



THE NEXT PHASE

THE NEXT PHASE

MOTIVATION

To understand where we're going, it helps to take a look at what's driving us there.

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COLLABORATION

Successful companies no longer always go it alone.

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EXPECTATION

Customers are all about expectations.

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DEMONSTRATION

It is important to demonstrate that our standards, values and goals are indeed real.

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COMPUTATION

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ORGANIZATION

The power of Samsung as a brand is tied to the strength of its organizations.

65

TEN YEARS AGO,

Samsung launched its New Management initiative,
with the ultimate goal of becoming one of the world's
premier companies.

1993

June
Samsung adopts
New Management initiative

1994

February

Chairman Kun-Hee Lee holds electronics products comparison and evaluation conference in Los Angeles, California, USA

March

Second phase of Second Foundation campaign introduces new unified corporate identity program

August

Samsung Global Environment Research Center is opened

November

Samsung Electronics independently develops ultra-light 100g mobile phone (SH-700)

January

Japanese headquarters opens

July

Samsung Corporation is the first Korean company to reach \$10 billion in exports

August

Samsung Electronics becomes world's first developer of 256Mb DRAM chip

September

Samsung Electronics completes color television factory in Tianjin, China

October

Samsung Community Service Team is founded

1995

January

Samsung opens headquarters in USA, Europe and China

February

Samsung Electronics completes TFT-LCD manufacturing lines

April

Samsung Corning Precision Glass is established

June

Samsung Hall of Fame is opened

October

Samsung Press Foundation is established

Samsung Internet homepage is launched

1996

January

Samsung Electronics begins mass production of 64Mb DRAMs

March

Samsung Electronics completes construction of manufacturing complex in Tijuana, Mexico

July

Samsung Everland opens Carribean Bay, world's first indoor and outdoor water park

Chairman Kun-Hee Lee is appointed a member of the International Olympic Committee

November

Samsung Electronics develops world's first 1Gb DRAMs

Ho-Am Foundation is established

SINCE THEN,

we've worked hard to change our thinking,
our processes and our strategies, all while keeping
an eye on achieving our goal.

1997

February

The largest manufacturing complex in Southeast Asia, in Seremban, Malaysia, is completed

April

Small Business Training Center is opened

May

Samsung Electronics signs up as Worldwide Olympic Partner in the wireless communications equipment category

June

Samsung Electronics enters Chinese CDMA market (agrees to provide trial broadband CDMA WLL network with China United Telecom)

September

Samsung Global Strategy Group is founded

1998

February

Samsung Electronics develops samples of world's first 128Mb SDRAM

March

Samsung publishes Samsung Group Timeline & History book to celebrate its 60th anniversary

Samsung Electronics begins full-scale operation of new semiconductor factories in Austin, Texas, USA

April

Samsung Electronics produces world's first 256Mb DRAM

July

Samsung Electronics develops world's first 128Mb SDRAM

1999

January

Samsung General Store building, the birthplace of Samsung, is restored

May

Samsung Foundation of Culture opens Rodin Gallery

June

Samsung Electronics commercializes world's first 1Gb DRAM

September

Samsung Electronics' Kiheung complex enters Guinness Book of World Records as world's safest workplace

October

Samsung Venture Investment Corp. is established

2000

January

Chairman Kun-Hee Lee is conferred an honorary doctoral degree from Seoul National University

March

Samsung Cancer Research Institute in Seoul National University College of Medicine is completed

Samsung begins collaboration with Chosun Computer Center of North Korea

TODAY,

Samsung stands ready to take its place
among the top-tier global brands.

2001

April

Samsung SDI produces world's first 63-inch plasma display

July

South-North Unification Table Tennis Games is held

November

Samsung Electronics achieves color TV production volume of 100 million sets

December

Samsung records its largest profit ever - KRW 8.3 trillion

January

Samsung Electronics achieves cellular phone production volume of 50 million handsets

February

Samsung Electronics is the first Korean company given an award by ISS (Institutional Shareholder Service)

April

Samsung Electronics enters China's CDMA market

May

Samsung Life Public Welfare Foundation opens Noble County Retirement Community

June

Samsung Everland sets record of 100 million visitors

August

Samsung Electronics develops world's largest 40-inch TFT-LCD

October

Samsung Electronics begins mass production of 300mm wafer

November

Cheil Industries develops Lansmere 210, the premium fabric with a yarn count of 150

Samsung Electronics is awarded "20 Billion Dollar Export Tower"

2002

February

Samsung Electronics opens Samsung pavilion Olympic Rendezvous @ Samsung for the Salt Lake Winter Olympic Games

May

Samsung issues a new universal identification card to all Samsung employees

September

The Samsung Lee Kun-Hee Scholarship Foundation is established

November

Cheil Industries develops world's first fabric with 170 yarn count

The first Samsung Fellowship is awarded

THE NEXT PHASE



A MESSAGE *from* THE CHAIRMAN

Kun-Hee Lee

Samsung is now crossing the threshold from aspiration to attainment. Each and every day, we are committed to expressing – in all our products, services and activities – why we should be recognized as one of the world’s premier companies. We will demonstrate these top-level qualities to everyone whose lives we touch – to our customers, partners, co-workers, shareholders and, most importantly, to the people in our communities.

As we enter this final phase in our journey to becoming a top global competitor, we must be aware of developments in the world business environment. Europe’s economic integration continues to expand, and the North American Free Trade Agreement is creating another growing economic bloc. As trade barriers disappear, the world is evolving into one massive economic entity. In business, the rule of “survival of the fittest” will be played out on a global stage: the world’s top companies will flourish and grow, while second- and third-tier players will fall behind.

A Year of Impressive Accomplishments

In 2003, Samsung performed as a strong and steady pillar of the Korean economy and is poised for the future. Thanks to the commitment and enthusiasm of our employees, we increased both overall exports and the number of product categories in which we rank first in world market share. In our listed companies, we consistently increased shareholder value across the board. Equally important, a leading brand consultant rated Samsung the world’s fastest-growing brand for the second year in a row, assigning us a total brand value over \$10 billion.

This year, we begin the Next Phase by focusing on our core strengths – innovation and quality. In every product area, from our largest drill ships to our tiniest flash memory chips, we will continue to give customers value and services that exceed their expectations. Above all, we will deliver a level of quality no other brand can surpass.

With this kind of success as background, we must not be tempted to become complacent. We need to persevere, to stay focused on the long term, to pay attention to the smallest details and to avoid being overconfident. These are the key qualities that have brought us to where we are today.

Delivering Success

The Next Phase will see Samsung concentrating its resources on global leadership. Our key efforts center on improving our knowledge, our brands and our design capabilities. We are raising the added value our businesses provide to customers and increasing the number of our world market-leading products. We can become the top brand in regional markets by being best at responding to local needs.

Samsung is also at the forefront in the development of next-generation technologies. Our long-term vision is digital convergence, and in this arena we're firmly committed to taking a leading role. TVs, DVDs, CDs, MP3s, PDAs and PCs can be efficiently connected and controlled in the home through cellular phones. Even home appliances can be integrated into digital data networks. All that is needed is greater audio, data and imaging connectivity – and these three areas are among our core strengths. A significant part of our technological leadership will be based in providing top-quality employee training, so that the highest level of technical support can be provided for these advanced products.

Partnerships and alliances are also key to our success. Companies we compete with in one area can work with us in other areas to our mutual benefit. We believe that in markets driven by common standards, alliances are an important way to spur consumer acceptance and overall success.

A Commitment *to* the Global Community

Samsung has a corporate responsibility to society, and we must demonstrate in all ways that we are a company that truly cares about people. In our local communities, we will continue to lend our hands and hearts to those in need. In all countries and in the world at large, our goal is to set the example of what it means to be a good corporate citizen.

8 As a company, we are learning that we can remain vital only as long as we pursue our goal of becoming one of the world's most admired brands. This pursuit creates unmatched opportunities for our employees to fulfill their own personal visions and ambitions as well.

The forces driving Samsung to become a top global brand are already in place: the people, processes, partners and products. We will let nothing stand in the way of our willingness to take on new challenges. Let us bring together our passion and our capabilities, and let us exhibit a spirit of creativity, challenge and cooperation as we stride confidently into the Next Phase.

THE NEXT PHASE

MOTIVATION

To understand where we're going, it helps to take a look at what's driving us there – what inspires us, fires our enthusiasm, spurs us on late in the day, when we're still hard at work on the challenge at hand. For us, it's the spirit of excellence. The commitment to being the best. You will find this spirit animating the furthest reaches of the Samsung organization around the world.



“Samsung is fast becoming
the demand brand in the world.”

JOHN LAVOIE
SENIOR MARKETING MANAGER, TELEVISION PRODUCTS
SAMSUNG ELECTRONICS AMERICA

FROM PUSH *to* PULL

THE FORCE OF THE MARKET

MORE AND MORE PEOPLE IN AMERICA ARE BEGINNING TO ASK FOR THE SAMSUNG BRAND WHEN THEY WANT ELECTRONICS PRODUCTS THAT REPRESENT THE BEST IN INNOVATION, QUALITY AND VALUE. SAMSUNG, IN FACT, HAS BEEN THE FASTEST-GROWING BRAND IN THE WORLD FOR THE LAST TWO YEARS RUNNING. TECHNOLOGICAL INNOVATION HAS BEEN A BIG CONTRIBUTOR TO THIS IMPRESSIVE PERFORMANCE. IN THE LAST FOUR YEARS, IN TELEVISIONS ALONE, SAMSUNG WAS FIRST TO INTRODUCE FLAT PANELS, FIRST WITH LCDS AND FIRST WITH DLP PROJECTION SETS. THE BRAND HAS MADE SIMILAR ADVANCES WITH MOBILE PHONES, PDAS AND NOTEBOOK PCS. AT THE SAME TIME, SAMSUNG'S GROWING REPUTATION FOR QUALITY AND RELIABILITY IS MAKING IT THE MOST RESPECTED ELECTRONICS BRAND AMONG AMERICAN CONSUMERS.



SAMSUNG



“We want to find out who’s doing what – and why.”

ATHENA KOKAS
DIRECTOR, 3i, CHEIL COMMUNICATIONS AMERICA
(second from left)

THE PULSE *of* THE MARKET

THE HEARTBEAT OF OUR BUSINESS

SAMSUNG’S CHEIL COMMUNICATIONS HAS THE JOB OF INTEGRATING OUR MARKETING COMMUNICATIONS AROUND THE WORLD. KEY TO EFFECTIVELY COMMUNICATING IS UNDERSTANDING WHAT MAKES YOUR CUSTOMERS TICK. CHEIL COMMUNICATIONS AMERICA’S UNIQUE 3i (INFORMATION, INTELLIGENCE AND INSIGHT) RESOURCE INVESTIGATES ALL THE TOUCH-POINTS IMPACTING THE SAMSUNG BRAND IN NORTH AMERICA – FROM TECHNOLOGY INNOVATION TO COMPETITIVE BEHAVIOR TO CONSUMER DYNAMICS. THIS INFORMATION IS VITAL TO SAMSUNG’S SUCCESS AS A CONSUMER-BASED COMPANY THAT PROVIDES SOLUTIONS FOR ENRICHING OUR LIVES IN THE DIGITAL AGE.





“Product design isn’t just
about beautiful forms.
It’s about responding to how people live.”

PETER WYATT-BRANDENBURG
SENIOR MANAGER, SAMSUNG DESIGN AMERICA (SDA)

ART *is* LIFE

AND LIFE IS ART

THE IDEAL SAMSUNG PRODUCT IS SOMETHING YOU HAVEN'T SEEN BEFORE – INNOVATIVE, STYLISH, ENGAGING. IT'S ALSO SIMPLE, PRACTICAL AND EASY TO USE, SO IT FLOWS EFFORTLESSLY INTO YOUR LIFE. TO CREATE THESE KINDS OF PRODUCTS, WE PAY AS MUCH ATTENTION TO DESIGN AS WE DO TO R&D. KEY TO OUR APPROACH IS LISTENING TO CONSUMERS AND ANTICIPATING THEIR NEEDS, WHICH IS WHY WE CREATED THE GLOBAL DESIGN NETWORK. IT LINKS OUR CORPORATE DESIGN CENTER IN SEOUL WITH GLOBAL DESIGN CENTERS IN SAN FRANCISCO, LOS ANGELES, LONDON, TOKYO AND SHANGHAI. THE PAYOFF? IN 2004, SAMSUNG WON FIVE DESIGN AWARDS AT THE IDEA (INDUSTRIAL DESIGN EXCELLENCE AWARDS) – MORE THAN ANY OTHER COMPANY.



A photograph of a traditional Chinese garden. In the foreground, a large, gnarled tree trunk with several branches dominates the view. Behind it, a traditional Chinese pavilion with a dark wooden frame and intricate lattice work is visible. The pavilion has a tiled roof with decorative elements. The background is filled with lush green foliage and trees. The lighting is soft, suggesting late afternoon or early morning.

“China’s a huge country with huge differences.
That’s where I come in.”

EUN-JU JUNG
ASSISTANT MANAGER, CHINA REGIONAL SPECIALIST
SAMSUNG LIFE INSURANCE AUDITING TEAM

ONE *in* A BILLION

EVERYONE IS SPECIAL

THE BEST WAY TO MEET AN INDIVIDUAL'S NEEDS IS TO UNDERSTAND WHERE THE INDIVIDUAL IS COMING FROM. THAT'S THE THINKING BEHIND OUR UNIQUE REGIONAL SPECIALISTS PROGRAM, WHICH SENDS TEAMS OF PEOPLE INTO MARKETS TO LEARN THE LANGUAGE AND STUDY THE CULTURE AND THE PEOPLE. THIS PROGRAM HAS BEEN A KEY FACTOR IN OUR SUCCESS AROUND THE WORLD, AS WELL AS AN IMPORTANT TOOL IN OUR HUMAN RESOURCES DEVELOPMENT.

