Welcome to Samsung Electronics!
WHO
Corporate History

1970’s
- Founded the company (‘69)
- Began B/W TV production (‘72)
- Launched Telecommunication Network Business (‘78)

1980’s
- Acquired Korea Telecommunications Co. (‘80)
- Founded first overseas production base in Portugal (SEP) (‘82)
- Merged Samsung Semiconductor & Telecommunications with SEC (‘88)

1990’s
- Ranked world’s top DRAM supplier (‘93)
- Invented cellular telephone system (‘96)
- Signed worldwide Olympic Partner contract (‘97)

2000’s
- Surpassed $10bil. in net profit for the first time in the corporate history (‘04)
- Achieved the top position in the world TV markets (‘06)
- Invented world’s first 64GB Nand Flash Memory (‘07)
Financial Overview

Annual Financial Overview

( unit: $bil. )

Sales
Export
Net Profit

1997: 13, 7.4, 0.09
2000: 27.2, 17.6, 4.5
2006: 63.4, 51.9, 8.5
2007: 67.1, 54.3, 7.8

※ Consolidated sales: $103 bil.
Global Operations

187 Locations in 61 Countries

- Production Bases: 23
- Sales Subsidiaries: 42
- Sales/Production: 7
- Logistics Bases: 2
- R&D Centers: 26
- Regional HQs: 8
- Branch Offices: 15
- Etc.: 65

[As of 1H 2008]
Business Portfolio

Digital Media

Telecommunication & Network

Semiconductor

LCD
Samsung Electronics

Digital Media Business
Audio & Video Products

**Color TV**
- No. 1 Global Market Share (2007: 17.8%)
- Full Range of CRT, PDP, LCD and Projection TVs

**Audio**
- Key Player in Home Theatre Systems and MP3 Players
- USB Host Play

**Video**
- World's First Blu-ray Disc Player
- Key Player in Digital Camcorder
Audio & Video Products

**Monitor**
- No. 1 Global Market Share (2007: 16.8%)
- Leading Brand Position

**Computer**
- World Leader in Thin and Light Models
- Growing Global Presence

**Printer**
- No. 2 Global Market Share in Mono Laser MFP (2007: 20.8%)
- Driving Color Laser Printer Market
Business Domain

Refrigerator
- No.1 SBS Position in 34 Countries
- Twin Cooling System
- Full Range of SBS TMF, BMF, Wine Chiller

Air Conditioner
- Innovative Feature: Slim Design, Inverter Compressor
- Full Range of Single Built-in, Multi, DVM Compressor

Washing Machine
- VRT™: Vibration Reduction Technology
- Silver Care System
- Innovative Feature: Stylish Design Large Capacity
Business Domain

**Cooking Appliance**
- Global Leader of MWO
- Smart OvenTM: Best Solution for ready meal
- Product Leadership: Twin convection, Speed Compact Oven,
- Round, Guiding LightTM

**Vacuum Cleaner**
- Twin Chamber SystemTM: Innovative Bagless Technology for Long Lasting Suction
- Digital Display & Control System
- Premium Interior Design
Telecommunication Network Business
Business Areas

Handset
- Style / Infotainment / Multimedia / Business / Connected / Basic Communication

Handset Accessories
- Bluetooth Headset
- Wired Speaker/BT Car Kit

Customer Services
- SFC(Samsung Fun Club)
- PC Studio

Network System
- Wireless System
  - CDMA / WCDMA
  - Mobile WiMAX
  - IMS

Home & Office Product
- IP PBX / IP Terminal
- Set-top Box
Samsung Electronics

Semiconductor Business
Semiconductor Business Products

Memory
- Fusion Memory
  - Memory + Logic + Software combined
- Nano Technology Pioneer
  - World First 40Nano 32GB Nandflash

System LSI
- Major Growth Engines
  - Display Driver IC
  - Application Processor
  - CMOS Image Sensor
  - Chip Card IC
  - Media Player SoC
  - Strategic Foundry

Storage
- Wide Range of PC and Mobile Applications
- New Solutions
  - Hybrid Hard Disk Drive
### World No. 1 Products

