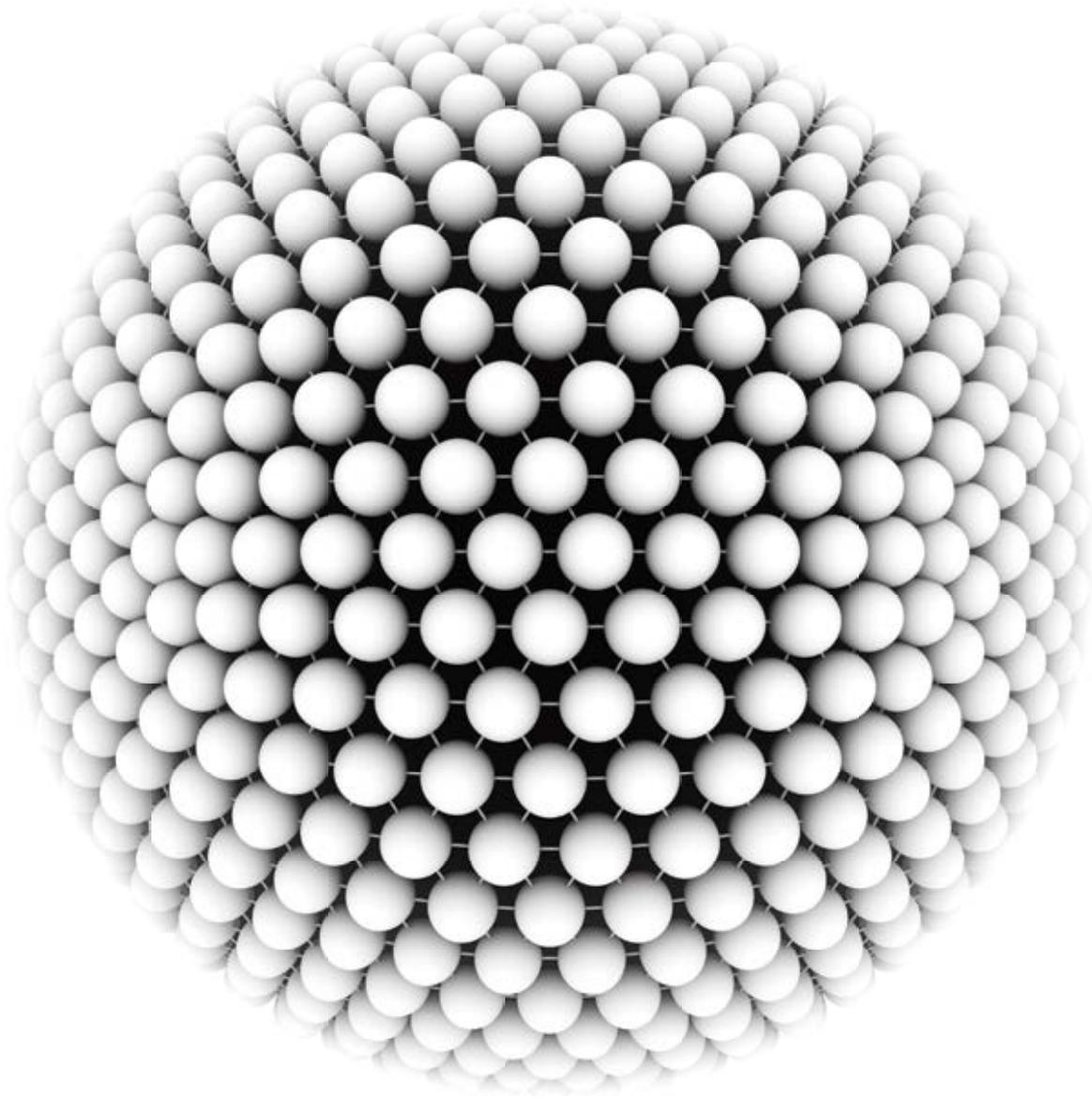
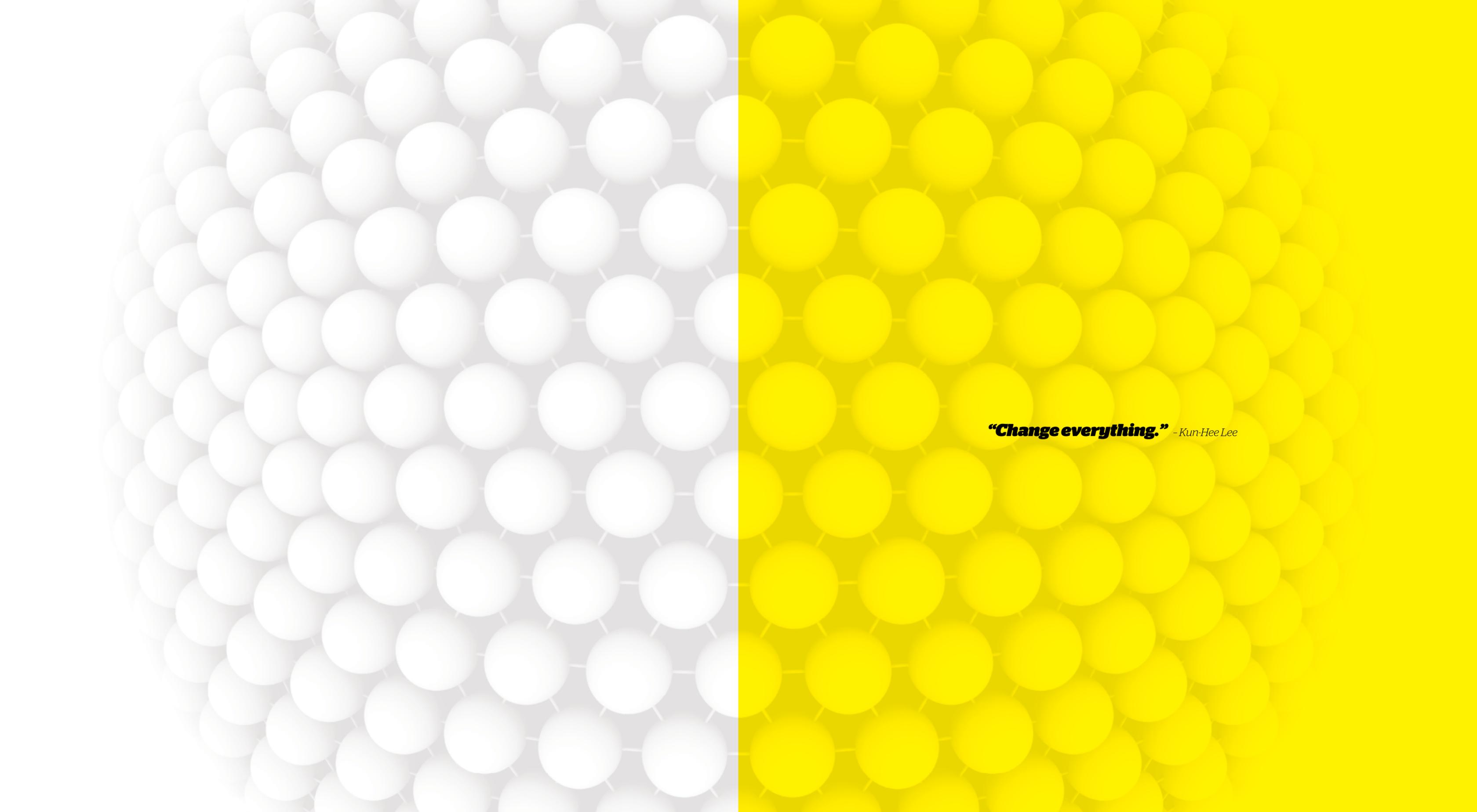




re:**vision**



The image features a background pattern of a grid of circles, split vertically into two halves. The left half consists of white circles on a light gray background, while the right half consists of yellow circles on a yellow background. The circles are arranged in a regular grid pattern, with each circle touching its neighbors.

***“Change everything.”*** – *Kun-Hee Lee*

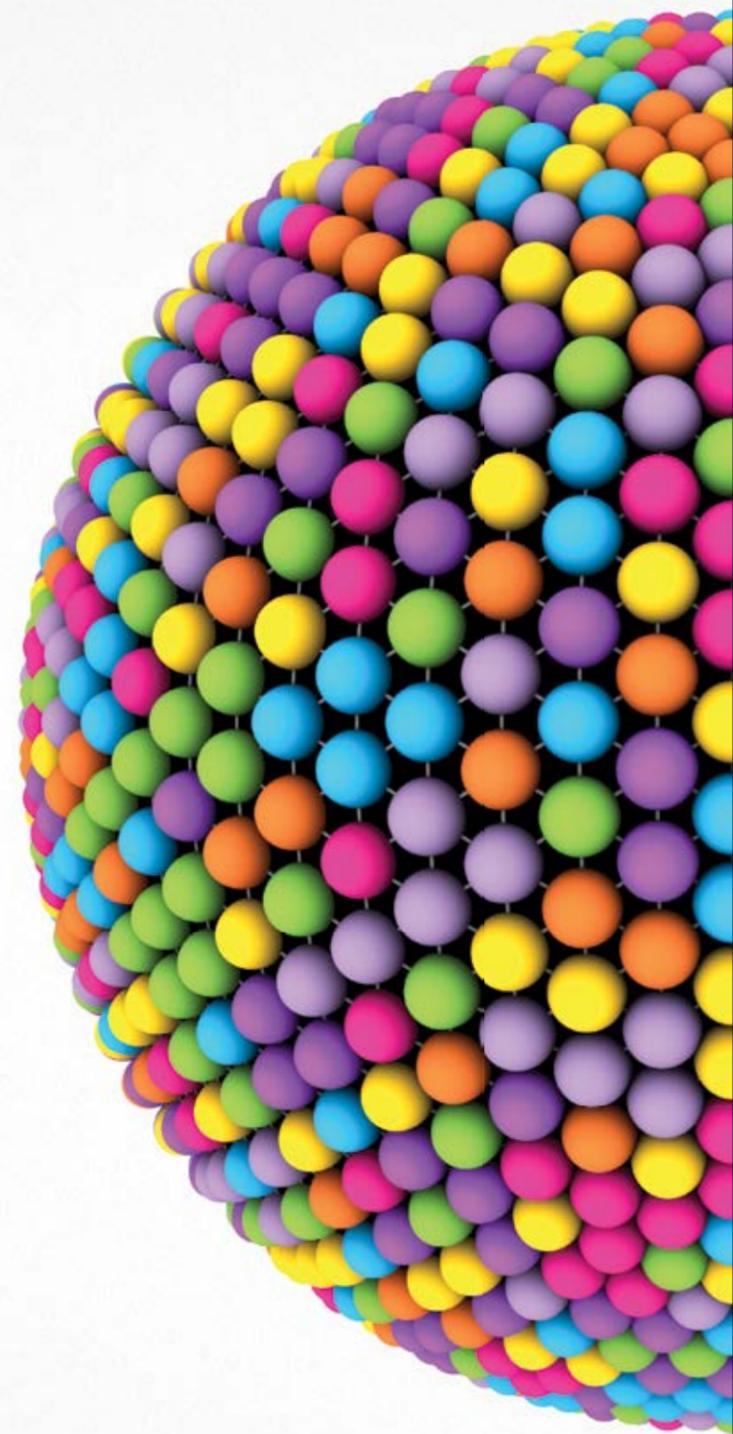
*This book is about  
pioneers.*

*Both inside and  
outside Samsung.*

*It is about those who have  
come before us, who served  
as **catalysts** to our ascent.*

*It is about those who come  
to work for us, who see the  
world in a different way, and  
envision a **future** that is  
nothing like today.*

*It is about those who lead us  
to a **higher level** by sharing  
their vision and inspiration.*



# ***Enter the Pioneers***

A look back on **our 75-year history**

# Beginnings

*In 1938, in the midst of Japanese colonial rule, Byung-Chull Lee establishes Samsung, planting a seed of hope that begins to germinate in the gloomy period.*

- A **MARCH 1938**  
Samsung begins as a small trading company selling dried fish, vegetables, and fruit.
- B **NOVEMBER 1965**  
Samsung Foundation of Culture is formed to preserve and promote the brilliant achievements of Korean traditional art.
- C **JANUARY 1969**  
Samsung Electronics is established, beginning its journey for the future of Samsung and Korea.



A



B



C

# The big idea

*Taking over from his father, Kun-Hee Lee becomes Chairman of Samsung in 1987. With his entrepreneurship, he dives into uncharted waters and lays the groundwork for Samsung's corporate transformation.*

**D MARCH 1988**

Kun-Hee Lee succeeds his father as Chairman and announces the "Second Foundation" of the company, directing Samsung's growth toward becoming a world-class enterprise.



**E JANUARY 1990**

Samsung starts a Regional Specialist Program in order to train our employees to become leaders of globalization.

**F JULY 1990**

The Samsung Childcare Center opens to help working parents.

**G JANUARY 1992**

Samsung leaves its mark in Times Square, the heart of the world's economy, with a massive neon-light billboard.

**H 1992-PRESENT**

The semiconductor changes the world. For 21 years Samsung remains the world's leading producer.

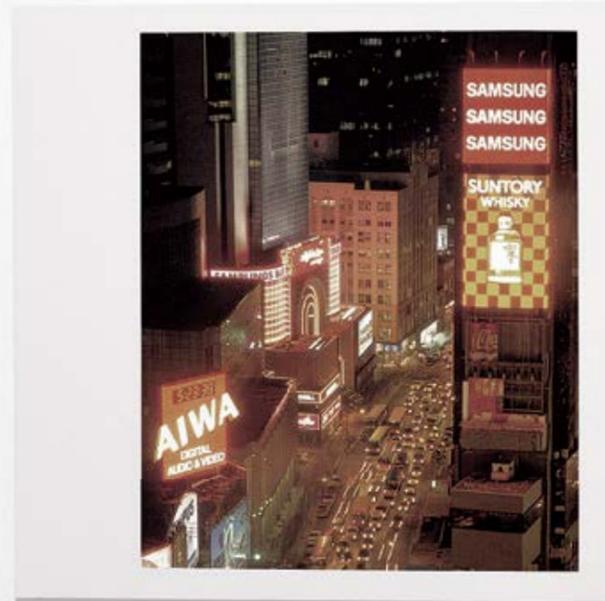
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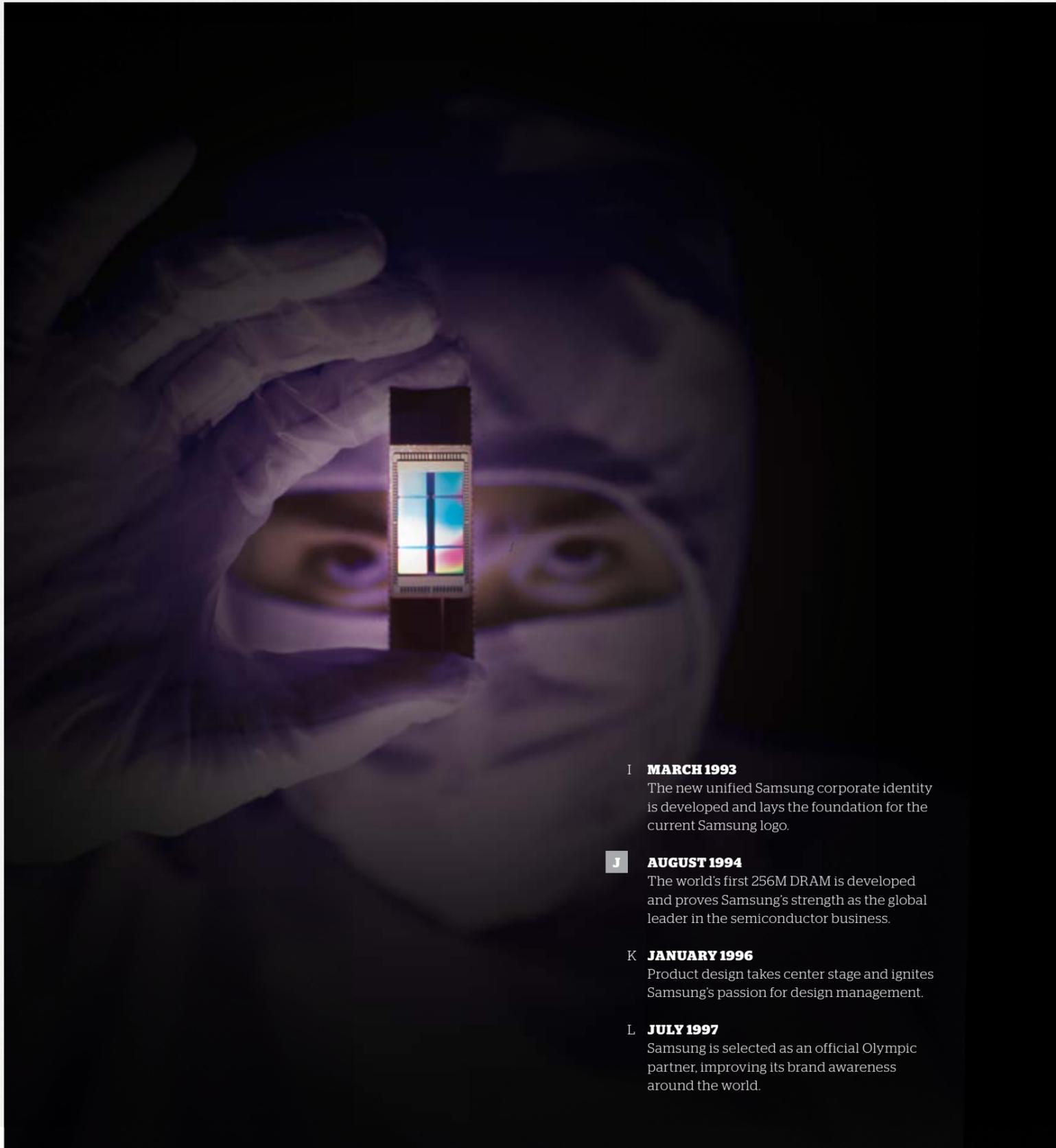


G



H





- I MARCH 1993**  
The new unified Samsung corporate identity is developed and lays the foundation for the current Samsung logo.
- J AUGUST 1994**  
The world's first 256M DRAM is developed and proves Samsung's strength as the global leader in the semiconductor business.
- K JANUARY 1996**  
Product design takes center stage and ignites Samsung's passion for design management.
- L JULY 1997**  
Samsung is selected as an official Olympic partner, improving its brand awareness around the world.

## ***The larger world***

*With Chairman Lee's vision, Samsung grows to be one of the world's largest companies with products in markets everywhere in the world.*



I

K

L





M



N



O



P

# The Frankfurt Declaration



- M OCTOBER 1994**  
Samsung Corporate Citizenship, Korea's first corporate social responsibility (CSR) group, is established.
- N OCTOBER 1994**  
The Samsung Medical Center opens and lays the groundwork for future business.
- O MARCH 1995**  
The bonfire is lit, burning defective products and sending a message to every employee.
- P APRIL 2005**  
Samsung elevates its brand awareness through sports marketing and becomes the official sponsor of Chelsea FC.

## ***In 1993,***

*his sixth year as the head of Samsung, Kun-Hee Lee set out on a world tour to see his company from an outsider's view.*

He traveled through Asia, to the United States, to Europe, studying how electronics were marketed and sold, how consumers used them, and how the Samsung brand was viewed around the globe. In California, Samsung televisions gathered dust at the back of the store, while other brands were touted as the newest, the hottest, and the best.

He didn't like what he saw. But what he did see was a better way forward.

