BRING INTELLIGENCE ON THE ROAD.

Samsung provides dependable reliability and long-term support to automakers with a comprehensive range of cutting-edge technology.
Executive Summary

The key trends in automotive industry are:

- The challenging standards for high reliability
- Longer product lifecycle of automotive industry
- The increasing diversity of electronics integration

Solutions

- Ensure high reliability for driving dynamics and safety
- Guarantee longevity matching automotive product life cycles
- A comprehensive portfolio to enhance design flexibility

Read on to learn more …
The challenging standards in high reliability.

The automotive industry requires a higher than conventional level of product reliability and durability to keep up with the increasing emphasis on safety features.

Safety related connected car market growth

(Billions of Euro)

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 0</td>
<td>19</td>
<td>34%</td>
</tr>
<tr>
<td>Grade 1</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Grade 2</td>
<td>10</td>
<td>33</td>
</tr>
</tbody>
</table>

Product temperature grade requirements

<table>
<thead>
<tr>
<th>Grade</th>
<th>Min (°C)</th>
<th>Max (°C)</th>
<th>Automotive Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 0</td>
<td>-40</td>
<td>+150</td>
<td>Power IC</td>
</tr>
<tr>
<td>Grade 1</td>
<td>-40</td>
<td>+125</td>
<td>ECU</td>
</tr>
<tr>
<td>Grade 2</td>
<td>-40</td>
<td>+105</td>
<td>ACC</td>
</tr>
<tr>
<td>Grade 3</td>
<td>-40</td>
<td>+85</td>
<td>HUD, Infotainment</td>
</tr>
<tr>
<td>Grade 4</td>
<td>0</td>
<td>+70</td>
<td>PND (After Market)</td>
</tr>
</tbody>
</table>

Given the possible impact on passenger safety, product quality is clearly expected to be very high in the automotive industry.

(Spotlight on Automotive, PWC)

Automotive applications require higher rigidity, and it’s much more strict especially for safety related applications.

1. PWC, The bright future of connected cars (2014)
2. PWC, Spotlight on Automotive (2013)
The longer product lifecycle of automotive products.

Automotive products today enjoy longer lifecycles than conventional, so semiconductor manufacturers need to provide a longer supply and technical support period.
The increasing diversity of electronics integration.

Increasing electronics integration and strong demand for intelligent vehicles require a comprehensive collaboration between OEMs and semiconductor manufacturers.

Automotive electronics cost (% of total car cost) \(^1\)

- 1990: 15%
- 2010: 30%
- 2030: 50%

Vehicle subsystems and associated semiconductors

**Interior**
- MCU/AP/DSP
- DRAM
- Flash/NAND/eMMC
- CMOS
- LED
- Display

**Body**
- LED
- MCU
- CMOS Image Sensor

**Powertrain**
- MCU
- Power ICs
- MOSFETs
- IGBTs

**Chassis**
- MCU
- ASIC/ASSP
- MOSFETs

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1. PWC, Spotlight on Automotive(2013)
Innovative technologies essential for intelligent driving.

Drivers want to enjoy an enhanced driving experience while satisfying increasingly strict road safety requirements. Samsung’s wide range of automotive electronic components can help create safe, convenient and intelligent driving experiences, while also offering long-term support.
The reliability of your vehicle should be guaranteed, even in extreme driving conditions, for the safety of all drivers. With this in mind, higher standards for ensuring the durability of electronic components are being enforced as more intelligent safety features are being integrated into new vehicles. Samsung has the best technology and quality service to meet these standards.

As the No.1 leader in the global memory market, Samsung offers the best Defect Parts Per Million (DPPM) management capability based on the world largest volume. We are proud to be AEC-Q100 compliant and to be able to provide diverse and consolidated solutions for the fast-changing automotive market through our dedicated manufacturing lines. Samsung eMMC especially offers fast troubleshooting through our in-house controller and firmware capability.