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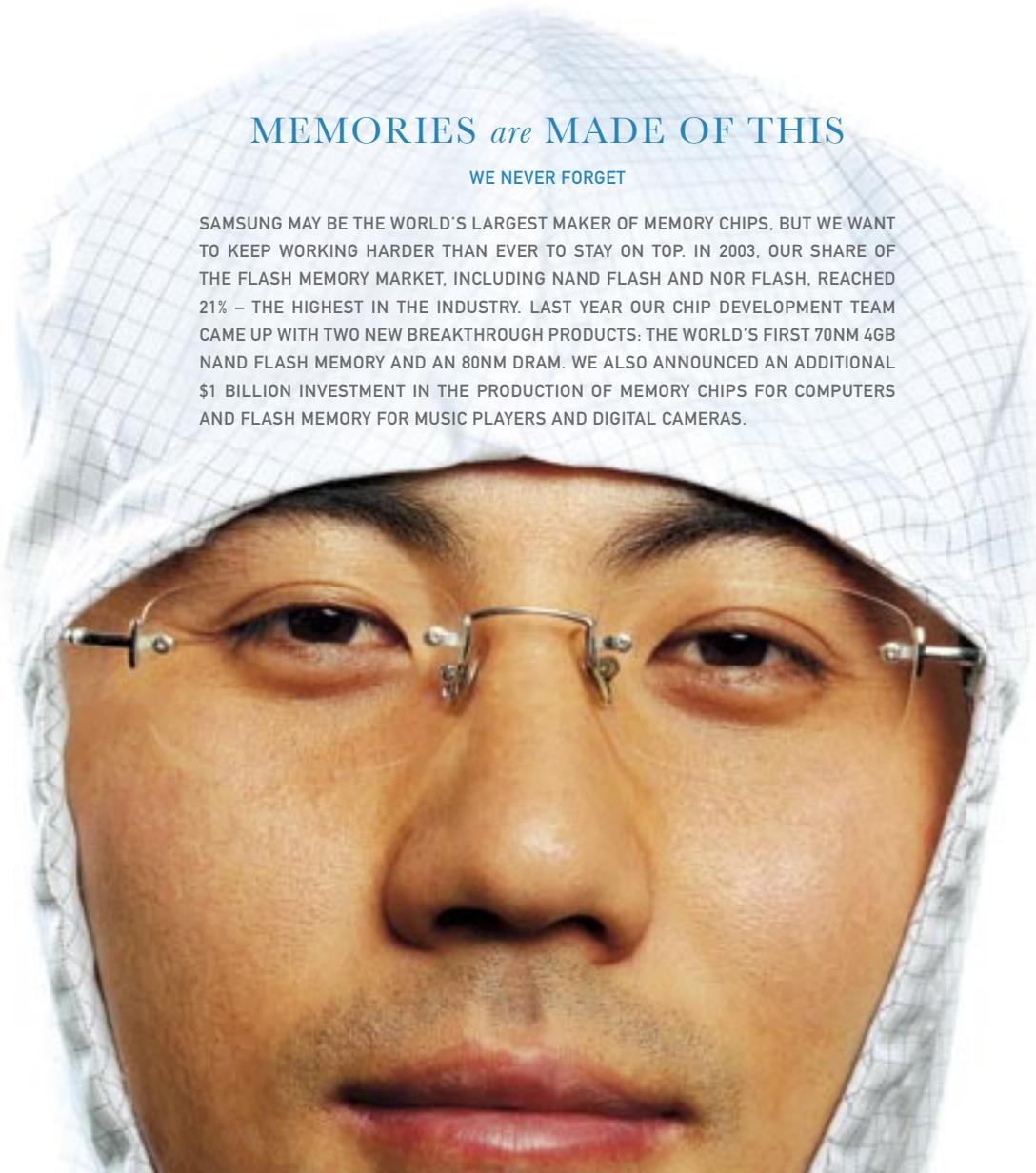
“It’s not enough to lead the memory industry.
We want to define it.”

SUN-CHUL BAE
ASSISTANT MANAGER
SAMSUNG SEMICONDUCTORS FAB CONTROL GROUP
SUWON, KOREA

MEMORIES *are* MADE OF THIS

WE NEVER FORGET

SAMSUNG MAY BE THE WORLD’S LARGEST MAKER OF MEMORY CHIPS, BUT WE WANT TO KEEP WORKING HARDER THAN EVER TO STAY ON TOP. IN 2003, OUR SHARE OF THE FLASH MEMORY MARKET, INCLUDING NAND FLASH AND NOR FLASH, REACHED 21% – THE HIGHEST IN THE INDUSTRY. LAST YEAR OUR CHIP DEVELOPMENT TEAM CAME UP WITH TWO NEW BREAKTHROUGH PRODUCTS: THE WORLD’S FIRST 70NM 4GB NAND FLASH MEMORY AND AN 80NM DRAM. WE ALSO ANNOUNCED AN ADDITIONAL \$1 BILLION INVESTMENT IN THE PRODUCTION OF MEMORY CHIPS FOR COMPUTERS AND FLASH MEMORY FOR MUSIC PLAYERS AND DIGITAL CAMERAS.



“Now kids can learn about the environment,
and people can just learn to relax.”

HYO-SUK KANG
ASSISTANT MANAGER, ENVIRONMENTAL DEVELOPMENT DIVISION
SAMSUNG EVERLAND INC.

OUTER SPACE

INNER PEACE

IT'S OUR VISION TO PROVIDE PEOPLE WITH BOTH. A BIG PART OF SAMSUNG'S COMMITMENT TO SOCIETY IS OUR COMMITMENT TO THE ENVIRONMENT. SAMSUNG EVERLAND BOTH RESTORES DEVASTATED NATURAL RESOURCES AND DEVELOPS ECO-FRIENDLY SURROUNDINGS FOR PEOPLE TO ENJOY. OUR ENVIRONMENTAL DEVELOPMENT DIVISION ALSO BUILDS MAJOR PROJECTS LIKE THE WORLD CUP MAIN STADIUM, INCHON INTERNATIONAL AIRPORT, GOLF COURSES AND RESORTS – BUT ALWAYS WITH A CONCERN FOR THE ENVIRONMENT. THE RESTORATION OF THE YANGJAE RIVER SHOWN HERE BOTH SAVED THE WATERWAY AND CREATED A PLACE FOR PEOPLE TO UNWIND AND FOR CHILDREN TO FIND OUT ABOUT NATURE.





THE NEXT PHASE

COLLABORATION

Successful companies no longer always go it alone.

Success often comes from working with people in other organizations. At Samsung, we may join forces with a competitor to better serve the same market.

We may work with a company that brings something unique to the table. And perhaps our most important collaborations are with organizations working to improve our lives as human beings.

LCD TV



DNIe™

SAMSUNG



“LCD is getting big – the size of
the panels – and the market.”

KEIJI NAKAZAWA
S-LCD CHIEF FINANCIAL OFFICER, SONY
(right)

“We knew it would take both of us
to do the job right.”

WON-KIE CHANG
S-LCD CHIEF EXECUTIVE OFFICER, SAMSUNG
(left)

A BEAUTIFUL FRIENDSHIP

AND IT'S JUST THE BEGINNING

TODAY SONY AND SAMSUNG EMBARK ON SOMETHING TRULY BEAUTIFUL – A JOINT VENTURE MAKING AESTHETICALLY PLEASING AMORPHOUS SILICON LIQUID CRYSTAL DISPLAYS (LCDs). S-LCD CORPORATION ESTABLISHED A MAJOR FACILITY IN TANGJEONG, SOUTH KOREA, TO PRODUCE SEVENTH-GENERATION LCD PANELS FOR LARGE TVs IN A BOLD PUSH FOR MARKET LEADERSHIP. BOTH COMPANIES ARE WORLD LEADERS IN THE DISPLAY INDUSTRY. WITH THE DEMAND FOR FLAT PANEL TV DISPLAYS EXPECTED TO SKYROCKET WORLDWIDE, THE TIMING FOR THIS COLLABORATION IS IDEAL.



“Log on to Napster...”

LISA SELDEN
BUSINESS DEVELOPMENT
NAPSTER

“And download
to Samsung!”

MARK FARISH
PRODUCT MARKETING MANAGER
FOR DIGITAL AUDIO
SAMSUNG

DYNAMIC DUO

BETTER TOGETHER

NAPSTER'S DIGITAL MUSIC EXPERTISE COMBINES WITH SAMSUNG'S PRODUCT LEADERSHIP TO CREATE DIGITAL AUDIO PRODUCTS WITH SUPERIOR FEATURES AND EASE OF USE. NAPSTER IS THE LEADING BRAND IN ONLINE MUSIC, OFFERING SUBSCRIBERS UNLIMITED, ON-DEMAND LISTENING TO THE LARGEST CATALOG OF MUSIC. MEMBERS CAN NOW BUY TRACKS AND ALBUMS A LA CARTE FOR DOWNLOAD TO CDs, COMPUTERS OR PORTABLE DEVICES LIKE THE SAMSUNG 920. NAPSTER'S NEW SUBSCRIPTION PORTABILITY PLUS SAMSUNG'S NEW LINE OF PLAYERS ARE MAKING NOISE IN THE MARKETPLACE.







“We’re working on digital sensory networks. They’re critical to ubiquitous computing – and Samsung totally gets it.”

JOSHUA LIFTON, M.S.
PH.D. CANDIDATE AND SAMSUNG FELLOW, MIT

ANYWHERE

AND EVERYWHERE

SAMSUNG’S COLLABORATION WITH MIT’S RENOWNED MEDIA LAB IS ONE MORE DEMONSTRATION OF OUR LONG-TERM COMMITMENT TO TECHNOLOGICAL EXCELLENCE. UBIQUITOUS COMPUTING IS THE GOAL OF THE WORK HERE WITH THE MEDIA LAB’S RESPONSIVE ENVIRONMENTS GROUP. TO ACHIEVE THIS, WE NEED TO EMBED THE PHYSICAL WORLD WITH SENSORS TO CREATE NETWORKS THAT CAN FUNCTION LIKE A DIGITAL SKIN. ULTIMATELY, WE’RE LOOKING TO EXTEND OUR CONCEPT OF DIGITAL CONVERGENCE TO INCLUDE, WELL, ANYTHING YOU’D LIKE TO INCLUDE.

A photograph of Je-hyedng Park, an Olympic torch bearer, running across a desert landscape. He is wearing a white t-shirt with blue accents and the Olympic rings, white shorts, and white athletic shoes. He is holding a lit torch in his right hand. In the background, the Great Pyramids of Giza are visible under a clear blue sky.

“We’ve got the whole world talking.”

JE-HYEDNG PARK
OLYMPIC TORCH BEARER

WORLDWIDE WIRELESS

OLYMPIC SPONSOR SINCE 1998

SAMSUNG, AS ONE OF THE OLYMPIC PARTNERS (TOP) OF THE ATHENS 2004 OLYMPIC GAMES, WAS INVOLVED IN MANY INITIATIVES THAT HELPED THE ORGANIZERS RUN THE GAMES MORE SMOOTHLY AND EFFICIENTLY THAN EVER BEFORE. THE COMPANY'S PARTICIPATION ALSO UNDERSCORED ITS REPUTATION AND COMMITMENT TO RESPONSIBLE CORPORATE CITIZENSHIP AND GLOBAL FRIENDSHIP. AS THE OFFICIAL WIRELESS COMMUNICATIONS EQUIPMENT PARTNER OF THE ATHENS 2004 OLYMPIC GAMES AND ONE OF THE PRESENTING PARTNERS OF THE ATHENS 2004 OLYMPIC TORCH RELAY, SAMSUNG OFFERED ITS STATE-OF-THE-ART WIRELESS COMMUNICATIONS EQUIPMENT TECHNOLOGY, INCLUDING A UNIQUE AND INNOVATIVE INFORMATION SYSTEM, WOW (WIRELESS OLYMPIC WORKS). IN ADDITION, OUR OLYMPIC RENDEZVOUS @ SAMSUNG (OR@S) HOSTED EXCITING ENTERTAINMENT PROGRAMS AND PROVIDED THE "OFFICIAL MEETING PLACE" FOR ATHLETES AND THEIR FAMILIES TO SHARE THE OLYMPIC EXPERIENCE.



“For these kids, the sky’s the limit.”

LEE BECKER
EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT
BOARD MEMBER AND CO-FOUNDER
BOOMER ESIASON FOUNDATION

GIFTS

OF TIME

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SAMSUNG WORKS WITH THE BOOMER ESIASON FOUNDATION TO EXTEND THE LIVES OF CHILDREN WITH CYSTIC FIBROSIS. IT'S PART OF SAMSUNG ELECTRONICS AMERICA'S FOUR SEASONS OF HOPE PROGRAM, HELPING CHILDREN IN NEED. CYSTIC FIBROSIS IS A GENETICALLY TRANSMITTED DISEASE AFFLICTING OVER 30,000 AMERICAN CHILDREN. WHEN PROFESSIONAL FOOTBALL GREAT BOOMER ESIASON HAD A SON WITH THIS ILLNESS, HE STARTED A FOUNDATION TO FURTHER THE DEVELOPMENT OF NEW TREATMENTS. SAMSUNG PROVIDES FUNDING, DONATES PRODUCTS FOR EVENTS AND HAS PAIRED THE FOUNDATION WITH SEARS, A MAJOR SAMSUNG RETAILER, FOR FUND-RAISING PROMOTIONS DURING FOOTBALL SEASON. BY THE END OF ITS THIRD YEAR OF PARTNERSHIP, SAMSUNG WILL HAVE RAISED OVER \$1 MILLION FOR WORK THAT HAS HELPED TO SUBSTANTIALLY EXTEND THE LIVES OF CHILDREN WITH THIS ILLNESS.





THE NEXT PHASE

EXPECTATION

Customers are all about expectations.
Our job at Samsung is to exceed them. It could be with
a level of performance never before reached.
With extra features or capabilities our competitors
don't offer. Or it might be with an easier,
“friendlier” way to use a product. And it's always
about delivering unsurpassed reliability
and making commitments you can count on.





“Talk about technology making
an impact on your life.”

