

Welcome to the Samsung Global Strategy Group 2013



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Global Strategy Group (GSG)**

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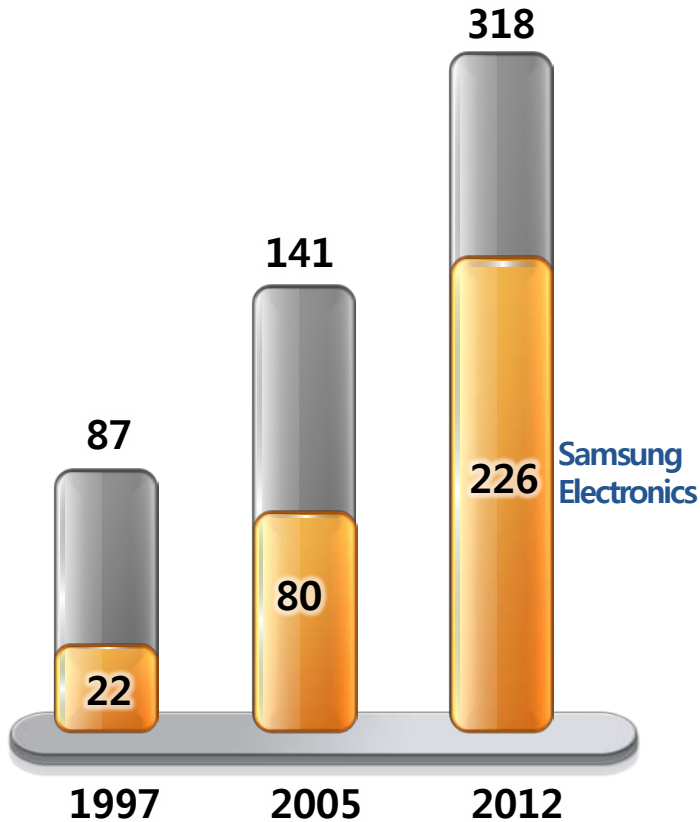
I. Samsung Overview



Fast growth and vast global footprint

Samsung Group Revenue

※ Billion US Dollars



Global Operations

- 369,000 employees worldwide
- 510 offices and facilities in 79 countries



I. Samsung Overview (Leading Products)

Market leading position in several business areas (2012)

LCD TV

297%



2011 : 26.2% (#1)



Monitor

177%



2011 : 17.0% (#1)



A4 Laser

164%



2011 : 19.3% (#2)



FPTV Total

305%



2011 : 26.6% (#1)



Handset

251%



2011 : 21.2% (#2)



LFD

183%



2011 : 12.0% (#1)



Refrigerator

14.2%



2011 : 13.4% (#2)

※ Source : TV (Gfk/NPD), Handset (Strategy Analytics), Monitor/Printer(IDC), LFD (Display Search), Refrigerator (Gfk/Traqline)

※ Printer / Handset Based on shipments, all others based on sales

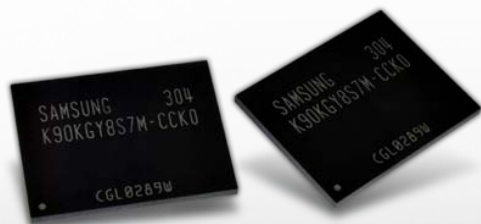
Market leading position in several business areas (2012)

NAND

40.0%



2011 : 39.6% (#1)



AP for Smart Phone

73.7%



2011 : 70.3% (#1)

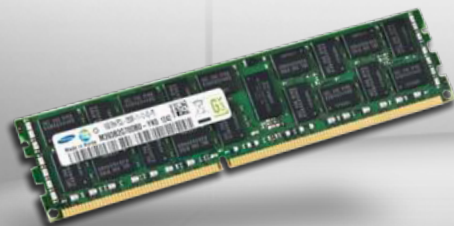


DRAM

41.1%



2011 : 42.9% (#1)

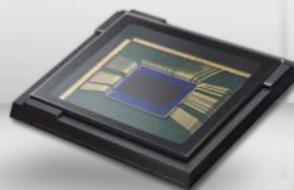


CIS for Mobile

25.8%



2011 : 28.0% (#1)

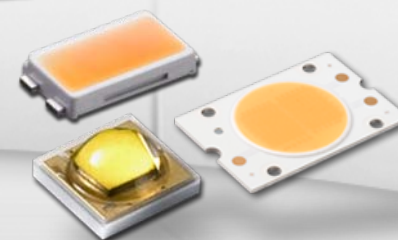


LED Package

9.8%



2011 : 9.2% (#2)



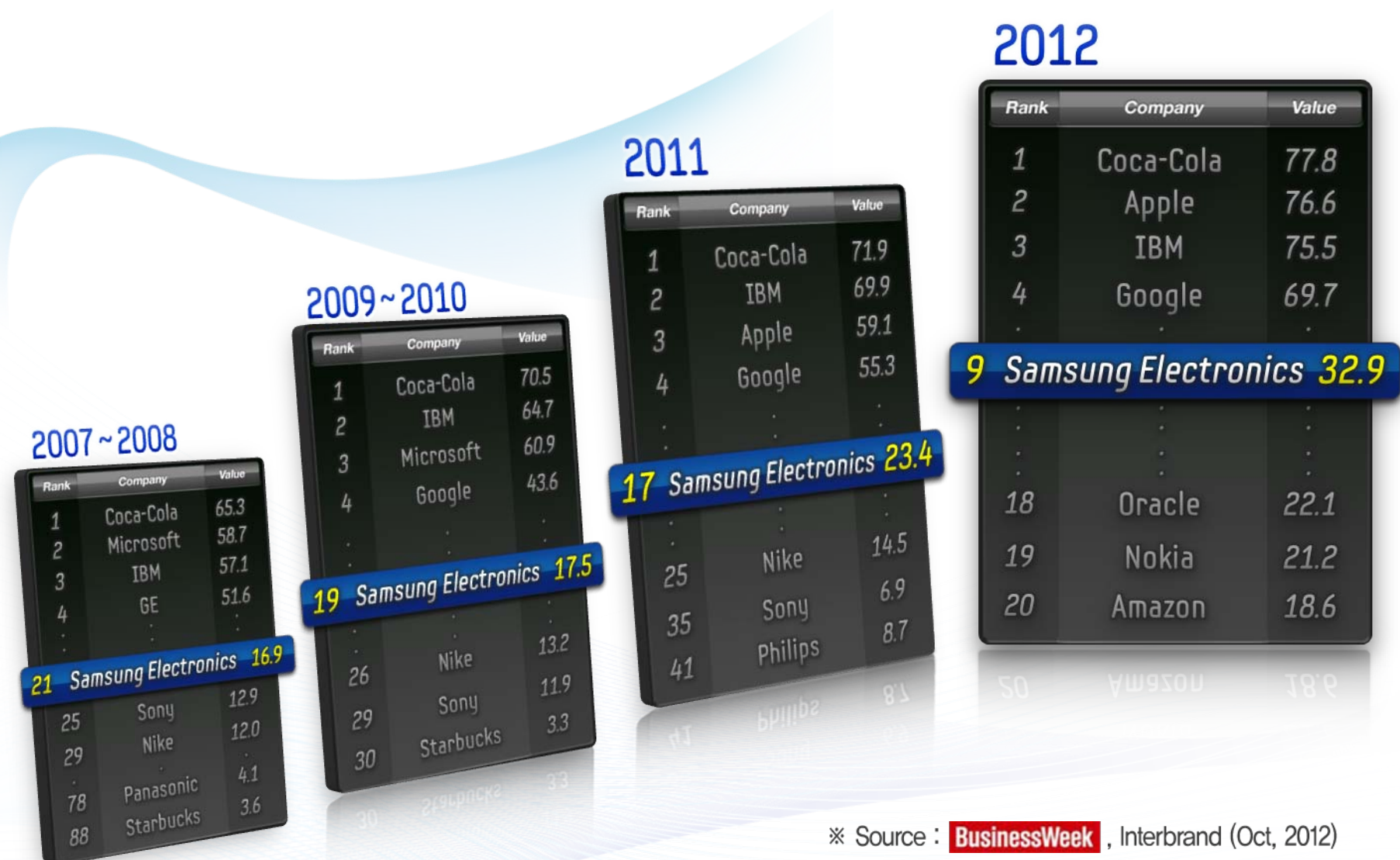
※ Source : iSuppli, Strategy Analytics, Samsung Electronics, Strategies Unlimited, TSR, IDC

※ CIS Based on shipments, all others based on sales

I. Samsung Overview (Brand Value)



- Samsung ranked 9th among global companies in 2012



※ Source : **BusinessWeek** , Interbrand (Oct, 2012)
※ Value : US\$ Billion



○ The Samsung Group consists of many different business units



Electronics Industry
Electronics
SDS
Electro-Mechanics
Techwin
SDI
Display
Corning Precision Glass

7 Affiliates



Engineering & Heavy Industry
C&T Corporation
Engineering
Heavy Industries

3 Affiliates



Financial Services
Life Insurance
Fire & Marine Insurance
Samsung Card
Securities
Asset Management
Venture Investment

6 Affiliates



Chemical
Cheil Industries Inc.
Petrochemical
Fine Chemicals
BP Chemicals
Total

5 Affiliates



CHEIL worldwide

Other Companies	
Cheil Worldwide	Economics Research Institute
Everland Inc.	S1 Corporation
The Shilla Hotels & Resorts	Medical Center
Bioeps	BioLogics

8 Affiliates



CE (Consumer Electronics)

Visual Display



Digital Appliances



Printing Solutions / HME



IM (IT & Mobile Comm.)

Mobile Comm.



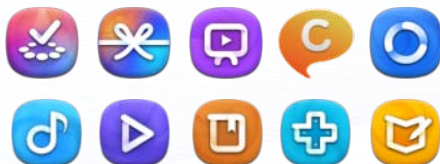
Networks



Digital Imaging



Media Solution Center



DS (Device Solution)

Memory



System LSI



LED



Electronics (Set Biz)

World Leading Consumer Electronics Manufacturer



GALAXY S4
"Fuller Life for life companion"
5" HD Super AMOLED
7.9 mm Slim Design
Innovative features for a fuller life



GALAXY Tab 2
10.1
Total Multimedia Hub
The Latest Android 4.0 ICS
1.0GHz Dual Core



LED TV
Smart TV, Smart Interaction 2.0
FHD 3D, Smart Evolution



UHD TV
Ultimate Picture Quality
Timeless Gallery Design
Timeless Performance
Realistic Surround Sound



ATIV Book 9
"Impossibly Thin.
Impeccably Crafted."
The thinnest, most compact design
Full HD Display(1920 x 1080)
Fast Start & Boot



XGEO
Premium digital X-ray system utilizing
humanoid robot technology with enhanced throughput
Gold medal winner of iF Product design award 2012



Premium Compact System Camera [NX300]
Advanced Sensor, Hybrid AF System, Fast Shutter Speed
True 3D Creator (Still images & Movies)



**Compact High Quality
A3 Color & Mono Copier**
Up to 30 ppm

Side By Side Refrigerator
Food Showcase, Twin Cooling Plus,
Timeless Design

Electronics (Component Biz)

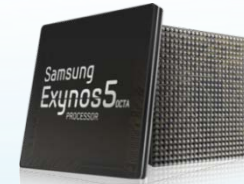


DRAM (DDR3 SDRAM) & SSD (Solid State Drive)

Green solution for servers, desktops, and portable PCs
High performance & Low power consumption

