

**Earnings Release Q2 2008**

**Samsung Electronics**

**July 2008**

# Disclaimer

**This document is provided for the convenience of investors only, before our external audit on Q2 2008 financial results of our headquarters is completed.**

**The audit outcomes may cause some parts of this document to change.**

**This document contains "forward-looking statements" - that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain.**

**For us, particular uncertainties which could adversely or positively affect our future results include: the behavior of financial markets including fluctuations in exchange rates, interest rates and commodity prices; strategic actions including dispositions and acquisitions; unanticipated dramatic developments in our major businesses including semiconductor, LCD, telecommunication, digital media ; and numerous other matters at the national and international levels which could affect our future results**

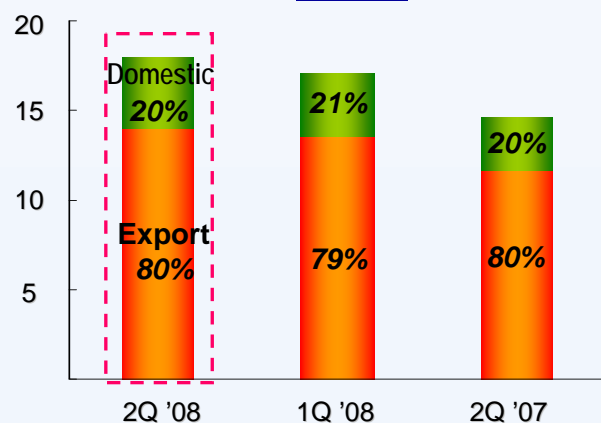
**These uncertainties may cause our actual results to be materially different from those expressed in this document.**

# Sales and Profits

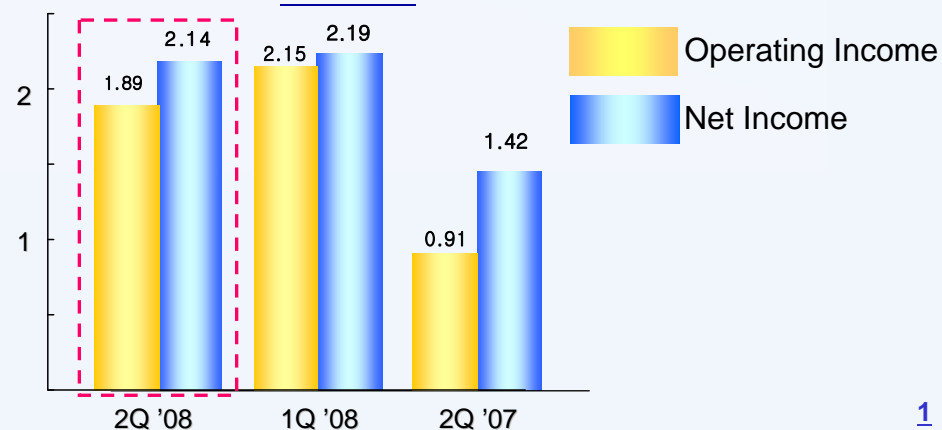
(Unit : Trillion KRW)

	2Q '08	Q-on-Q	1Q '08	2Q '07	Y-on-Y
<b>Sales</b>	<b>18.14</b>	<b>6%</b>	<b>17.11</b>	<b>14.63</b>	<b>24%</b>
<b>Gross Profit</b>	<b>5.11</b>	<b>9%</b>	<b>4.69</b>	<b>3.34</b>	<b>53%</b>
<i>(Margin)</i>	<i>(28%)</i>		<i>(27%)</i>	<i>(23%)</i>	
SG&A	<u>3.21</u>	<u>27%</u>	<u>2.53</u>	<u>2.43</u>	<u>32%</u>
<b>Operating Profit</b>	<b>1.89</b>	<b>-12%</b>	<b>2.15</b>	<b>0.91</b>	<b>108%</b>
<i>(Margin)</i>	<i>(10%)</i>		<i>(13%)</i>	<i>(6%)</i>	
Non-operating income	<u>0.68</u>	<u>47%</u>	<u>0.46</u>	<u>0.71</u>	<u>-4%</u>
<b>Pre-Tax Income</b>	<b>2.57</b>	<b>-2%</b>	<b>2.62</b>	<b>1.62</b>	<b>59%</b>
<i>(Margin)</i>	<i>(14%)</i>		<i>(15%)</i>	<i>(11%)</i>	
Income Tax	<u>0.43</u>	<u>1%</u>	<u>0.43</u>	<u>0.20</u>	<u>121%</u>
<b>Net Income</b>	<b>2.14</b>	<b>-2%</b>	<b>2.19</b>	<b>1.42</b>	<b>51%</b>
<i>(Margin)</i>	<i>(12%)</i>		<i>(13%)</i>	<i>(10%)</i>	

**Sales**



**Profits**



# Divisional Performance – Sales

(\* Reflects May '08 Organization Restructuring. See Appendix 3 for pro forma sales.)