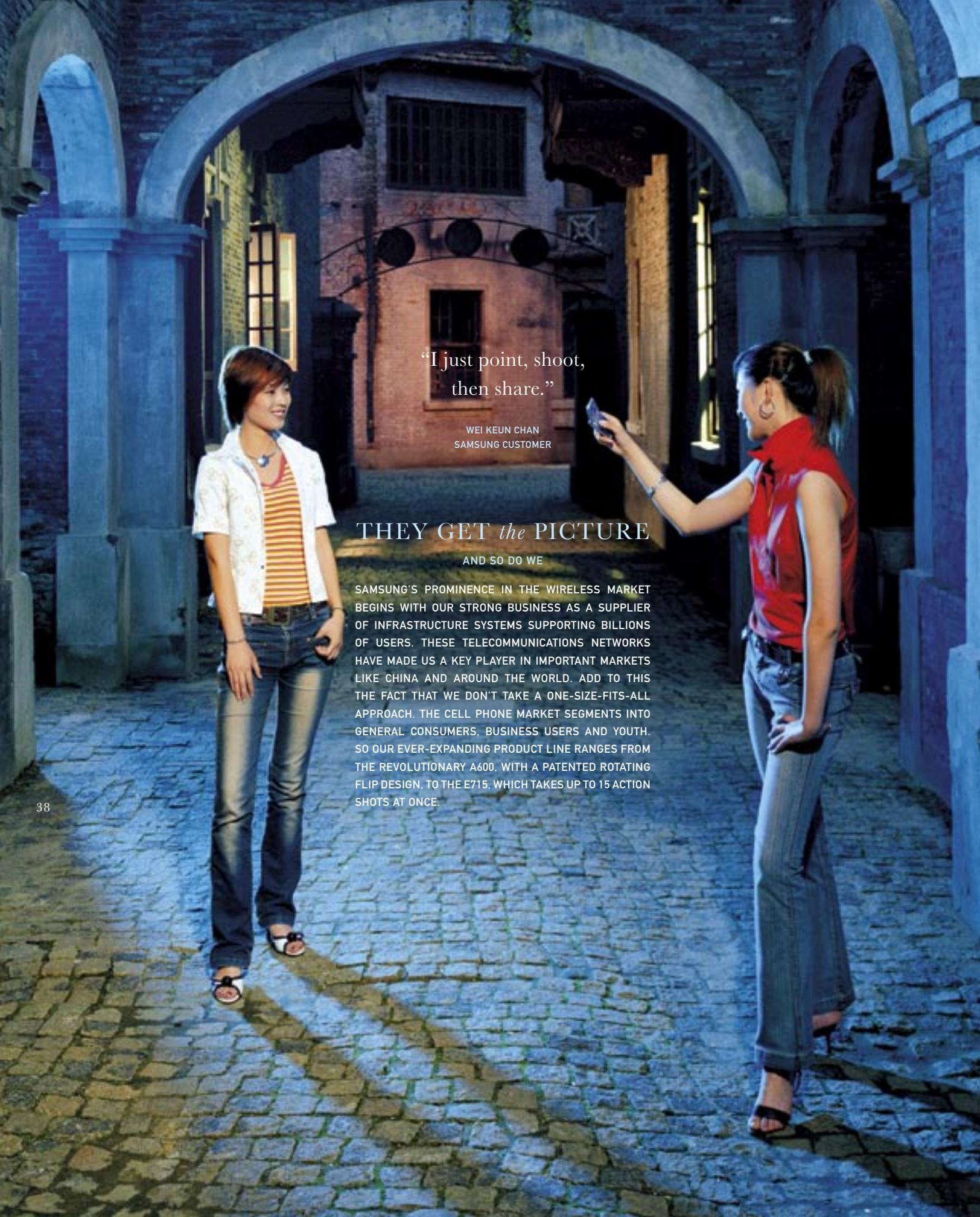
MARIA CARDOSO
SAMSUNG CUSTOMER

BIG

ACTUALLY, BIGGEST

SAMSUNG CONTINUES TO LEAD THE WAY IN VIDEO DISPLAYS WITH THE NEW 57" TFT-LCD HD TV, THE LARGEST LCD TELEVISION TO DATE. SAMSUNG IS THE THIRD LARGEST SUPPLIER OF LCD FOR TVS, AS WELL AS A LEADER IN THE PLASMA TV AND DLP-BASED REAR-PROJECTION TV MARKETS. THIS IMPRESSIVE SUCCESS HAS COME FROM A COMBINATION OF SAMSUNG'S INNOVATIVE ENGINEERING, ADVANCED PRODUCTION TECHNOLOGIES AND STRATEGIC COLLABORATIONS WITH OTHER INDUSTRY LEADERS.





“I just point, shoot,
then share.”

WEI KEUN CHAN
SAMSUNG CUSTOMER

THEY GET *the* PICTURE

AND SO DO WE

SAMSUNG'S PROMINENCE IN THE WIRELESS MARKET BEGINS WITH OUR STRONG BUSINESS AS A SUPPLIER OF INFRASTRUCTURE SYSTEMS SUPPORTING BILLIONS OF USERS. THESE TELECOMMUNICATIONS NETWORKS HAVE MADE US A KEY PLAYER IN IMPORTANT MARKETS LIKE CHINA AND AROUND THE WORLD. ADD TO THIS THE FACT THAT WE DON'T TAKE A ONE-SIZE-FITS-ALL APPROACH. THE CELL PHONE MARKET SEGMENTS INTO GENERAL CONSUMERS, BUSINESS USERS AND YOUTH. SO OUR EVER-EXPANDING PRODUCT LINE RANGES FROM THE REVOLUTIONARY A600, WITH A PATENTED ROTATING FLIP DESIGN, TO THE E715, WHICH TAKES UP TO 15 ACTION SHOTS AT ONCE.





“They’re building homes
where it all comes together.”

SI-EUN LEE
SAMSUNG CUSTOMER

NETWORKED
from
THE GROUND UP

LITERALLY

WELCOME TO THE AGE OF THE INTELLIGENT APARTMENT. SAMSUNG CORPORATION'S CONSTRUCTION DIVISION PUTS THEM UP AND DELIVERS THE 'MEDI@LIVE' DIGITAL NETWORKS THAT LET YOU CONTROL THEIR EVERY FUNCTION. THE 'MEDI@LIVE' PORTABLE "WEBPAD" RUNS A WIDE RANGE OF APPLIANCES, RECEIVES YOUR FAVORITE TV SHOWS, EVEN HANDLES LIGHTING, SECURITY AND BIOMETRIC SYSTEMS FOR FINGER PRINT OR FACE RECOGNITION. SAMSUNG IS BUILDING THESE 'MEDI@LIVE' NETWORKED APARTMENTS IN THE "MI-MADE" COMPLEXES – MORE THAN 2,300 UNITS IN THREE KOREAN LOCATIONS.







“We also make sure
they have a blanket
of protection.”

JI-HOON KIM
SAMSUNG CUSTOMER

SWEET DREAMS

IT'LL BE A GOOD MORNING

IN SAMSUNG'S FINANCIAL SUBSIDIARIES, WE NEVER FORGET THAT FOR MOST PEOPLE, FINANCE IS SIMPLY ABOUT THE FUTURE OF THEIR FAMILIES. ALTHOUGH OUR PRODUCTS MAY BE LIFE INSURANCE, ACCIDENT INSURANCE, CREDIT CARDS, STOCK SECURITIES, INSTALLMENT FINANCING AND INVESTMENT TRUST SERVICES, OUR REAL PRODUCT IS THE WELFARE OF YOUR CHILDREN. THIS IS THE SPIRIT THAT'S DRIVING US TO BE ONE OF THE LEADING FINANCIAL COMPANIES IN THE WORLD.

THE NEXT PHASE

DEMONSTRATION

We can set high standards.
We can embrace worthwhile values. We can put forth
ambitious goals. But the important thing is to
demonstrate that these standards, values and goals
are indeed real. And that demonstration
is embodied in everything we produce. What follows
are some examples of the creativity, persistence and
quality we put into every expression
of our brand.



15.5" OLED

Samsung SDI achieved technological competitiveness with full-color products by developing the world's largest, at 15.5 inches, as well as a small 2.2-inch double-sided emitting AM Organic EL using a small molecule LTPS system.



Home Theater System

The HT-DS1100 home theater system delivers HDMI technology for high-quality images in a slim and striking design.



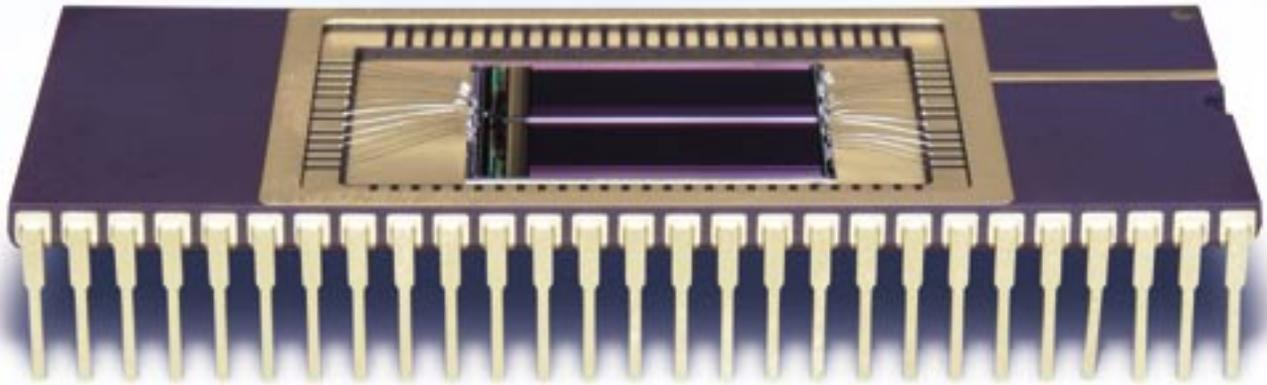
TFT-LCD Driver IC



Samsung's new TFT-LCD Driver IC features the industry's first 260K real color depth, a compact one-chip design, and a power-save mode that results in longer battery life.

4G NAND Flash Memory

Its NAND cell provides the most cost effective solution for the solid state mass storage market. The optimum product for large solid state file storage and nonvolatile portable applications.



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DMB Tuner

Our satellite digital multimedia broadcasting (DMB) tuner enables mobile phones to deliver high-quality TV, movies and music creating "pocket multimedia."

MD 1200 Microwave Oven

Targeted at college and international markets, it features a rounded door to fit larger pizzas and a control panel on the door to save space. Winner of an IDEA Award.





57" TFT-LCD TV

The world's largest thin film transistor liquid crystal display TV with 1920 x 1080 progressive scan offers the highest resolution available. Response time under 8ms ensures smooth playback of even the most action-packed visuals. Vibrant screen image.



DuoCam

The VP-D6050i uses a dual CCD and lens system for high-quality video and 2592 x 1944 high-resolution still images. Accepts four different memory cards, and allows night shooting and direct printing.





SGH-E700
Camera
Phone

A stylish camera phone
allowing self-portraits, with
intenna design.



MITs
SGH-i530

A compact Mobile Intelligent
Terminal (by Samsung) running
on Palm OS 5.2 with camera
functions and a sleek design.

Yepp YH-999 PMC

The world's first multimedia player for the Microsoft Portable Media Center (PMC). Plays WMV videos and WMA and MP3 music files, and displays JPEG pictures. Recipient of the ELSA Award.





X30

With a 15.4-inch screen and at just 5.3 pounds, the X30 is the world's thinnest and largest notebook PC.