Samsung Industry CIS provides an accurate recognition of objects to assist with a safer driving experience as a result of our advanced Wide Dynamic Range (WDR) technology.
Conventional semiconductors don’t share the longer lifecycle of today’s automobiles. To ensure safety and long-term product support for automobiles, reliable supply and longevity of technical support from semiconductor suppliers are essential for our OEMs.

Samsung guarantees extended support to enable sufficient safety testing and defect resolution that meets the needs of the market, through an automotive-dedicated manufacturing line. As NAND Flash usage in automotive is shifting from standalone component to solution based products, the ability to ensure longevity not only for NAND Flash but also for controller is becoming more important. Samsung’s in-house capability promises longevity for both.
As the connected car market grows, electronics play an increasingly important role in the automotive industry. Consumers are demanding an increasing variety of intelligent features, and the challenge for OEMs is to deliver impeccable service and enhanced customer experience in a timely manner while reducing costs.

Samsung offers a wide range of products for connected cars, highly satisfying diverse demands of the market with reduced compatibility issues and customization concerns. Furthermore, Samsung provides dedicated technical support to effectively speed up the time to market for automotive manufacturers. Our memory portfolio spans DDR2/3, LPDDR4 and eMMC/SLC that are all compliant with AEC-Q100 grade 2/3.
Tailored for your business.

Explore products, solutions and resources that cater to your connected vehicles.
Featured Product Overview

Wide range of storages with AEC-Q100 compliance

Wide range of memory with AEC-Q100 compliance

Looks out for you and your customers

Multiband, Multimode support

Customized for efficiency and accuracy

Extreme quality media contents on screens

Looks out for you and your customers

SAMSUNG
ENJOY A COMPREHENSIVE PRODUCT PORTFOLIO FOR YOUR PREFERENCES.

Check out our product portfolio. Samsung semiconductor has almost all the components needed to make your connected vehicle.
Complete Product Portfolio

As a dedicated leader in the semiconductor industry, Samsung offers an enormous range of products. Samsung represents a single point of contact for almost all electronic components, maximizing work efficiency and failure response time. We are your ideal partner on the journey toward a truly smart car.

In-house vertically integrated offerings

Types of infotainment components

- Display (LCD, OLED)
- AP
- Connectivity (WiFi, Bluetooth) & Modem
- eMMC, DRAM

Having a complete product portfolio is a significant advantage as OEMs increasingly look to reduce the number of different suppliers.
THE BEST CHOICE FOR YOUR NEXT DIGITAL ADVENTURE.

Use Samsung’s advanced memory solutions to help your business achieve the next level of performance.
DRAM Memory Solutions

The ideal dream of using electronics to improve driver experiences can quickly turn into a nightmare when ECU-related components fail. Samsung follows the high standards of AEQ-Q100 to ensure reliability and guarantees support for all automotive products for at least 5 years.

Supporting required automotive industry standards

<table>
<thead>
<tr>
<th>Memory</th>
<th>Type</th>
<th>Org.</th>
<th>Density</th>
<th>PKG</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP DDR4</td>
<td>Grade3</td>
<td>x32</td>
<td>1GB</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.5GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grade2</td>
<td></td>
<td>1GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.5GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2GB</td>
<td></td>
</tr>
<tr>
<td>DDR3</td>
<td>Grade3</td>
<td>x8</td>
<td>4Gb</td>
<td>78FBGA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4Gb</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2Gb</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>x16</td>
<td>1Gb</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grade2</td>
<td>x8</td>
<td>4Gb</td>
<td>78FBGA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4Gb</td>
<td></td>
</tr>
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<td></td>
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<td>x16</td>
<td>2Gb</td>
<td>96FBGA</td>
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<td></td>
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<td>1Gb</td>
<td></td>
</tr>
<tr>
<td>DDR2</td>
<td>Grade3</td>
<td>x16</td>
<td>512Mb</td>
<td>84FBGA</td>
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<tr>
<td></td>
<td>Grade2</td>
<td></td>
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</tr>
</tbody>
</table>

Our mission is to provide the most reliable high quality automotive memory solutions on the market.