Burning with inspiration, he summoned his company's executives to Frankfurt, Germany, for an urgent meeting. Within 24 hours, they had gathered in a hotel conference room. There, he shared his vision of Samsung's future.

For three days, Chairman Lee rose each morning ready to show his company the path to greatness. Samsung's journey toward the future had been reignited.

### **A pioneer blazes a trail.**

Back at Samsung headquarters, Chairman Lee's Frankfurt Declaration was transcribed, and every employee received a copy. A special illustrated version, with pictures like a comic book, was also delivered.

The results were just as electrifying as they had been with the executives. Almost overnight, the Samsung workforce became the builders of the new Samsung. Chairman Lee's call to arms was "Change everything except your spouse and children." Employees at every level responded by doing exactly what he said.

### **New ideas. New dedication. New energy.**

Everyone felt part of the team. Everyone was part of the team. And to this day, teams work together to create products that lead the world in sales and customer satisfaction.

Yet Chairman Lee reminds his team that they can never rest. Business, he says, is "perpetual crisis." Pioneers meet every crisis head-on, and they triumph over it. Again and again.

**The numbers are proof** that the radical transformation of Samsung since the Frankfurt Declaration cannot be understated.

**1993**  
**Sales: \$36B**  
**Assets: \$25B**  
**Employees: 123.5K**

**2012**  
**Sales: \$268.8B**  
**Assets: \$470.2B**  
**Employees: 425K**

# The Bonfire

*By the end of 1993, Samsung was ready to introduce a new cell phone that was light years ahead of the competition...*

Inspired by Korea's mountainous terrain, researchers at the company had developed new technology to ensure a clear signal anywhere.

### **But there were problems.**

Chairman Lee sent the new phones to business associates as a holiday gift. Some of them reported that their phones did not work, and the chairman traveled to the warehouse to sample the new models. Phone after phone failed.

"Build a bonfire," he said. The entire stock of phones was piled outside, a towering heap of 150,000 phones. Two thousand employees watched as the bonfire was lighted and the flames blazed, burning the phones to ash. Bulldozers crushed the charred remains.

The message was clear: never settle. Always demand the best of yourself, the best of your work.



### **Pioneers rebuild, better than ever**

In 2011, Samsung overtook Apple to become the world's number one smartphone maker.

## ***The vintage that inspired a classic***

*In 2005, a team of designers and engineers arrived for a six-week stay at Samsung's Value Innovation Program Center. Their goal: to reinvent the television.*



The VIP Center, near Seoul, offers a home away from home for Samsung employees. Meeting rooms, sleeping quarters, a kitchen, and a gym allow teams to focus completely on their goals as they explore and share ideas.

For the Bordeaux project, the team studied what consumers really want in a television. They discovered that many want a TV that looks good from every angle—like a sparkling glass of fine wine. Beautiful shape. Beautiful color.

Introduced in 2006, the Bordeaux went on to become the world's most desired LCD TV. More than one million sets were sold in the first six months; in time, more than three million.

And it all began with a glass of wine.

### ***Undisputed leader***

*Despite a recent slump in TV sales, Samsung not only maintains its number one position, but is increasing its market share worldwide.*

# A new ambition

*With some of the world's most popular products, Samsung is taking on an ambitious challenge to create a better future.*

**Q 2006-PRESENT**

Samsung TVs rank number one for the seventh year in a row.

**R JANUARY 2010**

With the LNG ship, drillship, and the world's first Ice Breaking Tanker, Samsung Heavy Industries becomes the world's leading builder of high-value vessels.

**S JANUARY 2010**

The Burj Khalifa, the world's tallest building, is constructed.

**T 2012**

Samsung is ranked 20th as the world's most admired companies by *Fortune*.

**U 2012**

The Galaxy S and Galaxy Note series grow to become industry-leading mobile devices.

**V SEPTEMBER 2012**

Samsung is ranked 9th as the world's best brand by *Interbrand*.



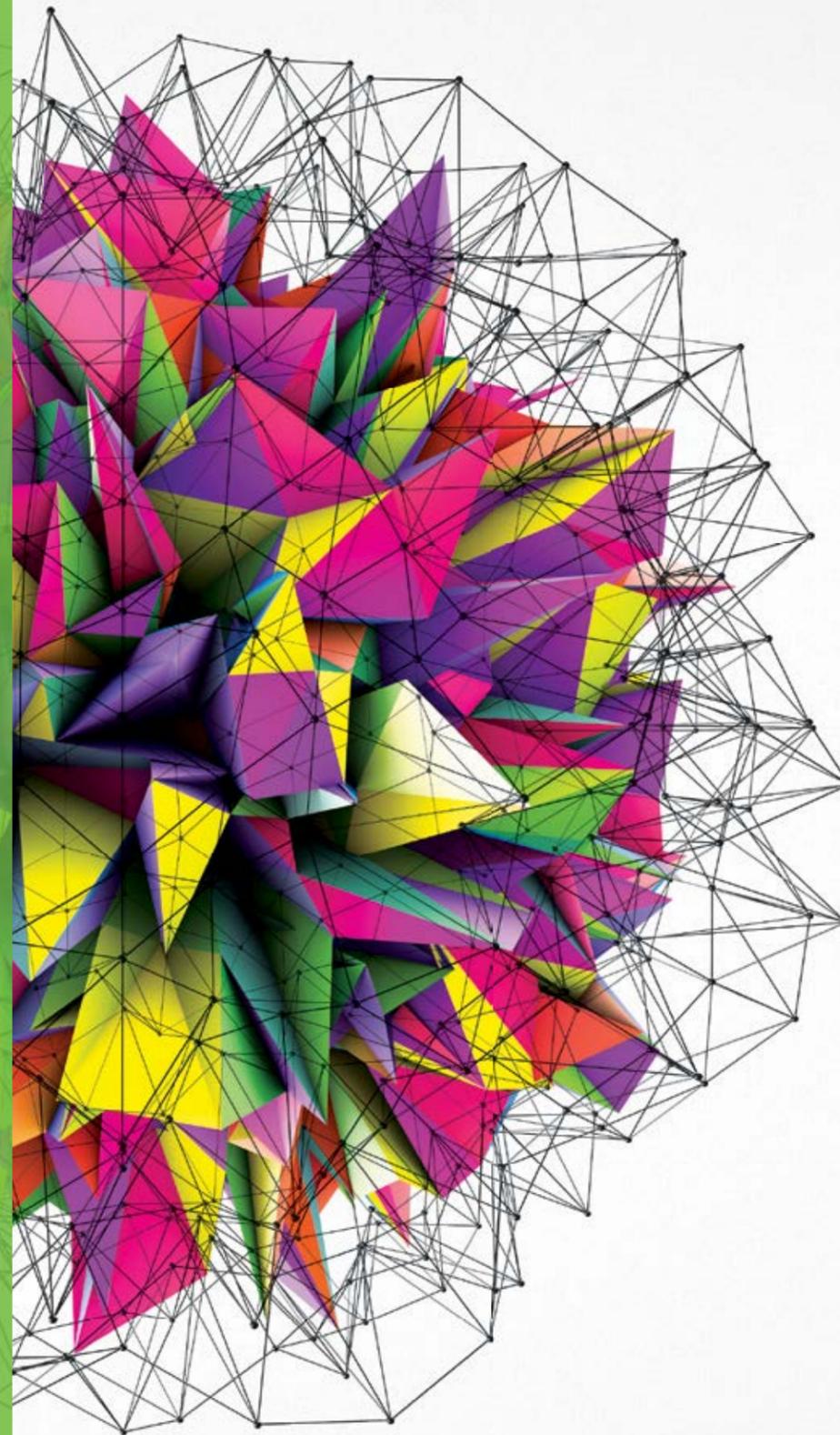
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**TODAY**

We share our vision and commitment to grow and develop for a better future.

# ***The Seeds in Full Bloom***

Inspiration is everywhere ~~—~~ **you just have to find it.**



*Samsung's role as a global powerhouse owes a lot to the foundation laid by its early pioneers.*

*These early successes triggered a deep introspection, and seeded even greater ambition to ascend to the top.*

*This chapter is about the pioneers within Samsung who see the world differently, and show us **a future that is nothing like the present.***

*They are **high-achievers** that demand more of themselves each day, and raise the bar for us all.*



*Rajeev  
Bhutani*  
**The  
Impression  
Collector**

*Director, Digital Appliances, Consumer Electronics*

"India is a vast country with people from different backgrounds, cultures, and economic conditions. While this diversity can give birth to great breakthroughs and innovation at Samsung, it can also be challenging, as people look at the same issues differently," says Rajeev Bhutani.

**Samsung India Electronics Pvt. Ltd.**

To gain a better understanding of the needs of people in different regions, Rajeev conducts with his Samsung colleagues a very intensive process of customer research and feedback. This tells him what adaptations need to be made to the products. But he is also a student of behavior. Each time Rajeev visits a new city he notices the small and large differences in the way people do things from one region to the next, and he notes how these differences inform their desires. And he notes down his impressions: the traffic on the sidewalks, the slang, the clothing fashions.

"Fortunately for me, my hobby is relevant to my work. I enjoy traveling," says Rajeev. "Exploring new places, people, and cultures has always interested me, and travel has helped me immensely in my career as well." Interaction with people gives him an understanding of different cultures and these impressions serve as an important knowledge base to use when thinking about a new product or innovation. And, "I am delighted that Samsung shares my interest in this subject."





*Yun  
Young-nam*  
**The  
Colorist**

"Innovation comes suddenly, but only after great effort," says Yun Young-nam. He shakes his head and thinks back at all the trial and error, and all the late hours, and the many failures and discoveries.

"To make the Samsung OLED displays as realistic as possible, we traveled the world, looking at colors." Young-nam laughs and says, "In every country we visited, we measured the colors of the paint, the clothing, even the colors of flowers and trees. Then we took those measurements to our photo studio

and analyzed how different people see colors." He and his colleagues at Samsung did not stop until they were satisfied, and he's now thrilled with the authenticity of the colors on the OLED displays.

But his face brightens more when he thinks of the future. "My personal goal is to bring the colors of the beautiful aurora borealis to our customers. But first I need to visit the Arctic and see it for myself."

*Shin Seob, Principal Engineer, Product Development Group1 (OLED); Yun Young-nam, Senior Engineer, EVEN Development Group1 (OLED); Kwon Oh-seob, Ph.D., Principal Engineer, EVEN Development Group1 (OLED); Park Kyung-min, Senior Engineer, Panel Development Group1 (OLED) Samsung Display*

# Kim Eui-seok **The TV Futurist**

Creative Director **Samsung Electronics**

Kim Eui-seok's role at Samsung is to think deeply about a field that changes slowly but constantly, television technology. He believes the TV's role in our lives is about to change.

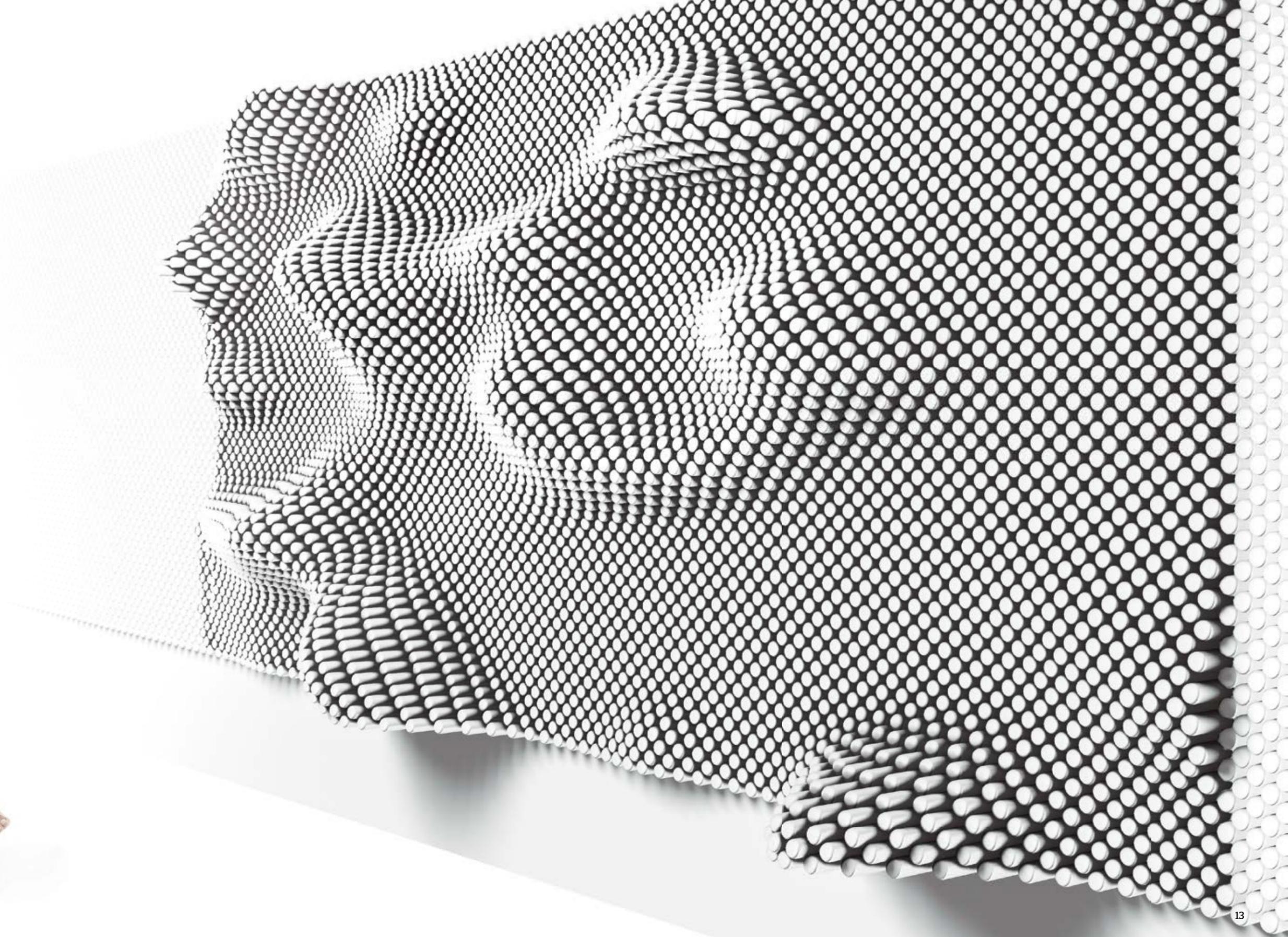
"In the past when we called a friend the first thing we said was, 'What are you doing?' But this question changed with the advent of mobile phones. Now the question is, 'Where are you?' The role of the TV is about to undergo a similar revolution."

"Now people ask, 'What should I watch?' when they turn on the TV. But in the future people will ask, 'What should I do?'"

He predicts people will do a lot more than just watch in the future. "The future TV will be larger and be incorporated into a wall of the

home" and will be the ultimate smart device which communicates with the user. Plus an electronic "you" will constantly fetch information and bring products relevant to your life.

There will still be times when people will want to lay back on their sofas and watch TV the way they do now. That will not change. But in the future they will also be able to do a lot more—and he and his colleagues at Samsung Electronics are working to make these things possible.



Carlo  
Barlocco  
**The  
Master of  
Convergence**

Vice President, Head of Sales and Marketing **Samsung Electronics Italy**

"I am always surprised by the speed with which Samsung generates new ideas," says Carlo Barlocco. He believes the greatest ideas will not come from one or two people within the company but from "the genius of all our people."

Carlo uncovers this genius by finding ways to connect people in different fields and seeing what ideas come out of the interaction. For him success is measured in vision and speed. He says, "With a fresh idea and a unique vision you can start from zero and end up with a great solution."

Since the beginning of his time at Samsung he noticed "an energetic flow of innovation" within the company and this has taught him to be a continuous innovator.

"Our lives are getting faster and faster. We are seldom in just one place and so Samsung is always looking for ways to let you be more productive, informed, and entertained—and that allow you to be everywhere at the same time."





*Park  
Seung-woo,  
M.D., Ph.D.*  
**Inventor  
of the Digital  
Hospital**

Cardiologist **Samsung Medical Center**

"I find inspiration in walking, reading, and history," says Park Seung-woo. But he is most inspired by "the great Admiral Yi Sun-shin, who was always prepared for a crisis and overcame it with very creative strategies."

In addition to his responsibilities as a cardiologist, Seung-woo heads his hospital's information strategy efforts. He sees great potential in IT technology to improve the diagnosis

process and the patients' experience. His ambition is to develop a hospital that uses technology to anticipate and prevent medical complications.

When Seung-woo is faced with a challenge, he remembers the Battle of Myeongnyang in 1597 where, with only 13 ships, Admiral Yi defeated an enemy fleet of over 300 warships after king himself had told the admiral to abandon the battle as victory seemed impossible.

Seung-woo reflects on this historical feat to remind himself of the power of "crisis consciousness." He says, "Be prepared for a crisis. That's the path to innovation."

A man in a dark suit and glasses is speaking, gesturing with his hands. The background features a complex network diagram of interconnected nodes and lines, with a large, stylized ship or vessel integrated into the network structure. The overall color palette is dark with blue and grey tones.

*Kim  
Kyoung-hyeok*  
**The Shipbuilder**

*Vice President, Marketing Team III Samsung Heavy Industries*

There is no such thing as the success of an individual. Success only comes from cooperation. Each of us possess a strength and, together, these strengths can be used to develop new ideas. This is the philosophy of Kim Kyoung-hyeok.

He says, "Working together as a group allows us to surmount the greatest obstacle to innovation: the fear of uncertainty." Kyoung-hyeok explains that innovation is not easy and that finding a new way to do things always comes with a fear of failure.

"But as our president has said, failure is a gift for every Samsung employee. Samsung supports its teams by fostering experimentation and tolerating failure—and, in the end, that 'failure' may lead to something great."

Lim  
Jong-cheol  
**The  
Materials  
Innovator**

There is a strong need for new materials to use in the manufacture of products. These materials must be stronger, lighter, resilient to shock, flexible, heat resistant, or more responsive to touch—and Lim Jong-cheol, a chemist, has been involved in many of the greatest advances in this field.

He was behind the development of advanced polycarbonate materials that are used in today's best TVs, LCDs, and mobile devices.

But great discoveries do not come easily. He says, "A sparkling idea is nice, but that is only the start of the process." According to Jong-cheol, the genius of innovation comes in the process of trial and error. That is where new products are born, new ideas are incubated, and where the scientists and engineers do their greatest work. And, he says, Samsung gives its scientists important support in this area. "By continuously evaluating an idea—that's how we create a new innovation."

Jong-cheol says he is delighted when the results of an experiment are what he expected, but if the results are incomprehensible he might be on the path toward a new discovery.

Today he is looking forward to a revolution in LED lighting and wants to make a material that increases the light reflected inside the bulb and therefore makes LED lighting an even better option.