**Unflagging Commitment to Excel in all Business Areas**

<table>
<thead>
<tr>
<th>Product</th>
<th>Market Share</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRAM</td>
<td>14% → 27%</td>
<td>'92 ~ '07</td>
</tr>
<tr>
<td>MEMORY</td>
<td>11% → 28%</td>
<td>'93 ~ '07</td>
</tr>
<tr>
<td>SRAM</td>
<td>11% → 32%</td>
<td>'95 ~ '07</td>
</tr>
<tr>
<td>DDI</td>
<td>16% → 18%</td>
<td>'02 ~ '07</td>
</tr>
<tr>
<td>NAND</td>
<td>60% → 38%</td>
<td>'02 ~ '07</td>
</tr>
<tr>
<td>FLASH</td>
<td>16% → 31%</td>
<td>'03 ~ '07</td>
</tr>
<tr>
<td>MCP</td>
<td>36%</td>
<td>'04 ~ '07</td>
</tr>
<tr>
<td>Mobile AP (Nav)</td>
<td></td>
<td>'06 ~ '07</td>
</tr>
<tr>
<td>Smart Card IC (SIM Card)</td>
<td></td>
<td>'06 ~ '07</td>
</tr>
</tbody>
</table>

[Source: Dataquest, Samsung Electronics]
Samsung Electronics

**LCD Business**
World’s First 82” Full HDTV TFT-LCD
- Viewing angle of 180 degree by Samsung’s proprietary S-PVA technology
- RGB LED AND 120 Hz
- 3840 * 2160 Full HD
  High resolution

World’s Largest 14.3” Plastic TFT-LCD
- Uses a transparent plastic substrate
- High resolution
- New possible applications include wearable displays and fashion accessories

World’s thinnest LCD TV Ultra Slim 40” TV
- Fast response time
- High definition
- 14.6mm Narrow Bezel
HOW
Spirit of Master
(R&D Investment)
R&D Investment

( unit: $bil. )

R&D Investment as a % of Sales

[ As of 1H 2008 ]
Global R&D Overview

- Technology R&D
- Design R&D

Technology and Design R&D Centers: 26
Registered US Patents: 2,725 (World #2)

[As of 1H 2008]
1. R&D Investment

Total Employees: 159,000

R&D Employees: 42,100 (26%)

M.A. & Ph.D.: 20,800

[As of 3Q 2008]
Design Awards

Granted over 100 Design Awards (2006~2007)
Vertical Integration
Vertical Integration

SEC(VD Div.)

CDT/M

- Samsung Corning
  - CRT-bound Glass,
- SDI
  - CDT, PDP module etc.

LCD/M

- Samsung CPG
  - LCD-bound ITO Glass
- SEC(LCD Biz)
  - TFT LCD Panel

Core Components
- Samsung EM
  - Samsung EM
- Semiconductors
  - SEC (Semicond.)
Cultivating Global Brand
Brand Equity

2003

2004

2005

2006

2007

* Source: Business Week, InterBrand [As of 1H 2008]
Sport Marketing

Olympic Games

**TOP (The Olympic Partner) of**
- 1998 Nagano Winter
- 2000 Sydney
- 2002 Salt Lake City Winter
- 2004 Athens (Including Torch Relay)
- 2006 Torino Winter (Including Torch Relay)
- 2008 Beijing

Asian Games

- 1998 Official Partner of Bangkok
- 2002 Official Partner of Busan
- 2006 Prestige Partner

Sponsors

- Chelsea
- Samsung
- Field Hockey
- World Tennis
- Asian Games
- Crufts
- Nobel
Galatasaray Football Team Sponsorship

Efes Pilsen Basketball Team Sponsorship
Bogazici Races Sponsorship

World Junior Taekwondo Championship
Social Responsibility
Social Contribution

Social Welfare

International Exchange

Art & Culture

Academics & Education

Environmental Preservation

Employees' Volunteer
Samsung 3rd School in Kars

Samsung 4th School in Diyarbakir
Thank you!