

ICONIC

SAMSUNG

COMMITTED TOWARDS EXCELLENCE

Since its inception in Suwon, Korea in 1969, Samsung Electronics has grown into a global information technology leader, managing more than 200 subsidiaries around the world.

The company's offerings include home appliances such as TVs, monitors, refrigerators, and washing machines as well as key mobile telecommunications products like smartphones and tablets. Samsung also continues to be a trusted

provider of key electronic components like DRAM and non-memory semiconductors.

Samsung pledges to create and deliver quality products and services that enhance convenience and foster smarter lifestyles for its customers around the world. Samsung is dedicated to improve the global community through its constant pursuit of groundbreaking innovations and value creation. The underlying principle that defines the vision for the future of Samsung Electronics is "Inspire the World, Create the Future".

AGE OF INNOVATION

This vision is at the very core of the commitment to lead innovations in technology, products and solutions that inspire communities around the world to join the aspiration for creating a better world full of richer digital experiences. As they recognise the responsibility as a creative leader in the global society, they also dedicate the efforts and resources to offering new values to the industry and customers while fulfilling shared values of the employees and partners. At Samsung Electronics, they want to create

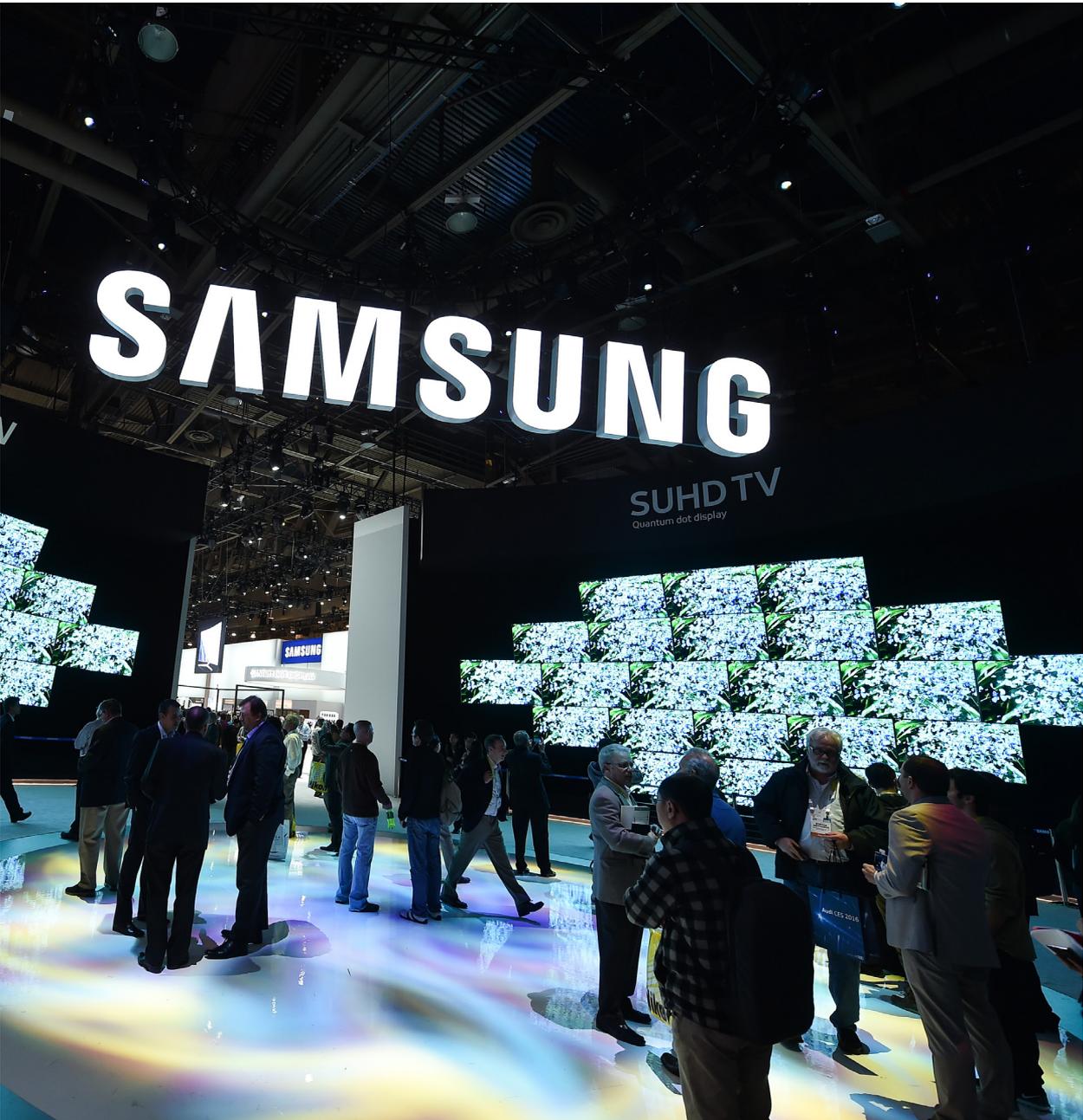


a future that is exciting and promising for all together.

As a guide to common understanding and measurable goal, a set of specific objectives is incorporated into the vision. By 2020, the brand seeks to achieve annual sales of USD 400 billion while placing Samsung Electronics' overall brand value among the global top 5. Three key strategic pillars that are now part of the culture, business operation and management describe the governing initiatives to this end: 'Creativity', 'Partnership' and 'Great People'.

They pride themselves on delivering the world's best products through operational excellence and innovation prowess. As they look forward to exploring new business areas including healthcare and biotechnology, they are excited for new challenges and opportunities ahead.





Samsung Electronics will continue to build on top of its current achievements new capacity and expertise to further its competitiveness and its history of innovation.

BEST IN THE BUSINESS

Past few years, Samsung Company adopted a lot of measures in order to make its existence felt worldwide. Some of them include:

One such significant instance was when Samsung sponsored the 1998 Seoul Olympics. Samsung had made an agreement together with the

International Olympic Association.

The business executives anticipated that through sponsoring special and worldwide events and by means of embracing different marketing methods as well as investments, the product of value of the company would be improved. Because of this the value of the product of the Company escalated by almost 200 percent, obtaining \$8.3 billion in 2002 from 3.1 billion dollar in the year 1999.

The different measures obtain by the company didn't go in waste because Samsung was listed amidst the topmost products, the product being evaluated by the Interbrand Incorporation. Among the non Japanese products, Samsung Company was the only company from Asia.

Adding other accomplishments was when Samsung rank #34 in the 100 best companies all over the world. This listing was again conducted by Interbrand incorporation.

QUANTUM LEAPS

- CDP Korea Excellence Award (Oct. 2009) awarded Carbon Management Global Leaders Club
- Voluntary Recycling Awards (Nov. 2009) recognized for voluntary recycling activities