We are actively engaged in the automotive memory business and are committed to supporting AEC-Q100 compliant products and an automotive-friendly business model, maintaining a long-term supply & a 2Y PCN rule.
DRAM Memory Solutions

The ideal dream of using electronics to improve driver experiences can quickly turn into a nightmare when ECU-related components fail. Samsung follows the high standards of AEQ-Q100 to ensure reliability and guarantees support for all automotive products for at least 5 years.

Automotive-specific product longevity (DDR2, DDR3, LPDDR4)

- Grade 2: -40°C to 105°C
- Grade 3: -40°C to 85°C
- Commercial: 0°C to 105°C

- Meet AEC-Q100
- Automotive Screening
- Automotive specialized Burn-in/Test
- Wide voltage range (1.35V – 1.5V) for DDR3 Low Power (IDD6/2P) for DDR3
Samsung’s World’s 1st Vertical NAND breaks the limits of flash technology opening a door to infinite possibilities.
NAND Memory Solutions

It has always been Samsung’s highest priority to supply only the highest quality hardware for the automotive industry. This will never change. The longevity of our hardware is best displayed by our long-term support to ensure optimum performance.

Supporting required automotive industry standards

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<th>Org.</th>
<th>Density</th>
<th>PKG</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMMC (5.0 &amp; 5.1)</td>
<td>Grade3</td>
<td>x8</td>
<td>8GB</td>
<td>153FBGA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>16GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>32GB</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>64GB</td>
<td></td>
</tr>
<tr>
<td>Grade2</td>
<td>x8</td>
<td>64GB</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SLC</td>
<td>Grade3</td>
<td>x8</td>
<td>1Gb</td>
<td>48TSOP</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2Gb</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4Gb</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>8Gb</td>
<td></td>
</tr>
</tbody>
</table>

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Wide operation temperature range

- Grade 2: -40°C to 105°C
- Grade 3: -25°C to 85°C
- Commercial: 0°C to 85°C

Featured Products:
- Meet AEC-Q100
- Automotive Screening
- In house controller and F/W
- Automotive specialized Burn-in/Test
NAND Memory Solutions | SLC NAND

It has always been Samsung’s highest priority to supply only the highest quality hardware for the automotive industry. This will never change. The longevity of our hardware is best displayed by our long-term support to ensure optimum performance.

Wide operation temperature range

-40 °C → 85 °C

0 °C → 70 °C

Grade3

Commercial

• Meet AEC-Q100
• Automotive Screening
• Automotive specialized Burn-in/Test
ADVANCED EYES, KEEPING THE WORLD SAFER.

Samsung’s cutting-edge image sensor technology looks out for you and your customers.
Industry CIS

Samsung CIS enable myriads of Advanced Driver Assistant Systems to deliver a frustration-free driving experience.

Accurate detection for a safe driving experience

<table>
<thead>
<tr>
<th>Avoid Collisions</th>
<th>Smart Vision</th>
<th>Eyes Everywhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lane Departure Warning</td>
<td>Collision Detection</td>
<td>Parking Assistance</td>
</tr>
<tr>
<td>Collision Detection</td>
<td>Pedestrian Detection</td>
<td>Multi Camera 360° View</td>
</tr>
<tr>
<td></td>
<td>Night Vision</td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Lane Departure Warning
- Collision Detection
- Pedestrian Detection
- Night Vision
- Parking Assistance
- Multi Camera 360° View
- Blind Spot Detection
- Driver Monitor
- Road Sign Detection
- Headlight Dimming
- Rear-view Camera
- Wing Mirror Replacement

Advanced technologies open the doors to innovation. Some them include high frame rate videos for accurate detection and diagnosis, Color Noise Reduction (CNR) for vivid images and Back Side Illumination (BSI) for high sensitivity. Samsung image sensors also provide high-quality images thanks to our advanced CMOS sensor technology.
AN ENORMOUSLY EFFICIENT POWER CONTROL.

