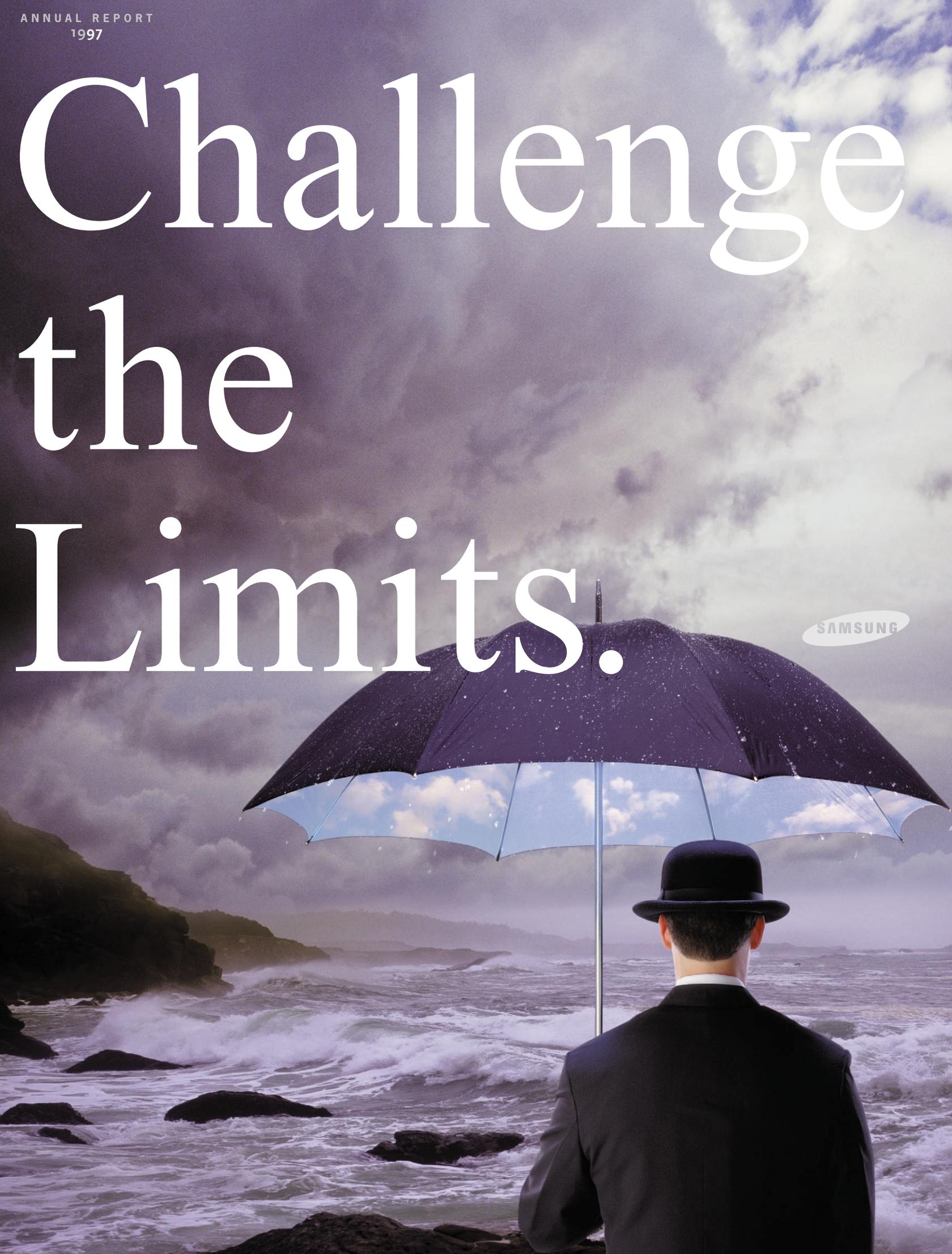
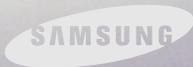


Challenge the Limits.



1

The Economic Challenge

At Samsung, our strategy of being consumer-focused, rather than attuned to producers, helped to mitigate the effects of the sudden downturn. This in no way minimizes the depth of the crisis, both for Samsung and the increasingly interdependent global economy. We have responded by focusing on our core growth businesses.

6

The Competitive Challenge

World markets keep opening wider. Our global and localization strategy—made possible by long-term investments—is working. At home, and abroad, protectionism has ceded to competition. More than ever, our creativity, innovation, and brand strength will be challenged.

14

The Consumer Challenge

The limits of consumer taste seem boundless, but actually, they're not. Consumers want smarter and custom choices, lifestyle options that suit them to a tee. The first Samsung automobile, introduced in early 1998, embodies a new paradigm in design. It's not a product, but but a service. Not just a mode of transportation, but an extension of personal living space—a home on wheels. Not a car, but an experience. That goes for all we do for consumers. We strive to create experiences.

20

The Connectivity Challenge

Telecommunications is the backbone of the global connected economy, the key infrastructure that makes the rapidly accelerating future possible. It's an industry that's heavily competitive, but rich in innovation and promise for Samsung.

24

The Caring Challenge

In the race to become the best, it is easy to forget the most important race of all, the human race. We have a tradition of going beyond corporate duty—we want to be involved. Virtually wherever we do business, we support the common good. We believe in helping the world we live in to continually improve. Our philosophy is simple: for Samsung to succeed, we must help the world succeed.

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Corporate Profile and Financial Summary

40

Directory of Samsung Offices

1-The Economic
Challenge: The
speed and severity
of Asia's recent
economic troubles
were felt around
the world,
particularly in our
home region.

At Samsung, however, our strategy of being consumer-focused, rather than attuned to producers, helped to mitigate the effects of the sudden downturn. This in no way minimizes the depth of the crisis, both for Samsung and the increasingly interdependent global economy. We have responded by focusing on our core growth businesses. Samsung is Challenging the Limits by means of the following:

Reorganizing to focus on four or five core business sectors, including electronics and financial services. Decision-making authority has been decentralized to the Samsung affiliated companies. We are shedding non-mission-critical layers and underperforming units.



Kun-Hee Lee
Chairman
Samsung Electronics



Committing to improve our financial structure by reducing our debt ratio to 197% of assets by 1999, with continuing reductions aimed at reaching a debt ratio of 124% by 2002. This will bring Samsung to a level comparable with leading transnational companies. Currently, massive liquidation of assets, reduction of costs and extensive efforts to attract foreign capital are in progress.

Adopting consolidated financial statements audited by a leading global accounting firm and elimination of loan cross-guarantees between affiliates by the end of 1999.

External limits are being imposed at every turn, from the IMF, to local economies, to international trade agreements. Our challenge is to work within these limits, with the givens of a new economic order, and continue Samsung's progress toward becoming one of the world's most powerful brands.

We still have our eye on the favorable future, and will continue to invest, boldly and strategically, in growth. This commitment has been dramatically reaffirmed by the opening of our first semiconductor wafer fabrication plant in the United States. Located in Austin, Texas, the plant produces advanced memory products for the world's major PC manufacturers. In China, Samsung's wide range of manufacturing investments – TVs, VCRs, switching systems, chemicals and textiles – will reach U.S.\$2 billion by the year 2000. We aggressively continue to pursue opportunities and process efficiencies, wherever profitable growth can be made to happen.



That being said, we realize that the greatest limits – and our greatest challenges – are self-imposed. The times ahead will challenge our creativity and our collective resolve. The situation demands sacrifice, hard work, stamina and an indefatigable spirit – qualities that have always defined our people.

Samsung played a historic role in Asia's economic miracle over the past few decades, and we will help lead the region back to health and prosperity.

It is up to each of us to choose to persevere, to succeed, to continually expand our possibilities. Opportunity exists, constrained only by our imaginations and application.

I urge everyone to challenge the limits, and discover how truly great we can be. I know in my heart, the Samsung family, and our people, business partners and customers, are up to the test.

Kun-Hee Lee Chairman, Samsung Electronics



2-The Competitive



ECONOMIC

CONSUMER

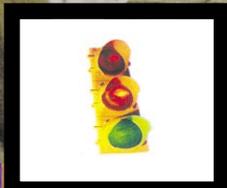
CONNECTIVITY

CARING

Challenge: World markets keep opening, and

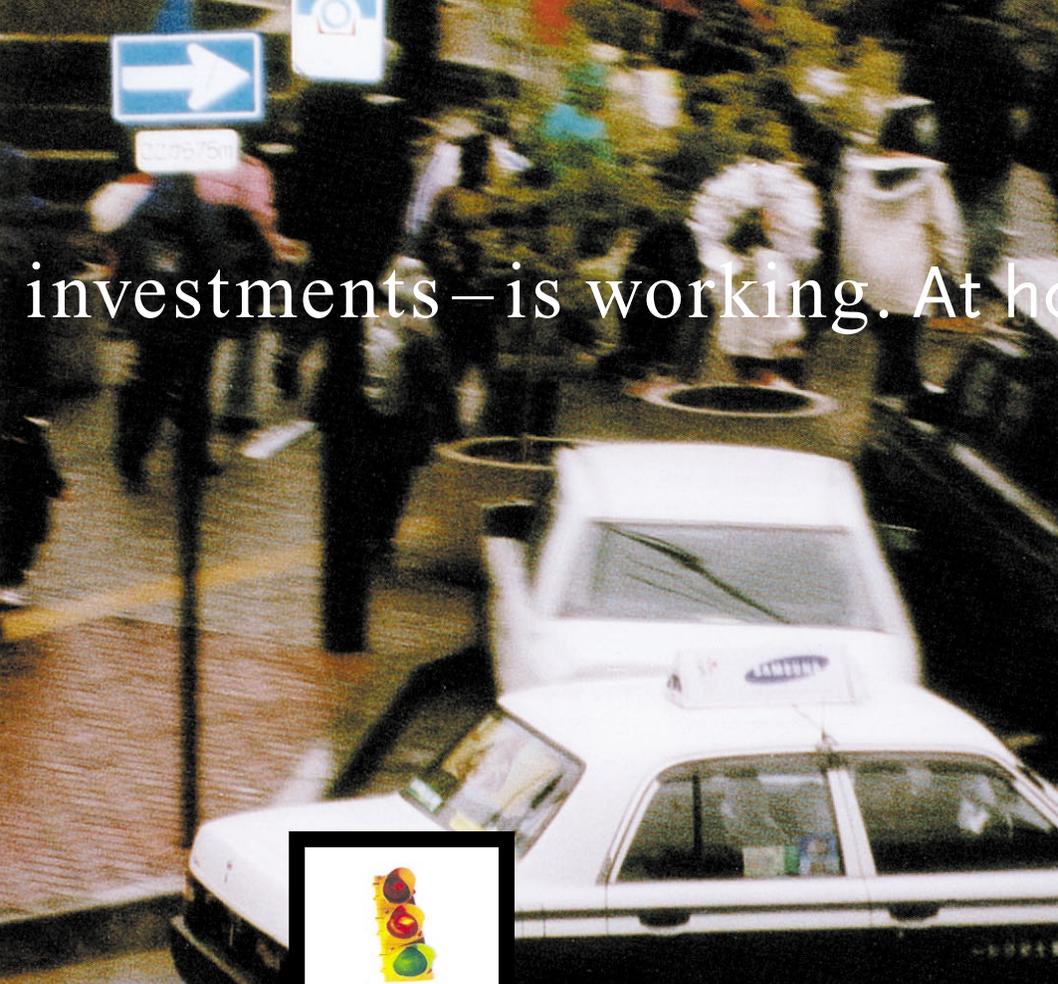
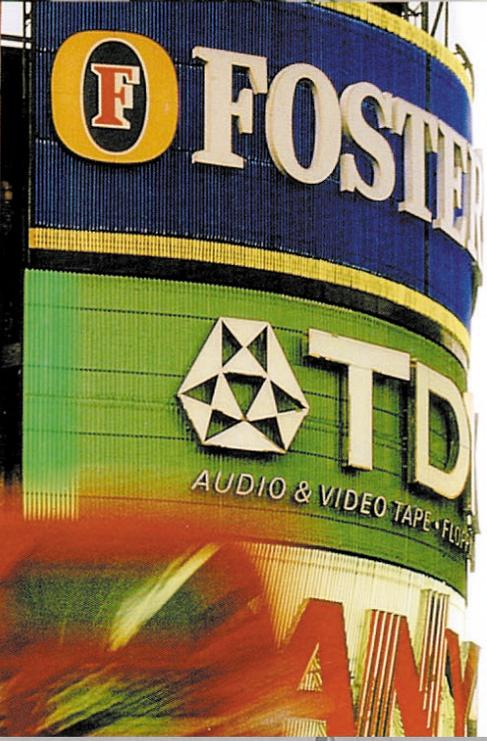