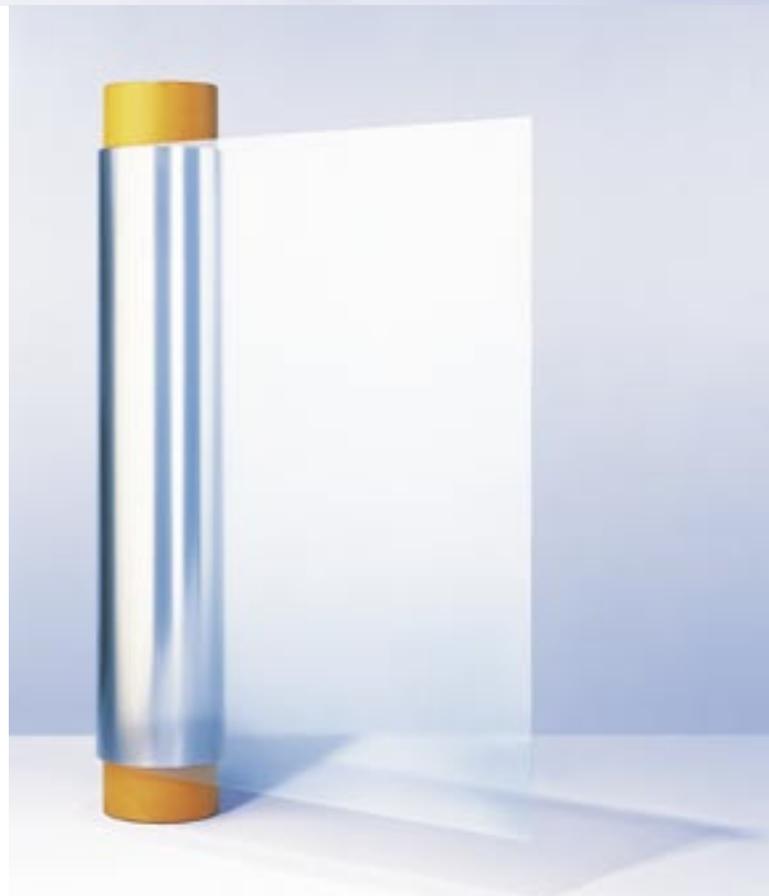


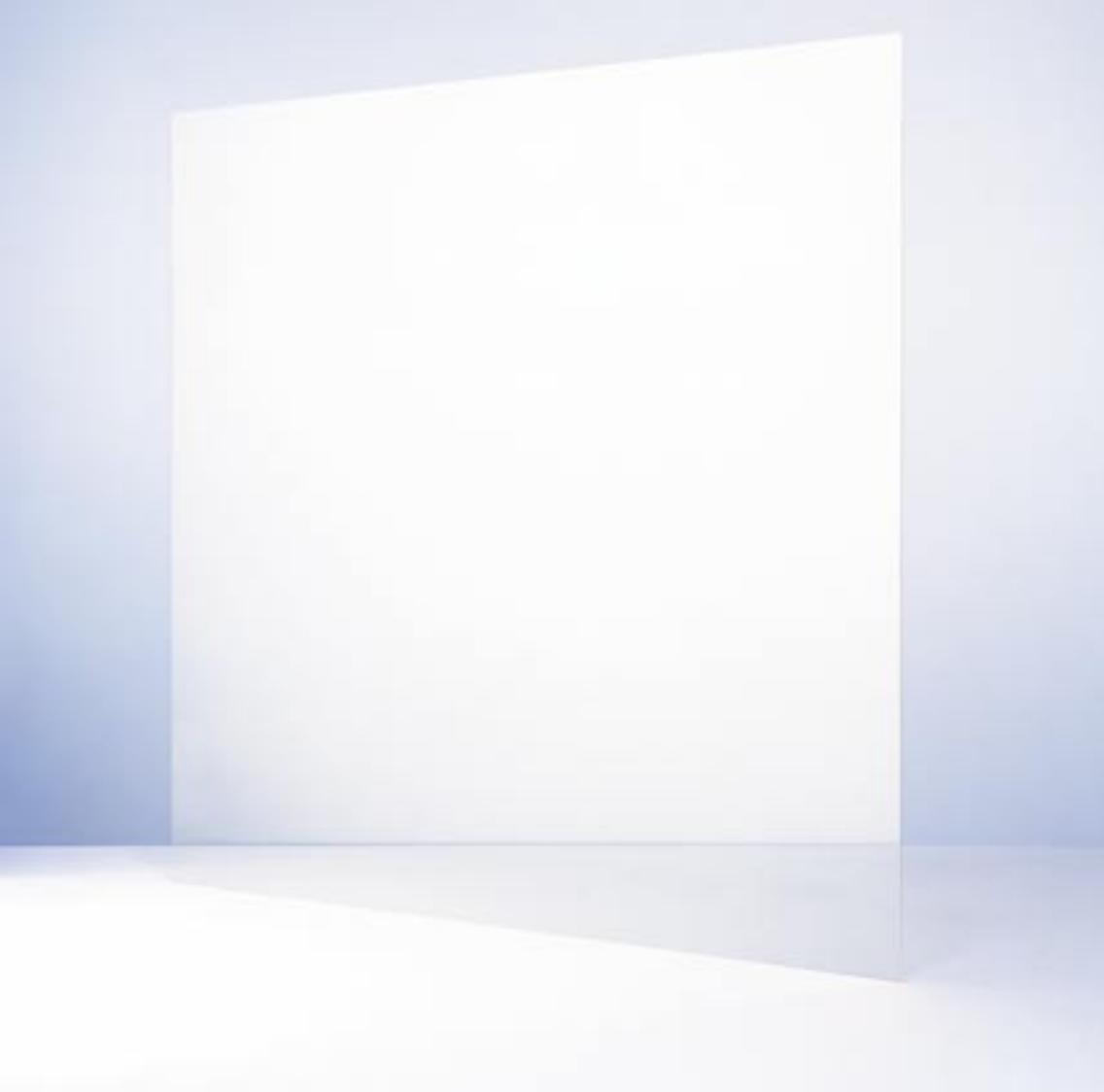
PDP Filter

This core component in plasma TVs creates rich, realistic colors and blocks hazardous electromagnetic interference (EMI). Last year, Samsung successfully started the first mass production of PDP filters. In spite of being second in the market, Samsung is increasingly leading in PDP filter development.

Coating Film

Transparent conductive film for touch-screens plays a main role as position-sensor and anti-reflective, anti-static (ARAS) film for flat-screen displays to block electromagnetic interference (EMI), reduce reflection and improve contrast. Samsung's transparent polyester- and polycarbonate-based functional films use special compounds to enhance optical, electrical and mechanical properties.





TFT-LCD Glass

Samsung is the leading supplier of glass substrates for TFT-LCDs. The fusion-forming technology that produces glass substrates with flawless surfaces enables display manufacturers to produce lighter, larger, thinner and higher-resolution displays more affordably. Samsung is also a leader in new large-generation-sized substrates like Gen7 for rapidly growing applications such as large-screen LCD TVs.



80" PDP

The world's largest plasma display panel (PDP) television. High-definition imaging from 6.2 million pixels (1920 x 1080 progressive scanning) delivers twice the clarity of other models on the market. Samsung's proprietary Digital Natural Image engine (DNIe) creates the highest-quality image, even under bright lights.

Mecellose

Mecellose is Samsung Fine Chemicals' brand of water-soluble polymers. They're used in thickeners, adhesives, binders, dispersing agents, water retention aids, protective colloids, emulsifiers and film-foaming agents in building materials, civil construction, paints, the chemical industry, cosmetics, pharmaceuticals and a host of other applications.



Circular Printer

Uses rotational instead of linear movement, reducing overall size by one third. A fresh design solution to the long-standing need for business travelers to print anywhere, at any time. Winner of an IDEA Award.

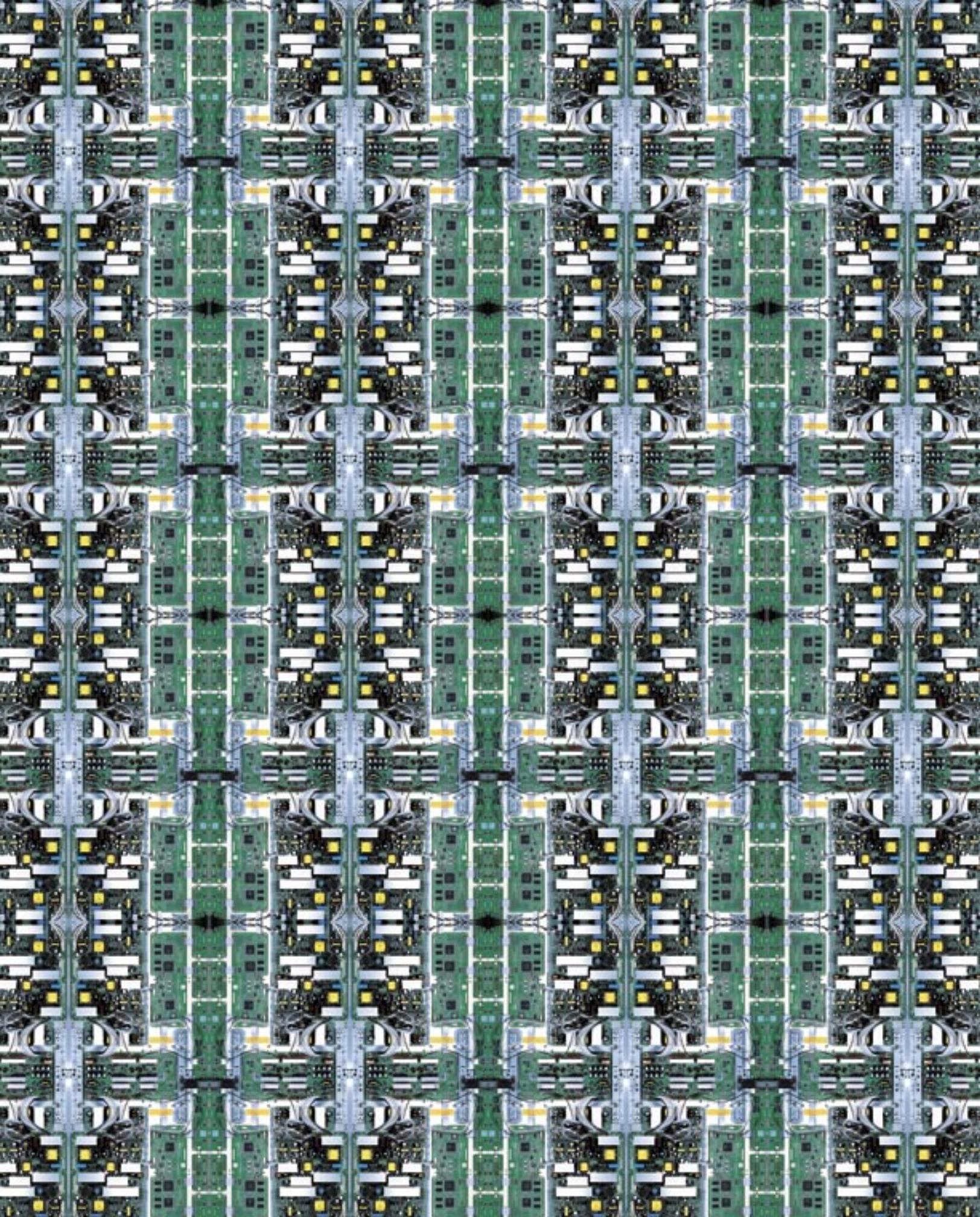


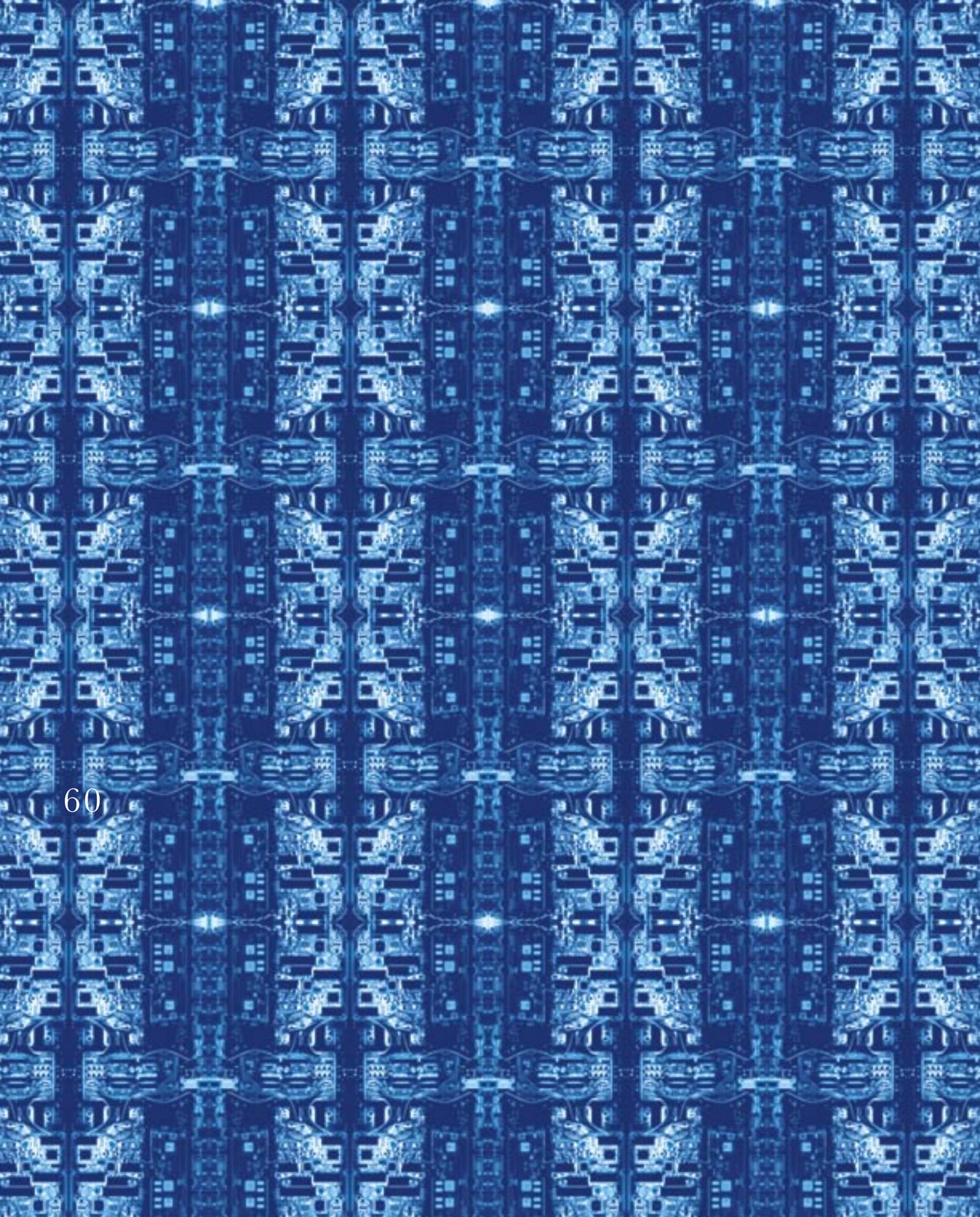
58



AFA (Auto Focus Actuator) Optical Zoom

Now, for the first time, mobile phone cameras can perform auto focus and 2x optical zoom. Samsung's tiny actuator module also delivers the world's first 1-megapixel resolution for mobile phones. On the horizon are modules with 2- and 3-megapixel resolution and 3x optical zoom.