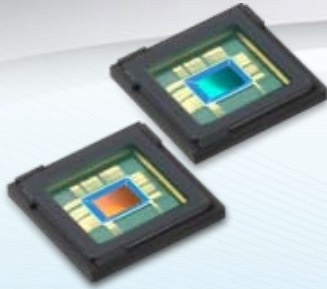


Powering Today's Devices



The Octa-core Mobile Application Processor 'Exynos 5 Octa'

Unmatched performance with low energy consumption
by the big.LITTLE architecture and 28nm HKMG process



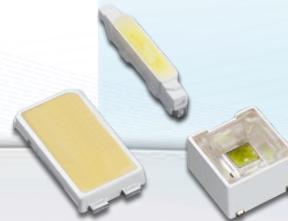
13Megapixel CMOS Imager for Mobile Phone

Advanced 1.12um backside illumination technology for clear images in low-lights
Optimized 65nm process for low-power consumption



Foundry & ASIC Services

IP cores (ARM, Memory, Mixed signal, High-speed interface)
Advanced process technology (14nm FinFET process)
300mm fabrication/TSV bonding



LED PKG for TV&IT products

Low power consumption / Quick response / Excellent color reproduction

Electronics (Contents & Solutions)

Providing the right content & solutions across devices

Infotainment

Component

System

Set

Information

Telecommunication

AV

Content & Service



Lifecare

Software

Solution

Healthcare

Convenience / Welfare

Environment



Media Solution Center



Open Innovation Center (San Jose)



Global B2B Center



Design Center



Electronics (Others)

Complementary Technologies to the Core Device and Component Businesses

Samsung Electro Mechanics

TV Parts
(IP Board)



Mobile Parts
(Network Module)



Samsung SDI

Pioneering Green Solutions

Lithium Ion
Battery



Energy
Storage
System



Samsung SDS

System Integration Company

Business
Process



Data Center &
Cloud



Smart
Cities &
Convergence



Samsung Techwin

Safety Solutions

Security



Defense



Robot

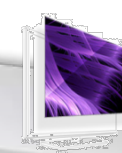


Samsung Display

OLED



LED



Flexible Display





Engineering & Heavy Industry

Leading companies in construction & shipbuilding

Samsung C&T

Burj Khalifa



(Dubai, United Arab Emirates)

Petronas Tower



(Kuala Lumpur, Malaysia)

Samsung Engineering

**Indian Oil Co., Ltd.
Refinery Project**



(Barauni, India)

**Saudi Arabia
Olefin Plant**



(Al-Jubail, Saudi Arabia)

Samsung Heavy Industries

**Built world's first drillship
for Arctic Regions**



**Leading builder of large
container ships (16,000 TEU)**





Financial Services

Domestic leader in financial services with global aspirations

Samsung Life Insurance

Life, Health, Annuity, Asset Mgmt.



Samsung Fire & Marine Insurance

Property, Casualty, Auto



Samsung Credit Card

Payment & Financial Service

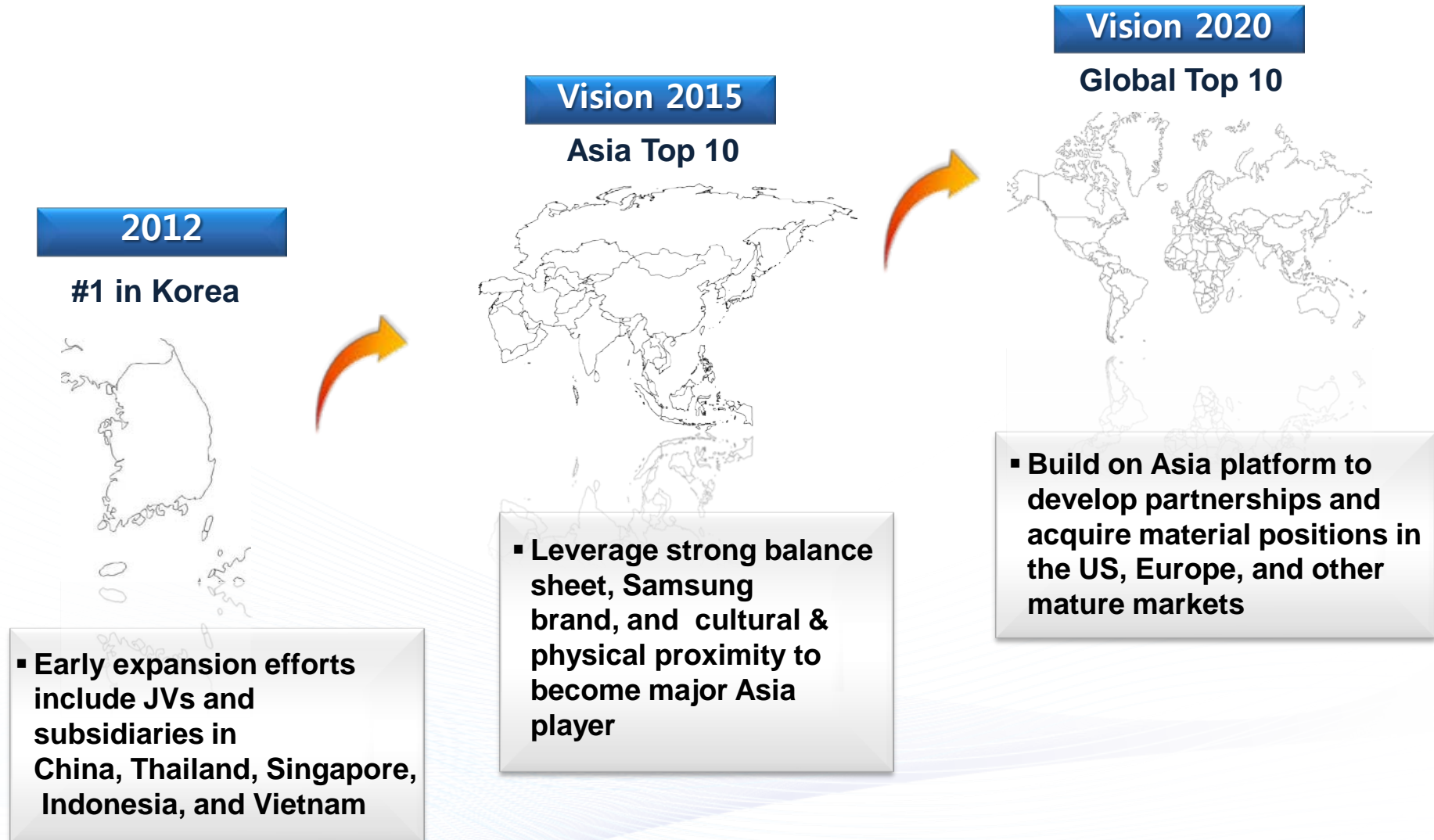


Samsung Securities

Investment Banking, Brokerage



- Finance Affiliates need top talent to attain ambitious targets



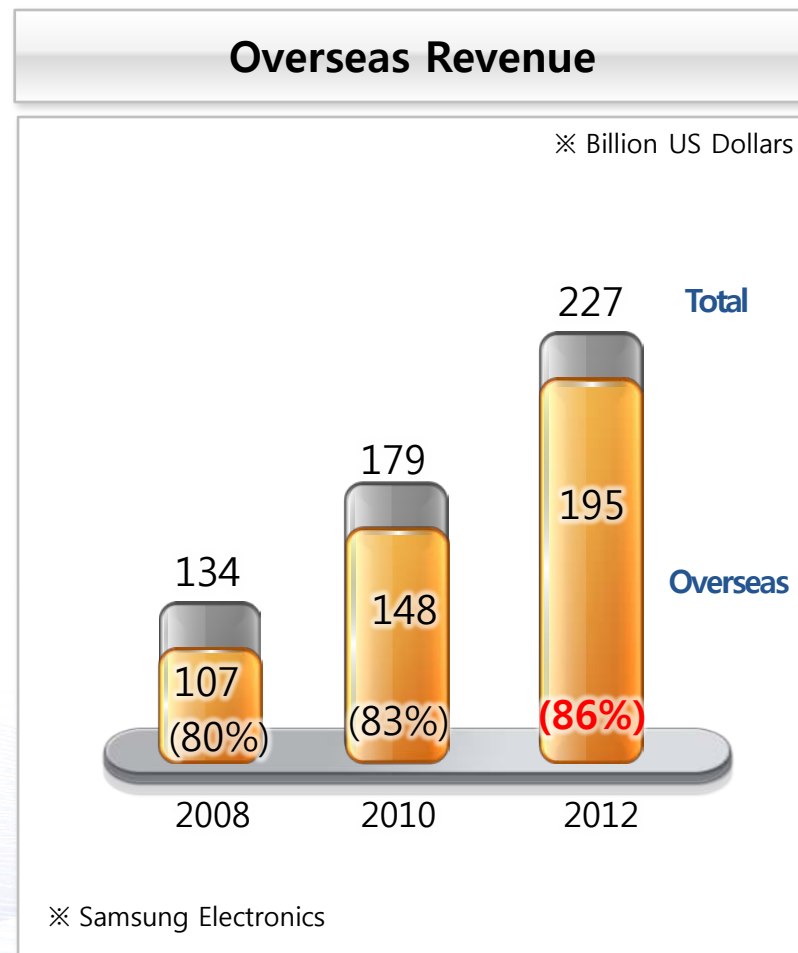
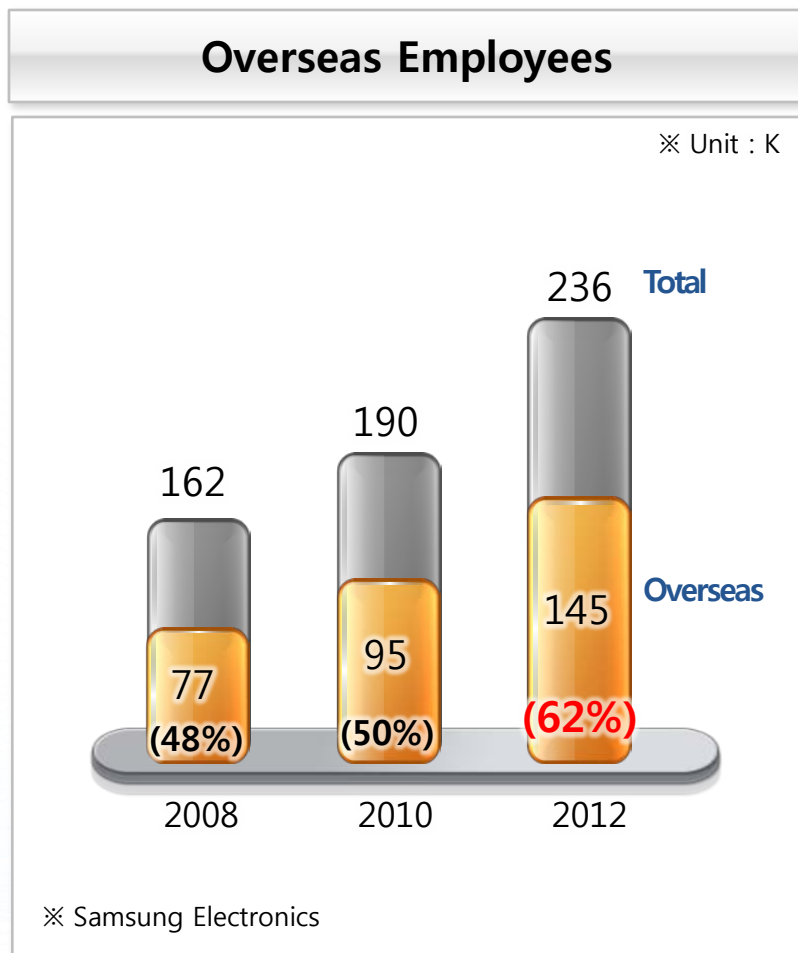
- Global Talent Is the Key for Samsung's Future Growth!



