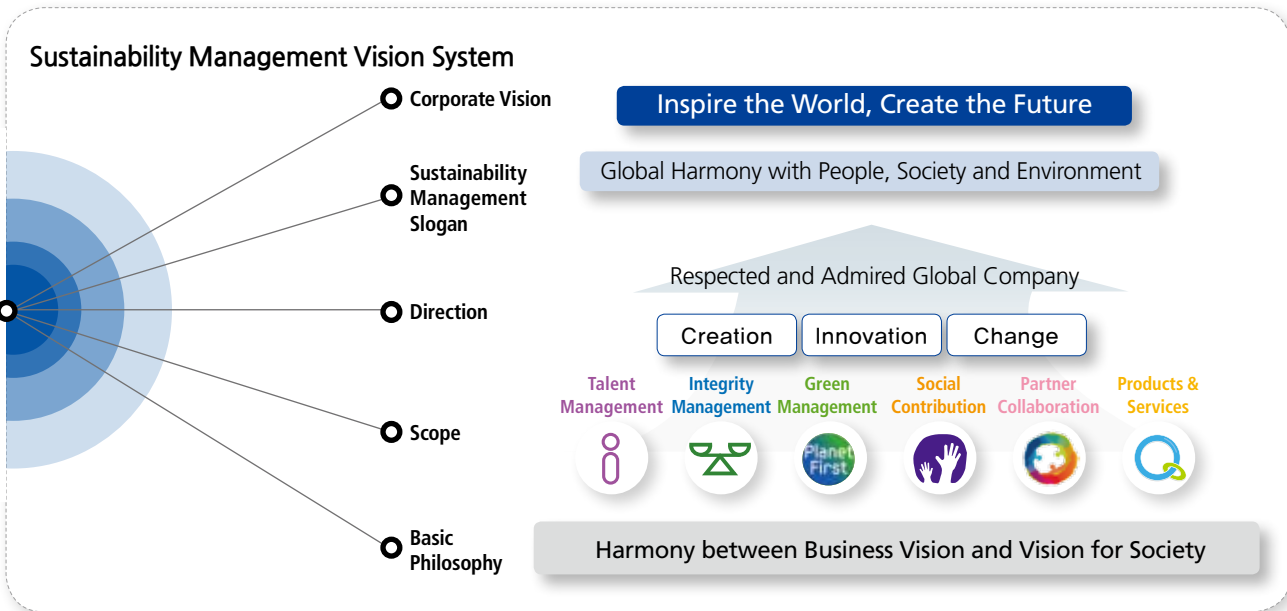


Corporate Social Responsibility (CSR)

Based on the belief that integration of CSR into business activities is essential for sustainable growth, Samsung Electronics makes every effort to listen to the views of internal and external stakeholders and incorporate them into CSR initiatives.

For systematic implementation of CSR, the CSR Liaison Office, which reports directly to the CEO, was created in January 2009. A consultative body comprising of executives of CSR related departments holds discussions on how to address and resolve major CSR issues and questions posed by external stakeholders.

The recent rise in CSR related inquiries from external stakeholders has increased the need for timely and transparent information disclosure. In response, Samsung Electronics set up a new external request handling system to facilitate communication with stakeholders. In 2010, we received 96 requests from external stakeholders. We effectively responded to these inquiries through cooperation with the HR, environment and IR departments. Presently, we are expanding the scope of issues covered in the Sustainability Report and information disclosure via the Web to communicate CSR issues more effectively.



Internal Process

Executives of the HR, environment, legal, marketing and other CSR related departments took part in a meeting in May 2010. During the meeting, they discussed ways to deal with the ISO26000 standard published in November 2010 and address problems cited by major evaluation agencies. For employees, we continue to offer training to enhance their CSR awareness levels and help them make sound judgments based on CSR standards. In 2010, we included CSR courses in major training programs for employees to highlight the importance of CSR among the workforce.

Plans for 2011

1. Adopt mid- to long-term CSR goals
2. Revise the Code of Conduct
3. Conduct EICC self-assessments at all business sites in Korea
4. Expand CSR support to partner companies
5. Expand the ban on minerals from conflict-ridden regions in Africa to all partner companies