Kim Jung-ki, Principal Research Engineer, Compound Group2;



Lim Jong-cheol, Principal Research Engineer, Compound Group2, Development Team, Chemical Division; Chin Kyuon-sik, Principal Research Engineer, Compound Group1 **Cheil Industries**





***Meet the  
Future  
Pioneers***

## **What is the value of sharing?**

*We find inspiration in helping others. In seeing new possibilities for them. In seeing how education and new technologies and opportunities can change their lives for the better.*

*We've always believed in unlocking the potential of people, and in finding those who inspire us with their resilience, hope, and determination.*

*In this chapter, we introduce a few of these young pioneers, whose achievements are already touching the lives of those around them. For us, the value of sharing is **immeasurable.***

# Aster

*Lighting the Way*

ETHIOPIA: LED SOLAR LANTERN

*Aster is 20 years old, in the 5th grade, and born to be an entrepreneur. Living in a remote village without electricity has never stopped her from being industrious. But with the arrival of the LED solar lanterns, her imagination caught fire and plans began to emerge.*



***“My name’s Aster Kebede. I was born in Jila Keresu, Ethiopia. I have five brothers and three sisters. Each day I go to school, prepare lunch, and wash the clothes. After school, I eat my dinner and study. Then I go to bed.***

***In our village, people are industrious and hardworking. But without electricity, we had to stop working or studying and wait for the day.***

***That is why I was so excited when we were given the LED solar lanterns. In addition to being a student, I make and sell traditional hand-crafted dishes. It used to take two weeks to make one. Now it takes only three days.***

***I share half of my income with my family and save the rest. With the savings I recently bought a calf, which will be another source of income.”***



***“The LED solar lanterns brought many changes. The money we spend for kerosene is reduced. When we lose animals at night, it’s easy to find them. When someone is sick at night, we can now take them to the hospital.***

***With my increased income, I’m going to buy land and build a house bigger than the one I live in now. And I will someday start a micro-credit to benefit my people.***

***Before, we were in the dark. Now, we can see our future.”***









*Samsung is giving solar powered LED lanterns to thousands of homes in Ethiopia. This program is part of a broader effort to help children who live in areas with abundant sunlight but in homes without a connection to the power grid. The project is part of the Samsung Hope for Children initiative, and will provide this basic necessity, lighting, to children and their families. It is one of many of programs of the Hope for Children initiative designed to improve the health and education of children around the world.*



# Shabana

**Knowledge is My Power**

INDIA: SAMSUNG E-LEARNING CENTER

*Shabana is an 11th grader who attends the Samsung e-Learning Center at the Ank School to supplement her education with English and basic computers. With a natural gift for teaching others, she is determined to see her community develop and progress. As a girl, a woman, Shabana wants to work towards eliminating gender discrimination by educating girls - and boys - of the next generation.*



***“Education opens up avenues. It gives us wisdom. Helps us differentiate between right and wrong. It helps change our mindset. The more we educate ourselves, the more we develop and progress in life.”***



***There are some in my community who do not believe in educating girls, as if there is no point to it.***

***My mother never got to finish her education. I'm determined to finish mine. The support she never received, I have already gained.”***



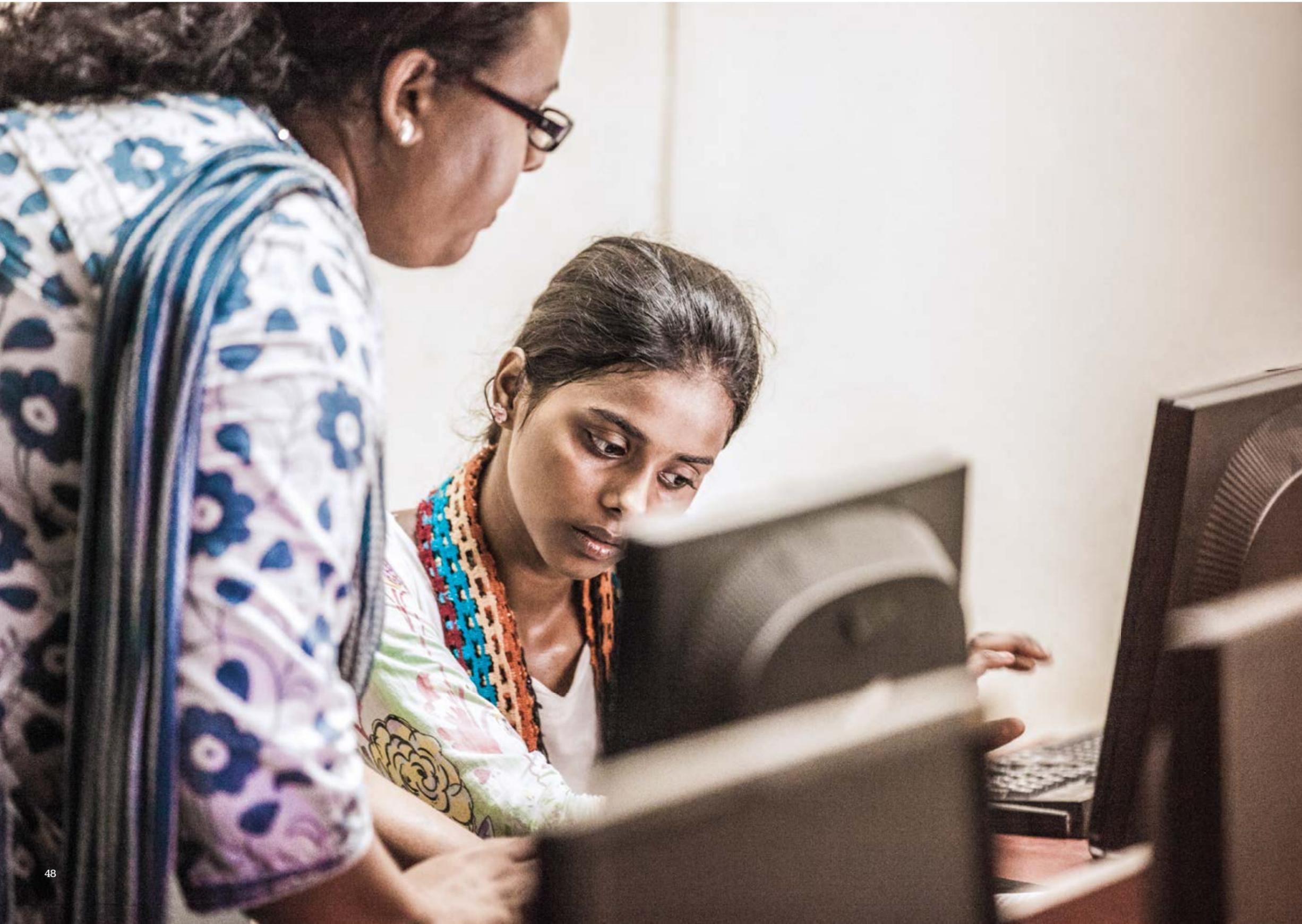


***“I am already passing on what I’ve learned to my little sister and to other children in my neighborhood.***

***I love sharing what I know, and what I’ve learned. I feel inspired when I see my teachers, and that’s why I want to become a teacher.***

***And I believe that teaching helps me add to my knowledge.***

***This is what I see in my future. A chance to give others the same opportunities that were given to me.”***



***The Samsung e-Learning Center in New Delhi imparts important skills to disadvantaged youth in order to increase their opportunities for employment. This is one of four centers in India that Samsung is supporting in partnership with the Smile Foundation, which seeks to use the platform of education to make a difference in the lives of the community.***







# Elif

## Overcoming Barriers

TURKEY: SAMSUNG ACADEMY

*Elif is an ambitious high school student who dreams of traveling the world. Her family is poor but she finds great inspiration and support in her mother, who only finished grade school. In Turkey, it's not easy finding a job right out of high school, and there are even fewer career opportunities for women. The Samsung Academy empowers students like Elif with real-life technical skills to pursue a future that once seemed beyond their grasp.*





***“My name is Elif Kivaç. I am learning how to repair and service home appliances. This field suits me very well, as I am a very detailed person. I am like my mother in this way.***

***Ramazan is my instructor at the academy. Like me, he comes from a poor family and, and like me, he is a child of illiterate parents. So he understands me and my determination.***

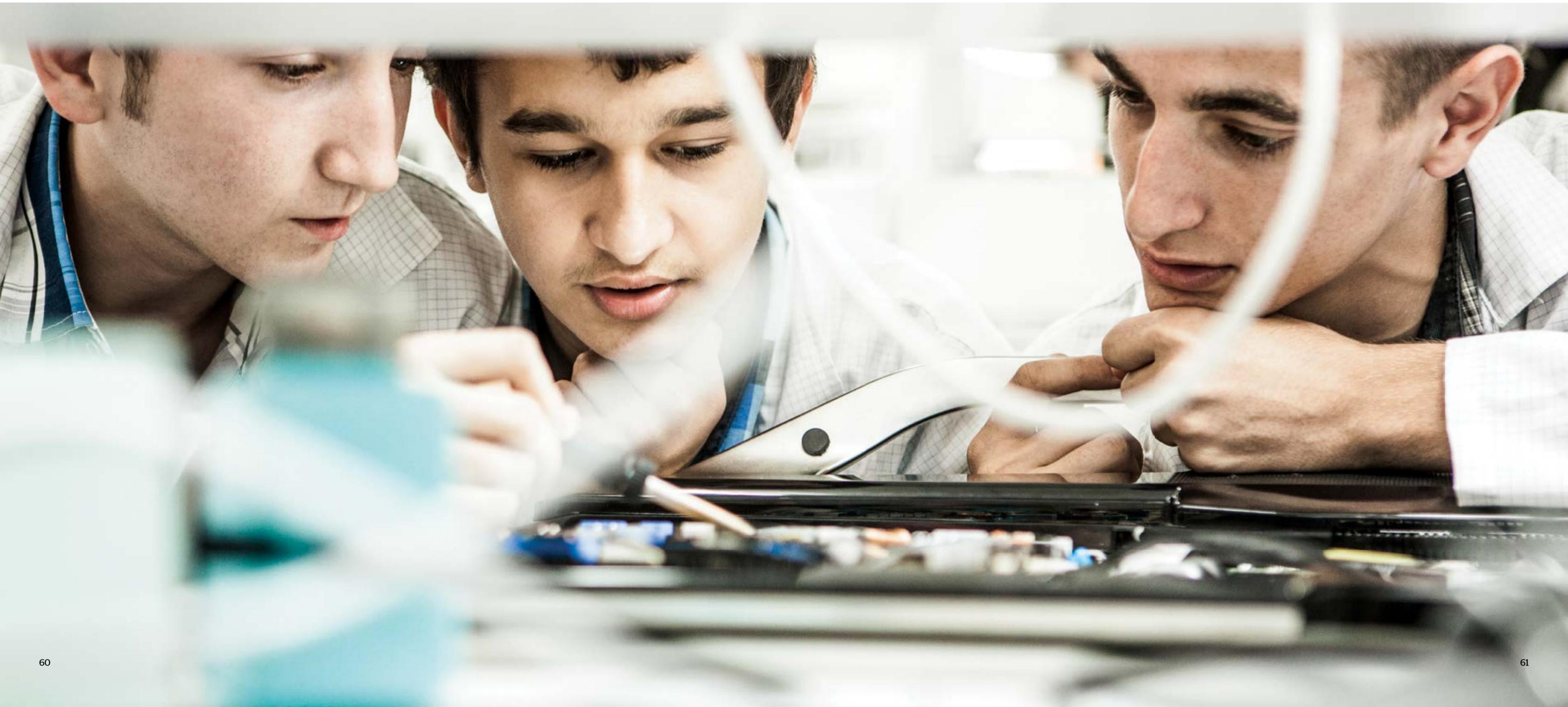
***He says life is a series of tests, barriers that must be overcome.”***

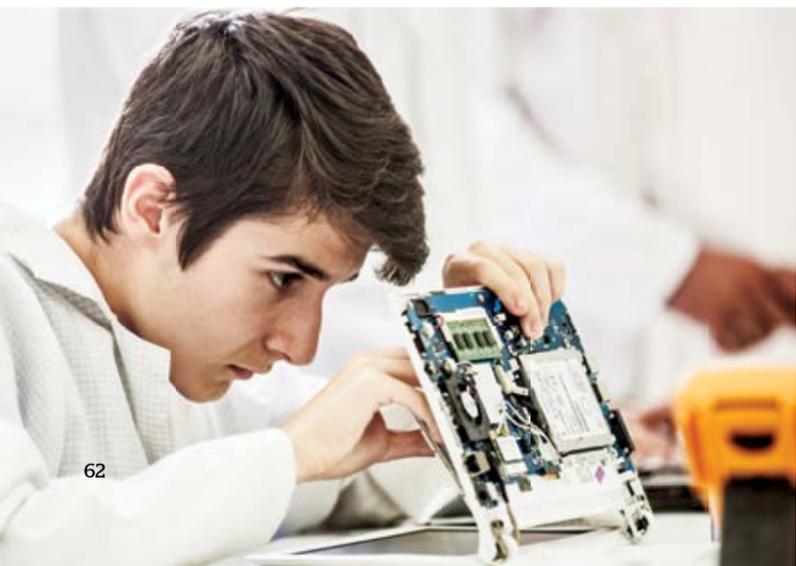
***“In Turkey, most women study to be a doctor, nurse, or teacher. But I am not afraid to pursue a field where there are few women. It might even be an advantage because most of my customers will be women.*”**

***One day I want to study medical technology at the university. I see it as an extension of what I am learning now, and the training at the academy is an important step in that direction.***

***I want my mother to be proud. She says that I will not fail in my plans. She is my best friend.”***





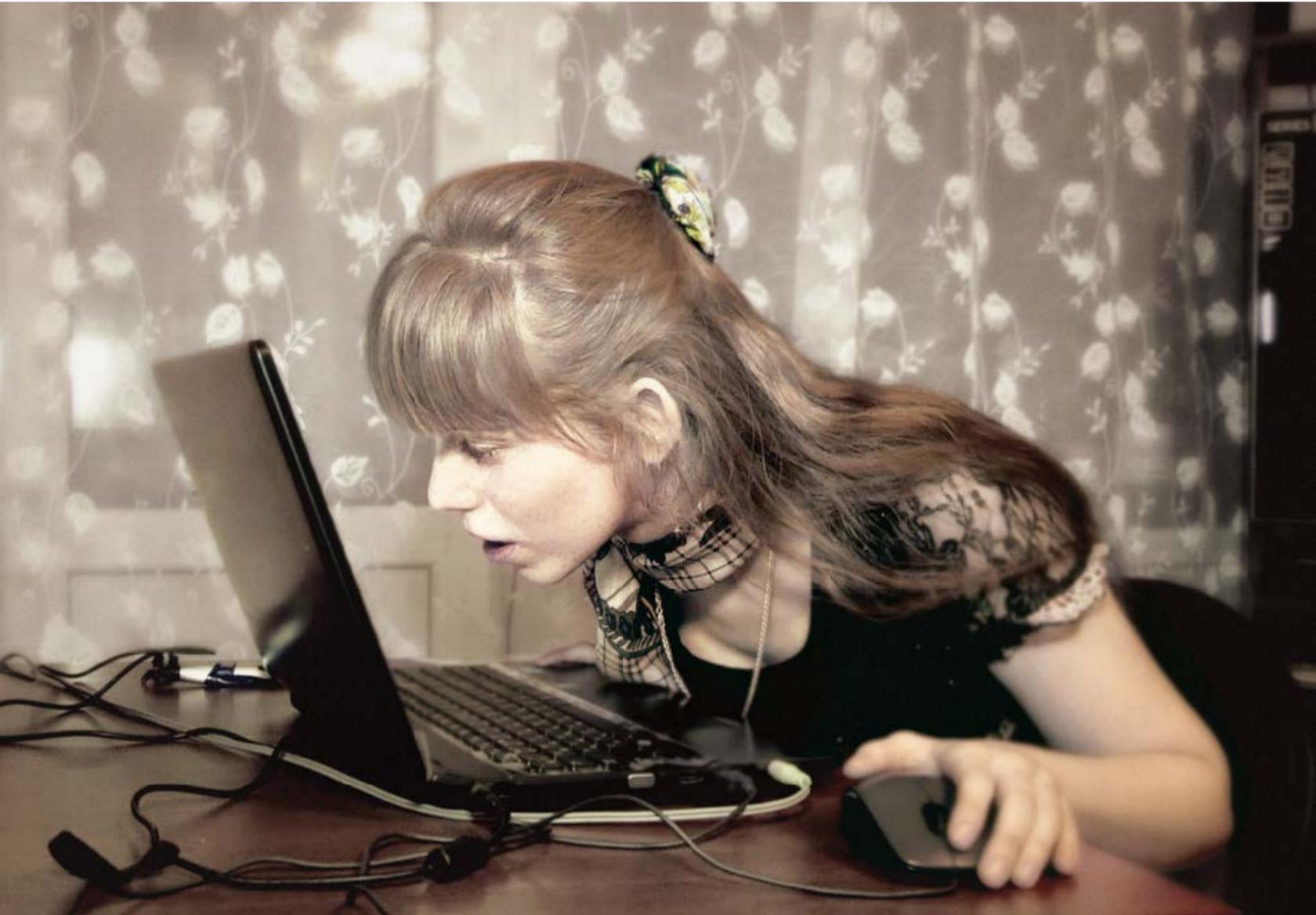




***The Samsung Academy is a vocational training program in Turkey that gives opportunities to young men and women from poor families. With these important skills the students of the academy are able to escape the intergenerational poverty that affects so many in this region and pursue a future that once seemed beyond their grasp.***

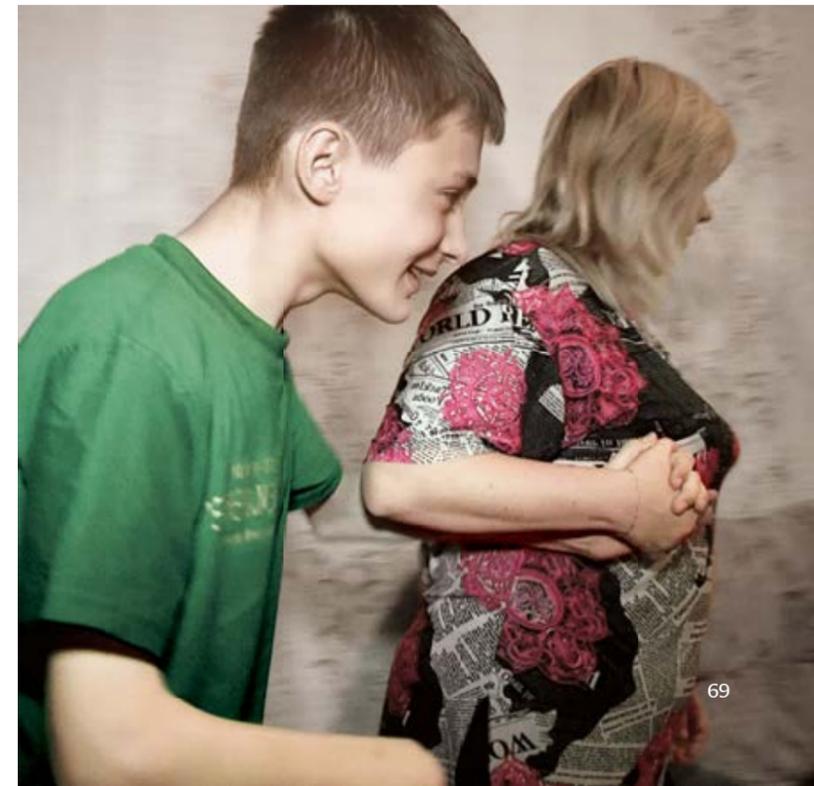






RUSSIA:

***Education for Everyone***  
*This innovative program supports education services for children with physical or emotional disabilities, a traditionally underserved population in Russia. Through individualized guidance from teachers, volunteers, and professional mentors, Education for Everyone provides opportunities for personal development, education, and adaptation to modern life.*





KOREA:

**Talk It Up**

*Samsung's Passion Concerts, with their distinctive mix of entertainment and inspiration, have proved hugely popular with young people throughout Korea. In 2012, these 24 shows attracted more than 100,000 attendees, and featured inspiring stories from entertainers, academics, and Samsung executives. This year, we are doubling the number of shows—and the number of young people we reach.*





