“change everything”  
Kun-Hee Lee, 1993

“change again”  
Kun-Hee Lee, 2014
In a challenging environment fraught with rapid change and uncertainty...

Fast-emerging technologies
Creation of new markets
Increased competition
A leader must go **beyond** the boundaries of current markets and technologies.
90

Number of countries where Samsung Group affiliates were located in 2013

673 Samsung Group global offices in 2013
No. 1 global market share across 17 categories in 2013

Ranked 8th amongst Interbrand’s Best Global Brands 2013
20 years ago, we made a commitment to never stop improving, to always keep changing.

The results show our strategy at work.

No. 1 global market share across 17 categories in 2013
NAND Flash
Samsung’s industry-first 24-layer 3D Vertical NAND flash memory delivers high performance, high-endurance and low-power consumption. It offers ideal storage for large enterprise business.

38.5% market share
Samsung Refrigerator

The new Food Showcase refrigerator is Samsung’s most organized refrigerator. The multiple doors and compartments of the RH9000 enable quick and convenient access to the foods you love.

Samsung Flat Panel TV

With the best picture quality available on any LED TV, the Samsung F8000 has been called one of the best LED-driven TVs on the market today. And, as you would expect, it boasts an intuitive interface and speedy performance.

26.8% market share

15.9% market share
LFD
Samsung's large format displays (LFDs) are professional-grade displays designed to convey information, advertising or other forms of messaging with full color and motion capabilities, indoors or out.

27.4% market share

Drillship
The Stena IceMax is the world's first dynamically positioned, dual-mast ice-class drillship. Capable of drilling in water depths of up to 10,000 feet, the Stena IceMax is built for safe and efficient operations in the harshest Arctic conditions.

42.0% market share

DRAM
For the first time in the industry, Samsung Electronics began the mass production of high-performance, power-saving 20-nanometer 4Gb DRAM for use in a wide range of computing applications.

37.4% market share

LFD
Samsung's large format displays (LFDs) are professional-grade displays designed to convey information, advertising or other forms of messaging with full color and motion capabilities, indoors or out.

27.4% market share

Drillship
The Stena IceMax is the world's first dynamically positioned, dual-mast ice-class drillship. Capable of drilling in water depths of up to 10,000 feet, the Stena IceMax is built for safe and efficient operations in the harshest Arctic conditions.

42.0% market share

DRAM
For the first time in the industry, Samsung Electronics began the mass production of high-performance, power-saving 20-nanometer 4Gb DRAM for use in a wide range of computing applications.

37.4% market share
Galaxy S4

The Samsung Galaxy S4 takes the smartphone to another level with its laundry list of must-have features and its colorful 5-inch Full HD Super AMOLED Display. The supercharged Galaxy S4 comes with a sharp-shooting 13-megapixel camera and plenty of processing power to make it the all-in-one smartphone that does whatever you need it to do.

27.2%
Mobile Phone market share

32.3%
Smartphone market share
We are Samsung Group
Great discoveries do not come easily. First there is the trial and error. The late hours. The uncertainty. And then, in a flash, an idea comes that can change industries and markets.

Our lives are getting faster and faster and so for Samsung, it is important to be a continuous innovator and an incubator of great ideas. But an idea is only the beginning.
An idea is a challenge.
It walks you to the edge of failure.
But the only way to find the limit of what is possible is to go beyond it.
Ha Deog-jin, a Vice President at Samsung Heavy Industries, is behind the latest innovation in the natural gas market. It’s floating liquefied natural gas (FLNG for short). Natural gas is increasingly important to the energy markets around the world. It’s the cleanest burning fossil fuel so there are environmental benefits of using it over other fossil fuels.

Often natural gas is extracted and processed in liquefied natural gas (LNG) operations but these operations can be costly and often involve piping the raw gas from the extraction point to a far away facility. Now, thanks to a great many technological advances, this can exist on the water, at the point of extraction. FLNG facilities house an entire gas processing facility offshore.

These vessels, built only by Samsung Heavy Industries, are the first of their kind in the world, and they deliver a number of benefits. According to Ha Deog-jin, a Vice President at Samsung Heavy Industries, these facilities will greatly contribute to the increased production of natural gas and will ease the change from oil to natural gas as the world’s primary source of fossil energy.

Mr. Ha says that the idea for this type of vessel is an old one, but that developing all the necessary technologies was an enormous undertaking. “Our company has established the basic technology for FLNG through the projects of LNG Carrier and FPSO (Floating Production, Storage and Off-loading). The development of FLNG was possible thanks to the accumulated technology.”

The result is a facility that is 488 meters long and is able to withstand severe storms and high waves. To make sure the facility could withstand harsh conditions at sea, multiple simulations were conducted. Mr. Ha says, “We made a small-sized replica of the vessel to test in a model basin that generates similar sizes of wave and tidal current.” The greatest challenge was translating a facility which is traditionally a land operation into an offshore operation. While constructing onshore facilities, it’s relatively easy to use additional land if the construction needs extra space for facilities unexpected at the beginning. But that’s not an option when constructing a facility offshore.

Mr. Ha is proud of being involved in the construction of this facility, one that could open up new energy resources to market, and he looks forward to the day when the facility moves from Samsung’s ship yard to the sea.

According to Mr. Ha, every age will bring new technologies to more efficiently produce energy. In 20 years, technologies may be developed to make sunlight and nuclear energy more reliable and efficient sources of energy—and this will again change the industry. For now, however, Mr. Ha is proud to be involved in the latest and best development in the energy industry.

Shell Prelude FLNG

A major accomplishment from this year was the successful launch of the substructure (hull) of Shell’s Prelude, the world’s first floating liquefied natural gas (FLNG) project and the world’s largest floating facility. Shell’s revolutionary floating LNG technology provides access to offshore gas fields that would otherwise be too costly or difficult to develop.

“This facility is 488 meters long and is able to withstand severe storms and high waves.”
What is unique about the Galaxy S5 depends on whether you see the phone as a technology product or a fashion product.

Wang Jee-yeun and Park Jun-ho were deeply involved in the development of the Galaxy S5 from Samsung Electronics. The Galaxy S5 is the latest and most sophisticated mobile phone from Samsung and one of the bestselling phones on the market. But for Ms. Wang, the Principal Designer on the Galaxy S5, what is unique about the phone depends on whether you see the phone as a technology product or a fashion product.

For Ms. Wang, user experience design is not only about graphics and motions, but also about information architecture, sound and language. She was in charge of the quality of the phone’s visuals and its interactions. She made the circle-shaped icons the standard so that it was simpler for users to access the menu and so the user experience was more stylish. Her team was also behind the beautiful diamond-like shapes—called the “brilliant cut”—on the phone’s display. The “brilliant cut” was designed to express the unique color range of Samsung’s AMOLED LCD, and the graphic bubbles were added to make the experience for users even more fun and engaging.

It is this level of detail to every facet of the user’s experience that might result in one person seeing the Galaxy S5 as a fashion product “whose beauty and expressiveness” shows off who they are and another person seeing it as technology product “with a satisfying user experience and fast access to the most used applications.”

Ms. Wang says that her ideas come from thinking about the user and from rigorous evaluation of a phone’s usability. Plus, to increase the enthusiasm she brings to a project, she likes to observe people and how they relate to the world. “I look when people feel happy and hear the difference in how a person talks to himself or to others,” she says. And she looks forward to the day when interfaces respond to a person’s tone of voice or gestures.

For Mr. Park, Director of Global Product Planning for Samsung Electronics’ Mobile Communications Business, what makes the Galaxy S5 so special is how it satisfies the unmet needs of consumers. In his research, he discovered that among mobile phones “there was still a lot of inconvenience for customers when sending messages, using the camera and using the Internet.”

His role in the group is to study and meditate on what people really want. With his findings in hand, he contributes to the decisions about what technology should be installed in the phones and which technologies should be avoided because they will reduce the quality of the user experience.

He says, “We were especially focused on improving the battery life and camera performance. Now the camera’s image quality is remarkable. Best of all in my mind is how the power saving function reduces user’s anxiety about running out of battery.”

To him, “The best innovations are always the same: They solve problems people really need you to solve.”

Galaxy S5

The Samsung Galaxy S5 excels at everything that matters to a consumer—a large 5.1-inch screen; 1080p Full HD Super AMOLED for one of the brightest mobile displays on the market today; a super-fast quad-core processor; and an excellent camera experience. Plus, new features, like the heart rate sensor and the wearable technology such as the Gear Fit and Gear 2, provide consumers with the freedom to do more.
There is a word for this place beyond the possible: innovation.
According to Park Nana of Samsung SDI, the lithium-ion battery is at the center of the energy revolution, and will play a significant role in a sustainable future. “The battery will be everywhere: in houses, in buildings, displays, mobile devices, any-and-all vehicles, healthcare, robots, and the list could go on and on. It will be a part of our everyday life and always nearby.”

The world leader in the lithium-ion industry, Samsung SDI’s product portfolio includes rechargeable, advanced lithium-ion batteries for mobile devices, electrified vehicles and energy storage systems. For Ms. Park, it’s a thrill to work toward the day when an electric car that emits no pollution can drive as far as an internal combustion engine can today.

“We expect that the current lithium-ion battery technology will achieve driving range of 300 km in a few years. For over 300 km, we need a new battery technology with new materials and chemistry for the advanced lithium-ion battery era. For the post lithium-ion battery era, we need a breakthrough innovation for next generation vehicles to go beyond 500 km.”

In the next few years, she expects the advances in battery technology to mirror the changes in mobile phones in the decade prior. Mobile phones were the size of a brick in the early 1990s and the battery only lasted about 30 minutes. Now they’re less than a centimeter in thickness and the battery lasts 8 hours or more. “The electric vehicle was developed before the internal combustion engine vehicle, but it was shunned by the market due to the inefficient battery technology. This is about to change, according to Ms. Park, and the shift from nickel-metal hydride (NiMH) to lithium-ion is behind this revolution. Why? Longer life, higher energy density and better reliability. All good things. In fact, Samsung SDI is using the discoveries from developing batteries for mobile devices to develop more efficient, high-capacity energy solutions for automotive applications.

But the really good news is that the shift from fossil fuels to rechargeable batteries is behind the recent convergence of the chemical, electricity, IT and automotive industries. This convergence is changing the shape of the energy market today—and Samsung SDI is at the center of the transition from the age of fossil fuels to “the age of electrification.”

“We’ve always had this dream of a sustainable future, a future that delivers more. Expanding our blueprint into the automotive sector is in line with our vision of a green world,” says Ms. Park.

In the past, the constraints were limited driving range, high price and insufficient charging infrastructure. These constraints stifled the transition from the internal combustion engine to the electric vehicle. But, Ms. Park says, “We are currently working on next generation technologies to provide increased power and energy density without changes to external battery dimensions. So one day soon we’ll be able to drive 300 km on a single charge. This is just one of the many steps forward in the age of electrification.

“One day soon we’ll be able to drive 300 kilometers on a single charge.”
Hur Song-hoi, Vice President of Samsung Electronics' Memory Business, is in the middle of the memory revolution. He is involved in the development of Samsung's V-NAND flash memory, a type of flash that is different from anything now on the market. In the existing NAND technology, planar NAND cells are arranged horizontally along the surface of the chip, while V-NAND cells are stacked vertically.

This might sound like a small change, but in reality it is revolutionary. It delivers a host of advantages over the current flash technology and breaks through a number of limitations in flash memory. With V-NAND, memory elements can be stacked on top of one another, and this leads to a massive increase in the memory capacity of a chip.

Dr. Hur is excited by the implications of this new technology. With two times the speed and half the power needs of NAND flash memory, V-NAND flash memory will be a disruptive technology that will change devices and the market for memory. This advance is good news and will open up possibilities for device manufacturers and technology companies. It will improve the user experience of everyone with a mobile device.

Existing flash memory technology is now almost 30 years old, and its limitations were weighing on device makers. Dr. Hur believes this new V-NAND technology will be the standard for the next few decades. He even predicts that there will be a day when all data is stored in flash memory—if not in V-NAND then in the next flash technology.

