



For more than 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span advanced technology, semiconductors, petrochemicals, medicine, finance, hotels, and more. Its flagship company, Samsung Electronics, leads the global market in high-tech electronics manufacturing and digital media. Due to its commitment to people, Samsung Electronics became, in 2009, the world's largest electronics company with consolidated sales of US\$116.8 billion.



Market

Samsung Electronics has grown from a small-scale manufacturer with a little known brand, into one of the world's strongest and most powerful technology companies. Samsung attributes its success to: the production of innovative, reliable products and services, talented people, a responsible approach to business and global citizenship, and collaboration with its partners and customers. Samsung is guided by a singular vision: to lead the digital convergence movement. This vision is being delivered through Samsung Electronics innovative product range that spans mobile phones, TV, audio and video, cameras and camcorders, monitors, printers, home appliances and more. Samsung is a leader in all of these markets. Following the global business strategy, Samsung Electronics Romania adopted a new scheme of

operations and became subsidiary in July 2010, commencing direct distribution of its products on the Romanian and Bulgarian market.

Achievements

In addition to creating pioneering technologies, Samsung is pursuing an environmentally friendly initiative that addresses every phase of the manufacturing cycle, from production to consumption to recycling. In 2010, Samsung announced the first year results of its sweeping "PlanetFirst" initiative, a companywide commitment to become one of the world's most environmentally friendly companies by 2013. Outlining its progress in achieving the comprehensive sustainability goals lay out under the PlanetFirst™ initiative. Samsung invested only in 2009 a total of about US\$ 865 million in developing environmentally friendly products and building green

manufacturing sites. Among the results, the new Samsung products are on average 16% more energy efficient compared with the 2008 levels and the company has reduced sales-normalized greenhouse gas emissions at its manufacturing facilities by 31%. Samsung's Touch of Colour technology used in its LED televisions, monitors and Notebooks helps reduce the emission of harmful compounds by injecting colour directly into the case. Furthermore, compared to traditional television and mobile phone panels, Samsung's LED television and SUPER AMOLED screen save more energy resulting in a longer life span. Samsung also invests in the next generation and participates in many educational activities.

Product

Every innovation must honour yesterday, meet today's demands and elegantly inform tomorrow.

1938	1950s	1960s	1970s	1990s	2000
Samsung General Store opens in North Kyungsang Province, Korea.	Samsung becomes a producer of basic commodities such as sugar and wool.	Samsung expands overseas and is one of the first Korean companies to do so.	The foundations for the present day Samsung are laid. Investment grows in the semiconductor, information and telecommunications industries.	Significant change in relation to Samsung's approach takes place.	A Digital Management approach is adopted to ensure that Samsung maintains its leading position in the Information Age.

As a global trendsetter, Samsung Electronics harmonizes the sensitivities of the old and the new, balancing culture and technology, comfort and cutting-edge, the excitement of youth with the wisdom of experience. Samsung's commitment to being the world's best in developing creative solutions that inspire and shape the world of tomorrow was the base for winning many awards, thus having gained global recognition for its products in recent years. Samsung was the first company to launch HD 3D TV worldwide, a technology that was well received by audiences in Romania, which managed to exceed expectations. To demonstrate its position, Samsung recently unveiled the 9000 series, the most impressive full HDTV to-date with an ultra-thin profile at 7.98 millimetres thick, making it the world's thinnest TV. In the mobile phones segment, Samsung aims to become the first in the segment of Smartphones.

The Galaxy S model is based on the Android technology mobile phone, with super AMOLED display and with the possibility of recording, storing and viewing video files in HD. In addition, through its Open Mobile platform Bada, Samsung aims to democratize the smartphone segment. At IFA 2010 Samsung launched GALAXY Tab, the tablet PC that brings together all of Samsung's leading innovations to provide users with more possibilities while on the move. Samsung has expanded its awareness in the photo camera segment with the launch of the revolutionary hybrid NX10, through numerous innovations and the 2view technology. In the IT division, top technologies included in the LED screens, DID's (Digital information displays) Large Format Displays (LFD), and printers are characterized by a premium design and cross functions. The company will continue to strengthen its business in the category of household appliances through constant innovations applied to high-end products such as the new series of refrigerators combi Sveta and Eco Bubble washing machine.