(Unit : Trillion KRW)

	2Q '08	Q-on-Q	1Q '08	2Q '07	Y-on-Y
<b>Semiconductor</b>	<b>4.58</b>	<b>4%</b>	<b>4.39</b>	<b>4.26</b>	<b>7%</b>
Memory	3.21	8%	2.96	3.08	4%
System LSI	0.77	10%	0.70	0.65	19%
<b>L C D</b>	<b>4.71</b>	<b>9%</b>	<b>4.34</b>	<b>3.34</b>	<b>41%</b>
<b>Telecom</b>	<b>6.14</b>	<b>2%</b>	<b>5.99</b>	<b>4.85</b>	<b>27%</b>
Handsets	5.40	5%	5.15	4.23	28%
<b>Digital Media</b>	<b>2.56</b>	<b>15%</b>	<b>2.23</b>	<b>2.07</b>	<b>24%</b>
Appliances	1.11	35%	0.82	0.95	17%
<b>Total</b>	<b>18.14</b>	<b>6%</b>	<b>17.11</b>	<b>14.63</b>	<b>24%</b>

<b>【Consolidated Basis*】</b>	<b>2Q '08</b>	<b>1Q '08</b>	<b>2Q '07</b>
<b>Semiconductor</b>	5.24	4.87	4.76
<b>L C D</b>	3.94	3.65	3.03
<b>T e l e c o m</b>	7.87	7.48	6.08
<b>Digital Media</b>	10.33	8.45	6.99

\* The consolidated sales figures are net sales (They exclude interdivisional sales)

→ Including interdivisional sales, consolidated sales for 2Q '08 : Semiconductor - 5.73 trillion won, LCD - 5.54 trillion won

# Divisional Performance – Operating Profit

(\* Reflects May '08 Organization Restructuring. See Appendix 3 for pro forma operating profit.)

(Unit : Trillion KRW)

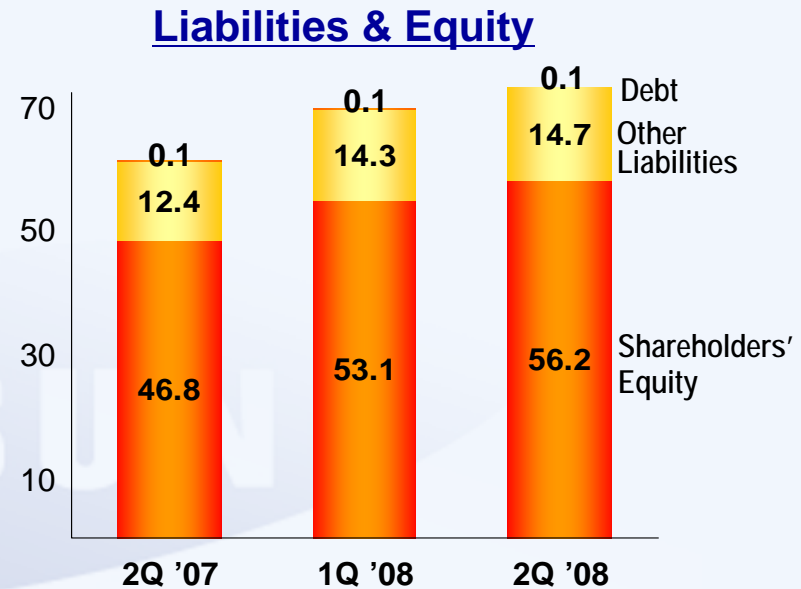
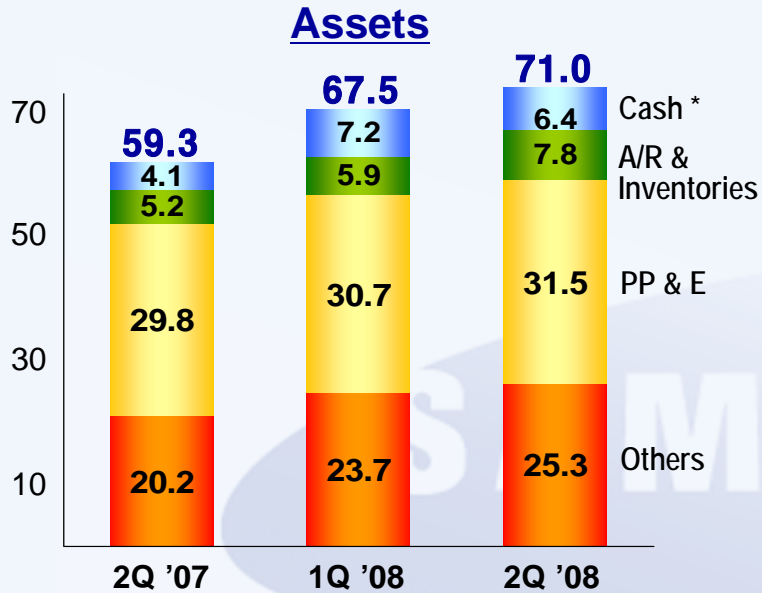
	2Q '08	Q-on-Q	1Q '08	2Q '07	Y-on-Y
<b>Semiconductor</b>	<b>0.27</b>	<b>38%</b>	<b>0.19</b>	<b>0.33</b>	<b>-18%</b>
<i>(Margin)</i>	<i>(6%)</i>		<i>(4%)</i>	<i>(8%)</i>	
<b>L C D</b>	<b>1.00</b>	<b>-1%</b>	<b>1.01</b>	<b>0.29</b>	<b>244%</b>
<i>(Margin)</i>	<i>(21%)</i>		<i>(23%)</i>	<i>(9%)</i>	
<b>Telecom</b>	<b>0.79</b>	<b>-15%</b>	<b>0.93</b>	<b>0.37</b>	<b>114%</b>
<i>(Margin)</i>	<i>(13%)</i>		<i>(15%)</i>	<i>(8%)</i>	
<b>Digital Media</b>	<b>-0.16</b>	<b>-</b>	<b>0.04</b>	<b>-0.07</b>	<b>137%</b>
<i>(Margin)</i>	<i>(-6%)</i>		<i>(2%)</i>	<i>(-3%)</i>	
<b>Total</b>	<b>1.89</b>	<b>-12%</b>	<b>2.15</b>	<b>0.91</b>	<b>108%</b>
<i>(Margin)</i>	<i>(10%)</i>		<i>(13%)</i>	<i>(6%)</i>	

