



Samsung Semiconductor, Inc.

Enabling an Unlimited Future of Advanced
Electronic Products

Corporate Overview

Summer 2007



Introduction



Samsung Electronics is a world leader in semiconductors and other electronic components, maintaining the top position in important markets such as flash memory, DRAM and TFT-LCD panels and storage. Advanced Samsung components undergo continual innovation and are a critical enabler in today's world of high-performance mobile computing and ever-more-sophisticated hand-held consumer electronics.

Samsung Semiconductor, Inc., is a U.S.-based unit of Samsung Electronics Company, Ltd., South Korea's largest company and Asia's top electronics company. The company has more than 120 offices in 57 countries and 138,000 employees.

Samsung is a leading supplier of a range of electronic products while maintaining one of the fastest-growing global brands. Samsung has five business units: LCD, telecom, digital media, digital appliances and semiconductor. The semiconductor unit designs and manufactures flash, DRAM, graphics memory and other memory components for the computer, mobile and entertainment markets. Samsung Semiconductor also offers logic components such as ASICs, mobile processors and MP3 chipsets to a variety of markets. In addition, Samsung makes optical and hard disk drives for

storage applications. See page 8 for a listing of key Samsung components and markets.

About SSI

Samsung Semiconductor, Inc. (SSI) is a wholly owned subsidiary of Samsung Electronics. Established in 1983 as a California corporation, SSI has approximately 300 employees in the Americas and is headquartered in San Jose, Calif. Regional OEMs and ODMs are supported by SSI, which also conducts primary market and product research for Samsung, thus enabling regional customers to influence the direction of the company's future technologies and products.

The United States and the Americas are Samsung's biggest market, accounting for approximately 27% of the company's semiconductor revenues.

SSI Executive & Product Management Team

John Kang
President

Kevin Lee
Memory Vice President

SH Hong
System LSI Director

Ana Molnar Hunter
VP Technology, Strategic Foundry Business

Scott Birnbaum
LCD Vice President

SAMSUNG BRAND EQUITY

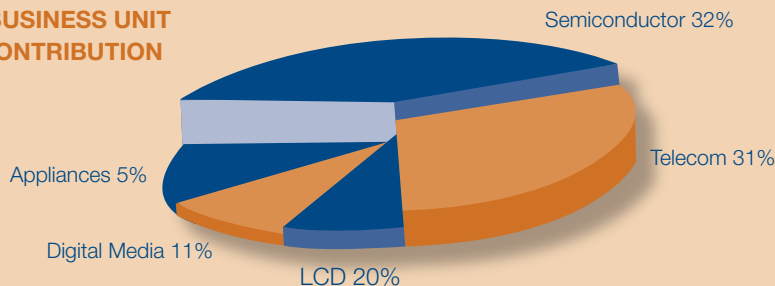
Samsung has become one of the most valuable and recognized brands in the world. In the latest global Interbrand ranking, Samsung is 20th, just behind Honda, with a brand value pegged at \$16.2 billion. Samsung has gained significant ground during the past six years, with an increase in brand value approaching 200% since 2001, when it was ranked just 42nd.

In another recent global brand value ranking – this one published by *Financial Times* – Samsung was the only Korean company in the top 100. Samsung also remained on *Fortune's* "Most Admired Companies" list for 2007, ranking as #5 among worldwide electronics manufacturers. Samsung became the first Korean company to join this coveted list in 2005.

SAMSUNG BRAND VALUE

Rank	Company	Brand Value (\$B)
1		
2	Coca-Cola	67.0
3	Microsoft	58.9
	IBM	56.2
20	Samsung	16.2
26	Sony	11.7
31	Nike	10.9
69	Motorola	4.6
100	Levi's	2.7

SAMSUNG BUSINESS UNIT REVENUE CONTRIBUTION



Enabling an Unlimited Future of Advanced Electronic Products

Advanced Devices Defined by Core Components

Modern society has come to expect an ongoing parade of ever-smaller, feature-rich electronic devices like the multi-function mobile phones and miniscule MP3 players holding gigabytes of music files that are so popular today. The appeal of these products is defined by the technology inside – and Samsung supplies a greater breadth of that technology than any other company in the world. For example, Samsung has created a new generation of flash-based storage solutions such as the Solid State Drive that offer quiet, reliable, low-heat storage for PCs.