opening wider. Our global and localiza





tion strategy – made possible by long-term



investments – is working. At home, and abroad,



World markets keep opening, and opening and opening wider. Our global and localization strategy—made possible by long-term investments—is working. At home and abroad, protectionism has ceded to competition. Wide-open competition hasn't constrained our possibilities, it just makes them harder to earn. More than ever, our creativity, innovation and brand strength will be challenged.

We are a leading global company, still on our way to becoming one of the top ten companies in the world. But “global” is more of a mindset than an operating strategy. Markets are infinitely specific. The world consists of hundreds of local and regional markets, each with distinct demographics, politics, infrastructure, culture and customs.

Our strategy, then, is to localize the way we do business, wherever we do business. This means a great deal of autonomy in the way our core businesses and various Samsung affiliates organize themselves and approach their markets. This means clearly understanding our customers' individual cultures—their different needs, workstyles and life paths—and responding with unique, personalized product options. To be the global powerhouse Samsung can become, we first have to earn the loyalty and admiration of customers in local markets around the world.

protectionism has ceded to competition. More

Restructuring Samsung for Flexible Strength

In light of the dramatic reordering of the world economy, we have streamlined Samsung to bolster the competitiveness and autonomy of Samsung affiliated companies. By the end of 1999, Samsung will be reduced to four or five core business sectors. Non-core businesses will be operated jointly with or sold to third parties. Core business sectors will be developed to world-class levels in partnership with leading multinational companies.

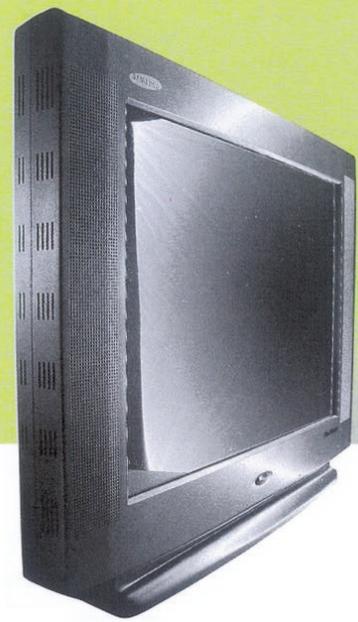
Pushing management responsibility to the affiliates, we have dissolved the centralized Group Office of the Executive Staff (also known as the Chairman's Office), and discontinued the Executive Committee Meeting decision-making process.

To chart the course and sponsor implementation efforts, we have brought together a Restructuring Committee, comprising the ten top executives of the

Wide Capacity Multi Layer
Ceramic Chip Capacitor



Plasma Display Panel



Powerbranding Samsung through Innovation

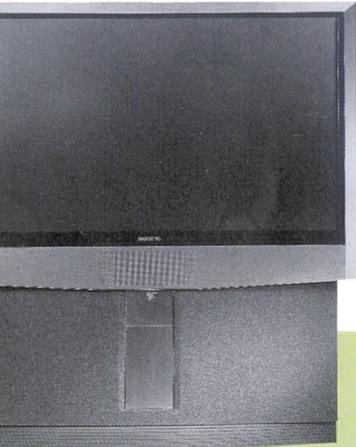
Even in the face of tough competition and uncertain economic times, a world class brand drives customer preferences, preserves margins and builds customer loyalty. We continue to invest in the power of the Samsung brand.

Strong advertising is only part of our brand strategy. We can't just talk the talk—a world class brand begins with world class products. Products that innovate. That deliver on their promise. That enhance the lives of customers. That embody quality, reinforcing confidence with every purchase.

Consistent quality builds mindshare. This is true for buyers of drillships and optical fiber as well as buyers of trucks and microwave ovens. And mindshare drives marketshare.

This challenging philosophy continues to drive Samsung's brand revolution. Before we could earn superior mindshare among TV consumers, we had to manufacture a superior TV—the VisionPLUS™ TV. Superiority is constantly contested, and easily lost without continual innovation.

Samsung innovation continues. We have completed development of a 55" digital projection HDTV that satisfies stringent U.S. digital TV standards. At the same time, we are revolutionizing the flat screen TV market.



Digital TV



1-Gigabit DRAM Chip

than ever, our creativity, innovation, and brand

Samsung affiliated companies. Their plan will be coordinated and implemented by the provisional Samsung Reformation Headquarters. The Headquarters will also be responsible for the creation of internationally accepted consolidated financial statements beginning in fiscal year 1999, and the abolition of cross-guarantee debt arrangements between affiliates. Both the Committee and the

Headquarters will be dissolved once major restructuring is complete.

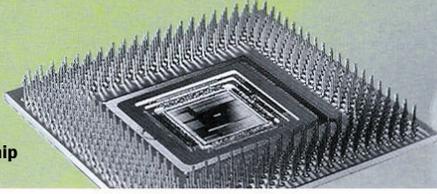
Going forward, group-wide operations will now focus only on corporate culture aspects, such as management philosophy, code of conduct, and brand and corporate identity concerns.

The restructuring highlights Samsung's commitment to focusing on core growth

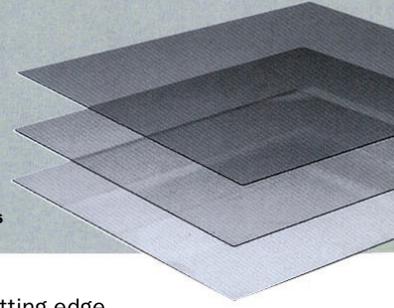
businesses, improving the financial structures of affiliates and increasing the transparency of business management. It also strengthens the individual businesses in our family to face the challenges ahead, as they carry the Samsung name and legacy into the twenty-first century.



Alpha Chip

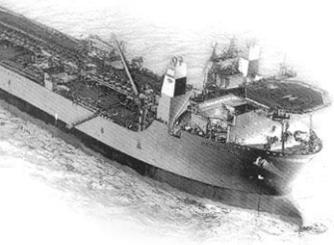


ITO Coated Glass

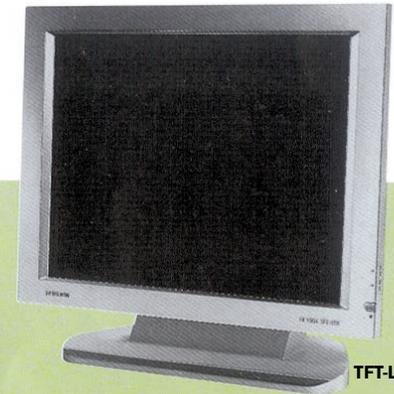


Our Dynafat series, available in 17" and 19" models, features a wide range of cutting edge technologies that are opening a new chapter in the Braun tube industry. In addition, Samsung Display Devices has completed its third TFT-LCD (Thin-Film-Transistor Liquid Crystal Display) production line at Chunan, Korea, and has started production of the world's first 600mm x 720mm substrates, the so-called "3.5 generation." Each of these substrates can yield six 13.3" or 14.1" TFT-LCDs, or four 17" ones. With this production efficiency, we are well positioned to respond to the increased demand for larger screen notebook PCs as well as the growing market for TFT-LCD monitors for desktop PCs. With the start-up of the Chunan facility, monthly production capacity has increased to 280,000 units (based on the 13.3" version).

Already the world's largest CRT (cathode ray tube) producer, Samsung Display Devices continues to carve out a position as a leading player in the TFT-LCD market. TFT-LCDs are expected to represent over 10% of the world monitor market by the year 2000; by 2005, it should top 60%. We intend to own it.



Shuttle Tanker



TFT-LCD

strength will be put to test.

Bringing Next- Generation Innovation to Flat Display

Samsung Display Devices has developed the world's first 30" single glass TFT-LCD for use in next generation high-definition multimedia displays and large screen wall-hung television monitors. The greatest technological barrier to large screen LCDs had been how to use a single glass panel rather than multiple panels. Leveraging a U.S.\$10 million investment in R&D, we

have mastered the core technology—already receiving 18 patents related to the new TFT-LCD with more patents pending. The new 30" TFT-LCD has an effective screen size of a regular 33" CRT (cathode ray tube) television screen, but is just 4.5cm thick, weighs only 4.5kg and operates on one-fifth of the wattage.



ECONOMIC

COMPETITIVE

CONNECTIVITY

CARING



3-The Consumer Challenge: The limits of consumer taste seem

The limits of consumer taste seem boundless, but actually, they're not. Consumers want smarter and custom choices, lifestyle options that suit them to a tee. The days of the Ford Model-T are over.

We seek innovation in meeting consumer desires. The first Samsung automobile, introduced in early 1998, embodies a new paradigm in design. It's not a product, but a service. Not just a mode of transportation, but an extension of personal living space—a home on wheels. Not a car, but an experience. That goes for all we do for consumers. We strive to create experiences.

“Challenge the Limits,” the theme of our global advertising campaign, encourages consumers to enlarge their experiences—and their expectations, because we're confident we can meet them.

Design Matters

Even as Samsung restructures to concentrate on core businesses, our commitment to design as a way of life endures. Design is one of the key elements of creating a relationship with one's environment, and some of its best expression can be found in the tools and objects which help people improve their personal quality of life.