<b>【Consolidated Basis*】</b>	<b>2Q '08</b>	<b>1Q '08</b>	<b>2Q '07</b>
<b>Semiconductor</b>	0.30	0.20	0.34
<b>L C D</b>	1.05	1.08	0.31
<b>T e l e c o m</b>	0.89	1.10	0.52
<b>Digital Media</b>	0.14	0.21	0.26

\* The consolidated OP is provided to enhance the understanding of the investors.

# Financial Structure

(Unit : Trillion KRW)



\* Cash = Cash + Cash equivalents + Short-term financial instruments + Marketable securities

## Key Ratios

	2Q '07	1Q '08	2Q '08
Debt / Equity	0.2%	0.2%	0.2%
Net Debt / Equity	-8.6%	-13.4%	-11.2%
Return on Equity	12.5%	16.7%	15.7%
Return on Asset	9.8%	13.2%	12.4%

# Cash Flow

(Unit : Trillion KRW)



	2Q '08	1Q '08
<b>Cash * (Beginning of period)</b>	<b>7.20</b>	<b>7.81</b>
<b>Cash flow from Operation</b>	<b>3.01</b>	<b>2.66</b>
<i>Net profit</i>	2.14	2.19
<i>Depreciation</i>	1.86	1.88
<i>(Income) Loss from equity method</i>	-0.61	-0.52
<i>Increase (Decrease) in working capital, etc.</i>	-0.38	-0.89
<b>Cash flow from Investment</b>	<b>-2.86</b>	<b>-3.29</b>
<i>CAPEX</i>	-2.71	-2.83
<b>Cash flow from Finance</b>	<b>-0.96</b>	<b>0.01</b>
<i>Dividend</i>	-1.10	-
<i>Decrease of short-term borrowings</i>	-	-
<i>Repurchase of shares</i>	-	-
<i>Proceeds from sales of shares under stock option plan</i>	0.14	0.01
<b>Net increase in cash</b>	<b>-0.82</b>	<b>-0.61</b>
<b>Cash* (End of period)</b>	<b>6.38</b>	<b>7.20</b>

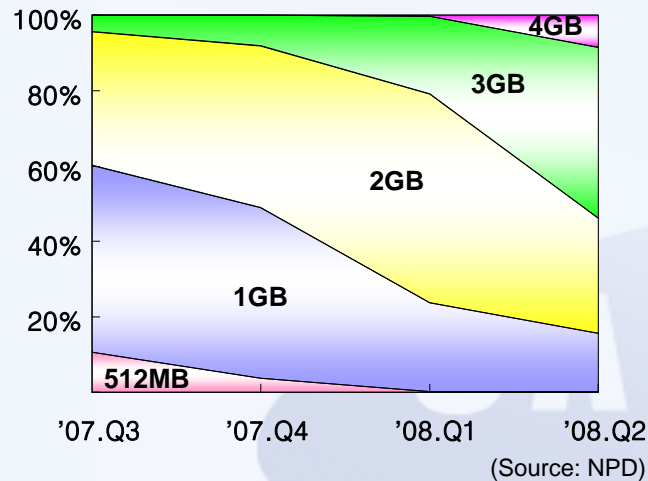
\* Cash = Cash + Cash equivalent + Short-term financial instruments + Marketable securities

※ '08 consolidated capital expenditures : 12.5 trillion won  
 - Memory : 7 trillion won plus  
 - LCD : Approx. 4.5 trillion won