Samsung flash memory is also the key enabler of the award-winning Hybrid Hard Drive developed jointly by Samsung and Microsoft, which is being used in Windows Vista portable PCs. In fact, Samsung memory and display technologies are important in realizing Vista's enhanced user experience, enabling greater responsiveness, faster graphics and better resolution.

Total Solutions for Advanced Digital Products

Samsung offers the key components for computing systems and mobile consumer products, from memory and mobile logic chips to storage systems and LCD displays. In recent years, Samsung has pioneered new "fusion" semiconductors that combine different technologies in a single chip and are designed to accelerate the technological evolution of mobile consumer electronics. These include the popular OneNAND™ Flash, providing the functions of NAND and NOR flash; Flex-OneNAND™, a complex memory solution employing both single-level cell NAND and multi-level cell NAND; OneDRAM™, which combines DRAM and SRAM; and a new chip fusing an application processor with a OneDRAM memory chip. In addition, Samsung is the longtime leader in Multi-Chip Packages, which combine several memory types in a single package and are

widely used in mobile phones and other portable devices.

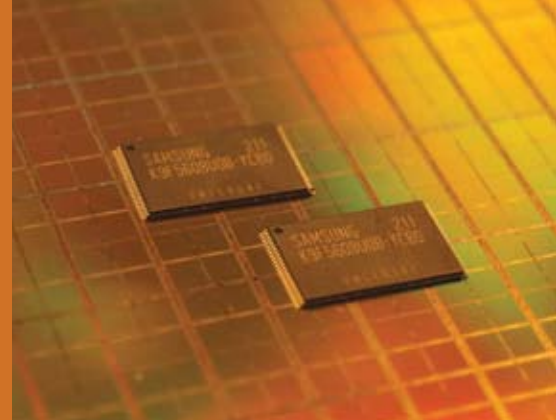
Samsung's Core Components

Memory is a key enabling technology in virtually every digital system today, from the massive DRAM main memory of a server system to NAND flash chips contained in USB drives, MP3 players and other portable products. Samsung maintains its strong leadership in all key memory markets by ongoing technology innovation and advanced manufacturing.

Logic & ASIC technology from Samsung combines the world's fastest mobile processors, multimedia co-processors, mobile display drivers, and CMOS image sensors with advanced wireless ASIC IP in space-saving System-on-Chip packages. Samsung also fabricates logic products for fabless semiconductor companies at its dedicated foundry in Korea and is part of the Common Platform™ technology alliance, a unique collaboration between IBM, Chartered Semiconductor Manufacturing and Samsung.

LCD Displays enable crisp, bright, color viewing of games, text messaging, photos, and live video on screens that fit in the palm of your hand – or cover one of your walls, in the case of large HDTVs. Samsung makes continual LCD breakthroughs, such as the first double-sided mobile panels, super-slim panels and displays that can be easily read in bright sunlight.

Storage Solutions from Samsung include optical and hard disk drives, as well as a wide range of flash memory-based products like the Solid State Drive, Hybrid Hard Drive and embedded or removable storage. Portable electronic products like cellphones, digital cameras, camcorders, portable music and media players like Apple's iPod depend on flash storage while the technology is also making its way into areas like GPS.



