



SAMSUNG



Corporate Overview
Autumn 2008

Samsung Semiconductor, Inc.

POWERING THE WORLD OF ELECTRONICS

SAMSUNG BRAND EQUITY

Samsung has become one of the most valuable and recognized brands in the world. In the latest global Interbrand ranking, Samsung is 21st, ahead of a host of well-known names.

Rank	Company	Brand Value (\$B)
1	Coca-Cola	66.7
2	IBM	59.0
3	Microsoft	59.0
21	Samsung	17.7
25	Sony	13.6
32	Dell	11.7
36	Canon	10.9
46	Ebay	8.0
65	Yahoo!	5.5

In the rapidly evolving world of digital electronics, there are certain key technologies—semiconductor, storage and liquid crystal displays (LCDs)—defining the newest functionalities that enhance the user experience. They comprise the core ingredients for a myriad of markets from PCs and HDTVs to the widest range of cell phones and portable media players imaginable. And throughout these markets, there are few companies whose brand is more pervasive to consumers than that of Samsung Electronics Company, Ltd. (SEC), one of the largest component providers worldwide.

The Samsung Leading Edge

We are at the forefront of innovation, with extensive expertise in hardware technology that is enabling the creation of new devices and expanding the functionality of existing products. Headquartered in Seoul, South Korea, Samsung Electronics is Asia's top electronics company with more than 134 offices in 62 countries and over 150,000 employees.

We are the leading producer of memory components for the computer, mobile and entertainment markets. We also supply leading-edge logic components and operate a dedicated logic foundry that gives our customers access to the deep design and process expertise of an IDM with the security, capacity, assurance and services of a pure-play foundry.

Further, our aggressive investments in LCD technology and facilities are leading the global display industry, as we continue to build the most advanced LCD panels. In addition, we make popular optical and hard disk drives for a variety of storage applications.

About SSI

Headquartered in San Jose, Calif., Samsung Semiconductor, Inc., is the U.S.-based semiconductor division of SEC, with approximately 300 employees in the Americas. Our biggest market—the United States—accounts for most of the company's semiconductor revenues—approximately 27%. We have four divisions: Memory, LCD, System LSI and Storage.

SSI Marketing Leadership

Jon Kang
President

Jim Elliott
Vice President
Memory Marketing

Kevin Lee
Vice President
Technical Marketing

Scott Birnbaum
Vice President
LCD Business

C. M. Kim
Vice President
LCD Business
Marketing & Operations

S. H. Hong
Vice President
System LSI

Ana Molnar Hunter
Vice President
Foundry



Samsung's Core Components

MEMORY: A critical enabling technology, memory is found in every digital system today, from PCs, notebooks and servers to USB drives, MP3 players, smartphones, digital cameras and other consumer electronics (CE). We are the world leader in DRAM, graphics memory, NAND flash and solid state drives (SSDs).

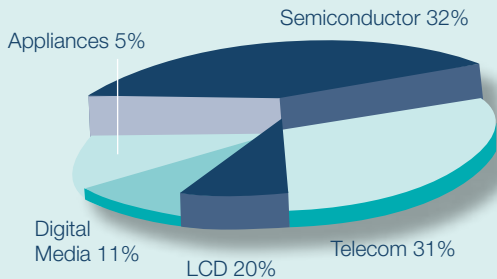
LCD DISPLAYS: LCDs enable crystal-clear, bright, lifelike viewing in everything from large HDTVs to monitors, notebook screens and the widest range of CE devices. Newer applications such as digital information displays (DIDs), personal multimedia players (PMPs) and ultra mobile PCs (UMPCs) are contributing to soaring demand for our LCD panels.

it offers advanced bulk CMOS process technology and services to outsourcing IDM and fables customers with advanced logic process technology, design IP and high volume manufacturing expertise.

HDDs (HARD DISK DRIVES): Recently, our HDD group has introduced some of the industry's most important advancements. In mid-2007, we launched the industry's only three-platter, one terabyte drive and in the first quarter of 2008, we introduced the world's highest-capacity HDD for notebooks—a 500GB drive that can store 125 hours of DVD movies.

