung Electronics Co., Ltd.

Employees: 173,965 (As of June 30, 2010)
2009 Revenue: KRW 139 trillion
(Consolidated basis)
Tel: 82-2-2255-0114
www.samsung.com

Despite the challenging market conditions in 2009, we delivered the best sales performance in our forty-year history, achieving record sales of KRW 139 trillion and operating income of KRW 11.6 trillion. We outperformed the market and increased sales by an impressive 15 percent and operating income by a stunning 91 percent over 2008. We strengthened our industry leadership in core businesses and enhanced our brand value.

This year marks the start of our ten-year Vision 2020 corporate goal. In the next decade, we will join the ranks of the top ten global companies by achieving USD 400 billion in sales, becoming a top five global brand, and securing our reputation as one of the ten most respected companies worldwide. Company-wide, we will build a content-rich business structure that fosters innovation in hardware and software. Building from our creative platform, we will develop new businesses in health, the environment, and renewable energy.

In the past year, by advancing sales and profits across all businesses, including TVs, mobile handsets, memory chips, and LCDs, we cemented a commanding position in our major businesses and maintained stable profits. In other business areas, including notebook computers, digital home appliances, printers, and System LSI, sales and profits also grew significantly.

In the memory semiconductor business, we performed well above forecasts, reinforcing our leadership in the market. With our differentiated technologies and cost competitiveness in LED panels, we achieved the highest profit margin in the industry.

When it comes to our core products, including mobile devices and TVs, we exceeded all records. In the mobile phone business, our new category lineups for touchscreen phones and smartphones proved successful. Our concerted focus on emerging markets also yielded outstanding results; we attained a worldwide market share of 20 percent. In the TV business, we solidified our position in the LCD TV market by releasing a full range of LED TVs and leading the 3D TV market.

“We design in accord with nature—both human and environmental.”

Jaehyung Kim
Senior Designer /
Design Group / Visual Display /
Samsung Electronics



Samsung SDI Co., Ltd.

Employees: 12,159
2009 Sales: USD 3,875.9 million
Tel: 82-31-8006-3100
Fax: 82-31-8006-3397
www.samsungsdi.com

When Samsung SDI decided to shift its core business to energy in 2010, it expanded its investment in rechargeable batteries as well as next-generation energy projects, injecting USD 38.865 million into R&D and facilities. The company is known for having the world’s best cell and module efficiency and for developing technology with high capacity, safety, and reliability.

In 2009, Samsung SDI ranked second in the global lithium-ion battery market, with 21 percent of the market, and in the plasma display panel (PDP) market, with a 32 percent share.

Samsung SDI commercialized the energy storage device and launched a dedicated team to enter the high-capacity storage device business. This area has enormous potential. The high-capacity lithium-ion rechargeable batteries will allow subways and elevators in high-rises to serve as small power generators, making the batteries essential to the smart grid.



“My group is like a polar bear—large, yet also agile, wise, and inventive.”

Kyungwon Seo
Senior Engineer / Pack ESS Development Group /
Energy Business Division / Samsung SDI

SB LiMotive, a joint venture between Samsung SDI and Germany’s Bosch, will supply batteries for electric vehicles and hybrids. The company will continue to invest in developing batteries and systems for electric vehicles through 2020, and we expect this area to generate USD 10.2 billion as we become a global leader in green energy for automobiles.

Our PDP division focuses on differentiated, efficient products, on-time supply, and increased profits by expanding the lucrative 50-inch and larger full high-definition market, developing products like the ultraslim PDP.

Our dye sensitized solar cell (DSSC) is a technology that generates electricity based on the same mechanism as plant photosynthesis. The DSSC, which creates distinctive day lighting, is truly a new generation solar cell. We are also developing transparent photovoltaic modules incorporated into windows and doors for integrated photovoltaic systems.

Samsung SDI is preparing the world for the coming hydrogen economy, with key fuel cell technologies that can be widely adopted by fuel cell vehicles and vessels.



Samsung Electro-Mechanics Co., Ltd.

Employees: 19,861
 2009 Sales: USD 4.35 billion
 (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, with USD 4.35 billion in revenue.

Our company consists of four divisions. The LCR (Inductance Capacitance Resistance) division includes multilayer ceramic chip capacitors and tantalum capacitors; the ACI (Advanced Circuit Interconnection) division includes high density interconnections and IC (Integrated Circuit) substrates; the CDS (Circuit Drive Solution) division includes digital tuners, network modules, power modules, and ubiquitous modules; and the OMS (Opto

& Mechatronics Solution) division includes image sensor modules and precision motors. Samsung Electro-Mechanics is a technology-driven company and, through our Inside Edge program, we are focusing on developing state-of-the-art technology and parts.

We plan to expand into promising new businesses such as energy industry, biotechnology, electronic vehicles, and ubiquitous sensor networks. Higher profit bases are being established as we expand high-end products and enhance cost competitiveness. We have also invested in R&D resources and built a global R&D network.

We introduced several industry-leading products in 2009, including a small multilayer ceramic capacitor with the world's highest capacity; in-mold antenna, a third-generation antenna; the world's first 12-megapixel camera module with 3X optical zoom; and an environmentally friendly LED lighting system for ports.

In addition, our social contributions were recognized for outstanding performance with the award of excellence and the management prize at the 15th Annual Samsung Volunteer Service Awards.

“The battle cry of my team is ‘Dream BIG and Aim HIGH.’”

Jungsoo Lee
 President /
 Samsung Electro-Mechanics
 Philippines Corp. (SEMPHIL)

Samsung Corning Precision Materials Co., Ltd.

Employees: 4,143
 2009 Sales: USD 4.25 billion
 Tel: 82-2-2255-0777
 Fax: 82-2-2255-2739
 www.scp.samsung.com

Samsung Corning Precision Materials is a leading manufacturer and provider of glass substrates for advanced panels. Formerly known as Samsung Corning Precision Glass, the company changed its name on May 14, 2010, to reflect its determination to develop new businesses in the fields of specialty glass, electronic materials, energy, and eco-friendly ceramic materials.

Established as a joint venture between Samsung and Corning in 1995, Samsung Corning Precision Materials has consistently proven its technological and supply capability that is at a world-class level. Taking advanced fusion technology, originally developed by Corning, to a new level, SCP has helped Korean LCD panel makers become the global leaders of the LCD panel industry that they are today. SCP products are found in the most preferred displays in the growing world of information technology, including LCD TVs, LCD monitors, notebook computers, and handheld devices.

With production facilities in the two regions of Gumi and Cheonan, SCP has focused on producing LCD glass substrates. In 2007, however, SCP's business scope was expanded through a merger between SCP and the former Samsung Corning, a company with decades of experience making CRT glass and other critical components and materials for advanced displays. Now the SCP is more competitive due to the combination of our existing and our new high-value-added businesses.

As for the future, SCP's preparation for tomorrow is taking place every single day. SCP is living up to rigorous standards of both quality and service to not only meet customer satisfaction but also to fulfill its 2020 vision statement, The Materials for Tomorrow. Samsung Corning Precision Materials is ever committed to growing as a leading inorganic materials provider with newer, smarter, and greener products for the future.

TFT-LCD Glass Substrate



Samsung SDS Co., Ltd.