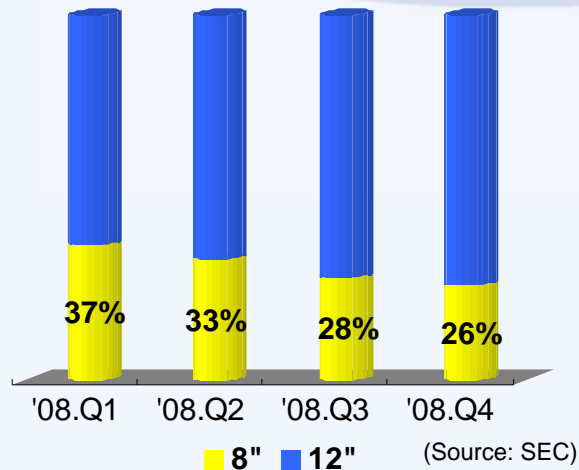
# Semiconductor

## Q2 Result Analysis

### DRAM Module Penetration in US



### 8" NAND Production Ratio



### Memory

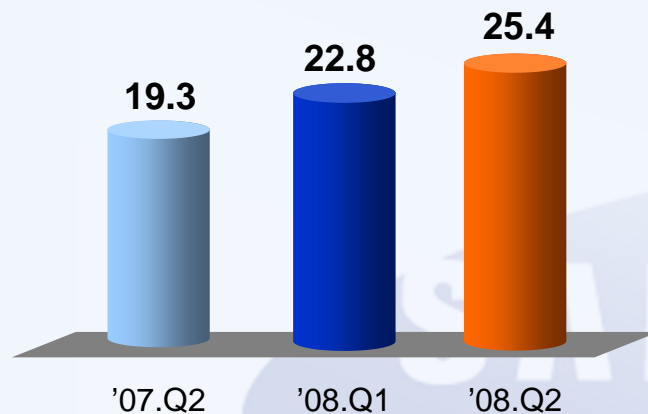
- **DRAM: Limited market recovery despite DDR2 price increase**
  - ☞ **SEC: Cost improvement via stable yields from 1Gb 68nm & Secure premium via product differentiation (Mobile/Server)**
  - Spot market weakness continued despite solid demand from PC OEMs
  - Accelerated adoption of 3GB+ module due to price decline
  - Increased supply with new entrants in Mobile/Graphic markets
- **NAND: Price decline persisted due to weak seasonality**
  - ☞ **SEC: Enhanced competitiveness through expansion of high density (16Gb, 51nm) and differentiated products (e.g. moviNAND)**
  - ASP continued to decline due to slowdown of MP3P/Flash card contents growth (Q1 46% → Q2 17%, Gartner)
  - Despite reduced level of 8" production, oversupply continued due to channel inventory

### Sys LSI

- **Maintained profitability from strong demand for DDI & Smart card IC**

### SEC Large Panel Shipments

(Unit: Million)



### Panel Price Trends (Market)

	'08.Q1	'08.2Q	Change
Monitor (19"W)	\$124	\$122	2% ↓
Note PC (15.4"W)	\$99	\$96	3% ↓
TV (40"HD)	\$509	\$494	3% ↓

(Source: DisplaySearch, Q2)

### Large Panels

- Shipment increased QoQ despite weak seasonality

☞ Large panel shipment : '08.1Q 22.8M → '08.2Q 25.4M (11% ↑)

- Monitors : Steady sales of wide & large size (20"+) monitors

- Note PCs : Robust demand for main products (15.4" W)

- TVs : Strong demand for TV panels led by steady sales of major TV set makers including Samsung and Sony

☞ Recorded 5M+ unit sales despite weak seasonality

- IT & TV panel prices declined QoQ due to seasonality

- Solid results attributable to steady Note PC /TV panel demand and favorable exchange rate

### Small/Mid-Size Panels

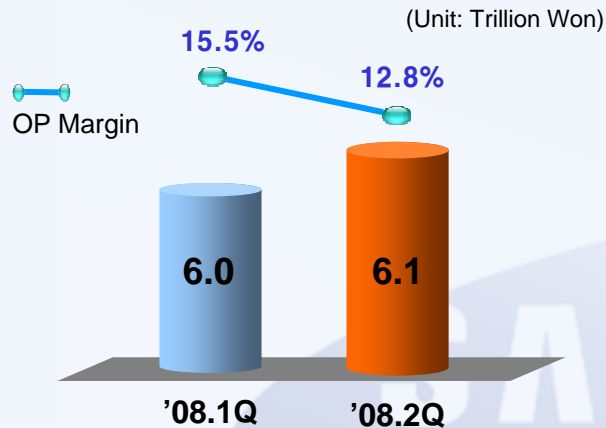
- Shipment growth driven by increased demand for handset panels

- '08.Q1 22.4M → '08.Q2 25.3M (13% ↑)