For Dr. Hur, the development of V-NAND was a great experience. When working on the scale of a few nanometers—which is about one-millionth the width of a strand of hair—each new discovery is a challenge. And when you can't see things with your own eyes, there is all the more reliance on the imagination to come up with ideas or solve problems. In fact, such challenges can make the discoveries even more thrilling for Dr. Hur and his colleagues.

For consumers, the result of these discoveries will be a much more powerful and faster device, for a better user experience. And data centers, which need low-cost operation solutions, will benefit from the low-power and high-performance features of Samsung's advanced memory technologies. Still looking forward, Dr. Hur expects the V-NAND technology to continue to grow and evolve. He says that in the next years the memory density of V-NAND will increase, and the processes to manufacture it will improve even more.

He is excited by the future. The next 10 years will be a remarkable period of innovation in this field, with improved material properties and increased reliability and speed. “V-NAND was developed to overcome the limitations of the existing flash memory technology,” Dr. Hur says, and he expects it to do this and more.

But for now he and his team will be busy adapting this technology for the existing applications so that it can be used in everything from mobile phones to data centers.
This great unknown is what drives us all.
It’s about breaking down the barriers between the different fields of medicine.”

Dr. Oh says, “When a patient visits the HVSI, that patient must be the main focus of our healthcare process, from registration, to visits with physicians, from patient education, to paying hospital bills. We have found that when we provide the same diagnostic and treatment expertise to two different patients with the same condition—but we use two different processes or attitudes—then those two patients can have entirely different degrees of satisfaction, evaluation and outcome. Our goal is to create the standardized Samsung HVSI experience, the optimal process for providing the most satisfactory patient experience as well as state-of-the-art patient management.”

To create that optimal experience, Dr. Oh’s team is coordinating many factors: easy patient access to healthcare providers and facilities, availability of specialists, frequent communications among providers, easy-to-understand patient education about conditions, and close monitoring of data so that doctors stay informed about which management strategies or procedures are most effective in terms of clinical outcome, patient satisfaction, and medical cost.

Dr. Oh gives a striking example of the difference between dynamic integrated care and more traditional medical care. “When a 67-year-old man comes to the hospital with shortness of breath, his initial history and an examination indicate that he has an irregular heartbeat and a heart murmur. An electrocardiogram and an echocardiogram are performed, followed by a visit to a cardiologist, all in the same area and in the same day, instead of waiting for days. If the patient is found to have atrial fibrillation and severe aortic stenosis with bicuspid aortic valve, a cardiologist specializing in arrhythmia, a cardiologist specializing in valve disease, and a surgeon specializing in valvular heart disease come to see the patient.

It can all happen in the same day or two of the same location, with doctors of different specialties talking to one another and consulting with the patient in order to produce a faster diagnosis and the safest and most effective treatment. The primary cardiologist summarizes diagnoses and specialists’ opinions regarding the patient’s care management, then works with the patient and his family to explore treatment options. After a heart operation, the patient is cared for by a rehabilitation team as well as critical care and surgical teams. If all goes well, the patient makes a speedy recovery, and soon he is back to his full functional capacity.

This clinical scenario indicates the importance of integrating different specialties—heart, vascular, stroke, imaging, and prevention/rehabilitation centers—under one roof at HVSI.

With integrated patient care, the patient is at the center of all decisions, and effective use of data and resources allows doctors to develop standards for treatment so that all patients receive the same high quality of care.

Dr. Oh brings the idea of integrated care from his experience in integrated practice, education, and research at the Mayo Clinic, in Rochester, Minnesota—one of the most renowned medical centers in the world. He also has traveled extensively for his academic career, traveling to many of best hospitals around the globe. His experience at the Mayo Clinic and his observations at other world-class hospitals serve as the foundation for HVSI, which he believes will be among the finest facilities in the world for patient management, research, and education in the field of heart, vascular, and stroke conditions.
“In life, if you want to eat an elephant, break it down into small bites.”

Mr. Lee Suk and Damien McAlinden are both key players with the Roy Hill Project in Western Australia, one of the most ambitious infrastructure projects in the country’s history. It includes the construction of three infrastructure facilities: an Iron Ore Processing Plant, a 350-km railroad and a shipping port. The processing facility alone will convert 68 million tons of unprocessed ore into 55 million tons of iron ore product per annum.

For Mr. Lee, Senior Executive Vice President of Samsung C&T’s Engineering & Construction Group, the Roy Hill Project is a chance to show the strength of Samsung and the outstanding technologies of its Engineering & Construction Group. “This is the biggest project in our company’s history.”

In fact, the Roy Hill Project is the largest and only Greenfield iron ore project in Australia at this time. The project stretches more than 350 km across numerous landscapes from the coast right through the arid interior of Western Australia, and crosses numerous hills, plains, rivers and valleys.

Mr. Lee says that Samsung C&T’s technology was the key to winning the Roy Hill Project: “In the past, construction planning and design was the exclusive domain of European, American, and Japanese companies. But now Samsung C&T has the capability and technology to handle the entire process, from initial planning to construction.”

In its tender bid, Samsung C&T showcased how it would reduce the amount of material needed to construct the port. The client was impressed by the design concepts and invited Samsung C&T to bid on the two remaining components of the project, the railway and mine.

But Mr. Lee says the opportunity was also the result of Samsung C&T’s commitment to building strong relationships. The biggest shareholder of Roy Hill mine is Hancock Prospecting, co-owners of Alpha coal mine with Indian infrastructure company, GVK. Samsung C&T has a history with GVK on several projects, such as the India Chennai Port project. The trust previously built through these projects gave GVK the assurance and confidence to recommend Samsung C&T to its business partner, Hancock. Mr. Lee strongly believes that the investment in that relationship was of great importance.

Mr. Lee’s enthusiasm for the process and for the Roy Hill project is obvious. He says, “the Roy Hill Project is a masterpiece” and he is proud of both the project and the achievements of his colleagues at Samsung C&T that are contributing to its success.

As the General Manager of Environment, Heritage and Government Approvals for the project, Damien McAlinden spends his days making sure that Samsung C&T is in compliance with the 1,800 obligations outlined in the many project approvals. These obligations include everything from managing our project’s interaction with farmers and miners to protecting nationally significant wildlife and 281 culturally important heritage sites located near the construction sites.

“Amongst a multitude of compliance issues, we make sure that the Australian Mulgara, Bilby, Northern Quoll and the Olive Python are kept out of harm’s way. We survey the local fauna before we start construction in an area and, the animals we find are relocated. All relocated animals are tracked with radio collars so that we can confirm that they are safe,” says Mr. McAlinden.

Working in such a remote area presented his group with many challenges and, in order to coordinate the efforts of his team with the different construction and engineering teams, systems had to be built from scratch. Communication was a particular challenge. But, he says, “We devised a GPS solution that would give the team access to a comprehensive set of compliance and construction-related spatial data. We adapted a GIS technology to give people easy access to this data, which has enabled the Samsung C&T team to make complex design and execution decisions across a multitude of disciplines within geographically remote locations.”

Such innovations allow Mr. McAlinden’s team to make sure every detail of a project is the best it can be. When building a world class facility in Australia, a high level of environmental compliance planning and management is necessary. Samsung C&T’s Roy Hill project team are 100 percent committed to achieving and exceeding Australian Standards.

Roy Hill Project, Australia

For Samsung C&T, the Roy Hill Project marks its first major entry in the highly competitive mining industry. The company has been entrusted to build an iron ore processing plant and transportation facilities, including a railway and port. This project also showcases Samsung C&T’s strength as a global solutions provider offering a complete value chain in the field of mining infrastructure development.
We form new markets and new businesses by fusing the old with the new. By crossing different technologies with each other. By building collaborations between different minds. We are seeking out new challenges, connections and innovations that can transform both our markets and our lives. This is about vision, and it is at the center of our business.
The Gear Fit is your own personal fitness trainer right on your wrist. Unlike anything on the market, this wearable device was made possible by Samsung Electronics’ device expertise and Samsung Display’s curved Super AMOLED display, a flexible display that can bend by evaporating organic light-emitting diodes on a substrate of very thin plastic. With its flexibility, remarkable color reproduction and unlimited contrast ratio, this display represents the future of wearable devices. The Gear Fit will revolutionize fitness and, with updates sent directly from your phone, keep you connected too.
For the first time in history, a Korean company is selling auto insurance in China. Samsung Fire & Marine entered China’s direct sales auto insurance market in 2012, and in 2013 sold over 10,000 contracts. With growing brand awareness among car owners in what is the largest auto insurance market in the world, Samsung Fire & Marine sees the potential for rapid and sustained growth with its insurance products.
When you mix luxury with elegant modernism, you get one of the most highly rated hotels in the world, and a rising name in the travel industry. The Shilla is now being extended through the luxury shopping venues of The Shilla Duty Free, drawing travelers who desire the epitome of luxury and now an unparalleled shopping experience.

Recently, The Shilla Duty Free has been very active. It won a highly coveted contract to install a cosmetics and perfume shops in Singapore’s Changi Airport. It also opened a Bottega Veneta and Prada store in 2013 and a luxury watch store earlier this year.
With its expertise in high quality and easy-to-use technology, Samsung Electronics entered the health and medical equipment business in order to bring the advances it made in the field of consumer electronics—in the areas of manufacturing, technology, and user experience—to the medical world. Then, in 2013, Samsung launched its new and highly competitive ultrasound and digital X-ray products. Looking forward, it will continue to make new and important advances in the medical technology field, aiding doctors and benefiting patients all over the world.
Sonatrach
Skikda
Refinery
Project

Using anti-vibration transportation equipment and a modular approach to construction, Samsung Engineering built a new oil refinery in Algeria and simultaneously forged a new relationship with Algeria’s growing energy industry. The new refinery, Algeria Skikda Oil Refinery, was connected to the country’s largest oil refinery with only a 90-day shut-down period of the existing plant. Meeting this challenge wasn’t easy, but it added to Samsung’s relationships in an important industry.

New Relationship
Financial Highlights

<table>
<thead>
<tr>
<th></th>
<th>Won</th>
<th>Dollars</th>
<th>Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Sales</strong></td>
<td>333,891.7</td>
<td>305.0</td>
<td>229.7</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>558,777.4</td>
<td>529.5</td>
<td>383.7</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>314,840.1</td>
<td>298.3</td>
<td>216.2</td>
</tr>
<tr>
<td><strong>Total Stockholders’ Equity</strong></td>
<td>243,937.3</td>
<td>231.2</td>
<td>167.5</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>24,151.7</td>
<td>22.1</td>
<td>16.6</td>
</tr>
</tbody>
</table>

Total Liabilities
Dollars in billions

Total Stockholders’ Equity
Dollars in billions

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td>182.0</td>
<td>202.6</td>
<td>214.7</td>
<td>260.8</td>
<td>290.3</td>
</tr>
<tr>
<td>Stockholders’ Equity</td>
<td>141.1</td>
<td>159.6</td>
<td>193.1</td>
<td>231.2</td>
<td>259.5</td>
</tr>
</tbody>
</table>
Samsung Electronics is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions.

Since being established in 1969, Samsung Electronics has grown into one of the world's leading technology companies, with annual sales of USD 216.7 billion (KRW 228.7 trillion), and become recognized as one of the top 10 global brands. Our network now extends across the world, and Samsung takes great pride in the creativity and diversity of its talented people who drive our growth. Today, this global network includes 286,000 people in more than 80 countries.

From consumer products to the key components that drive them, Samsung Electronics leads the marketplace in multiple categories. The Consumer Electronics (CE) Division includes the Visual Display Business, the global TV market leader, and the Digital Appliances, Printing Solutions, and Health & Medical Equipment businesses.

IT & Mobile Communications (IM) includes the Mobile Communications Business, the world's number-one smartphone maker, in addition to the Networks and Media Solution Center.

Device Solutions (DS) includes the Memory Business, the global leader in high-performance eco-friendly memory solutions, as well as the System LSI and LED businesses.

To fuel our aspirations to create new technologies that inspire the world, we boldly invest in R&D and future technologies. We operate 34 R&D centers globally, with 69,000 employees devoted to R&D. In 2013, we invested USD 13.6 billion (KRW 14.3 trillion) in R&D and registered 46,764 new patents in the U.S. alone, ranking Samsung Electronics as the second-highest patented company in the U.S. for the eighth consecutive year. Our intellectual property portfolio today includes more than 100,000 patents.

