

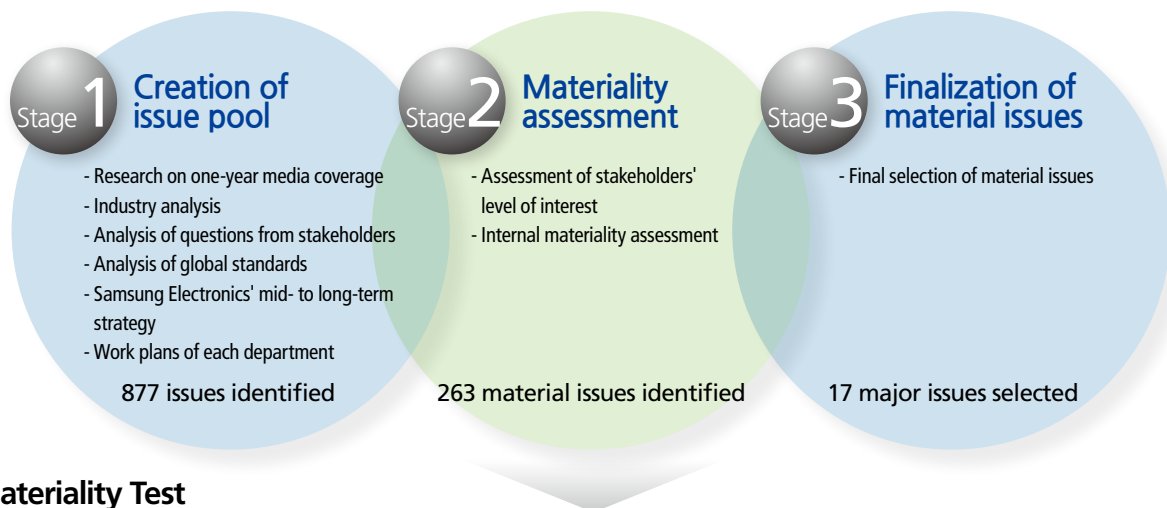
Material Issues

The materiality test process at Samsung Electronics consists of three stages: creation of an issue pool, materiality assessment, and finalization of material issues. We have adopted a preemptive approach to dealing with socio-economic issues that affect the business community to minimize risk and promote sustainable growth.

To create an issue pool (composed of 877 issues) for 2010, we reviewed and analyzed 397 Korean and global media reports, eight company reports on industry peers, 96 questions posed by external stakeholders, Samsung Electronics' Vision 2020 and major KPIs.

The materiality test is conducted based on the level of interest in society and an internal materiality assessment. Material issues were selected after an internal review by the CSR Liaison Office and discussion among working level staff of the departments responsible for HR, compliance, audit, social contribution and green management. The selection of material issues were finalized during a CSR executive meeting and these issues are presented in the 2011 Sustainability Report.

Materiality Test Process



Materiality Test