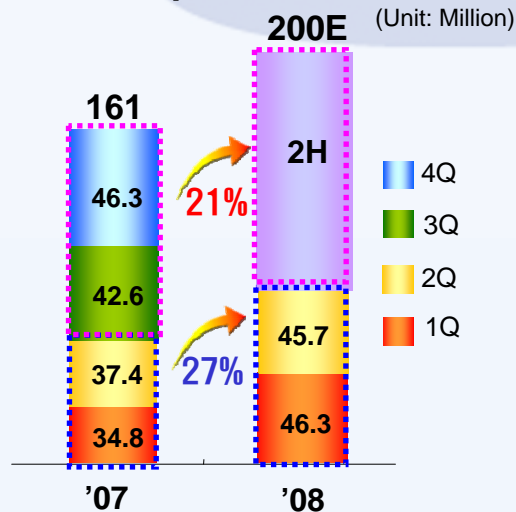
# Telecommunication

## Q2 Result Analysis

### Revenue & OP Margin



### Shipment



### Handsets

- **Handset sales of 45.7 mn units (1% ↓ QoQ, 22% ↑ YoY)**
  - Shipment declined slightly due to global economic slowdown and weak seasonal demand
  - Increased revenue amid weak demand in developed markets due to better sales of mid and high-end phones
    - Soul (1mn+), 3Megapixel Cameraphone (24% ↑ QoQ), 3G (41% ↑ QoQ)
  - Increased domestic sales due to new product launches (i.e. Haptic) and 3G service roll-out
- **ASP: '08.Q1 \$141 → '08.Q2 \$143 (1.4% ↑ QoQ)**
  - Improved product mix due to increased sales of high-end strategic models (Soul, F480 etc.)
- **Maintained double-digit margin despite increased expenses**
  - Increased marketing expenses due to Beijing Olympics and increased costs related to new model launches and developments

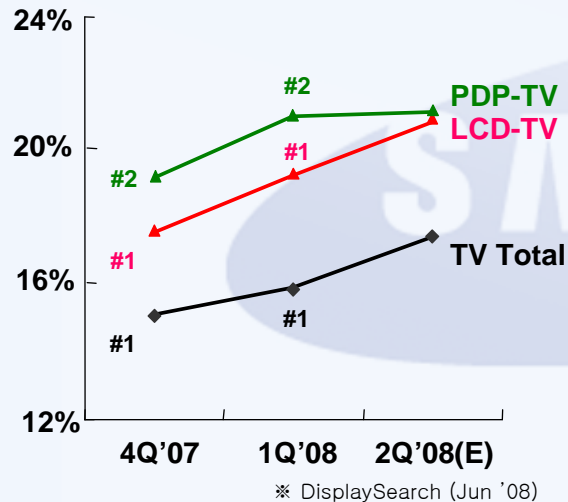
### Network

- **Sustained strong results due to the expansion of domestic WCDMA network**
- ※ Telecommunication results from 2Q include results from PC, MP3 & STB businesses transferred from Digital Media Business unit

### Digital Media

※ Including overseas sales

#### TV Market Share



- Revenue increased 22% QoQ from strong CE product sales, but OP declined due to increased price competition and rise in material costs
  - Flat panel TV: while global demand rose 9% QoQ, Samsung shipment increased 14% QoQ, → Expect gain in M/S
    - Flat panel TV demand: 24M (1Q) → 26M (2Q), (2M units ↑ QoQ)
    - Expect LCD-TV M/S\* in US to reach high 20's in Q2
  - Monitor: Continue to maintain #1 position in M/S & strengthened leadership in large-size(20"+) segment
    - 20"+ portion out of total monitor in 2Q: Samsung 28% vs. market 22%
  - Digital appliance: Revenue increased 30% QoQ due to increased sales in US, Europe & BRICs
    - KRW 1.8 Trillion (1Q) → 2.4 Trillion (2Q) (30% ↑ QoQ)
    - Side-by-side Refrigerator: 8 consecutive years of #1 M/S\*\* in Europe
- (\*consolidated results / \*\*based on quantity of units sold)

### 2008 PC Shipments

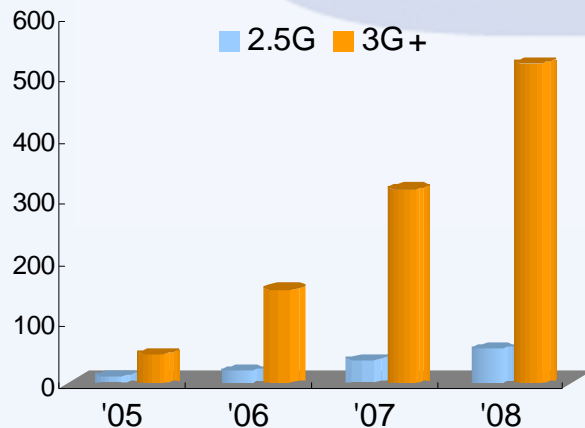
(Unit: Million)

	Q1	Q2	Q3	Q4	Total
Shipment	72	70	78	88	308
Growth Rate	-8%	-2%	10%	13%	14%
GB/sys	1.7	1.9	2.1	2.2	2.0
Growth Rate	15%	13%	8%	5%	48%

(Source: SEC)

### NAND Adoption in Handsets

(Unit: MB/Sys)



(Source: iSuppli, SEC)

### Market

- **Expect positive seasonal effects but weaker demand possible due to macroeconomic slowdown**
- **DRAM** : Expect PC demand to increase 10% in Q3 (QoQ)  
but expect MB/Sys growth to slow due to high DRAM price (Q2 13% → Q3 8%)
- **NAND** : Expect demand to pick up from launching of new products  
but demand for consumer products may be adversely affected by the economic slowdown
  - Rising demand for smart-phones (16GB) & low-cost PCs (8~32GB)

### Samsung

- **DRAM** : **Maximize production via 56nm ramp-up**
  - Enhance cost competitiveness & Stable supply to major OEMs
  - Maintain price premium via differentiated high-capacity products
- **NAND** : **Reinforce cost competitiveness via 42nm ramp-up**
  - Maintain profitability via high-density products(16GB+) sales increase
  - Actively develop next generation market such as SSDs
- **Sys LSI** : **Maximize the strengths of Samsung mobile solution**