Recognizing that great consumer experiences require a thoughtful integration of both hardware and software, Samsung Electronics has increased global investment to fuel software innovation, including embracing creative talent from both inside and outside the company. We also strive to bring greater value to consumers’ lives through our “Make It Meaningful” design philosophy, and today we employ some 1,500 designers across our global design centers in six countries.

The employees of Samsung Electronics are passionate about creating a better future for people and bringing about positive change in the communities in which we operate. Through our Samsung Hope for Children programs, we continue to pursue our goal of providing improved health, education and training opportunities to people around the world. We also place a high priority on environmental sustainability, and, through our PlanetFirst initiative, we are applying our innovative technology to achieve eco-friendly development throughout the product life cycle and to reduce our environmental footprint.

Our plan for the future is driven by a deep understanding of people, cultures, and the impact of technologies that drive growth and create markets. To further future growth, Samsung Electronics is pushing toward our 2020 corporate vision to “Inspire the World, Create the Future,” and achieve annual revenue of USD 400 billion while cementing our reputation as one of the world’s most innovative and admired companies.

Tel: 82-2-2255-0114
www.samsung.com
In 2014, through the integration of Cheil Industries Inc., Samsung SDI has re-formed as the global material and energy total solution company with KRW 9.5 trillion yearly sales and assets worth KRW 15 trillion.

Established in 1970, starting with the black and white CRT ( Cathode Ray Tube) business, Samsung SDI added the battery business in 2000 as a new business. After just 10 years, in 2010, we successfully transformed into an energy company, achieving the number one spot in the small battery market. Currently, we are actively propelling the electric car battery business.

Cheil Industries, established in 1954 as a fabric business, has repeated the innovation by entering the fashion industry in the 1980s, the electronic material industry in the 1990s, and the chemical industry in the 2000s. And in 2013, we disposed the electronics business and took over the global OLED (Organic Light Emitting Diode) material expert company, and have strengthened the capability in material business.

With the basis of Samsung SDI and Cheil Industries’ expert capability and technology in each field, we will maximize the integrated synergy of Samsung SDI and Cheil Industries to create an entirely new business and grow our material business.

Employee: 12,325
2012 Sales: KRW 17tn

Energy Solutions Division
Samsung SDI has been a company with the top global market share in display sectors such as CRT, PDP (Plasma Display Panel), and OLED for about 40 years since its foundation in 1970. It has continuously increased the size of its battery business since 2000 and declared to become an eco-friendly energy company in 2008, stepping up as a global No.1 in IT, e-Mobility and ESS (Energy Storage System) battery sectors. We were concerned with the need for restructuring CRT business, one of our main sunset business sectors, and limited the growth of flat panel display business in the end of 1990. We finally chose eco-friendly energy business as SDI’s new business in order to achieve company growth and solve environmental issues in the current mega-trend worldwide. Especially, e-Mobility and ESS battery markets are growing rapidly and expected to grow at a higher rate compared to the IT battery market by 2015, and twice the size by 2020. Samsung SDI has modified its business portfolio continuously in the past 10 years to take advantage of this opportunity for growth and change. As a result, we became a top company in the global IT battery sector and secured leading competitiveness in e-Mobility and ESS sectors. Samsung SDI started its business in e-Mobility battery earlier than its competitors, but achieved No.1 market share in 10 years in 2010. Last year, we gained 105% market share, widening the gap from second-tier companies by more than 10 percent. Likewise, we have signed contracts with e-Mobility battery supply with BMW, a global automobile manufacturer, Chrysler in the U.S., and Mahindra in India.

Chemicals & Electronic Materials Division
Samsung SDI’s Chemicals & Electronic Materials Division produces core materials that are necessary in our lives, such as homeoffice exterior and interior materials. These include TV, monitor, refrigerator, car and building materials, display and semiconductor materials and new materials that applies in OLED and 2nd battery. Through our advanced materials, we will help develop the cutting-edge IT technology to make a better life and convenient world and will practice our vision as the global leading advanced materials company.

Energy Storage System (ESS)
With the completion of the chemical laboratory and entrance into the plastic material market in 1981, our chemicals business has led the industry’s innovation and grown as the global chemical expert company. We completed the ABS (Acrylonitrile Butadiene Styrrene), PS (Polystyrene) facility at Yeoju factory in 1987, expanded the range of business to mock marble, one of the building materials, in 1992, and strengthened the business basis by entering the high value synthetic resin EP (Engineering Plastic) market. Securing the world’s best competitiveness by diversifying our business portfolios, chemicals business has strengthened the high value engineering plastic business by completing the Polycarbonate 2 Factory, since the PC-1 Facility completion in 2008. Therefore, we have made a new leap forward as a leading plastic material business company. Furthermore, we are aiming to secure eco-friendly business competitiveness by actively producing new businesses, such as car material and membrane.

Electronic Materials Business
Electronic Materials Business was established by starting the semiconductor circuit protection material development, EMC in 1994 and began the business in semiconductorMarket with the basis of Samsung SDI and Cheil Industries’ expert capability and technology. Furthermore, as for the target of next growth market, we will consistently invest and study on our flexible display, 2nd battery and solar battery and will secure the leadership in future core material market.

SOH (Spin On Hardmask)
Samsung SDS delivers customer success through information and communications technology (ICT) innovation. These successes, in turn, underpin our efforts to prosper alongside our customers. Samsung SDS was first established in 1985, with a mission to speed “the informatization of industry and the industrialization of information.” Samsung SDS’s development has been bolstered by our ability to keep pace with customer needs and rapid changes in the business environment.

Over the years, our outstanding human resources and ICT expertise have played a vital role in establishing the Samsung Group as a world leader in today’s global economy. In addition, Samsung SDS has been the key driver behind the gains in South Korea’s ICT industry competitiveness, and it has mobilized innovation across the public sector financial services, manufacturing, construction and service industries.

In keeping with its vision of becoming the world’s premier ICT service provider, Samsung SDS now stands ready to leverage its proven ICT capabilities to provide best process innovations and outstanding customer/contact service. Samsung SDS provides specialized ICT services that build on our demonstrated world-class ICT skills, developed through years of successful project delivery and experience in the field. We plan to lead the future of ICT through our core business services, focusing on Smart Manufacturing, a service for increasing manufacturing and logistics ICT competitiveness; Smart Town, a blending of ubiquitous technology with public spaces; and Smart Convergence, providing differentiated platforms through ICT applications. Samsung SDS will always be at the center of developing optimized ICT services for our customers.

We spearhead efforts to drive customer success and to improve the quality of life for individuals with solutions that go far beyond existing paradigms. Together with its customers, Samsung SDS creates a better world and realizes new values.

**Samsung SDS Co., Ltd.**

**Employees**

17,570

**2013 Sales**

6.7 Billion USD (consolidated basis)

**Employees**

40,519

**2013 Sales**

7.7 Billion USD (consolidated basis)

---

**Samsung Electro-Mechanics Co., Ltd.**

Employees

3,848 (as of May 2014)

**2013 Sales**

6.7 Billion USD (consolidated basis)

---

Samsung Electro-Mechanics, established in 1973 as a manufacturer of key electronic components, has become the leading electronic parts maker in Korea and a major global player in its industry.

In its earliest days, Samsung Electro-Mechanics was determined to make Korea’s electronic component industry technologically independent in audio-video parts production. In the 1980s, we diversified our business with materials and computer components. By the 1990s, we were focusing on developing new next-generation products, including components for chips, mobile phones and lighting.

By the early 2000s, we had become a leading global integrated electronic component company, using our technological skills in high frequency, software, and planning/production to build our business in digital components. Last year, we achieved our highest annual sales in the history of our company—USD 7.74 trillion (909W 8.25 trillion).

Our company consists of four divisions: the Linkage of Magnetic Flux Coil, Capacitor, Resistor (LCR) division, producing multi-layer ceramic capacitor and tantalum capacitors; the Advanced Circuit Interconnection (ACI) division, producing high-density interconnections and package substrates; the Circuit Drive Solution (CDS) division, producing digital tuners, network modules, power modules, and electronic shelf labeling; and the Opto and Mechatronics Solution (OMS) division, producing image sensor modules and precision motors. By continually expanding our high-end product offerings and enhancing our cost competitiveness, we are creating higher profit bases throughout the company. Our headquarters in Suwon serves as our R&D and engineering center for all of our products and also houses our marketing and support staff.

Samsung Electro-Mechanics is a technology-driven company focusing on developing state-of-the-art products and parts. With significant investments in R&D, we are currently expanding into promising new businesses such as green energy, ubiquitous sensor and network modules, integrated circuits, and automotive.

Constantly growing, Samsung Electro-Mechanics focuses on developing state-of-the-art technology and parts with first-class products and integrated technology. We are working to become the world’s No. 1 electronic component company.
Samsung Display is a leader in the global display industry, with a steady stream of innovative, cutting-edge new products. In July 2012, as Samsung Display merged with Samsung Mobile Display and S-Flip, it became the world’s largest display company.

Working with the latest in LCD and OLED technology—featuring small to ultra-large panel sizes—Samsung Display continues to build on its global leadership status with the best display solutions anywhere. In 2013, Samsung Display had sales of KRW 23.6 trillion. With a 23.5 percent market share, Samsung Display is the top-ranked manufacturer in the world.

Since 2002, Samsung has led the global LCD panel market. We also lead the market in next-generation OLED displays. Samsung mass-produced the world’s first OLED panels in January 2007; in July 2013, we recorded 400 million in cumulative OLED production, along with an extraordinary 99.2 percent share of the global OLED mobile market—a market that is expected to grow exponentially, up to USD 12.5 billion (KRW 13.9 trillion) by 2015.

Samsung Display reinforces its technological leadership in an increasingly competitive display marketplace through constant R&D and investment. Our company has a diverse product lineup, including products specialized for smartphones, tablets, laptops, monitors, TVs, phablets, portable game consoles, cameras, and more. We are expanding into new markets with premium products such as curved TVs, UHD TVs, and extra-large digital information displays.

More than 40,000 Samsung Display employees are part of our global network. Samsung Display has eight production sites located in Asan, Cheonan, Gwangju in Korea, Suzhou, Tianjin, Dongguan in China, and1 Trieste in Slovenia. Samsung Display City, located in Asan, is the world’s largest display production complex. In addition to manufacturing facilities, the “City” is home to 4,000 employee apartments, plus a day care facility, a kindergarten, and an autonomous private high school.

Our sites in Asan, Cheonan, and Gwangju are equipped with state-of-the-art business facilities for employees, plus restaurants, fitness centers, sports fields, clinics, pharmacies, hair salons, and other amenities designed to enhance employees’ welfare.

Our corporate vision is “Display Beyond Imagination.” This vision captures our dream and our challenge: to create displays that previously existed only in the imagination. From a display that folds and unfolds like a newspaper, to a rollable display and other flexible products, to a transparent display as clear as a window, Samsung Display is creating futuristic products that combine the unlimited human imagination with cutting-edge technology.

Samsung C&T Corporation Engineering & Construction Group

Employees
10,605

2013 Sales
USD 10.6 billion

2013 Sales
Billion USD
12.28

Samsung C&T Corporation, the parent company of the Samsung Group, was founded in 1938. In 1975, Samsung C&T was designated as the first general trading company in Korea to lead overseas sales operations. In December 1995, Samsung C&T incorporated Samsung Construction, which led the company to be divided into the Trading and Investment Group (the T&I Group) and the Engineering and Construction Group (the E&C Group), with global business being carried out in 50 different countries.

Over the past four decades of our existence since Samsung C&T Corporation Engineering and Construction Group was established in 1977, we have grown into a world-leading engineering and construction company through our commitment to a single business mission. On every project, in every location, we draw on all of our talent and technological know-how to creating superior products and services. Our philosophy of success is founded upon our commitment to core values of safety, integrity and appreciation to secure our future as the Trusted Builder.