Employees: 11,678 (1,824 overseas)
2009 Revenue: USD 3.2 billion
Tel: 82-2-6484-1354
Fax: 82-2-6484-1357
www.sds.samsung.com

In 1985, Samsung Group executed an unprecedented strategic plan to merge disparate businesses and Information and Communications Technology (ICT) infrastructures into a single organization called Samsung SDS. Since then, Samsung SDS has led the ICT industry in Korea and provided premier ICT services to clients around the world.

In 1994, we implemented SAP for Samsung Electronics—the very first SAP implementation in Korea. We also integrated more than 40 Enterprise Resource Planning (ERP) systems of Samsung Electronics around the globe into one. Using our project experience, we provided governments and businesses at home and abroad with integrated ICT services. Our overseas success stories include an e-government system for Japan and Southeast Asia and a project for the railroad in China. Our global management system has been in place since SDS America was established in 1997.

Today, we are a dynamic global operation. We have shown an average annual growth rate of 10 percent over the past four years. Our market share is number one in Korea, and we are the third largest ICT service company in the Asia-Pacific region.

Samsung SDS has a broad portfolio of service offerings, including consulting, network and system integration, BPO, ICT infrastructure, and ICT outsourcing in the areas of public,

manufacturing, financial, chemical, medical, and other industries. Our current business for overseas customers is composed of six core offerings: Smart Infrastructure Engineering, Enterprise Application Services, Mobile Communication Services, e-Government, ICT Infrastructure, and Business Process Outsourcing.

Samsung SDS is committed to being a leading ICT service partner, providing premier ICT services to customers around the world. As an intelligent convergence solution provider with proven capabilities, Samsung SDS can help customers achieve market leadership, improve transparency, enhance the services they create, raise the reliability of operating systems, and increase business performance.

Samsung LED

Employees: 3,687
2009 Revenue: USD 4.27 million
(Excluding Q1 2009)
TEL: 82-31-300-7114
FAX: 82-31-300-7034
www.samsungled.com

Samsung LED, established in April 2009, is a leader in the LED industry. The youngest enterprise within the Samsung Group, it is one of the new businesses that Samsung Group is fostering as it develops its vision for the future.

Under the company slogan 'Light Up Your Imagination', Samsung LED aims to be a global tier 1 LED company by 2015. An expert in LED, the company secures advanced original technology and R&D technology for the entire LED manufacturing process, from LED chips, packages, modules, to light engines.

In June of last year, Samsung LED created a specialized system with offices in Suwon, Giheung in Korea and Tianjin in China. It entered the U.S. LED market by establishing a global sales branch in July 2010.

Major products of Samsung LED include LED packages, LED for LCD BLU (Back Light Unit) which supports the success of LED TVs, LED modules, environmentally friendly LED light engines such as Flat Panel and Down Light, and automotive lighting such as head lamps and RCL (Rear Combination Lamp).

Samsung LED plans to expand its business gradually from LED for LCD BLU to light engines, automotive lighting, and more. Through this, it targets a record of USD 139.45 million in sales revenue by 2020 with USD 63.15 million in accumulated investment by 2020.





“Our team’s role is to pioneer what’s never been challenged.”

Dongun Jin
Principal Engineer / OLED Development
Department / Samsung Mobile Display

Samsung Mobile Display Co., Ltd.

Employees: 5,381
2009 Sales: USD 2,726 million
Tel: 82-41-623-3114
www.samsungsmd.com

Samsung Mobile Display Co., Ltd. was launched in January 2009 as a world-class company in next-generation displays, and is poised to become a future growth engine for Samsung.

Backed by world-leading technology in cutting-edge display, we have three domestic manufacturing bases, including Cheonan, Giheung, and Busan, and two overseas manufacturing bases, Tianjin and Dongguan in China. In addition, we constructed eight overseas sales networks in the U.S., Japan, Germany, Great Britain, and elsewhere.

Samsung Mobile Display was conceived to take the mobile display business over from Samsung Electronics and Samsung SDI, with plans to foster the developing AMOLED business— a new generation of display technology.

Samsung Mobile Display owns state-of-the-art technology in the most advanced display formats, including AMOLED displays.

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 display market in 2002. We have started AMOLED business since 2001.

In development of AMOLED displays, Samsung succeeded in developing a 4.1-inch QVGA display in May 2005, a 4.3 inch WQVGA display in January 2006, the 3-D display in June 2006, a 31-inch display, which is 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 September 2007, thus demonstrating that we own the world’s most advanced technology in the next-generation display industry.

Bringing together Samsung’s cutting-edge technological capabilities in LCD and AMOLED, Samsung Mobile Display is committed to providing a comprehensive range of display solutions including AMOLED, TFT-LCD, and TSP in one convenient channel. We currently manufacture and sell approximately 5 million diverse modules and panels annually, leading the world market. We produce and sell more than 22 million AMOLED units with 98% market share around the world.

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



Drillship

Samsung Heavy Industries Co., Ltd.

Employees: 12,623
 2009 Revenue: USD 10.3 billion
 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, off the southern coast of Korea. The ultra-modern Geoje shipyard boasts three dry docks and three floating docks, all supported by an integrated and automated production system that ensures defect-free vessels.

SHI 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 oil and gas exploration/production vessels and rigs, from drillships to semisubmersible rigs and offshore platforms. We are the global leader in several specialty areas, including drillships, LNG carriers, and supersized container ships.



“My team is like a family, each looking after the other during challenging times.”

Gordon McSkimming
 General Manager /
 Offshore Commissioning Department /
 Samsung Heavy Industries

Since 1974, SHI has attracted orders for 855 ships from worldwide shippers. In 2005, SHI implemented a zero-tolerance policy to ensure quality and, since then, we have delivered 210 defect-free ships, a record unmatched by other global shipbuilders.

As deep sea and arctic areas continue to be developed, oil exploitation technology also advances. With a 63 percent share of the global drillship market, SHI is the industry's undisputed leader.

SHI is also the only shipyard that has continuously won orders for LNG-FPSOs (Liquefied Natural Gas-Floating Production Storage Offloading), which produce, liquefy, and store LNG while still at sea.

Advanced technology continues to drive our success. SHI leads the market in LNG carriers, with a 33 percent global market share.

In November 2009, we completed an eco-friendly LNG-SRV (LNG Shuttle and Regasification Vessel). The LNG-SRV can regasify onboard and deliver directly to port without polluting seawater or disrupting sea mammals. Such success in high-end specialty shipbuilding has generated worldwide recognition for SHI and underscores our commitment to green policies.

Samsung Total Petrochemicals Co., Ltd.

Employees: 1,000
2009 Revenue: USD 3.7 billion
Tel: 82-2-3415-9341~3
Fax: 82-2-3415-9350
www.samsungtotal.com

Introduced as Samsung General Chemicals in 1988, 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 separate plants, in Daesan, in Korea's Chungnam Province. Output ranges from olefins to polyolefins (polypropylene, polyethylene, etc.), base petrochemicals (styrene monomer, paraxylene, etc.), energy products (LPG, jet-fuel, gasoline, etc.), byproduct fuels, solvents, and other downstream petrochemicals used in everyday life.

Based on our current petrochemical businesses, we will enhance our energy business, including LPG. We completed Korea's largest LPG tank in May 2010 and entered the LPG import and sales business. Since August, we are on target to produce 350,000 tons of jet-fuel and 100,000 tons of gasoline annually, to become an energy and chemical powerhouse.

“Our priority is that our plant be a workplace without incident, disease, and pollution.”