Fuel Growth with Global Talent



- Samsung is rapidly transforming into a true global company with 62% of the overseas employees and 86% of the total revenue





II. Introduction to the Global Strategy Group

II. Global Strategy Group (History)

- Since its inception by Chairman Lee in 1997, GSG has been recognized as a credible and highly visible strategic partner to Samsung's top executives

//

We need high caliber global talents who can provide us **fresh perspective on trends and the latest information**. Let us develop those talents in becoming **global managers abroad** by familiarizing them with Samsung. //



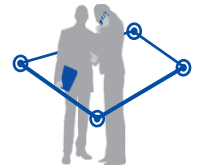
Kun-hee Lee, Chairman
Samsung Group

Mission

Contribute to business performance through internal consulting



Develop pool of global managers

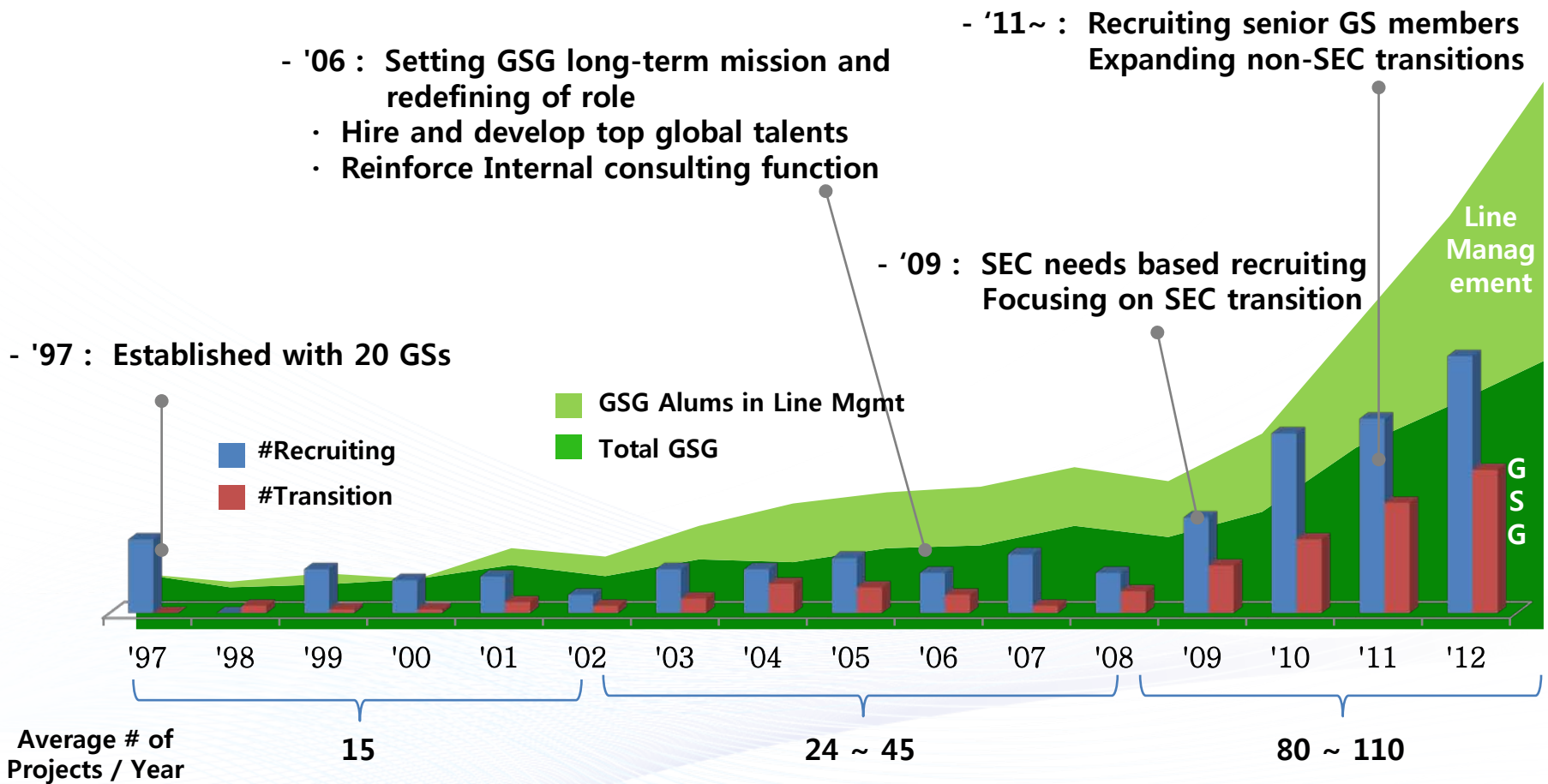


Accelerate Samsung's globalization efforts





○ As Samsung grows, GSG's role is becoming even more important





Global Strategists (GS)

GSG alumni in Affiliate management (AM)

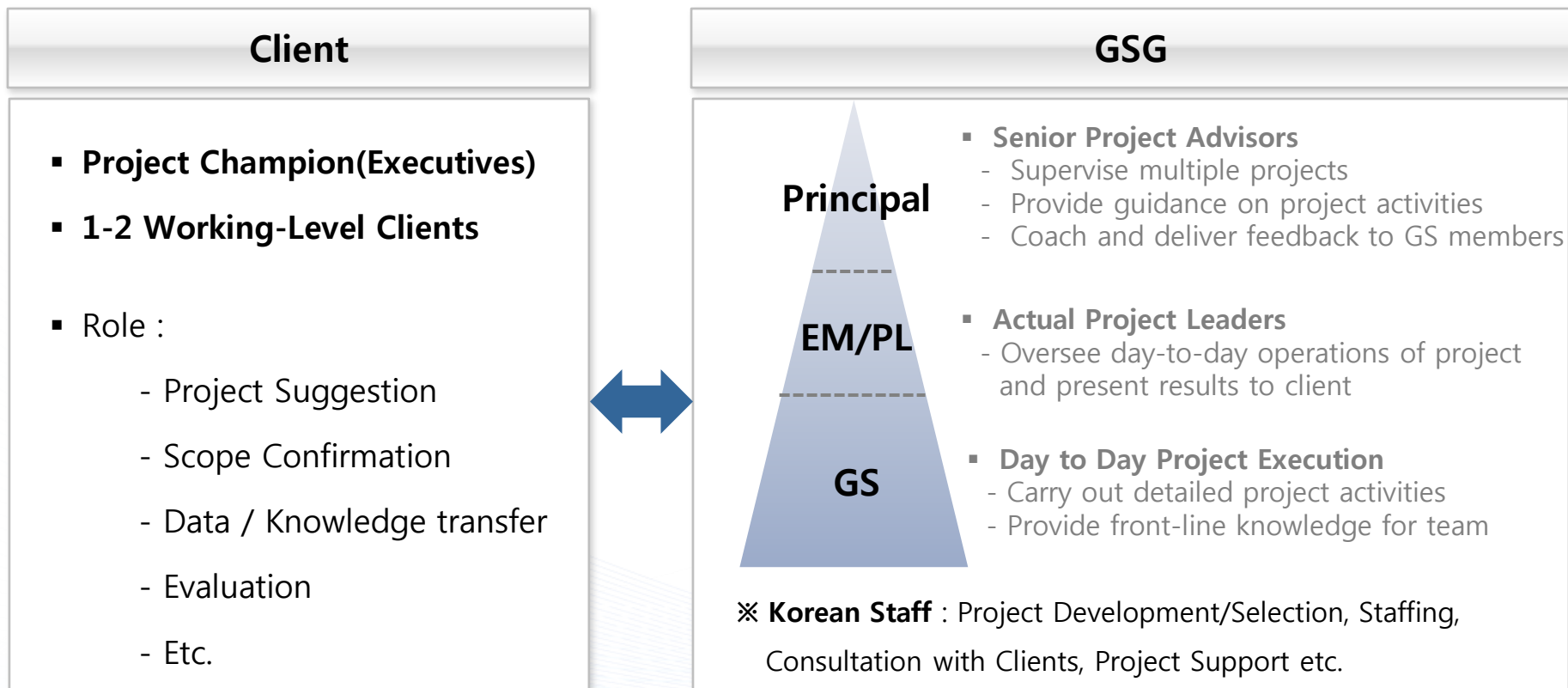
	GS: 3 AM: 9
	GS: 10 AM: 4
	GS: 13 AM: 11
	GS: 13 AM: 2
	GS: 3 AM: 4
	GS: 6 AM: 4
	GS: 17 AM: 21

Diverse Backgrounds

Countries	18
Languages	19
Average Years of Experience	6
Average Age	30

	GS: 2 AM: 4
	GS: 6 AM: 7
	GS: 0 AM: 1
	GS: 8 AM: 8
	GS: 8 AM: 5
	GS: 10 AM: 11
	GS: 4 AM: 5
	GS: 5 AM: 5
	GS: 8 AM: 6

- Project assignment is based on GS member preferences (via survey)
- Project length is 10~12 weeks, including 1~2 weeks business trip



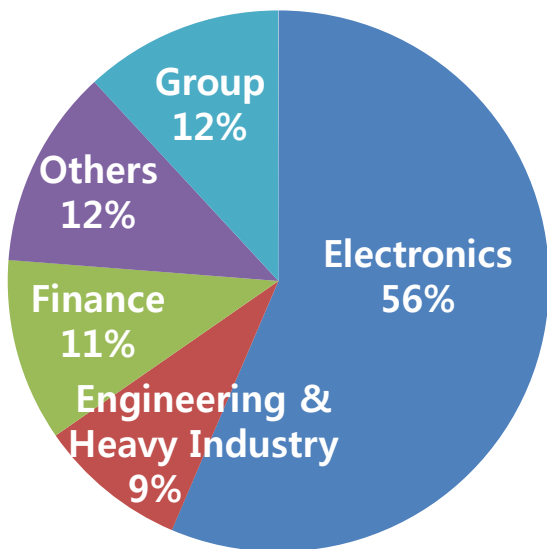
※ EM : Engagement Manager, PL : Project Leader, GS : Global Strategist

II. Global Strategy Group (Mix of Projects by Affiliate & Function)

- **GSG conducts ~30 projects per quarter**

- Selective projects : conducting 65% of all requested projects
- High level of exposure to top management : 40% of final presentation to EVP or above

Affiliate Mix ('09~'12)



Functional Mix ('09~'12)



- **GSG conducts 4 main types of project to support each business unit**

Strategy

- New market entry strategy
- Growth strategy
- Partnership strategy
- Content and service strategy
- Communication strategy
- Product launch strategy
- Platform strategy

Corporate Development

- Business model development
- Trend analysis
- M&A and JV target identification
- Audit
- Human resources development and assessment
- Feasibility analysis

Marketing

- Consumer Marketing
- Marketing, PR, and communications
- Channel development
- Branding
- Sales and business development
- B2B Marketing
- Market assessment and sizing
- Advertising

Operation

- Retail and channel management
- Organizational transformation
- Operational effectiveness
- Business process improvement
- New product and service introduction
- Manufacturing improvements
- Product planning
- Supply chain analysis

Product planning/ Marketing

- Market Trend
Analysis

- Differentiation
Ideas

- Cooperative
Execution

Mobile Digital Marketing Strategy (‘11.6~’12.3)



- ① Requirement of SNS and Digital marketing for smartphones
- ② GSG conducted total 12 projects with the Mobile GBM since April 2010
- ③ **Developed standard digital marketing process**
 - Defined roles of HQ and Subs
 - Developed strategic relationships with **SNS companies**

- ▶ **Established digital marketing infrastructure**
- **Created Dedicated digital marketing team**
- **Produced a** standard marketing guideline
- **Executed Ad campaign with major SNS and game companies**