Recent Developments

More than a quarter of Samsung employees are engaged in research and development. This is a hallmark of the company and each year the business is focused on discovering new technologies, products and services in order to keep Samsung at the cutting-edge of innovation. Samsung Electronics has won five prestigious prizes at the 2010 European Imaging and Sound Association (EISA) Awards: for European 3D Solution, European Blue-Ray Player, European Social Media Phone, European Smartphone and European Advanced Compact Camera. Among the awarded products is the super slim Samsung UE46C8000, equipped to bring the fascinating world of 3D into your living room. Great sound is achieved in the combination with the Samsung 7.1 system HT-C6930W that

includes a 3D-capable Blu-ray player and powerful amplifiers, wireless rear speakers and automatic sound calibration via a microphone. Wave S8500 was considered European Social Media Phone, being also the first device from Samsung with the Bada operating system in connection with an App Store. Based on the Android operating system, the Galaxy S, European Smartphone, is a "jewel" of the crown for demanding users wanting to be connected, entertained and updated on the move. The on-board 5 megapixel camera is without flash, but with video recording of 720p.

Promotion

It's in Samsung's nature to learn and engage the customers to find out what they want and need next. Samsung looks for the new possibilities, the better ways of doing things and figures out how to make tomorrow happen a little bit sooner. Samsung's marketing aim is to drive profitable growth with a focus on brand preference and loyalty. By adopting a holistic approach to the various Samsung businesses, it is able to leverage the full strength of the Samsung brand. Creating some of the world's most innovative and inspiring communications and advertising campaigns that bring its product propositions and brand to life, Samsung is recognised by



consumers and the industry as an award winning advertiser and continues to build rapid brand preference and aspiration. Its Corporate Responsibility (CR) strategy includes: business ethics, public and community affairs, investor relations, governance, stakeholder engagement, brand management, environmental affairs and corporate philanthropy. "More Than Talk" is a Samsung global project (launched in 2007) which encourages women to fight breast cancer and involves directly in people's education and experiences related to breast cancer. In 2009 alone, Samsung "More Than Talk" managed to raise donations of more than US\$ 2 million which was awarded to the European breast cancer charities from 25 countries including Romania. Samsung has continued the tradition in terms of association with World Cyber Games in 2010,



and has been near the best gamers from Romania, who competed in Constanța from July 31st to August 1st 2010 to represent Romania at the World Finals which will take place in Los Angeles from September 30th to October 3rd, 2010.

Brand Values

Samsung is relentlessly pursuing a better tomorrow and believes in tirelessly working with boundless optimism to overcome all obstacles. And it will never stop reaching higher and taking roads less travelled. The Samsung brand is based around core values of technology, design and innovation, as well as efficient processes that create new markets, enrich people's lives and maintain Samsung's position as a digital leader.

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Things you didn't know about SAMSUNG

- Samsung has approximately 188,000 employees in 185 offices over 65 countries.
- Samsung has sold 500,000 LED TVs in 100 days from its launch, 2.5 millions in 2009 and expects to sell 10 million LED TVs in 2010.
- Samsung has installed in the US the biggest video wall in the world.
- Samsung has developed the slimmest (3 mm) TV LED in the world.
- Samsung is the world's leading manufacturer of AMOLED (Active-Matrix Organic Light Emitting Diode) displays.

2006	2008	2010
World firsts include the launch of an 82 inch full HD TV TFT-LCD and a 10 mega pixel 8GB HDD camera phone.	The Olympic Games in Beijing offer Samsung a prime sponsorship opportunity.	Samsung is a worldwide Olympic partner and sponsor of the 2010 Winter Olympics in Vancouver. Also in 2010, Samsung introduced a full range of 3D ready HD TVs and the world's first transparent MP3 player with an AMOLED display. From July 2010 Samsung Romania has become a subsidiary.