Jounghown Sul
Associate /
Environment & Safety Team /
Samsung Total Petrochemicals

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, which is home to many animals and plants, including pine trees, wild ducks, carp, and raccoons.



Samsung Petrochemical Co., Ltd.

Employees: 300
2009 Revenue: USD 1.8 billion
Tel: 82-2-2255-0326
Fax: 82-2-755-7564
www.samsungspc.com

Established in 1974, Samsung Petrochemical has been a partner in the Korean petrochemical industry from the start. 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 acted as 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. Also, our innovations in management and differentiated customer service, aimed at developing our company from a B2B to B2C business, have been recognized by major management consulting institutions in Korea and abroad. Building on our experience in management, we have developed into a PTA solution provider in the development of new PTA manufacturing processes and related products.

In 2007, Samsung acquired the shares of its former joint venture company, creating an opportunity for business expansion. Samsung Petrochemical announced its vision of creating

a global chemical and energy enterprise, adding two new businesses: manufacturing processes and technologies consulting in the petrochemical sector, and biomass-based business in the environment-friendly sector. We have established a center in each area for research and development.

The company embodies a new corporate culture focusing on challenge, creativity and trust—and our employees have joined together to share and promote this vision. Our thirty years have been characterized by challenges and innovations. As a result, we have grown as a global PTA manufacturer. Today we are preparing to step up to an even higher position as a global chemical and energy enterprise.

Samsung Fine Chemicals Co., Ltd.

Employees: 943
2009 Sales: KRW 1.04 trillion
Tel: 82-2-2255-0700
Fax: 82-2-2255-0749
www.sfc.samsung.co.kr

Samsung Fine Chemicals makes electronic chemical materials (ECMs), 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-added products, including Mecellose®, a chemical stabilizer, emulsifier, and enhancer for adhesion used in a variety of materials; caustic soda, a raw material for basic chemical products such as detergent and whitening agents; and AnyCoat®, a pharmaceutical coating material.

Since 2000, we have dedicated major efforts to developing next-generation ECMs such as those used in the semiconductor and LCD industry, cutting-edge super-engineering plastic materials, and color laser printer toner. In 2009, we completed our plant for polymerized color toner and prepared for the commercial launch of the product.

In 2009, we achieved KRW 1.04 trillion in sales and KRW 86.7 billion in net profit from the growth of our higher-value-added fine chemicals, including Mecellose®, AnyCoat®, and ECMs.

Annual production capacity of Mecellose® increased from 25,000 tons to 27,800 tons, and we opened our Frankfurt office to strengthen the competitiveness of Mecellose® in the European market. In 2009, we expanded the scope of applications of AnyCoat®, not only as a coating material for pharmaceutical capsules and pills, but also as an additive for foods. In the ECM division, our company added additional process lines for BTP® (a raw material for Multi Layer Ceramic Capacitor, MLCC), TMAC (a raw material used in TMAH, a chemical solution for semiconductors and LCD), and liquid crystal polymer (SELCION®) to strengthen our competitiveness in the global market. The General Chemical division also contributed to our annual growth in 2009 by continuing to produce chemicals that are used as raw materials at our Fine Chemicals and ECM divisions.

Since launching in 1964, Samsung Fine Chemicals has had outstanding success, and today we are a top-tier fine chemicals company. We continue to invest our effort and concentration to secure the best technology, achieve world-class quality, and maintain the greatest efficiency.

Samsung BP Chemicals Co., Ltd.

Employees: 189
2009 Revenue: USD 260 million
Tel: 82-2-2255-0900
Fax: 82-2-2255-0996
www.samsungbp.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 chemicals products such as acetic acid and hydrogen. We produce 470,000 tons of acetic acid annually, 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 Korea's only producer of acetic acid. Since being established in 1989, Samsung BP has steadily grown into a global company whose best-in-class performance has been achieved through innovative activities and total productivity maintenance (TPM) programs.

In 2009, we sustained an operation rate (plant reliability) of 99 percent and worked to reduce production costs through various efforts, such as developing alternative energy (raw material) resources.

In addition, we have improved our CO₂ production process, a key part in acetic acid manufacturing. Through constant innovation, we strive to be the most competitive acetic acid manufacturer in the world.

The safety of our employees and the protection of the environment are of paramount importance. We are committed to producing the most competitive products in a secure and safe environment, in accordance with Samsung BP health and safety policies.

Samsung Techwin Co., Ltd.

Number of Employees: 4,833
(As of May 31, 2010)
2009 Total Sales: KRW 2.643 trillion
Tel: 82-70-7147-7000
Fax: 82-31-8018-3702
www.samsungtechwin.com

Since entering the aircraft engine and film camera businesses in 1977, Samsung Techwin has played a pivotal role in the domestic precision machinery industry, expanding its business into electrical parts assembling equipment, semiconductor components, mobile phone cameras, and self-propelled howitzers.

Today, Samsung Techwin stays ahead of the curve with its vision, Being a Leader In Next-Generation Intelligent Robot and Energy Systems. Through constant innovation, the company leads the security, defense, and semiconductor industries.

Our state-of-the-art security systems are built on world-class equipment including surveillance cameras, digital video recorders (DVRs), and network control systems. We provide a full range of specialized security solutions, such as video surveillance capable of recording, searching, detecting, and tracking, plus security cameras in streets, buildings, and large-scale industrial facilities. The next step will be unmanned surveillance and access restriction that combine our precision mechanics and imaging technologies with intelligent identification systems and sensor systems that "read" biometrics such as fingerprints, irises, veins, and faces. With technology for security, industrial, medical, and military use, we provide a one-stop security solution.

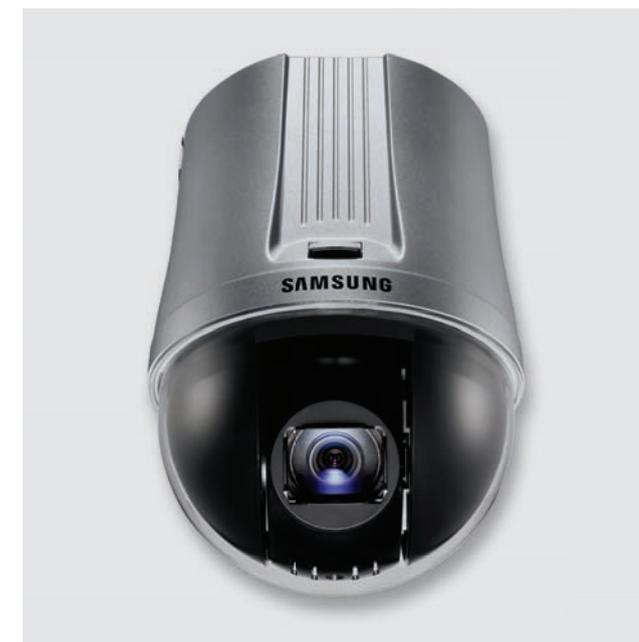
Pursuing cutting-edge scientific and unmanned projects, Samsung Techwin is working on the development of robot solutions, utilizing a range of technologies, such as high-performance cameras, groundbreaking robot technology, and various applications. The company hopes to realize its intelligent robot technologies for security, industrial, medical, and military use.

Building on its expertise in gas turbine engine technology and precision mechanics, Samsung Techwin is also creating next-generation energy equipment for use in naval architecture, ocean engineering and in factories. We are developing LNG carriers, gas compressors for floating production storage and offloading, air supply devices for fuel cells, and a gas turbine cogeneration system.