Go-to-market

- Researched local market

- Obtained Experts Insights

- Developed strategic Recommendation

HME US Channel Strategy ('13. 2Q)



① Analyzed US competitive landscape
→ Identified capability gaps
(Product, Organization, Infra, Skills)

② Conducting experts interviews to define key success factors

- Direct & Indirect channel
- Internal decision making process
- Sales incentives

③ Created strategic recommendation for optimal channel strategy & operations

▶ Developed direct & indirect sales forces strategy and structure

- Joint HQ and subsidiary execution of key action items underway



New Business

- Expert Interviews
- Market Research

- Internal Assessment

- Action Items

SDI Automotive Battery Business Entry Strategy (‘12.1~‘12.12)



① SDI was considering whether to enter the car battery business

② **GSG conducted project for 1 year**

- ‘12.1/2Q : Market analysis, identify potential customers
- ‘12.3Q : Capability assessment
- ‘12.4Q : Execution of strategy after transition of 2 GSs to SDI

③ **Capability Enhancement**

- Integration, Synergy, Recruiting

▶ **Set up the customized marketing strategies for each target OEMs**

▶ **Organization changes based on GSG’s recommendation to enhance internal synergy improvement (Dec. 2012)**

Global Operation

- Internal practice analysis

- Best practice analysis

- Customized solution

SCM Capability Enhancement

('10.3Q~'13.1Q)



① Analysis of key internal issues related to the cost and inefficiency

② **Identify key solution to improve SCM visibility and optimal portfolio**

- Meeting with key retail partners to convince them to provide internal sales data for mutual benefit

③ Recommendation for improvement

- Organization, Process, Infrastructure

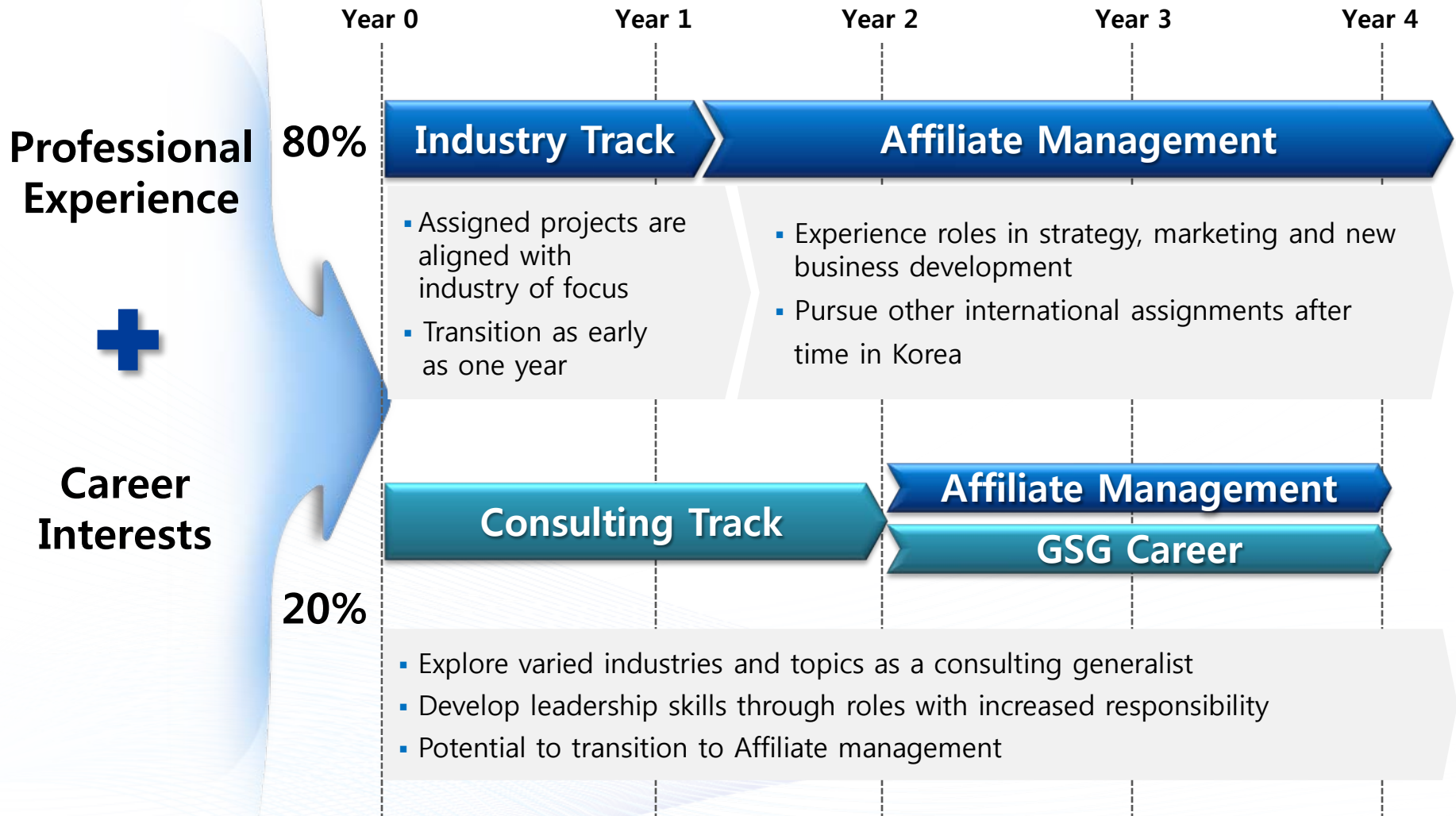


▶ **Established a dedicated retail channel management group**

- **Developed a standard SCM management manual & analytical framework**

▶ **RCM group continues to play a critical role**

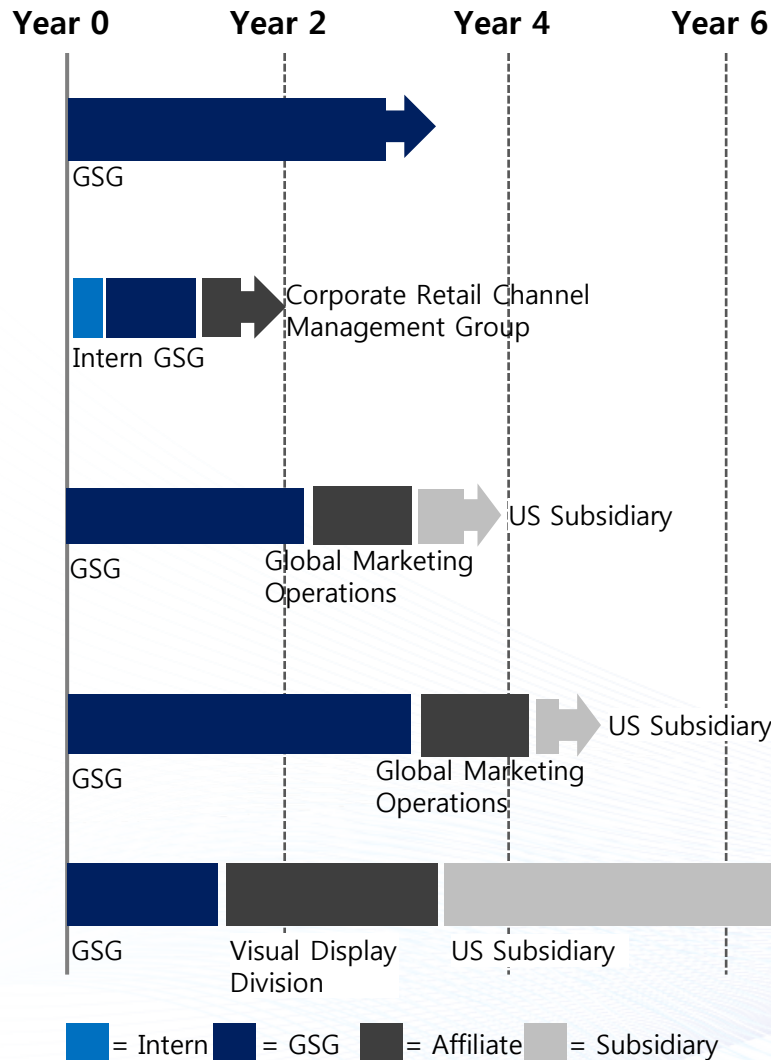
- Based on expressed interest and prior professional experience, GS members have two different career paths



II. Global Strategy Group (Cases of Career Progression)



- Your experiences at GSG will prepare you for a rewarding career Samsung



Tony Kau (GSG '10, Insead)
Engagement Manager

Responsible for working on strategic projects for Samsung affiliate companies in GSG.



Germain Clause (GSG '12, HBS)
Manager, Corporate Retail Channel Management Group

Responsible for corporate retail channel management for Samsung Electronics



Carlos De Arriba (GSG '09, MIT)
Head of B2B / Convergence, Portfolio Management Team

Responsible for ETO-B2B Smartphone for Samsung Electronics



Lindsey Hamilton (GSG '09, INSEAD)
Senior Manager, Global Marketing Operations

Responsible for Brand Strategy for Samsung Electronics

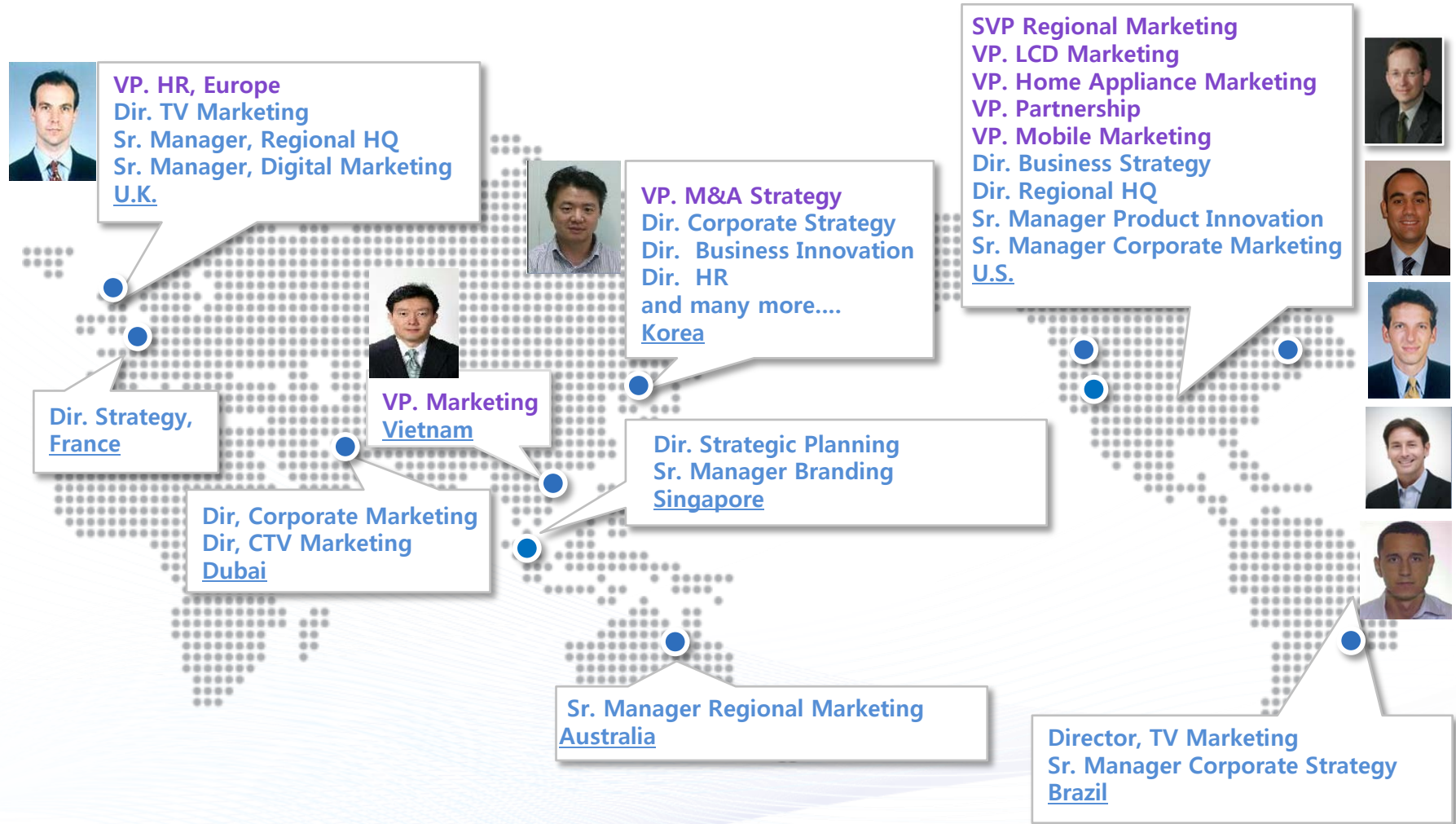


Dave Das (GSG '03, Kellogg)
Vice President, Samsung US Home Entertainment Mkt.

