

THE WAY WE LEAD

At Samsung Electronics, we believe that crises are opportunities for innovation and that change is about action. It takes a different kind of strategy to navigate tough economic times and become one the world's leading companies. And we have what it takes to get there.

HERE'S HOW WE DO IT

Knowing how to lead is one thing. Being able to sustain that leadership is an entirely different one. In the next few pages, we'd like to introduce a few of our exceptional people and the unique ways they're helping us lead the way in brand marketing, manufacturing, research and development, and design.

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Understanding Tomorrow's Markets And Consumers

When it comes to developing premium home appliances for specific regions, it's essential to have detailed data and research on those markets and consumers. The reason our front-loading washers with vibration-reduction technology and French-door refrigerators top their respective categories in the US is a direct result of our robust market- and consumer-focused market-sensing capabilities. And the insights we gain are helping us lead the way to a more convenient, comfortable future.

Kyu-Hee Lee
Assistant Manager, Brand Marketing Group
Digital Appliance Division



Collaborating For Greater Synergy

Since 2007, we've operated an innovative "cell-based" manufacturing system that has doubled productivity for our entire Digital Media & Communications Business product portfolio. These remarkable gains have been made possible by close collaboration between each of our departments—from manufacturing and development to marketing and purchasing. And the greater synergy this collaboration enables is helping us lead the way to a more productive, profitable future.

Gab-Soo Lee
General Manager, Application Engineering Group
Global Production Technology Center
Digital Media & Communications Business



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Thinking Outside The Box

The most important principle in any R&D process is thinking outside the box. That's what we did when we set out to develop a small but very important component of smart card information security. In addition to significantly lower fabrication costs, the resulting all-digital solution has the added benefit of easing migration to different platforms, technologies, and markets. And the ability to step back and challenge the conventional is helping us lead the way to a more secure digital future.

Ihor Vasylytsov
Senior Engineer, Digital IP Development Team
System LSI Division



Arriving First With Speed And Efficiency

The thing that's helped us rise above our rivals in the ultra-competitive LCD panel industry has been our ability to consistently develop technologies and ship products ahead of the rest. Our cutting-edge R&D capabilities enabled us to seize the first-mover advantage in a new product category at CES 2009 when we unveiled a ready-for-production HD LCD TV with edge-lit LED backlighting when others were just showing mockups. And this ability to consistently be first to market is helping us lead the way to a greener, more profitable future.

Yong-II Kim
Manager, Development Team 2
Backlight Technology Group 2
LCD Division



Connecting With Consumer Lifestyles

At the Samsung Experience in downtown New York, visitors can enjoy an engaging and memorable hands-on experience with over 300 of the latest and greatest Samsung products. Our staff of "brand ambassadors" strives to provide exceptional service to each customer while delving deeper into their needs to help them make the connection with Samsung products that fit their lifestyles. And those lasting impressions are helping us lead the way to a richer, more enjoyable future.

Angelo Vicari
General Manager, Samsung Experience



Making Smart Choices That Grow Markets

One of our strategic goals in 2008 was to grow our mobile phone market share in emerging markets. While many of our rivals lost ground in last year's market downturn, our smart, focused product line and resource allocation choices enabled us to achieve dramatic gains in both sales and brand awareness across Southeast Asia and Oceania, a trend we expect to continue in 2009. And those are the kind of choices that are helping us lead the way in more markets everywhere.

Jee-Hyun Dina Lee
Manager, Southeast Asia Sales & Marketing Group
Mobile Communication Division



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Creating Value That Can't Be Touched

The inspiration for our TV designs comes out of a product development process that includes extensive research on the user experience, meticulous consideration of each process step, and countless development and marketing discussions. Our sophisticated "liquid crystal" bezel design was the fruit of this exhaustive investigative and collaborative process, transforming our TVs into veritable objects of art. And that unique design touch is helping us lead the way in living rooms around the world.

Hee-Bong Kim
Junior Designer, Design Group
Visual Display Division