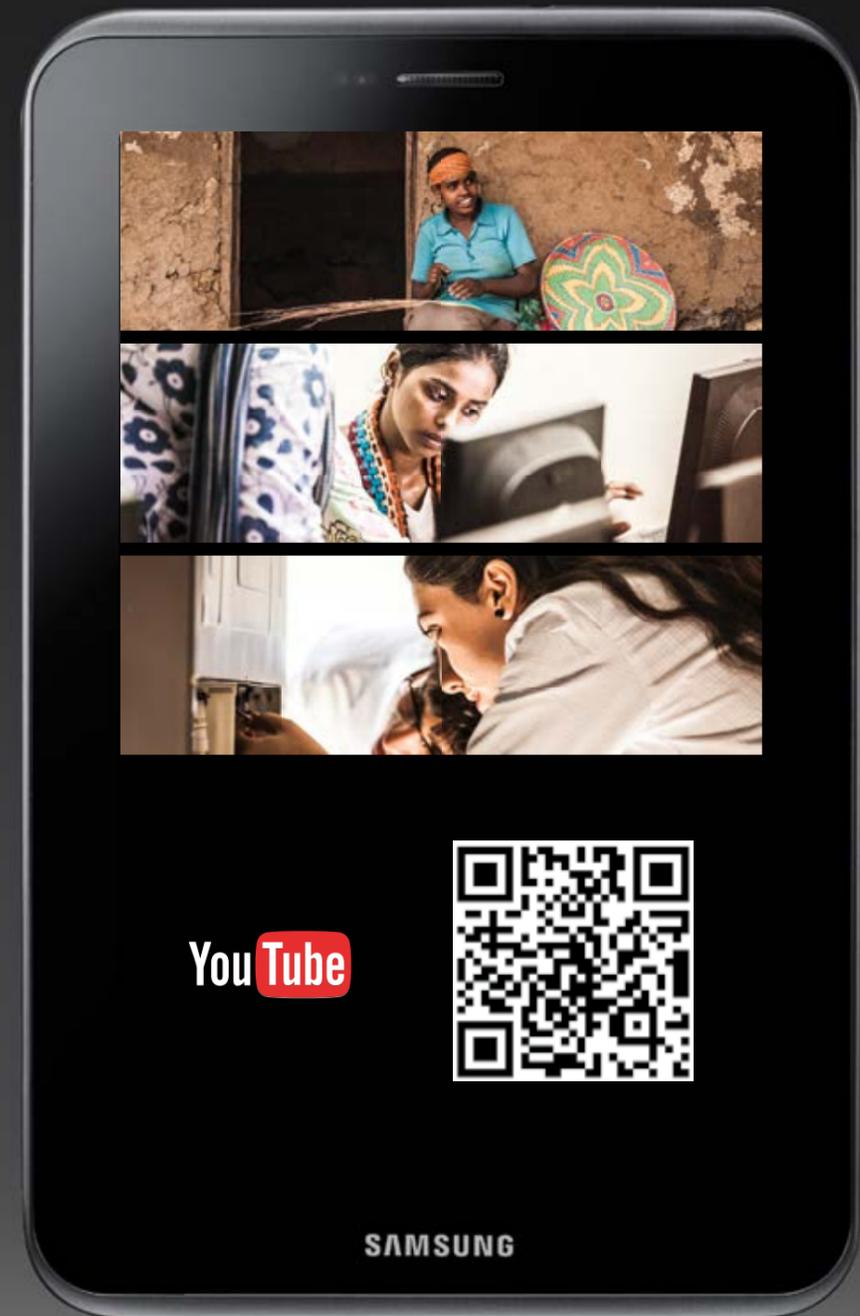
KOREA:

***Teaching the Future***

***As part of Samsung's commitment of improving the lives of underprivileged children, Samsung Dream Class is aimed at helping middle school students attain their dreams of higher education. This after-school program offers free classes across a variety of subjects taught by university students.***

**[www.youtube.com/user/SamsungCSR](http://www.youtube.com/user/SamsungCSR)**

*Samsung is working with partners and communities around the world to create opportunities for today's young pioneers. This year, we travelled to Ethiopia, India, and Turkey to capture their stories and show how they're paving the way for a brighter tomorrow. Visit our YouTube channel to learn more.*





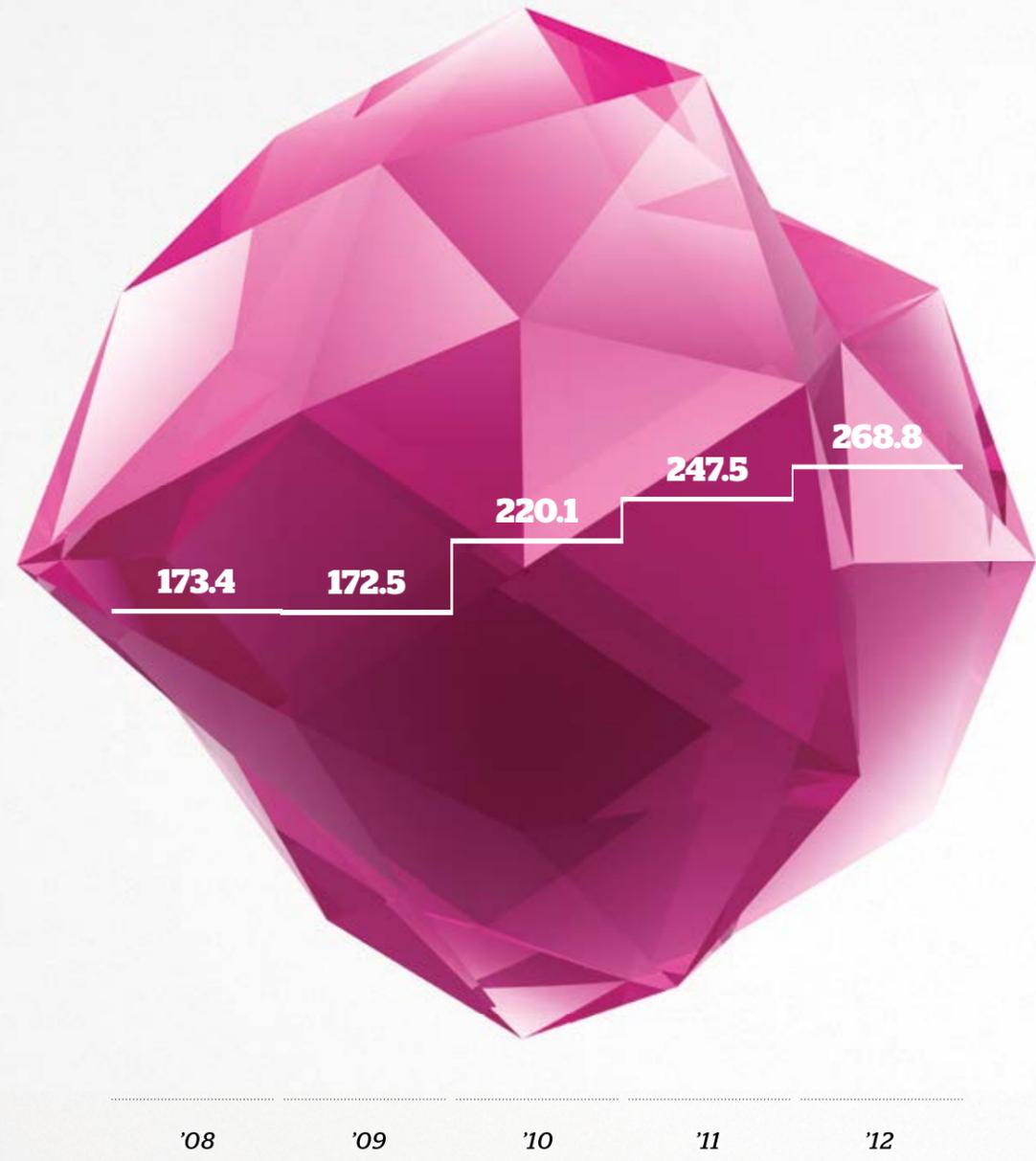
# **Financial Highlights**

Amounts in Billions	Won	Dollars	Euros
Net Sales*	302,939.5	268.8	208.4
Total Assets	503,677.1	470.2	356.2
Total Liabilities	279,298.0	260.8	197.5
Total Stockholders' Equity	224,379.1	209.5	158.7
Net Income*	29,537.0	26.2	20.3

\* Won/U.S. Dollar yearly average exchange rate: 1126.88/1\$. Won/Euro: 1453.68/1€.  
Won/U.S. Dollar as of the end of December 31, 2012: 1071.10/1\$. Won/Euro: 1413.85/1€.

# Net Sales

Dollars in Billions



# Total Assets

Dollars in Billions



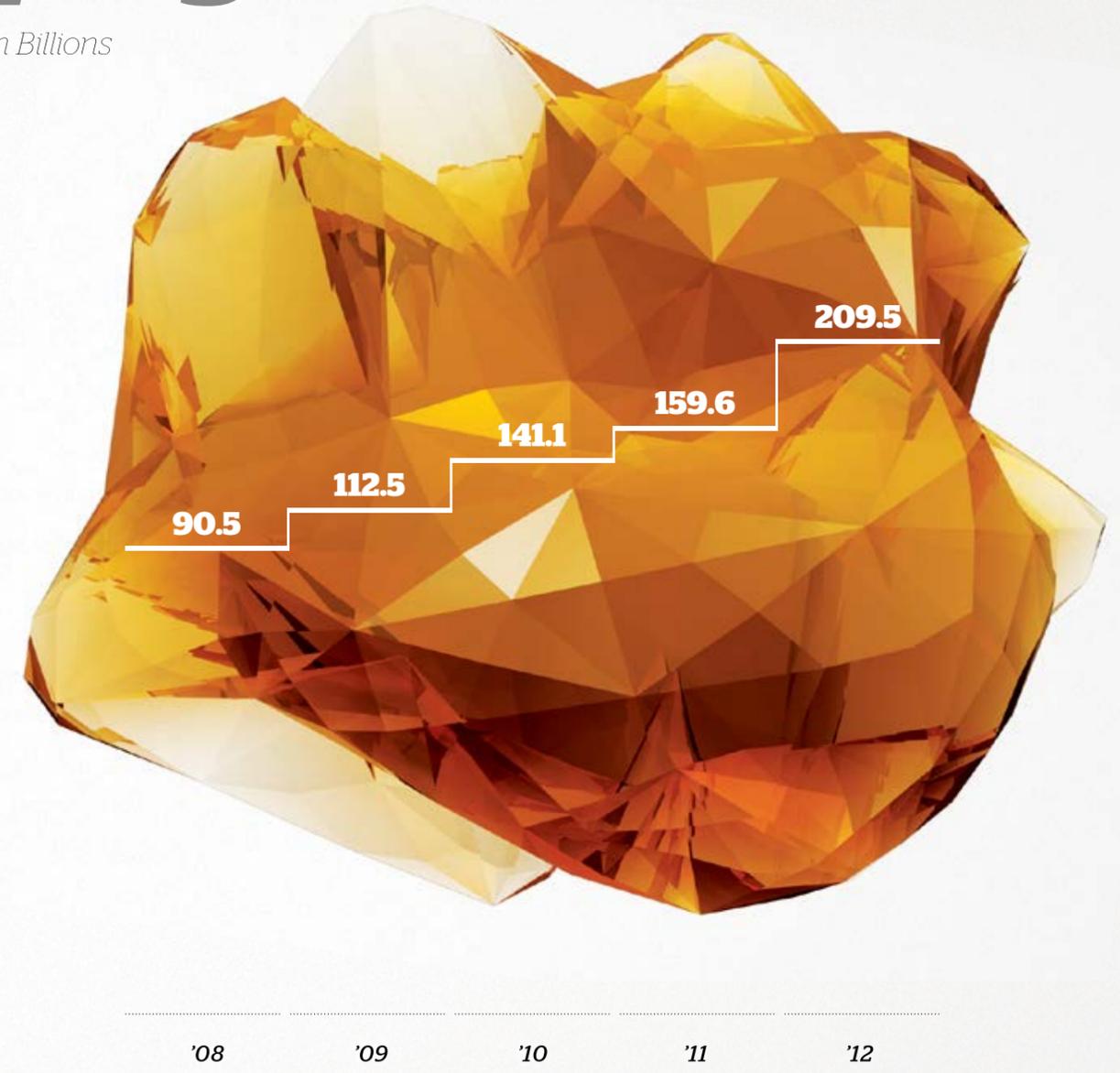
# Total Liabilities

Dollars in Billions



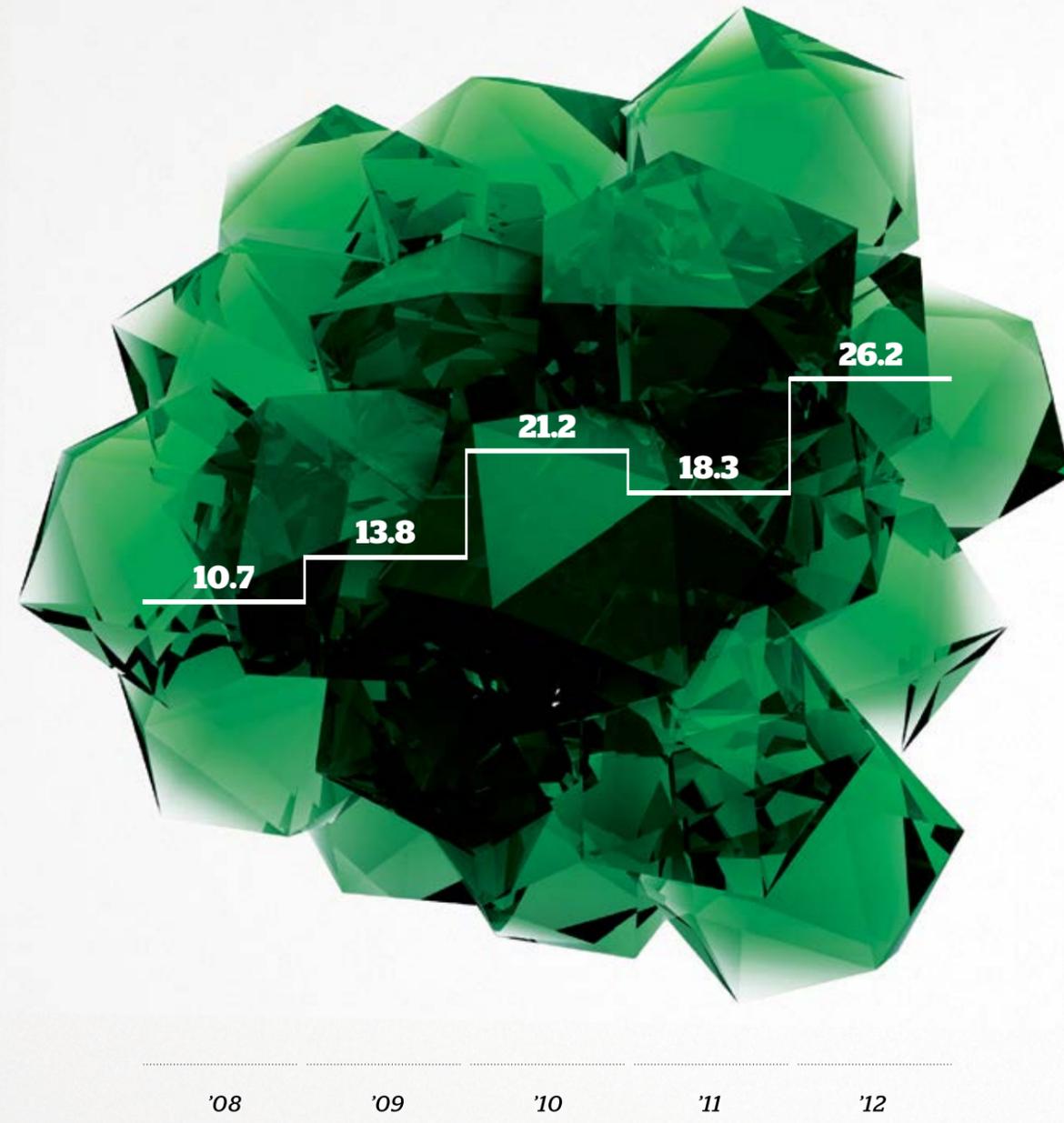
# Total Stockholders' Equity

Dollars in Billions



# Net Income

Dollars in Billions



# Employees

In Thousands





# ***Company Profile***

## Samsung Electronics Co., Ltd.

Employees  
(end of 2012)

236,000

2012 Sales  
Billion USD (consolidated basis)

187.8

Tel: 82-2-2255-0114  
www.samsung.com

Samsung Electronics is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, the company is transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors, and LED solutions. Established in 1969, Samsung Electronics today has more than 200 facilities and offices in 79 countries, and is recognized as one of the world's top 10 global brands. In 2012, the company achieved record consolidated net income of USD 22.3 billion (KRW 23.8 trillion) on sales of USD 187.8 billion (KRW 201.1 trillion).

The company's 10 independently operated business units, spanning consumer electronics products and the key components that drive them, are coordinated under three divisions. Consumer Electronics (CE) consists of the Visual Display, Digital Appliances, Printing Solutions, and Health and Medical Equipment business units. For the past seven years, Visual Display has led the global TV market while pioneering the introduction of connected smart TVs, the world's first TV app store, and smart interaction features. IT & Mobile Communications (IM) encompasses the Mobile Communications, Networks, and Digital Imaging business units. Today, Mobile Communications is the global leader in the smartphone market through its successful GALAXY line, and it offers a diverse portfolio of smart devices for all consumers. Device Solutions (DS) includes Memory, System LSI, and LED. As the longtime global memory leader, Samsung Electronics offers the most advanced range of high-performance eco-friendly memory solutions, and it plays a key role in designing and manufacturing optimal LSI solutions.

Samsung Electronics aspires to create new technologies that inspire the world. To fuel this innovation, the company operates more than 30 R&D centers around the globe. In 2012, it invested USD 10.8 billion (KRW 11.5 trillion) in R&D, with more than 60,000 employees worldwide dedicated to developing future technologies. The company's intellectual property portfolio has now grown to more than 38,000 registered patents in the United States alone. With its "Make It Meaningful" design philosophy and six design centers around the world, Samsung Electronics is also focused on bringing value to consumers through its products.

Samsung Electronics has deep ties to the communities in which it operates and is committed to acting as a responsible corporate citizen.

In 2013, the company is expanding its Samsung Hope for Children programs, which provide health and education support for the world's youth and children, to 55 countries. Through its PlanetFirst initiative, the company has made environmental sustainability a priority across its businesses and is applying technology in innovative ways to achieve eco-friendly development.

To foster future growth, Samsung Electronics is making progress toward achieving its 2020 corporate vision, "Inspire the World, Create the Future." This vision established the performance goals of reaching USD 400 billion in revenue and achieving global recognition as one of the world's most innovative and admired companies. In taking steps to expand its business focus into the "life care" sectors of medical/bio, eco/energy, and convenience/comfort, Samsung Electronics and its affiliates will invest USD 1.1 billion in health care and medical devices through 2020.