And the relationship between good design and personal satisfaction is fundamental. “Samsung is very aware of the need for total customer satisfaction,” our Chairman has said. “To do that, we need to consider all psychological and even some philosophical aspects of our customers' needs and desires.”



boundless, but actually, they're not. Consumers want smarter and custom choices, lifestyle options that suit them to a



Putting Samsung Personality into the Personal Car Market

The global auto industry has been put on notice: we are serious about producing top quality personal automotive experiences. After a year of full-blown quality rehearsals, Samsung Motors' first car, the SM5, began to roll off the state-of-the-art assembly line in February 1998—less than three years since the company's inception. The SM5 is designed to appeal to a broad range of tastes by offering the refinement of a luxury car with the economy of a midsize model. Building on outstanding sales performance in Korea, Samsung Motors began exporting to the Middle East, Latin America, China and Southeast Asia in July 1998.

It's not just the SM5's standout qualities—its ride, safety, durability and interior elegance. As a truly customer-driven company, we have revamped the car buying and ownership experience with a comprehensive, relationship-based approach to sales and service. A customer's relationship with Samsung does not end with a purchase—it has only just begun.

The Samsung Motors experience is a direct result of a unique relationship between customers and our company. Through continuous interactive development, including behavioral research, we have created a car in harmony with the needs and desires of our customers. We are committed to delighting customers today and in the future.



tee. The first Samsung automobile, introduced in early 1998, embodies a new paradigm in design. It's not a product, but



On page 14-15, from left to right

Researcher Bon Young Koo conducts research and design of piston parts.

Engineer Su Gon Kim performs inspection on car doors.

Adviser Min Suk Kim provides a variety of services for insurance and maintenance as well as consulting.

Consultant Sang Im Kim schedules maintenance appointments and handles emergency inquiries and service requests.

Designer Sang Jin Ahn analyzes design trends and designs automobiles.

Our investment in design remains substantial—hundreds of millions in U.S. dollars in design innovations and research and development. In 1995, Samsung established *ids* (Innovative Design lab of Samsung), with the goal of creating a world-class design education and research institute. The institute's goals are to develop creative designers who will help develop products for the twenty-first century, and to inspire a spirit of creative design within the entire Samsung family as an integral part of our business strategy.

We now operate state-of-the-art design studios in Korea, Japan, the U.S., and the U.K. The studios focus on innovating products that closely reflect the culture of local markets. By staying close to the consumer, we aim to develop product experiences that earn “world's best” distinction for function, design and environmental friendliness.

The impact continues to be phenomenal. For example, at the Industrial Design Excellence Awards (IDEA), co-sponsored by the U.S. IDSA and *Business Week*, Samsung Electronics won seven awards in 1997 and 1998 combined. Our 3-Dome Digital Camcorder won the 1998 IDEA Gold Medal

Out in the World, Out-performing the World

Consumer Reports, the leading magazine in evaluating consumer products, rated our 20" stereo color television number one in its February, 1998 issue. The previous year, our 25" model received the same number one rating. Other Samsung models have consistently rated at or near the top of the list over the past few years.

The U.S. publication, *Mobile Computing*, selected in early 1998 our SENS 600 (an export model of the AST Ascentia M series) as one of the world's top three notebook PCs available today. In making its selection, the magazine pointed out the following outstanding features: system stability, hard disk and CD-ROM drive performance, high-resolution TFT-LCD screen, speaker quality, larger easy-to-use keyboard, batteries that last over four hours, and user friendly finishing touches.

a service. Not just a mode of transportation, but an extension of personal living space—a home on wheels. Not a car, but



and our Duble Phone the Bronze in the design concept category. Michael Gallagher, the Chairman of the IDEA Judging Committee, praised the 3-Dome as “a realistic fantasy—both abstract art and practical design.” Winners in 1997 included our sporty Net Board PC, the whimsical Weeble phone, and our portable Junior Internet TV and its wearable remote control.

In addition, at the 1997 year-end awards of one of the world’s leading contemporary industrial design institutions, Industrie Forum (iF) Design Hannover, four Samsung products were singled out for their innovative, functional designs: the ND-101 Digital Audio Player, the SyncMaster 400 TFT-LCD Monitor, the VC-7550 Vacuum Cleaner, and the CD-ROM titled “Sokkuram.”

Good design is an imperative for business. As Kun-Hee Lee, Chairman of Samsung, has said, “Intellectual assets will determine a company’s value in the coming ‘era of culture.’ The age when companies simply sell products is over. In the new era, enterprises have to sell their corporate philosophy and culture. An enterprise’s most vital assets lie in its design and other creative capabilities. I believe the ultimate winners in the twenty-first century will be determined by these skills.”



Net Board PC



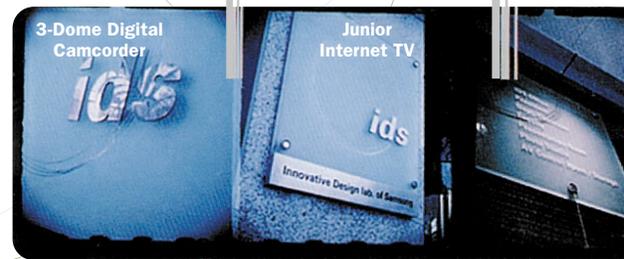
Duble Phone



3-Dome Digital Camcorder



Junior Internet TV



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an experience. That goes for all we do for consumers. We strive to create experiences.

4-The Connectivity Challe

ECONOMIC

COMPETITIVE

CONSUMER



CARING



nge: Telecommunications is the backbone of the global connected economy, the

Telecommunications is the backbone of the global connected economy, the key infrastructure that makes the rapidly accelerating future possible. It's an industry that's heavily competitive, but rich in innovation and promise for Samsung.

We're already pushing the envelope. The first in the world to successfully implement CDMA cellular technology for commercial use, we are working with leading technology giants to standardize CDMA worldwide. The initiative, IMT 2000, brings together Lucent Technologies, Motorola, Northern Telecom, Qualcomm and Samsung—an unrivaled collection of peers.

While our penetration into the profitable cellular handset niche increases, we are also focused on the telecommunications infrastructure market. Already the leader in Korea, we intend Samsung to be a major player in the world market within two years. Recent contracts establishing infrastructure in China, Colombia, Sri Lanka, Russia and Chile are contributing to our momentum.

In May of 1998, Samsung Electronics became the first to be formally certified by China as a supplier of mobile telecommunications switching systems. (Samsung, Motorola and Lucent Technologies have previously acquired certification on wired switching systems.) The certification will help us to push forward more smoothly our pilot CDMA cellular phone service in Shanghai and Tianjin and to launch a full-fledged commercial service scheduled for late 1998.



key infrastructure that makes the rapidly accelerating future possible. It's an industry that's

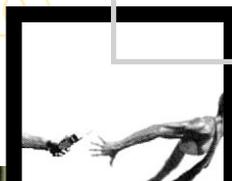
Samsung Website Rates with the Best

Samsung's website (www.samsung.com) was recently given high marks by Dow Jones, parent of *The Wall Street Journal*. Our site received 36 out of a possible 40 points (IBM received 38, Microsoft 34, and Sony 30). In addition, Samsung's site earned the following honors in 1996 and 1997: Killer Site, Webmaster Award, Best of Internet, and HighFive Award. The site currently receives an average of 750,000 hits per day. In addition, Samsung Electronics America has inaugurated the Samsung Online Store (www.sosimple.com), to provide direct access to our products.



Olympic Partnership Highlights Leadership in Wireless Communications Equipment

Challenging the limits is a way of life for world class athletes, and we celebrate them for it. As the Worldwide Partner for Wireless Communications Equipment for the Olympic Games, Samsung Electronics provided wireless communications equipment for the 1998 Nagano Olympic Winter Games, and will do the same for the 2000 Summer Olympic Games in Sydney. In Nagano, we provided





23



heavily competitive, but rich in innovation and promise for Samsung.

Innovation that Brings the World Closer to Samsung

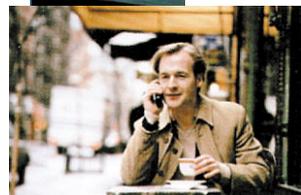
Samsung Electronics is the first to form optical fiber up to 360km long. Using a proprietary approach to modified chemical vapor deposition (MCVD), we have nearly doubled the maximum length attainable by conventional methods. With 19 patents in the U.S., Japan and China, our unique process raises productivity at least 90% over other methods. Mass production and export will start in 1999.

14,000 wireless units to athletes, officials, sponsors and media. Samsung leaders participated in the Olympic torch bearing relay, and conducted a hospitality program that brought 180 Korean and overseas business partners as our guests.

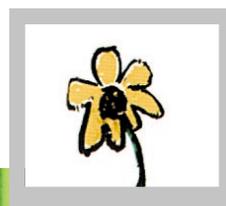
Our "Call Home" program offered athletes a free call home on a Samsung mobile phone to share their special Olympic moment. From the glory of winning a medal to the

agony of defeat, the athletes got to share their joy in participating on the exalted world stage, real time, with their loved ones back home.

Only world class companies are designated The Olympic Partner (TOP) companies. Samsung is the only company not based in the U.S. or Japan among this select group.



5-The Caring



Challenge:



The world keeps getting smaller. A student in Mexico shares the same aspirations as one in Moscow. The challenges that face a social worker in Malaysia might well be the same as those in New York. In the race to become the best, it is easy to forget the most important race of all, the human race.

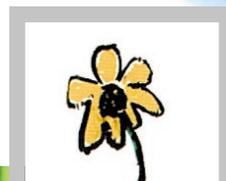
We have a tradition of going beyond corporate duty—we want to be involved. At Samsung, we believe that corporate success carries with it broadscale communal responsibility. Well beyond “giving back,” business has a role in building community. Charity is simply not enough—Samsung is not only part of a larger community, but, also, each community we serve is an integral part of Samsung itself.

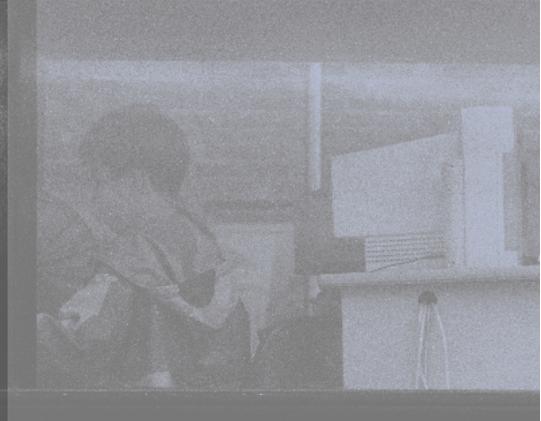
The Samsung workspace is a human environment. Our people actively offer their expertise in local schools, volunteer and participate in community welfare organizations.

In 1994, Samsung founded a community relations program with the mission of solving a wide range of social problems by encouraging our employees to voluntarily share their talents and time. Four years later, over 40% of all Samsung employees worldwide are making a positive difference in their communities. Our volunteer service programs include: taking care of senior citizens and the physically disabled; Adopt-a-Mountain and Adopt-a-River environmental campaigns, and disaster rescue and relief services utilizing our technical know-how, organized manpower, and equipment. Samsung supports its volunteers through extended insurance coverage, financial support and 1:1 matching-gift contributions, and operating an Online Volunteer Center.