Samsung Techwin's Biotechnology sector is dedicated to developing in vitro molecular diagnostic instruments and reagents that will aid in identifying pathogens, such as the hepatitis and AIDS virus, by detecting their DNA or RNA. In addition, mutations of DNA can be analyzed by these diagnostic kits to classify types of pathogens for further clinical treatments.

With its steady flow of cutting-edge technologies over the past three decades, Samsung Techwin works tirelessly to provide its customers with greater safety and convenience. We look forward to earning their trust for years to come.

SNP-3370



Samsung Life Insurance Co., Ltd.

Employees: 6,377
2009 Sales: KRW 25.7 trillion
Tel: 82-2-1588-3114
Fax: 82-2-751-6165
www.samsunglife.com

Samsung Life Insurance, a Fortune Global 500 company, is South Korea's largest and most prominent insurer. Its headquarters are situated across from Namdaemun, a historic gate located in the heart of Seoul, South Korea. Principal products include life and health insurance, annuities and other financial services.

Founded in 1957, the company quickly grew and attained a number one position after 18 months in operation; in 1963, it was incorporated under Samsung Group. Since then, Samsung Life Insurance has maintained its market leadership in the industry through product innovation, marketing and distribution.

In 1986, the company opened representative offices in New York and Tokyo. It has also expanded in overseas operation through a joint venture in Thailand in 1997 and China in 2005. In 2006, the company became the first life insurance company in South Korea to achieve KRW 100 trillion in assets. On May 12, 2010, Samsung Life Insurance went public in the largest IPO in South Korea's history.

The Samsung Life brand, the most valuable in Korea's financial services industry, is synonymous with trust, reliability and stability. In 2006, we repositioned our brand with four promises that sum up the essence of our work: trust, expertise, benefits, consumer focus. Trust symbolizes a promise that the company will be there in times of need. Expertise is a promise to use our knowledge to meet the needs of consumers at every life stage. Benefits are a promise to provide a wide range of superior services that put consumers at ease. Consumer focus is a promise to maintain relationships with consumers and to listen to their needs. Today, we are proud that consumers trust the Samsung Life brand above all others in the insurance industry.



Samsung Fire & Marine Insurance Co., Ltd.

Employees: 5,223
FY 09 Revenue: USD 9,292 million
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
www.samsungfire.com

Samsung Fire & Marine Insurance is leading the Korean non-life insurance industry and spearheading global markets with creative business innovation, while our passion and commitment to our core values still remain as our top priorities.

Our consistent achievement of superior results in profitability, financial soundness, and impressive customer satisfaction are unparalleled in the industry. Our new brand slogan, "think NEXT," emphasizes our spirit of innovation and strengthens our brand identity.

Samsung Card Co., Ltd.

Employees: 3,478
2009 Revenue: KRW 2.7 trillion
Tel: 82-2-1588-8700
Fax: 82-2-2172-7738
www.samsungcard.com

Founded in 1988, Samsung Card is the only listed monoline credit card company in Korea. Through the years, we have established ourselves as the industry leader, pioneering new areas to direct the future of financial services.

Samsung Card serves our 9.6 million individual and 420,000 corporate customers with comprehensive life-stage analyses and market research. We are leading the new era

of convergence by offering alternatives such as cardless payment services that push the boundaries of traditional credit card payments.

Our customers are the key to our success, and we work constantly to develop new insurance products; to train our risk consultants for professional service; and to provide fast, accurate indemnity services. Implementing accident prevention activities with our internal research resources, the Samsung Traffic Safety Research Institute and the Samsung Loss Control Center, is another critical part of our effort to improve customer satisfaction.

Samsung Fire & Marine Insurance was the first in Korea to create insurance product brands. Today, Anycar is the leading car insurance brand. We were the first domestic automotive insurance company to offer a dispatch service to actual accident scenes, and we now proudly offer the industry's first 24/7 Roadside Assistance Program with Weekend Repair Service.

We strive to build win-win partnerships with our network of 2.3 million merchants. As partners for growth, we offer marketing consulting services such as the Oasis Program, which gives merchants customer insights and industry spending trend reports that help them connect with customers and increase sales.

To drive shareholder value, we have optimized our business portfolio to maximize profit, cultivate industry-leading asset quality management capabilities, and refine our financial management system. Our strong compliance system and ethics management policy ensures integrity.

In the overseas market, the company operates three subsidiaries, five branches, and seven offices in foreign countries. Our new local subsidiary in China is the first independent foreign insurance company in that country, and we have also laid the groundwork for advancing in Asian emerging markets including China, Vietnam and Indonesia.

Samsung Fire & Marine Insurance has successfully built a respected reputation as a total risk solution partner providing risk management, financial services, and creative ways to manage customers' risk based on a customer-driven approach. Our employees are dedicated to building our company with ethical business practices and motivated by customer satisfaction and social contributions.

Samsung Card has been awarded the Korea Service Award for five years, has ranked number one in the Korean Customer Satisfaction Index for six consecutive years, and received prime minister's special citation at the fourteenth Consumer Rights Day.

Our social responsibility activities, including the Green Shoots campaign, uphold our corporate values and allow us to give back to society.

This year, we unveiled Vision 2015 with the motto Best Partner for Better Life. Our vision is to realize balanced growth in four business areas—card financial services, life care services, marketing services and overseas business. By shifting our focus from traditional credit card business to financial marketing services, we aim to provide unsurpassed value to our members, merchants, shareholders, and employees.



“ We provide two complimentary assets for clients: opportunity and protection.”

Buwon Chung
Senior Associate / PB, SNI GFC Branch / UHNW Business Unit / Samsung Securities

Samsung Securities Co., Ltd.

Employees: 2,861
2009 Net Revenue: USD 792 million
Tel: 82-2-2020-8000
Fax: 82-2-2020-8097
www.samsungfn.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 stocks, 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 trading and principal investment. We have an extensive business network with 95 local branches, overseas subsidiaries, and offices in Hong Kong, London, New York, Tokyo, and Shanghai. 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 have established a private banking-centered system based on high-quality financial consulting and differentiated service provided by a team of highly talented and committed private bankers. We offer customized financial solutions based on a unique service model. In the institutional arena, we maintain a strong presence by leveraging our competitive edge in M&A, IPO, structured finance, and foreign institutional brokerage.

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 global top-ten financial firm.

Samsung Asset Management Co., Ltd.

Employees: 240
2009 Revenue: USD 92.3 million (As of March 2010)
Tel: 82-2-3774-7600
Fax: 82-2-3774-7633
www.samsungfund.com

Samsung Asset Management (Samsung Asset) is the top asset management company in Korea, managing USD 83.7 billion in assets as of March 2010. We provide investment trust and mutual fund management to retail and institutional clients. We are also the sole manager of the Asian Bond Fund, an investment vehicle created by eight Asian central banks for investment in the Asian bond market.

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 team and the unsurpassed expertise of our fund managers.

With our proven investment knowledge and high-quality process control, we were designated for the third time as the lead fund manager for the Government Investment Pool for Korean Public Funds by the Ministry of Strategy and Finance. We also lead the market and continue to increase market share over recent years. But last year, our assets under management decreased by USD 13.2 billion (measured from March 2009 to March 2010) because of challenging market circumstances. We recorded USD 92.3 million in sales and USD 27.7 million in profit before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

In recognition of our distinguished asset management performance, Samsung Assets received the Best Fund Award, the Grand Prize at the Korea Funds, given by the Maeil Business Newspaper in 2008. We also won the Best Asset Management in Capital Market Prize awarded by the Herald Business Newspaper in 2009.