UHD TV 85S9



GALAXY S4



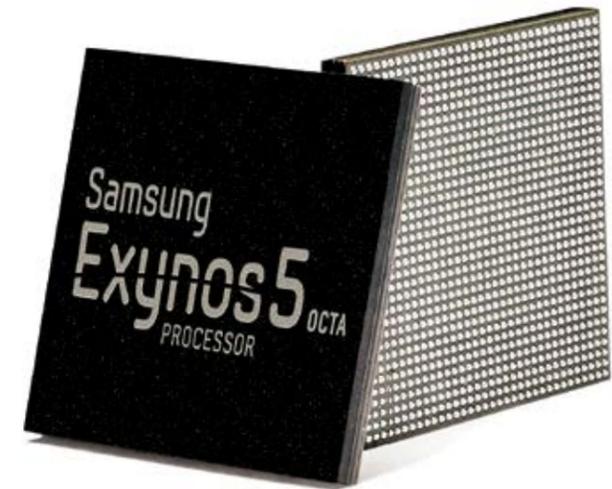
Zipel Food  
Showcase FS9000



MultiXpress  
C9301 Series



NX300



Exynos 5 Octa



Energy Storage System (ESS)

Lithium-ion Battery for Electric Vehicles



## Samsung SDI Co., Ltd.

### Employees

13,990

### 2012 Sales

Billion USD (consolidated basis)

5.1

Tel: 82-31-8006-3100  
 Fax: 82-31-8006-3397  
[www.samsungsdi.com](http://www.samsungsdi.com)

In 2012, Samsung SDI continued as the world's top eco-friendly energy company, widening the gap between SDI and our closest competitor with remarkable results in the small secondary battery field. Despite the uncertain global economy, our small secondary battery for IT has firmly secured first place in world sales through continuous market expansion and competitive improvements. We also improved sales in the PDP field. By focusing on our vision of, "Smart Solutions for a Green World," we continue to grow, even in today's challenging market conditions.

In 2012, Samsung SDI invested KRW 453.9 billion in facilities and in R&D. Thanks to our commitment to research and development, our products continue to dominate the global market for secondary batteries for electric vehicles and energy storage systems (ESS).

Since 2010, Samsung SDI has ranked number one in the small secondary battery field, shipping more than 1.07 billion products in 2012 alone. We have a market share of 26 percent; one out of every four consumers has used a Samsung SDI battery. We pulled far ahead of our nearest competitor, with the gap increasing from 0.9 percent in 2011 to 7.3 percent in 2012.

Currently, the market for secondary batteries is rapidly shifting to smartphones and tablets, as well as to products such as power tools, ebikes, garden tools, robotic vacuum cleaners, and other items.

In September 2012, Samsung SDI acquired a controlling share of SB LiMotive Inc., which we established with Bosch, a German company, in a fifty-fifty investment in 2008. With ownership of SB LiMotive, we not only strengthen our competitiveness in the electric vehicles battery business; we also maximize the synergy between our existing secondary battery and large ESS businesses. Because of our impressive technical skills and manufacturing capabilities in the electric vehicle battery field, SDI was able to sign supply agreements with several global automobile brands, including BMW, Chrysler, and Mahindra.

We have greatly expanded our offerings in ESS—a field that, together with renewable energy, is growing rapidly. Soon we will have a complete lineup of product offerings in the secondary battery business, with our world's best secondary IT battery; our electric vehicle battery, which has reached commercialization; and our medium-large energy storage battery.

Our ESS, the key to maximizing electrical grid efficiency, offers increased efficiency in energy use by narrowing the gap between daytime and nighttime electrical demand. Our system can store surplus nighttime energy from a power plant, a building, or a home, then release the energy during the day, during peak demand times for energy use.

We continue to receive orders in the ESS field. In June 2012, we signed a memorandum of understanding with KACO in Germany for ESS supply and R&D cooperation. The ESS products to be supplied by Samsung SDI are 5.8kWh class for home use and over 100kWh class for industrial use; these products will launch in the European Union market at the end of this year.

We recently entered the uninterruptible power supply (UPS) market. In March 2012, Samsung SDI was selected as the preferred negotiation candidate for Shinhan Bank Data Center's UPS battery supply. In addition, from our work installing and managing the industrial ESS in Samsung's Giheung Complex, starting in August 2012, we have gathered substantive verified data on energy use and management. We expect to leverage this data for expanding ESS in various fields, not only at domestic industrial sites, but also in financial services and other types of buildings.

Meanwhile, in May 2012, to commemorate the 42nd anniversary of its founding, Samsung SDI redefined the concept of its business as "an eco-friendly and electrochemical convergence energy industry" and made plans for the next 100 years. Samsung SDI's new business concept is based on building clean energy, distinct from traditional energy use, through development and accumulation, and on providing total solutions for using energy freely.

Park Sang-jin, the president and CEO of Samsung SDI, has announced that "With our new business concept, we will secure the constant power of future growth, growing to KRW 10 trillion in sales in 2015 and KRW 24 trillion by 2020—all as an eco-friendly energy solution company."

## Samsung Electro-Mechanics Co., Ltd.

### Employees

**38,154**

### 2012 Sales

Billion USD (consolidated basis)

**7.38**

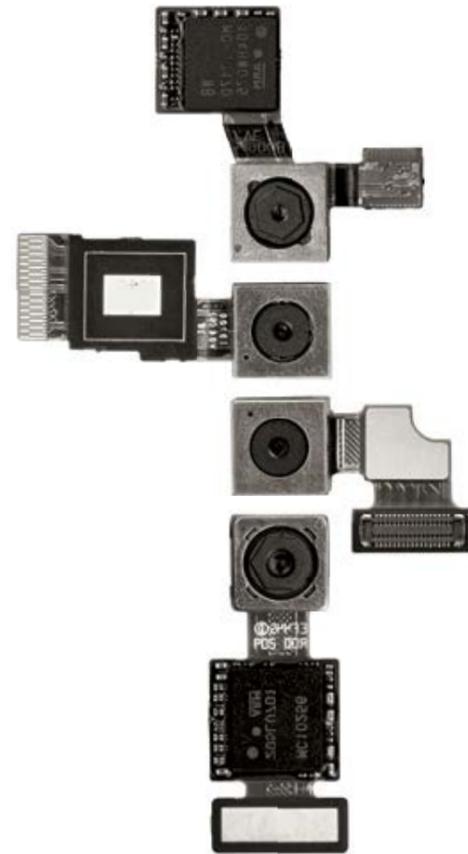
Tel: 82-31-210-5114

Fax: 82-31-210-6363

[www.samsungsem.com](http://www.samsungsem.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 7.38 billion (KRW 7.9 trillion) in revenue. Our company consists of four divisions. The Linkage of Magnetic Flux Coil, Capacitor, Resistor (LCR) division includes multi-layer ceramic chip capacitors and tantalum capacitors; the Advanced Circuit Interconnection (ACI) division includes high density interconnections and package substrate; the Circuit Drive Solution (CDS) division includes digital tuners, network modules, power modules, and ubiquitous modules; and the Opto and Mechatronics Solution (OMS) division includes image sensor modules and precision motors.

Samsung Electro-Mechanics is a technology-driven company and focuses on developing state-of-the-art technology and parts. We plan to expand into promising new businesses such as green energy, ubiquitous sensor and network module, integrated circuit (IC) and automotive. Higher profit bases are being established as we expand our high-end product offerings and enhance cost competitiveness. We have also invested in R&D resources and have built a global R&D network.



ISM  
(Camera Module)



MLCC

## Samsung Corning Precision Materials Co., Ltd.

### Employees

**4,137**

### 2012 Sales

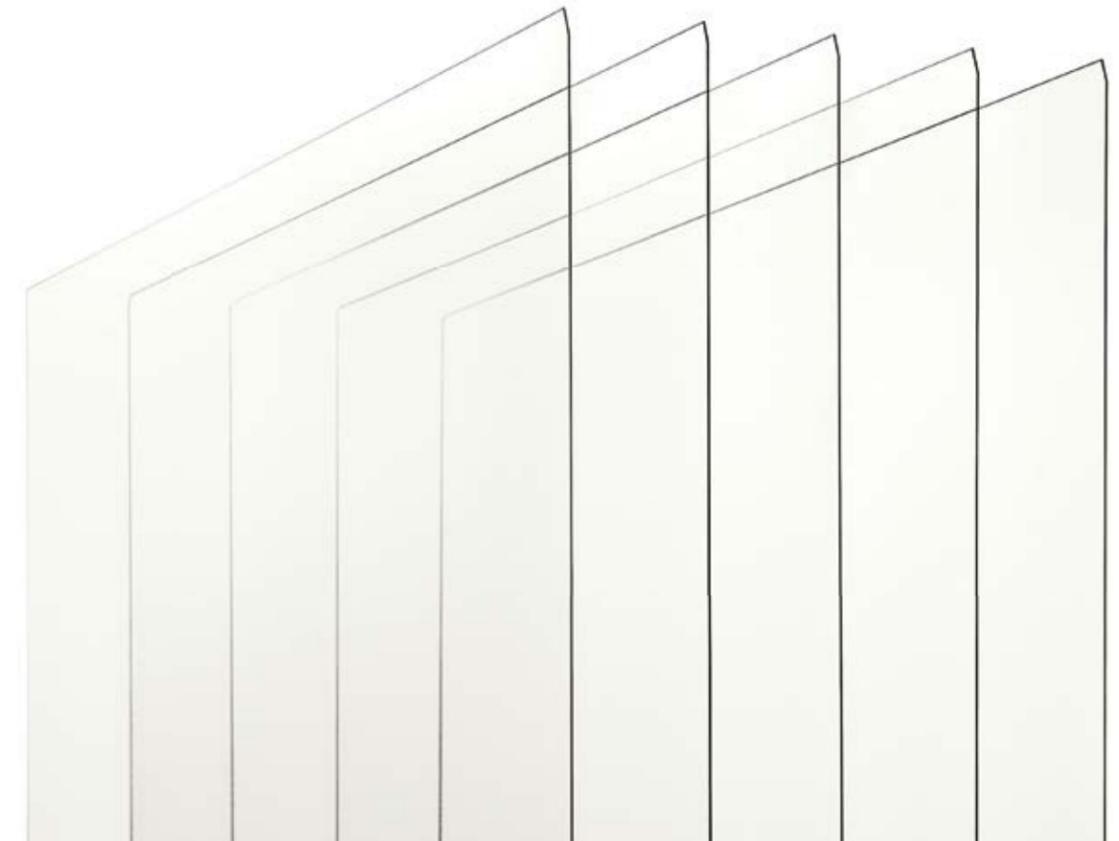
Billion USD

**3.15**

Tel: 82-2-2255-2777

Fax: 82-2-2255-2739

[www.scp.samsung.com](http://www.scp.samsung.com)



TFT-LCD Glass Substrates

Samsung Corning Precision Materials specializes in materials and parts and produces target and glass substrates for flat panel displays. Established in Gumi, Korea, in 1995, the company expanded by building its Asan plant in 2003. Currently, Samsung Corning Precision Materials has the highest market share for glass substrates for flat panel displays and related products in the world. We work constantly to improve the customer experience with exciting new technology.

Our main product, glass substrate for flat panel displays, is not only thin and light; it has the finest surface quality. This state-of-the-art glass substrate is used in LCD panels for LCD/LED TVs and monitors, as well as smartphones, tablets, and notebooks.

Target produced by Samsung Corning Precision Materials is a special material used for coating glass substrate with a transparent conductive layer for display panel and PV cells. As flat display products grow larger and larger, with higher resolution, this product is becoming increasingly essential to the display industry.

The vision statement for Samsung Corning Precision Materials, "The Materials for Tomorrow" means that the company will achieve sustainable growth by developing new cutting-edge materials and parts with a focus on glass and ceramic. Samsung Corning Precision Materials will continue growing as a top-notch materials and components company by providing newer, smarter, and more environmentally friendly products in a timely manner.

## Samsung SDS Co., Ltd.

### Employees

14,300

### 2012 Sales

Billion USD (consolidated basis)

5.7

Tel: 82-2-3429-2114

[www.sds.samsung.com](http://www.sds.samsung.com)

Samsung SDS delivers customer success through information and communications technology (ICT) innovation. These successes, in turn, underpin our efforts to prosper alongside our customers. Samsung SDS was first established in 1985, with a mission to speed "the informationization of industry and the industrialization of information." Samsung SDS's development has been bolstered by our ability to keep pace with customer needs and rapid changes in the business environment.

Over the years, our outstanding human resources and ICT expertise have played a vital role in establishing the Samsung Group as a world leader in today's global economy. In addition, Samsung SDS has been the key driver behind the gains in South Korea's ICT industry competitiveness, and it has mobilized innovation across the public sector, financial services, manufacturing, construction, and service industries.

In keeping with its vision of becoming the world's premier ICT service provider, Samsung SDS now stands ready to leverage its proven ICT capabilities to provide bold process innovations and outstanding customer-contract service.

Samsung SDS provides specialized ICT services that build on our demonstrated world-class ICT skills, developed through years of successful project delivery and experience in the field. We plan to lead the future of ICT through our core business services, focusing on Smart Manufacturing, a service for increasing manufacturing and logistics ICT competitiveness; Smart Town, a blending of ubiquitous technology with public spaces; and Smart Convergence, providing differentiated platforms through ICT applications. Samsung SDS will always be at the center of developing optimized ICT services for our customers.

We spearhead efforts to drive customer success and to improve the quality of life for individuals with solutions that go far beyond existing paradigms. Together with its customers, Samsung SDS creates a better world and realizes new values.

Samsung Display is a leader in the global display industry, with a steady stream of innovative, cutting-edge new products. In July 2012 Samsung Display merged with Samsung Mobile Display and S-LCD to become the world's largest display company.

Before the merger, Samsung Display held a 23.8 percent share of the global market, with annual sales of USD 25.1 billion (KRW 28 trillion). In 2012, Samsung Display had sales of USD 29.5 billion (KRW 32.9 trillion), with an amazing 17 percent rate of growth. Today, with a 24.5 percent market share, Samsung Display is the top-ranked manufacturer in the world.

Since 2002, Samsung has led the global LCD panel market. We also lead the market in next-generation OLED displays. Samsung mass-produced the world's first OLED panels in January 2007; in January 2013, we recorded 300 million in cumulative OLED production, along with an extraordinary 98 percent share of the global OLED mobile market—a market that is expected to grow explosively, from USD 6.4 billion (KRW 7.1 trillion) in 2012 to USD 12.5 billion (KRW 13.9 trillion) by 2015.

Samsung Display reinforces its technical leadership in an increasingly competitive display marketplace through constant R&D and investment. Samsung Display has a diverse product lineup, including products specialized for smartphones, tablets, laptops, monitors, TVs, phablets, portable game consoles, cameras, and more. We are expanding into new markets with premium products such as curved TVs, UHD TVs, and extra-large digital information displays.

Last January, Samsung Electronics introduced the world's first curved OLED TV at the 2013 Consumer Electronics Show in Las Vegas. Even the edges of this remarkable TV are curved. Watching is almost like being at an IMAX movie—only the viewing experience is even more true to life. Another innovation: Samsung's 85-inch UHD TV, with four times the resolution of FHD displays. This television is leading the way into the super-sized high-definition LCD era.

More than 39,000 Samsung Display employees are part of our global network. Work sites include Asan, Cheonan, and Kiheung in Korea, plus five overseas sites, in Suzhou, Tianjin, and Dongguan, China, and

Slovakia. Samsung Display City, located in Asan, is the world's largest display production complex. In addition to manufacturing facilities, the "city" is home to 4,000 employee apartments, plus a day care facility, a kindergarten, and a foreign language high school.

Our sites in Asan, Cheonan, and Kiheung are equipped with state-of-the-art business facilities for employees, plus restaurants, fitness centers, sports fields, clinics, pharmacies, hair salons, and other amenities designed to enhance employees' welfare.

Our corporate vision is "Display Beyond Imagination." This vision captures our dream and our challenge: to create displays that previously existed only in the imagination. From a display that folds and unfolds like a newspaper, to a rollable display and other flexible products, to a transparent display as clear as a window, Samsung Display is creating futuristic products that combine the unlimited human imagination with cutting-edge technology.

## Samsung Display Co., Ltd.

### Employees

39,000

### 2012 Sales

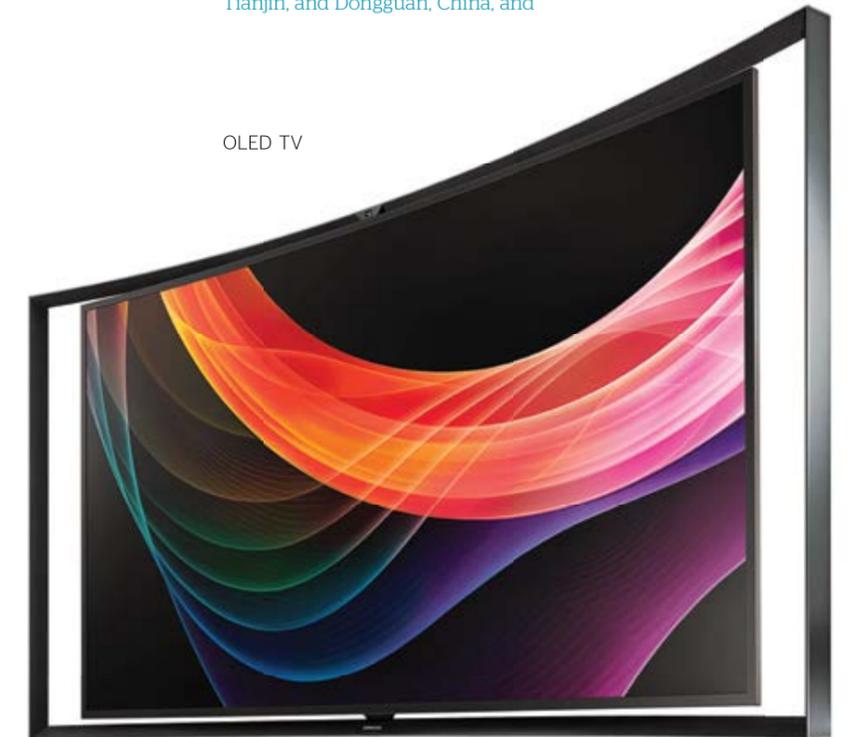
Billion USD (consolidated basis)

29.5

Tel: 82-41-535-1114

[www.samsungdisplay.com](http://www.samsungdisplay.com)

OLED TV



ICT Suwon Center  
(Green Data Center)

## Samsung Heavy Industries Co., Ltd.

### Employees

13,504

### 2012 Sales Billion USD

12.86

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 Geoje Island, just off the southern coast of the Korean peninsula. The ultra-modern Geoje shipyard boasts three dry-docks and five 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 a full complement of oil and gas exploration/production vessels and rigs, from drillships to semi-submersible rigs and offshore platforms. We have also established ourselves as a global leader in several specialty areas, including drillships, LNG carriers, LNG-FPSOs (LNG-Floating Production Storage Offloading), and supersized container ships.

Among our recent projects is the impressive Stena IceMax, the world's first dynamically positioned dual-mast ice-class +1A1 drillship. Designed for safe and efficient operations in the harshest Arctic conditions, this state-of-the-art ship is capable of drilling in depths up to 10,000 feet. We have formed a joint venture with AMEC, the international engineering and project management company, and Samsung Engineering, to carry out the design engineering for fixed and floating offshore platforms, FPSOs, and subsea pipelines for Samsung's future offshore oil and gas projects. The joint venture, AMEC Samsung Oil and Gas LLC (ASOG), brings together AMEC's renowned design engineering capability and extensive experience in offshore projects and Samsung's leading project management expertise and shipbuilding technology.

Since 1974, SHI has attracted orders for 976 ships from worldwide shippers. To date, we have delivered 797 ships. In 2005, SHI implemented a zero tolerance policy to ensure quality and, since then, we have delivered 344 defect-free ships, a record unmatched by other global shipbuilders.

In 2012, we obtained orders of USD 9.6 billion, including orders for nine drillships—making SHI, with its technological prowess and competitive advantage, the undisputed world leader in drillship manufacturing.