Our caring extends to the natural environment. Samsung is committed to manufacturing products which are environmentally responsible from inception to disposal—throughout the product life cycle. By doing so, we not only strengthen our relationships with customers, we are contributing to a better global society.

In the race to become the best, it is easy to forget the most important race of all, the human race.





We have a tradition of going beyond corporate duty—we want to be involved. Virtually wherever we do

Global Festival Inspires Volunteers... Worldwide.

Annually, Samsung holds a Global volunteer Service Festival to spread awareness and inspire our people to volunteer action. During last year's Festival, more than 100,000 employees and 3,000 service teams were honored for their volunteer services.

Around the world, our people are sharing their compassion through community services: drawing and computer lessons for children of low income families in Korea; home repair for the needy in Malaysia; spending time with mentally-challenged children in India; donating clothing and bedding for the homeless in Germany; raising money to provide role models for children of single-parent households in the U.S.; and graffiti eradication in Mexico.



Restoring the Grandeur of the Bolshoi Theater

As the recognized leader in consumer electronics in the former Soviet Union, Samsung CIS felt strongly that it show leadership in helping to restore the Bolshoi Theater, the crown jewel of the arts in Russia. Beginning in 1993, we contributed U.S.\$120,000 to renovate the building. In addition, we donated computers and video equipment, helped fund the development of new ballet programs, obtained health insurance for the ballet and opera troupes, and continue to sponsor the printing of programs for every show. Going forward, we are helping the Bolshoi develop a video cassette and CD-Rom series.



business, we support the common good. We believe in helping the world we live in to continually



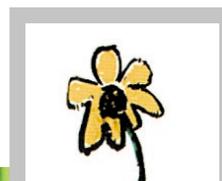
Sports @ Samsung

Samsung's mission statement is, "We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society."

This same spirit motivates Samsung's many activities in support of sports around the world.

For us, sports are an important part of culture and communication that promotes understanding among people. Our new sports website (<http://sports.samsung.com>) provides information about exciting sporting events around the world.

Increasingly, we are becoming known for our commitment to celebrating the spirit of competition. We sponsor and support over a dozen sports around the world, from soccer to Tae Kwon Do. In addition, Samsung also officially sponsored the IAAF World Championships in Athletics (Athens, 1997), the Samsung World Gymnastics Series (Lausanne and Berlin, 1997), and the Bangkok Asian Games (Bangkok, 1998).



ECONOMIC

COMPETITIVE

CONSUMER

CONNECTIVITY

And we have a knack for converting industrial problems into profitable ventures. Boldly stated, doing good can be good business. Environmentally friendly plastics that break down quickly in landfills. Farming fish in reclaimed wastewater from our plants. Leadership in low emission incinerating technology. These are also ways we contribute to society.

Social and environmental consciousness at Samsung goes beyond national borders. Wherever we work and live, our people around the world are encouraged to contribute their time and talents to the welfare of their communities.

Samsung companies support these efforts with funding for a wide range of projects. The list of social programs Samsung underwrites would be nearly endless. Just a sampling is indicative of our commitment.

Scholarships for gifted students who would otherwise forego higher education. Massive emergency relief for victims of natural disasters—an earthquake in Iran, floods in Poland.

Se Ri Pak, Samsung Superstar

The woman in the Samsung cap taking the LPGA by storm, Se Ri Pak, is supplanting even Tiger Woods as the next golf legend in the making. Fast accumulating course records and championships, Se Ri has made Korea known as an up-and-coming golf powerhouse.

Se Ri and Samsung started their partnership when Chairman Kun-Hee Lee, an avid golfer, made a direct order to find a promising young golfer to nurture to prominence. Beginning in 1995, Samsung became Se Ri's "guardian angel." In 1996, she

swept all the championships in Korea prompting Samsung to come up with a ten-year plan.

For her coach, Samsung contracted David Leadbetter, who helped further the careers of Nick Faldo, Nick Price and Ernie Els. The results for Se Ri have been phenomenal: at 20 years and 9 months, the youngest winner of the U.S. Women's Open; winner of her first two majors; tying the record for lowest LPGA tournament score; winning the Jamie Farr Kroger Classic in convincing fashion. The list—and her legend—keeps growing.

improve. Our philosophy is simple: for Samsung to succeed, we must help the world succeed.

Founding and running Korea's only guide-dog school. Operating two factories designed exclusively to employ the differently-abled. The Gallery of Korean Art at New York's Metropolitan Museum. Sponsorship of the Nobel Prize Series. The Crufts Dog Show in London. Scholarships to the Malaya University in Malaysia. Computer donations to elementary schools in Thailand. Environmental campaigns in China. Tae Kwon Do tournaments, from Ho Chi Minh City to Cairo. Annual sponsorship of the Samsung Running Festival in Eastern Europe.

Virtually wherever we do business, we support the common good. The fact is that our assistance is more ambitious than the foreign aid programs of many sovereign nations. By the year 2000, our Community Relations Program will have invested a third of a billion U.S. dollars in aid to economically depressed areas for development of agriculture, fisheries and rural solar electrification.

We believe in helping the world we live in to continually improve. Our philosophy is simple: for Samsung to succeed, we must help the world succeed.



Corporate
Profile
and
Financial
Summary

Samsung Companies

Samsung Electronics Co.,Ltd.

Employees: 75,000
1997 Sales: \$13 billion
Tel: 82-2-727-7114
Fax: 82-2-727-7985
http://samsungelectronics.com

Major Products

Multimedia and home appliances:
multimedia PC, Note PC, PDA,
DVD player, DVD-ROM, HDD,
HDTV, DBS, DSC, TV
Semiconductors: DRAM, SRAM,
FRAM, flash memory, ASIC,
alpha CPU, TFT-LCD, MDL
Information and telecommunications:
HHP, ATM LAN/WAN, key phone,
CDMA PCS/cellular, transmission
system, WLL/switching systems,
optic fibers and components

Samsung Display Devices Co.,Ltd.

Employees: 19,351
1997 Sales: \$2.77 billion
Tel: 82-2-727-3391
Fax: 82-2-727-3378
http://www.sdd.samsung.co.kr

Major Products

Color picture tubes, color display
tubes, liquid crystal displays,
vacuum fluorescent displays,
light emitting diodes, data input
devices (digitizers and touch
panels), color filters, plasma
display panel, batteries

Samsung Electro-Mechanics Co.,Ltd.

Employees: 9,097
1997 Sales: \$1.23 billion
Tel: 82-331-210-5114
Fax: 82-331-210-6363
http://www.sem.samsung.co.kr

Major Products

Parts for mobile communications,
parts for computer components
and peripherals, material/
general/industrial use components,
optical and thin film components,
audio and video parts, automotive
products

Samsung Corning Co.,Ltd.

Employees: 5,500
1997 Sales: \$1 billion
Tel: 82-2-3457-9638
Fax: 82-2-3457-9539
http://www.corning.samsung.co.kr

Major Products

Glass for TV picture tubes and
PC monitors, ITO-coated
glass for LCD, rotary transformers

Samsung SDS Co.,Ltd.

Employees: 6,200
1997 Sales: \$593 million
Tel: 82-2-3429-2114
Fax: 82-2-3429-4100
http://www.sds.samsung.co.kr

Main Businesses

Systems integration, systems
management, computer-aided
design/computer-aided
manufacturing, geographic
information systems, on-line
services, electronic data
interchange, information
technology training

Samsung-GE Medical Systems Co.,Ltd.

Employees: 279
1997 Sales: \$71.6 million
Tel: 82-342-40-6001
Fax: 82-342-42-0422
http://www.sgms.samsung.co.kr

Main Products

MRI systems, CT systems,
X-ray systems, ultrasound
systems, PET systems, gamma
camera, PACS, patient
monitoring systems, fetal
monitoring systems, defibrillators,
EKG systems, ambulatory
systems, central piping systems,
laser systems, ventilator

Samsung Heavy Industries Co., Ltd.

Employees: 10,600
1997 Sales: \$2.3 billion
Tel: 82-2-3458-6100
Fax: 82-2-3458-7100
http://www.shi.samsung.co.kr

Main Businesses

Shipbuilding, offshore structures, steel structures, cargo and material handling systems, power systems, engines, tank farms, parking systems, refrigeration and HVAC, construction

Samsung Aerospace Industries Ltd.

Employees: 7,142
1997 Sales: \$1.66 billion
Tel: 82-2-34677114
Fax: 82-2-34677080
http://www.ssa.samsung.co.kr
[//www.samsungcamera.com](http://www.samsungcamera.com)

Main Businesses

Aircraft and aircraft parts, aircraft engines, gas turbines, turbo machinery, military hardware, cameras, opto-electronic devices, semiconductor lead frames, industrial machinery, factory automation systems, machine tools, helicopter shuttle services

Samsung General Chemicals Co., Ltd.

Employees: 1,790
1997 Sales: \$1.09 billion
Tel: 82-2-772-6114
Fax: 82-2-772-6615

Major Products

Ethylene, propylene, butadiene, C₄ raffinates, PTA, SM, EO/EG, PX, LDPE, EVA, HDPE, PP, compounding resins

Samsung Petrochemical Co., Ltd.

Employees: 450
1997 Sales: \$500 million
Tel: 82-52-278-6241
Fax: 82-52-278-6238

Product

PTA (Purified terephthalic acid)

Samsung Fine Chemicals Co., Ltd.

Employees: 1,000
1997 Sales: \$306 million
Tel: 82-2-772-1900
Fax: 82-2-772-1809

Major Products

Fine chemicals: malonate, mecellose, DMF, methyl amines, TMAC, TMAH
 General chemicals: ammonia, urea, melamine, chlorinated methanes, formic acid, chlorine/pharmaceuticals
 Medical devices: Touchtrack (non-invasive glucose monitoring device), HGB, L-carnitine, anticancer products
 Industrial specialty coatings: marine paints, heavy-duty paints, automotive paints

Samsung-BP Chemicals Co., Ltd.

Employees: 203
1997 Sales: \$179 million
Tel: 82-2-753-5644
Fax: 82-2-753-8338

Major Products

Acetic acid, vinyl acetate monomers

Samsung Life Insurance Co., Ltd.

Employees: 80,089
1997 Sales: \$17.2 billion
Tel: 82-2-751-8000
Fax: 82-2-751-8100
http://www.sli.samsung.co.kr

Main Businesses

Life insurance, real estate

Samsung Fire & Marine Insurance Co., Ltd.

Employees: 5,387
1997 Sales: \$4.1 billion
Tel: 82-2-758-7114
Fax: 82-2-758-7311
http://www.insurance.samsung.co.kr

Main Businesses

Automobile insurance, fire insurance, marine insurance, individual annuities, personal accident insurance, overseas travelers' insurance

Samsung Card Co., Ltd.