The most compelling power management solution customized for efficiency and accuracy of each component in a mobile device.
Power Management IC

Long battery life is achieved through Samsung’s persistence in fine tuning and our ability to rethink the way that a product works to bring true innovation.

System power optimization and dedicated process technology for PMIC

The advancement of PMIC manufacturing technology enables device makers to optimize system power and enhance efficiency and accuracy of power control. Samsung has developed state-of-the-art cell technology for an efficient and effective power management IC. The amount of power consumption can be reduced by 5% annually through continuous power reduction.
Power Management IC

Samsung OLED PMIC ensures low power consumption by employing the most advanced process technology.

Ensuring lower power with cutting-edge process technology

<table>
<thead>
<tr>
<th>Year</th>
<th>Samsung</th>
<th>Conventional</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>90nm</td>
<td>130/110nm</td>
</tr>
<tr>
<td>2012</td>
<td>70nm</td>
<td>90nm</td>
</tr>
<tr>
<td>2013</td>
<td>45nm</td>
<td>55nm</td>
</tr>
<tr>
<td>2015</td>
<td>32nm</td>
<td></td>
</tr>
</tbody>
</table>

14% of power can be saved due to the most advanced process technology.

45nm @ 1.1V → 32nm @ 1.0V

The amount of power consumption can be reduced by 10-15%, whenever the process technology is upgraded.
Power Management IC

Samsung PMIC is made using the most advanced process technology and continuously evolves through the integration of multiple modules into one.

Design efficiency through space savings

The power management unit is integrated with other modules to optimize power usage. For example, Sub PMIC and Application Specific (AS) PMIC can all be integrated into a single component. This ultimately allows for a smaller chip size by up to 10% annually.
Power Management IC

Samsung PMIC can deliver rapid customization like no other through years of experience in mass production and in-house infrastructure.

Faster time to market

- **Fuel Gauge** (Voltage/Current Detection)
- **Controller/Converter** (Buck/Boost/LDO)
- **Charger** (Liner & Switching)
- **Custom Design**
  - e-MIC (USB Type-C) | USB3.0 Controller | Heimdall (I/F IC)
- **Wireless Power Transfer**
- **Display Power** (LCD/OLED Panel)
- **Haptic Driver Flash LED Driver Display**

- **High reliability**
  (Mass production experience with Tier-1)

- **Quick response**
  (On-site technical support)

- **Fast turnaround**
  (Delivering 1st sample within 4 months)
Inspire The World, Create The Future

Rediscover the wonder of technology with our latest breakthroughs, products, and solution as we continue to push limits of innovation.
Leading the industry with technological innovation

Samsung's semiconductor business remains at the forefront of the market by constantly pushing the limits on innovation through sustained investment in R&D and corporate citizenship.

1. **Market Leadership**
   - Samsung's semiconductor business has been the memory leader for over 20 years, and is rapidly moving to the head of the LSI market.

2. **Technology Innovations**
   - Samsung has made numerous technological innovations in the semiconductor industry since 1983, when we developed the world's 1st 64Kb DRAM.

3. **Company Capability**
   - Samsung's semiconductor business never stops innovating within its comprehensive product portfolios, from semiconductors to end-products, and makes massive investments in R&D.

4. **Corporate Citizenship**
   - Samsung's semiconductor business puts great value in our social responsibilities toward customers and partners, and in maintaining a green planet.
Market Leadership | A comprehensive view

Samsung's semiconductor business has held the 2nd largest global market share for over 12 years and it continues to grow its presence in the industry.