Samsung Venture Investment Corporation

Employees: 32
2009 Revenue: USD 11.2 million
Tel: 82-2-2255-0299
Fax: 82-2-2255-0288
www.samsungventures.com
www.samsungventure.co.kr

Samsung Venture Investment Corporation (SVIC) is the corporate venture capital arm of Samsung Group. We focus on sourcing strategic investment opportunities for the Samsung Group, with dedicated venture investment professionals covering key technology areas across the globe.

Established in October 1999, SVIC has USD 416 million under management, and we have made 368 equity investments globally as of December 2009, delivering both strategic and financial returns.

Our investment strategy closely aligns with the Samsung Group's major technology initiatives. We invest in components (semiconductors, sensors, etc.), digital media (consumer electronics, mobile software, etc.), display technologies, clean technology (solar, LED, battery, etc.), and biotech companies.

SVIC's corporate venture investment activities provide Samsung affiliates with access to innovative technologies around the world in order to maintain leadership in the marketplace and to incubate new business opportunities. Also, we guide our portfolio companies to appropriate Samsung business units and help establish partnerships and collaborations.

In 2004, we began to expand overseas by establishing our U.S. office in San Jose, California. In 2010, we further expanded our global presence by opening offices in the U.K. and Japan. This allows a rapid and intimate channel between Samsung and the local venture capital community. Our Silicon Valley office boasts a strong network with top tier venture capital firms and is widely recognized as a leading corporate venture capital firm. In the past five years, more than half of our invested companies were overseas.

SVIC's seasoned venture capital professionals have years of expertise in deal structuring and risk management. Our work has provided strategic and financially leveraged benefits to our limited partners.

Our win-win strategy for both Samsung and the venture community make SVIC a key link between innovation centers and Samsung Group.

Samsung C&T Corporation

Employees: 7,265
2009 Revenue: USD 9.31 billion
Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcnt.com

Founded in 1938, Samsung C&T is the original Samsung. The company has developed alongside the astonishing growth of the Korean economy. Designated in 1975 as Korea's first general trading company, Samsung C&T conducts complex trading and investment operations. Following our 1995 merger with Samsung E&C, our world-class enterprise now has two branches—Engineering & Construction Group and Trading & Investment Group.

Samsung C&T Engineering & Construction Group provides clients with peerless products and services in core product areas: skyscrapers, high-tech factory facilities, roads and bridges, harbors, power plants and residential complexes—all areas that symbolize state-of-the-art 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 Khalifa in the United Arab Emirates.

In the future, we plan to strengthen our business by expanding our capabilities in project planning, architectural engineering and product design.

Samsung C&T Trading & Investment Group works in energy/environment, natural resources and industrial materials through 91 overseas operational bases. In the fields of energy and the environment, projects focus on photovoltaic energy, wind power, bio-energy and other renewable energy sources, as well as promising areas such as water desalination.

In natural resources, we are conducting exploration, development and production activities in ten oil and gas fields, and are also active in gas distribution. In industrial materials, we are engaged in trading

and direct-investment operations in steel, electronics and chemicals, as well as a wide range of other businesses, including apparel and IT.

In the future, we will reinforce our core competencies, such as finance, logistics, marketing, IT, risk management, and M&A. We will also capitalize on our major strength of "Comprehensive Business Power," with an aim to enhancing and diversifying our existing trading capabilities and further expanding our business lines.

Burj Khalifa



Samsung Engineering Co., Ltd.

Employees: 4,680
2009 Revenue: KRW 4,035 billion
Tel: 82-2-3458-3000
Fax: 82-2-3458-3339
www.samsungengineering.com

Established as Korea's first engineering company in 1970, Samsung Engineering has built its experience and expertise with more than 1,700 projects over the past four decades. We are dedicated to engineering, delivering the full spectrum of services from feasibility studies, design, procurement, and construction to pre-commissioning. With our 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 today we are executing megaprojects to create plants within Hydrocarbon, such as Refinery, Gas, and Petrochemical, and Industrial & Infrastructure, including Power, Metallurgy, and Water Treatment, around the world.

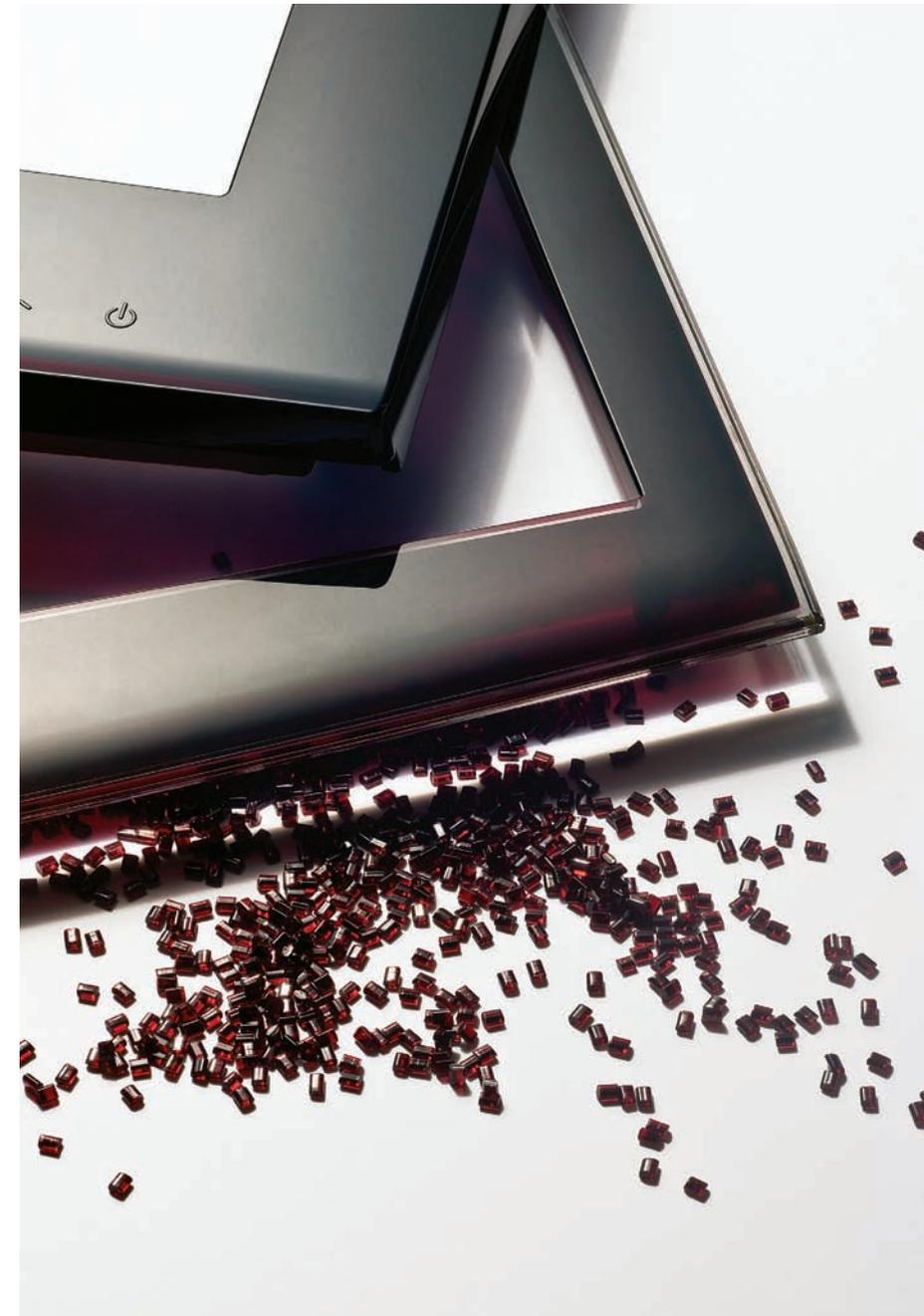
Currently the company is working with the largest national oil corporations in the Middle East, including Saudi Arabia and the United Arab Emirates, and is a reputable name in Southeast Asia, Latin America, and India. In 2009, Samsung Engineering entered the African market with a USD 26 billion contract to build a refinery plant in Algeria.