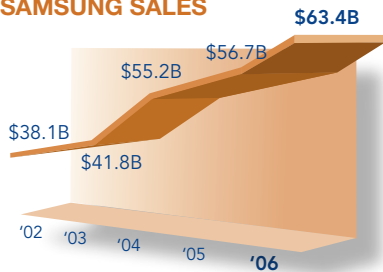
Financial Performance



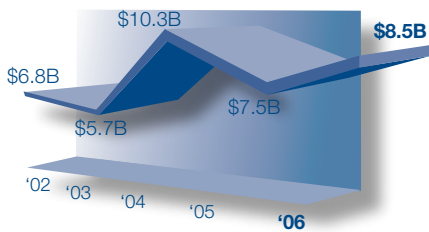
Samsung Financial Performance

In the up-and-down year of 2006, Samsung Electronics generated growth and profits. In fact, fourth-quarter net income rose 40% from the previous year, beating analyst estimates. Sales reached \$63.4 billion, almost 12% above 2005. North American sales in 2006 increased 15% driven by strong demand for flat-panel TVs. Samsung has continued its cost-cutting efforts while also transitioning to higher-density semiconductor technologies that deliver greater margins. Such moves have helped the company report a positive outlook for its entire memory business.

SAMSUNG SALES



Samsung Net Profit



SAMSUNG 5-YEAR FINANCIAL PERFORMANCE

SEC	2006	2005	2004	2003	2002	5-year Cumm	5-year CAGR
Sales	63,435.9	56,722.6	55,201.1	41,762.5	38,122.6	255,244.7	10.7%
Y-Y Growth	12%	2.6%	32%	10%	23%		
Gross Profit	17,867.9	17,077.9	19,492.3	13,476.2	2,938.8	80,853.1	6.7%
Y-Y Growth	5%	-12%	45%	4%	72%		
Percent of Sales	28%	30%	35%	32%	34%		
Operating Profit	7,454.8	7,956.5	11,496.1	7,165.9	7,160.6	41,233.9	.8%
Y-Y Growth	-6%	-31%	61%	0%	225%		
Percent of Sales	12%	14%	21%	17%	19%		
Net Income	8,530.5	7,541.9	10,335.2	,710.2	6,752.4	38,870.2	4.8%
Y-Y Growth	13%	-27%	-1%	-15%	139%		
Percent of Sales	13%	13%	19%	14%	18%		

Source: SEC. \$M USD

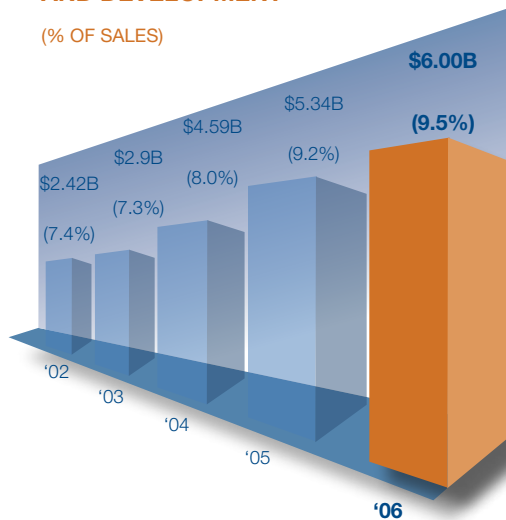
Samsung R&D

Samsung has 16 R&D centers and 36,000 researchers throughout the world. In 2006, the company increased its R&D expenditures from the previous year to \$6.01 billion – 9.5% of sales. According to IFI Patent Intelligence, Samsung received 2,453 U.S. patents in 2006, ranking it second behind IBM, which has held the leading spot for 14 years. Last year, Samsung was in fifth place, with 1,645 patents.

In North America, Samsung conducts hard disk drive, digital TV, printer and telecom R&D in addition to ongoing semiconductor research.

SAMSUNG RESEARCH AND DEVELOPMENT

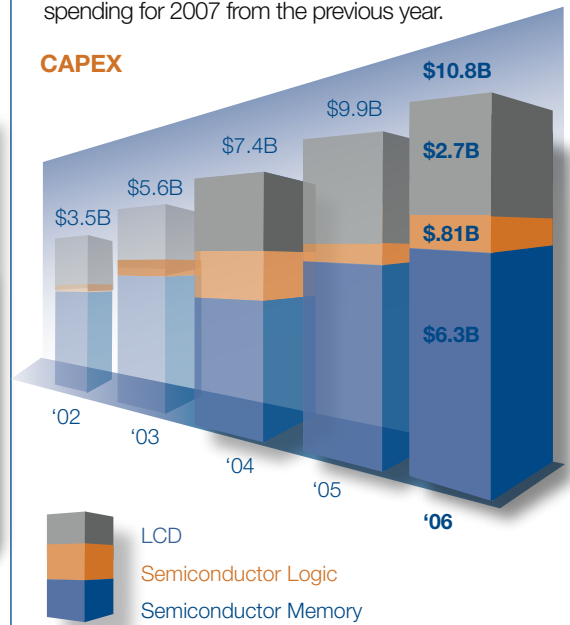
(% OF SALES)