Responsible for all Samsung television product marketing in United States

II. Global Strategy Group (Current Positions of GSG Alumni)

- GSG offers the opportunity to develop and shape your career at Samsung's headquarters and to prepare you for challenges at our global subsidiaries





III. GSG & You

Samsung Global HQ in Central Seoul

- Strong demand for GSG as strategic leaders and Affiliate managers



Industry

- Mobile(AP) / Network
- Semiconductor / Storage(SSD)
- Television / Home Appliance
- Content & Digital Advertising
- Medical Device / Biosimilars
- Electronic component
- System Integration
- Financial Services
- Construction / Engineering
- Heavy & Defense industry
- Chemical / Advertisement

Global Strategists are empowered to pull two key levers to customize their careers at Samsung

Function

- Corporate Strategy
- Partnership Management
- M&A / Strategic Alliance
- New Business Development
- Marketing
- B2B Channel Strategy
- Branding / Advertising
- Product Planning
- HR
- Operations

○ GSG Provides a Well-Rounded, Structured training Programs

Core Consulting Skills

- Consulting frameworks
- Communication skills
- Presentation skills
- Project & Team management
- Hypothesis driven work-planning



Korean Language Class

- Provided for all GS and their partners



Off-Line



On-line

Industry Practice Group

- Improve understanding of new trends
- Every Friday between 4~6pm
- Structured along industry practices

Consumer Electronics

Device Solutions

Financial Services

Mobile

New Business

On-going Coaching

- Experienced consultants provide coaching and performance feedback

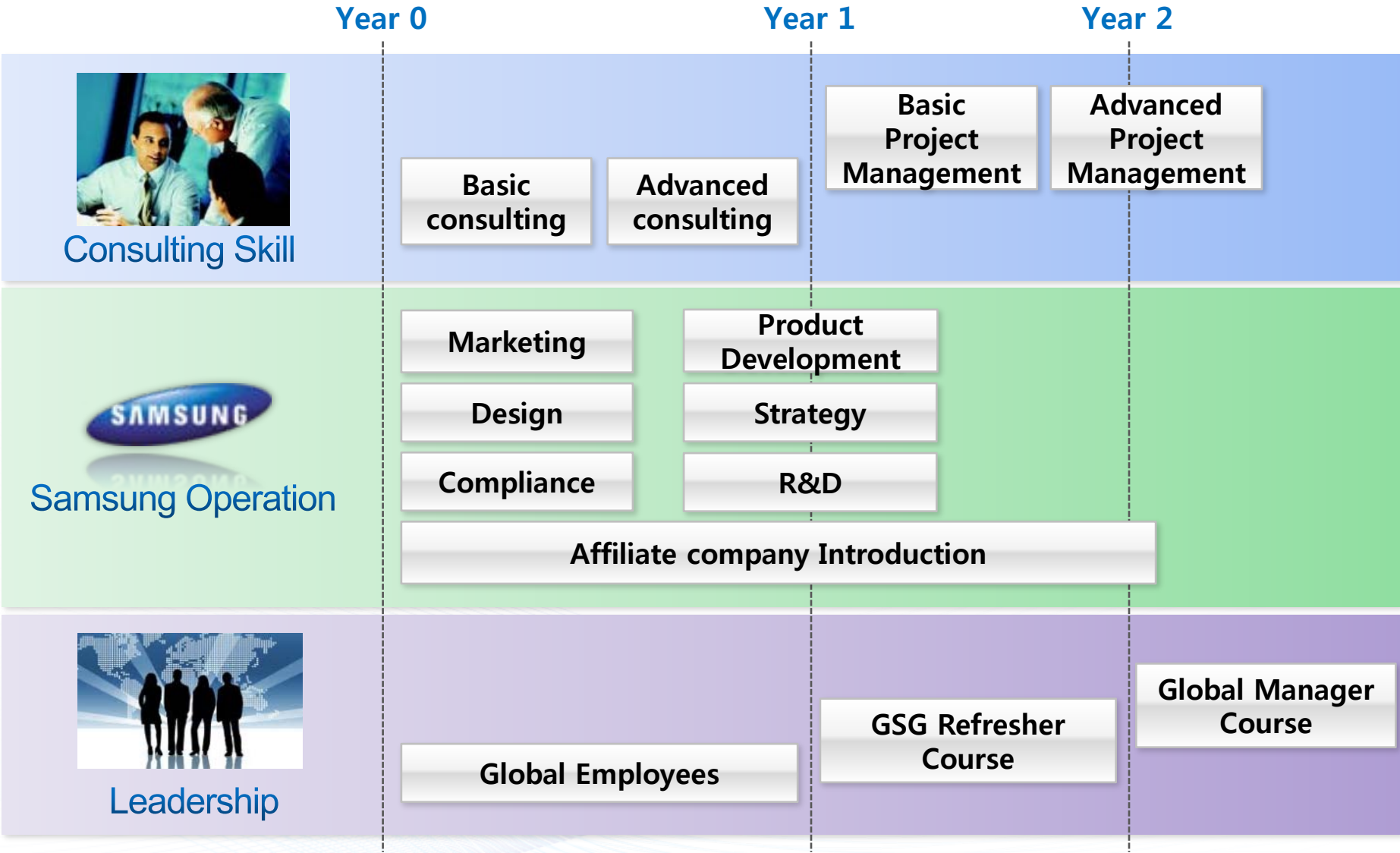


Coaching

III. GSG & You (Training Program)



- GSG's training program is designed to support GS members evolving needs





- We provide excellent benefits in addition to competitive compensation

Housing Allowance

Modern and convenient location



Education Allowance for Dependents

Renowned international schools



Home Leave Ticket

Family home leave flight



Medical Insurance

Best-in-class care



Cigna (GSG)

- We look for MBAs with diverse backgrounds and global perspectives who can thrive in a team-based, dynamic business environment

Global Perspective

Capable of understanding global business issues



Teamwork

Thrive in groups – flexibility, open-mindedness, patience



Adventurous Spirit

Embrace risk and seek new experience



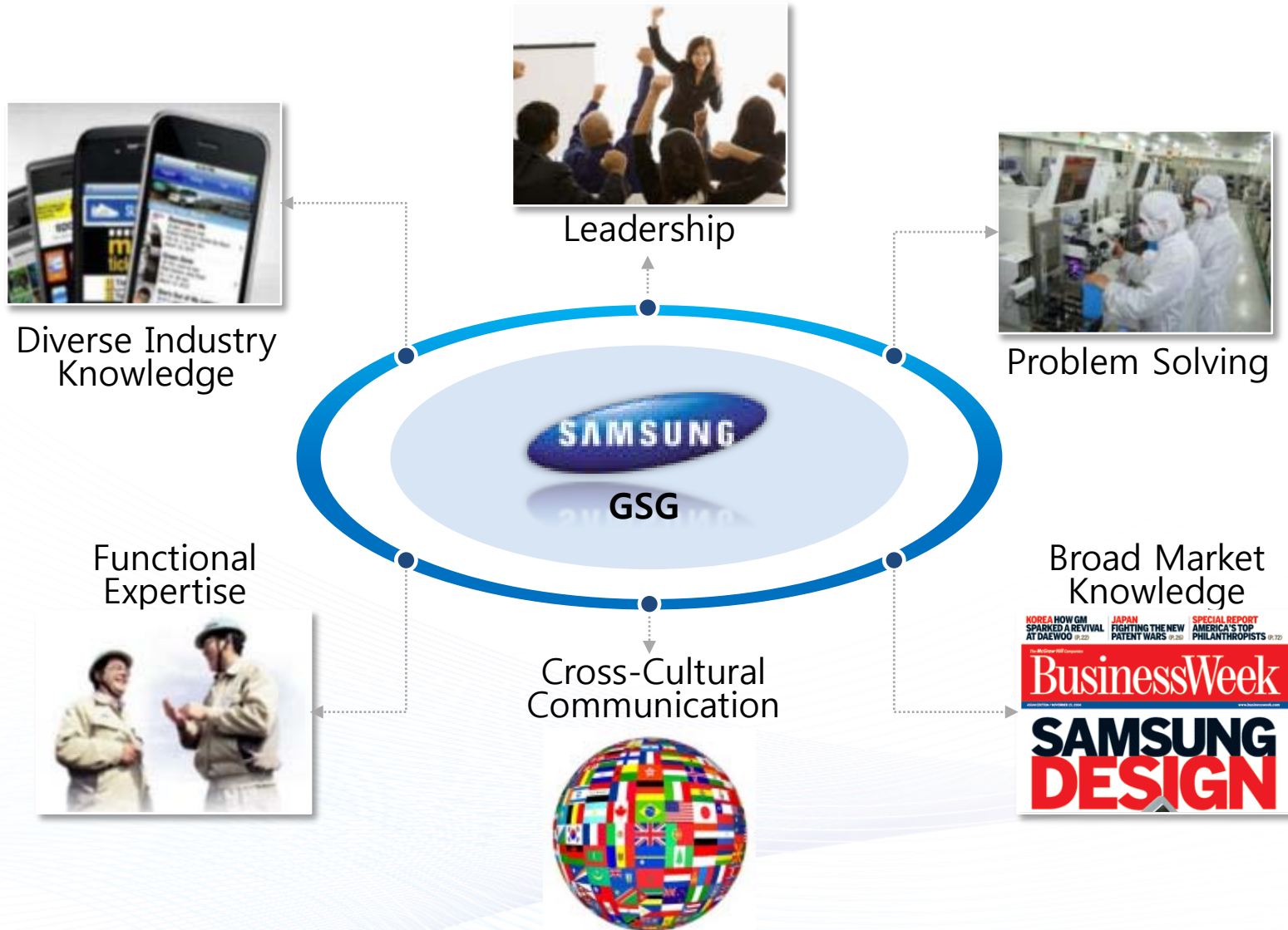
Diversity

Have diverse industry, functional & market perspectives



Global Strategy Group

- Enhance consulting skills and expand global awareness



The Gateway to Your Global Career

Internal Consulting

- Consulting Skills
- Global Strategic Projects
- Diverse Industry Exposure



GSG



Hands-On Biz Experience

- Functional Expertise
- Execution of Strategy
- Transfer to Subsidiaries



Line Management

Developing Samsung's Global Leaders of Tomorrow

IV. Korea & Seoul

Beautiful **Korea** **Presents**

01. Modern & Young City
02. Fast and Efficient City
03. Range of Entertainment Options (Clubs, Music, Films, Sports...)
04. A foreign-friendly city with good support





BEAUTIFUL KOREA PRESENTS | 01

Modern & Young City



BEAUTIFUL KOREA PRESENTS | 02

Fast and Efficient City



BEAUTIFUL KOREA PRESENTS | 03

Range of Entertainment Options (Clubs, Music, Films, Sports...)