Global semiconductor market share

<table>
<thead>
<tr>
<th>Year</th>
<th>Company A</th>
<th>Samsung</th>
<th>Company B</th>
<th>Company C</th>
<th>Company D</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>14.6%</td>
<td>7.7%</td>
<td>2.8%</td>
<td>2.7%</td>
<td>2.7%</td>
</tr>
<tr>
<td>2010</td>
<td>13.9%</td>
<td>9.0%</td>
<td>3.2%</td>
<td>2.7%</td>
<td>3.2%</td>
</tr>
<tr>
<td>2011</td>
<td>16.5%</td>
<td>9.0%</td>
<td>4.4%</td>
<td>2.7%</td>
<td>4.4%</td>
</tr>
<tr>
<td>2012</td>
<td>16.4%</td>
<td>9.5%</td>
<td>5.5%</td>
<td>2.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>2013</td>
<td>15.4%</td>
<td>9.7%</td>
<td>5.7%</td>
<td>2.7%</td>
<td>5.7%</td>
</tr>
<tr>
<td>2014</td>
<td>15.4%</td>
<td>10.2%</td>
<td>5.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Gartner
Market Leadership | Memory business

Samsung has been the leader of the total memory market for 22 years running since 1993.

Memory market leadership (2014)

Memory: 35% for 22 years since 1993
DRAM: 41% for 23 years since 1992
NAND Flash: 31% for 13 years since 2002

1. Gartner
Market Leadership | System LSI business

Samsung's semiconductor business took the DDI market lead in 2003 and never looked back, expanding to a leadership position for smart cards, CIS and other products.

Market leadership in the LSI business (2014)

- **DDI**: 23% for 12 years since 2003
- **Smart Card**: 37%
- **Mobile CIS**: 27%
- **CIS**: 14%

1. Samsung Internal Forecast '15
Samsung has achieved numerous technological innovations in the memory field on an almost annual basis since first developing 64Kb DRAM in 1983.

*Note: 10nm-class denotes a process technology node somewhere between 10 and 19 nanometers*
The recent history of world-first developments

Samsung system LSI has grown significantly since its inception in 2001, making several technological innovations for each of its products.
Samsung's semiconductor business offers nearly 25 memory and system LSI product portfolios that are essential in today's electronic appliances.

**Samsung’s 9 product categories**

**Memory**
- DRAM
- Flash Storage
- V-NAND
- SSD
- eMMC
- UFS

**System LSI**
- Exynos Solution
  - Application Processor
  - Modem/RF
  - ModAP
- Display Solution
  - Mobile DDI
  - Panel DDI
  - Touch Controller
- CMOS Image Sensor
  - Mobile CIS
  - Camera CIS
  - Industry CIS
- Security Solution
  - Smart Card
  - NFC
- Power IC
- Bio Processor
Samsung's semiconductor business operates in 18 international locations to better serve and collaborate with customers around the world.
Our global business experts and continued R&D investments position us to provide the market with cutting-edge technology to maintain our leadership position.

- **Global professionals as a core value**
  - 300,000+ talented employees in 80 countries around the world
  - 36,900 Doctorate/Masters degrees
  - 63,000 R&D Staff
  - 1,700 Designers

- **Striving rigorously for innovation**
  - $14.6 B R&D investments in 2014
  - 6% Net Sales
  - $209 Billion

- **Leading patent holder**
  - SAMSUNG
  - Number of patents 2015
  - Over 100,000 Globally
  - No.2 in Europe (2,366)
  - No.2 in the US (5,072) since 2006
Company Capabilities | Global recognition

Samsung has also been widely acclaimed for our reputability and innovative spirit.

Global recognition

7th TOP BRAND VALUE company (Interbrand)

15th most REPUTABLE company (Forbes)

13th TOP GLOBAL company (Fortune)

5th most INNOVATIVE company (BCG)

3rd top global INNOVATOR (Thomson Reuters)
Corporate Citizenship

Samsung constantly strives to resolve community challenges, protect nature, create safe and healthy workplaces and share growth with our employees, partners and customers.

Corporate citizenship of Samsung

Social Contributions
Sharing and Volunteering to Foster New Hope

Green Management
Green Management that Protects the Planet

Health and Safety
Creating Safe and Healthy Workplaces

Sharing Growth
Success Built on Helping and Dreaming Together
Corporate Citizenship | Social contributions

Samsung has initiated 5 key programs for social contributions to address the leading social issues around the globe, including education, healthcare and employment.