THE NEXT PHASE

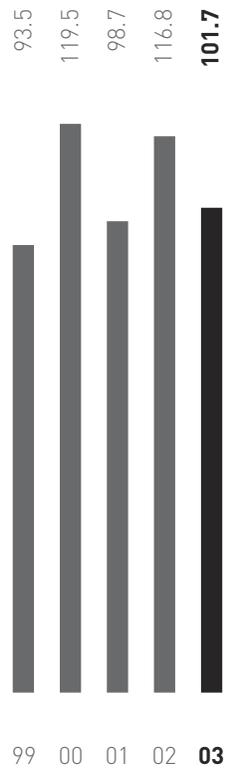
COMPUTATION

<i>Amounts in billions</i>	<i>Won</i>	<i>Dollars</i>	<i>Euros</i>
Net Sales*	121,216.9	101.7	90.0
Total Assets	204,121.7	170.4	135.8
Total Liabilities	136,388.0	113.9	90.8
Total Stockholders' Equity	67,733.7	56.5	45.0
Net Income*	6,728.3	5.6	4.5

*Won/US dollar yearly average exchange rate : 1,191.56/1 Won/Euro : 1,347.32/1
Won/US dollar as of the year end of December 31, 2003 : 1,197.80/1 Won/Euro : 1,502.58/1

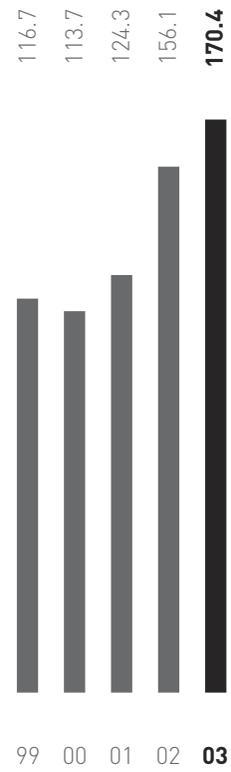
NET SALES

dollars in billions



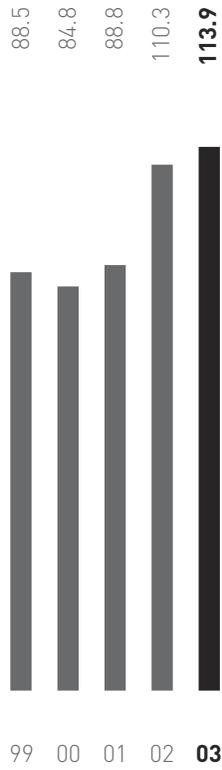
TOTAL ASSETS

dollars in billions



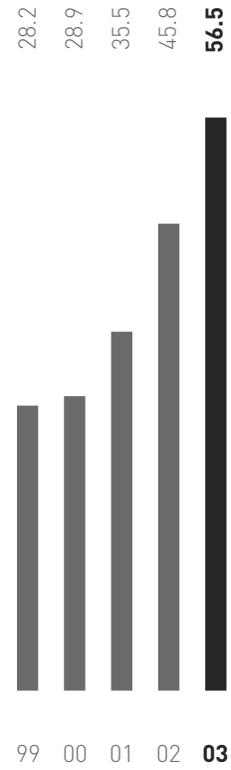
TOTAL LIABILITIES

dollars in billions



TOTAL STOCKHOLDERS' EQUITY

dollars in billions



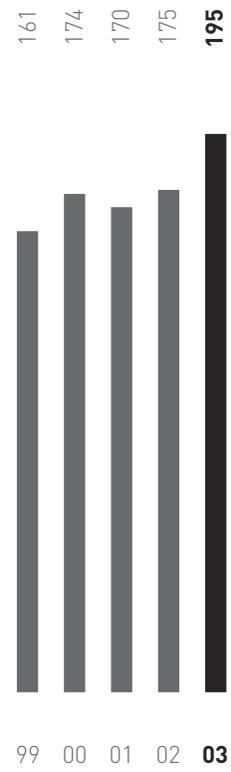
NET INCOME

dollars in billions



EMPLOYEES

in thousands



THE NEXT PHASE

ORGANIZATION

The power of Samsung as a brand is directly tied to the strength of the organizations that contribute to its reputation.

The family of companies and joint ventures that make up Samsung range far, both geographically and functionally. Yet in one characteristic they are all the same.

That characteristic is their unrelenting commitment to being the best.

SAMSUNG ELECTRONICS CO., LTD.

Employees: 88,000
2003 Sales: \$36.4 billion
Tel: 82-2-727-7114
Fax: 82-2-727-7985
www.samsung.com

Samsung Electronics products fall into five categories: 1) Digital Media: camcorders, computers, DVD-players, home theater systems, monitors, MP3 players, PDAs, printers, set-top boxes and TVs; 2) Telecommunication Network: home network systems (STB), mobile phones, MITs (Mobile Intelligent Terminal by Samsung), NGN (Next Generation Network) infrastructures, office network systems (key phones, info mobile systems) and wireless communication infrastructure (WCDMA systems, CDMA2000 1x / 1x EV-DO / 1x EV-DV systems); 3) Digital Appliance: air conditioners, microwave ovens, refrigerators, vacuum cleaners and washing machines; 4) Semiconductor: CMOS image sensors, DRAMs, flash memory, hard disk drives, LCD driver ICs, MCPs (multi-chip package), optical disk drives, SIPs (system in package), smart cards, SOCs (system on chip) and SRAMs; 5) LCD: TFT-LCDs for handheld devices, monitors, notebook PCs and TVs.

Despite the unfavorable business environment, Samsung Electronics posted a second record-breaking year in 2003. Results were driven by sales of premium products, including high-value mobile phones, flash memory chips and LCDs for notebook computers, desktop monitors and television sets.

Widely acknowledged for technological innovation and elegant functional style, Samsung Electronics had impressive achievements: Number one worldwide in flash memory. Number one worldwide in DRAMs and SRAMs. Number one worldwide in color TVs, monitors and DVD Combos. Number one in Europe, number two in the US in LCD TVs. Number three worldwide in mobile phones. Number one in the US in projection TVs, despite being 20% more expensive than competitors. Number one worldwide in LDI (LCD Driver ICs) for two consecutive years.

To propel innovation, the company continues to invest heavily for the future. Samsung Electronics' 2003 capital investment of \$5.6 billion was one of the highest in world. In 2004, the company has allotted over \$3 billion in R&D and \$7 billion for capital improvements, including another state-of-the-art chip production line and an upgrade in technology to build larger LCD panels for television sets and computer monitors.

A responsible corporate citizen, Samsung Electronics believes in sharing the profits of its success to create a better world. In 2003, more than 13,000 employees contributed their time in more than 300 official volunteer programs. Through matching grants and its annual Global Volunteer Service Festival, Samsung Electronics contributed to hundreds of community service programs around the world, from environmental cleanups and disaster relief to housekeeping assistance for the elderly and mentoring services for orphans and young parents.

SAMSUNG SDI CO., LTD.

Employees: 8,140
2003 Sales: \$4.01 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3377
www.samsungsdi.co.kr

Through impressive technological advancements, Samsung SDI, a top-tier display and energy maker, maintains its position as one of the world's leading manufacturers of PDPs (plasma display panels), OLEDs (organic light-emitting diodes), mobile phone LCDs, CRTs (cathode ray tubes) and rechargeable batteries.



During 2003, the company's achievements were truly wide-ranging. Samsung SDI put in place the world's first PDP mass-production line applying 3-panel technology, which enabled the company to produce three 42-inch panels from one mother glass at the same time. They also developed the world's-largest 70-inch Full HD PDP and produced a 42-inch HD PDP with the world's highest image quality – 1000 candela luminous intensity and a 3000:1 contrast ratio.

Beyond PDPs, Samsung SDI unveiled the following: a new concept for a smaller-sized LCD called UFS (Ultra Fine and High Speed) LCD; the world's highest resolution AM (Active Matrix) OLED for high-end mobile phones; and, at 15.5-inch, the world's largest OLED with low-molecular LTPS, type for monitors and TVs.

In the field of energy, the company also succeeded in producing the world's highest capacity 2400mAh lithium-ion battery for notebooks.

Samsung SDI is as committed to helping the community as it is to advancing technology. For many years, the company has helped the visually disabled, both children and the elderly. This focus on combating blindness comes from the idea that displays correspond to the eyes of a human body. As of December 2003, Samsung SDI had provided 2,080 people with free eye surgery.

SAMSUNG ELECTRO-MECHANICS CO., LTD.

Employees: 7,800

2003 Revenues: \$2.2 billion

Tel: 82-31-210-5114

Fax: 82-31-210-6363

www.sem.samsung.com

Samsung Electro-Mechanics is an internationally recognized top five manufacturer of state-of-the-art electronic components. A leader in the industry since 1973, the company was the genesis of the Korean electronic components industry. Product areas include: chips, circuit boards and a wide range of components for mobile communications, computer components and peripherals, digital audio and video components, and general-purpose components.

In 2003, Samsung Electro-Mechanics ranked first in its target markets for HDI and DVC motors. They reduced process defect rates to half those of the previous year and established cooperative technological relationships with leading companies such as Intel and Toshiba. The company concentrated its resources and capabilities on boards, MLCC and optical pick-ups and increased the proportion of high-value-added items within its product portfolio. Innovations in manufacturing technologies increased both quality and cost competitiveness and were introduced to facilities and partners around the world.

The company also developed an impressive range of new product introductions. Highlights include: a digital tuner for a mobile, high-density SiP (System-in-Package) substrate; an ISM (Image Sensor Module); a geomagnetic compass sensor for 54Mbps triple-mode wireless LANs; the world's first Hexa VCO; a modulator IC for digital set-top boxes; an RF combination module for mobile phones; the world's smallest 0402 MLCC; optical PCB; the world's first multiple output TCXO; and the world's smallest GPS receiver.

The company acquired SONY green partner certification as well as ISO14001 certification in the Philippines and China. Samsung Electro-Mechanics also received quality and good corporate governance awards in Thailand, Mexico and Korea.

Samsung Electro-Mechanics actively participates in many charitable campaigns, including blood drives and ongoing support programs for the elderly and children in need. The company's Thai operations were awarded the "Best of Best Award" for its involvement in anti-drug/AIDS campaigns and street PR, lectures and education at the elementary school level.

SAMSUNG CORNING CO., LTD.

Employees: 3,700
2003 Revenues: \$899 million
Tel: 82-2-3457-9530
Fax: 92-2-3457-9536
www.samsungcorning.com

Samsung Corning was formed as a 50-50 joint venture between the Samsung Group and Corning Inc. of the U.S. in 1973. For over three decades, the company has achieved outstanding performance and has been recognized as a case study in exceptional joint venture management.

Principal products include: CRT glass for TVs and computer monitors; indium tin oxide (ITO)-coated glass and ITO targets for liquid crystal displays (LCDs); plasma display panel (PDP) filters, nano powder for semiconductor manufacturing; coated film for touch-screen panels and flat screen displays; glass for touch panels; and rotary transformers for VCRs and camcorders.

During 2003, Samsung Corning developed four new business sectors: surface light sources for LCD TVs, PDP filters, nano business and mineral materials. The company also achieved mass production for PDP filters and added major factory capacity to achieve production goals for ITO targets. Finally, the company expanded Shenzhen SEG Samsung, a joint venture plant in Shenzhen, China, that makes glass for Braun CRTs.

Samsung Corning's tradition of community service extends all the way up to President Song Yong-Ro, who is a volunteer at the Vincencio Home for the disabled. At every company location, teams of volunteers engage in public-service activities once a week, including helping the disabled and the elderly. In environmental conservation, activities include stream monitoring in communities where the company facilities are located.

SAMSUNG CORNING PRECISION GLASS INC.

Employees: 1,223
2003 Sales: \$590.0 million
Tel: 82-2-3457-9886
Fax: 82-2-3457-9888
www.scp.samsung.com

Since the 1995 launch of this joint venture between Samsung and Corning, Samsung Corning Precision Glass has utilized the world's highest technology to lead the development of next-generation substrate glass for TFT-LCDs.

Despite its short history, the company has enjoyed high annual growth rates and has become one of the world's largest TFT-LCD substrate makers. Advanced fusion technology, developed jointly with Corning, produces substrates that are larger, thinner and lighter with superb surface quality that are key for larger LCDs. Today, these substrates are used in some of the most advanced display products marketed around the world, ranging from portable displays to large-size TVs.

In 2003, Samsung Corning Precision Glass opened its second plant, in Tangjung, creating the world's largest production line for TFT-LCD glass substrates. The company's latest achievements also include developing, along with Corning, the seventh-generation glass measuring over two meters in width.

Samsung Corning Precision Glass believes that a company has the responsibility to help the community by reaching out to disadvantaged people through various channels.

The company also recognizes the importance of protecting the environment, and enhancing employee safety. Its corporate philosophy calls for continued process improvement to develop the safest and most environmentally oriented systems possible.

SAMSUNG SDS CO., LTD.

Employees: 7,085
2003 Revenues: \$1.47 billion
Tel: 82-2-3429-3010
Fax: 82-2-3429-4450
www.sds.samsung.com

Samsung SDS' main businesses are Business Strategy Consulting, Discrete IT and Network Consulting; Business Performance Partnership, Packaged and Customized Application Implementation and Integration, Hardware and Software Support and Implementation, IT Education and Training; Business Process Outsourcing, Application and IT Infrastructure Outsourcing and Network Infrastructure Management.

The company's goal is to be the world's tenth largest IT service company by 2010. Its mission is to make industry better informed and to make information more industry focused.

To achieve these ends, Samsung SDS has the highest number of employees with international certifications of any domestic IT company. In addition, SDS's 7,085 employees include 117 Ph.D.s and 910 M.A.s. Business expertise includes electronics, manufacturing, chemicals, finance and the logistics/service industry.

In 2002, Samsung SDS' cutting edge Center for Advanced Software Engineering acquired "Level 5," the highest level of CMM (Capability Maturity Model), an international quality standard from the Software Engineering Institute of Carnegie-Mellon University. The company also won the Asian MAKE award for the second year in a row from Teleos, one of the world's leading knowledge management consultancies.

Samsung SDS's global network links 284 subsidiaries, overseas offices, and data centers in 48 countries. To strengthen its global organization, the company has recently opened a regional office in Sao Paulo, Brazil, and a European data center in Weybridge, near London.

The company's social contributions include PC training for the disabled, orphans and juvenile delinquents and rural communities. Public service includes helping low-income families and assistance for children with leukemia.



SAMSUNG NETWORKS INC.

Employees: 700
2003 Sales: \$349 million
Tel: 82-1577-0300
Fax: 82-2-3415-6265
www.samsungnetworks.net

With one of the industry's most professional telecommunications experts, a global network infrastructure and a 20-year history of innovative technology, Samsung Networks provides customized communications services tailored to each customer's business environment. Ultimately, Samsung Networks' optimized services allow customers to be more competitive in the marketplace.

Samsung Networks' business spans seven areas: Network Services: Optical Network Service (ONS), Virtual Private Network (VPN) Service, Network Consulting, Network Solution Integration (NSI); Telephony Service: Voice over IP, Corporate Telephone Services (for local, long-distance and international calls), International call service on Mobile Phone 00755 and Digital Media Services; IDC (Internet Data Center) services; EDI Service; Samsung Mobile Service; IP Contact Center Service; and Broadcasting Service.

In 2003, the company's sales increased to \$349 million. Significant initiatives at the company included establishing an IP Contact Center service, a nationwide optical network system covering over 64 cities in Korea and the Samsung Network Beijing in China. Internally, the company launched the Zero Defect Challenge for quality improvement.

SAMSUNG HEAVY INDUSTRIES CO., LTD.