BEAUTIFUL KOREA PRESENTS | 04

A foreign-friendly city with good support

Appendix

Samsung Group 29 Affiliates web page list

	Affiliate Companies	Web Page
<i>Electronics Industry</i>	Samsung Electronics	http://www.samsung.com/us/
	Samsung SDI	www.samsungsdi.com
	Samsung Electro-Mechanics	www.samsungsem.com
	Samsung Corning	www.scp.samsung.com
	Samsung SDS	www.sds.samsung.com
	Samsung Techwin	www.samsungtechwin.com
	Samsung Display	http://www.samsungdisplay.com
	Samsung LED	http://samsungled.com
<i>Engineering & Heavy Industry</i>	Samsung Engineering	http://www.samsungengineering.co.kr
	Samsung C & T Corporation	http://www.samsungcnt.com
	Samsung Heavy Industries	www.shi.samsung.co.kr
<i>Chemical Industry</i>	Samsung Total	http://www.samsungtotal.com
	Samsung Petrochemical	www.samsungtotal.com
	Samsung Fine Chemicals	www.sfc.samsung.co.kr
	Samsung BP Chemicals	www.samsungbp.co.kr
	Cheil Industries Inc.	www.samsungchemical.com
<i>Finance & Insurance</i>	Samsung Life Insurance	www.samsunqlife.com
	Samsung Fire & Marine Insurance	www.samsungfire.com
	Samsung Card	www.samsungcard.com
	Samsung Securities	www.samsungfn.com
	Samsung Asset Management	www.eng.samsungfund.com
	Samsung Venture Investment	www.samsungventure.co.kr
<i>Other Companies</i>	Samsung Everland Inc.	www.samsungeverland.com
	The Shilla Hotels & Resorts	www.shilla.net/en/
	Samsung Economics Research Institute	www.seriworld.org/
	S1 Corporation	www.s1.co.kr
	Samsung Medical Center	www.samsunghospital.com
	Samsung BioLogics	www.samsungbiologics.com/
	Samsung Bioepis	www.samsungbioepis.com

Please Contact your school Champion for further questions

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Columbia	Hector Lozano	ha.lozano@samsung.com
Darden	Prakash Menon	prakash.m@samsung.com
Dartmouth	Waverly Dolaman	w.dolaman@samsung.com
Duke	Karin Kuo	karin.kuo@samsung.com
HBS	Pathiya Todhanakasem	pathiya.t@samsung.com
IMD	Paolo Alfieri	paolo.alfieri@samsung.com
INSEAD	Stephen Waywell	steve.waywell@samsung.com
Kellogg	Dustinn Jackson	dm.jackson@samsung.com
LBS	Enrique Trevino	enrique.carral@samsung.com
Michigan	Frank Lan	frank.lan@samsung.com
MIT	Derrick Morse	d.j.morse@samsung.com
NYU	John Vermeer	john.vermeer@samsung.com
Stanford	Keith Song	kisub.song@samsung.com
Wharton	Carl Nordenberg	c.nordenberg@samsung.com

July 28

2013

Daily Plan

6:30 am

Wake Up

7:30 am

Newspaper, bagel & coffee set at Dunkin Donuts

7:50 am

Arrive at Samsung HQ in Gangnam

8:00 am

Attend Korean language class

9:00 am

Catch up on overnight e-mails from SEDA (Brazil subsidiary) regarding previous project

9:30 am

Set agenda for the day

10:00 am

Team meeting to examine findings from previous week's business trip to Bangkok

12:00 pm

Lunch in the company cafeteria with language exchange partner

1:15 pm

Prepare some slides for afternoon update meeting with client

2:00 pm

Catch company shuttle bus to Suwon for client meeting (...and to catch some zzz's)

3:00 pm

Meet with working-level client to share key findings from Thailand and confirm deliverables

4:45 pm

Coffee with GSG alum who just transitioned to brand marketing role for TV biz based in Suwon

5:15 pm

Send out slides to team which will be presented to project champion next week

7:00 pm

BBQ out with friends near the office

9:00 pm

Screen golf and beers

11:30 pm

Get to sleep to prepare for another eventful day

Ind.	Company	Business	Current challenges / priorities	Value of global talent
ELECTRONICS	SDI	<ul style="list-style-type: none"> - Lithium Ion Battery - Display(PDP,CRT) 	<ul style="list-style-type: none"> - Commercialize large capacity batteries (generation, re-generation) - Build strategic alliances with auto manufactures for e-car batteries 	<ul style="list-style-type: none"> - Market research and prioritization - New business strategy development - Product planning / marketing planning
	Electro Mechanics	<ul style="list-style-type: none"> - Electronic Parts (Mobile devices, PC, displays, semicon) 	<ul style="list-style-type: none"> - Develop market entry/expansion strategy for IT Sensors (US) - Build expansion strategy for Server Power market (US, Taiwan) 	<ul style="list-style-type: none"> - Strategy development for new market entry and global business expansion - New business opportunity development - Strategic alliance relationship building - Global HR organizational management
	SDS	<ul style="list-style-type: none"> - Engineering Convergence - Enterprise Transformation - Infrastructure Reliability 	<ul style="list-style-type: none"> - Develop growth strategy for new Information & Communication Tech <ul style="list-style-type: none"> - Create new business models - Expand into overseas markets - Build global presence by establishing overseas centers (San Jose, etc.) 	<ul style="list-style-type: none"> - Global business / marketing strategy - Global healthcare market development - Product & services development, marketing, and management - Tech sourcing strategy, market trend analysis, product launch support
	Display	<ul style="list-style-type: none"> - Mobile/TV/Tablet - Display 	<ul style="list-style-type: none"> - Expand business through global market development - Identify and explore strategic alliances for new product concepts (Flexible display, transparent display) 	<ul style="list-style-type: none"> - New product marketing strategy - International contract negotiations <ul style="list-style-type: none"> - contract review, - company negotiations, etc.

Ind.	Company	Business	Current challenges / priorities	Value of global talent
FINANCE	Life Insurance	<ul style="list-style-type: none"> - Life, Health, Annuity - Asset Mgmt. 	<ul style="list-style-type: none"> - Expand international business by entering and expanding in Asian markets - Develop a top global management system 	<ul style="list-style-type: none"> - Overseas market entry strategy & execution - Advanced risk management process development
	Fire & Marine Insurance	<ul style="list-style-type: none"> - Property, Casualty - Auto 	<ul style="list-style-type: none"> - Expand internationally - Enter the US middle market - Enter the Chinese Automotive insurance market 	<ul style="list-style-type: none"> - R&D of advanced product services - ERP Planning and management (PMO)
	Card	<ul style="list-style-type: none"> - Payment & Financial Services 	<ul style="list-style-type: none"> - Develop top global payment system - Compete worldwide with top global credit card companies 	<ul style="list-style-type: none"> - Mid-long term business strategy development - High caliber management consulting
INDEPENDENT	Cheil Industry	<ul style="list-style-type: none"> - Materials (Electronic, Chemical, Fashion) 	<ul style="list-style-type: none"> - Become a global top materials company in 5 years - Lead global fashion industry 	<ul style="list-style-type: none"> - Overseas market research - Strategic alliances
	Cheil Worldwide	<ul style="list-style-type: none"> - Communication - Advertisement 	<ul style="list-style-type: none"> - Expand worldwide marketing & communications business - Win a top 5 Cannes Award record 	<ul style="list-style-type: none"> - Digital Marketing strategy development - Retail Marketing strategy development
	Everland	<ul style="list-style-type: none"> - Building Mgmt. - Food Service - Resort & Golf 	<ul style="list-style-type: none"> - Diversify business portfolio - Develop new overseas market opportunities 	<ul style="list-style-type: none"> - Mid-long term business strategy / investment deliberation (assessment) - Business model development

Ind.	Company	Business	Current challenges / priorities	Value of global talent
HEAVY INDUSTRIES	Techwin	<ul style="list-style-type: none"> - Power generation - Defense - Surveillance systems - Manufacturing and chip mounting equip - Micro devices 	<ul style="list-style-type: none"> - Develop and expand equipment portfolio for global competition <ul style="list-style-type: none"> - Security, energy, industrial, etc. - Expand system integration and total solution sales 	<ul style="list-style-type: none"> - New business development for security solutions - Marketing strategy development & execution - Business strategy development - Overseas go-to-market strategy
	C&T	<ul style="list-style-type: none"> - Engineering and Construction - Civil, Plant, High-rise - General development 	<ul style="list-style-type: none"> - Expand infrastructure business in emerging markets (PPP) - Create new business opportunities via value chain expansion (planning, developing, operating) 	<ul style="list-style-type: none"> - Mid to long term business strategy development
	Engineering	<ul style="list-style-type: none"> - Hydro Carbon - Industrial & Infra 	<ul style="list-style-type: none"> - International expansion of power plant business (LatAm, CIS) - Offshore market entry (SE Asia) 	<ul style="list-style-type: none"> - Mid-long term business strategy development - New business opportunity identification

Samsung SDS

smart answer

History

- Incorporated in 1985
- Opened Gwachon Data Center in 1992
- Opened a branch office in San Jose in 1996
- Split of Unitel business in 2000
- Obtained CMM Level 5 in 2002
- Launched Global Delivery Center in 2007
- Merged with Samsung Networks in 2010

Business Portfolio

ECS : Engineering Convergence Services

SIE ICT Solution

ETS : Enterprise Transformation Services

Consulting NSI ICTO BPO

IRS : Infrastructure Reliability Services

ICT Infra

Dominant Industry Leader



Vision

[World Premier
ICT Service Provider]

Innovative Creative Sustainable Passionate

Electro-Mechanics

1 Inside Edge

We shape the future with cutting edge technologies and products

History

- Samsung-Sanyo Parts Co., Ltd, Established in 1973
- MLCC Business begun in 1986
- Renamed Samsung Electro-Mechanics Co., Ltd in 1987
- PCB business begun in 1991
- Established overseas corporations in the 1990's
- Completed World Top MLCC in the 2000's
- At the Business Week Tech 100, ranked-16th in 2010
- DJSI World Index listing(2009 ~ 2012)

Main Product

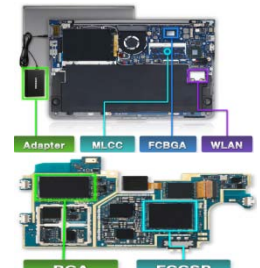
• For Mobile Devices



• For Display

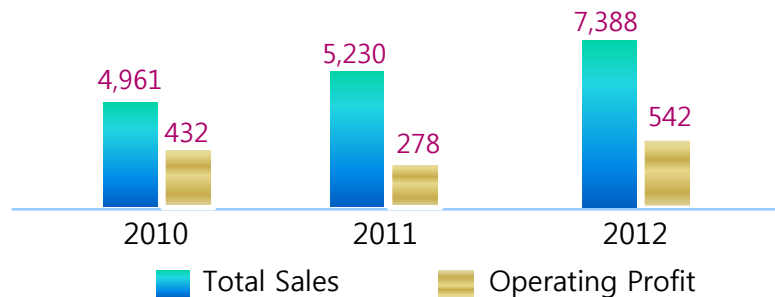


• For PC, Semiconductors



Performance Summary

Unit: Millions \$



Vision

**Become a Top-tier Electronic
Part Maker in 2020**

Samsung Techwin

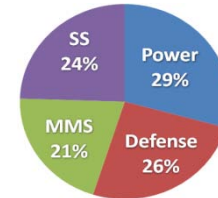
Safety & Energy Solution Global Leader

History

- **Established the company Samsung Precision in 1977**
 - ✓ Began still cut Camera
 - ✓ Began Aircraft Engine Business (Cooperated with GE)
- **Changed name to Samsung Aerospace in 1987**
 - ✓ Began Chip Mounter Business
 - ✓ Began Defense Program Business
- **Changed name to Samsung Techwin in 2000**
 - ✓ Expanded Surveillance Business
 - ✓ Began Advanced Robot Technology