Our financial results are outstanding. In 2009, revenue jumped by 26 percent, to KRW 4.04 trillion, and operating profit by 82 percent, to KRW 325 billion. The target for 2010 is KRW 11 trillion in orders and KRW 5 trillion in revenue. Our stellar showing is directly attributable to our seamless project management; this year we met all contracted schedules without a single delay, and some even ahead of schedule. The trust of our clients has translated into continuous growth for our company.

Samsung Engineering aims to become a world leader among comprehensive engineering providers, achieving USD 30 billion in order intakes and USD 20 billion in revenue in the next five years. To meet this goal, we plan to expand our business to cover the entire hydrocarbon plant industry, and to grow our business in non-hydrocarbon plants.

**“My team is like an eagle,
soaring higher and looking
wider than others.”**

Sungan Choi
Vice President /
Project Director for the Skikda Refinery Project
in Algeria / Samsung Engineering



TOC (Transparent Opaque Color) Resin

Cheil Industries Inc.

Employees: 3,299
2009 Revenue: USD 3.3 billion
Tel: 82-31-596-3114
Fax: 82-31-596-3088
www.cii.samsung.com

Since our establishment as the parent company of Samsung in 1954, Cheil Industries has been a major force in the development of Korea's textile industry. Since the 1980s, when we launched our fashion business, we have expanded into a number of different sectors, including chemicals in the 1990s and electronic chemical materials (ECM) in the twenty-first century.

Our current success can be ascribed to our enterprising spirit, continued innovation, and inspired vision, which enable the company to move beyond short-term success. In 2007, we overcame unfavorable business circumstances by consistently focusing on our vision of becoming a Creative Designer of the Future. As a result, we reaped handsome dividends while building sustainable growth.

We will continue to roll out innovative products and technical processes by fostering a creative corporate culture that supports the company's aim to become a leading global corporation. Our chemical business will lay the foundation for growth by solidifying our regional production footholds, overseas marketing, and localization strategies. At the same time, we will strive to secure more innovative material-based technologies such as nano and next-generation flame-resistant products.

In the ECM business, we are working to secure a global competitive edge in semiconductor materials by introducing differentiated product lines that create new markets, rather than simply responding to market changes. While developing next-generation polarizing films, we will also introduce numerous display material products, building an infrastructure for sustainable growth. In fashion, we plan to enhance the profitability of our mainstay brands, such as Beanpole and Galaxy, while fostering strategic businesses and developing new items that reinforce brand competitiveness. Through brand marketing and strengthened distribution channels, we are laying the groundwork for a global business platform.

Samsung Everland Inc.

Employees: 4,117
2009 Revenue: USD 1.42 billion
Tel: 82-31-320-5000
Fax: 82-31-320-8549
www.samsungeverland.com

Samsung Everland has been Korea's leading leisure and hospitality operation company since 1963. We cover a broad range of businesses, including resort operation, catering and food services, building assets management, energy, golf course operation and management, environmental development, and landscape architecture 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 2010, Everland was identified as the tenth

most popular theme park, and Caribbean Bay was ranked as the fifth most popular water park in the world by the Theme Entertainment Association. Recently, we opened two large-scale attractions: T-Express at the Everland, the steepest wooden roller coaster in the world, and Wild River, a pirate-themed park at Caribbean Bay. We also operate four of Korea's most prestigious golf clubs—Anyang Benest, Gapyeong Benest, Ansung Benest, and Dongrae Benest.

Samsung Everland creates enjoyable dining experiences through specialized food service, foodstuff distribution, and concession businesses. With scientific menu evaluation and screening, as well as stringent distribution management, the Welstory brand is among the best in the business.

At Samsung Everland, we bring people and nature into harmony. We restore damaged ecosystems. We create landscapes that relax and stimulate the senses. We design

golf courses that are both challenging and environmentally friendly. We build high-tech industrial plants and remodel buildings to give new life to old spaces. And we help prepare for all conceivable man-made and natural disasters to protect lives and property.

Our experience in managing properties has made us experts in energy efficiency. We continue to meet emerging business opportunities in fuel cells, heat pumps, and clean development mechanism (CDM) projects, enabling us to provide our customers with state-of-the-art solutions that maximize the value of their properties.



Hotel Shilla Co., Ltd.

Employees: 1,752
2009 Sales: USD 950 million
Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.shilla.net

Hotel Shilla, Korea's premier travel retailer and hospitality provider, has been serving discerning customers with fine hotels and duty-free shopping since 1979.

Hotel Shilla's duty-free stores, in Seoul at Incheon International Airport and in Jeju, carry more than 300 world-famous luxury brands in boutique items, fashion, jewelry, cosmetics, watches, and more. It also offers even more convenient shopping through its online duty-free shop. A large guest lounge on the roof of the Seoul shop offers a more refined shopping space, and we regularly host cultural events. Our free valet service is an industry first, starting a trend toward differentiated service.

For our outstanding customer service and innovative distribution, we won the Presidential Award in Korea's Retail Award Ceremony, the first duty-free company to be honored.

Hotel Shilla is also a world-class hospitality company with hotels in Seoul and Jeju. As a member of the Leading Hotels of the World group, we are confident that our properties are on a par with the most luxurious hotels in the world. We offer comfort, convenience, and luxury to our customers through creative innovations and world-class attention to detail.

The Shilla Seoul is the preferred lodging for royalty, heads of state, dignitaries, celebrities, and business leaders. It is recognized around the world for its impressive facilities, impeccable service, and time-honored tradition of hospitality.

The Shilla Jeju opened in 1990. As Korea's first luxury resort, it has been at the forefront of Korea's tourism and conference boom and remains the area's most prestigious destination for VIPs from around the world. The Shilla Jeju has an ongoing cultural and entertainment program for patrons, along with a renowned concierge service and a complete travel service for everything from flight reservations to rental car reservations.



“We have the perseverance of a bull and the eyes of a tiger.”

Seunghoon Lee
Manager / Business Strategy
and Planning Team /
Samsung Everland

Cheil Worldwide

Employees: 1,476
2009 Consolidated Gross Profit:
USD 284 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-3114 (2222)
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 global clients. Since our establishment in 1973, we have been the leading agency in the Korean advertising industry.