Employees: 2,100
1997 Sales: \$687 million
Tel: 82-2-727-8000
Fax: 82-2-756-8942
http://www.scc.samsung.co.kr

Major Products

Cash advances, installment purchases, loans, factoring, travel arrangements, payment guarantees, on-line sales, insurance

Samsung Securities Co., Ltd.

Employees: 1,300
1997 Sales: \$178 million
Tel: 82-2-726-0114
Fax: 82-2-726-0119
http://www.securities.samsung.co.kr

Major Products

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

Samsung Finance Co., Ltd.

Employees: 1,473
1997 Sales: \$221 million
Tel: 82-2-772-6800
Fax: 82-2-751-8579

Main Businesses

Installment financing (automobiles, electronic products, housing loans, other durables), factoring (notes discounting, account receivables financing)

Samsung Investment Trust Management Co., Ltd.

Employees: 54
1997 Sales: \$5.9 million
Tel: 82-2-3455-9000
Fax: 82-2-3455-9092

Main Businesses

Investment trust management, investment advisory business

Samsung Motors Inc.

Employees: 6,100
Tel: 82-2-3707-5243
Fax: 82-2-3707-5262

Main Business

Passenger car manufacturing

Samsung Commercial Vehicles Co., Ltd.

Employees: 1,455
1997 Sales: \$165 million
Tel: 82-53-589-8000
Fax: 82-53-586-2670

Major Products

15-ton dump trucks, 6m³ concrete mixer trucks, 73-ton tractors, 18.5-ton cargo trucks, 22.5-ton dump trucks, 11.5-ton cargo trucks, 14-ton cargo trucks, 68-ton tractors, 68-ton BCT tractors, 16kl tanker trucks, 18kl tanker trucks, 20kl aluminum tanker trucks, fire trucks

Samsung Corporation

Employees: 7,735
1997 Sales: \$21 billion
Tel: 82-2-751-3355
Fax: 82-2-751-2772, 3440
http://www.ssc.samsung.co.kr

Main Businesses

Trade, construction, retail, apparel manufacture and sales

Samsung Engineering Co., Ltd.

Employees: 1,549
1997 Sales: \$919 million
Tel: 82-2-3458-3000
Fax: 82-2-3458-4047
http://www.samsungeg.co.kr

Main Businesses

Design, procurement, construction supervision and operation management for petrochemical plants, power plants, refineries and gas plants, industrial plants and environmental plants

Cheil Industries Inc.

Employees: 6,292
1997 Sales: \$713 million
Tel: 82-2-751-3355
Fax: 82-2-527-2097
http://www.cii.samsung.co.kr

Main Businesses

Woolen yarn, worsted yarn, woolen fabric, worsted fabric, carpet, men's wear, women's wear, casual wear, general-purpose resins, engineering plastics, prefabricated bathroom units, artificial marble

Samsung Everland Inc.

Employees: 1,990
1997 Sales: \$583 million
Tel: 82-335-20-8011~7
Fax: 82-335-20-8549
http://www.everland.com

Main Businesses

Resort development and operation, building engineering, alternative energy, food service, commerce and distribution, landscape architecture, interior design

The Shilla Hotels & Resorts

Employees: 2,318
1997 Sales: \$282 million
Tel: 82-2-233-3131
Fax: 82-2-233-5073
http://www.shilla.samsung.co.kr

Main Businesses

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

The Joong-Ang Ilbo

Employees: 1,207
1997 Sales: \$453 million
Tel: 82-2-751-5114
Fax: 82-2-751-9709
http://www.joongang.co.kr

Main Businesses

The Joong-Ang Ilbo (daily newspaper), *WIN* (monthly), *The Economist* (weekly), *Newsweek Hankuk Pan* (Korean edition), Ho-Am Art Hall

Cheil Communications Inc.

Employees: 898
1997 Sales: \$721 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-2438
http://www.cheil.co.kr

Main Businesses

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

S1 Corporation

Employees: 4,062
1997 Sales: \$265 million
Tel: 82-2-3670-8259
Fax: 82-2-3670-8149
http://www.s1.samsung.co.kr

Main Businesses

Electronic security services including local security systems, closed-circuit TV systems, security system design, consultation for and installation of electronic surveillance systems

Samsung Lions

Employees: 41
1997 Sales: \$25 million
Tel: 82-53-859-3114
Fax: 82-53-859-3117
http://www.samsunglions.com

Main Businesses

Professional baseball team, sports center

Samsung Medical Center

Employees: 6,800
Tel: 82-2-3410-2114
Fax: 82-2-3410-3159
http://www.smc.samsung.co.kr

Main Businesses

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

Samsung Economic Research Institute

Employees: 99
Tel: 82-2-3780-8000
Fax: 82-2-3780-8005
http://www.seri-samsung.org

Main Activities

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

Samsung Human Resources Development Center

Employees: 65
Tel: 82-335-201720
Fax: 82-335-201001
http://www.samsung.net

Main Activities

Recruitment, training and development

Samsung Advanced Institute of Technology

Employees: 900
Tel: 82-331-280-9114
Fax: 82-331-280-9099
http://www.sait.samsung.co.kr

Main Research Areas

Information processing, systems and controls, materials and devices, chemistry, biomedical engineering

Samsung Foundation of Culture

Employees: 151
Tel: 82-2-750-7990~4
Fax: 82-2-750-7819
http://www.hoammuseum.org

Main Activities

Ho-Am Art Museum, Ho-Am Art Gallery, Samsung Modern Art Gallery, Rodin Gallery, Samsung Children's Museum, Korean Traditional Music Contest, Samsung Prize for Literature, MAMPIST Program, support for cultural and artistic activities, support for academic research, construction of museum

Samsung Welfare Foundation

Employees: 18
Tel: 82-2-259-7848
Fax: 82-2-259-7880

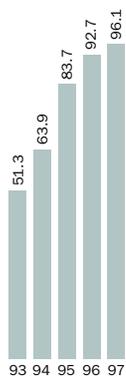
Main Activities

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

Introduction to Financial Data

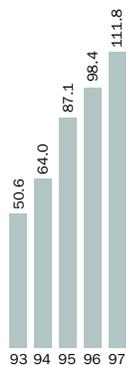
Net Sales

DOLLARS
IN BILLIONS



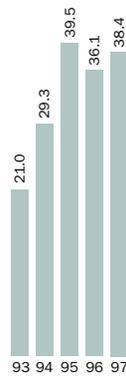
Total Assets

DOLLARS
IN BILLIONS



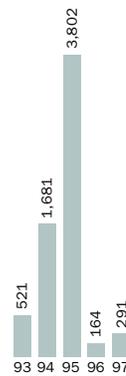
Exports

DOLLARS
IN BILLIONS



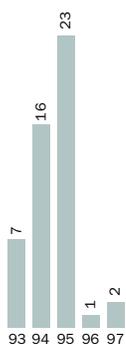
Net Income

DOLLARS
IN MILLIONS



Return on Average Stockholder's Equity

PERCENT



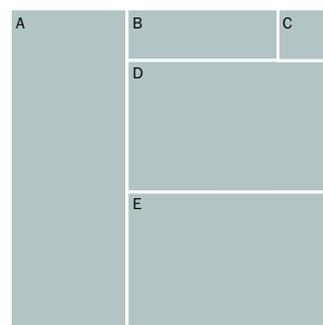
Employees

IN THOUSANDS



Sales by Sector

1997



A Electronics	\$26.3 Billion (27.4%)
B Machinery	\$6.3 Billion (6.5%)
C Chemicals	\$2.1 Billion (2.2%)
D Finance & Insurance	\$26.2 Billion (27.2%)
E Other Samsung Companies	\$35.2 Billion (36.7%)

Combined Balance Sheets

AT YEAR-END	WON MILLIONS 1996	WON MILLIONS 1997	U. S. DOLLARS THOUSANDS 1997	ECU THOUSANDS 1997
Current assets				
Cash and bank deposits	4,759,148	6,297,761	6,615,295	5,510,541
Marketable securities	11,700,785	13,019,140	13,675,567	11,391,747
Notes receivable and accounts receivable	6,232,989	10,063,960	10,571,387	8,805,965
Inventories	4,631,734	5,152,568	5,412,361	4,508,497
Others	22,660,715	27,356,215	28,735,520	23,936,688
Total current assets	49,985,371	61,889,644	65,010,130	54,153,438
Investments	9,788,900	10,831,920	11,378,067	9,477,930
Non-current assets				
Land	4,242,812	4,969,007	5,219,545	4,347,881
Less accumulated depreciation of building and structures	5,606,809	7,565,304	7,946,748	6,619,641
Machinery and equipment	6,241,383	7,849,360	8,245,126	6,868,190
Construction in progress	5,611,046	7,597,608	7,980,681	6,647,907
Others	1,029,778	957,618	1,005,901	837,916
Total non-current assets	22,731,828	28,938,897	30,398,001	25,321,535
Other assets	566,497	4,803,888	5,046,101	4,203,402
Total	83,072,596	106,464,349	111,832,299	93,156,305
Current liabilities				
Notes payable	1,077,841	886,785	931,497	775,937
Trade accounts payable	2,143,532	3,211,735	3,373,671	2,810,268
Short-term loans	9,393,992	13,722,329	14,414,211	12,007,038
Current portion of long-term debt	29,478,831	37,709,244	39,610,550	32,995,588
Advances from customers	1,344,170	1,999,927	2,100,764	1,749,936
Others	5,532,457	5,711,983	5,999,982	4,997,985
Total current liabilities	48,970,823	63,242,003	66,430,675	55,336,752
Non-current liabilities				
Debentures	7,011,518	9,588,083	10,071,516	8,389,573
Long-term debt	7,824,322	11,711,756	12,302,265	10,247,787
Reserves	1,970,634	2,336,205	2,453,997	2,044,180
Others	3,772,250	5,015,203	5,268,070	4,388,302
Total non-current liabilities	20,578,724	28,651,247	30,095,848	25,069,842
Other liabilities	—	16,975	17,831	14,853
Stockholders' equity				
Capital stock	4,008,286	4,409,777	4,632,119	3,858,555
Capital surplus	4,891,733	5,320,876	5,589,155	4,655,766
Retained earnings	5,299,617	5,261,844	5,527,147	4,604,113
Capital adjustment	(676,587)	(438,373)	(460,476)	(383,576)
Total stockholders' equity	13,523,049	14,554,124	15,287,945	12,734,858
Total	83,072,596	106,464,349	111,832,299	93,156,305