We have demonstrated that dedication by constructing Burj Khalifa in Dubai, the world’s tallest building—which is also globally recognized as one of the world’s top 10 architectural wonders. We also designed and constructed the Incheon Grand Bridge in Korea, one of the world’s longest bridges, an accomplishment hailed as a major milestone in the history of bridge construction. In addition, we have gained invaluable expertise by successfully constructing large-scale and technologically sophisticated medical and comparable facilities, such as the Samsung Medical Center and the Samsung Cancer Clinic in Seoul.

Over the years, our investment in technology, management, and engineering and construction expertise has continued. We have proven our capability by offering a broad range of facilities, including skyscrapers, high-tech manufacturing complexes, airports, hospitals, infrastructure (such as rail and road tunnels, bridges, ports, conventional, renewable and nuclear power plants), and award-winning residential housing. By constructing major mixed-use projects, our development division plays a key role in our global expansion.

As we go forward, Samsung C&T Engineering and Construction Group is growing as a full construction company that manages every step of construction, from planning and design to procurement, operations, and maintenance.

Today, supported by our superior ability to provide high-quality service to customers, we are poised to keep forward to the next stage of our growth as one of the top engineering and construction firms in the world.

Currently, Samsung C&T Engineering and Construction Group is establishing strategic systems for growth that focus on global expertise, deep customer value and the competitive distinction of established advanced technologies. We will continue to enhance our existing product competitiveness while developing new product lines and multipurpose products.

105-inch
dynamic
Curved TV

Dongrangmun Design Plaza (DDP)
Founded in 1974, Samsung Heavy Industries (SHI) maintains its main shipyard on Geoje Island, just off the southern coast of the Korean peninsula. The ultra-modern Geoje shipyard boasts three dry docks and five floating docks, all supported by an integrated and automated production system that ensures defect-free vessels.

SHI designs, engineers and builds a broad line of workhorse ships, ranging from arctic shuttle tankers and liquefied natural gas (LNG) carriers to ferries and super-sized container ships, as well as their navigational and control components.

In addition, we build a full complement of oil and gas exploration/production vessels and rigs, from drillships to semisubmersible rigs and offshore platforms. We have established ourselves as a global leader in several specialty areas, including drillships, LNG carriers, FPSO, FLNG, and super-sized container ships.

Among our recent projects is the impressive Stena IceMax, the world’s first dynamically positioned dual-mast ice-class +1A1 drillship. Designed for safe and efficient operations in the harshest arctic conditions, this state-of-the-art ship is capable of drilling in depths up to 40,000 feet.

We have formed a joint venture with AMEC, the international engineering and project management company, to carry out the design engineering for fixed and floating offshore platforms, FPSOs, and subsea pipelines for Samsung’s future offshore oil and gas projects. This joint venture, ASOG, brings together AMEC’s renowned design engineering capability and extensive experience in offshore projects and Samsung’s leading project management expertise and shipbuilding technology.

Since 1974, SHI has attracted orders for 1,054 ships from worldwide shippers. To date, we have delivered 942 ships. In 2013, we obtained orders of USD 13.3 billion, including orders for fourteen LNG carriers, fourteen container ships, and five drillships—making SHI, with its technological prowess and competitive advantage, the undisputed world leader in drillship manufacturing. Our accomplishments this year include the successful launch of the Prelude, the world’s first floating liquefied natural gas facility and the world’s largest ship, in November. In June, SHI successfully advanced into the market for large jackup rigs, entering an order for two units for the North Sea from Stabil in Norway.

Since 2010, SHI has lived up to its promise of exclusively building eco-friendly ships moving forward. Today, ships account for 33 percent of carbon dioxide emissions worldwide, and the International Maritime Organization is introducing standards to reduce ship emissions. Experts predict that companies with early entry into the green shipbuilding market will lead the shipbuilding and marine transportation industries of the future.

We were the first global shipbuilder to draft and implement green management policies that offer a detailed vision for the future, including building eco-friendly ships with up to 30 percent fewer greenhouse gas emissions by 2015; developing green workplaces and green worldwide networks; and developing zero-energy houses. We will devise technologies that improve energy efficiency, including such innovations as heat recovery devices and low-temperature combustion devices.

We intend to work jointly with universities and private research centers to build the world’s first eco-friendly ship, developing LNG and hydrogen fuel cells, superconduction electricity-powered motors and cables, and carbon dioxide collection technology. We have applied some of the developing green technologies to EEXOO-TEU-class container ships, and simulations suggest greenhouse emission reductions of as much as 30 percent.
For more than 40 years, Samsung Engineering has excelled as the foremost and largest Korean engineering company, specializing in engineering, procurement, construction (EPC), and commissioning of hydrocarbon, power and industrial & environmental plants in the worldwide market. With a global workforce of more than 8,500 employees located in the Middle East, North Africa, India, Southeast Asia, Asia, Central America and South America, Samsung Engineering is an internationally recognized leader in the global energy market.

Leveraging our advanced technological and project management expertise, along with our passion and dedication, Samsung Engineering has established solid partnerships with the world’s largest oil companies. We have a reputation for delivering complex projects safely and on schedule, and we use the latest innovations to create industry-leading facilities.

Samsung Engineering has a strong and extensive track record with hydrocarbon facilities such as petrochemical, refinery and gas plants, particularly for offshore, EG gas separation and refinery, as well as fertilizer. Recently, the company has been awarded several gas and oil separation plant contracts in Iraq and Algeria.

Samsung Engineering is also expanding its business market by venturing into new countries, and it successfully entered Kuwait and Chile in 2014. The company’s best practices and history of producing successfully completed hydrocarbon projects, have been recognized externally: the PTT GSP-6 project in Thailand, the BPC Lube Oil project in Bahrain, the Maradan Ammonia project in Saudi Arabia and the TDF4,2 Ammonia/Urea project in UAE were honored with PMI Awards and NEED Quality Awards.

Our company has even expanded its business portfolio to the non-hydrocarbon industry, including power, industrial & environmental plants. Recently, Samsung Engineering successfully completed the CFE Norte 8 CCP project in Mexico, and today we are hard at work on more diversified projects worldwide.

As Samsung Engineering delivers EPC projects in a wide range of global markets, customers are impressed by our company’s efforts to maximize its contribution to each local community through various corporate social responsibility programs. These CSR activities, in the Middle East and North Africa, India and Bolivia, have included operating an engineering education center, providing environmental education opportunities for students, and donating books and libraries.

With engineering excellence and a commitment to creating shared value with stakeholders, Samsung Engineering works to make the world a better place, with great partnerships and outstanding EPC projects.

Since the launch of its aircraft engine and film camera businesses in 1977, Samsung Techwin has consolidated its top position in the Korean precision machinery industry, expanding into a range of business fields, including image-based monitoring systems, electronic parts assembling equipment and ground weapon systems.

Security Solutions
We provide optimal security solutions to every corner of our society, from homes to critical infrastructures such as commercial, retail, finance, transportation and government. To this end, we utilize our cutting-edge technology in surveillance equipment, the intelligent Video Analytics Technology and the Integrated Monitoring Central Technology. Furthermore, we are proving our way to be a Global Leader in Safety Solution based upon our extensive global network and a wide range of core technologies in image application.

Power Systems
This division encompasses our aircraft gas-turbine engine and turbine machinery businesses. It also supplies compressors and gas-turbine packages that are used as core energy equipment in ships and in onshore and offshore plants. This division is working to help Samsung Techwin evolve into a total energy solution provider, by developing gas turbine generators for power.

Machinery Solutions
Based on mechatronics and integrated control system technologies, our Machinery Solutions business is quickly becoming a top-tier business leader. This division supplies advanced solutions for electronics assembly, with in-line systems that include chip mounters, screen printers, and inspection machines. We plan to expand into the business-solution areas of designing, building and managing entire manufacturing processes, as well as creating manufacturing equipment with robot technology geared onto manufacturing process automation and control systems.

Defense Solutions
Our defense programs have played a pivotal role in building the combat capabilities of the Korean army through its ground weapon system businesses. The K9 self-propelled howitzer, developed by Samsung Techwin, has been awarded several times for its excellent performance and earned worldwide recognition for its superior quality, and our K10 robotized ammunition resupply vehicle, has earned worldwide recognition for its excellent performance and functionality. Samsung Techwin has stayed at the cutting edge of military’s defense technology with the development of unraveled solutions such as defense robots and remote-controlled weapon systems.

As today’s social environment becomes more complicated, there are ever-increasing safety requirements for protecting individuals and communities from the risk of accidents, crimes and terrorism. In addition, with the depletion of energy resources and the seriousness of environmental problems, we place great emphasis on the expansion of more renewable energy sources, as well as the efficient use of existing energy sources.

In response to these changes, we at Samsung Techwin will use the experience and world-leading technologies we have gained over the past three decades as we continue to work both to make our company a safety and energy solution leader, and to make the world a safer and more convenient place to live.
Samsung Total Petrochemicals was established in August 2003 as a joint venture between Samsung and Total Group, a global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungchongnam-do, Korea. Our output ranges from chemicals to polyethylene (polypropylene, polyethylene, etc.), base petrochemicals (ethylene, monomer, paraxylene, etc.), energy products (liquefied, gasoline, jet fuel, LPG, etc.), and byproduct fuels, solvents and other downstream petrochemicals used in everyday life.

In 2014, Samsung Total will complete construction on a new aromatics plant at its Daesan Petrochemical Complex. By increasing our production capacity for paraxylene, styrene, vinyl alcohol, and energy products, we anticipate that revenue for Samsung Total Petrochemicals will increase from USD 7.12 billion (KRW 12 trillion) in 2015 to USD 10.95 billion (KRW 12 trillion) in 2015.

The history of Samsung General Chemicals dates back to 1974, when Samsung Petrochemical was first established. Soon after, the company built a dedicated production plant and produced more than 100,000 tons of purified terephthalic acid (PTA)—becoming the first company in Korea to produce this landmark quantity of the chemical. Samsung Petrochemical has been in the forefront of the Korean petrochemical industry ever since.

In 2001, Samsung Petrochemical enhanced its market competitiveness by adding new production lines for formic acid (FA), used in leather production, textile dyeing, animal feed, and more. In addition, in 2013 Samsung Petrochemical established a joint venture, Samsung SID Carbon Fiber Composite Materials, in cooperation with German Carbon Fiber Composite Materials.

In 2014, Samsung General Chemicals, established in 1988, merged with Samsung Petrochemical. Samsung General Chemicals has its own rich history, including a joint venture established in 2003, Samsung Total Petrochemicals, created in cooperation with the French chemical manufacturer Total. Over the history of this joint venture, Samsung General Chemicals has served as its holding company.

Over time, in addition to expanding PTA production to two million tons per year, Samsung Petrochemical developed its own PTA technology based on long experience. In 2010, the company successfully licensed its processes in the Middle East, and today our systems continue to be the only Korean PTA technology used in that region.

In 2003, Samsung Petrochemical established in August 2003 as a joint venture between Samsung and Total Group, a global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungchongnam-do, Korea. Our output ranges from chemicals to polyethylene (polypropylene, polyethylene, etc.), base petrochemicals (ethylene, monomer, paraxylene, etc.), energy products (liquefied, gasoline, jet fuel, LPG, etc.), and byproduct fuels, solvents and other downstream petrochemicals used in everyday life.

In 2014, Samsung Total will complete construction on a new aromatics plant at its Daesan Petrochemical Complex. By increasing our production capacity for paraxylene, styrene, vinyl alcohol, and energy products, we anticipate that revenue for Samsung Total Petrochemicals will increase from USD 7.12 billion (KRW 12 trillion) in 2015 to USD 10.95 billion (KRW 12 trillion) in 2015.

The history of Samsung General Chemicals dates back to 1974, when Samsung Petrochemical was first established. Soon after, the company built a dedicated production plant and produced more than 100,000 tons of purified terephthalic acid (PTA)—becoming the first company in Korea to produce this landmark quantity of the chemical. Samsung Petrochemical has been in the forefront of the Korean petrochemical industry ever since.