Over the past three decades, we have expanded our focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. With 29 offices in 25 countries, we are currently ranked by Advertising Age as the world's 19th-largest advertising firm based on 2008 revenues. Our clients include oil refiner S-Oil, Hankook Tire, leading Korean mobile phone service provider Olleh KT, Samyang Food, Korea Tourism Organization, Dong Suh Food, Woongjin, Samsung Electronics, and China Mobile.

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.

Starting in 2008, Cheil Worldwide has made several acquisitions of top global agencies, including Beattie McGuinness Bungay (2008), The Barbarian Group (2009), and Herezie (2010).

Some recent 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 in 2008 with the Grand Award at the Korea Advertising Awards, and a Silver Award in Digital Media at the London International Awards. In 2009, we were presented with additional awards at the world's most prestigious advertising festivals: a Silver Award in Cyber for Korea Tourism Organization's online campaign at Adfest 2009, and a bronze medal at Cannes Lions for the Nikon Outdoor campaign.

Cheil Worldwide continues to pursue the goal of becoming one of the world's leading marketing communications groups, using our passion for ideas to provide creative and successful marketing solutions for our clients around the world.

S1 Corporation

Employees: 4,961
2009 Revenue: USD 577 million
Tel: 82-2-1588-3112
Fax: 82-2-2131-8189
www.s1.co.kr

S1 is the most advanced security corporation in Korea, with more than 50 percent of the domestic market share. It has created a trusting relationship with clients through continuous product development and dependable service.

S1 established its position as a leader in the industry by focusing on the alarm security business, security product sales and integrated security. However, S1 is not satisfied with its present position. Our objective is to leap into the top 10 global security companies by 2020. We plan to become the most advanced global security company by strengthening our system security business, diversifying security-related products, and expanding our security solution business.

With this vision, S1 is expanding into the mobile security service and health care sectors—businesses that will allow our clients to live safely anywhere, at any time.

Our mobile security service includes ZenieCall-A, a security application for smartphones, and ZenieCall-S, which provides GPS position, notification and assistance dispatch services for women, children and the ill and elderly in case of emergency.

In addition, we have advanced into the health care business with AED, a device that normalizes the contraction and relaxation of the heart using electric shock when the heartbeat is abnormal.

S1 is also accelerating the development of advanced security technology by focusing on fusion and compound security solutions, information protection, and fire and disaster prevention systems.

S1 is introducing products and services that use future-oriented high technology, including CPTED (Crime Prevention Through Environmental Design); applied security solutions; HUEN, a home network system; video monitoring technology using behavior pattern recognition algorithms; and intelligent security robots.

S1 works to serve its customers by developing customized products using the most advanced technology. We want to be the number one security brand.

Samsung Medical Center

Employees: 6,500
Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Since opening in August 2008, Samsung Medical Center (SMC) has been one of Korea's leading medical organizations. We operate three specialized treatment facilities—two in Seoul (Samsung Medical Center and Kangbuk Samsung Hospital), one in Changwon (Samsung Changwon Hospital)—and three research institutes in Seoul (Samsung Bioscience Research Institute, Samsung Social Mental Health Institute and Samsung Cancer Research Institute), as well as Sungkyunkwan University School of Medicine.

Working with other medical facilities, we maximize the synergy of our partnerships, offering a new model for growth in Korea's medical industry. Samsung Medical Center is widely recognized for its excellence in patient care, research and education. For the past eleven years, it has ranked first in national ratings, including the National Customer Satisfaction Index.

SMC opened its Samsung Cancer Research Institute in October 2009. The facility features some of the most advanced research equipment in Korea, including Illumina iScan and the nCounter Analysis system.

Samsung Medical Center completed world-record numbers of operations at a single institution. The facility also treated more than 9,000 outpatients a day in December 2009.

In cooperation with the Mayo Clinic, the SMC's Cardiac and Vascular Center opened a new Cardiac and Vascular Imaging Center. The imaging center is the first Asian site for several pieces of state-of-the-art equipment.

Kangbuk Samsung Hospital prepared for the opening of Total Healthcare Center, the largest in Korea.

Samsung Changwon Hospital changed its name from Masan Samsung Hospital to Sungkyunkwan University Hospital. For its contributions to upgrading the emergency medical system, its cardiac and vascular center received a commendation from the Ministry of Health and Welfare.

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



Samsung Economic Research Institute

Employees: 201
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 areas of research range 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 resource for business leaders, policymakers and opinion leaders in Korea and beyond. Total readership for our domestic website now numbers about 1.7 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. We are regularly consulted by the Korean government for advice on national development and policy proposals, and emerging as a hub for regional knowledge networks in partnership with other institutions.

SERI will continue to fulfill its responsibility as a trusted and respected research institution by providing valuable insights and clear direction regarding issues affecting the Korean and global economies.

SERI's 2010 research will focus on ways to recover from the global economic crisis and practical options for reviving the Korean economy. Toward this aim, SERI will focus on speed, timeliness and feasibility. We will disseminate our cumulative research quickly, so that it will reach its audience in time to be of use in their efforts to overcome the crisis. Moreover, SERI will work to ensure that Korea does not lose direction in the aftermath of the global economic crisis, by keeping a firm eye on the tectonic shifts that will undoubtedly take place in the world economy and by providing a long-term vision for the Korean economy.

Samsung Lions

Employees: 34
Tel: 82-53-859-3114
Fax: 82-53-859-3118
www.samsunglions.com

The Samsung Lions are Korea's leading professional baseball team, and one of the original six teams that formed 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.

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. Dazzling play is our trademark, and special mention 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 Beijing Olympics on August 23, 2008.

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 Foundation of Culture

Employees: 78
Tel: 82-2-2014-6550
Fax: 82-2-2014-6559
www.samsungfoundation.org

The Samsung Foundation of Culture, established in 1965 by the company's founding chairman, Byung-Chull Lee, is 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. Our mission is to broaden our artistic horizons, strengthen our cultural capabilities, and enrich our lives. We operate Leeum, Samsung Museum of Art; the Ho-Am Art Museum; the Rodin Gallery; and the Samsung Children's Museum. We also support 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 terracotta 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 and Culture Center. The 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 experiences. The first of its kind in Korea, the Samsung Children's Museum lets young people have fun while exploring the world.

The Ho-Am Art Museum and the Rodin Gallery provide not only exhibition space, but a vibrant, dynamic cultural forum open to everyone. We also sponsor programs for children, performing artists and others, to encourage the development of creative forces in our society.



Ho-Am Foundation

Employees: 6
Tel: 82-2-2014-6783
Fax: 82-2-2014-6789
www.samsungfoundation.org

Founded in 1997 to pay homage to and perpetuate the spirit of Samsung's founding chairman, Byung-Chull Lee, the Ho-Am Foundation continues the legacy of Mr. Lee's civic contributions through its many activities. Most notably, the Ho-Am Prize was conceived by Chairman Kun-Hee Lee in tribute to the late founding chairman and his spirit of public service and human ingenuity.

The first Ho-Am Prizes were conferred in 1990, and today they continue to recognize individuals who have contributed to cultural, artistic and social development, or who have furthered human welfare through extraordinary accomplishments in their fields.

The annual prize takes its name from the late Mr. Lee's sobriquet. It is presented in five categories: Science, Engineering, Medicine, the Arts, and Community Service. Winners are selected after an extensive, rigorous evaluation process overseen by separate committees, each comprised of renowned experts in fields relevant to the category.