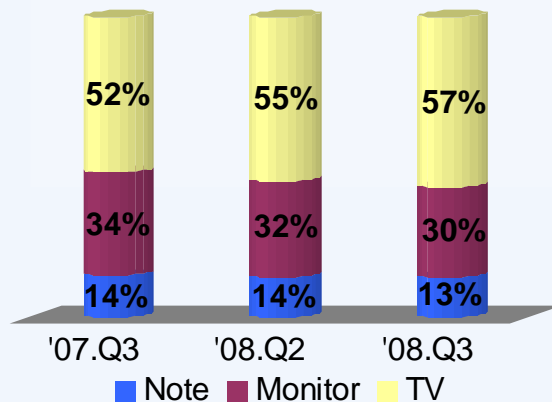
### '08 Panel Demand Outlook

(Unit: Million, Million m<sup>2</sup>)

	1H	2H		HoH
		3Q	4Q	
Note PCs	67	38	39	14%
Monitors	94	49	50	5%
TVs	56	32	33	16%
Total	217	119	122	11%
Area	31.9	18.0	18.5	15%

(Source: DisplaySearch, Q2)

### Area Breakdown (Market)



(Source: DisplaySearch, Q2)

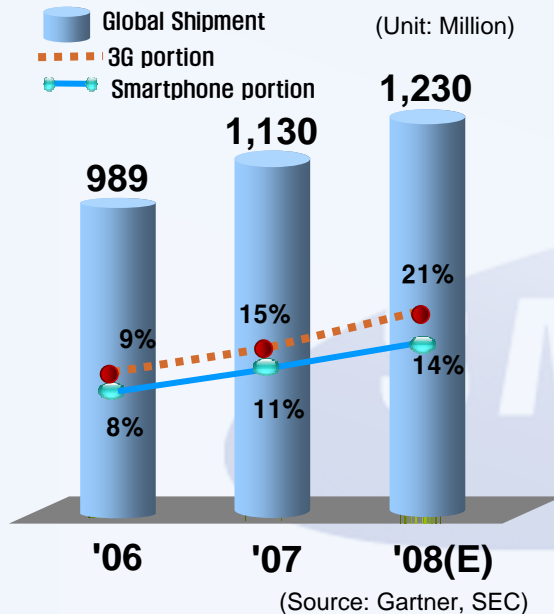
### Market

- Expect shipment increase led by seasonal demand pick up
  - ※ Risk of demand slowdown remains due to global economic uncertainties and high oil prices
  - IT Panels : Expect shipment increase due to “Back-to-School” demand
    - ☞ Expect steady sales growth of wide (16:9) and large-size panels
  - TV Panels : Expect TV set makers’ demand growth from seasonality
    - ☞ Need to continuously monitor sell-through & market conditions

### Samsung

- IT : Focus on sales of profitable product mix & strategic products (e.g. LED, 16:9, Slim & Light, Wide, etc.)
- TV : Enhance our dominant position in large size (46+”) TV market through ramp-up of Gen 8-1 line phase 2
  - Expand sales of premium products (FHD, 120Hz, etc)
- Small/Mid-size Panels : Expect shipment increase led by mid-size and high-resolution panels
  - Expect 30% QoQ shipment increase

### Global demand



### Market

- **2H demand to increase due to seasonality and new product launches despite economic slowdown and inflation concerns**
  - Continued growth of emerging market demand (i.e. India, Africa) and stronger seasonal demand
  - Replacement demand to increase due to new product launches and 3G market expansion
  - ↳ More than 10% increase from 1H of the year
- **Expect intensified competition within the high-end segment due to new smartphone and touchscreen phone launches**

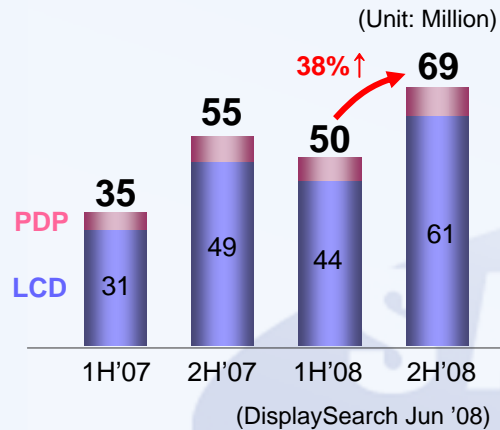
### Samsung

- **Expect shipment to increase due to strengthened product portfolio & distribution channel expansion**
  - Current strategic product sales to increase: U900, F480, M800 etc.
  - Reinforce premium product portfolio: smartphone, touchscreen, 3G
  - Global launch of 'Omnia', introduction of 8M smartphone (i8510)
  - Strengthen distribution channels in emerging markets (i.e. China, India etc.) with launch of new strategic models