Combined Statement of Income

AT YEAR-END	WON MILLIONS 1996	WON MILLIONS 1997	U.S. DOLLARS THOUSANDS 1997	ECU THOUSANDS 1997
Income				
Net sales	74,640,688	91,519,234	96,133,649	80,079,329
Domestic	45,616,251	55,005,043	57,778,406	48,129,412
Export	29,024,437	36,514,191	38,355,243	31,949,917
Other income	1,555,606	5,144,092	5,403,458	4,501,081
Total	76,196,294	96,663,326	101,537,107	84,580,410
Costs and expenses				
Operating cost	63,920,580	76,827,177	80,700,816	67,223,780
Selling and general administrative expense	7,721,101	9,623,039	10,108,234	8,420,159
Interest expense	1,752,505	2,404,176	2,525,395	2,103,654
Other expenses	2,527,407	7,373,406	7,745,175	6,451,730
Total	75,921,593	96,227,798	101,079,620	84,199,323
Income before taxes	274,701	435,528	457,487	381,087
Income taxes	142,907	158,899	166,910	139,036
Net income	131,794	276,629	290,577	242,051

Combined Statement of Changes in Cash Flow

AT YEAR-END	WON MILLIONS 1996	WON MILLIONS 1997	U. S. DOLLARS THOUSANDS 1997	ECU THOUSANDS 1997
Cash flow due to operations	6,954,554	8,183,680	8,596,302	7,160,720
Net income per term	131,794	276,629	290,577	242,051
Increase in unpaid expenses	14,408,843	13,733,173	14,425,602	12,016,526
Deduction in non-received income	(7,586,083)	(5,826,122)	(6,119,877)	(5,097,857)
Cash flow due to investments	(15,044,051)	(15,959,346)	(16,764,019)	(13,964,428)
Cash receipts from investment activities	26,668,277	36,063,731	37,882,070	31,555,764
Reductions in current assets	21,554,248	28,567,836	30,008,231	24,996,856
Reductions in investments and other assets	4,435,025	7,089,246	7,446,687	6,203,090
Reductions in fixed assets	679,004	406,649	427,152	355,818
Reductions in deferred assets	0	—	—	—
Cash outlays from investment activities	41,712,328	52,023,077	54,646,089	45,520,192
Increases in current assets	23,999,820	29,269,743	30,745,528	25,611,025
Increases in investments and other assets	7,178,469	10,183,056	10,696,488	8,910,174
Increases in fixed assets	9,348,371	11,331,686	11,903,031	9,915,225
Increases in deferred assets	1,185,668	1,238,592	1,301,042	1,083,768
Cash flow due to financing activities	8,667,260	9,307,851	9,777,155	8,144,370
Cash receipts from financing activities	50,181,444	84,950,929	89,234,170	74,332,063
Increases in current liability	41,214,136	75,431,250	79,234,506	66,002,344
Increases in long-term liabilities	7,765,490	8,761,961	9,203,741	7,666,716
Increases in capital	1,201,818	757,718	795,923	663,003
Other	0	—	—	—
Cash outlays from financing activities	41,514,184	75,643,078	79,457,015	66,187,693
Increases in deferred assets	28,200	53,544	56,244	46,851
Reductions in current liabilities	40,660,279	74,204,494	77,945,897	64,928,932
Reductions in long-term liabilities	271,470	1,168,684	1,227,609	1,022,598
Divided payments	196,010	195,057	204,892	170,675
Other	358,225	21,299	22,373	18,637
Increases in cash	577,763	1,532,185	1,609,438	1,340,662
Cash at the beginning of the term	4,324,684	4,902,447	5,149,629	4,289,641
Cash at the end of the term	4,902,447	6,434,632	6,759,067	5,630,303

Notes

The combined financial statements have been prepared on the basis of financial statements from the Samsung companies.

All of the figures have been examined by independent auditors in accordance with the generally accepted auditing standards practiced in the Republic of Korea.

Won/U.S.\$ exchange rate-W952/1: For sales and profits-W952/1-was the yearly average. Other figures-W952/1-was the rate as of the end of December 1997.

ECU/U.S.\$ exchange rate-.833/1

Directory of Samsung Offices

Samsung Electronics Co. Ltd.

Samsung Electronics
Canada, Inc.
(SEA-Canada Div.)
Tel: 1-905-819-5060
Fax: 1-905-542-3835

Samsung Electronics
America, Inc. (SEA)
Tel: 1-201-229-4000,
4220
Fax: 1-201-229-4110

Samsung
Semiconductor, Inc.
(SSI)
Tel: 1-408-544-4000
Fax: 1-408-544-4907

Samsung Information
Systems America, Inc.
(SISA)
Tel: 1-408-544-5400,
5404
Fax: 1-408-544-5403

Samsung
Telecommunications
America, Inc.
(STA-Telecom Div.)
Tel: 1-972-761-7005
Fax: 1-972-578-4811

Samsung Austin
Semiconductor (SAS)
Tel: 1-512-672-1000,
3000
Fax: 1-512-672-1025

Samsung Electronics
Panama (Zona Libre)
S.A. (SEPA)
Tel: 507-210-1122
Fax: 507-210-1166,
1177, 1211

Samsung Electronics
De Colombia S.A.
(SAMCOL)
Tel: 571-633-4470
Fax: 571-614-8543

Samsung Electronics
Australia P/L (SEAU)
Tel: 61-2-9638-5200
Fax: 61-2-9684-4084

Samsung Electronics
(M) SDN BHD (SEMA)
Tel: 60-3-376-1068
Fax: 60-3-376-3461

Samsung Electronics
Nusantara Indonesia
(SENI)
Tel: 62-21-526-0755
Fax: 62-21-526-0751

Thai Samsung
Electronics Co., Ltd.
(TSE)
Tel: 66-2-681-0501/14
Fax: 66-2-681-0495
(ADM)

Southeast Asia
Electronics Service
Pte Ltd. (SAPL)
Tel: 65-8333-200
Fax: 65-8333-210

Samsung Vina
Electronics Co., Ltd.
(SAVINA)
Tel: 84-8-896-5500
Fax: 84-8-896-5566

Samsung Gulf
Electronics (SGE)
Tel: 971-4-225747
Fax: 971-4-224725,
271483

Samsung Electronics
Display (M)
SDN BHD (SDMA)
Tel: 60-6-678-7914
Fax: 60-6-678-7389

Samsung India
Electronics Ltd. (SIEL)
Tel: 91-11-693-2517~9
Fax: 91-11-693-2607

PT. Samsung
Maspion Indonesia
Tel: 62-31-891-2971
Fax: 62-31-891-2566

Samsung Electronics
China Headquarters
Tel: 86-10-6510-1234
Fax: 86-10-505-1663

Samsung
Electronics HK
Co., Ltd. (SEHK)
Tel: 852-2862-6900,
6300
Fax: 852-2862-1343,
1316

Samsung
Electronics Taiwan
Co., Ltd. (SET)
Tel: 886-2-2758-9588
Fax: 886-2-2757-311

Samsung
Electronics Huizhou
Co., Ltd. (SEHZ)
Tel: 86-752-3321401~4
Fax: 86-752-3321397

Shandong Samsung
Telecommunications
Co., Ltd. (SST)
Tel: 86-631-562-6868
Fax: 86-631-562-6767

Samsung Electronics
(Suzhou) Semiconductor
Co., Ltd. (SESS)
Tel: 86-512-7611121,
2297
Fax: 86-512-7611432

Suzhou Samsung
Electronics Co., Ltd.
(SSEC)
Tel: 86-512-5321234
Fax: 86-512-5231234-
3705

Tianjin Samsung
Electronics Co., Ltd.
(TSEC)
Tel: 86-22-2532-3715,
4204
Fax: 86-22-2532-3714

Tianjin Tong Guang
Samsung Electronics
Co., Ltd. (TTSEC)
Tel: 86-22-2628-4450
Fax: 86-22-2628-6517

Samsung Electronics
Co., Ltd. Japan
Headquarters
Tel: 81-3-5641-9800
Fax: 81-3-5641-9821

Lux Co., Ltd
Tel: 81-3-510-4331
Fax: 81-3-510-4337

Union Optical Co., Ltd.
Tel: 81-3-3966-2201
Fax: 81-3-3966-2200

Samsung Electronics
CIS & Baltics
Headquarters
Tel: 7-095-797-2400
Fax: 7-095-797-2401~3

Samsung Electronics
Overseas B.V. (SEO)
Tel: 31-20-575-3012
Fax: 31-20-575-3009

Samsung
Electronics Crosna
Telecommunications
(SCT)
Tel: 7-502-253-5359,
6359, 0423
Fax: 7-502-253-0319

Samsung Electronics
Co., Ltd. Moscow Office
(SEMCO)
Tel: 7-095-797-2400
Fax: 7-095-797-2401~3

Samsung
Semiconductor
Europe Ltd. (SSEL)
Tel: 44-0181-380-7200
Fax: 44-0181-380-7220

Samsung Electronics
(UK) Ltd. (SEUK)
Tel: 44-181-391-0168
Fax: 44-181-974-2800/
44-181-397-9949

Samsung Wynyard
Park (SEM(UK))
Tel: 44-1740-660000
Fax: 44-1740-661022

Samsung Electronics
Iberia, S.A. (SESA)
Tel: 34-93-261-6700
Fax: 34-93-261-6750

Samsung Electronics
Svenska AB (SESAB)
Tel: 46-8-590-966-00
Fax: 46-8-590-966-50,
60

Samsung
Electronics Polska SP.
Z. O. O. (SEPOL)
Tel: 48-22-608-4400
Fax: 48-22-608-4401

Samsung
Electronics Hungarian
Co., Ltd. (SHE)
Tel: 36-1-250-2311
Fax: 36-1-168-9653

Samsung Electronics
Portuguese S.S. (SEP)
Tel: 351-1-414-8100
Fax: 351-1-414-8128

Samsung Electronics
France SA (SEF)
Tel: 33-1-4938-4874
Fax: 33-1-4863-7348

Samsung Electronics
GmbH (SEG)
Tel: 49-6196-661000
Fax: 49-6196-661011

Samsung
Semiconductor Europe
GmbH (SSEG)
Tel: 49-6196-663-300
Fax: 49-6196-663-366