Employees: 7,918
2003 Sales: \$3.46 billion
Tel: 82-2-3458-7000
Fax: 82-2-3458-6298
www.shi.samsung.co.kr

The world of Samsung Heavy Industries is quite large. It encompasses shipbuilding, offshore facilities, engineering and construction, and steel structures and machinery. The company also produces digital control systems, including ship navigation systems, automation systems, voyage data recorders and Internet home and building automation systems.

In 2003, Samsung Heavy Industries accounted for 60% of the world market in LNG ships, receiving nine of the world's total order volume of 17 ships, once again reinforcing its unrivalled position in this area. The LNG ship represents, along with the finest luxury liners, the most sophisticated kind of ship being built today. Designed to transport liquefied natural gas at -163°C , LNG ship construction requires great skill and knowledge.

It was particularly gratifying that Samsung's extra-large container ships and floating production storage and offloading facilities (FPSO) were selected as the World's Best for 2003 by *Maritime Reporter*, *Marine Log* and *Naval Architect*, the world's three leading industry magazines.



The year saw the company taking orders worth over \$6 billion, enough volume for 30 months of operation. One of these orders was for the world's first extra-large, 9,600 TEU container ship; another was for work on the Sakhalin Oil Field Project, the world's biggest natural gas processing facility. The company also opened an accident prevention facility for employees, the first of its kind in Korea.

In community service, the company fielded 87 volunteer teams, with over 7,000 employees participating. They engaged in roughly 1,000 public-service activities, logging 60,000 hours of public service and benefiting over 40,000 people.

SAMSUNG TECHWIN CO., LTD.

Employees: 3,915
2003 Sales: \$1.5 billion
Tel: 82-2-3467-7000
Fax: 82-2-3467-7080
www.samsungtechwin.com

Samsung Techwin's products are all high technology and meet a very wide range of needs. In the consumer market, the company makes digital cameras and modules for camera phones. In the industrial arena, Samsung Techwin produces semiconductor lead frames, chip mounters and wire bonders. The company's engine business produces turbo compressors, assembles and maintains gas turbine engines for fighter planes, helicopters and ships of electric power generation. The defense business also includes self-propelled howitzers, ammunitions-transporting vehicles and irregular-aviation transportation.

In 2003, sales reached \$1.5 billion. Product highlights include the Kenox V4, U-CA3 digital camera, the SDP-6500 visual presenter with 1.5 million-pixel resolution and a micro Turbo Compressor.

SAMSUNG ATOFINA CO., LTD.

Employees: 890
2003 Sales: \$1.7 billion
Tel: 82-2-772-6691~4
Fax: 82-2-772-6616
www.samsungatofina.com

Samsung Atofina was established in August 2003 as joint venture between Samsung General Chemicals Co. and Atofina, the chemical branch of the French Group Total. Samsung Atofina operates a large petrochemical complex consisting of 15 individual plants located in Daesan, south Chungchung province in Korea. As a general chemicals company, it manufactures and supplies chemical products for daily life, such as synthetic polymer resins (polyethylene, polypropylene, etc.), base chemicals (styrene monomer, para-xylene, etc.) and other petrochemicals and petroleum products. Samsung Atofina is looking to lead the world in both products and technologies.

Many petrochemical products manufactured by Samsung Atofina are used in a range of consumer and industrial goods. These include beverage containers, plastics that replace metal parts in automobiles and housings for computers and appliances.

Preservation of the natural environment and implementation of safety standards at the workplace are the highest priorities of the management at Samsung Atofina. Active measures are taken to meet the complete environmental safety regulations and to make employees fully aware of environmental protection and safety issues.

In addition, Samsung Atofina has worked to prevent pollution generation at the source, by thoroughly implementing an environmental impact assessment from the beginning of plant construction, and by acquiring ISO certification, recognizing its status as a global company that practices a high level of environmental management.

The company has also created a natural park in its petrochemical complex in Daesan, home to various animals and plants, including pine trees, wild ducks, carp and raccoons.

SAMSUNG PETROCHEMICAL CO., LTD.

Employees: 312
2003 Sales: \$784.0 million
Tel: 82-2-772-6323
Fax: 82-2-318-0887
www.myspc.com

Samsung Petrochemical's principal business is the manufacturing and sales of PTA (purified terephthalic acid) with an annual production of 140 million tons.

In 2003, the company increased its production capacity at its Ulsan plant from 1 million to 1.05 million tons a year through Six Sigma implementation and more efficient plant management.

To ensure its future competitiveness, Samsung Petrochemical initiated energy-saving and AMT projects and achieved the world's best reliability rate – 99.5% of production. As a result of these efforts, the company won an award for effective energy management and was also selected for the BP Helios Award for innovation by its partner BP.

The expansion of Samsung Petrochemical's Seosan factory will be completed in 2004 and will produce 60 million tons of PTA, mainly for export to China.

The company also successfully instituted internal programs to strengthen its corporate culture, including the establishment of the Petrochemical STAR Award for employees. Samsung Petrochemical received a corporate certificate from the Korean government in 2003 for its environmentally friendly practices, and was awarded the Grand Prize for Safety Management from the president of Korea.

Samsung Petrochemical continues its campaign to preserve the Taehwa river in Ulsan, started in 1999, as well as volunteer community-service activities. It also constructed a green garden around its Ulsan plant and plans similar activities at the Seosan plant when the expansion is completed.

SAMSUNG FINE CHEMICALS CO., LTD.

Employees: 794
2003 Sales: \$623.6 million
Tel: 82-2-772-1755
Fax: 82-2-772-1809
www.sfc.samsung.co.kr

Samsung Fine Chemicals' products include: Mecerlose (methyl cellulose), DMF (dimethyl formamide), ECH (epichlorohydrin), methyl amines, tetramethyl ammonium chloride, BTP (barium titanate powder), AnyCoat-C and AnyCoat-P. The company also produces a range of general chemicals: ammonia, urea, melamine, chloroform, methylene chloride, methyl chloride, hydrochloric acid, formic acid and caustic soda.

In 2003, Samsung Fine Chemicals achieved \$623.6 million in sales, an increase of 16.7% from a year earlier. The company also completed the construction of a new production line for Mecerlose, one of the company's main products, and saw production grow by 50%. It also obtained national accreditation from the Korea Laboratory Accreditation Scheme (KOLAS) and was selected as an exemplary company for low energy consumption.

As part of its environmental conservation measures, Samsung Fine Chemicals introduced a sewage disposal method that recycles industrial wastewater while helping to reduce sewage disposal costs.



SAMSUNG-BP CHEMICALS CO., LTD.

Employees: 165
2003 Sales: \$196 million
Tel: 82-2-754-5644
Fax: 82-2-319-4572
www.samsungbp.co.kr

This joint venture between Samsung and BP is the only acetic acid producer in Korea.

With sales rising to \$196 million last year, Samsung-BP achieved the best production and sales record in its history.

The company is doing its best not only to produce the most competitive and best in class quality products, but also to carry out "Health, Safety and Environmental" efforts for the betterment of society.

SAMSUNG LIFE INSURANCE CO., LTD.

Employees: 6,314
2003 Sales: \$19.3 billion
Tel: 82-2-1588-3114
Fax: 82-2-751-8021
www.samsunglife.com

Samsung Life Insurance, founded 47 years ago, continues to reinforce its position as the number one insurance company in assets, as well as a leading financial services company in Korea.

In 2003, Samsung Life Insurance delivered an impressive performance. Total assets stood at KRW 83 trillion, operating revenues at KRW 23 trillion and net income at KRW 328 billion.

Overall, Samsung Life Insurance wrote new policies valued at KRW 85 trillion and held KRW 411 trillion worth of policies in force. Premium-related revenues amounted to KRW 18 trillion and investment income was KRW 5 trillion. In addition, Samsung Life Insurance attained a 36% market share in terms of premium income and served 11.7 million customers.



Samsung Life Insurance plays a leading role in a range of public-interest projects, such as operating the Samsung Child Care Centers, building and operating the Noble County retirement community, and helping the handicapped and elderly living in poverty.

Samsung Life Insurance is also supporting sports, culture and the arts as part of its corporate philosophy of giving back to the community.

SAMSUNG FIRE & MARINE
INSURANCE CO., LTD.

Employees: 4,006
2003 Operating Income: \$548.8 million
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
www.samsungfire.com

Samsung Fire & Marine Insurance products include: automobile insurance, fire insurance, marine insurance, long-term insurance, individual annuities, personal accident insurance and overseas travelers' insurance.

The company received an "A+ (Superior)" rating from A. M. Best of the U.S., the world's top insurance evaluator. It was also the first company to introduce branded auto insurance in Korea, Samsung AnyCar.

Samsung Fire & Marine ranks first in the Korean property and casualty insurance market in every performance category – sales, revenues, market share, customer satisfaction and service. But the company's ultimate objective is to go beyond being the domestic leader and join the ranks of the world's top 20 by 2010.

Typically, over 85% of Samsung Fire & Marine's workforce participates in volunteer community service. Activities range from donating blood to training disabled persons as part of more than 100 community-service teams. Each year, a volunteer service camp is also held to get children of employees and customers involved in public service.

SAMSUNG CARD CO., LTD.

Employees: 2,940
2003 Revenues: \$3.14billion
Tel: 82-2-2172-7711
Fax: 82-2-2172-7738
www.samsungcard.co.kr

Samsung Card is the largest independent credit card issuer in Korea. The company, which has more than 14 million customers, also provides various consumer-lending and lease products.

Samsung Card has grown from a domestic card issuer to an international financial service provider. The company has issued MasterCard since 1989, VISA since 1997 and American Express since 2002. Most recently, Samsung Card established a joint-venture with GMAC, the subsidiary of General Motors Corporation, in Korea.

In 2004, Samsung Card merged with Samsung Capital, another financial affiliate of Samsung Group. Since the merge, Samsung Card has extended its business into personal lending services and commercial finance markets to provide such services as the equipment finance and the automotive lease.

With its 3000 employees participating, Samsung Card has also been very active in community services, giving emotional support and financial assistance to various underprivileged groups, including orphans and children suffering from leucosis and infantile cancer

SAMSUNG SECURITIES CO., LTD.

Employees: 2,519
2003 Operating income: \$107.3 million
2003 Net Income: \$81.2 million
Tel: 82-2-2020-8000
www.samsungfn.com

Samsung Securities is Korea's leading securities firm, offering customer-focused, solutions-oriented retail brokerage and wealth management services for individual investors, as well as institutional brokerage, investment advisory, investment banking and capital markets services for public and private enterprises.

With a vision to lead the development of financial services in the greater Asian region, Samsung Securities has attracted some of the industry's brightest and most experienced financial advisors, highly acknowledged research analysts and results-driven investment bankers, traders and institutional sales people. These specialists drive the company forward the Samsung Securities' way, based on ethics, professionalism, teamwork and, most of all, a focus on the customer.

Samsung Securities is committed to strictly adhering to the highest ethical standards in serving customers and to providing comprehensive wealth management services. With its highly competent financial advisors, the company provides customized financial solutions, timely and relevant information, as well as better access to, and dissemination of, such information to customers, and competitive products to satisfy varying client needs. This continues to deliver products appropriate to the client's life stage, helping to establish long-term customer relationships.

In the institutional arena, Samsung Securities provides flawless trade executions, industry-leading research and analysis and investment advisory services for both domestic and overseas clients. With presence in London, New York, Hong Kong, Tokyo and Shanghai, the company provides global reach. With its strong product development capabilities, Samsung Securities provides sophisticated financial instruments, including over-the-counter derivatives, such as equity-linked securities. Samsung Securities is also the leading investment bank in Korea. In fiscal 2003, Samsung Securities accounted for an unprecedented IPO market share of 37% and achieved the top three position on the M&A League Table.

In 2003, Samsung Securities was awarded The Best Equity House in Korea, The Best Bond House in Korea and The Best Domestic Institution by *Asiamoney*, and Korea's Best Investment Bank and Securities Company by *FinanceAsia*. Moreover, in 2003, the company swept all major deals in Korea, successfully completing the transfer listing of Industrial Bank of Korea and the sale of Chohung Bank's shares as an advisor to the Korea Deposit Insurance Corporation (KDIC). The company is also a member of the London Stock Exchange.

Samsung Securities plays an active role in its local communities. The company is most active in its "Support for Retiree Participation" program, highlighting the issue of retirees who either have no means of financial support or simply wish to continue contributing to society and encouraging the growing trend of hiring people beyond retirement age.

SAMSUNG INVESTMENT TRUST
MANAGEMENT CO., LTD.

Employees: 155
2003 Operating Income: \$49.2 million
Tel: 82-2-3774-7763
Fax: 82-2-3774-7680
www.samsunginv.com

Samsung Investment Trust Management Co. (Samsung ITMC) is the top investment management company in Korea. It provides investment trust and mutual fund management, advisory and related services.

With its proven investment know-how and quality process control, Samsung ITMC has led the market, and continues to increase its market share. As of 2003 year end, assets under management totaled \$49.2 million.

Samsung ITMC's investment philosophy gives risk management priority over returns. The company has also established the largest and best buy-side research team in Korea.

SAMSUNG VENTURE INVESTMENT
CO., LTD.

Employees: 28
2003 Operating Income: \$8.1 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
www.samsungventure.co.kr

Samsung Venture Investment Company (SVIC) invests in new ventures in the areas of information technology, communications, semiconductors, electronics, medical instruments, biotechnology and entertainment.

Korean start-up companies have emerged as global players in many technologically demanding industries. Because of this, SVIC was established in October 1999 to provide innovative, dynamic start-ups with the professional financial and managerial support necessary to succeed nationally and internationally. SVIC's services range from R&D to management to IPOs.

In 2003, operating income grew by more than 10%, as the company continued on course to achieving its goal of becoming a top-tier international venture capital company. SVIC is equally dedicated to providing an organization that challenges and stimulates employees with competitive financial rewards and open opportunities for advancement.

SAMSUNG CORPORATION

Employees: 4,240
2003 Revenues: \$7.54 billion
Tel: 82-2-2145-2114
Fax: 82-2-2145-3114
www.samsungcorp.com

Created in 1938, Samsung Corporation is one of Korea's most enduring and respected corporations, having stood behind the advancement of the national economy for more than three quarters of a century. Samsung Corporation is the trading arm of Samsung Group, epitomizing its vibrancy and dynamism in the area of global trade. Its designation in 1975 as Korea's first-ever General Trading Company marked a new chapter for its overseas operations, which have since grown to make it a major global trader. Samsung Corporation's high level of entrepreneurship and achievement on the world scene has been a major inspiration for Korea's trading community.

