

**SAMSUNG**  
250 ITaepyeongno 2-ga, Jung-gu  
Seoul, Korea

**Table of Contents**

	<b><u>Page</u></b>
<b>I.</b> Executive Summary .....	1
<b>II.</b> Business Organization .....	7
<b>III.</b> Senior Management .....	12
<b>IV.</b> Facilities and Employees .....	14
<b>V.</b> Technological Know-How .....	17
<b>VI.</b> Product Portfolio .....	19
<b>VII.</b> Marketing Tactics .....	26
<b>VIII.</b> Sales and Profit Growth .....	28
<b>IX.</b> R&D Expenditures and Major Programs .....	38
<b>X.</b> Collaborative Arrangements .....	40
<b>XI.</b> Strategic Direction .....	43

**List of Tables**

Table 1: Samsung Sales by Business

Table 2: Samsung Sales and Operating Profit Growth

Table 3: Samsung Sales by Geographic Region

Table 4: Samsung Sales Growth by Geographic Region

Table 5: Samsung Sales by Product Line

Table 6: Samsung Sales Growth by Product Line

Table 7: Samsung Operating Profit by Product Line

Table 8: Samsung Profit Growth by Product Line