Samsung Electronics
Italia S.P.A. (SEI)
Tel: 39-2-921-891
Fax: 39-2-9214-1801

- Samsung Electronics Netherlands B.V. (SEN)
Tel: 31-70-3072910
Fax: 31-70-3194642
- Samsung Electronics South America (PTY) Ltd. (SSA)
Tel: 27-11-463-5678
Fax: 27-11-463-5091
- Samsung Display Devices Co., Ltd.**
- Beijing Office
Tel: 86-10-6510-1521
Fax: 86-10-6510-1548
- Samsung Electron Devices (M) Sdn., Bhd (SEDM)
Tel: 60-6-670-1020
Fax: 60-6-677-6167
- Samsung Display Devices do Brasil Ltda. (SDDB)
Tel: 55-92-616-6010
Fax: 66-92-616-6019
- Samsung Display Devices Inc. (SDDI)
Tel: 1-310-537-7000 (Ext. 204)
Fax: 1-310-537-1033
- Samsung Display Devices (Hong Kong) Co., Ltd. (SDHK)
Tel: 852-2-862-6058
Fax: 852-2-845-2548
- Samsung Elektronische Bauelemente GmbH (SEB)
Tel: 49-30-5305-3908
Fax: 49-30-685-9281
- Shenzhen Samsung Display Devices Co., Ltd. (SSDD)
Tel: 86-755-335-7000 (Ext. 3131)
Fax: 86-755-336-7008
- Tianjin Samsung Display Devices Co., Ltd. (TSDD)
Tel: 86-22-8212-9971~5 (Ext. 301)
Fax: 86-22-8212-9984
- Tokyo Office
Tel: 81-3-5641-9830
Fax: 81-3-5641-9876
- Samsung Display Mexicana (SDM)
Tel: 1-619-671-6220
Fax: 1-619-671-6203
- Osaka Office
Tel: 81-6-949-4802
Fax: 81-6-949-3047
- Taipei Office
Tel: 886-2-2728-8461
Fax: 886-2-2757-7035
- Xing Xing Electronic Ltd. (DSDD)
Tel: 86-769-582-0503
Fax: 86-769-582-1600
- Samsung Electro-Mechanics Co., Ltd.**
- Samsung Portugal Produtos Eletro-Mecânicos S.A. (SPEM)
Tel: 351-1-924-8300
Fax: 351-1-924-8490
- Samsung Electro-Mechanics Thailand Co., Ltd. (SEMT)
Tel: 66-38-570-191~6
Fax: 66-38-570-258
- Dongguan Samsung Electro-Mechanics Co., Ltd. (DSEM)
Tel: 86-769-330-5000, 1240, 2580, 1111
Fax: 86-769-330-5001
- Tianjin Samsung Electro-Mechanics Co., Ltd. (TSEM)
Tel: 86-22-2830-1307~9, 2823-5241~2
Fax: 86-22-2830-7436/2823-5243
- Samsung Electro-Mecánico Mexicana S.A. De C.V. (SEMESA)
Tel: 1-619-671-6400, 6420, 6425/
52-66-27-6400
Fax: 1-619-671-6408~9, 6461/ 52-66-45-0036
- Samsung Electro-Mechanics America, Inc.
Tel: 1-408-544-5200~9, 5211~5, 5217~8
Fax: 1-408-544-4967-8
- Chicago Office
Tel: 1-847-969-9606
Fax: 1-847-969-9605
- New Jersey Office
Tel: 1-201-229-6092~4
Fax: 1-201-229-6096
- São Paulo Office
Tel: 55-11-247-5643, 5283/ 523-5949
Fax: 55-11-523-6884
- Samsung Electro-Mechanics GmbH
Tel: 49-6196-66-7230, 7233, 7250
Fax: 49-6196-66-7766
- Dublin Office
Tel: 353-1-862-1120
Fax: 353-1-862-1190
- Istanbul Office
Tel: 90-212-274-7818
Fax: 90-212-274-7838
- London Office
Tel: 44-181-380-7206-8
Fax: 44-181-380-7209
- Warsaw Office
Tel: 48-22-608-4433
Fax: 48-22-608-4411
- Paris Office
Tel: 33-1-46-318930
Fax: 33-1-46-318934
- Samsung Asia Pte., Ltd.
Tel: 65-8333-215~233
Fax: 65-8333-243, 244
- Bangkok Office
Tel: 662-661-8004~5
Fax: 662-661-8006
- Jakarta Office
Tel: 62-21-522-5537
Fax: 62-21-522-5538
- Kuala Lumpur Office
Tel: 60-3-264-9129
Fax: 60-3-262-6518
- Penang Office
Tel: 60-4-229-1671
Fax: 60-4-229-1678
- Manila Office
Tel: 63-2-764-7497, 526-2412~9 (Ext. 250)
Fax: 63-2-528-4830
- New Delhi Office
Tel: 91-11-693-2517~9
Fax: 91-11-693-2607
- Mumbai Office
Tel: 91-22-619-1776, 1796
Fax: 91-22-616-2274
- Samsung Electro-Mechanics (Hong Kong) Ltd.
Tel: 852-2862-6331~2
Fax: 852-2862-6348~9
- Beijing Office
Tel: 86-10-6510-1520
Fax: 86-10-6510-1548
- Shanghai Office
Tel: 86-21-6270-4168 (Ext. 270)
Fax: 86-21-6275-2975
- Shenzhen Office
Tel: 86-755-246-2080, 2086
Fax: 86-755-246-2089
- Chengdu Office
Tel: 86-28-678-3802
Fax: 86-28-678-3808
- Taipei Office
Tel: 886-2-2728-8450, 8452~3
Fax: 886-2-2757-7278
- Samsung Japan Co., Ltd.
Tel: 81-3-5641-9674, 9690
Fax: 81-3-5641-9881
- Osaka Office
Tel: 81-6-949-5132
Fax: 81-6-949-3047
- Samsung Corning Co., Ltd.**
- Samsung Corning Malaysia SDN, BHD
Tel: 606-677-9700
Fax: 606-677-7304
- Samsung Corning Deutschland GmbH
Tel: 49-35600-34-417
Fax: 49-35600-34-302
- Tianjin Samsung Corning Co., Ltd.
Tel: 86-22-632-1943
Fax: 86-22-633-0557
- Shenzhen SEG Samsung Glass Co., Ltd. (SSG)
Tel: 86-755-331-1988
Fax: 86-755-331-0743
- Video Monitors de Mexico
Tel: 52-66-34-2350
Fax: 52-66-34-2655
- Tokyo Office
Tel: 81-3-5641-9880
Fax: 81-3-5641-9881
- Hong Kong Office
Tel: 852-2862-6099
Fax: 852-2529-1695
- Samsung SDS Co., Ltd.**
- Samsung SDS Co., Ltd. Tokyo Office
Tel: 81-3-5641-9630
Fax: 81-3-5641-8496
- SDS America Inc.
Tel: 1-408-544-5140
Fax: 1-408-544-4966

Cambridge Samsung
Partners LLC
Tel: 1-617-262-4440
(Ext. 101~103)
Fax: 1-617-262-5562

Samsung SDS
Beijing Office
Tel: 86-10-6510-1234
(Ext. 6100)
Fax: 86-10-6510-1525

**Samsung
Heavy Industries
Co., Ltd.**

New York Office
Tel: 1-201-229-6026
Fax: 1-201-229-6029

Los Angeles Office
Tel: 1-310-802-7003
Fax: 1-310-802-0796

Houston Office
Tel: 1-713-781-5771
Fax: 1-713-781-5772

London Office
Tel: 44-181-862-9333
Fax: 44-181-862-0006

Frankfurt Office
Tel: 49-6196-667600,
667610
Fax: 49-6196-667666

Athens Office
Tel: 30-1-4222-495
Fax: 30-1-4222-491

Oslo Office
Tel: 47-22-83-3777
Fax: 47-22-83-3778

Tokyo Office
Tel: 81-3-5641-9561~8
Fax: 81-3-5641-9560

Shanghai Office
Tel: 86-21-6270-4168
Fax: 86-21-6219-6456

SHI Australia
PTY., Ltd. Sydney
Tel: 61-2-9957-2411
Fax: 61-2-9957-5231

SHI (Thailand) Co., Ltd.
Tel: 66-38-636529,
636592
Fax: 66-38-636461

Samsung
Heavy Industries
(Ningbo) Co., Ltd.
Tel: 86-574-622-2210
Fax: 86-574-622-4275

**Samsung Aerospace
Industries Ltd.**

Samsung
Opto-Electronics
America, Inc. (SOA)
Tel: 1-201-902-0347
Fax: 1-201-902-9342

SOA
Los Angeles Office
Tel: 1-310-5377000
(Ext. 301)
Fax: 1-310-5371566

SOA Miami Office
Tel: 1-305-718-9377
Fax: 1-305-718-9388

Tianjin Samsung
Opto-Electronics
Co., Ltd.
Tel: 86-22-2761-9212
Fax: 86-22-2761-8864

Tianjin Samsung
Opto-Electronics
Beijing Office
Tel: 86-10-6518-2458
Fax: 86-10-6518-2461

Samsung
Opto-Electronics
Mexicana, S.A. De C.V.
Tel: 52-66-24-11-01, 02
Fax: 52-66-24-11-03

Rollei
Fototechnic GmbH
Tel: 49-531-6800370
Fax: 49-531-6800200

Samsung
Japan Co., Ltd.
Tel: 81-3-5641-9721, 4
Fax: 81-3-5641-9720

Samsung
Opto-Electronics
Hong Kong Office
Tel: 852-2862-6393
Fax: 852-2862-6395

Samsung
Opto-Electronics
Germany Office
Tel: 49-6196-667500
Fax: 49-6196-667566

Samsung
Opto-Electronics
Brazil Sales Office
Tel: 55-11-521-0757
Fax: 55-11-523-0802

Samsung
Opto-Electronics
Moscow Office
Tel: 7-095-797-2595~9
Fax: 7-095-797-2513~4

Samsung
Opto-Electronics
Dubai Office
Tel: 971-4-279599
Fax: 971-4-238824

**Samsung
General Chemicals
Co., Ltd.**

Samsung General
Chemicals Co., Ltd.
Tokyo Office
Tel: 81-3-5641-9663
Fax: 81-3-5641-9594

Samsung General
Chemicals Co., Ltd.
Hong Kong Office
Tel: 85-2-2862-6451
Fax: 85-2-2862-6459

Samsung General
Chemicals Co., Ltd.
Shanghai Office
Tel: 86-21-6275-9345
Fax: 86-21-6275-9314

**Samsung
Life Insurance
Co., Ltd.**

Samsung
Life Insurance Co., Ltd.
Japan Representative
Office
Tel: 81-3-5641-9581~4
Fax: 81-3-5641-9580

Samsung
Life Insurance Co., Ltd.
Beijing Representative
Office
Tel: 86-10-6510-1516
Fax: 86-10-6510-1551

Samsung Life
Investment (U.K.) Ltd.
Tel: 44-171-786-7817
Fax: 44-171-786-7840

Samsung
Life Investment
(Jersey) Ltd.

Samsung
Life Investment
(America) Ltd.
Tel: 1-212-421-6752
Fax: 1-212-421-4211

Samsung Life
Insurance Agency Ltd.
Samsung Realty
of America Inc.
Tel: 1-201-229-6016,
6025, 6088
Fax: 1-201-229-6024

Samsung
Life Investment
(Cayman) Ltd.

Samsung
Properties China Ltd.