Samsung Welfare Foundation

Employees: 15
Tel: 82-2-2014-6810
Fax: 82-2-2014-6869
www.samsungfoundation.org

Committed to building an ideal society, the Samsung Welfare Foundation has been funding a wide range of community programs that address various economic, social and cultural needs since 1989. 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 by empowering them with tools of self-reliance instead of donations that provide only temporary solutions.

Our program A Little Sharing for a Lot of Love, initiated by Samsung Electronics and coadministered with the Samsung Welfare Foundation since 1998, works to support the development and operation of social welfare programs.

The Foundation operates 33 Samsung Childcare Centers in 23 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 Life Public Welfare Foundation

Employees: 4
Tel: 82-2-2014-6810
Fax: 82-2-2014-6869
www.samsungfoundation.org

Established in 1982 to realize our vision of responsible corporate citizenship, we have been active in diverse efforts to care for our neighbors and to give back to society. As a corporation that strives to grow with its community, we operate advanced care facilities such as the Samsung Medical Center, Noble County and Samsung Childcare Centers.

Noble County, a progressive retirement community for senior citizens, opened its doors in 2001. This “silver town” offers not only living quarters but a vibrant lifestyle, complete with medical, cultural and sports facilities.

The foundation operates 23 Samsung Childcare Centers in 15 cities throughout Korea. We have developed programs and educational materials for child care, and we concentrate on improving the welfare of disadvantaged families.

We also manage the Bichumi Women’s Awards, which recognize women’s achievements in and contributions to society.

These and many other activities spanning more than 20 years have sprung from a sincere spirit of neighborly love. Our ultimate objective is to go beyond mere donations at the corporate level and to get involved, promoting real solutions that improve quality of life.

global net work

Samsung Electronics Co., Ltd.

GLOBAL HEADQUARTERS

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Africa

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Korea

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Gumi Plant 1

259, Gongdan-dong, Gumi, Gyeongsangbuk-do Tel: 82-54-479-5114

Gumi Plant 2

94-1, Imsu-dong, Gumi, Gyeongsangbuk-do Tel: 82-54-479-5114

Giheung Complex San-24, Nongseo-dong Giheung-gu, Yongin, Gyeonggi-do Tel: 82-31-209-7114

Hwaseong Plant

San-16, Banweol-dong Hwaseong, Gyeonggi-do Tel: 82-31-209-7114

Onyang Plant San-723, Buksu-ri Baebang-eup, Asan, Chungcheongnam-do Tel: 82-41-540-7114

Tangjeong Plant 200, Myeongam-ri Tangjeong-myeon, Asan, Chungcheongnam-do Tel: 82-41-535-1114

Cheonan Plant 510, Seongseong-dong, Cheonan, Chungcheongnam-do Tel: 82-41-529-7114

Gwangju Plant 271, Oseon-dong Gwangsan-gu, Gwangju Tel: 82-62-950-6114

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Samsung Electronics Suzhou 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 (TTSEC), Tianjin Tel: 86-22-2396-1234

Tianjin Samsung Opto-Electronics Co., Ltd. (TSOE), Tianjin Tel: 86-22-2388-7788

Samsung Electronics Shandong Digital Printing Co., Ltd. (SSDP), Weihai Tel: 86-631-562-6868

Shenzhen Samsung Kejian Mobile Telecommunication Technology Co., Ltd. (SSKMT), Shenzhen Tel: 86-755-2699-0888

Suzhou Samsung Electronics Co., Ltd. (SSEC), Suzhou Tel: 86-512-6258-1234

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Indonesia

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Malaysia

Samsung Electronics Display (M) Sdn. Bhd. (SDMA), Seremban Tel: 60-6-678-7914

Samsung Electronics Malaysia Sdn. Bhd. (SEMA), Klang Tel: 60-3-3176-2050

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Thai Samsung Electronics of Production Co., Ltd. (TSE-P), Bangkok Tel: 66-38-320-777

Vietnam

Samsung Vina Electronics Co., Ltd. (SAVINA), Ho Chi Minh City Tel: 84-8-3896-5500

Samsung Electronics Vietnam (SEV), Bac Ninh City Tel: 84-241-856-000

CIS

Russia

Samsung Electronics Russia (SERK), Kaluga Tel: 7-484-38-67-000

EUROPE

Hungary

Samsung Electronics Hungarian of Production Co., Ltd. (SEH-P), Jaszfenyszaru Tel: 36-57-522-200

Slovakia

Samsung Electronics Slovakia, S.R.O. (SESK), Galanta Tel: 421-31-7882-111

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Brazil

Samsung Electronica Da Amazonia Ltda. (SEDA-P(M)), Manaus Tel: 55-92-4009-1010

Samsung Eletronica Da Amazonia Ltda. (SEDA-P(C)), Campinas Tel: 55-19-4501-2001

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Samsung Telecommunications India Private Ltd. (STI), Haryana Tel: 91-124-436-8000

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Samsung Japan Corporation (SJC), Tokyo Tel: 81-3-6234-2111

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Singapore

Samsung Asia Pte. Ltd. (SAPL), Singapore Tel: 65-6833-3106

Taiwan

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Samsung Electronics Taiwan Co., Ltd. (SET-Semi), Taipei Tel: 886-2-2656-8686

Thailand

Thai Samsung Electronics Co., Ltd. (TSE-S), Bangkok Tel: 66-2-695-9000

Vietnam

Samsng Vina Electronics Co., Ltd. (SAVINA), Ho Chi Minh City Tel: 84-8-896-5500

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Samsung Electronics GmbH (SEG), Schwalbach Tel: 49-6196-6660

Samsung Semiconductor Europe GmbH (SEEG), Eschborn Tel: 49-6196-66-3300

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Samsung Electronics Co., Ltd. Athens Branch, Athens Tel: 30-210-689-6235

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Samsung Electronics Hungary Private Co., Ltd. (SHE-S), Budapest Tel: 36-1-453-1180

Rumania

Samsung Electronics Co., Ltd. (Bucharest Branch) Voluntari Tel: 40-31-620-8152

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Netherlands

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Spain

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Sweden

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Iran

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Samsung Electronics Co., Ltd. Tel-Aviv Branch Tel: 972-77-902-6276/16

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Samsung Electronics Co., Ltd. Jeddah L/Branch Tel: 966-2-665-0940

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Samsung Electronics Co., Ltd. Amman Branch Tel: 962-6-551-0071~2

Morocco

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Samsung Electronics Co., Ltd. Nairobi Branch Tel: 254-2-273-0434

Pakistan

Samsung Electronics Co., Ltd. Lahore Branch Tel: 92-21-279-0281

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Samsung Electronics Latino America Miami Inc. (SELA-Miami), Miami Tel: 1-305-594-1090

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

Samsung Telecommunications America (STA), Dallas Tel: 1-972-761-7000

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Panama

Samsung Electronics Latino America S.A. (SELA), Panama City Tel: 507-210-1122

Peru

Samsung Electronics Co., Ltd. Lima Branch Tel: 51-1-221-4134

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Fax: 49-30-685-9281

Samsung SDI Mexico S.A. de C.V. (SDIM)
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Fax: 1-619-671-6398

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Fax: 86-10-6566-9391

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Fax: 81-3-6234-2177

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Published by Samsung in coordination with Cheil Worldwide and ICGroup
Printed by Samsung Moonwha Printing Co., Seoul, Korea
Photography by Bruce Lum, Craig Takahashi, Sajinmoon Studio, and Corporate Agenda
Created by Corporate Agenda: www.corporateagenda.com