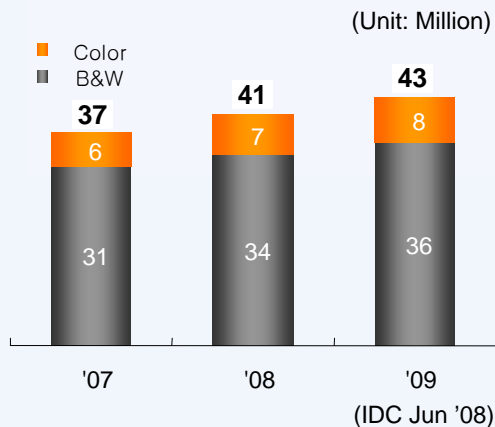
### Premium Line-up



### TV Market Forecast



### Laser Printer Market



### Market

- **Expect flat panel TV demand to reach 69M units in 2H(38%↑ HoH)**
  - Demand growth led by drop in large TV prices
  - Continuous growth of 40"+ & Full HD segments in the emerging market
  - ☞ Possible reduction in consumer consumption due to global economic slowdown (e.g. high oil prices, inflation)
- **Expect total laser printer and multifunction printer market to reach 21M units in 2H (10%↑ HoH)**
  - Market growth led by color laser & multifunction printers under \$1,000

### Samsung

- **Expect to surpass flat panel TV target for '08 (21M units + a), but pressure on margin from fierce price competition remains**
  - Expand premium product line-up by launching differentiated new products (120Hz, Slim design, etc)
  - Expand retail channels, increase B2B sales, and expand M/S in emerging markets
- **Expect corporate-use laser printer sales to increase**
  - Continue to expand corporate-use laser printer line-up & sales channels

# [Appendix 1] Proforma Balance Sheet (Parent Basis)

(Unit : 100 Million, KRW)

	2Q '08 (A)	1Q '08 (B)	2Q '07 (C)	Q-on-Q (A - B)	Y-on-Y (A - C)
<b>Current Assets</b>	<b>180,301</b>	<b>169,111</b>	<b>126,143</b>	<b>11,190</b>	<b>54,158</b>
– Cash & Cash Equivalents	53,563	61,758	33,479	–8,195	20,085
– Marketable Securities	10,269	10,239	7,611	30	2,658
– A/R	39,245	23,640	20,216	15,605	19,029
– Inventories	38,570	35,681	31,745	2,889	6,825
– Other Current Asset	38,654	37,793	33,093	861	5,561
<b>Non Current Assets</b>	<b>529,275</b>	<b>506,387</b>	<b>466,359</b>	<b>22,888</b>	<b>62,916</b>
– Investment	197,892	182,791	151,262	15,103	46,632
– PPE	314,942	307,000	298,021	7,942	16,921
– Intangible Assets	6,068	5,756	5,432	312	636
– Other Non Current Asset	10,373	10,840	11,644	–468	–1,272
<b>Total Assets</b>	<b>709,576</b>	<b>675,497</b>	<b>592,502</b>	<b>34,079</b>	<b>117,074</b>
<b>Liabilities</b>	<b>148,053</b>	<b>144,055</b>	<b>124,373</b>	<b>3,998</b>	<b>23,680</b>
– Debts	948	892	871	56	77
– Trade Accounts and N/P	27,814	26,432	21,588	1,381	6,225
– Other Accounts and N/P	33,092	31,225	24,931	1,856	8,150
– Accrued Expenses	39,421	32,807	30,226	6,614	9,195
– Income Tax Payable	6,816	7,499	10,474	–683	–3,658
– Other Liabilities	39,962	45,200	36,283	–5,227	3,691
<b>Shareholders' Equity</b>	<b>561,523</b>	<b>531,442</b>	<b>468,130</b>	<b>30,081</b>	<b>93,393</b>
– Capital Stock	8,975	8,975	8,975	0	0
– Capital Surplus	65,908	65,482	63,645	426	2,263
– Capital Adjustments	–86,041	–87,342	–87,384	1,301	1,343
– Accumulated Other Comprehensive Income	29,751	22,816	16,570	6,935	13,181
– Retained Earnings	542,930	521,511	466,324	21,419	76,606
<b>Total Liabilities &amp; Shareholder's Equity</b>	<b>709,576</b>	<b>675,497</b>	<b>592,502</b>	<b>34,079</b>	<b>117,074</b>

※ In accordance with amendments of SKFAS No. 15, “Equity-method Investments”, the company separated its changes in accumulated other comprehensive income by equity-method investments into capital surplus, capital adjustments and accumulated other comprehensive income. The Company’s non-consolidated financial statements for the year ended December 31, 2007, presented herein for comparative purposes, have been restated to reflect this change.

## [Appendix 2] Proforma Income Statement (Parent Basis)

(Unit : 100 Million, KRW)