ODDs (OPTICAL DISC DRIVES): Our optical group showed considerable growth in 2007 and 2008, adding to our stature as a global ODD leader. We launched the first 22X ODD recorder in early 2008 and also introduced TruDirect™ recording technology, which allows multiple stand-alone devices to easily store video content using the same Samsung recorder.

SAMSUNG BUSINESS UNIT REVENUE CONTRIBUTION

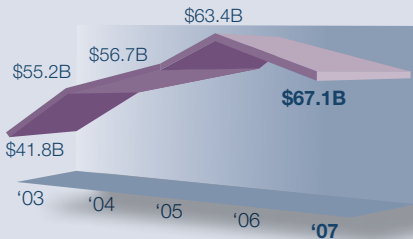


SYSTEM LSI: Identified as one of our next-generation growth engines, Samsung logic technology can be found in many of today's key CE devices. We offer the most competitive mobile processors, multimedia co-processors, mobile display drivers and CMOS Image sensors. We also provide these products in POP (package on package) or SIP (system in package) solutions with memory chips.

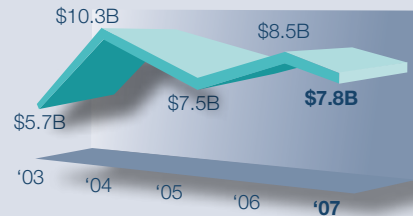
FOUNDURY: Leveraging our long history in semiconductor manufacturing, our foundry business has seen significant growth as

SEC Financial Data

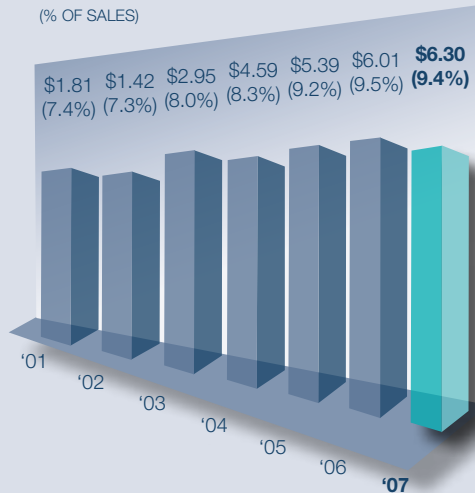
SAMSUNG SALES



SAMSUNG NET PROFIT

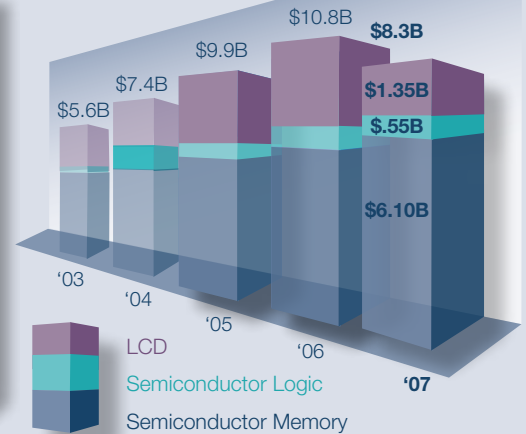


SAMSUNG RESEARCH AND DEVELOPMENT (% OF SALES)



SAMSUNG CAPEX

Based on a exchange rate for 2007 of 0.001062



Samsung Financial Performance

In 2007 and early 2008, we maintained a profitable balance sheet in our major areas of business while others in the industry felt the effects of dropping prices and intensified competition. In 2007, we posted sales of \$103.4 billion, driven by strong demand for flat-panel TVs and other consumer electronics.

Samsung R&D

We have 16 R&D centers and 39,300 researchers worldwide. According to IFI Patent Intelligence, we received 2,725 U.S. patents in 2007, ranking the company second behind IBM, which has held the leading spot for 15 years. Three years ago, we were in fifth place with 1,645 patents.

CapEx

We continued to make huge investments in 2008 to maximize semiconductor production, improve cost competitiveness and grow our memory market share and foundry business. We are investing in process technologies down to the 40-nanometer class and completing a transition to 12-inch wafer fabs. In the LCD area, Samsung continues to invest billions in the construction of fabrication facilities to meet growing demand.