In 2010, SHI unveiled its plan to build only eco-friendly ships as of 2015, thereby achieving a 30 percent reduction in greenhouse gas emissions. Today, ships account for 3.3 percent of carbon dioxide emissions worldwide, and the International Maritime Organization (IMO) is introducing standards to reduce ship emissions. Experts predict that companies with early entry into the green technology shipbuilding market will lead the shipbuilding and marine transportation industries of the future.

We were the first global shipbuilder to draft and implement green management policies that offer a detailed vision for the future, including: (1) building ecofriendly ships with up to 30 percent less greenhouse gas emissions by 2015; (2) developing green workplaces and green worldwide networks; and (3) developing zero-energy houses.

For the first phase of the SHI plan, by 2015, we aim to have designed the optimal shape for ships, maximizing fuel efficiency. We will develop technologies that improve energy efficiency, including such innovations as heat recovery devices and low-temperature combustion devices.

We intend to work jointly with universities and private research centers to build the world's first eco-friendly ship by developing LNG and hydrogen fuel cells, superconduction electricity-powered motors and cables, and carbon dioxide collection technology. We have applied some of the developing green technologies to 13,000 TEU-class container ships, and simulations suggest greenhouse emission reductions of as much as 30 percent.

Building just one eco-friendly ship that reduces greenhouse gas emissions by such an amount would equal the gases absorbed by 12 million pine trees in a year. Using 49 such ships in a year would be like planting 588 million pine trees.



Stena Icemax

## Samsung Total Petrochemicals Co., Ltd.

### Employees

1,400

### 2012 Sales

Billion USD

7.2

Tel: 82-2-3415-9499

Fax: 82-2-774-2727

www.samsungtotal.com

In 1988, Samsung Total Petrochemicals was established in August 2003 as a joint venture between Samsung and Total Group, a global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungcheongnam-do, Korea. Our output ranges from olefins to polyolefins (polypropylene, polyethylene, etc.), base petrochemicals (styrene monomer, paraxylene, etc.), energy products (LPG, jet fuel, gasoline, etc.), and byproduct fuels, solvents, and other downstream petrochemicals used in everyday life. Samsung Total will soon begin construction on a new aromatics plant at its Daesan Petrochemical Complex, to be completed by July, 2014.

In 2011, Samsung Total developed a world-scale production capacity of one million tons of key products, including ethylene. We are growing as a global chemical company as we operate our polypropylene compound plant in Dongguan, China, along with six sales branches in China, Japan, Singapore, and other locations. Protecting the natural

environment and implementing safety standards in 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 and best practices. We worked to build clean production lines at our Daesan plant, and we also built an eco-friendly park at the site—unique in the world chemical industry. We are committed to being a good corporate citizen through our environmental protection efforts and our anti-pollution activities.

PP (Polypropylene)



PTA  
(Purified Terephthalic Acid)



## Samsung Petrochemical Co., Ltd.

### Employees

409

### 2012 Sales

Billion USD

2.2

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 one of the world's largest outputs of PTA—2.0 million tons a year. In 2013, we enhanced our market competitiveness by adding new production lines for the formic acid (FA) used in leather production, dyeing textile, animal feed, etc., and the benzoic acid (BA) used in food antiseptic, mordant, etc.

Even as we grew, our innovations in management and differentiated customer service, aimed at developing our company from a B2B to a B2C, were recognized by major management consulting institutions in Korea and abroad. Building on

our experience in management, we have become 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.

Our 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-plus years have been characterized by challenges and innovations. As a result, we have grown as a global petrochemicals 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

1,122

2012 Sales

Billion USD

1.27

Tel: 82-2-2255-0700

Fax: 82-2-2255-0710

[www.sfc.samsung.co.kr](http://www.sfc.samsung.co.kr)

Samsung Fine Chemicals has grown into a chemical industry leader through steady growth in areas ranging from General Chemicals and Fine Chemicals to Electronic Chemical Materials and Eco-friendly Renewable Energy. Samsung Fine Chemicals' General Chemicals have been key to the growth of Korea's heavy and chemical industries. Its Electronic Chemical Materials business supplies basic materials to the burgeoning IT industry, while its Fine Chemicals division has reinforced the company's competitiveness and stable growth.

Samsung Fine Chemicals works to create customized high-value-added materials through advanced material technology. Our mission drives us to ceaseless innovation as we work to create richer, more convenient, and smarter lives through advanced technology. We also strive to provide better-quality materials to meet customer needs, always staying one step ahead of our competitors.

In a bid to solidify strategic business and lay the foundation for steady innovation, our company completed production facilities for Mecellose®, AnyCoat®, and Toner for color laser printers. In addition, we are securing future growth engines through expansion into Eco-friendly Renewable Energy Materials, including Bio-degradable Polymers, Polysilicon, and Active Materials for Rechargeable Batteries.

Our employees work to make Samsung Fine Chemicals a world-leading chemical company. They implement innovations so that our company can achieve excellent results in all divisions, including sales, human resources, corporate culture, and systems. With the dedication of our employees, Samsung Fine Chemicals will continue to work toward our goals and strive to meet the needs of all of our customers.



Ulsan Office

## Samsung BP Chemicals Co., Ltd.

Employees

193

2012 Sales

Million USD

321

Tel: 82-2-2255-0900

Fax: 82-2-2255-0996

[www.samsungbp.co.kr](http://www.samsungbp.co.kr)



30kg jerry cans of acetic acid

Samsung BP Chemicals, a joint venture of Samsung and BP, is one of the world's leading producers of value-added fine chemicals such as acetic acid and hydrogen. We produce 570,000 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 PTA, as well as solvents, pigments, dyes, and aromatics. We are proud to be Korea's only producer/seller of acetic acid. Since being established in 1989, Samsung BP Chemicals has grown into a global company with best-in-class performance achieved through innovative activities and total productivity maintenance programs.

The safety of our employees and the protection of the environment are of paramount importance to us. We are committed to producing the most competitive products in a secure and safe environment. To do that, we follow strict safety guidelines, including our distinctive '4 No' policy: no smoking, no alcohol, no accidents, and no illegality in the workplace. We believe that safe operations are key to successful business.

Every day, Samsung BP employees put forth their best efforts for improving the production process, developing alternative raw material sources, and helping the company to become more cost-effective. As a result, we have expanded production capacity to become a market leader. Over the past 20-plus years, Samsung BP has had an outstanding market performance, and we are working to achieve our challenging targets in the current difficult business environment.

The dedication of our employees combines with our history of achievement and our impressive safety record to make Samsung BP Chemicals one of the most competitive manufacturers in the world.

## Samsung Techwin Co., Ltd.

Employees

6,017

2012 Sales  
Billion USD

2.94

Tel: 82-70-7147-7000  
Fax: 82-31-8018-3900  
[www.samsungtechwin.com](http://www.samsungtechwin.com)

Since the launch of its aircraft engine and film camera businesses in 1977, Samsung Techwin has consolidated its top position in the Korean precision machinery industry, expanding into a range of business fields, including image-based monitoring systems, electronic parts assembling equipment, and ground weapon systems.

### Security Solutions

We seek to provide optimized security solutions for every part of our lives, from home to critical infrastructure, including transportation, communications, finance, power plants, and oil and gas facilities, with high-performance cameras, intelligent video analytics technology, integrated monitoring and control systems, access control systems, unmanned surveillance robot systems, and other state-of-the-art technologies. Further, we plan to expand this division's business into the fields of building automation and energy management solutions.

### Power Systems

This division encompasses our aircraft gas-turbine engine and turbo machinery businesses. It also supplies compressors and gas-turbine packages that are used as core energy equipment in ships and in onshore and offshore plants. This division is working to help Samsung Techwin evolve into a total energy solution provider, by developing large-scale gas turbine generators for power plants.

### Intelligent Machinery & Solutions

Based on mechatronics and integrated control system technologies, our Intelligent Machinery & Solutions business is quickly becoming a top-tier business leader. This division supplies advanced solutions for electronics assembly, with in-line systems that include chip mounters, screen printers, and inspection machines. We plan to expand into the business-solution areas of designing, building, and managing entire manufacturing processes, as well as creating manufacturing equipment with robot technology grafted onto manufacturing process automation and control systems.

### Defense Solutions

Our defense solutions have played a pivotal role in building the combat capabilities of the Korean army through its ground weapon system business. The K9 self-propelled howitzer, developed by Samsung Techwin, has been supplied to the Korean army and exported to foreign countries, demonstrating its superiority, and our K10 robotized ammunition resupply vehicle has earned worldwide recognition for its excellent performance and functionality. Samsung Techwin has stayed at the cutting edge of military defense technology with the development of unmanned solutions such as defense robots and remote-controlled weapon systems.

As today's social environment becomes more and more complicated, there are ever-increasing safety requirements for protecting individuals and communities from the risk of accidents, crimes, and terrorism. In addition, with the depletion of energy resources and the seriousness of environmental problems, we place great emphasis on the expansion of new renewable energy sources, as well as the efficient use of existing energy sources.

In response to these changes, we at Samsung Techwin will use the experience and world-leading technologies we have gained over the past three decades as we continue to work both to make our company a safety and energy solution leader, and to make the world a safer and more convenient place to live.

Network Security  
Solution



## Samsung Life Insurance Co., Ltd.

### Employees

7,031

### 2012 Sales Billion USD

26.98

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. Our principal products include life and health insurance, annuities, and other financial services.

Founded in 1957, the company grew quickly, attaining a number one position after just 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 expanded in overseas operations through joint ventures, in Thailand in 1997 and in 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.

As the largest insurer and one of the oldest insurance companies, Samsung Life is a recognized and trusted brand in Korea. Our name is synonymous with financial strength and stability. Over our history, we have worked to build and reinforce our brand equity, positioning our company as the most reliable financial brand.

Our marketing campaigns have made a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme of "Life Insurance Protection Awareness," which communicated the importance of life insurance in a humorous and creative yet powerful way.

The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort.

In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered another way to push the boundaries of the brand and to differentiate ourselves. The marketing campaigns for Future 30+ and Future 50+, combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

In May 2011, Samsung Life entered a new and exciting phase of growth when Park Keun-he stepped into the role of CEO. A longtime leader of Samsung Group who has served as CEO of Samsung China and Samsung Card, Mr. Park brings years of experience and a deep sense of the Samsung values of determination and innovation to our division. He has initiated three strategies designed to fuel growth.

First, Samsung Life will focus on the retirement segment and annuities. The number of Koreans between the ages of 40 and 60 is expected to be at least 15 million for the next 10 years. This represents a demographic sweet spot for annuity products, presenting a huge growth opportunity.

Another growth opportunity is in the high net worth market. This segment consists of some 150,000 Koreans with combined financial assets of about USD 440 billion (KRW 490 trillion)—potential buyers of annuities and life insurance as they seek to preserve their wealth and pass it cost-effectively to their heirs.

Finally, Samsung Life is evaluating overseas opportunities. We have a number of employees with vast international experience to help lead our expansion into emerging markets in the next few years.

Samsung Life dedicated significant resources in support of these new strategies in 2011. Building on our past success, we delved into the minds and hearts of our customers and our community. Our financial strength and stability are well established; with our new brand platform, "Love in Us," we build on these to connect emotionally and communicate caring in a warm, human manner. Our products help protect what is most important to people everywhere—their children, spouses, and loved ones. What is more loving and enduring than the gift of insurance? The "Love in Us" campaign celebrates the fundamental human quality of empathy, showing how Samsung Life helps people feel more secure about their families and their future.



Young Samsung Life Cafe

# Samsung Fire & Marine Insurance Co., Ltd.

## Employees

5,614

## 2012 Sales

Billion USD (consolidated basis)

15.1

Tel: 82-2-1588-5114

Fax: 82-2-758-4066

www.samsungfire.com

Samsung Fire & Marine is the leading property and casualty insurance company in Korea. With a wide range of products and services, we provide total risk solutions to private and corporate customers in the domestic and overseas markets. Founded in 1952, the company today maintains 65 regional offices, 678 sales offices, and 26.8 thousand sales agents across the country. Samsung Fire & Marine also operates in overseas markets through its six subsidiaries, seven branches, and seven representative offices around the world.

To grow its business, Samsung Fire & Marine focuses on the elements that are core to its competitiveness: continued sound operating performance, unparalleled risk-based capitalization, and superior risk management.

Over the past five years, the company recorded revenue growth at a compound annual growth rate of 12.5 percent and a net profit growth of 10.8 percent. We maintained strong growth despite the increasing penetration level in Korean insurance. Samsung Fire & Marine offers a broad range of insurance services through three main business segments—general insurance, long-term insurance, and auto insurance. Long-term insurance has led the growth of the company with a compound annual growth rate of 17.5 percent over the past five years. Our long-term insurance product portfolio includes protection-type products that cover life/health insurance, property insurance products, and savings insurance such as annuities and savings products.

Korea's auto insurance market has been highly competitive, recording a combined ratio exceeding 100 percent over the past five years. While the competitive environment persists, Samsung Fire & Marine has outperformed the market by creating a loss ratio advantage of 3%p to 4%p over the market. Record growth in the online auto business has also helped maintain our excellent loss ratio record.

Samsung Fire & Marine has maintained stable and superior capitalization over the past five years. With a premium market share of 27 percent, the company's capital and surplus amounted to USD 7.8 billion (KRW 8.4 trillion) in December 2012—a total greater than the rest of all Korean non-life insurance companies



Headquarters

combined. Samsung Fire & Marine's local solvency (risk-based capital) ratio as of December 2012 was 436 percent, well above the industry average of around 200 percent.

The company's proactive risk management system is comparable to that of global insurers; we emphasize proactive risk control action through early detection of potential risks. Our risk management committee and ERM department stress the importance of direct communication within the firm and continuously deliver current risk issues to senior management.

In 2011, reflecting the company's excellent performance and positive outlook, A.M. Best, one of the longest-established worldwide insurance-rating companies, assigned Samsung Fire & Marine a rating of A++ (superior), its highest credit rating. In addition, in 2012, Standard

& Poor's raised the outlook on the long-term financial strength rating to A+ (positive) from A+ (stable). This is the highest rating among Korean companies (excluding government and public enterprises).

Looking ahead, Samsung Fire & Marine has embarked on an overseas expansion plan, with a vision toward increasing revenue from the overseas market. The company's long-term plan is to increase the revenue contribution of the overseas business from the current 2 percent to 18 percent over the next decade.

Samsung Fire & Marine also actively engages in addressing environmental, social, and governance issues throughout its business. Through sustainable management, the company strives to create long-term value for all stakeholders.

# Samsung Card Co., Ltd.

## Employees

2,761

## 2012 Sales

Billion USD

3.4

Tel: 82-2-1588-8700

Fax: 82-2-2172-7738

www.samsungcard.com

Founded in 1988, Samsung Card is a leading credit card company in Korea. As of December 2012, Samsung Card serves more than 10.6 million individual members through its network of 2.2 million affiliated merchants. Through alliances with global networks, including Visa and MasterCard, we provide comprehensive credit card services to our customers so they can enjoy the convenience, widespread acceptance, and benefits of Samsung Card around the world.

In addition to a wide range of basic credit card services, including credit purchases, cash advances, and card loans, we provide unique and value-added products tailored to the life stages of our customers, whether they are frequent travelers, enjoy shopping, or are about to get married. We also run partnership programs to help our merchants boost sales while reducing costs. In particular, we are working to enhance customer insights by fostering market-sensing and customer-linking capabilities. We are also developing new growth engines by introducing advanced financial marketing techniques designed to expand our business in the global market.

In March 2011, Samsung Card opened a new chapter in our business, with increased focus on best-in-class customer service, as we appointed our new CEO, Choi Chi-hun, a globally recognized leader. Under Mr. Choi's direction, we are committed to creating new value, with the mindset that every thought and action should benefit our customers. We are leveraging social media channels to help facilitate communication with our customers as we work to build a transparent financial system and organizational culture. As always, we will provide top-quality services that exceed customers' expectations while ensuring the highest integrity.



Number Cards

## Samsung Securities Co., Ltd.

Employees

3,112

FY2012 Net Revenue  
Million USD

869.9

Tel: 82-2-2020-8000  
Fax: 82-2-2020-8097  
www.samsungsecurities.com

Samsung Securities is a leading investment banking and securities company with a focus on wealth management and financial advisory services. The company is at the forefront of Korea's financial market, offering a full spectrum of services and products, including brokerage for securities, derivatives, and commodities; underwriting and M&A advice; and sales and trading of diverse financial instruments, such as mutual and hedge funds, fixed income products, over-the-counter derivatives, trusts, wrap accounts, and retirement solutions.

Since the adoption of our wealth management strategy in 2003, Samsung Securities has been a leader in the domestic wealth management market, with more than 1,000 financial advisers. With client assets of KRW 117 trillion, the company boasts nearly 80,000 high net worth individual clients—the highest number in the domestic securities industry.

We have an extensive business network with 104 local branches and overseas offices in Hong Kong, London, New York, Tokyo, and Beijing, providing a solid framework for delivering comprehensive financial solutions to individuals, institutions, and corporate clients. In wealth management, a team of committed private bankers and a specialized

advisory group deliver high-quality financial consulting and the differentiated products and services that are most suitable for our clients. Our investment banking serves the financial needs of domestic and international corporations, financial institutions, and governments by offering strategic advising, equity and debt underwriting, and structured financing. For institutional investors, we provide fundamental research, investment advice, securities lending, product structuring, and execution across all significant Korean products.

We lead innovation in capital markets with persistent challenges, satisfying the financial and investment needs of clients and working to achieve our vision of becoming the number one securities company in Korea.

Headquarters



## Samsung Asset Management Co., Ltd.

Employees

230

2012 Sales  
Million USD

123.4

Tel: 82-2-3774-7600  
Fax: 82-2-3774-7633  
www.samsungfund.com

Samsung Asset Management is the top asset management company in Korea, managing USD 114.5 billion (KRW 127.2 trillion) in assets as of March 2013. 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 launched by eight Asian central banks in a move to promote the development of domestic and regional bond markets. Our market-beating performance is driven by a value investment philosophy that prioritizes risk management over returns. This strategy is based on rigorous research carried out by our skilled in-house research team, coupled with the unsurpassed expertise of our fund managers.

For the third time in a row, we have been chosen as the lead fund manager of the Government Investment Pool for Korean Public Funds by the Ministry of Strategy and Finance. In recent years, we led the market, and we continue to increase market share. Our assets under management increased by USD 11.9 billion (KRW 13.5 trillion) in the last fiscal year, even in the midst of challenging market circumstances. We recorded USD 123.4 million (KRW 137.1 billion) in sales and USD 37.6 million (KRW 32.4 billion) in profits before tax, despite a substantial increase in costs associated with expansions in staff and overseas investment.

Samsung Asset Management is striving to become one of Asia's top asset management companies by 2015. As a first step toward this goal, in September 2009 we won an investment advisory mandate for a Korea equity fund from Nomura Asset Management, the largest financial conglomerate in Japan. This marked the first time that our asset management expertise was acknowledged by foreign investors.

Following this success, we launched another Korea equity fund in Japan, in cooperation with Sumitomo Mitsui Asset Management and Nikko Cordial Securities, and we have also been selected as an investment manager by Korea Investment Corp. for its greater China equities. In addition, our excellence was once again recognized when we were selected as the discretionary investment manager for a Korea equity fund by China Investment Corp., one of the world's top five sovereign wealth funds. Clearly, we are gaining recognition in the region as the finest investment partner in Asia.

Like many other Korean financial institutions, we are constantly adapting to changes in the business environment. No matter the market conditions, client interests and our fiduciary duties as an asset management company are always at the core of our business.