CapEx

Samsung Electronics continued to make key capital investments in 2006 but has reduced its pace as part of an overall cost-cutting effort. However, in the memory area, Samsung reported in early 2007 that it would invest approximately \$1.9 billion to boost chip output to meet expected demand for memory chips. In a technology-driven market like semiconductors, Samsung is investing in areas like higher-density process technologies and moving some remaining eight-inch wafer fabs to 12-inch. Such efforts will help impact cost leadership in 2007. In the LCD area, Samsung has reduced its capex spending for 2007 from the previous year.

CAPEX



LCD
Semiconductor Logic
Semiconductor Memory

Manufacturing



Semiconductor Facilities

Samsung has 15 production facilities around the world. The company also has five operating R&D lines. Semiconductor fabs are located in Giheung and Hwaseong in South Korea, and in Austin, Texas. IC assembly plants are operating in Onyang, South Korea and Suzhou, China.

A key benefit of Samsung's semiconductor strategy is the flexibility to shift production between product families in anticipation of changing market demands. This helps insulate Samsung from market dynamics and stabilize operating margins.

Leveraging its manufacturing and engineering prowess, Samsung launched a full-service dedicated logic foundry in 2005 in Giheung to make leading-edge products on 300mm wafers for fabless semiconductor companies. Among the many strengths of Samsung's foundry operation is a world-

class mask shop, extensive portfolio of IP and libraries, broad services and support and proven yield-enhancement programs. In addition, there is capacity assurance through Samsung's collaboration in the Common Platform initiative with IBM and Chartered Semiconductor.

LCD Facilities

Samsung's LCD Business has fabs in Giheung, Chonan and Asan, South Korea. LCD panel assembly plants are located in Chonan, Tangjeong and Asan, South Korea, and Suzhou, China. Samsung Corning Precision Glass, a joint venture between Samsung and Corning, is a vertically integrated supplier of mother glass, located in Asan, South Korea.

Together with its partner Sony, Samsung opened the world's first Generation-7 LCD fab in 2005 and the companies collaborated on a new Gen-8 facility in Tangjeong that is

opening ahead of schedule in the summer of 2007. This plant will add another 50,000 mother-glass substrates (measuring approximately 6 feet by 7 feet) to the overall monthly production capacity, making the Samsung/Sony collaboration the world's largest producer of large-screen LCD TV panels. The Gen-8 line will mainly be used to produce LCD panels for 52-inch or larger LCD TVs.

Storage Device Facilities

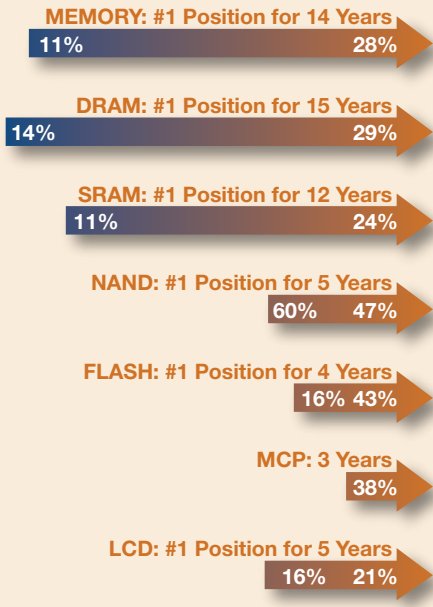
Samsung operates state-of-the-art Class-10 hard-disk drive facilities and logistics centers in Gumi, South Korea, and Manaus, Brazil. With investments of nearly \$200 million, these facilities are the world's most automated factories for producing hard drives. The Gumi Works produces at the highest quality levels with automation that enables rapid adaptations to future technologies.