In 2001, Samsung Petrochemical enhanced its market competitiveness by adding new production lines for formic acid (FA), used in leather production, textile dyeing, animal feed, and more. In addition, in 2013 Samsung Petrochemical established a joint venture, Samsung SID Carbon Fiber Composite Materials, in cooperation with German Carbon Fiber Composite Materials.

In 2014, Samsung General Chemicals, established in 1988, merged with Samsung Petrochemical. Samsung General Chemicals has its own rich history, including a joint venture established in 2003, Samsung Total Petrochemicals, created in cooperation with the French chemical manufacturer Total. Over the history of this joint venture, Samsung General Chemicals has served as its holding company.

Over time, in addition to expanding PTA production to two million tons per year, Samsung Petrochemical developed its own PTA technology based on long experience. In 2010, the company successfully licensed its processes in the Middle East, and today our systems continue to be the only Korean PTA technology used in that region.

In 2003, Samsung Petrochemical established in August 2003 as a joint venture between Samsung and Total Group, a global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungchongnam-do, Korea. Our output ranges from chemicals to polyethylene (polypropylene, polyethylene, etc.), base petrochemicals (ethylene, monomer, paraxylene, etc.), energy products (liquefied, gasoline, jet fuel, LPG, etc.), and byproduct fuels, solvents and other downstream petrochemicals used in everyday life.

In 2014, Samsung Total will complete construction on a new aromatics plant at its Daesan Petrochemical Complex. By increasing our production capacity for paraxylene, styrene, vinyl alcohol, and energy products, we anticipate that revenue for Samsung Total Petrochemicals will increase from USD 7.12 billion (KRW 12 trillion) in 2015 to USD 10.95 billion (KRW 12 trillion) in 2015.

The history of Samsung General Chemicals dates back to 1974, when Samsung Petrochemical was first established. Soon after, the company built a dedicated production plant and produced more than 100,000 tons of purified terephthalic acid (PTA)—becoming the first company in Korea to produce this landmark quantity of the chemical. Samsung Petrochemical has been in the forefront of the Korean petrochemical industry ever since.

In 2001, Samsung Petrochemical enhanced its market competitiveness by adding new production lines for formic acid (FA), used in leather production, textile dyeing, animal feed, and more. In addition, in 2013 Samsung Petrochemical established a joint venture, Samsung SID Carbon Fiber Composite Materials, in cooperation with German Carbon Fiber Composite Materials.

In 2014, Samsung General Chemicals, established in 1988, merged with Samsung Petrochemical. Samsung General Chemicals has its own rich history, including a joint venture established in 2003, Samsung Total Petrochemicals, created in cooperation with the French chemical manufacturer Total. Over the history of this joint venture, Samsung General Chemicals has served as its holding company.

Over time, in addition to expanding PTA production to two million tons per year, Samsung Petrochemical developed its own PTA technology based on long experience. In 2010, the company successfully licensed its processes in the Middle East, and today our systems continue to be the only Korean PTA technology used in that region.

In 2013, Samsung Petrochemical established in August 2003 as a joint venture between Samsung and Total Group, a global energy and chemical company.

Samsung Total operates a large petrochemical complex, consisting of 13 separate plants, all in Daesan, Chungchongnam-do, Korea. Our output ranges from chemicals to polyethylene (polypropylene, polyethylene, etc.), base petrochemicals (ethylene, monomer, paraxylene, etc.), energy products (liquefied, gasoline, jet fuel, LPG, etc.), and byproduct fuels, solvents and other downstream petrochemicals used in everyday life.

In 2014, Samsung Total will complete construction on a new aromatics plant at its Daesan Petrochemical Complex. By increasing our production capacity for paraxylene, styrene, vinyl alcohol, and energy products, we anticipate that revenue for Samsung Total Petrochemicals will increase from USD 7.12 billion (KRW 12 trillion) in 2015 to USD 10.95 billion (KRW 12 trillion) in 2015.

The history of Samsung General Chemicals dates back to 1974, when Samsung Petrochemical was first established. Soon after, the company built a dedicated production plant and produced more than 100,000 tons of purified terephthalic acid (PTA)—becoming the first company in Korea to produce this landmark quantity of the chemical. Samsung Petrochemical has been in the forefront of the Korean petrochemical industry ever since.

In 2001, Samsung Petrochemical enhanced its market competitiveness by adding new production lines for formic acid (FA), used in leather production, textile dyeing, animal feed, and more. In addition, in 2013 Samsung Petrochemical established a joint venture, Samsung SID Carbon Fiber Composite Materials, in cooperation with German Carbon Fiber Composite Materials.

In 2014, Samsung General Chemicals, established in 1988, merged with Samsung Petrochemical. Samsung General Chemicals has its own rich history, including a joint venture established in 2003, Samsung Total Petrochemicals, created in cooperation with the French chemical manufacturer Total. Over the history of this joint venture, Samsung General Chemicals has served as its holding company.

Over time, in addition to expanding PTA production to two million tons per year, Samsung Petrochemical developed its own PTA technology based on long experience. In 2010, the company successfully licensed its processes in the Middle East, and today our systems continue to be the only Korean PTA technology used in that region.
Samsung Fine Chemicals has become a chemical industry leader through steady growth in areas ranging from general chemicals and fine chemicals to ecofriendly energy materials. Our General Chemicals division has been key to the growth of Korean chemical industries, while our Fine Chemicals division has reinforced the company’s competitiveness and stable growth.

Samsung Fine Chemicals creates customized high value-added materials through advanced material technology, always staying one step ahead of our competitors. Our mission drives us to ceaseless innovation as we work to create richer, more convenient and smarter lives through advanced technology. We also help our customers build their businesses by finding innovative solutions to their challenges.

In 2013, to solidify our strategic business and lay the foundation for steady innovation in years to come, we expanded our production facilities for ECH and caustic soda and moved our R&D center to the Samsung materials research complex in Suwon, Korea. In 2014, we are building growth engines for the future, through expansion into ecofriendly energy materials, including biodegradable polymers and active materials for rechargeable batteries.

Our employees are dedicated to making Samsung Fine Chemicals a world-leading chemical company. We implement their innovations so that our company can excel in all divisions, including sales, marketing, production, R&D, and management. In the year ahead, Samsung Fine Chemicals will continue to work toward its goals and strive to meet the needs of all of our customers.

Samsung BP Chemicals, a joint venture of Samsung and BP, is one of the world’s leading producers of value-added fine chemicals such as acetic acid and hydrogen. Each year, we produce 570,000 tons of acetic acid, used directly and indirectly as a raw material in producing fine chemicals such as vinyl acetate monomer (VAM) and PTA, as well as solvents, pigments, dyes, and aromatics. We are proud to be Korea’s only producer/seller of acetic acid.

Throughout our history, the safety of our employees and the protection of the environment have been of paramount importance to us. We are committed to producing the most competitive products in a secure and safe environment. To do that, we follow strict safety guidelines, including our distinctive “4 No” policy: no smoking, no alcohol, no accidents and no illegality in the workplace. We believe that safe operations are the key to successful business.

Every day, Samsung BP employees put forth their best efforts in improving the production process, developing alternative raw material sources, and helping the company to become more cost-effective. Thanks to their hard work, we have expanded production capacity to become a market leader.
Samsung Life Insurance Co., Ltd.

Employees
5,675

2012 Sales
April 2013–December 2013
KRW 17.54 Billion USD

As the largest insurer in the country and one of its oldest insurance companies, Samsung Life is a recognized and trusted brand in Korea. Our name is synonymous with financial strength and stability. Over our history, we have worked to build and reinforce our brand equity, positioning our company as the most reliable financial brand.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

As the largest insurer in the country and one of its oldest insurance companies, Samsung Life is a recognized and trusted brand in Korea. Our name is synonymous with financial strength and stability. Over our history, we have worked to build and reinforce our brand equity, positioning our company as the most reliable financial brand.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

As the largest insurer in the country and one of its oldest insurance companies, Samsung Life is a recognized and trusted brand in Korea. Our name is synonymous with financial strength and stability. Over our history, we have worked to build and reinforce our brand equity, positioning our company as the most reliable financial brand.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.

Our marketing campaigns have had a powerful impact on the insurance industry. For instance, in March 2007, Samsung Life launched a campaign on the theme “Life Insurance Protection Awareness,” which communicated the importance of life insurance in a humorous and creative yet powerful way. The immense success of the campaign not only inspired consumers to seek out agents and visit branch offices, it also influenced other insurance companies. In time, the campaign became an industry-wide marketing effort. In 2008, Samsung Life launched two new products: Future 30+, in the protection category, and Freedom 50+, an annuity. These offered two more ways to push the boundaries of the brand and differentiate our company. The marketing campaigns for Future 30+ and Future 50+—combined with years of strong promotion, have ensured that our brand is known for reliability and trust.
To grow its business, Samsung Fire and Marine focuses on elements that are core to its competitiveness: continued sound operating performance, unparalleled risk-based capitalization and superior risk management.

Over the past years, the company has maintained strong growth despite the increasing penetration level in the Korean insurance market. Samsung Fire and Marine offers a broad range of insurance services through three main business segments—general insurance, long-term insurance and auto insurance. Long-term insurance continues to lead our company’s growth, with its broad product portfolios including life and health protection insurance products, property insurance products, and savings such as annuities and related products. Korea’s auto insurance market has been highly competitive, recording a combined ratio exceeding 100 percent over the past five years. While the competitive environment persists, Samsung Fire and Marine has outperformed the market by creating a loss ratio advantage of 1 – 4pp over the market. Record growth in the online auto business has also helped us maintain our excellent loss ratio record.

Samsung Fire and Marine has maintained its stable and superior capitalization over the past five years. With a premium market share of 27 percent, the company’s capital and surplus amounted to USD 7.3 billion (KRW 7.8 trillion) in December 2013—a total greater than the rest of all Korean non-life insurance companies combined. Samsung Fire and Marine has been ranked among the longest-established worldwide insurance rating companies, assigned Samsung Fire and Marine a rating of A+ the highest credit rating. In addition, Standard & Poor’s rated the company A, the highest rating among Korean companies (excluding government and public enterprises).

Looking ahead, Samsung Fire and Marine has embarked on an overseas expansion plan, with a vision toward increasing revenues from the overseas market. The company’s long-term plan is to increase the overseas contribution of our overseas business from the current 4 percent to more than 10 percent in the next decades.

Samsung Fire Marine also actively engages in addressing environmental, social and governance issues throughout its business. Through sustainable management, the company strives to create long-term value for all stakeholders.

As a business solutions provider, we help our corporate clients manage their businesses effectively. One example: Samsung Card created an easy-to-use platform that connects corporate card settlement and company accounting, enabling timely and detailed expense reports. We also customize additional corporate card settlement and easy-to-use system that connects companies and merchants. To do this, we emphasize proactive risk control action through early detection of potential risks. Our risk management committee and ERM department stress the importance of direct communication within the firm and continuously deliver current risk issues to senior management.

In 2011, reflecting the company’s excellent performance and positive outlook, A.M. Best, one of the longest-established worldwide insurance rating companies, assigned Samsung Fire and Marine a rating of A+ the highest credit rating. In addition, Standard & Poor’s rated the company A, the highest rating among Korean companies (excluding government and public enterprises).

The company’s proactive risk management system is comparable to that of global insurers. We emphasize proactive risk control action through early detection of potential risks. Our risk management committee and ERM department stress the importance of direct communication within the firm and continuously deliver current risk issues to senior management.

In 2011, reflecting the company’s excellent performance and positive outlook, A.M. Best, one of the longest-established worldwide insurance rating companies, assigned Samsung Fire and Marine a rating of A+ the highest credit rating. In addition, Standard & Poor’s rated the company A, the highest rating among Korean companies (excluding government and public enterprises).

Looking ahead, Samsung Fire and Marine has embarked on an overseas expansion plan, with a vision toward increasing revenues from the overseas market. The company’s long-term plan is to increase the overseas contribution of our overseas business from the current 4 percent to more than 10 percent in the next decades.

Samsung Fire Marine also actively engages in addressing environmental, social and governance issues throughout its business. Through sustainable management, the company strives to create long-term value for all stakeholders.