In a continuing bid to expand its business beyond international trade, Samsung Corporation in 1996 merged with Samsung Construction, and in 1997, launched a retail operation. Currently, Samsung Corporation is engaged in four major business areas: trading, construction, housing development and retail.

The Trading Group, currently operating from its 75 overseas offices, exports semiconductors, machinery, plants, iron and steel, chemical products and textiles; and imports energy, chemical products, and machinery and equipment. In addition to trading, the Group carries out a variety of other projects including overseas investment, project organizing services and energy and natural resource development.

The Construction Group (www.secc.co.kr) provides construction and engineering services for both plant and housing development. To date, the group has to its credit: Malaysia's Petronas building, the world's highest edifice, at 452m, with 92 stories above ground; New Busan Port; Incheon Int'l Airport; Ulchin Nuclear Power Plant; and the Raemian and Trapalace apartment complexes. From energy resources to housing, each of these projects is a powerful testament to the group's technological excellence.

Notably, Raemian, one of Samsung's signature apartment complexes (www.samsungapt.co.kr) was a remarkable triumph, hailed as the new standard in luxury housing. The success of Raemian, topping the National Customer Satisfaction Index (NCSI) in the apartment category for six consecutive years, has driven up the company's overall market share in housing development to the top position.

The Retail Business is buoyant and thriving with Samsung Plaza Bundang (www.samsungplaza.co.kr), a multi-feature shopping center, and Samsung Internet Shopping Mall, called "Samsung Mall" (www.samsungmall.co.kr), as its two main platforms.

In our public service work, Samsung Corp. has embarked on a number of large-scale national endeavors including correcting misrepresentations of Korean history in overseas texts, restoring the Shanghai Provisional Government building and investigating the status of Korean cultural property in other countries.

Since 1998, Samsung Corp. has been also engaged in public service centered on the Rose of Sharon (Korea's national flower) and volunteer activities to improve living environments. This includes working with Habitat for Humanity, dispatching construction managers and engineers to oversee new housing construction, providing financial support as well as volunteers.

Samsung Corp. has also supplied heavy equipment and volunteers to areas affected by flooding and other disasters, and continues to remain heavily involved with support of the armed forces, rural communities and schools. And Samsung Corp. has been diligently pursuing "green" management principles since 1995.

SAMSUNG ENGINEERING CO., LTD.

Employees: 1,250
2003 Sales: \$944.0 million
Tel: 82-2-3458-3000
Fax: 82-2-3458-4048
www.samsungengineering.com

Samsung Engineering is involved in feasibility studies and the design, procurement, construction, supervision and operational management of chemical and petrochemical plants, refineries and gas processing plants, industrial plants and environmental facilities.



In 2003, the company achieved \$944 million in revenue, a 13% increase from a year earlier, including \$639 million in new orders.

To strengthen its global competitiveness, Samsung Engineering aggressively developed its worldwide talent base, expanded customer service/marketing capabilities and specifically re-focused its resources on meeting differing regional needs. As an example of success in this last area, the company received the Outstanding Quality/Environment System Awards from the TUV Süddeutschland Group of Germany, one of the world's leading quality/environment certification institutions. This was the first time a non-manufacturing company in Korea was given this accolade. In addition, as a result of their exceptional performance in building and operating industrial plants, the company was awarded both the Iron Tower Industry Medal and the President Accolade by the Korean government.

On the environmental front, the company formed the Samsung Global Environment Research Center to better execute its "green management" policies. The Center conducts research on the Group's environmental management and sustainability practices. This, in turn, helps enhance the company's competitiveness in the field of environmental safety, making business sites, processes, products and local communities more environmentally friendly.

Samsung Engineering places the highest value on environmental-friendliness and the good of our society. To this end, the company organizes the "Eco-friends Festival," an environmental education program, and operates a "Green Classroom for Children," at www.e-gen.co.kr, with site membership now over 180,000.

CHEIL INDUSTRIES INC.

Employees: 2,457
2003 Revenues: \$1.6 billion
Tel: 82-2-751-3355
Fax: 82-2-6099-2055
www.cii.samsung.com

The far-reaching activities of Cheil Industries group into four areas: 1) Chemicals: general-purpose resins, engineering plastics and artificial marble; 2) Electronic chemical materials: semiconductor materials, flat panel display materials, secondary lithium-ion battery materials and printing and functional materials; 3) Fashion: men's wear, women's wear, sportswear and accessories; 4) Textiles: wool and worsted wool yarns and wool and worsted wool fabrics.

Despite challenges both at home and abroad, Cheil Industries successfully transformed itself in 2003 into a more efficient and results-oriented company, with revenues reaching \$1.6 billion.

The chemicals business accounted for 45.3% of the total, although the gross profit margin declined due to a flat market and fluctuating prices for raw materials. The company pushed forward with its strategy to reduce costs and expand high-value-added products through the Six Sigma program.

The electronic chemical materials business enjoyed 36% growth in 2003 and should evolve into a core business in the near future with the development of next-generation products and the rapid growth in the LCD and battery markets.

Fashion showed relatively reasonable sales growth in 2003, although the market overall was in a downturn. The business expanded and diversified its women's wear sector, which raised its recognition in the marketplace. Cheil Industries also strengthened its competitiveness in the global market through the takeover of KUHO, a promising domestic brand, and through the establishment of a design center in Italy staffed by distinguished designers.

With the fashion market downturn, the textile business experienced reduced orders and sales. However, the development of Lansmere 220 earned the company international acclaim as the world's best wool producer.

In 2003, Cheil Industries constructed the 1,508-seat Daegu Opera House on the company's original plant site and donated it to the city of Daegu. In November, Cheil Industries received the Minister of Culture and Tourism Award at the Korean Business Council for the Arts.

SAMSUNG EVERLAND INC.

Employees: 1,590
2003 Revenues: \$82.0 million
Tel: 82-31-320-8011~2
Fax: 82-31-320-8549
www.samsungeverland.com

Samsung Everland's businesses encompass: resort development and operation, asset management, alternative energy, commercial food service and food distribution, environmental development and landscaping and golf course management.

In 2003, Samsung Everland increased its revenues to \$82.0 million and ranked twelfth among the top 100 brands in Korea. The company also received first prize in Korea's Corporate Image Awards and the Korea grand prize for companies with high consumer confidence. The company was awarded the Korea design grand prize (Presidential prize) organized by the Ministry of Commerce, Industry and Energy. Samsung Everland and its Anyang Benest Golf Club were both ranked first in their respective categories in the Service Quality Index (KS-SQI), while its Seven Hills Golf Club and Gapyong Benest Golf Club expanded and improved their facilities.



In recognition of its community support activities, Samsung Everland was awarded the grand prize for companies making a contribution to society from the Samsung Group. And in the Samsung Grand Festival for Volunteerism, the company was recognized for its exemplary public-service teams.

THE SHILLA HOTELS & RESORTS

Employees: 1,742
2003 Sales: \$322.0 million
Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.shilla.net

The Shilla includes business and resort hotels, duty free shops, restaurants, fitness centers and service business consulting.

The Shilla Seoul is preferred by first class business and leisure travelers from all over the world. It is recognized worldwide as a host of numerous international events.

In 2003, The Shilla Seoul was rated the "Best Hotel in Seoul" by the *Conde Nast Traveler* Gold List, *The Asset* and *Euromoney* for the third straight year. It was also listed on Zagat's Top 100 International Hotels, Resorts and Spas.

The Shilla Cheju is located on the seacoast of Jeju Island overlooking the Pacific Ocean. The Shilla Cheju is favored by domestic and foreign guests alike for its sophisticated décor, its works by world-famous artists, its subtropical garden and, of course, its impeccable service.

In 1997, the British travel guidebook "Meeting and Incentive Travel" rated The Shilla Cheju as one of the four best hotels worldwide, while the same year the American business magazine *Fortune* rated it as Korea's top leisure weekend resort.

The Shilla Hotels & Resorts' business philosophy is deeply rooted in 5,000 years of Korean history. The Shilla's far-reaching scope has become a prerequisite for globalization of The Shilla under the motto "The most traditional things are the most global ones."

CHEIL COMMUNICATIONS INC.

Employees: 716
2003 Sales: \$358.0 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-2479
www.cheil.com

Since its establishment in 1973, Cheil Communications has led the development of Korea's advertising industry. In 2003, *Advertising Age* ranked Cheil Communications nineteenth in the world. The company has since shifted its focus from being Korea's best to being globally competitive, offering clients world-class brand management services. Today, Cheil operates a global network spanning 20 locations and partners with some of the biggest names in the industry.

Cheil's main business areas include planning, production and execution for advertising, Internet business, sales promotion, public relations, corporate identity programs, exhibitions, trade shows, research, marketing and sports and convention business.

In 2003, Cheil reinforced its global organization, setting up new companies in Brazil, India and Europe and new offices in Paris, Dubai, Hochiminh City, Kiev and Jakarta. Major projects included the evaluation of Samsung brand assets at \$12.4 billion, a 20% increase from 2003. Cheil also successfully launched the Matrix campaign for mobile phones, successfully introduced camera phones in Europe and Southeast Asia and developed the sports marketing for the Athens 2004 Olympics, where Samsung continues as Olympic Partner for Wireless Communications.

Other projects include hosting the 2010 Pyeong Chang Winter Olympic Games and the opening ceremony of African Nations Cup 2004, and Samsung Electronics' sponsorship of the Universiade Games in Daegu. Cheil also recently completed the Samsung Electronics Brand Shop in Moscow and created new work for the Samsung Nations Cup thoroughbred race and Samsung World Championship Golf.

Cheil won the 2003 IWPA Best of Category Award for its Busan Asian Games Website plus two 2003 Korea Advertising Awards, Internet Category, for Samsung's Anycall and Yepp.

The company also won the fifth MBN-BAH Knowledge Management Award and the Grand Prize in the Equal Employment Opportunity Awards.

S1 CORPORATION

Employees: 3,400
2003 Sales: \$421.0 million
Tel: 82-2-2131-8182
Fax: 82-2-2131-8189
www.s1.co.kr

S1 Corporation makes Secom unmanned security systems, entry/exit management systems, fingerprint recognition systems, CCTV (closed circuit TV) systems, DVSS (digital video security systems), SBMS (smart building master systems) and smart card systems.

Compared with 2002, in 2003 the company's sales increased by 13% and profits by 38%. The year saw S1 establish specialized customer service centers with VOC systems and integrated call centers in metropolitan areas. A system was put in place to handle customer-related matters exclusively through separate service branches.

S1 also released the SBMS and secured technical capabilities for its smart card business and acquired the first EMV certification in Korea.

SAMSUNG LIONS

Employees: 34
Tel: 82-53-859-3114
Fax: 82-53-859-3117
www.samsunglions.com

The Samsung Lions organization runs a professional baseball team and the Gyeongsan Ball Park sports center.

Last year, after 21 years in existence, the team published its history in a book, *Samsung Lions 21*, and opened the Samsung Lions history hall, both the first of their kind for a Korean professional baseball team.

For the season, the team placed third in the pennant race and set a record for a season-opening winning streak of 10 games. Lee Seung-Yeop became the youngest player ever to hit 300 home runs, beating Japan's great Sadaharu Oh, the previous record-holder, by over five months. Lee Seung-Yeop also hit 56 home runs in the season, a new Asian record, beating the previous record of 55 homers, jointly held by Oh, Tuffy Rhodes and Alex Cabrera.

The Samsung Lions children's programs include a Sunday baseball camp and the Samsung Pennant Tournament for primary, middle school and high school students.

SAMSUNG MEDICAL CENTER

Employees: 7,500
Tel: 82-2-3410-2114
Fax: 82-2-3410-3284
www.smc.or.kr

Samsung Medical Center operates three hospitals and the Samsung Bioscience Research Institute in Seoul, plus another hospital in Masan. Samsung Medical Center ranked first in the National Customer Satisfaction Index (NCSI) for six years in a row. It also maintained its reputation as the nation's best hospital in terms of patient satisfaction, ranking first, five years in a row, on the Korean Customer Satisfaction Index (KCSI).

In 2003, Samsung Medical Center-Seoul treated 1,325,224 outpatients (an average of over 4,800 per day), 51,000 emergency patients and almost 60,000 in-patients.

Doctors at the Medical Center performed over 32,000 operations during the year, including only the third lung transplant ever performed in Korea. The Medical Center has now also applied high-frequency thermal treatments to over 1,000 liver cancer patients, the most in the world.

Positioning itself strongly for the future, Samsung Medical Center continues to make substantial investments in advanced medical devices like PET scans and digital mammograms. The group has also established a next-generation automation system for room inspections, enlarged its operating rooms and opened an expanded pain management center.

Samsung Medical Center's community support included setting up a temporary medical center for flood victims in the region severely damaged by Typhoon Maemi in September. And in October, Samsung Medical Center's Cardiac and Vascular Center signed an agreement with Vietnam's National Hospital of Pediatrics to establish a long-term program to advance their treatment of children with heart diseases.

SAMSUNG ECONOMIC RESEARCH INSTITUTE

Employees: 122
Tel: 82-2-3780-8000
Fax: 82-2-3780-8005
www.seri.org

Samsung Economic Research Institute (SERI) provides: research on public policy, fiscal and financial matters; analysis of industry trends and business environments; public and private sector consulting; and strategies for corporate management.

For the corporate sector, SERI provides timely analysis of major trends and issues early warnings so management can properly prepare for changes in the business environment. SERI also helps formulate strategy and establish systems enhancing clients' global competitiveness through innovation. For the public sector, SERI sets agenda and provides policy suggestions to address issues facing the government and private sector (academia and non-government organizations).

SERI delivers its research to target customers through a variety of channels – publications, reports and over the Internet. In fact, www.seri.org is the most frequently visited Website, with the largest number of subscribers, among the world's economic and policy research institutes.

As globalization accelerates and advances in information technology facilitate cross-border trading, SERI will develop as a world-class research institute in the coming decade.

