Despite the global economic recession and rapidly changing business environment in 2012, Samsung Electronics recorded historic sales and profit. Our corporate and brand values also increased significantly.

But we’re hardly resting on laurels. We expect to strengthen competitiveness in our core businesses, bolstering our No. 1 status in mobile phones, TVs and memory products. We plan to fortify key capabilities and structures in our emerging businesses, such as digital appliances, printers, cameras and system LSI. We also intend to secure the base for our new business areas in health and medical equipment. We are preparing for the future.

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Consumer Electronics

Dreams are boundless. Samsung Electronics constantly reinvents tomorrow to pursue happier and richer lives. We explore the territory of the unknown to discover potential and fulfill greater promise.

We continuously develop and expand strategic products in our Consumer Electronics division. Since we first won top global market share in 2006, exceptional technology and innovative design have strengthened our unrivaled leadership in flat-panel TVs and monitors. In the Digital Appliances business, we achieved remarkable growth by debuting inventive new products and differentiated design in the premium market.
Consumer Electronics

VISUAL DISPLAY BUSINESS

Our astute strategy for the evolutionary Smart TV and premium ultra large size TVs will solidify the No. 1 global leadership for eight consecutive years.

Samsung Electronics has earned No. 1 global market share across all TV categories every year from 2006 through 2012, including for flat panel TVs and LCD TVs. Despite the depressed TV market, we maintained our dominant position by extending our sales lead over competitors in advanced North American and European markets, as well as in emerging markets like Asia, Africa and Latin America. That striking performance was built on ultra large size premium Smart TV models, such as the ES9000 and ES8000, with innovative and differentiated picture quality and design.

Last year, after systematic market research, we implemented our premium TV marketing and differentiated strategy by regions. In 2013, we will reinforce our ultra large size premium TV lineups and enhance the premium brand image by highlighting innovative Smart TV features.

Continuing our innovation in the AV business, last year we launched the world’s first wireless audio dock with a built-in vacuum tube. In 2013, we employed a vacuum tube and wireless connection to TV to sound bar speakers AirTrack HW-F750, ensuring our lead in the global AV market with our new audio system.

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- **01 UHD TV 85S9**
  - The 85-inch UHD TV, with timeless gallery design and splendid sound, features 8-megapixel picture quality, four times more vivid than Full HD, and the world’s largest 2.14-meter screen.

- **02 Smart TV F8000**
  - Offers the full range of Smart TV features: S Recommendation, to recommend customized content; Smart Hub, redesigned to easily find content with intuitive panel/UI; Smart Interaction, to recognize voice and gesture; and Evolution Kit, to update to the latest Smart TV.

- **03 AirTrack HW-F750**
  - New concept in premium audio systems finds the best sound and links to your TV via Bluetooth connection; HW-F750 provides warm and rich sound by combining analog and digitally produced sounds.
Consumer Electronics

DIGITAL APPLIANCES BUSINESS

Primed for home innovation, with premium lifestyle technology and harmonious design

Samsung Electronics works to satisfy differing consumer needs in diverse cultures around the world. We operate five Lifestyle Research Centers to support development of products that will bring more comfort and convenience to customers’ lives. We also respond to consumers’ emotional satisfaction by providing luxuriously designed products that offer new experiences.

In 2012, the technical excellence of our premium T9000 refrigerator made it a worldwide hit with consumers. The T9000’s wide top refrigerated section and bottom freezer drawers allow customers to store food easily and safely according to individual habits and menus.

In our Digital Appliances business, Samsung is committed to developing eco-friendly technologies and smart products for the home. Our premium ecobubble™ washer offers significant energy savings and superior cleaning that’s still gentle on clothes. The new Samsung Smart Oven provides convenience and a superlative experience for busy households, allowing consumers to save time and effort while preparing healthful, great-tasting meals.

In 2013, Samsung Electronics will continue its efforts to develop inventive products that offer true value to customers and help them live happily and comfortably.