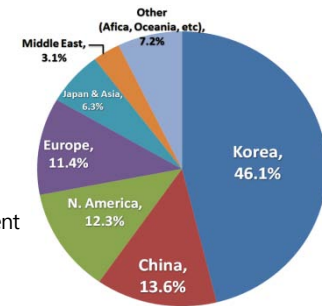
Business Portfolio

Product

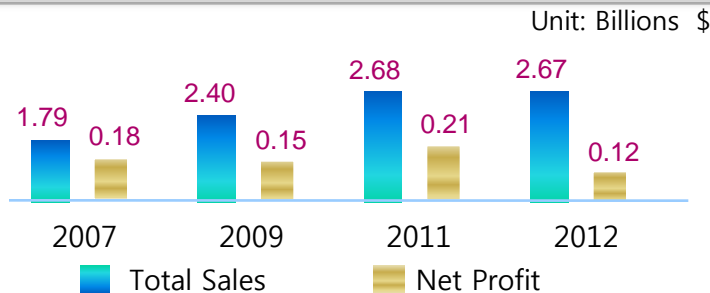


- Power : Aircraft Engine, Energy Equipment
- Defense : Self-Propelled Artillery
- M M S : Chip Mounter, Micro Device
- S S : Surveillance System

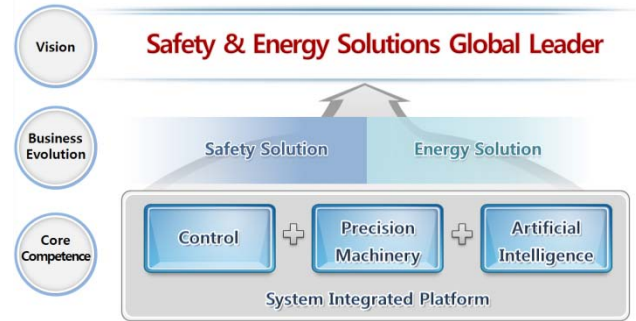
Sales Channels



Dominant Industry Leader



Vision



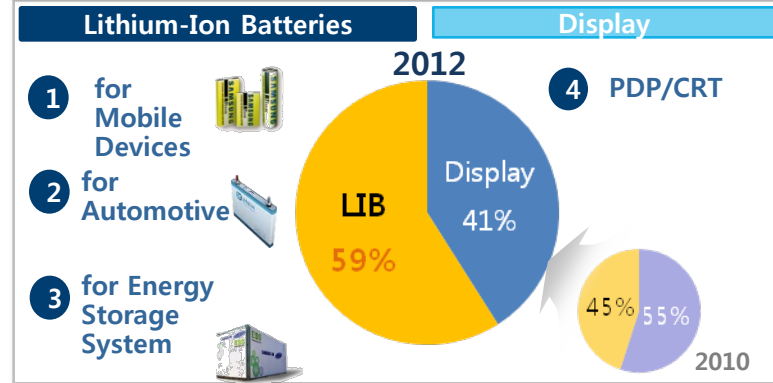
Samsung SDI

Smart Solution for a Green World

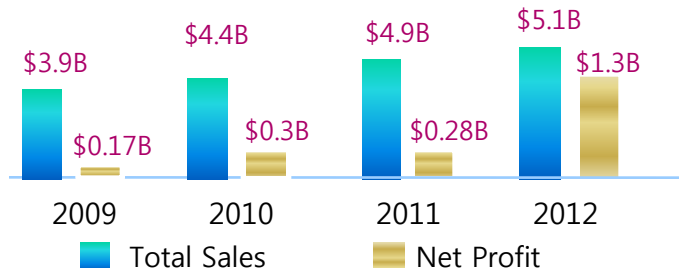
History & Summary

- Established in 1970
- 2012 Revenue: \$5.1 billion
- No.1 Industry leader with 28% of a M/S in Lithium-Ion Batteries(LIB) for mobile devices (2013.1Q)
- Employees: 18,000 approx.
- 9 Production sites in 6 countries
- Member of Dow Jones Sustainability Index 9 years in a row (2004 ~ 2012)

Business Portfolio



World Leader in LIB (Lithium-Ion Batteries)



Vision

2013 Mobile LIB Perfect World No.1

2017 Total LIB industry Global No.1

2020 Global Sales \$20B

Company Overview (Samsung Display)

Samsung Display

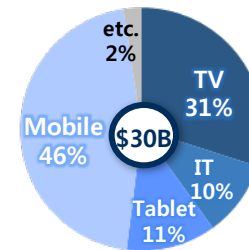
"What is seen is all of our business area"

History

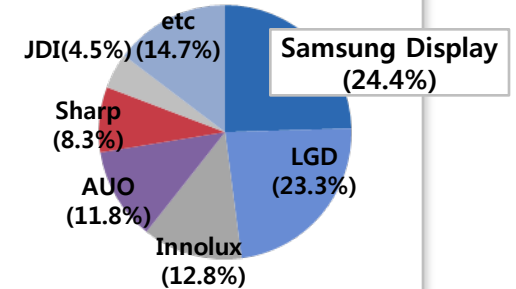
- Mass produced 85" UHD LCD TV panel in 2013
- Established Samsung Display in 2012
- Developed 55" OLED TV panel for the first time in 2012
- Ranked 1st as the global LCD market for 10 consecutive years (~'02) in 2011
- Achieved total sales of 500M TFT-LCD in 2010
- Operated the biggest G7 TFT-LCD line for the first time in the world

Business Portfolio

Product('13)

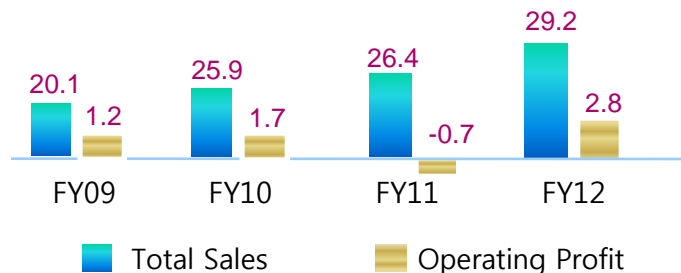


Market Share('12)



Dominant Industry Leader

Unit: Billions \$



Vision

"What is seen is all of our business area"

No.1 in LCD
1st one in OLED

First
in Technology

Best
in Solution

Work **Smart**

Together
We Achieve

I. Company Overview (Samsung Engineering)

Engineering

exceeding limits

History

- Founded as Korean Engineering in 1970
- Acquired by Samsung in 1978
- Awarded the first overseas EPC contract in '80s
- Expanded overseas EPC business in '90s~'00s
- Ranked No.1 Korean Contractor to obtain overseas orders (approx. 8 bil. USD) in 2009
- Ranked No.2 MEED TOP 10 EPC Contractors in 2012

Business Portfolio

Hydrocarbon (66%)

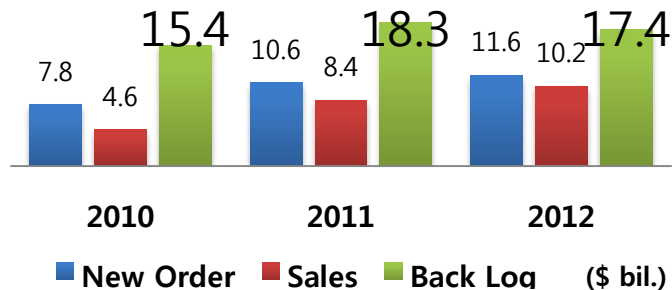
- Refinery
- Gas
- Petrochemical
- Upstream

Industrial&Infrastructure (34%)

- Power
- Metallurgy
- Industrial Facility
- Water Treatment



Performance



Vision & Mission

Vision

Creative Engineering Solution Provider

Mission

Creating and pursuing future value for clients through engineering excellence

Cheil Industries (Materials)

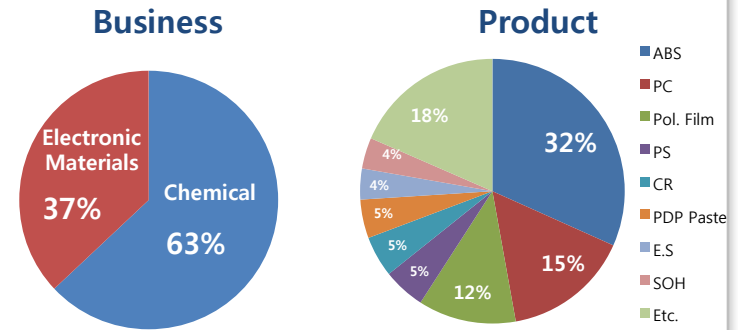
We Create for Life
We Innovate for Life



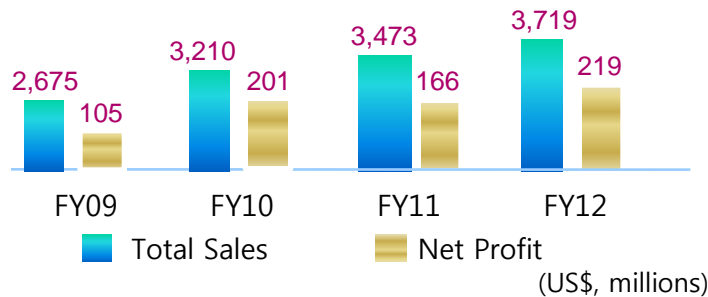
History

- 1954 Established Cheil Woolen Fabrics Industries
- 1975 Stock Exchange listed
- 1976 Changed name to Cheil Industries
- 1989 Cheil began chemical business
- 2005 Cheil began Electronic Materials business

Business Portfolio (2012)



Dominant Industry Leader



Vision

Jump to be a Top-Tier Company
Through World First, World Best Products

2013 Dominant Domestic No.1

2015 Asian Top 3

2020 Global Top 10

Cheil Industries (Fashion)

We Design for Life

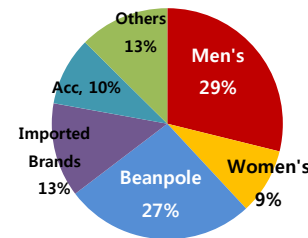


History

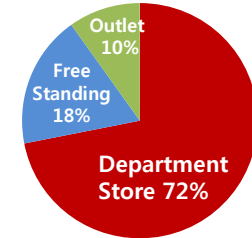
- 1954 Established Cheil Woolen Fabrics Ind.
- 1975 Stock Exchange listed
- 1976 Changed name to Cheil Industries
- 2008 Opened 10 Corso Como Seoul
- 2011 Acquired Colombo Via Della Spiga
- 2012 Launched Outdoor and SPA brand

Business Portfolio

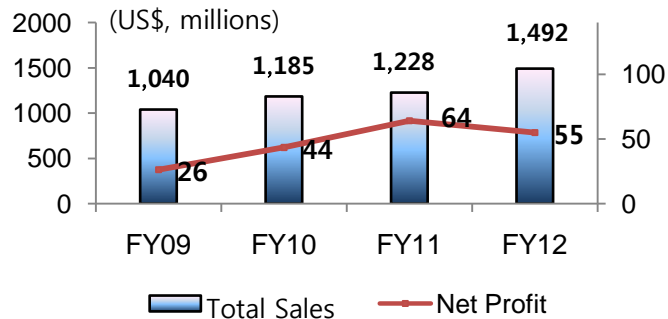
Revenue portfolio



Distribution Channel (n=1,648)



Dominant Industry Leader



Vision

- Cheil, to the World and beyond
- 2020 Revenue of KRW 10 Trillion Global Fashion Business

Cheil Worldwide

About

Ideas that Move

Cheil is a creative company.
We deliver strategic creative solutions to meet our clients' business challenges; we call them Ideas that Move.
We believe that the best ideas will move seamlessly across channels, platforms and media – they should move people, move brand and move product.
More than anything though, they should move the world.