5 global social contribution activities

- **SMART School**: 384 schools under operation worldwide
  - Supporting the development of creative talents in a smart education environment
  - Resolving regional education gaps

- **Samsung Tech Institute**: 23 institutes under operation worldwide
  - Offering systematic vocational training & local employment
  - Laying the foundation for financial independence

- **Samsung Care Drive**: 8 programs under operation worldwide
  - Offering a Smart Healthcare System accessible anywhere at any time
  - Promoting better health and lifestyles of local citizens
  - Resolving regional education gaps

- **Nanum Village**: 2 digital villages under operation in Africa
  - Providing healthcare and education support to low-income countries
  - Offering citizens the chance to contribute to local communities

- **Solve for Tomorrow**: +2,300 participants in the 2014 competition
  - Explored innovative ideas, putting them to practice in partnership with local communities
  - Resolved local pending issues using STEM¹ skills

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1. STEM: Science, Technology, Engineering, Mathematics
Certified green products

100% of products achieved Good Eco-Product ratings

3,027 products certified green by global institutes

Globally recognized for the eco-friendliness of its products, Samsung received green certifications for a total of 3,027 product models from 11 nations including Korea, the US, China and European countries by the end of 2014.

Resource reuse and recycling (2014)

92% of waste recycled

19,403 tons of recycled plastics reused

354,599 tons of electronic waste recycled globally

37,594 mil. tons of water reused worldwide

Samsung reduces environmentally hazardous elements by reusing and recycling resources such as recycled plastic throughout the life cycle of products, from the manufacturing of parts and products, to their distribution, use and disposal.
Corporate Citizenship | Health and safety

Samsung promotes and complies to safety regulations to establish a proactive culture of safety, both inside and outside worksites.

**Health and safety management system**

![OHSAS 18001 certification](image)

100% global certification for all of Samsung’s health and safety management systems

Samsung complies with OHSAS 18001, a global standard for occupational health and safety management systems, in each of its workplaces around the world, striving to maintain on-site safety and protect employee health.

**Employee healthcare and safety enhancement**

![Program to teach emergency CPR](image)

39,968 employees participated in hands-on environmental and safety education programs in 2014

CPR: Cardiopulmonary Resuscitation

Samsung is committed to improving employee healthcare and safety by developing ergonomic adaptations in the workplace environment, prohibiting business trips to regions with a high risk of infectious disease and supporting employee medical checkups.
Samsung has taken part in various shared-growth activities to create a mutually beneficial business ecosystem with its suppliers.

Samsung Electronics set up the mutual Growth Academy in June 2013 to provide comprehensive and systematic support for its primary and secondary suppliers.

Mutual Growth Fund for suppliers

Samsung created a supplier support fund of USD $1 billion, known as the ‘Mutual Growth Fund’ in collaboration with various financial institutes to support both primary and secondary suppliers.
ENABLING THE FUTURE OF LIFELOGGING.

Let’s Get Started...
Samsung as a trusted partner

About Samsung's semiconductor business

The component businesses of Samsung Electronics come together under the title Device Solutions. As a leading company in the global electronics industry, Samsung Electronics has one of the widest range of products for its key component businesses Memory and System LSI, which are core elements of the company's well-balanced business portfolio.

Samsung initiated its semiconductor operations in 1974, mostly developing and producing ICs and peripherals for consumer electronics. The pivotal turning point in our evolution into a leading semiconductor manufacturer was the successful development of the 64Kb DRAM in 1983.

Samsung achieved and has maintained its market leadership position in the memory industry since 1993. Along with its success in the memory sector, the company signaled a long commitment to logic and analog chip development in 2001 with the expansion of its System LSI organization and the opening of its SoC Research Lab. Since then, Samsung's System LSI Business has scaled significantly upward, and is now one of the major players in the sector and also the largest provider in many product categories.

For more information

For more information, visit www.samsung.com/semiconductor.

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