01 T9000 LCD Refrigerator RF32F5QBDGSR
French doors and 32-cubic-foot capacity refrigerator; Unique Triple Cooling system deploys two compressors and three evaporators to ensure commercial-grade humidity that keeps food and produce fresh longer.

02 ecobubble™ Washer WF80F5E
Premium Crystal Gloss design; advanced technology for power and energy efficiency that gently washes delicate loads while fighting stains and protecting fabrics.

03 Smart Oven MC32F606
Smart sensor technology; quality cooking performance and sleek design allows for quick meal preparation with less fat, fresher ingredients and more efficiency including pre-programmed recipes.
After entering the A4 laser printer market in 1991, Samsung Electronics now provides a full lineup of A4 laser products. In 2012, we launched seven models of A4 color laser printers and multifunction printers. We also successfully cleared the tough market barrier for A3 multifunction printers with the worldwide launch of our second-generation product. Samsung’s exclusive world-first 1GHz dual core processor bolstered our results by improving printer durability, performance and document-processing times. In addition, we added a color touch screen with intuitive smartphone UI to our A3 multifunction printers to improve ease of use and create a more intuitive experience.

Our solution for upgrading user convenience shaped another innovation. Our open-platform XOA (eXtensible Open Architecture) supports Samsung solutions as well as more than fifty global top-tier ISV (Independent Software Vendor) solutions, ensuring that we meet the varying needs of global corporate clients.

In 2013, we will expand our hardware product lineups, solutions and services for the B2B market so we grow business for our partners and corporate clients together.
HEALTH & MEDICAL EQUIPMENT BUSINESS

Developing new and advanced healthcare and medical equipment for faster and more accurate diagnosis

Samsung Electronics has created world-class cutting-edge technologies across industries, including in IT, semiconductor, telecommunications and imaging. Building on those technologies, we are developing and launching differentiated diagnostic equipment to support a new and innovative medical environment.

Our state-of-the-art ultrasound, digital X-ray and in-vitro diagnostics help medical professionals provide fast and accurate diagnosis in more than 110 countries. In 2012, we launched a high-performance flat-panel detector and four digital X-ray products, including the XGEO GC80, GU60 and GR40, all with outstanding image-processing technology. We also released two ultrasound systems as well as three in-vitro diagnostics, including the UGEO H60, which provides high-resolution image presentations in slim profile.

Looking forward, we will harness the technological expertise of our Consumer Electronics and IT businesses to realize sophisticated digital convergences. Samsung will strive to develop innovative medical devices for both medical professionals and patients.

Consumer Electronics

BUSINESS OVERVIEW

HEALTH & MEDICAL EQUIPMENT BUSINESS

01 XGEO GC80
Digital X-ray for large hospitals, with soft handling function using robotic technology along with outstanding image-processing technologies

02 UGEO H60
Ultrasound diagnosis device that shows clear intra-ventral images through a built-in 18.5-inch LED monitor, with a slim and compact design

03 LABGEO PT10
Chemical analyzer that provides accurate test results within 7 minutes from small blood sample (less than 7μL) for 16 exam categories, including liver function, blood sugar level, kidney function and more
“Samsung Electronics is like an inventor for trends that change our lives. Its features and designs transform my days with exciting creative experiences that I never before imagined. I find new ways to live with Samsung Electronics.”
INNOVATION

Samsung Electronics is creating a culture of infinite possibilities that enriches lives and amazes the world. The deep trust and commitment of our customers drives our continuous efforts to lead change and innovation.

Technological innovation at Samsung Electronics accounts for our growth and stellar performance. That’s proven by annual sales of more than 400 million mobile devices worldwide, fueled by our amazing smartphone technology. Our telecommunications equipment and solutions power the global expansion of 4G. And our digital imaging technology enriches people’s lives, not only by capturing special moments but also by allowing memories to be shared instantly, anytime, anywhere.
As digital devices evolve, the way of mobile communications is rapidly shifting from simple voice calls and text messaging to image-based interactions. Ushering in a new era of image communications and a new category in the digital camera market, Samsung Electronics pioneered the world’s first SMART camera. In 2012, anticipating rising interest in enjoying, editing and instant sharing of images after shooting, we released the GALAXY Camera as an innovative camera that features Android OS, 3G/LTE network capabilities and a generous 4.8-inch HD display, the camera was hailed for originating new trends in digital imaging devices. We also launched three NX series cameras, including NX20 with 20.3-megapixel APS-C CMOS sensor, developed by Samsung to provide high-quality images with rich color and details in 3-inch AMOLED display.