Samsung Components

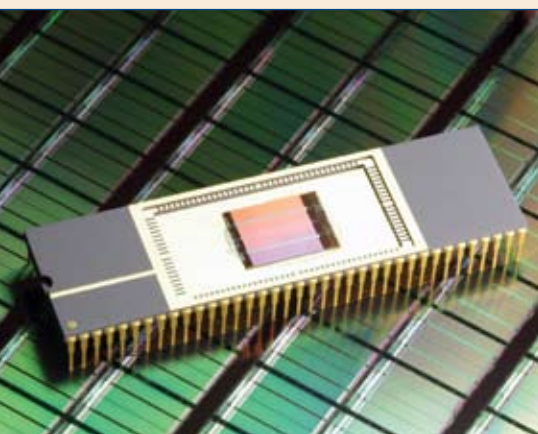


SAMSUNG MARKET LEADERSHIP

1992 2006



A contributing factor to Samsung's sustained success is the direct control of core component manufacturing. By investing in and operating its own semiconductor, LCD, and storage device factories, SEC can more effectively manage operating margins and ensure consistent quality. In addition to significant capital and human resource investments in plants and equipment, Samsung has implemented highly effective supply-chain-management systems that control both materials flow and supplier relationships.



Memory Leadership

Samsung continued to "run away with the memory market" in 2006, according to Databeans, with a 26% share that was more than twice larger than the nearest competitor. New players in the NAND flash market caused prices to fall, but Samsung held onto its overwhelming leadership, helped by its continual introduction of high-density, high-performance products like Flex-OneNAND. Samsung also retained its strong leadership in DRAM, where mobile DRAM and specialty DRAM retained higher margins than the large main memory market, in which Samsung still saw significant growth. As shipments of Windows Vista PCs increase throughout 2007, high-density DRAM segments will be positively impacted. Samsung's multi-segment strategy in DRAM enables it to benefit from strong segments like graphics DRAM, a key component in the next-generation video consoles that remain in high demand.

NAND FLASH MARKET SHARE AND RANKINGS

Rank 2006	Rank 2005	Worldwide Supplier	Revenues 2006	Revenues 2005	Market Share	Y/Y Growth
1	1	Samsung	\$5,406	\$5,918	47%	-8.7%
2	2	Toshiba	\$2,541	\$2,366	22%	7.4%
3	3	Hynix	\$2,170	\$1,308	19%	65.9%
4	4	Renesas	\$631	\$507	5%	24.4%
5	5	Micron	\$360	\$191	3%	88.6%

IDC (\$M)

DRAM MARKET SHARE AND RANKING

Rank 2006	Rank 2005	Worldwide Supplier	Revenues 2006	Revenues 2005	Market Share	Y/Y Growth
1	1	Samsung	\$9,834	\$8,020	29%	23%
2	2	Hynix	\$5,644	\$4,111	16%	37%
3	4	Infineon*	\$5,370	\$3,181	16%	68.8%
4	3	Micron	\$3,697	\$3,867	11%	-4.4%
5	5	Elpida	\$3,489	\$1,784	10%	95.6%

* including Qimonda

Gartner (\$M)

SRAM MARKET SHARE AND RANKING

Rank 2006	Rank 2005	Worldwide Supplier	Revenue 2006	Revenues 2005	Market Share	Y/Y Growth
1	1	Samsung	\$790	\$848	24%	-4%
2	3	Spansion	\$450	\$356	14%	26%
3	2	Intel	\$360	\$427	11%	-16%
4	5	Cypress	\$304	\$279	9%	9%
5	6	ST Microelectronics	\$250	\$188	8%	33%

Gartner (\$M)



Semiconductor Leadership

Samsung gained further ground among worldwide semiconductor suppliers in 2006, achieving growth in its diverse IC markets. As the semiconductor content of consumer products continues to increase – it represented 21.6% of total costs in 2006, according to the Semiconductor Industry Association – Samsung is well positioned to broaden its market share by leveraging its top position in all memory products and its large portfolio of system logic ICs.