As a business solutions provider, we help our corporate clients manage their businesses effectively. One example: Samsung Card created an easy-to-use platform that connects corporate card settlement and company accounting, enabling timely and detailed expense reports. We also customize additional corporate card settlement and easy-to-use system that connects companies and merchants. To do this, we emphasize proactive risk control action through early detection of potential risks. Our risk management committee and ERM department stress the importance of direct communication within the firm and continuously deliver current risk issues to senior management.

In 2011, reflecting the company’s excellent performance and positive outlook, A.M. Best, one of the longest-established worldwide insurance rating companies, assigned Samsung Fire and Marine a rating of A+ the highest credit rating. In addition, Standard & Poor’s rated the company A, the highest rating among Korean companies (excluding government and public enterprises).

Looking ahead, Samsung Fire and Marine has embarked on an overseas expansion plan, with a vision toward increasing revenues from the overseas market. The company’s long-term plan is to increase the overseas contribution of our overseas business from the current 4 percent to more than 10 percent in the next decades.

Samsung Fire Marine also actively engages in addressing environmental, social and governance issues throughout its business. Through sustainable management, the company strives to create long-term value for all stakeholders.
Samsung Securities is a leading investment banking and securities company with a focus on wealth management and financial advisory services. The company is at the forefront of Korea’s financial market, offering a full spectrum of services and products—including brokerage for securities, derivatives and commodities, underwriting and mergers and acquisitions advice, and sales and trading of diverse financial instruments, such as mutual and hedge funds, fixed income products, over-the-counter derivatives, trusts, wrap accounts and retirement solutions.

Since the adoption of our wealth management strategy in 2003, Samsung Securities has been a leader in the domestic wealth management market, with more than 1,000 financial advisers. With client assets of USD 121.3 billion (KRW 130.3 trillion), the company boasts nearly 80,000 high-net-worth individual clients—the highest number in the domestic securities industry.

We have an extensive business network, with 90 local branches and overseas offices in Hong Kong, London, New York, Tokyo and Beijing, providing a solid framework for delivering comprehensive financial solutions to individuals, institutions and corporate clients.

In wealth management, a team of committed financial advisers and a specialized advisory group deliver high-quality financial consulting and the differentiated products and services most suitable for our clients. Our investment banking serves the financial needs of domestic and international corporations, financial institutions and governments by offering strategic advising, equity and debt underwriting, and structured financing. For institutional investors, we provide fundamental research, investment advice, securities lending, product structuring and execution across all significant Korean and international products.

We lead innovation in capital markets, overcoming challenges to satisfy the financial and investment needs of our clients and working to achieve our vision of becoming the number-one securities company in Korea.

Samsung Asset Management, established in September 1998, is Korea’s leading investment management company, providing investment trust and mutual fund management, advisory services and other financial management services. With client interests and our fiduciary duty to our clients at the core of our business, Samsung Asset Management offers a wide variety of products and services.

As of February 28, 2014, the firm’s assets under management stood at USD 220.7 billion (KRW 230.3 trillion). The firm has a total of 254 employees, divided between our Seoul headquarters (237) and our Hong Kong subsidiary (17). Backed by our 89 high-caliber investment professionals and superior team-based investment approaches, Samsung Asset Management has been able to generate outstanding long-term risk-adjusted returns and consistently add value to our clients’ investments.

With its well-established reputation for trustworthiness, Samsung Asset Management has accumulated wide experience in managing institutional pensions and funds. In 2001, Samsung Asset Management was selected as the lead manager for the Investment Pool for Public Funds, worth approximately USD 11.4 billion (KRW 12.0 trillion) in government-sponsored investment pools for Korean government and quasi-government pensions and funds. Last year, we were again selected as the lead manager for the pool, with the current term expiring in 2017. With this, Samsung Asset Management will have managed this investment pool for 16 consecutive years.

In addition, Samsung Asset Management has also managed various Korean equity mandates, including USD 1.6 billion (KRW 17 trillion) in small- and mid-cap mandates from major institutional clients, with local pensions and funds.

Globally, Samsung Asset Management Ltd. (HK) was established in Hong Kong in 2007 and launched the firm’s first overseas investment fund, the Samsung Taiwan Equity Fund, as the first overseas investment fund, and was successfully managed in 2002. Samsung Asset Management Ltd. (HK) was awarded a large mandate from a large sovereign wealth fund.

With these achievements in 2013, Samsung Asset Management continues to dominate the local Korean markets. As we strive to sow the seeds of tomorrow, we strive to “Stay Ahead” of our peers, with an eye toward growing into the premier asset manager in the Asian region.
Samsung Venture Investment Corporation

Samsung C&T Corporation Trading & Investment Group

Tel: 82-2-2345-2114 Fax: 82-2-2345-3114
www.samsungcnt.com

Employees
2012 Sales Million USD
21.85

Samsung C&T Corporation (SVIC) is the corporate venture capital arm of Samsung Group. We focus on sourcing strategic investment opportunities for Samsung Group, with dedicated venture investment professionals covering key technology areas across the globe. Established in October 1999, SVC has USD 1.2 billion under management and has made equity investments globally, delivering both strategic and financial returns. Our investment strategy closely aligns with the Samsung Group’s major technology initiatives. We invest in components (semiconductors, sensors, etc.), digital media (consumer electronics, mobile software, etc.), software, display, and clean technology (solar, LED, battery, etc.) companies.

SVIC’s corporate venture investment activities provide Samsung affiliates with access to innovative technologies around the world, allowing them to maintain leadership in the marketplace and to incubate new business opportunities. Also, we guide our portfolio companies to appropriate Samsung business units and help establish partnerships and collaborations.

In 2004, we expanded overseas, establishing our U.S. office in San Jose, California. In 2010, we further expanded our global presence by opening offices in the United Kingdom and Japan. With these new offices, we established rapid and intimate channels between Samsung and the local venture capital communities. We work closely with top-tier venture capital firms. SVIC is widely recognized as a leading corporate venture capital firm. Our seasoned venture capital professionals have years of proven expertise in deal structuring and risk management, leading to multiple exits that are strategic and financially leveraged to benefit our limited partners. Our win-win strategy for both Samsung and the venture community makes SVIC a key link between innovation centers and Samsung Group.

Founded in 1938, Samsung C&T Corporation is the parent company of Samsung Group. In 1975, Samsung C&T was designated as the first general trading company in Korea to lead overseas sales operations. In December 1995, Samsung C&T incorporated Samsung Construction, which led the company to be divided into the Trading & Investment Group (T&I Group) and the Engineering & Construction Group (E&C Group), with global business carried out in offices in around 50 countries.

The Trading & Investment Group of Samsung C&T aims to achieve stable and steady growth and, ultimately, to become a global top-10 trading company. Our strategy is “select and focus” in order to expand and grow our business and ensure competitiveness in trading and organizing.

Samsung Group’s major technology initiatives closely aligns with the strategy of our investment professionals, leading to both strategic and financial returns. Our investment team is composed of venture capital professionals with years of proven expertise. We have made equity investments globally, delivering both strategic and financial returns. Our investment strategy closely aligns with the Samsung Group’s major technology initiatives. We invest in components (semiconductors, sensors, etc.), digital media (consumer electronics, mobile software, etc.), software, display, and clean technology (solar, LED, battery, etc.) companies.

The Trading & Investment Group of Samsung C&T aims to achieve stable and steady growth and, ultimately, to become a global top-10 trading company. Our strategy is “select and focus” in order to expand and grow our business and ensure competitiveness in trading and organizing.

The Trading & Investment Group of Samsung C&T aims to achieve stable and steady growth and, ultimately, to become a global top-10 trading company. Our strategy is “select and focus” in order to expand and grow our business and ensure competitiveness in trading and organizing.

In the plant and machinery sector, the company aims to build on stable profit generation from our ship and infrastructure business. With accumulated capabilities, we hope to achieve success in the thermal power business, while gradually expanding our plant business. Another area of next-generation growth will be the fossil resources business. Our company will use a phased approach to developing a palm plantation business. To ensure success, we will aim to build a global operation system and risk management system. At the same time, fostering key talents with efficient allocation of management resources to reinforce our business expertise will enable the Trading & Investment Group to ultimately become a true global value creator.
Cheil Industries Inc.

Cheil Industries is involved in a range of service businesses, each contributing to the richness of life in Korea. Our main divisions are construction, resort, and fashion.

Cheil Industries’ resort and construction business was established in 1976, when we were responsible for the construction of the Samsung Building in Seoul. Samsung Group’s first office building was also the nation’s first amusement park, National Park. Over the years, we have expanded our land development projects with groups in golf, energy, and the environment.

For decades, Samsung’s food service business was included under the Cheil umbrella. As a result of a 2013 reorganization, we transferred that unit to Samsung Welstory, a specialized food and beverage company. At the same time, we also transferred our building management business to F&I and took on responsibility for Samsung’s fashion business.

Our construction business continues, with building, landscaping and plant engineering divisions. With the pride and know-how that come from decades of experience, we help make our clients’ dreams a reality using eco-friendly construction techniques. We provide one-stop service for entire projects—and we also offer consulting, construction and management services as needed.

An example of our innovation: we have developed an optimized disaster prevention system for skyscrapers and high-tech facilities—a system that significantly lowers risks and offers exciting potential for cutting-edge construction of the largest buildings.

With our outstanding design capabilities and deep experience in the field, our landscaping business is at the top of its industry. Today we are expanding into the eco-friendly civil business area by creating landscapes that harmonize the relationship between people and nature.

In plant engineering, our Energy Service Company, ESCO, provides total engineering solutions, such as energy diagnosis throughout construction. With our long-term accumulated engineering, procurement and construction capabilities, as well as our innovative energy-saving technology, we are actively entering the plant, renewable energy and waste resource energy businesses.

Our resort business raised Korea’s leisure culture to world-class levels. It includes the premier resort complex that encompasses Everland (the nation’s first theme park), Caribbean Bay water park, Glen Ross Golf Club and Homeplus’ vacation condominiums. Our newest property is Lost Valley, Korea’s first eco-safari park, which opened in April 2021. Visitors travel through the park on amphibious vehicles, exploring nature by watching and feeding more than 30 different species of animals.

Our leisure parks are widely recognized around the world. Everland was selected by Forbes magazine as one of the world’s top four theme parks in 2004 and Caribbean Bay was named as a Must-See Water Park by the International Association of Amusement Parks and Attractions in 2008.

In addition to our theme parks, we also operate four of Korea’s most prestigious golf clubs—Ansung Country Club, Gayeongyeon Benest, Ansung Benest Golf Club.

Our fiber and fashion business was founded in 1954, and it has led its industry for more than 60 years. Especially notable for its innovations in men’s and women’s casual business clothing, including the Galaxy and Bensley brands, this division secured its position as Korea’s number-one fashion company by diversifying into women’s wear, accessories, children’s wear, outdoor wear and SPA. Moreover, by anticipating market changes and industrial shifts, our fiber business has used a differentiated strategy to lead the globalization of the Korean fashion industry thus helping to secure the future of Korea’s fashion industry.

Through our Samsung fashion institute, a creative collaboration with some of Korea’s top fashion experts, and Samsung as a partner (www.samsungdesign.net), the country’s largest fashion information website, we are creating a new fashion culture. And we’re helping young designers join the field through our new designer support program, the Fashion Design Fund.

In the world market, we are making inroads by partnering with top brands. As we are targeting the Chinese fashion market, we expanded our market catchment in 2020 to the Chinese mainland market. We are reviewing the products and future strategies in the Chinese market. Our scope and scale are expanding as we shift our focus to target overseas markets. We will continue to grow in strength and service, as we step up our efforts in this field.

Our fiber and fashion business is at the top of its industry in Korea. Our main divisions are construction, resort, and fashion. With our diversified portfolio, Cheil Industries will continue to grow our many businesses. We work to leverage our multifaceted expertise, consistently maximizing the synergy between our business divisions.

Hotel Shilla Co., Ltd.

As we work to become a global leader among travel retailers, we plan continuous overseas expansion. The first new location is at Changi International Airport in Singapore. This store offers brand shops for Bottega Veneta and Prada as well as a luxury watch shop, Maison de Chronos. We are also preparing to operate perfumes and cosmetics stores in Osaka International Airport.