In addition, we garnered top reviews for our unique compact camera MV900F with a rotating flip-up touch screen, and for the QF20 Wi-Fi camcorder with a switch-grip feature that permits shooting with either hand.

In 2013, we will build on our advances in digital imaging by launching new products with excellent picture quality, great optical performance and convenient user interfaces to reinforce our leadership in SMART camera market, including new NX and GALAXY Camera series.
Networks Business

Providing next-generation network infrastructure and solutions with outstanding technology and successful experience

Samsung Electronics is a trailblazing provider of telecommunications infrastructure, including wireless and enterprise network systems. In 2012, we made giant strides in the market for LTE (Long-Term Evolution) infrastructure with large-scale commercial LTE network deployments in the most active LTE markets. We contributed to building a nationwide LTE network in Korea, deployed LTE service commercialization in the U.S. and Japan, and established the world’s first commercial TD-LTE network in Saudi Arabia. In addition, we achieved recognition in the GSM-based EU market by earning the contract to provide a LTE service network for the United Kingdom.

In 2013, we expect the commercialization of LTE service to be expanded to Europe, South America and Asia. We are actively identifying new markets based on successful LTE commercialization in advanced markets, such as the U.S., Japan and Korea. We also plan to develop and provide solutions in established markets to generate value for telecommunications providers and subscribers, including with such services as VoLTE (Voice over LTE) for high-quality voice calling, and Carrier Aggregation to double speeds for data transmission.
IT & Mobile Communications

DIGITAL IMAGING BUSINESS

Introducing the next big thing in digital imaging and the innovative SMART cameras that lead the trends

As digital devices evolve, the way of mobile communication is rapidly shifting from simple voice calls and text messaging to image-based interactions. Ushering in a new era of image communications and a new category in the digital camera market, Samsung Electronics pioneered the world’s first SMART camera. In 2012, anticipating rising interest in enjoying, editing and instant sharing of images after shooting, we released GALAXY Camera. GALAXY Camera is an innovative camera that features Android OS, 3G/LTE network capabilities and a generous 4.8-inch HD display, the camera was hailed for originating new trends in digital imaging devices.

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In 2013, we will build on our advances in digital imaging by launching new products with excellent picture quality, great optical performance and convenient user interfaces to reinforce our leadership in SMART camera market, including new NX and GALAXY Camera series.
“Passion gives us essential energy for life. With passion, we’re not so excited by success or frustrated by difficulties. The thing we must fear most is not failure after doing our best but the unwillingness to begin at all.”
Our future is yet to be determined. We can’t assume tomorrow’s promise. We must shape it with our vision and effort. Samsung Electronics proposes the possibility of a positive future for us all.

Samsung Electronics is expanding its market leadership in the memory business by demonstrating superior technology and dramatic cost savings. That is generating exciting prospects. We are expanding our highly profitable differentiated products, mainly for mobile devices, and accelerating process conversion while also focusing on developing next-generation products. Supported by increased demand for AP and CIS sensors, our System LSI business showed strong growth and cost leadership, allowing us to launch next-generation products more quickly.
Device
Solutions

POSSIBILITY
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MEMORY BUSINESS
Creating an easier world through cutting-edge green memory with the world’s highest performance

The undisputed leader in advanced memory technology since 1993, Samsung Electronics pioneered the green IT market throughout the computer and mobile era. From the 40-nanometer class green DDR3 in 2009 to the 20-nanometer class green DDR3 and green SSD (Solid State Drive) in 2012, we have been launching differentiated green memory products and solutions every year.