Semiconductor

Though faced with increasingly challenging market conditions, we gained market share among semiconductor suppliers in 2007 in most of the markets in which we compete.

2007 WORLDWIDE SEMICONDUCTOR RANKINGS

Final Worldwide Market Share Ranking for 2007 Source: Gartner, March 2008 (Millions)

Rank 2007	Rank 2006	Vendor	Revenue 2005	Revenue 2007	Growth 2006-07	Market Share 2007
1	1	Intel	30,522	33,800	10.7%	12.3%
2	2	Samsung Electronics	20,138	20,464	1.3%	7.5%
3	6	Toshiba	9,783	11,820	20.3%	4.3%
4	3	Texas Instruments	11,984	11,768	-1.8%	4.3%
5	4	Infineon Technologies (including Qimonda)	10,533	10,194	-3.2%	3.7%
6	5	STMicroelectronics	9,854	9,966	1.1%	3.6%
Total Market			263,908	273,911	3.8%	100.0%

DRAM MARKET SHARE & RANKINGS (2Q 2008) Source: iSuppli, Sep 2008 (Millions)

Q2 '08 Rank	Company	Q2 '08 Revenue	Q2 '08 Share	Q1 '08 Revenue	Sequential Growth	Q2 '07 Revenue	Year to Year Growth
1	Samsung	2,054	30.3%	1,814	13.3%	2,083.8	-1%
3	Elpida	1,045	15.4%	857	21.8%	897	-14%
4	Micron	740	10.9%	675	9.8%	742	16%
5	Qimonda	600	8.9%	616	-2.6%	994	0%
6	Powerchip	350	5.2%	255	37.3%	318	-40%
7	Nanya	280	4.1%	236	18.6%	347	10%
Total	2,054	30.3%	1,814	13.3%	2,083.8	-1%	-19%

NAND FLASH MARKET SHARE & RANKINGS (2Q 2008) Source: iSuppli, August 2008 (Millions)

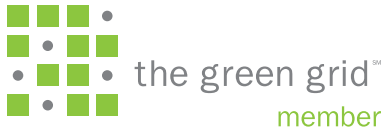
Q2 '08 Rank	Company	Q2 Revenue	Q2 Share	Q1 Revenue	Q/Q Growth	Q2 '07 Revenue	Y/Y Growth
1	Samsung	1,422	42.3%	1,449	-1.9%	1,382	2.9%
2	Toshiba	925	27.5%	942	-1.8%	828	11.7%
3	Hynix	450	13.4%	518	-13.1%	430	4.7%
4	Micron	300	8.9%	268	11.9%	162	85.2%
5	Intel	174	5.2%	166	4.8%	89	95.5%
6	Numonyx	74	2.2%	74	0%	70	5.7%
7	Renesas	17	0.5%	32	-46.9%	82	-79.3%
	Qimonda	-	-	-	-	2	-100%
Total		3,362	-	3,449	-2.5%	3,045	10.4%

LCD PANEL SUPPLIERS' REVENUE RANKINGS Q1' 08 - Q2' 08 Source: iSuppli Corp. Sept., 2008

Q2 '08 Rank	Q1 '08 Rank	Company	Q2 '08 Revenue (US\$ M)	Q-on-Q % change	Q1 '08 Revenue (US\$ M)
1	1	Samsung*	\$5,292	4%	\$5,091
2	3	AUO	\$4,067	-10%	\$4,499
3	2	LG Display	\$4,023	-1%	\$4,082
4	4	CMO	\$3,145	4%	\$3,032
5	5	Sharp	\$2,977	1%	\$2,943

* Samsung revenue includes inter-divisional sales

Samsung LCD data calculated using exchange rate of 1.01153 in Q1 '08 and 0.955292 in Q2 '08



Thinking Green

As a member of the Green Grid, Samsung is committed to manufacturing environmentally-sensitive products to advance energy efficiency and reduce the use of substances that contribute to global warming. We are driving programs to minimize pollutants from production processes, control the source of pollution generation and implement ongoing process improvements to reduce pollution emissions.

