



THE MARKET

In the space of just a few decades technology has come to play such an essential role in our personal and professional lives – a phenomenon that no brand understands better than Samsung.

With a commitment to removing the barriers that exist between devices and content, Samsung is a brand that believes its goal is to deliver a smart, simple and connected life for consumers through a technological ecosystem that encompasses a diverse array of products, content and services.

ACHIEVEMENTS

Samsung is a leader in high-tech electronics manufacturing and digital media, with its products receiving 37 Innovation Awards at the 2012 Consumer Electronics Show in the USA.

Samsung has also been responsible for numerous world first initiatives and launches, including the first smartphone to feature Windows Phone 7 software and the first notebook to run Google's Chrome operating system.

The strength of Samsung's brand and business reputation was reflected when Interbrand named it the 9th strongest and trusted in the world in 2012 – a move up eight places from its ranking the previous year.

Since 2006, Samsung has received over 600 prestigious design accolades, including numerous iF and IDEA awards.

In 2012, the company had 44 products awarded by the iF International Forum Design - the largest number for any participant - placing it at top of rankings for the last three years.

HISTORY

Without doubt, Samsung has come a long way since its beginnings as a small export business based in Taegu, South Korea. For more than 70 years it has been dedicated to making a difference through diverse businesses that spans from advanced electronics and medicine to fashion and architecture.

THE PRODUCT

Today, Samsung is a leader in high-tech electronics manufacturing and digital media, spanning numerous consumer products, as well as key electronics components like semiconductors. With consolidated sales in 2011 of \$US143.1 billion, Samsung is a market leader across 13 electronics categories globally.

Samsung aims to enhance product competitiveness by generating synergies throughout technology development and production and its Audio Visual division is a global market leader in digital TVs



and monitors. The company's commitment to the latest engineering technology and design has enabled it deliver some of the latest innovations in visual display. Having introduced such innovative products and features as Smart Interaction, Smart Content and Smart Evolution to its Smart and LED TVs, Samsung has also introduced the world's first 3D solution for the home, with TV sets, Blu-ray players, Home Theater systems, and actual 3D content.

Samsung's Telecommunications division offers a wide range of mobile phones, tablets and related mobile accessories and solutions – providing cutting-edge smartphones supporting today's major operating systems and a portfolio of tablets. It has also introduced many innovations in the mobile market today, such as the introduction of the GALAXY Note and the flagship GALAXY S III that is one of the most innovative and intuitive smartphones that Samsung has ever launched. A

smart strategic move that enabled the company to secure the number one place in global market share for smartphones in 2011, having sold over 330 million mobile phone units in total up to that time.

Samsung's Digital Imaging division also produces cameras and camcorders, with core competencies in optics and lens technologies. The business has introduced numerous innovations to the market in recent years including its dual view compact cameras and its NX range of compact system cameras with Samsung's proprietary i-Function lens technology. Samsung aims to become a leader in connectivity by integrating exceptional imaging technology with Wi-Fi functionality in its pioneering SMART Cameras.

The IT Solutions division produces a growing line of notebooks, slates and all-in-one PCs offering technological innovations and premium design. The business offers outstanding quality



through dedicated R&D, in-house production facilities and design centers around the globe. In an era of convergence and emerging market demand, it is a leader in the integration of computing and mobile communication technologies. In the printer sector, the business offers a complete solution for small and medium businesses, from printing and copying to scanning and faxing, as well providing efficient mono-laser printers for the consumer market.

The Home Appliances division offers high-quality home appliances that are stylishly designed, and equipped with convenient and innovative features. Its product line-up includes refrigerators, air conditioners, washers, microwave ovens and vacuum cleaners and other electronics that add value to everyday life. The core of Samsung's success in the Home Appliance category now and in the future will be through the continued development of SMART Appliances that are connected, sensory aware and possess the ability to be remotely managed and self-diagnosed.