Based on our green memory products with outstanding energy efficiency, on-time introduction of green IT systems resulted in significant achievements, helping global companies improve their IT investment efficiency, expanding the premium memory market and consistently increasing global market share.

As we continue to lead the trends in the rapidly developing IT industry in 2013, Samsung will expand markets for both high-efficiency green memory with ultimate performance and smart memory tailored to maximize customer convenience, utilizing our optimized systems, solutions and software, or “3S Innovation Technology.”

With increasingly convenient and eco-friendly next-generation memory products and solutions, Samsung Electronics will pioneer the green IT era by creating deeper customer value and conserving our environment.

Source: IHS iSuppli and Samsung Electronics

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<tr>
<th>01</th>
<th>Global DRAM Market Share</th>
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<tr>
<td>2GB LPDDR3 DRAM</td>
<td>41.4%</td>
</tr>
<tr>
<td>128GB eMMC</td>
<td>40.0%</td>
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</table>

Global NAND Flash Memory Market Share

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<th>02</th>
<th>Global NAND Flash Memory Market Share</th>
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<tr>
<td>800GB SSD</td>
<td>64GB DDR3 DRAM</td>
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<tr>
<td>Highly efficient enterprise SSD and server DRAM with the world’s highest performance and large capacity</td>
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<th>03</th>
<th>SSD 840 Series</th>
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<tr>
<td>High-quality computer SSD with the world’s highest performance and stability</td>
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Device Solutions

SYSTEM LSI BUSINESS

Leading innovation in electronic devices with competitive R&D and trailblazing process technology

Owing to continual R&D and reinforced competitiveness, Samsung Electronics is ranked No. 1 in market share for standalone mobile APs for smartphones. CMOS image sensors for mobile cameras, display driver ICs and smart card ICs. With increasing demand for mobile devices, we have been recording an average annual sales growth of 30 percent since 2009, solidifying our leading position in the system semiconductor business.

We pioneered component innovation in mobile APs with the development of Exynos 5 Octa that supports the optimal computing environment by combining ultimate processing power and energy efficiency. We also successfully acquired Nanoradio and CSR.

strengthening technological competitiveness of the Exynos family and laying the groundwork to enter the wireless connectivity market. In addition, we established a sound ecosystem with our EDA partners and IP companies to strengthen leadership of our process technology to build an infrastructure for cutting-edge 14-nanometer FinFET process.

In 2013, we plan to increase sales of our core products and expand our high-value product lineups to secure our position in the mobile industry. As a global system semiconductor company with product leadership and process technology prowess, we will continue to grow alongside our customers.
Our future is yet to be determined. We can’t assume tomorrow’s promise. We must shape it with our vision and effort. Samsung Electronics proposes the possibility of a positive future for us all.

Harnessing the past three decades of know-how in semiconductor technology and manufacturing excellence, Samsung Electronics has developed the world’s best eco-friendly LED lighting solutions that include LED packages, LED display modules, LED light engines and LED retrofit lamps. We launched a new series of product portfolios that offer a range of energy savings, brightness levels and price points to meet the needs of all consumers who desire energy efficient lighting, from the most performance-oriented to the most value-conscious. In addition to their high performance, our LED products have also been recognized for their brilliant design. We have received prestigious awards for our LED lamp and package designs including the Japan Institute of Design Promotion’s Good Design Award 2012 and the iF Design Award 2013 in Germany.

Worldwide, environmental regulation is becoming more exacting as concerns regarding the environment and energy consumption rise, and the rapidly growing LED lighting market reflects this trend. In 2013, we will focus our efforts to satisfy the expanding market needs and increasing consumer demand by launching additional new product lineups, including LED packages and lighting solutions. While retaining our leadership in LED light sources in the display industry, we will strengthen our product competitiveness in LED lighting to become the most preferred LED solutions provider.

Continuous eco-friendly, next-generation technology excellence and leadership in light sources in the LED industry

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Device Solutions

“You help me to dream and brighten my every possibility. You recognize who I am and understand what I want now and where I want to go next. I think that must be love.”

POSSIBILITY
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