Since 2006, Samsung's hard disk drives have complied with the (RoHS) restriction of hazardous substances directive, and are in

the process of complying with the (TBBP-A) brominated flame retardant restriction.

Samsung was recently recognized by Greenpeace as the second "greenest electronics company" for our global efforts to recycle, and to remove harmful substances.

Energy efficiency

We are being environmentally conscious in other ways, too. Our industry-leading solid state drives consume less power in notebooks and servers, while also reducing space requirements and cooling costs in data centers—translating into greater energy efficiency.

In addition, Samsung has been delivering higher-capacity chips to reduce power consumption, with solutions such as moviNAND, and advanced multi-chip

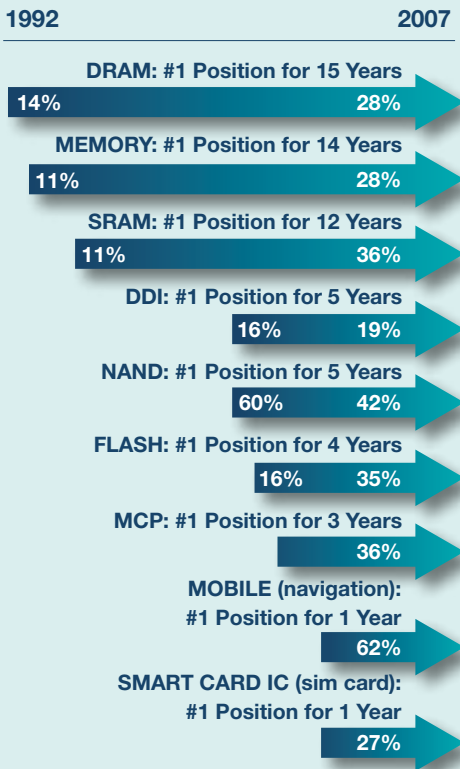
packaging. Further, our newest main memory—2Gb DDR3 DRAM—saves over 40 percent of the power consumed by its 1Gb predecessor.

HDD and LCD

Compared to other 7200 rpm drives, our 1 terabyte (F1) RAID hard disk drive provides the industry's best-in-class ranking for low power consumption—without hampering performance.

In addition, our LCD Business is moving to lower-power LED (Light Emitting Diode) backlighting for our best-selling LCD panels. And, we are preparing to introduce a Pentile LCD screen for mobile applications that consumes up to 50 percent less power than conventional LCD mobile screens in use today.

SAMSUNG MARKET LEADERSHIP



Samsung Manufacturing

Semiconductor Facilities

We have 15 production facilities. Semiconductor fabs are located in Giheung and Hwaseong, South Korea, and in Austin, Texas. IC assembly plants are operating in Onyang, South Korea and Suzhou, China. Earlier this year, we began operation of a \$1 billion wafer production factory in Singapore—a joint venture between Samsung and SILTRONIC AG.

Further leveraging our manufacturing and engineering expertise, we operate a full-service foundry in South Korea dedicated to making leading-edge logic products on 300mm wafers.

LCD Facilities

Our LCD Business has fabs in Giheung, Cheonan and Asan (Tangjeong), South Korea. LCD panel assembly plants are located in Giheung, Cheonan, and Asan (Tangjeong), South Korea, Suzhou, China,

and Voderady, Slovakia. Samsung Corning Precision Glass, a joint venture between Samsung and Corning, is a vertically integrated glass supplier, located in Asan, South Korea.

Together with another partner—Sony Corporation—we opened a new Gen 8 fabrication facility in Tangjeong in 2007, adding 50,000 substrates (apprx. 6 x 7 feet) to an overall production capacity of 120,000 substrates per month for the joint venture, S-LCD. We alone produce the industry's highest-volume capacity of large-size LCD TV panels at a total of 180,000 substrates per month, or the equivalent of 1.44 million, 40-inch panels monthly.

Storage Device Facilities

We operate state-of-the-art, Class-10 hard-disk-drive facilities and logistics centers in Gumi, South Korea, and Manaus, Brazil. These are the world's most automated facilities for producing hard drives.



Samsung Semiconductor, Inc.

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