RECENT DEVELOPMENTS

Samsung's passion to innovate has taken it to the forefront of the technology industry by new and exciting converged devices. To this end, the company has cultivated its global research & development competence through overseas R&D centers spanning across North America, the UK, Russia, India, Japan, Israel and China. Samsung Advanced Institute of Technology - a research hub concentrating on emerging technology - further strengthens Samsung's activities in the cutting-edge technology field. In 2011, the brand invested approximately \$8.7 billion in R&D and now has more than 53,000 employees devoted to the development of future technologies and products worldwide.

This means Samsung now operates six global design centers in London, Los Angeles, Shanghai, Tokyo, Delhi, and Seoul, with experts constantly analysing local culture, lifestyle and industry trends to provide critical input to the creation of products that satisfy consumer and business needs.

PROMOTION

Samsung's global sponsorship platforms broaden interaction with consumers across different cultures and build meaningful relationships with them. For well over a decade, Samsung has developed a strong relationship with the Australian community, with a rich history of supporting elite sporting teams and



community events right across the country.

Samsung began its Olympic Games involvement as a local sponsor of the Seoul event in Nagano for the 1998 Olympic Winter Games. Afterwards the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications program, called Wireless Olympic Works (WOW), and mobile phones.



Samsung is also directly supporting Australian swimming sensation James 'The Missile' Magnussen, one of Australia's most competitive, inspirational and passionate swimmers. Magnussen has made numerous appearances for the brand, being

heavily involved in its marketing, social, PR and advertising campaigns.

Samsung is also a keen supporter of the national rugby team through its sponsorship of the Wallabies, Test Rugby and the Super Rugby Competition until 2015. This includes sponsorship of the Rugby World Cup in England - another way that Samsung supports all things that Australians are passionate about.

BRAND VALUES

Samsung aspires to create new technologies and innovative products that inspire the world, while delivering new value to help enhance the lives of customers, partners and employees.

To this end, Samsung has established a set of performance goals for 2020 - this vision rests on three important foundations:

- an Industry Vision - stressing leadership in new technologies, new markets and new lifestyles;
- a Social Vision - grounded in strong stakeholder relationships and a company wide commitment to corporate social responsibility; and
- a Workplace Vision - based on management excellence and training along with a passionate and creative work environment.

CORPORATE SOCIAL RESPONSIBILITY

Samsung places great importance on acting as a responsible neighbour in the communities where it operates. Samsung's CSR programs globally aim to respond to the social and environmental needs of each region and seek to give back to communities

that support the company.

In 2011, Samsung integrated various social contribution activities from different regions into a single program titled 'Samsung Hope for Children'. Focused on providing health and education support for the world's youth and children, Samsung Hope for Children activities operated in 30 countries and nine different regions around the world in 2011. By 2013, Samsung plans to expand this program to embrace 55 countries.

This philosophy is backed by a rigorous code of conduct that embeds these values at the heart of every decision and is reflected in Samsung's extensive corporate social responsibility program.

To that end, Samsung aims to ensure that the journey of young Australians into the digital world is a safe one by collaborating with Australia's largest non-government provider of health education to children and young people, Life Education. These centres help young people develop skills to make responsible decisions about themselves and their bodies. Samsung has equipped Life Education's 100 mobile learning centres with new technology-based education solutions to empower young people to lead a safe and healthy life, while giving parents tips to help them to be safe, responsible and informed technology users.

THINGS YOU DIDN'T KNOW ABOUT SAMSUNG

- Samsung Electronics Co., Ltd is one of the largest electronics company in the world, employing approximately 206,000 people across 197 offices in 72 countries.
- There are 80 companies in the Samsung group, including the world's second-largest shipbuilder and the world's 14th largest insurance company.
- Together these companies are responsible for approximately one fifth of all exports from South Korea.
- Samsung's corporate headquarters in the South Korean capital of Seoul is known as Samsung Town, and has twin city arrangements with Disneyland Paris and Sony World in Tokyo.
- Each year Samsung donates around US\$100 million to the Samsung Medical Centre, a non-profit healthcare provider.