SAMSUNG ADVANCED INSTITUTE OF TECHNOLOGY

Employees: 950
Tel: 82-31-280-9114
Fax: 82-31-280-9099
www.sait.samsung.co.kr

This elite research group works in two main areas: 1) Digital: multimedia information processing, user interfaces, communications and networking; 2) Materials and devices: micro electromechanical systems, nano devices, nano materials, nano storage, fuel cells, displays and optical parts and biochips.

SAIT's efforts during 2003 covered many areas. Highlights included the group's work paving the way for the development and production of flash memory with terabit capacity. They also finalized technology standards for terrestrial digital multimedia broadcasting (DMB), which will enable mobile phones to deliver high-quality TV, movies and music, creating "multimedia in the pocket."

Other SAIT projects include the development of direct methanol fuel cells (DMFC) for laptop computers, nano materials for multilayer ceramic condensers (MLCC) with ultra-high capacity, a micro PCR system and a home network solution advancing the Samsung concept of digital convergence.

To inspire children to take an interest in science, and to nurture the generation who will eventually be the foundation of the nation's science and technology industries, one of SAIT's main research institutes has been providing special science classes for elementary school children. Every week, researchers participate in classroom activities, teaching scientific principles in the context of daily life and guiding youngsters through experiments. They also organize children's summer science camps, which have been getting a great reception from children, parents and teachers.

SAMSUNG FOUNDATION OF CULTURE

Employees: 97
Tel: 82-2-2014-6552
Fax: 82-2-2014-6559
www.sfoc.org

The activities of the Samsung Foundation of Culture include: Samsung Museum of Art, Ho-Am Art Museum, Rodin Gallery, Samsung Children's Museum, support for cultural and artistic activities and support for academic research.

It is the philosophy of the Foundation that in order to create a future in which we can realize our full potential, we must understand the past and build upon it. The collections of the Ho-Am Art Museum and the Samsung Museum of Art ensure an ongoing dialogue between past and present. Their collections currently stand at over 15,000 works, including paintings, ceramics and crafts, grouped into Korean Modern Art, International Modern Art and Heritage Art containing over 100 items classified as National Treasures. There is also a Conservation Department dedicated to preserving cultural artifacts.



The Samsung Children's Museum is a leader in the cultural education and development of children, providing outstanding exhibitions and programs on site and advising on innovative exhibitions in the community. At the museum, children, parents and teachers get the chance to have a "hands-on" experience, creating exhibitions of their own. The first of its kind in Korea, the Samsung Children's Museum lets little ones have fun while pursuing fascinating explorations of the world they live in.

The term "Sangsaeng" (living together harmoniously) is an important concept in traditional Korean thought and culture. Samsung believes that business has a role in building community. The work of the Samsung Foundation of Culture is part of Samsung's obligation to society to create a better, more prosperous tomorrow for all.

SAMSUNG WELFARE FOUNDATION

Employees: 16
Tel: 82-2-2014-6811
Fax: 82-2-2014-6809
www.samsungwelfare.org

Principal activities of the Samsung Welfare Foundation include the establishment and operation of child care centers; support for social welfare program development; and management of the Hyo-Haeng Filial Piety Prize.

The mission of the Samsung Welfare Foundation is to help the company carry out its duty to assist its neighbors and the nation as a whole in realizing the dream of a society in which everyone can live a more satisfying life.

The Foundation has developed programs and educational materials for child care and concentrates on improving the welfare of disadvantaged families. The Filial Piety Prize helps promote the Korean tradition of support for our elders.

SAMSUNG ELECTRONICS
CO., LTD.

CHINA

Production Bases

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

Huizhou Samsung Electronics
Co., Ltd.(SEHZ)
Huizhou, China
Tel: 86-752-332-1401

Tianjin Tongguang
Samsung Electronics Co.,
Ltd(TTSEC)
Tianjin Tongguang, China
Tel: 86-22-2628-0629

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

Suzhou Samsung Electronics
Co., Ltd.(SSEC) Suzhou, China
Tel: 86-512-532-1234

Tianjin Samsung Electronics Display
Co., Ltd.(TSED)
Tianjin, China
Tel: 86-22-2455-6242

Tianjin Samsung Telecommunication
Co.,Ltd.(TSTC)
Tianjin, China
Tel: 86-22-2455-6242

Shanghai Samsung Mobile
Communications Co.,Ltd.(SSM)
Shanghai, China
Tel: 86-21-5055-1620

Shenzhen Samsung Kejian Mobile
Telecommunication Technology
Co.,Ltd.(SSKMT)
Shenzhen, China
Tel: 86-755-668-0200

Samsung Electronics Suzhou
Semiconductor Co.,Ltd.(SESS)
Suzhou, China
Tel: 86-512-761-2297

Samsung Electronics Suzhou
Computer Co.,Ltd.(SESC)
Suzhou, China
Tel: 86-512-6253-8988

Samsung Electronics Suzhou LCD Co.,Ltd.(SESL) Suzhou, China Tel: 86-512-6253-0288	Samsung Electronics Display(M)Sdn. Bhd.(SDMA) Seremban Malaysia Tel: 60-6-678-7914	CIS <i>Sales bases</i>
<i>Sales Bases</i>	Thai Samsung Electronics Co.,Ltd.(TSE) Sriracha Cholburi, Thailand Tel: 66-2-681-0501	Samsung Electronics Russia Co.,Ltd(SER) Moscow, Russia Tel: 7-095-797-2344
Samsung China Investment Co.,Ltd.(SCIC) Beijing, China Tel: 86-10-6566-8130	Samsung Electronics Malaysia Sdn. Bhd. (SEMA) Port Klang, Malaysia Tel: 60-3-376-1068	Samsung Electronics Kiev Office(SEU) Kiev, Ukraine Tel: 380-44-490-6878
Samsung Electronics H.K. Co.,Ltd.(SEHK) Hong Kong Tel: 85-2-2862-6900	Samsugn Vina Electronics Co.,Ltd. (SAVINA) Ho Chi Min City, Vietnam Tel: 84-8-896-5500	Samsung Electronics Overseas B.V.(SEO) Delft, The Netherlands Tel: 31-15-219-6100
Shanghai Samsung Semiconductor Co.,Ltd.(SSS) Shanghai, China Tel: 886-2-2758-9588	Samsung India Electronics Ltd. (SIEL) New Delhi, India Tel: 91-1191-568251	EUROPE <i>Production Bases</i>
Samsung Electronics Beijing(SEBJ) Beijing, China Tel: 86-10-6510-1234	Samsung Electronics Phillppine Manufacturing Corporation (SEPHIL) Calamba, Philippines Tel: 63-49-545-9153	Samsung Electronics Hungarian Co., Ltd.(SEH) Budapest, Hungary Tel: 36-1-250-2311
Samsung Electronics Shanghai(SESH) Shanghai, China Tel: 86-21-6270-4168	<i>Sales Bases</i>	Samsung Electronics Slovakia (SESK) GLANTA, Slovakia Tel: 421-31-7882-500
Samsung Electronics Guangzhou(SEGZ) Guangzhou, China Tel: 86-20-3879-2268	Samsung Asia Pte. Ltd.(SAPL) Singapore, Singapore Tel: 65-6833-3200	<i>Sales Bases</i>
Samsung Electronics Taiwan Co.,Ltd.(SET) Taipei Tel: 86-2-2728-8310	Samsung Electronics Australia Pty. Ltd.(SEAU) Sydney, Australia Tel: 61-2-9638-5200	Samsung Electronics U.K. Ltd.(SEUK) Chertsey, U.K. Tel: 44-1932-455000
Samsung Electronics Shenyang Sales Co.,Ltd.(SESY) Simyang, China Tel: 86-24-2281-3838	Samsung Asia Private Ltd.(SAPL) Singapore, Singapore Tel: 65-8333-200	Samsung Electronics GMBH(SEG) Schwalbach/TS., Germany Tel: 49-6196-661000
Samsung Electronics Chengdu Sales Co.,Ltd.(SECD) Chengdu, China Tel: 86-28-8678-1188	Samsung Electronics Phiippines Co.(SEPCO) Manila, Philippines Tel 63-2-526-3796	Samsung Electronics Portuguesa S.A. (SEP) Linda-a-Pastora, Poutugal Tel: 351-21-425-1000
ASIA	Samsung Japan Corporation(SJC) Tokyo, Japan Tel: 81-3-5641-9800	Samsung Electronics France S.A.S. (SEF) Puteaux, France Tel: 33-1-5568-4000
<i>Production Bases</i>		Samsung Electronics Italia S.P.A. (SEI) Cernusco sul Nariglio, Italy Tel: 39-2-921891
P.T.Samsung Electronics Indonesia(SEIN) Cikarang, Bekasi, Indonesia TelL: 62-21-893-4005		

Samsung Electronics Nordic
Aktiebolag(SENA)
Upplands Vasby, Sweden
Tel: 46-8-590-96600

Samsung Electronics BENELUX
B. V.(SEBN)
Delft, The Netherlands
Tel: 31-15-219-6100

Samsung Electronics Poland Sp.ZO.
O(SEPOL)
Warsaw, Poland
Tel: 48-22-607-4400

Samsung Telecoms U.K. (STUK)
Manchester, U.K.
Tel: 44-161-655-1125

Samsung Electronics Logistics
B.V. (SELS)
Delft, The Netherlands
Tel: 31-15-219-6100

Samsung Electronics Iberia,
S.A.(SESA)
Barcelona, Spain
Tel: 34-93-862-9600

Samsung Semiconductor
Europe GMBH (SSEG)
Schwalbach/TS., Germany
Tel: 49-6196-663-300

Samsung Semiconductor
Europe Ltd.(SSEL)
London, U.K.
Tel: 44-181-380-7200

MIDDLE EAST & AFRICA

Sales Bases

Samsung Gulf Electronics
FZE(SGE)
Dubai, U.A.E.
Tel: 971-4-225747

Samsung Electronics South Africa
Ltd.(SSA)
Bryanston, South Africa
Tel: 27-11-549-1510

AMERICA

Production Bases

Samsung Mexicana
S.A. DE C.V.(SAMEX)
Tijuana, CA, Mexico
Tel: 1-619-671-6000

Samsung Electronics Mexico
S.A.DE C.V. (SEM)
Mexico City, Mexico
Tel: 52-55-5686-0800

Samsung Austin Semiconductor
(SAS)
Austin, Texas, U.S.A.
Tel; 1-513-672-1000

Samsung Electronica
Da Amazonia LTDA(SEDA)
Sao Paulo, Brazil
Tel: 55-11-5641-8500

Sales Bases

Samsung Electronics
America, Inc.(SEA)
Ridgefield Park, New Jersey, U.S.A.
Tel: 1-201-229-4000

Samsung Telecommunications
America, Inc.(STA)
Richardson, Texas, U.S.A.
Tel: 1-972-761-7005

Samsung Electronics Canada
Inc.(SECA)
Ontario, Canada
Tel: 1-905-819-5060

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

America Distribution Center(ADC)
San Diego, California, U.S.A.
Tel: 1-858-642-5199

Samsung Electronics,
Latinoamerica
(Zona Libre),S.A.(SELAPA)
Panama, Panama
Tel: 50-7-210-1122

Samsung Electronics
Latinoamerica Miami, Inc.
(SELAMI)
Miami, Florida, U.S.A.
Tel: 1-305-594-1090

Samsung Electronics
Latinoamerica Colombia
S.A.(SAMCOL)
Santa Fe de Bogota, Colombia
Tel: 57-1-633-4470

SAMSUNG SDI CO., LTD.	Samsung SDI Co., Ltd. Taipei Branch Tel: 886-2-2728-8461 Fax: 886-2-2705-7035
Samsung SDI (Malaysia) Bhd. (SDI(M)) Tel: 60-6-670-1020 Fax: 60-6-677-6167	Samsung SDI Co., Ltd. Beijing Office Tel: 86-10-6566-8151 Fax: 86-10-6566-8146
Samsung SDI Germany GmbH. (SDIG) Tel: 49-30-5305-3908 Fax: 49-30-685-9281	Samsung SDI Co., Ltd. Tokyo Office Tel: 81-3-5641-9630 Fax: 81-3-5641-8496
Samsung SDI Mexico S.A. de C.V (SDIM) Tel: 1-619-671-6220 Fax: 1-619-671-6226	Samsung SDI Co., Ltd. Osaka Office Tel: 81-6-6949-5132 Fax: 81-6-6949-3047
Shenzhen Samsung SDI Co., Ltd.(SSDI) Tel: 86-755-335-7000(3131) Fax: 86-755-336-7008	Samsung SDI Co., Ltd. Chicago Office Tel: 1-847-882-0888 Fax: 1-847-490-8191
Tianjin Samsung SDI Co., Ltd. (TSDI) Tel: 86-22-8212-9971~5(3131) Fax: 86-22-8212-9984	Samsung SDI Co., Ltd. Frankfurt Office Tel: 49-0619-3470 Fax: 49-6169-666-3466
Samsung SDI Brazil Ltda. (SDIB) Tel: 55-92-616-6010 Fax: 55-92-616-6019	Shanghai Samsung Vacuum Electron Devices Co., Ltd(SSVD) Tel: 86-21-5774-6000 Fax: 86-21-5774-2233
Dongguan Samsung SDI Co., Ltd. (DSDI) Tel: 86-769-558-2000 Fax: 86-769-582-1600	
Samsung SDI Hungary Co., Ltd. (SDIHU) Tel: 36-27-530-710 Fax: 36-27-530-701	
Samsung SDI America Inc. (SDIA) Tel: 1-310-900-5204 Fax: 1-310-537-1033	
Samsung SDI (HK) Ltd. (SDIH) Tel: 852-2-862-6058 Fax: 852-2-845-2548	

SAMSUNG
ELECTRO MECHANICS
CO., LTD.

Manufacturing Subsidiaries

Samsung Electro-Mechanics
Thailand Co., Ltd. (SEMT)
Tel: 66-38-562-000
Fax: 66-38-562-177~9

Samsung Electro-Mechanics
Philippines Corp. (SEMPHIL)
Tel: 63-49-545-6001
Fax: 63-49-545-2348

Dongguan Samsung
Electro-Mechanics Co., Ltd.
(DSEM)
Tel: 86-769-330-5000,
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