## Samsung Venture Investment Corporation

Employees

45

2012 Sales  
Million USD

22.84

Tel: 82-2-2255-0299  
Fax: 82-2-2255-0288  
www.samsungventures.com

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

Established in October 1999, SVIC has USD 976 million under management and has made equity investments globally, 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, allowing them 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 expanded overseas, establishing our U.S. office in San Jose, California. In 2010, we further expanded our global presence by opening offices in the United Kingdom and Japan. With these new offices, we established rapid and intimate channels between Samsung and the local venture capital communities. Our Silicon Valley office boasts a strong network with top-tier venture capital firms.

SVIC is widely recognized as a leading corporate venture capital firm. Our seasoned venture capital professionals have years of proven expertise in deal structuring and risk management, leading to multiple exits that are strategic and financially leveraged to benefit our limited partners. Our win-win strategy for both Samsung and the venture community makes SVIC a key link between innovation centers and Samsung Group.

## Samsung C&T Corporation

### Employees

10,657

### 2012 Sales

Billion USD (consolidated basis)

22.5

Tel: 82-2-2145-2114  
Fax: 82-2-2145-3114  
www.samsungcnt.com

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

The Samsung C&T Engineering and Construction Group provides clients with peerless products and services in core product areas: skyscrapers, high-tech manufacturing complexes, roads and bridges, ports, energy and nuclear power plants, and residential housing—all areas that symbolize state-of-the-art construction technology.

Always at the forefront of the industry, we have constructed two of the world's tallest skyscrapers, Malaysia's Petronas Twin Tower and the Burj Khalifa in the United Arab Emirates. We also designed and constructed the Incheon Grand Bridge—an accomplishment hailed as a major milestone in the history of bridge construction. As an award-winning contractor for the construction of the Braka Nuclear Power Plant in Abu Dhabi, we continue to break new ground as we expand our business in areas such as mining and healthcare.

Going forward, we will grow as a total construction company that manages every step of a project, from planning and design, to procurement, operations, and maintenance. As a total solutions provider, we are fully committed to completing all projects safely and on schedule, within the required budget and based on the highest levels of engineering, quality control, and quality assurance.

The Trading and Investment Group has developed the energy and minerals business and the industrial materials business into new profit sources, gradually expanding our market share in these areas. In energy and minerals, we are concentrating on coal and copper. We are also expanding the trading of rare metals, as well as developing oil and gases as stable profit sources.

In the industrial materials sector, the company is actively managing risk in response to market uncertainties. At the same time, we are building a stable supply base by increasing our high-added-value inventories and reinforcing our sourcing competencies.



U.A.E.  
Burj Khalifa

In the plant and machinery sector, the company is seeing success in the thermal power generation business, an area in which we have built our competencies while gradually increasing market share. We consider food resources and farm business to be next-generation growth engine businesses. As a result, the company is taking a phased approach to developing these areas.

As we work toward our goals, we plan to build our global operations and risk management systems, and foster key talents, in order to transform the company into a true global value creator.

## Samsung Engineering Co., Ltd.

### Employees

8,811

### 2012 Sales

Billion USD

10.7

Tel: 82-2-2053-3000  
Fax: 82-2-2053-3339  
www.samsungengineering.com



India, OPaL  
DFCU & AU  
Project

For more than 40 years, Samsung Engineering has excelled as the foremost and largest Korean engineering company, specializing in engineering, procurement, construction and commissioning of hydrocarbon, power, industrial and water treatment plants and facilities in the worldwide market. With a global force of more than 8,800 employees located in the Middle East, India, Southeast Asia, Central America, and South America, Samsung Engineering is an internationally recognized leader in the global plant market. With advanced technological and project management expertise, along with a spirit of hard work and dedication, Samsung Engineering has established solid partnerships with the world's largest oil companies. Our company has a reputation for delivering projects on time and safely, also we use the latest innovations to create industry-leading facilities.

With our global workforce rising 21 percent each year and revenues increasing at 37 percent per year since 2008, the company is also one of the fastest-growing EPC contractors.

Samsung Engineering has a strong and extensive track record with hydrocarbon facilities such as petrochemical, refinery, and gas plant particularly for ethylene, EG, gas separation, and refinery plants, as well as fertilizer plants. Recently, the company has focused its efforts on the hydrocarbon upstream business, and it has been awarded several gas oil separation plant contracts. Samsung Engineering is also expanding its business market by venturing into new countries and it has successfully entered Bolivia for the fertilizer plant in 2012. In terms of external recognition, Samsung Engineering's Bapco Lube Base Oil Project in Bahrain and its Ma'aden Ammonia Project in Saudi Arabia were honored with MEED Quality Awards for outstanding performance in 2012 and 2013, respectively.

Samsung Engineering's expertise in the non-hydrocarbon business includes power, industrial, and water treatment plants. Recently, Samsung Engineering rapidly increased diversification of its services in this sector in global markets, after being awarded major contracts for power in GCC countries and the CIS region. In 2012, Samsung Engineering successfully entered the Kazakhstan and Angola markets.

## Cheil Industries Inc.

### Employees

4,869

### 2012 Sales

Billion USD

6.0

Tel: 82-31-596-3114

Fax: 82-31-596-3088

www.cii.samsung.com

From its start as the parent company of the Samsung Group in 1954, Cheil Industries has engaged in continued corporate transformation, and has grown alongside the Korean economy, leading the market. We launched the production of fabrics back when the domestic manufacturing industry was not yet fully established, intending to localize the production of woolen textiles. Following this, we undertook a new transformation by moving into the fashion industry in the 1970s; Cheil Industries then grew into Korea's leading fashion company.

However, we were never complacent; we diversified our business portfolio in the 1980s to include chemicals. By developing such synthetic resins as ABS and PC, we enhanced our business competencies and established a highly competitive market position. We went further in the 1990s, and entered the electronic chemical materials business, involving the production of semiconductor and display materials. We have thus succeeded in adopting a strategic, multidimensional management system.

In the 2000s, Cheil Industries continued to grow through a diversified business portfolio that encompasses chemicals, electronic chemical materials, and fashion. We are now seeking and building new businesses that will bolster our future competitiveness, focusing on developing mid- to long-term growth drivers that will continue our mission of embracing change and innovation. Based on our belief that we can shape a better future by taking on challenges, Cheil Industries is developing into a global top-tier company.

Our chemicals business accounts for the largest portion of the company's total revenues. In 2012, construction on our second polycarbonate plant was completed, and this expansion has improved our economies of scale to increase profitability through better cost competitiveness. We are prepared for continuous growth and will continue to lead the high value-added market, strengthening our specialized technologies in new business areas such as super engineering plastic and membranes.

The electronic materials business is an area of strong growth. Its revenues accounted for only 8.3 percent of the company's total revenues in 2005, surpassed the KRW 1 trillion mark for the first time in 2009, and in 2012, brought in around 30 percent of our revenues, leading the company's overall growth. In 2011 and 2012, operating income in this division accounted for 52 percent of the company total, playing a pivotal role in corporate profitability.

We are reorganizing our product portfolio and preparing for the new markets such as OLED to maintain our high-margin and high-growth products to solidify our future growth drivers, thus becoming a leader in the electronic materials industry.

Renowned for its fashion business, Cheil Industries has defined the history of Korea's fashion industry. We have developed the nation's leading brands in men's wear, casual wear, and women's wear such as Bean Pole and Galaxy. Recently we have been expanding our business to include accessories, specialty store retailers of private label apparel (SPA), and outdoor wear. Moreover, we are building our brands in the global market, focusing on China, in order to become a truly global fashion company.

10 Corso Como Seoul

Psy's shopping place in 'Gentlemen' gains worldwide attention. Selected as 'The Fashion Spot to Visit' by *The New York Times*, *Financial Times*, and others. Hallyu fashion leader collaborates with BigBang, Girls' Generation and other top K-pop stars.



## Samsung Everland Inc.

### Employees

5,389

### 2012 Sales

Billion USD

2.62

Tel: 82-2-759-0290

Fax: 82-2-759-0109

[www.samsungeverland.com](http://www.samsungeverland.com)

Samsung Everland is a leader in resort management, food service, and engineering and asset 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.

Everland was listed by *Forbes* as one of the world's top four theme parks in 2006, and Caribbean Bay was selected as a Must-See Waterpark by the International Association of Amusement Parks and Attractions in 2008.

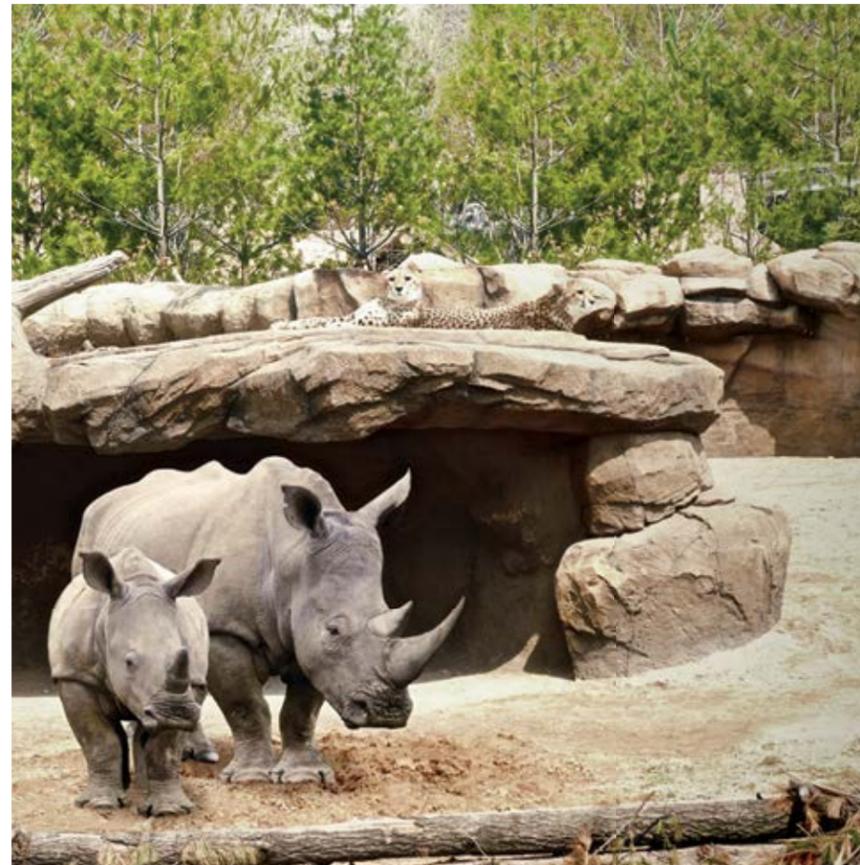
Our parks offer many exciting rides, notably T-Express, selected as the world's most thrilling wooden roller coaster in a recent poll conducted by roller coaster guru Mitch Hawker of the United States. Our newest ride is Lost Valley. Riders travel on an amphibious vehicle through a stunning "long-forgotten" wilderness filled with exotic animals, including elephants, rhinoceroses, giraffes, and more. The one-of-a-kind safari adventure fosters an appreciation of the beauty and diversity of nature.

In addition to our theme parks, we also operate four of Korea's most prestigious golf clubs—Anyang Country Club, Gapyeong Benest, Ansong Benest, and Dongrae Benest Golf Club.

In food service, Samsung Everland creates enjoyable dining experiences. With scientific menu evaluation and screening, as well as stringent distribution management, we are among the best in the business. We continue to develop our advanced food service sector in our efforts to deliver distinctive products and service to a wider variety of consumers.

In engineering and asset management, Samsung Everland provides eco-friendly spaces for buildings and offices for our customers, improving the value of property assets. We design gardens and golf courses that are both beautiful and environmentally friendly. We build high-tech industrial plants and buildings using our know-how in building engineering. 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 new and renewable energy, enabling us to provide our customers with state-of-the-art solutions that maximize the value of their properties.

Lost Valley



The Shilla Seoul

## Hotel Shilla Co., Ltd.

### Employees

2,127

### 2012 Sales

Billion USD (consolidated basis)

1.97

Tel: 82-2-2233-3131

Fax: 82-2-2233-5073

[www.hotelshilla.net](http://www.hotelshilla.net)

Hotel Shilla, Korea's premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

Shilla Duty-Free stores, with branches in Seoul and five other locations, plus an online store ([www.shilladfs.com](http://www.shilladfs.com)), carry more than 500 world-famous luxury brands. Our store at Incheon International, for example, is the first-ever airport location for Louis Vuitton, and it also offers many other contemporary brands exclusively.

Our stores offer customers carefully curated brand-name products and a level of service above and beyond the ordinary for the most pleasurable shopping experience. For our outstanding customer service and innovative distribution, Shilla Duty-Free won the Presidential Award in Korea's Retail Award Ceremony, the first duty-free company to be honored.

As we work to become a global leader among travel retailers, we plan overseas expansion in the coming years. The first new location will be at Changi International Airport Terminal 3 in Singapore.

The Shilla Hotels and Resorts is a world-class hospitality brand that owns and operates two Shilla hotels, in Seoul and Jeju. Our hotels boast impressive facilities, impeccable service, and a time-honored tradition of hospitality.

Our flagship hotel, the Shilla Seoul, is an internationally renowned premier five-star hotel, recognized for more than 30 years for its exquisitely personalized Korean hospitality and luxury service. As the only Seoul-based member of the prestigious Leading Hotels of the World, the Shilla Seoul maintains its reputation as the preferred address for royalty, heads of state, international celebrities, and sophisticated international business and leisure travelers.

On the southern resort island of Jeju, the Shilla Jeju presents the ultimate luxury resort experience. With panoramic views of the Pacific Ocean, its exotic Mediterranean design and spacious grounds, combined with our signature Korean hospitality, have made it a market leader on the island since its opening in 1990.



Bridge of Life, Samsung Life Insurance  
Cannes Lions 2013: 1 Titanium, 2 Gold, 2 Silver & 4 Bronze

## Cheil Worldwide

**Employees**  
*(as of June 2013)*

**3,094\***

**2012 Sales**  
*Billion USD*

**2.1**

**Tel: 82-2-3780-2114**  
**Fax: 82-2-3780-2423**  
**www.cheil.com**

*\*Numbers include Cheil-branded offices only.*

Cheil Worldwide is one of the world's leading integrated marketing communications networks. Established in 1973 with headquarters in Seoul, Cheil's thousands of global employees create ideas that move brands, products, and people from nearly 40 offices in 33 countries.\* Cheil's 'ideas' are the starting points of actual solutions to move markets and customers immediately, leading clients to success, making customer's lives pleasant, helping to enrich society. Cheil Worldwide moves the world with new, remarkable ideas.

Cheil delivers innovative communications strategies that drive business results through full-service advertising capabilities and beyond, with specialties in shopper marketing, experiential retail design, PR, sports marketing, and special events.

The year 2013 marks Cheil's 40-year anniversary. Over the past four decades, Cheil has expanded its focus beyond Korea's borders, offering world-class brand management and communication services on a global basis. Clients include many global brands born in Korea, such as Samsung, Hankook Tire, Skinfood, Orion, and Amore Pacific. Local clients are also varied: they include the Deutsche Bahn, Germany's national rail operator; Hennessy and China Mobile Communications Corporation in China; and many others, such as Adidas and Jaguar Land Rover in Italy, Bio Ritmo in Brazil, Audi and AIG Malaysia in Singapore, Greenpeace in Mexico, Volvo and NC Housing in Thailand, and Ralf Ringer and Baltika Brewery in Russia.

For the past few years, Cheil Worldwide has expanded its footprint to meet the global demand; invested a minority stake in Beattie McGuinness Bungay (BMB), a leading independent advertising agency based in London, in 2008; acquired digital agencies OpenTide Greater China and the Barbarian Group in the U.S. in 2009; and bought McKinney in the U.S. and Bravo Asia, a boutique agency with offices in Shanghai and Hong Kong, in 2012.

Cheil's creativity is world renowned, winning awards at international festivals including Cannes Lions, CLIO, Spikes Asia, Dubai Lynx, AdFest, and Effie Awards. The network enjoyed a stellar performance at the latest 2013 Cannes Lions International Festival of Creativity, winning 21 Lions including the Innovation Grand Prix, Titanium, and four Golds.

## S1 Corporation

**Employees**

**5,028**

**2012 Sales**  
*Million USD*

**830**

**Tel: 82-2-1588-3112**  
**Fax: 82-2-2131-8189**  
**www.s1.co.kr**

S1 is one of the leading security businesses in Korea, serving some 45 million customers with our slogan, "For a Sense of Security." Our vision is to become a global top-ten company, using our skills, honed since 1981, for making customers feel safe, secure, and comfortable.

We are constantly upgrading our systems and products, working to stay at the cutting edge of our industry. At our unique technology lab, more than 160 R&D employees analyze data and develop new ahead-of-the-curve products. The face recognition technology that was used at the G20 Summit in 2011 and the Nuclear Security Summit in 2012 is an example of S1's technical achievements.

Other successful products include Secom V Premium, a smart video monitoring control system that can patrol a crime scene with the industry's first two-way communications and real-time video technology, and SVMS, a state-of-the-art video monitoring system that can intelligently monitor an entire building. In addition, our wireless security system service, Secom Art, and our new security system for multiunit residential buildings, Secom Home Blackbox, are proving popular with customers.

We continue to explore new applications for our security technology. Zenie Call, a location searching service, is now offered in the movable security service business. In network security, we introduced Secom NS and a related product for personal computers, Secom PS.

In 2012, we entered the energy management field with Enfra, a monitoring system that assesses energy consumption and helps improve energy efficiency in new and existing buildings. And this year, we are going to enter another new field with a smartphone mobile security service, Safe-Talk.

With these new products and services, plus ongoing research, S1 is working to become one of the world's leading security solution service companies.

Face Recognition,  
Fingerprint Reader, and Vein Reader



## Samsung Medical Center

Employees

# 7,650

Tel: 82-2-3410-0200  
Fax: 82-2-3410-3284  
www.smc.or.kr

Since opening in November 1994, Samsung Medical Center (SMC) has been one of Korea's leading medical organizations. We operate three specialized treatment facilities—Samsung Medical Center and Kangbuk Samsung Hospital, both in Seoul, and Samsung Changwon Hospital in Changwon—plus two research institutes, Samsung Research for Future Medicine and Samsung Social Mental Health Institute, as well as the 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 thirteen years, it has ranked number one in national ratings, including the National Customer Satisfaction Index.

In August 2012, Samsung Medical Center announced its vision for 2020. The slogan is "Happinovation 20x20." By the year 2020, Samsung Medical Center will pioneer medical innovations in the treatment of 20 health problems.

As we work toward this goal, the medical center has already been recognized as the home of Korea's best treatment results. According to the Health Insurance Review and Assessment Service's 2012 study on death rates after surgery, Samsung Medical Center is rated as "outstanding," the highest accolade, with the lowest death rate among top general hospitals in stomach cancer, colorectal cancer, and liver cancer surgery. In addition, its patients have the lowest recurrence rate of cancer in Korea.

This year, Samsung Medical Center, working with Medipost, achieved a global medical research milestone: developing the world's first cartilage-regenerating allied stem cell treatment, the Cartistem. The medical center also introduced Hunterase, a new and greatly improved treatment for Hunter syndrome, developed in association with Green Cross. Hunterase is a breakthrough treatment, more effective and safer than the only other treatment currently available for this rare disease. And the Hunterase treatment protocol allows patients to receive localized care.

Because of these remarkable results and many others, the number of foreign patients we serve is increasing every year. In May 2012, the Ministry of Health and Welfare announced that the Samsung Medical Center is Korea's most popular medical destination among foreign patients. We are also considered a world-class training facility for health care professionals; we recently provided training for 68 members of the medical community from Mongolia.