2006 WORLDWIDE SEMICONDUCTOR RANKING

Rank 2006	Rank 2005	Worldwide Supplier	2006 Revenues	2005 Revenues	Growth 2005-2006	2006 Market Share
1	1	Intel	\$30,437	\$34,590	-12%	12%
2	2	Samsung	\$20,138	\$18,347	10%	8%
3	3	Texas Instrument	\$11,984	\$10,119	18%	5%
4	6	Infineon*	\$10,533	\$8,205	28%	4%
5	5	ST Microelectronics	\$9,854	\$8,882	11%	4%

* including Qimonda

Gartner (\$M)



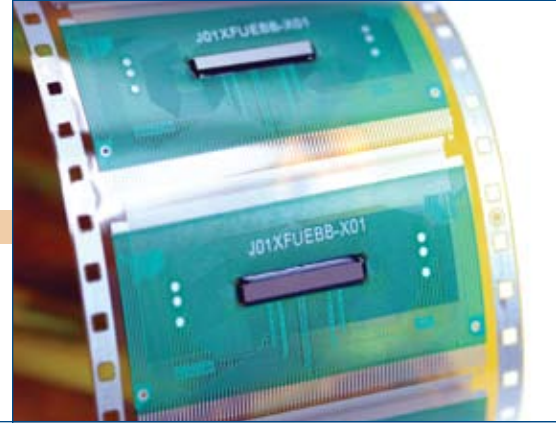
TFT-LCD Leadership

Samsung increased its leadership in the TFT-LCD market in 2006, helped by the blistering pace of consumer demand for large-size TVs. The company makes a wide range of panels used in LCD TVs, notebooks, monitors, industrial applications, information displays, and mobile products. Samsung continually rolls out new breakthrough products to solidify its market and technology leadership, such as a mobile panel that automatically adjusts brightness for readability under any lighting conditions.

LCD 2006 WORLDWIDE REVENUES AND RANKING

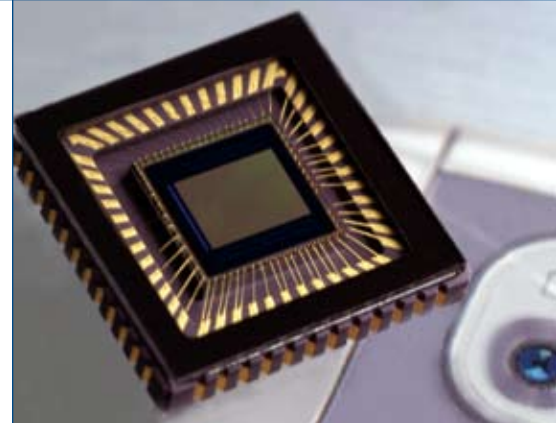
2006 Ranking	2005 Ranking	Worldwide Supplier	2006 Revenues	2005 Revenues	Y/Y Growth
1	1	Samsung	\$12,467	\$9,548	13%
2	2	LG Philips	\$10,789	\$9,412	9.5%
3	3	AUO	\$8,965	\$6,804	13.1%
4	5	Sharp	\$5,673	\$4,142	13.6%
5	4	CMO	\$5,720	\$4,785	11.9%

iSuppli (\$M)



Logic and Storage Products

Highly complementary to Samsung's memory and LCD components are its storage solutions and its growing line of logic products in the System LSI division, including ASICs, mobile processors, LCD display drivers, CMOS image sensors and MP3 chipsets. Samsung launched a dedicated logic foundry in 2006 aimed at serving fabless semiconductor companies. Samsung's optical and hard disk storage lines have had significant growth. The company leads in optical storage while its hard disk line moved into fourth place worldwide in 2006.





SAMSUNG PRODUCT OFFERINGS

Markets		DRAM	SRAM	FLASH	ASIC	LOGIC	TFT/LCD	ODD/HDD
Mobile/Wireless								
Notebook PCs								
Desktop PCs/Workstations								
Servers								
Networking/Communications								
Consumer Electronics								

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