Shilla Hotels and Resorts is a world-class hospitality brand that owns and operates two Shilla hotels, in Seoul and Jeju. Our hotels boast impressive facilities, impeccable service, and a time-honored tradition of hospitality.

Our flagship hotel, the Shilla Seoul, is an urban lifestyle hotel combining traditional Korean elegance with modern sensibilities. The Shilla Seoul provides world-class hospitality services and the necessities for an enriching lifestyle. As a member of the “Leading Hotels of the World” group, the Shilla Seoul fits the international standard of world-renowned hotels. Praise from a long list of previous guests and clients includes that of heads of state, government officials, and leaders in finance, economics, culture and more.

Shilla’s new brand, Shilla Stay, launched its first hotel in Dongtan, Korea, and it is preparing for more inroads in 10 years. To continue on the concept of “SmartStay,” Shilla Stay provides spaces that blend a fresh, dynamic sensibility with the core values of Shilla products and services.

Lost Valley
The Korean National Soccer Team uniform sponsored by Galaxie

2013 Sales
Billion USD (consolidated basis)

Billion USD

Employees

2.184

2012 Sales

Tel: 82-2-2233-3131
Fax: 82-2-2233-5073
www.hotelshilla.net

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Duty Free, with branches in Seou and five other locations, plus an online store (www.shilladfs.com), carries more than 550 world-famous luxury brands. Our store at Incheon International Airport, for example, is the first-ever airport location for Louis Vuitton, and it also offers many other contemporary brands exclusively.

Our stores offer customers carefully selected brand-name products and a level of service above and beyond the ordinary for the most pleasurable shopping experience. For our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Duty Free, with branches in Seou and five other locations, plus an online store (www.shilladfs.com), carries more than 550 world-famous luxury brands. Our store at Incheon International Airport, for example, is the first-ever airport location for Louis Vuitton, and it also offers many other contemporary brands exclusively.

Our stores offer customers carefully selected brand-name products and a level of service above and beyond the ordinary for the most pleasurable shopping experience. For our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul has used a differentiated strategy to lead the globalization of the Korean fashion industry thus helping to secure the future of Korea’s fashion industry.

In the world market, we are making inroads by partnering with top brands. As we are targeting the Chinese fashion market, we expanded our market catchment in 2020 to the Chinese mainland market. We are reviewing the products and future strategies in the Chinese market. Our scope and scale are expanding as we shift our focus to target overseas markets. We will continue to grow in strength and service, as we step up our efforts in this field.

Our fiber and fashion business is at the top of its industry in Korea. Our main divisions are construction, resort, and fashion. With our diversified portfolio, Cheil Industries will continue to grow our many businesses. We work to leverage our multifaceted expertise, consistently maximizing the synergy between our business divisions.

Hotell Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.

Hotel Shilla, Korea’s premier travel retailer and hospitality provider, serves discerning customers with duty-free shopping and fine hotels.

The Shilla Seoul

Our outstanding customer service and innovative distribution, The Shilla Duty Free won the Presidential Award in Korea’s Retail Association’s Customer, the first duty-free company to be honored.
Cheil Worldwide

Cheil Worldwide, one of the world’s leading marketing solutions companies, was established in 1973 in South Korea. Its employees create color that moves brands, products and people from its 44 offices and seven affiliates in 37 countries. Cheil’s ability to create on-spot solutions stems from a portfolio of traditional-class capabilities; meditative strategy and imaginative creativity; powerful marketing in digital and experiential; and excellent problem-solving skills across the entire media mix.

Cheil provides a different level of world-class marketing solutions on a global basis. Clients include many international brands born in Korea, such as Samsung, Hankook Tire, SKINFOOD, CJ Orim and Amore Pacific. International clients are also varied: Deutsche Bahn, Coca-Cola, Red Bull, Lufthansa, Converse, SOCAR Aramco, Microsoft and the Polish Red Cross in Europe; Batista and Primaxysystems in Russia; Dubai Foreign Investment Office, Emirates Competitiveness Council and the Dubai Supreme Council of Energy in the Middle East; China Mobile, Anheuser Busch, New Balance, California Almonds and Hennessy in China; Singtel, Unilever, Bayer, Volvo, N.C. Housing Public Company Ltd., Drakes Department Stores, Disney Helios and Siam Commercial Bank in the rest of Asia; and Greenpeace, NatAmidex, EJSP, Travelocity, Mentos, Bloomberg, GE, Estee Lauder, IBM and Royal Canin in the Americas.

Over the past four decades, Cheil has broadened its focus beyond Cheil’s borders, offering world-class marketing solutions on a global basis. Clients include many international brands born in Korea, such as Samsung, Hankook Tire, SKINFOOD, CJ Orim and Amore Pacific. International clients are also varied: Deutsche Bahn, Coca-Cola, Red Bull, Lufthansa, Converse, SOCAR Aramco, Microsoft and the Polish Red Cross in Europe; Batista and Primaxysystems in Russia; Dubai Foreign Investment Office, Emirates Competitiveness Council and the Dubai Supreme Council of Energy in the Middle East; China Mobile, Anheuser Busch, New Balance, California Almonds and Hennessy in China; Singtel, Unilever, Bayer, Volvo, N.C. Housing Public Company Ltd., Drakes Department Stores, Disney Helios and Siam Commercial Bank in the rest of Asia; and Greenpeace, NatAmidex, EJSP, Travelocity, Mentos, Bloomberg, GE, Estee Lauder, IBM and Royal Canin in the Americas.

On the web-based growth front, Cheil Worldwide has expanded its footprint to meet the global demand and embrace the best local ad agencies in the world. We invested in a stake in Beattie McGuiness Bungay (BMB), a British independent shop, in 2004. We acquired two digital agencies, OpenTide Greater China and the Barbarian Group in the U.S., both in 2008, and made more expansions in 2012 by acquiring U.S. creative agency McMillen, as well as a Chinese boutique agency, Bravo Asia.

Cheil’s creativity is world-renowned. Our work continues to be recognized at the highest level by international festivals including the Cannes Lions where the network scooped 21 awards in 2013; the CLIOs, Spikes Asia, and the EFFIES.

5-1 is actively developing new businesses and services for future growth, including information security, energy efficiency and mobile security. We continue to expand the range of our offerings. Today we offer advanced security solutions for people, automobiles, smartphones and other products. One example of our innovations is our outstanding Safe Phone Service, one of the first mobile security services available, featuring both personal protection and health consultation. Safe Phone uses our powerful software to allow real-time location services—allowing our expert agents to react quickly in any emergency situation. In addition, through our partnership with a network of major hospitals across the country, customers can get a health consultation from medical experts and book a medical checkup quickly and conveniently.

5-1 UVIS (Ubiquitous Vehicle Information System) is a control system that checks the location and the status of the car in real time using a digital tachograph installed in the vehicle. The UVIS also provides optimized routing by analyzing and storing information regarding the vehicle’s driving history, including speed, fuel efficiency, mileage, location and more.

Our personal communication security service, Safe Talk, is a solution for preventing wiretapping and malicious calls—a global issue—by encrypting data, such as calls, texts and videos, using the micro SD card.

Through these remarkable offerings and many others, 5-1 proves that it is not only the finest security company, but also the finest integrated safety solution company. We deliver priceless safety and peace of mind to our customers anywhere, anytime.

In January 2014, our company’s competitiveness was strengthened as we took over Samsung Everland’s building management business. By combining our existing security and energy-efficiency businesses with building management, we provide differentiated one-stop building management solutions—the best physical and personal services as well as asset management, including real estate investment and lease management.

Through total investment and outstanding execution, 5-1 is working to extend the range of our security businesses and to provide customer-oriented services. We look forward to growing as the world’s finest integrated safety solution company for many years to come.

Employees

Tel: 82-2-2370-2114
Fax: 82-2-2370-2423
www.cheil.com

<table>
<thead>
<tr>
<th>2013 Sales</th>
<th>Billion USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,053</td>
<td></td>
</tr>
</tbody>
</table>

Tel: 82-2-1588-3112
Fax: 82-2-2117-8180
www.s1.co.kr

<table>
<thead>
<tr>
<th>2013 Sales</th>
<th>Billion USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,094</td>
<td></td>
</tr>
</tbody>
</table>

Cheil Worldwide Headquarters in Seoul, South Korea
Since opening in November 1994, Samsung Medical Center (SMC) has been one of Korea’s leading medical organizations. We operate three specialized treatment facilities—Samsung Medical Center and Kangbuk Samsung Hospital, both in Seoul, and Samsung Changwon Hospital in Changwon—plus two research institutes, Samsung Research for Future Medicine and Samsung Social Mental Health Institute, as well as the Sungkyunkwan University School of Medicine.

Working with other medical facilities, we maximize the synergy of our partnerships, offering a new model for growth in Korea’s medical industry. Samsung Medical Center is widely recognized for its excellence in patient care, research and education. For the past 13 years, it has ranked number one in national ratings, including the National Customer Satisfaction Index.

In August 2012, Samsung Medical Center announced its vision for 2020. The slogan is “Happinnovation 2020.” By the year 2020, Samsung Medical Center will pioneer medical innovations in the treatment of 20 health problems.

Last year, Samsung Medical Center pursued the Happinnovation vision with some remarkable developments. In March 2011, we established the nation’s first Department of Critical Care Medicine, changing the paradigm of critical care by adopting Harvard Medical School’s critical care system. Today, critical care specialists remain on duty 24 hours a day and a multidisciplinary care team is available around the clock. Integrated care is available in the critical care ward.

In April 2013, Samsung Medical Center re-established its cancer center at the Comprehensive Cancer Hospital. The Comprehensive Cancer Hospital is working toward five core tasks: bringing innovation to the overall treatment process in order to make it more patient-oriented, providing genome-based personalized treatments; reinforcing minimally invasive treatments; developing and employing next-generation proton therapy; and establishing the Integrated Care Center. Ultimately, we are working to make the Comprehensive Cancer Hospital one of the top five cancer hospitals in the world by 2020.

In August 2013, Samsung Medical Center launched new patient-oriented emergency room practices. The advanced emergency care system is designed to provide personalized care for each patient under the motto “Happy ER, Happy P Patient.” We also remodeled our ER last year, doubling its size and increasing efficiency by dividing the treatment area into specialized sections.

In September 2013, our full-service medical team began seeing patients on an expanded schedule, including Saturdays. This new schedule is convenient for many patients, including office workers, students and others who are not available for appointments during regular work hours. With this change, we saw a rise in patient satisfaction—especially since the new schedules also reduced waiting time on weekdays.

On July 9, 2013, Sungkyunkwan University Samsung Changwon Hospital broke ground for its third facility; this one will have nine stories aboveground and six below. Samsung Changwon Hospital is becoming the leading hospital in the southeastern region, and this new facility includes a cutting-edge surgery room, a one-stop medical care center, various specialized centers and pleasant patient rooms and wards. With the hospital’s new radiation oncology department, Changwon’s 11 million citizens have a world-class facility for cancer care, cancer treatment and radiation therapy.

Soon we will be opening a neonatal intensive care center, fully equipped to provide superior medical care to high-risk newborns in Busan, Ulsan and Goseonggun do.

Samsung Changwon Hospital has been ranked first in various property assessments conducted by the Health Insurance Review and Assessment Service, including acute myocardial infarction and blood dysplasia. The hospital has also been designated as a certified medical institution through the endovascular neurosurgery authentication system of the Society of Korean Endovascular Neurosurgeons.

Building on these successes, Samsung Medical Center will continue to focus its resources on becoming a premier medical facility— not only for patients in Asia, but from around the world.
Established in April 2011, Samsung BioLogics is rapidly becoming a leader in the biopharmaceutical industry. Samsung has a long and rich history of expertise in development and manufacturing technology. The launch of our new biologics business builds on the principles of our past achievements and brings our unwavering technological leadership to the biologics sector. With Samsung’s quality, technology and innovation, Samsung BioLogics will transform the global healthcare industry over the next decade.