	2Q '08 (A)		1Q '08 (B)		2Q '07 (C)		Q-on-Q (A - B)	Y-on-Y (A - C)
		%		%		%		
<b>Sales</b>	<b>181,391</b>	<b>100%</b>	<b>171,073</b>	<b>100%</b>	<b>146,329</b>	<b>100%</b>	<b>10,318</b>	<b>35,062</b>
- Domestic	36,726	20.2%	35,967	21.0%	29,947	20.5%	759	6,779
- Export	144,665	79.8%	135,107	79.0%	116,382	79.5%	9,558	28,283
<b>Cost of Sales</b>	<b>130,337</b>	<b>71.9%</b>	<b>124,203</b>	<b>72.6%</b>	<b>112,897</b>	<b>77.2%</b>	<b>6,134</b>	<b>17,440</b>
<b>Gross Profit</b>	<b>51,054</b>	<b>28.1%</b>	<b>46,870</b>	<b>27.4%</b>	<b>33,432</b>	<b>22.8%</b>	<b>4,184</b>	<b>17,622</b>
<b>SG&amp;A</b>	<b>32,116</b>	<b>17.7%</b>	<b>25,330</b>	<b>14.8%</b>	<b>24,325</b>	<b>16.6%</b>	<b>6,786</b>	<b>7,791</b>
- Wages & Fee	4,506	2.5%	3,894	2.3%	3,760	2.6%	612	746
- Marketing Expenses	10,397	5.7%	6,376	3.8%	6,315	4.3%	4,021	4,082
- R&D / Royalty Expenses	10,891	6.0%	9,593	5.6%	9,195	6.3%	1,299	1,697
<b>Operating Profits</b>	<b>18,938</b>	<b>10.4%</b>	<b>21,540</b>	<b>12.6%</b>	<b>9,107</b>	<b>6.2%</b>	<b>-2,602</b>	<b>9,831</b>
<b>Non OP Income &amp; Expenses</b>	<b>6,805</b>	<b>3.8%</b>	<b>4,616</b>	<b>2.7%</b>	<b>7,076</b>	<b>4.8%</b>	<b>2,189</b>	<b>-271</b>
- F/X Gain (or Loss)	-501	-0.3%	-1,190	-0.7%	-338	-0.2%	689	-163
- Gain (or Loss) on Foreign Currency Translation	77	0.0%	-1,242	-0.7%	711	0.5%	1,319	-634
- Gain (or Loss) on Equity Investment	6,073	3.3%	5,184	3.0%	5,556	3.8%	888	517
<b>Income before Income Taxes</b>	<b>25,742</b>	<b>14.2%</b>	<b>26,157</b>	<b>15.3%</b>	<b>16,183</b>	<b>11.1%</b>	<b>-415</b>	<b>9,559</b>
- Income Taxes	4,323	2.4%	4,281	2.5%	1,958	1.3%	42	2,365
<b>Net Income</b>	<b>21,419</b>	<b>11.8%</b>	<b>21,876</b>	<b>12.8%</b>	<b>14,225</b>	<b>9.7%</b>	<b>-457</b>	<b>7,194</b>

### [Appendix 3] Divisional Sales and Operating Profit : Before & After Restructuring

Parent Basis

[Trillion KRW]

		Before Restructuring (A)			After Restructuring (B)			Differences (B - A)		
		2Q '08	1Q '08	2Q '07	2Q '08	1Q '08	2Q '07	2Q '08	1Q '08	2Q '07
S a l e s	Telecom	5.82	5.55	4.50	6.14	5.99	4.85	0.32	0.44	0.35
	Digital Media	1.75	1.83	1.45	2.56	2.23	2.07	0.81	0.40	0.62
	Digital Appliance	1.11	0.82	0.95	-	-	-	-1.11	-0.82	-0.95
O P	Telecom	0.80	0.92	0.35	0.79	0.93	0.37	-0.01	0.01	0.02
	Digital Media	-0.21	0.03	-0.06	-0.16	0.04	-0.07	0.05	0.01	-0.01
	Digital Appliance	0.03	0.02	0.00	-	-	-	-0.03	-0.02	0.00
O P M	Telecom	14%	16%	8%	13%	15%	8%	-1%p	-1%p	0%p
	Digital Media	-12%	1%	-4%	-6%	2%	-3%	6%p	0%p	1%p
	Digital Appliance	3%	3%	0%	-	-	-	-3%p	-3%p	0%p

Consolidated Basis

[Trillion KRW]

		Before Restructuring (A)			After Restructuring (B)			Differences (B - A)		
		2Q '08	1Q '08	2Q '07	2Q '08	1Q '08	2Q '07	2Q '08	1Q '08	2Q '07
S a l e s	Telecom	7.19	6.65	5.44	7.87	7.48	6.08	0.68	0.83	0.64
	Digital Media	8.51	7.42	5.72	10.33	8.45	6.99	1.82	1.03	1.27
	Digital Appliance	2.41	1.83	1.89	-	-	-	-2.41	-1.83	-1.89
O P	Telecom	0.91	1.06	0.47	0.89	1.10	0.52	-0.02	0.04	0.05
	Digital Media	0.04	0.21	0.23	0.14	0.21	0.26	0.10	0.00	0.03
	Digital Appliance	0.10	0.03	0.07	-	-	-	-0.10	-0.03	-0.07
O P M	Telecom	13%	16%	9%	11%	15%	9%	-1%p	-1%p	0%p
	Digital Media	0%	3%	4%	1%	2%	4%	1%p	0%p	0%p
	Digital Appliance	4%	2%	4%	-	-	-	-4%p	-2%p	-4%p

※ Changes due to Organization Restructuring (Effective May 22, 2008)

- Digital Appliance Business, transferred to Digital Media Business
- Computer Business, transferred from Digital Media to Telecommunication
- MP3P, STB Business, moved from Digital Media to Telecommunication