

CEO Message

Dear stakeholders,

We are pleased to share the fruits of our efforts to promote sustainable development of people, society and the environment through our 2011 Sustainability Report. In preparing this report, we took the opportunity to look back on our activities over the past year and their implications for Samsung Electronics as well as our diverse stakeholders.

Last year marked the beginning of the journey to realize Samsung Electronics' Vision 2020. During the year, we focused on cultivating new growth engines and prepared the foundation to build up our competencies. Above all, we generated our highest ever sales and profits in 2010 despite a weak euro stemming from the debt crisis in Europe, global exit strategies and deteriorating profits in the electronics industry. These unprecedented results were rooted in sound communication and cooperation with stakeholders along with our commitment to promoting sustainability in the six areas of talent management, integrity management, green management, social contribution, partner collaboration, and products and services. Let's take a closer look into our sustainability activities and performance in 2010.

First of all, we carried out various activities to foster better workplace and a creative organizational culture where the best talent can come up with novel ideas and demonstrate their full potential. As part of efforts to maintain the highest levels of

ethics and integrity, we set up a Compliance Team in April 2010. The team plays an important role in mitigating legal risks as Samsung Electronics gains further prominence as a global corporation.

Related to our green management vision of "Creating new value through eco-innovation," we have adopted numerous initiatives to protect our planet such as the reduction of greenhouse gas emissions, water quality control and recycling. All of our business units employ the eco-design process, which takes the environment into account from the product development stage.

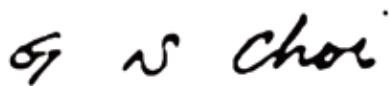
To carry out social contribution activities more practically, we have engaged in contribution activities tailored to the needs local communities while enhancing our corporate value. To grow together with our business partners, we have drawn up seven key programs for mutual growth that extend not only to our direct suppliers but also companies further down the supply chain. We have also reshuffled CSR liaison office for partner collaboration to ensure that our intentions result in tangible results.

We have formulated the Quality Code of Conduct to deliver the utmost in quality and service. Moreover, we are reinforcing two-way communication with customers through prosumer activities and social network services. As a result of our wide ranging

efforts, we were the top ranked global IT company in the Carbon Disclosure Leadership Index (CDLI). Moreover, Samsung Electronics has been included in the Dow Jones Sustainability Index (DJSI) for two consecutive years and included in the list of the Global 100 Most Sustainable Corporations in the World.

Samsung Electronics will continue to secure core technologies and new growth drivers to move closer toward our vision "Inspire the World, Create the Future." We will step up efforts to create value through sustainable business practices with an emphasis on mutual growth, compliance, environmental management, customers and social responsibility. We will strive to achieve a more sustainable future as a globally respected corporation by creating economic value and achieving harmony among diverse stakeholders.

Thank you.



Gee-Sung Choi
Vice Chairman & CEO, Samsung Electronics