Headquartered in Songdo, South Korea’s Incheon Free Economic Zone, Samsung BioLogics is driven by “Quality First” development and manufacturing of bio-healthcare products. Our customer-oriented business model supports collaborative high-quality, fast turnaround contract manufacturing partnerships. Our cutting-edge facilities are fully compliant with global healthcare regulations and current Good Manufacturing Practices (cGMP).

Samsung BioLogics’ facilities are located close to Incheon International Airport and are built on a single 68-acre site, allowing for future expansion. Our first facility became fully operational in July 2013. It has a 300,000L mammalian cell culture capacity and one purification line suitable for high titer product. In addition, we are currently building a second facility with 300,000L mammalian cell culture capacity, also in Songdo, which is expected to be completed in early 2015. These first two plants are designed to support mammalian production requirements and contain suites for upstream, downstream, and fill and finish, plus a warehouse with significant long-term cold storage capacity.

Samsung BioLogics’ manufacturing facilities have been expertly designed for cGMP operations. All plants are designed as multi-product facilities to meet the requirements of the U.S. Food and Drug Administration (the FDA), the European Medicines Agency (the EMA), and other global regulatory agencies.

Samsung BioLogics’ facilities are capable of producing high-quality bulk drug substances and drug products within the same facility. They are designed to maximize customer satisfaction while minimizing potential product risks. In this newest chapter of the Samsung Group story, our most immediate goal is to alleviate suffering brought about by disease and sickness by producing breakthrough medicines and delivering them to patients around the world, as well as by increasing access to and affordability of existing medicines. At Samsung BioLogics, our pledge is to continue Samsung’s legacy of excellence by combining our proven engineering skills with our business expertise to become the leader in the biopharmaceutical industry.

Samsung Bioepis, established in 2012, is committed to creating the world’s finest biosimilars and biosimilar products. Driven by passion, our company is defined by the excellence and integrity of our people as we work to create affordable, high-quality biopharmaceutical and biosimilar products for all stages of life. With fully integrated research and development facilities for biopharmaceutical development, Samsung Bioepis focuses on extensive R&D to push technology to the next level and find answers to a range of illnesses, including cancer.

Samsung Bioepis, established in 2012, is committed to creating the world’s finest biosimilars. Driven by passion, our company is defined by the excellence and integrity of our people as we work to create affordable, high-quality biopharmaceutical and biosimilar products for all stages of life. With fully integrated research and development facilities for biopharmaceutical development, Samsung Bioepis focuses on extensive R&D to push technology to the next level and find answers to a range of illnesses, including cancer.

For the immediate future, Samsung Bioepis will focus on its vision of being the “world’s best in biosimilars.” It will accomplish this goal by (1) leading the pharmaceutical industry through process innovation, (2) building the future together with our partners and employees, and (3) contributing to humanity by providing patients with better access to quality products.

At Samsung Bioepis, we pride ourselves on our ethical and transparent business practices, and place top priority on quality control to ensure the health and safety of the public.

Employees
493

Employees
313

R&D Laboratory
Employees (end of 2001) 2,500

2013 Sales Billion USD 1.31

Tel: 82-2-1544-8272 www.welstory.com

The Samsung Lions Baseball Club is Korea’s leading professional baseball team, and one of the original six teams that formed the Korean Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including seven championship titles and 10 runner-up finishes.

With worldwide interest in healthy eating escalating, Samsung Welstory has announced the core business value “Healthy” in 2013 and, accordingly, launched a new line of health food products. Today we are working to enhance consumer health by introducing new products in our premium health food line, “Health Giving 365”; and in our health food-based dietary life improvement program, “Health Giving Diet.”

In 2012, we expanded our business to China, and today we operate more than 20 sites across that country. We are actively making inroads in other markets around the world, including the Middle East and Southeast Asia. We will continue to research on eating habits and develop products to help our customers live healthy, satisfying lives. Moreover, we will contribute to enhance value of healthy life around the globe as a reliable, authoritative company.

The Samsung Lions Baseball Club is Korea’s leading professional baseball team, and one of the original six teams that formed the Korean Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including seven championship titles and 10 runner-up finishes.

With the support of Samsung Group, the Lions have played an integral part in building a prosperous Korean professional baseball league. The team recently announced that construction will begin on a new stadium, the largest in Asia, to be completed in time for the 2016 baseball season.

The team’s field manager, Ryu Joong-il, is a former all-star shortstop; he spent his entire 13 seasons with the Samsung Lions as a franchise star. In 2011, he became the 13th manager of the Samsung Lions. Under his guidance, the team had a very successful inaugural season with a Triple Crown accomplishment: the Lions finished in first place for the regular season, won the Korean Series championship and triumphed at the 2011 Asian Series, becoming the first team not located in Japan to win the tournament since its inception.

In 2012 and 2013, the team finished in first place during the regular season and became Korean Series champions, two years in a row. This was a first in Korean baseball history.

Our management is working to globalize our marketing identity through links with such famous clubs as Japan’s Yomiuri Giants. The team’s ultimate goal is to be the best professional sports team in Korea—in any sport—and to continue promoting Samsung at home and abroad.

The Samsung Lions Baseball Club is Korea’s leading professional baseball team, and one of the original six teams that formed the Korean Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including seven championship titles and 10 runner-up finishes.

With worldwide interest in healthy eating escalating, Samsung Welstory has announced the core business value “Healthy” in 2013 and, accordingly, launched a new line of health food products. Today we are working to enhance consumer health by introducing new products in our premium health food line, “Health Giving 365”; and in our health food-based dietary life improvement program, “Health Giving Diet.”

In 2012, we expanded our business to China, and today we operate more than 20 sites across that country. We are actively making inroads in other markets around the world, including the Middle East and Southeast Asia. We will continue to research on eating habits and develop products to help our customers live healthy, satisfying lives. Moreover, we will contribute to enhance value of healthy life around the globe as a reliable, authoritative company.

The Samsung Lions Baseball Club is Korea’s leading professional baseball team, and one of the original six teams that formed the Korean Baseball Organization (KBO) in 1982. Since those early days, the Lions have compiled an impressive record, including seven championship titles and 10 runner-up finishes.

With the support of Samsung Group, the Lions have played an integral part in building a prosperous Korean professional baseball league. The team recently announced that construction will begin on a new stadium, the largest in Asia, to be completed in time for the 2016 baseball season.

The team’s field manager, Ryu Joong-il, is a former all-star shortstop; he spent his entire 13 seasons with the Samsung Lions as a franchise star. In 2011, he became the 13th manager of the Samsung Lions. Under his guidance, the team had a very successful inaugural season with a Triple Crown accomplishment: the Lions finished in first place for the regular season, won the Korean Series championship and triumphed at the 2011 Asian Series, becoming the first team not located in Japan to win the tournament since its inception.

In 2012 and 2013, the team finished in first place during the regular season and became Korean Series champions, two years in a row. This was a first in Korean baseball history.

Our management is working to globalize our marketing identity through links with such famous clubs as Japan’s Yomiuri Giants. The team’s ultimate goal is to be the best professional sports team in Korea—in any sport—and to continue promoting Samsung at home and abroad.
The Samsung Foundation of Culture, established in 1965 by the company’s founding chairman, Byung-chull Lee, is a dedicated patron of the arts. Our role is to preserve and promote the brilliant achievements of traditional Korean art, while supporting emerging and established artists in all media and enriching the country’s cultural landscape. Our mission is to broaden our artistic horizons, strengthen our cultural achievements and enrich lives. We operate Leeum, Samsung Museum of Art; the Ho-Am Art Museum; and PLATEAU. We also support other cultural and artistic activities, as well as academic research.

Leeum, Samsung Museum of Art, opened in 2004 in central Seoul. Three of the world’s most renowned architects designed the unique buildings that make up the art complex: Mario Botta’s terracotta structure displays traditional Korean art; Jean Nouvel’s rusted stainless-steel building is home to contemporary art; and Rem Koolhaas’s black concrete-and-glass building houses the Samsung Child Education and Culture Center. The Ho-Am Art Museum and PLATEAU provide not only exhibition space, but a vibrant, dynamic cultural forum open to everyone. We also sponsor programs for children, performing artists and others to encourage the development of creative forces in our society.

The Samsung Foundation of Culture

Employees
93

Tel: 82-2-2014-6550
Fax: 82-2-2014-6559
www.samsungfoundation.org

Tall Tree and the Eye
2009, stainless steel, 15x5x5m
© Anish Kapoor, Leeum, Samsung Museum of Art

The Ho-Am Foundation

Employees
7

Tel: 82-2-2014-6783
Fax: 82-2-2014-6789
www.samsungfoundation.org

The Ho-Am Foundation was established in 1997 to comply with the late Chairman Byung-chull Lee’s ideal of contributing to both national economic development and social benefit. The foundation’s main activity is awarding the Ho-Am Prize, which was established in 1990 by Chairman Kun-hee Lee of Samsung, to continue the late Chairman Byung-chull Lee’s effort to maximize both human potential and public interest. Each year, the prize recognizes highly distinguished people of Korean heritage with achievements in one of five specific areas—Science, Engineering, Medicine, The Arts and Community Service.

The foundation’s other activities include support for academic research, publications and exhibitions to promote the expansion and dissemination of science and culture. Additionally, the foundation coordinates efforts and exchanges with other internationally distinguished prize-awarding foundations such as the Nobel Foundation and the Japan Prize Foundation.

The Ho-Am Foundation

Employees
7

Tel: 82-2-2014-6783
Fax: 82-2-2014-6789
www.samsungfoundation.org
Established in 1982 to realize our vision of responsible corporate citizenship, Samsung Life Public Welfare Foundation has been active in diverse efforts to care for our neighbors and to give back to society. As a corporation that strives to grow with its community, we operate advanced care facilities such as Samsung Medical Center, Noble County, and Samsung Childcare Centers.

Noble County, a progressive retirement community for senior citizens, opened its doors in 2001. This retirement home offers not only living quarters but also a vibrant lifestyle, complete with medical, cultural and sports facilities. We operate Samsung Childcare Center with Samsung Welfare Foundation. We have developed programs and educational materials for childcare, concentrating on improving the welfare of disadvantaged families.

Our mission, since 1989, has been to help Samsung carry out its duty to assist its neighbors in realizing the dream of a society in which everyone can live a more satisfying life. We focus in particular on the well-being of children and on giving hope to low income and socially marginalized groups by empowering them with tools of self-reliance instead of donations that provide only temporary solutions. Our program, A Little Sharing for a Lot of Love, initiated by Samsung Electronics and co-administered with us since 1998, works to support the development and operation of social welfare programs.

Committed to building an ideal society, Samsung Welfare Foundation funds a wide range of community programs that address various economic, social and cultural needs.

Our ultimate objective is to go beyond mere corporate donations and to get involved, promoting real solutions that improve the quality of life.

The foundation operates Samsung Childcare Center with Samsung Welfare Foundation. We have developed programs and educational materials for childcare, and we concentrate on improving the welfare of disadvantaged families. We also manage Samsung Happiness for Tomorrow Awards, which recognizes women’s achievements in society and help promote the Korean tradition of supporting our elders. These and many other activities spanning more than 20 years have sprung from a sincere spirit of neighborly love.

Employees

Employees 32
Tel: 82-2-2014-6810
Fax: 82-2-2014-6869
www.samsungfoundation.org

Employees 4
Tel: 82-2-2014-6860
Fax: 82-2-2014-6869
www.samsungfoundation.org

Global Network

Committed to building an ideal society, Samsung Welfare Foundation funds a wide range of community programs that address various economic, social and cultural needs.

Our mission, since 1989, has been to help Samsung carry out its duty to assist its neighbors in realizing the dream of a society in which everyone can live a more satisfying life. We focus in particular on the well-being of children and on giving hope to low income and socially marginalized groups by empowering them with tools of self-reliance instead of donations that provide only temporary solutions. Our program, A Little Sharing for a Lot of Love, initiated by Samsung Electronics and co-administered with us since 1998, works to support the development and operation of social welfare programs.

Employees

Employees 32
Tel: 82-2-2014-6810
Fax: 82-2-2014-6869
www.samsungfoundation.org

Employees 4
Tel: 82-2-2014-6860
Fax: 82-2-2014-6869
www.samsungfoundation.org

Global Network