Status

Worldwide Marcomm. Group

No. 1 in Korea domestic market, .
16th largest marketing communication group in global market (*Ad Age Agency Report 2012*)

- Worldwide Revenue \$385.7 million
- 31 Overseas offices in 26 countries (headquartered in Seoul, Korea)

Ideas that Move

History

- 1973** Established as an Advertising Agency
- 1977** Awarded Korea's first CLIO AWARD
- 1988** Opened first overseas branch in Tokyo
- 1992** Established Cheil USA Inc.
- 1997** Awarded Korea's first Cannes Gold Award
- 1998** Listed on Korea Stock Exchange
- 2002** Organized opening ceremony for 2002 FIFA World Cup held in Korea/Japan
- 2011** Awarded Korea's first Cannes Grand Prix
- 2012** Awarded Korea's first Spikes Asia Grand Prix

Vision

Global Top 10th by 2017

Growing net worth is not everything we pursue.
We're trying to create a new level of corporate culture.

- We've revitalized our management processes pursuing the sustainable management as a 'social enterprise' to realize "people's dream" above 'a good corporate'.

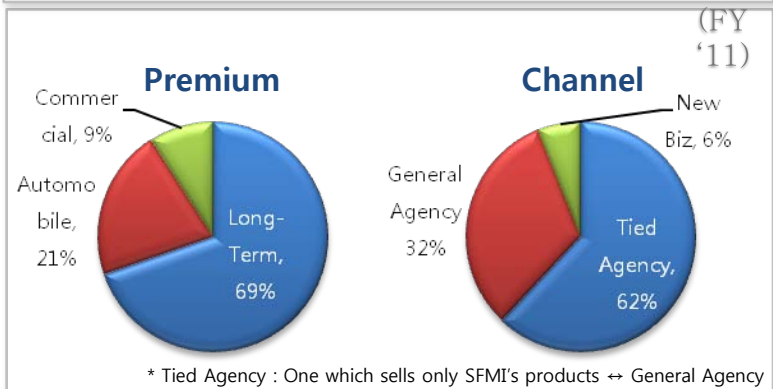
F&M Insurance

think **Next**

History

- 1952 : Founded as Anbo F&M Ins. Co. Ltd.
- 1975 : Initial Public Offering
- 1985 : Opened Office in New York
- 1993 : Changed name to Samsung F&M Ins.
- 1995 : Opened Office in Beijing, China
- 2002 : Launched Samsung Anycar Auto Ins.
- 2012 : Established Singapore Samsung Re
- 2013 : Received AA- Credit Rating (S&P)

Business Portfolio



Dominant Industry Leader



Vision

No.1 non-life insurer in domestic market (2010)

No.3 non-life insurer in Asia (2015)

2020 Global Top 10
(Total Risk Solution Partner)

Samsung Life

Insurance is love



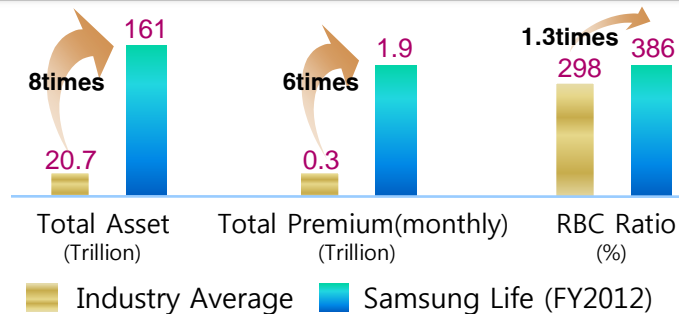
History

- Founded as Dongbang Life Insurance in 1957
- Incorporated into the Samsung Group in 1963
- Joint Venture Launched in China in 2005
- Going Public in 2010 (IPO)
- Proclamation of Business Concept and New Vision in 2012

Key Highlights

- Business Areas : Life Insurance, Loan, Fund, Retirement Pension, etc.
- Total Assets : KRW 186 Trillion (FY2012)
- No. of Customers : 8.07 Million (Dec. 2012)
- Credit Rating : AAA (8 straight years, 2012)
- First in the industry to be recognized as the DJSI World Company

Dominant Industry Leader



Vision

2020 Global Top 15

Total Asset 161 Trillion

Global Top 24 (2011)

Net Profit 23 Trillion

Total Asset 500 Trillion

Global Top 15 (2020)

Net Profit 100 Trillion

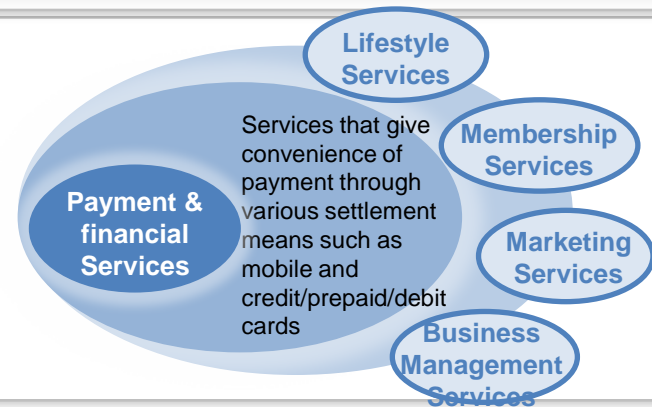
Samsung Card

(Just what you need)

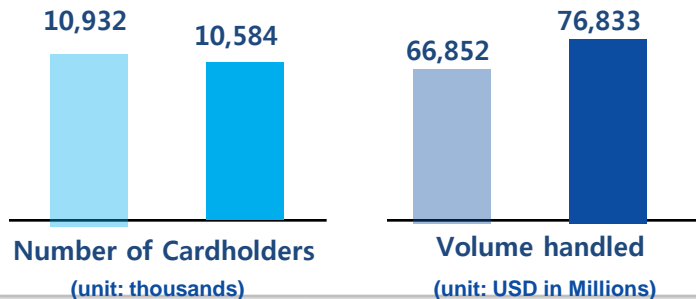
History

- Samsung Card established **1988**
- Charge volume exceeds 1 trillion won; first in the industry **1997**
- Opened Asia's largest CRM center **2001**
- Formed strategic alliance with American Express **2002**
- Launched mobile gift card cashback on pre-paid receives certification as new product **2009**
- Launched new BI **2011**

Business Portfolio



Dominant Industry Leader



Vision

2015 Dominant Domestic No.1

2020 Global Service Company

Samsung C&T

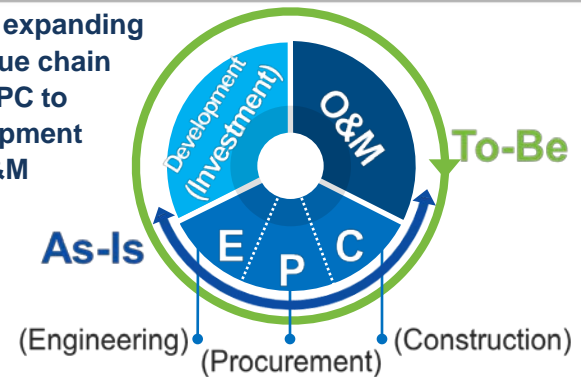
Inspire the World, Create the Future, Build a Better World

History

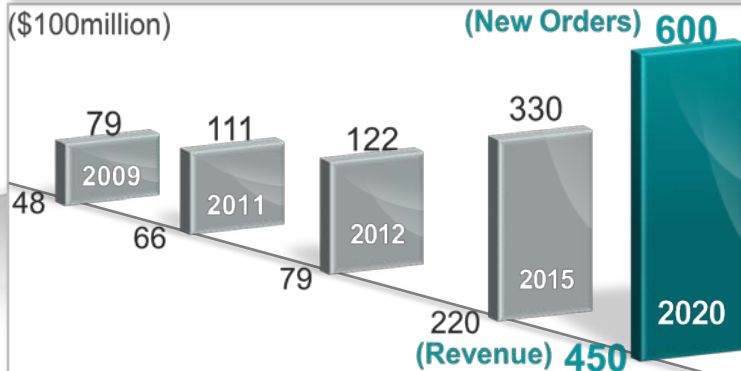
- **1938** : Samsung Sanghoe was established (the origin of Samsung C&T)
- **1951** : Renamed as Samsung Corp.
- **1977** : Samsung E&C was established
- **1995** : Samsung C&T was established (Merger of Samsung Corp. & E&C)
- **2010** : Burj Khalifa was constructed (the world's tallest)
- **2013** : Won USD 10Bn in international new orders

Total Solution Provider

- We are expanding our value chain from EPC to Development and O&M



Growth per annum by 30%+



Vision

2020 Global Leading Player



USD 60Bn in New Orders/ USD 45Bn in Revenue

I. Company Overview (Samsung Everland)

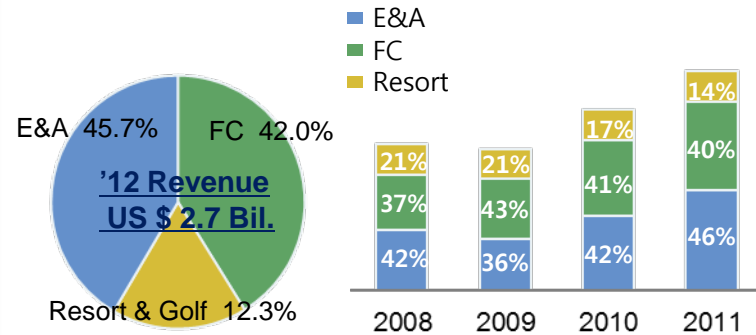
Samsung Everland

History

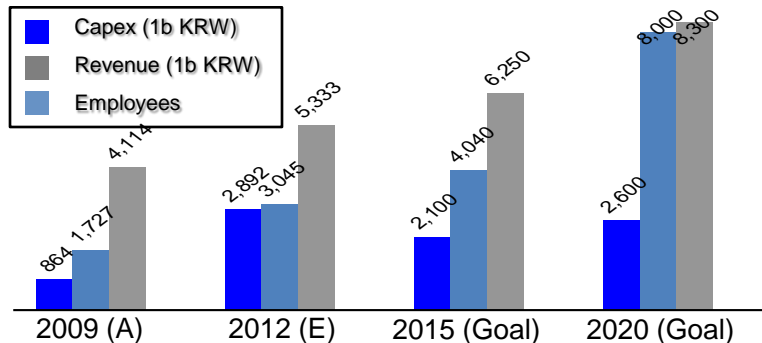
- Founded in 1963 as 'Donghwa Real Estate'
- Everland Themepark founded in 1976
- Building Management (E&A) Est. in 1977
- Food Service Business Est. in 1994
- Food Research & Culinary Academy in 1997
- 100M Cumulative Visits to Everland in 2001
- E&A wins Award of Excellence from Int'l FLA in 2007
- FDA selects FC R&D as Norovirus testing org in 2012
- Anyang CC Renewal and Lost Valley Open in 2013

Life Infrastructure Inventor

Revenue By Business



Financials



Vision