Samsung
Asset Mangement
(Singapore) Pte., Ltd.
Tel: 65-8333-541~3
Fax: 65-8333-545

Siam Samsung Life
Insurance Co., Ltd.
Tel: 662-308-2248~50
Fax: 662-308-2254

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

Samsung
Insurance Company
of Europe Ltd.
Tel: 44-171-786-7851~4
Fax: 44-171-786-7866

PT. Asuransi
Samsung Tugu
Tel: 6221-574-0033
Fax: 6221-574-0055

Samsung Fire & Marine
Insurance Co., Ltd.
U.S. Branch
Tel: 1-201-229-6011~3
Fax: 1-6221-574-6015

Samsung Fire
& Marine Insurance
Co., Ltd.
London Liaison
Tel: 44-171-786-7851~4
Fax: 44-171-786-7866

Samsung Fire & Marine
Insurance Co., Ltd.
New York Liaison
Tel: 1-201-229-6011~3
Fax: 1-201-229-6015

Samsung Fire & Marine
Insurance Co., Ltd.
Jakarta Liaison
Tel: 6221-574-0033
Fax: 6221-574-0055

Samsung Fire & Marine
Insurance Co., Ltd.
Tokyo Liaison
Tel: 81-35641-9556
Fax: 81-35641-9557

Samsung Fire & Marine
Insurance Co., Ltd.
Beijing Liaison
Tel: 86-10-6510-1517
Fax: 86-10-6510-
1551~2

Samsung Fire & Marine
Insurance Co., Ltd.
Shanghai Liaison
Tel: 86-21-6295-4800
Fax: 86-21-6295-5280

Samsung Fire & Marine
Insurance Co., Ltd.
Ho Chi Minh City Liaison
Tel: 84-8-821-1978
Fax: 84-8-821-1996

Samsung Fire & Marine
Insurance Co., Ltd.
Hanoi Liaison
Tel: 84-4-934-0303~4
Fax: 84-4-934-0302

Samsung Underwriting Ltd. Tel: 44-171-786-7851~4 Fax: 44-171-786-7866	Samsung America Inc. (Panama) Tel: 50-7210-1588 Fax: 50-7210-1598	Samsung Corp. Otelinox Office Tel: 40-45-217-627, 628, 607 Fax: 40-44-111692/45-217638	Samsung Corp. Accra Office Tel: 233-21-500526, 500886 Fax: 233-21-500529	Samsung Corp. Chengdu Office Tel: 86-28-6783-118, 802
Samsung Securities Co., Ltd.	Bogota Representative Office Tel: 571-618-4528, 4608, 4520 Fax: 571-618-0655	Samsung Corp. Praha Office Tel: 420-2-570-16-600 Fax: 420-2-570-16-603	Samsung SA (PTY) Ltd. Tel: 27-11-884-8746~8 Fax: 27-11-884-6860	Samsung Corp. Beijing Office Tel: 86-10-6510-1234 Fax: 86-10-6510-1547, 1535
Samsung Securities (Europe) Ltd. Tel: 44-171-786-7867, 7898 Fax: 44-171-786-7899	Lima Office Tel: 51-1-241-3355 Fax: 51-1-241-0655	Samsung Corp. Madrid Office Tel: 34-91-319-3737 Fax: 34-91-308-0119	Tel-Aviv Office Tel: 972-3-639-6106 Fax: 972-3-639-6107	Samsung Corp. Shanghai Office Tel: 86-21-6270-4168 Fax: 86-21-6275-0838
Tokyo Representative Office Tel: 813-5641-9919 Fax: 813-5641-9918	Santiago Office Tel: 56-2-234-1616 Fax: 56-2-234-4744	Samsung Corp. Istanbul Office Tel: 90-212-216-0875~7 Fax: 90-212-275-0602	Samsung Corp. Moscow Office Tel: 7-095-797-2530-59 Fax: 7-095-797-2528-9	Samsung Corp. Dalian Office Tel: 86-411-360-7700/ 360-7733 Fax: 86-411-360-7722, 7744
Hong Kong Representative Office Tel: 852-2111-7530 Fax: 852-2114-0290	Samsung do Brasil S/C Ltda. Tel: 55-11-548-3979 Fax: 55-11-247-8455	Samsung Corp. Warsaw Office Tel: 48-22-608-4500~4 Fax: 48-22-608-4505	Dzhezkazgan Svetment Tel: 7-3102-73-7022/ 74-1836, 74-7026 Fax: 7-3102-73-6660/ 75-7026	Samsung Corp. Qingdao Office Tel: 86-532-287-2981 Fax: 86-532-287-2980
New York Representative Office Tel: 1-212-421-9898, 6200 Fax: 1-212-421-7055, 9650	Buenos Aires Office Tel: 54-1-308-5541 Fax: 54-1-308-5851	Samsung Corp. Dubai Samsung Corp. Tel: 971-4-22-9634 Fax: 971-4-22-9455	Samsung Corp. Almaty Office Tel: 7-3272-65-7416 Fax: 7-3272-53-4420, 3232	Samsung Corp. Guangzhou Office Tel: 86-20-8752-1060, 1131, 1156 Fax: 86-20-8752-1285
Samsung Corporation	Samsung Europe Headquarters Tel: 44-181-380-7000 Fax: 49-181-380-7019	Samsung Corp. Tehran Office Tel: 98-21-871-6589, 886-2148 Fax: 98-21-871-5866	Samsung Corp. Akmola Office Tel: 7-3272-26-8497 Fax: 7-3272-26-8785	Samsung Corp. Tianjin Office Tel: 86-22-2312-5964 Fax: 86-22-2332-9907
Samsung America Inc. Tel: 1-201-229-5000 Fax: 1-201-229-5080, 5020	Samsung Deutschland GmbH Tel: 49-06196-665500 Fax: 49-06196-665566	Samsung Corp. Kuwait Office Tel: 965-246-0615 Fax: 965-246-6850	Samsung Corp. Sofco Co., Ltd. Tel: 7-4236-6-79164 Fax: 7-4236-6-79223	Samsung Shenzhen Office Tel: 86-755-2461-616 Fax: 86-755-2461-699
S.A.I. Houston Office Tel: 1-713-953-9700 Fax: 1-713-953-9911	Samsung U.K. Ltd. Tel: 44-181-232-3200 Fax: 44-181-569-7165	Samsung Corp. Riyadh Office Tel: 966-1-462-7641, 7941 Fax: 966-1-462-7743	Samsung Corp. Tashkent Office Tel: 7-3712-54-54-16/ 54-68-18/54-06-98 Fax: 7-3712-120-64-58	Samsung Shantou Office Tel: 86-754-816-7366 Fax: 86-754-846-9011
S.A.I. Los Angeles Office Tel: 1-562-802-2211 Fax: 1-562-802-3011	Samsung France S.A.R.L. Tel: 33-1-4279-2200 Fax: 33-1-4538-6858	Samsung Corp. Jeddah Office Tel: 966-2-6443843, 6432490 Fax: 966-2-6431813	Samsung Corp. Khasco Co., Ltd. Tel & Fax Satellite 1-750901-49004 Local Line Using Time Tel: 1-7-4212-323986, 328732	Samsung Haikou Office Tel: 86-898-676-9169 Fax: 86-898-676-9170
S.A.I. Santa Clara Office Tel: 1-408-544-4000 Fax: 1-408-544-4969	Samsung Italia S.R.L. Tel: 39-2-262914-1 Fax: 39-2-2622-3125	Samsung Corp. Amman Office Tel: 962-6-4-61-3565, 8803 Fax: 962-6-4-62-9591	Samsung Corp. Hong Kong Ltd. Tel: 852-2862-6000 Fax: 852-2862-6399	Samsung Chongqing Office Tel: 86-23-6384-8368/6384-5888 Fax: 86-23-6384-6838
S.A.I. Seattle Office Tel: 1-425-646-6336 Fax: 1-425-646-9538	Samsung Corp. Vienna Office Tel: 43-1-513-5052 Fax: 43-1-513-4969	Samsung Corp. Cairo Office Tel: 20-2-303-5063 Fax: 20-2-303-5644	Samsung Corp. Taipei Branch Tel: 886-2-728-8500, 8501 Fax: 886-2-758-3172	Samsung Harbin Office Tel: 86-451-367-8516/362-8888 Fax: 86-451-365-8930
Canada Trade Group Inc. Tel: 1-514-866-4626 Fax: 1-514-866-0913	Samsung Corp. Zagreb Office Tel: 385-1-434-467 Fax: 385-1-421-147	Samsung Corp. Tunisia Office Tel: 216-1-861-115 Fax: 216-1-861-580	Samsung Corp. Erdsam Co., Ltd. Tel: 976-1-322-806/311-417/312-260 Fax: 976-1-311-422	
Samsung Finance Corp. Tel: 84-7-806-0010 Fax: 84-7-806-0305	Samsung Corp. Sofia-Post Office Tel: 359-2-971-3389 Fax: 359-2-971-3385	Samsung Corp. Tripoli Office Tel: 218-21-477-9024, 2488 Fax: 218-21-477-9023	Samsung Corp. Xiamen Office Tel: 86-592-205-4504 Fax: 86-592-212-3435	
Samsung America Inc. Oficina De sin Ingresos En la Rep. Mexico Tel: 525-280-3818 Fax: 525-280-3811, 3833	Samsung Corp. Budapest Office Tel: 36-1-250-2311 (Ext. 302, 303) Fax: 36-1-240-3672	Samsung Corp. Bucharest Office Tel: 40-1-224-0430 Fax: 40-1-224-0439	Samsung Corp. Erdsam Co., Ltd. Tel: 976-1-322-806/311-417/312-260 Fax: 976-1-311-422	
			Samsung Corp. Samsung Japan Co., Ltd. Tel: 81-3-5641-9611, 9629 Fax: 81-3-5641-9711	

Samsung Japan
Co.,Ltd. Osaka Branch
Tel: 81-6-949-480310
Fax: 81-6-949-3044,
3036

Samsung Japan Corp.
Fukuoka Branch
Tel: 81-92-475-7025, 6
Fax: 81-92-475-7002

Samsung Japan Co.,
Ltd. Nagoya Branch
Tel: 81-52-563-3371
Fax: 81-52-563-3373

Samsung
Asia Pte Ltd.
Tel: 65-8333-000
Fax: 65-8333-333

Samsung
(AUST) PTY. Ltd.
Tel: 61-2-99575655/
9955-3888
Fax: 61-2-9929-6208/
9955-4233

Samsung Development
(AUST) PTY. Ltd.
Tel: 61-2-9964-9488
Fax: 61-2-9964-9540

Spring Vale
Tel: 61-2-6350-1675
Fax: 61-2-6350-1671

Samsung (Malaysia)
SDN BHD.
Tel: 60-3-261-5133,
5170
Fax: 60-3-261-5907,
0481

Samsung Corp.
Jakarta Office
Tel: 62-21-571-3201
(Line 9)
Fax: 62-21-571-3243,
3244

Samsung Corp.
Bangkok Office
Tel: 66-2-264-0527,
0531
Fax: 62-2-264-0530,
0537

Samsung Corp.
Manila Office
Tel: 63-2-815-2937, 8/
817-4744
Fax: 63-2-815-2936

Star World Corp. Ltd.
Tel: 63-2-843-9041, 53
Fax: 63-2-819-5123

Samsung Corp.
Hanoi Office
Tel: 84-4-8251868, 9
Fax: 84-4-8259277

Samsung Corp.
Ho Chi Minh Office
Tel: 84-8-823-1135~7/
824-3590~2
Fax: 84-8-823-1138,
824-3593

Samsung Corp.
New Delhi Office
Tel: 91-11-688-9147,
9817, 9151
Fax: 91-11-687-2533

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Fax: 662-681-0496

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