Since the opening of our cancer center in 2008, Samsung Medical Center has achieved a remarkable record in cancer treatment and research. In April 2013, to increase efficiency and strengthen our cancer treatment systems, we upgraded the cancer center to a cancer hospital. Now we are working to make it one of the top five cancer hospitals in the world.

In 2013, Kangbuk Samsung Hospital was recognized by the Korean National Health Organization as a leader in stomach, colorectal, and liver cancer surgery. Other innovations at the hospital include a new combined treatment system that improves the outlook for chronic diseases, and a groundbreaking mental health laboratory designed to serve businesses. This lab, the first of its kind in Korea, is sure to make a positive impact on the mental health of office workers.

Working to achieve their vision of becoming the leading hospital in southeastern Korea, Sungkyunkwan University Samsung Changwon Hospital employees supported our slogan, "Start for a New Hospital." With our emergency medical center in Gyeongsangnam-do, Korea's southeast province, the hospital ranks in the top 40 percent of hospitals across the country, and last year it received a commendation from the Ministry of Health and Welfare. Our new disease-characterized medical center manages treatment for stroke, cardiovascular, digestive, and other health problems that may require ongoing care. For the past three years in a row, our facility has been named a top stroke treatment center by Stroke Optimal.

Building on these successes, Samsung Medical Center will continue to focus its resources on becoming a premier medical facility – not only for patients in Asia, but from around the world.

## Samsung Economic Research Institute

Employees

# 184

Tel: 82-2-3780-8000  
Fax: 82-2-3780-8005  
www.seri.org  
www.seriworld.org

Samsung Economic Research Institute (SERI) is Korea's foremost private-sector think tank. Founded in 1986, SERI has been Korea's observer of record on the economy, business, and industry for 27 years. Today, SERI is a major resource for business leaders, policymakers, and opinion leaders in Korea and beyond. SERI's domestic website now has 2.1 million readers, and its English (www.seriworld.org) and Chinese readership continues to grow.

SERI has broadened its focus in recent years, with reorganized research departments in industry and strategy, and new departments on the financial industry and corporate citizenship, in addition to its continuing focus on the Korean and global economies, public policy, and human resources.

SERI's ongoing globalization efforts have brought the opening of a branch office in Beijing and a joint research center with the European Union, as well as the launch of an English-language journal, *SERI Quarterly*.

Today, the Korean and global economy are entering a prolonged period of uncertainty. Low growth has become the norm, as sluggish domestic demand, high household debt, trade protectionism, and exchange rate pressures weigh on the nation's economy. As Korea finds its way forward, SERI will continue to be there to interpret, analyze, and forecast events. SERI also will make further efforts to enhance its competitiveness in harnessing and analyzing information through new technology, including big data. In addition, SERI will strengthen its network both at home and abroad as it continues to devote itself to its mission of being Korea's leading think tank.



Samsung Comprehensive Cancer Center

SERIWorld.org:  
SERI's Global Site





Incheon Phase I Facility

## Samsung BioLogics

### Employees

308

Tel: 82-32-455-3302  
 Fax: 82-32-455-3825  
[www.samsungbiologics.com](http://www.samsungbiologics.com)

Established in April 2011, Samsung BioLogics aims to become a leader in the biopharmaceutical industry. Samsung has a long and rich history of development and manufacturing technology. The launch of our new biologics business builds on our past achievements and brings our unwavering technological leadership to the biologics sector. With Samsung's quality, technology, and innovation, Samsung BioLogics will transform the global healthcare industry over the next decade.

Samsung BioLogics is committed to process development and manufacturing of biopharmaceutical products for clinical and commercial purposes. Our customer-oriented business model supports both high-quality, fast turnaround contract manufacturing partnerships and collaborative manufacturing process development. We will provide the infrastructure for partnerships with industry leaders so that together we can develop and refine a superb manufacturing process, and produce and distribute biopharmaceutical products worldwide.

At our headquarters in Incheon, a state-of-the-art, multiproduct biologics facility was built as Phase I of our CMO business establishment. The site is on a large parcel of land, which allows for flexible Phase II and future expansion. The Samsung BioLogics Phase I facility was mechanically completed in June 2012, and it became fully operational in July 2013, compliant with global healthcare regulations and cGMP expectations.

Our first facility is truly a one-stop shop that contains three upstream suites, a downstream suite (with pre- and post-viral segregation), a fill-and-finish suite, and a warehouse with long-term cold/freeze storage capacity. The new production facility has a 30,000L mammalian cell culture capacity with six 5,000L bioreactors. It has one purification line suitable for high titer product up to 4g/L. The facility is a cutting-edge multiproduct plant, capable of producing high-quality bulk drug substances and drug products within the same facility, maximizing customer satisfaction and convenience while minimizing potential risks.

In this newest chapter of the Samsung Group story, our most immediate goal is to alleviate suffering brought about by disease and sickness by producing breakthrough medicines and delivering them to patients around the world, as well as by increasing access to and the affordability of existing medicines. At Samsung BioLogics, our pledge is to continue Samsung's legacy of excellence by combining our proven engineering skills with our business expertise to become the leader in the biopharmaceutical industry.

## Samsung Lions

### Employees

34

Tel: 82-53-859-3114  
 Fax: 82-53-859-3118  
[www.samsunglions.com](http://www.samsunglions.com)

The Samsung Lions Baseball Club is Korea's leading professional baseball team, and one of the original six teams that formed the Korea Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including six championship titles and ten runner-up finishes.

With the support of Samsung Group, the Lions have been an integral part of building a prosperous Korean professional baseball league. The team recently announced that construction will begin on a new stadium in 2013, to be completed in time for the 2016 baseball season. It will be the largest in Asia.

The team's field manager, Ryu Joong Il, is a former all-star shortstop; he spent his entire 13 seasons with the Samsung Lions as a franchise star. In 2011, he became the thirteenth manager of Samsung Lions. Under his guidance, the team had a very successful inaugural season, with a Triple Crown accomplishment: the Lions finished in first place for the regular season, won the Korean Series championship, and triumphed at the 2011 Asian Series, becoming the first team not located in Japan to win the tournament since its inception. In 2012, the team finished in first place during the regular season, and was crowned the Korean Series champions for the second year in a row.

Our management is working 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.



2012 Korean Series Winners

## Samsung Foundation of Culture

Employees

91

Tel: 82-2-2014-6550  
Fax: 82-2-2014-6559  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

The Samsung Foundation of Culture, established in 1965 by the company's founding chairman, Byung-Chull Lee, is a dedicated 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 achievements, and enrich lives. We operate Leeum, Samsung Museum of Art; the Ho-Am Art Museum; and PLATEAU. 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 displays traditional Korean art; Jean Nouvel's rusted stainless-steel building is home to contemporary art; and Rem Koolhaas's black concrete-and-glass building houses the Samsung Child Education and Culture Center. The Ho-Am Art Museum and PLATEAU 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.

*Tall Tree and the Eye*  
2009, stainless steel, 15x5x5m  
© Anish Kapoor,  
Leeum, Samsung Museum of Art



## The Ho-Am Foundation

Employees

6

Tel: 82-2-2014-6783  
Fax: 82-2-2014-6789  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

Founded in 1997 to comply with the late Chairman Byung-Chull Lee's ideal of contributing to both national economic development and social benefit, the Ho-Am Foundation continues to support a host of endeavors (Ho-Am was the pen name of the late Chairman Byung-Chull Lee). To continue his effort to maximize both human potential and public interest, Chairman Kun-Hee Lee of Samsung established the Ho-Am Prize in 1990. Each year, the prize recognizes highly distinguished people of Korean heritage whose achievements in five specific areas—science, engineering, medicine, the arts, and community service—have contributed to the progress of humankind and the restoration of humane attitudes.

The foundation's activities include the Ho-Am Prize and support for academic research, publications, and exhibitions to promote the expansion and dissemination of science and culture. Additionally, the foundation coordinates efforts and exchanges with other internationally distinguished prize awarding foundations, such as the Nobel Foundation and the Japan Prize Foundation.

## Samsung Welfare Foundation

### Employees

31

Tel: 82-2-2014-6810  
Fax: 82-2-2014-6869  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

Committed to building an ideal society, Samsung Welfare Foundation funds a wide range of community programs that address various economic, social, and cultural needs.

Our mission, since 1989, has been to help Samsung carry out its duty to assist its neighbors 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 co-administered with us since 1998, works to support the development and operation of social welfare programs.

We operate Samsung Childcare Center, including Samsung Life Public Welfare Foundation's Childcare Centers, in 23 cities throughout Korea. We have developed programs and educational materials for child care, concentrating 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: 82-2-2014-6860  
Fax: 82-2-2014-6869  
[www.samsungfoundation.org](http://www.samsungfoundation.org)

Established in 1982 to realize our vision of responsible corporate citizenship, Samsung Life Public Welfare Foundation has 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 Samsung Medical Center, Noble County, and Samsung Childcare Centers.

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

The foundation operates Samsung Childcare Center with Samsung Welfare Foundation. 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 corporate donations and to get involved, promoting real solutions that improve the quality of life.

# Global Network

## ***Samsung Electronics Co., Ltd.***

### GLOBAL HEADQUARTERS

#### ASIA PACIFIC

#### EUROPE

Samsung Electronics Co., Ltd. Suwon, Korea
Tel: 82-2-2255-0114

Samsung Electronics Co., Ltd. Seocho Office
Seoul, Korea

#### AMERICA HEADQUARTERS

### REGIONAL HEADQUARTERS

#### ASIA PACIFIC

#### China

Samsung Electronics China Headquarters
Beijing

Samsung Electronics China Headquarters (DS)
Shanghai

#### Japan

Samsung Electronics Japan Headquarters (DS)
Tokyo

#### SOUTHEAST ASIA

#### SINGAPORE

Samsung Electronics Southeast Asia Headquarters
Singapore

Samsung Electronics Southeast Asia Headquarters (DS)
Singapore

#### SOUTHWEST ASIA

#### India

Samsung Electronics Southwest Asia Headquarters
Gurgaon

#### MIDDLE EAST & AFRICA

#### UAE

Samsung Electronics Middle East Headquarters
Dubai

#### South Africa

Samsung Electronics Africa Headquarters
Johannesburg

#### CIS

#### Russia

Samsung Electronics Co., Ltd. CIS & Headquarters
Moscow

#### EUROPE

#### UK

Samsung Electronics Europe Headquarters
Surrey

Samsung Electronics Europe Headquarters (DS)
Eschborn

Samsung Electronics Europe Headquarters (DS)
Eschborn

Samsung Electronics Europe Headquarters (DS)
Eschborn

#### AMERICA HEADQUARTERS

#### USA

Samsung Electronics North America Headquarters
New Jersey

Samsung Electronics North America Headquarters
New Jersey

Samsung Electronics America Headquarters (DS)
San Jose

#### SOUTH AMERICA

#### Brazil

Samsung Electronics Latin America Headquarters
Sao Paulo

### PRODUCTION NETWORK

#### ASIA PACIFIC

#### Korea

Suwon Complex
Suwon
Tel: 82-31-200-1114

Gumi Plant 1
Gumi
Tel: 82-54-479-5114

Gumi Plant 2
Gumi
Tel: 82-54-479-5114

Giheung Complex
Yongin
Tel: 82-31-209-7114

Hwaseong Plant
Hwaseong
Tel: 82-31-209-7114

Onyang Plant
Asan
Tel: 82-41-540-7114

Gwangju Plant
Gwangju
Tel: 82-62-950-6114

#### China

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

Tianjin Samsung Electronics Company
Tianjin

Tianjin Samsung Telecommunication Technology Co., Ltd.
Tianjin

Tianjin Samsung Telecommunication Technology Co., Ltd.
Tianjin

Tianjin Samsung Telecommunication Technology Co., Ltd.
Tianjin

Tianjin Samsung LED Co., Ltd.
Tianjin

#### China

Shenzhen Samsung Kejian Mobile Telecommunication Technology Co., Ltd.
Shenzhen

Shenzhen Samsung Kejian Mobile Telecommunication Technology Co., Ltd.
Shenzhen

#### China

Samsung Electronics Hainan Fiberoptics
Haikou

Samsung Electronics Hainan Fiberoptics
Haikou

Samsung Electronics Hainan Fiberoptics
Haikou

Samsung Electronics Shandong Digital Printing Co., Ltd.
Weihai

#### China

China Printed Board Assembly (China PBA)
Zhongshan

#### India

Samsung India Electronics Product (Chennai)
Chennai

#### China

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

#### China

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

Tianjin Samsung Opto-Electronics Co., Ltd.
Tianjin

#### MIDDLE EAST & AFRICA

#### Egypt

#### ASIA PACIFIC

Samsung Electronics Egypt Beni Suef
[SEEG]
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#### CIS

#### Russia

LLC Samsung Electronics Rus Kaluga
Kaluga

#### EUROPE

#### Hungary

#### AMERICA HEADQUARTERS

#### USA

Samsung Electronics Hungarian of Production Co., Ltd.
Jaszfenyszaru

Samsung Electronics Hungarian of Production Co., Ltd.
Jaszfenyszaru

#### EUROPE

#### Slovakia

#### AMERICA HEADQUARTERS

#### USA

#### EUROPE

#### Japan

Samsung Electronics Japan Tokyo
Tokyo

#### AMERICA HEADQUARTERS

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#### EUROPE

#### Japan

## **Samsung SDI Co., Ltd.**

### GLOBAL HEADQUARTERS

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Fax: 86-21-5774-2244

Samsung SDI China Co., Ltd.  
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NORTH AMERICA

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NORTH AMERICA

#### **USA**

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Samsung Electro-Mechanics Co., Ltd. Suzhou branch  
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SOUTHEAST ASIA

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Samsung Electro-Mechanics Co., Ltd. Beijing Office  
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Fax: 86-10-6566-8146

Samsung Electro-Mechanics Co., Ltd. Shanghai Office  
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[SEMJAT]  
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Fax: 81-54-638-1725

SOUTHEAST ASIA

#### **India**

Samsung Electro-Mechanics Co., Ltd. India R&D  
Bangalore  
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Fax: 91-80-6726-0876

## **Samsung Corning Precision Materials Co., Ltd.**

### GLOBAL HEADQUARTERS

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ASIA PACIFIC

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Seremban  
[SCP(M)]  
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Fax: 60-6-676-7981

## **Samsung SDS Co., Ltd.**

### GLOBAL HEADQUARTERS

Samsung SDS Co., Ltd.  
Seoul, Korea  
Tel. 82-2-3429-2114

### ASIA PACIFIC

#### China

Samsung SDS China  
Beijing  
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Fax: 86-10-5924-9188

Samsung SDS Global SCL Beijing  
Beijing  
Tel: 86-10-5924-9439

Samsung SDS Global SCL Tianjin  
Branch  
Tianjin

Tel: 86-22-2840-8778  
Fax: 86-22-2840-8782

Samsung SDS Global SCL Weihai  
Branch  
Weihai

Tel: 86-63-1565-1100  
Fax: 86-63-1565-0143

Samsung SDS Global SCL Suzhou  
Branch  
Suzhou  
Tel: 86-512-6285-0540  
Fax: 86-512-6285-0178

Samsung SDS Global SCL Huizhou  
Branch  
Huizhou  
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Fax: 86-752-316-6333

#### Hong Kong

Samsung SDS Global SCL  
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Kowloon  
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Fax: 852-3526-7901

#### India

Samsung SDS India  
New Delhi  
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Fax: 91-11-4316-1283

### SOUTHEAST ASIA

#### Singapore

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Fax: 65-6833-3170

#### Thailand

Samsung SDS Global SCL Thailand  
Chonburi  
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Fax: 66-38-401-724

#### Vietnam

Samsung SDS Global SCL Vietnam  
Bac Ninh  
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Fax: 84-241-3699-159

#### Indonesia

Samsung SDS Global SCL  
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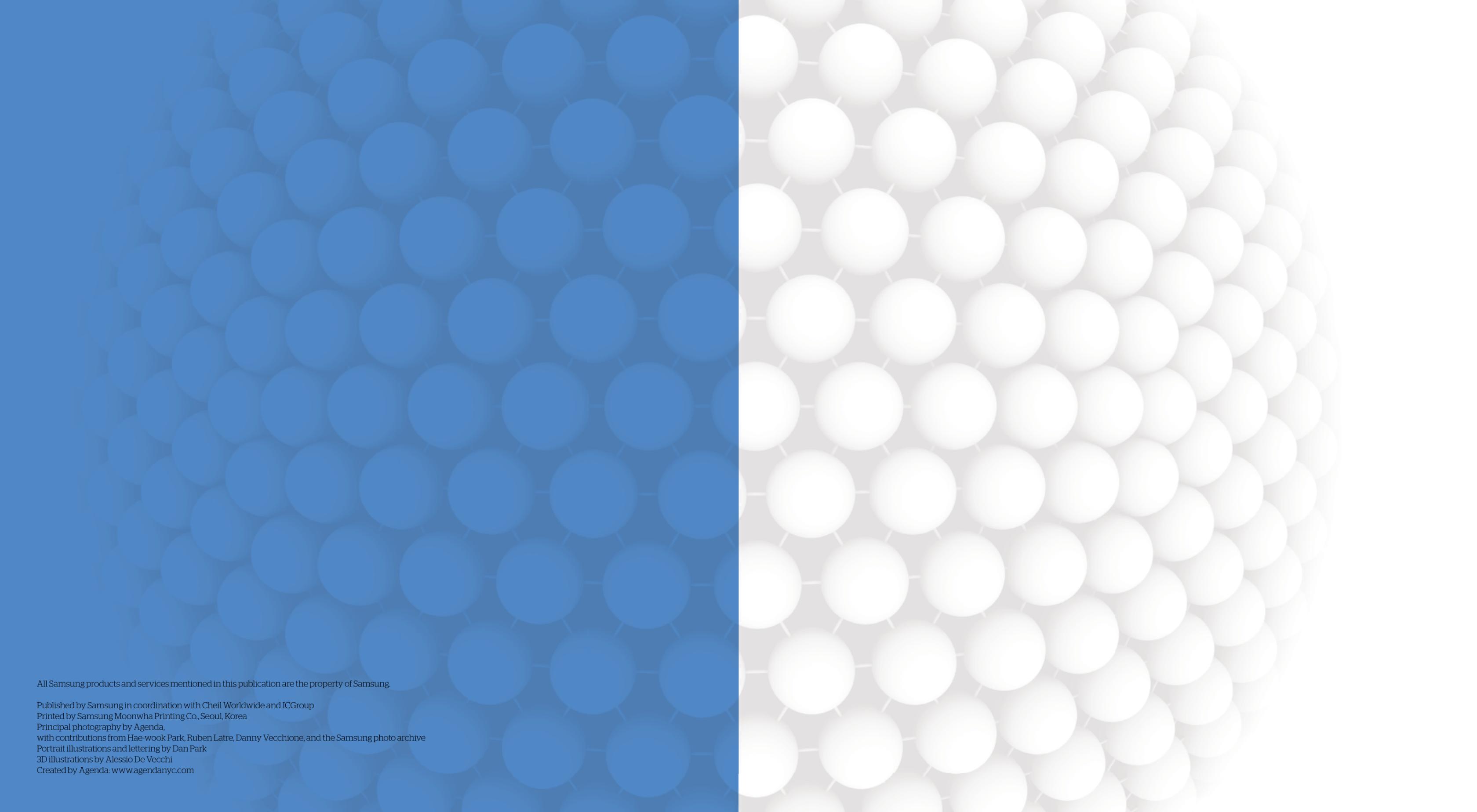
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