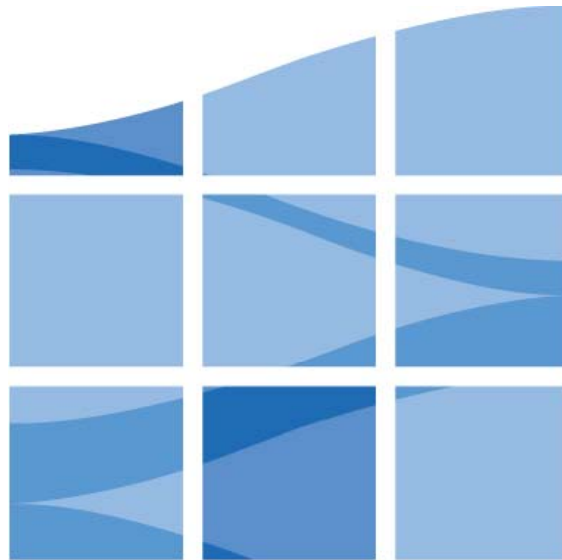




SAMSUNG SDI



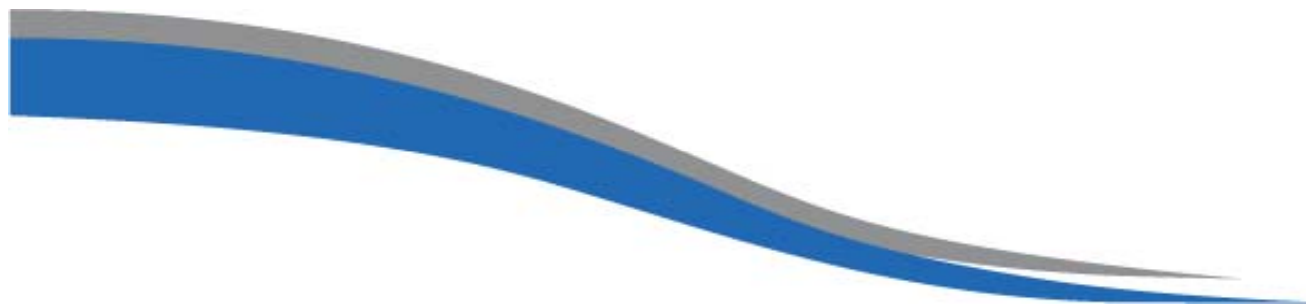
Value+ your imagination

Samsung SDI

Chemicals & Electronic Materials

CHEMICAL Division

2014



Samsung SDI Chemicals & E-Materials

CHEMICAL Business Overview 2014

Samsung SDI Story – Chemicals & E-Materials

*Drive continuous growth with infinite possibilities,
Leap forward to the global leading materials company realizing the value of customers*

Challenge & Innovation

Samsung Cheil Industries, established in 1954, has continued to move forward by pursuing a diversified business portfolio. Samsung Cheil Industries is overcoming challenges and trying to build sustainable growth engines through its unique competitiveness and continued innovation. In 2014, Samsung Cheil Industries merges with Samsung SDI as a turning point to strengthen its competitive edge by putting together core technologies of materials and parts. It will be reborn as Samsung SDI, a top-notch company providing total solutions of materials and energy to customers.



Samsung SDI - Energy Solution, Smart Solution for a Green World

Since Samsung SDI's establishment in 1970, SDI has continued to strive towards a creative and innovative future. It has been in the center of display business for the past forty years. Since 2000, It started to develop lithium ion battery technology as a venture division and through hard work and determination, attained the global #1 Position in a very short period of time. SDI's core business model and infrastructure shifted from display industry to renewable energy and SDI continues to be acknowledged worldwide as a pioneer to global new energy commerce.

Samsung SDI - CHEMICAL

VALUE + YOUR
IMAGINATION

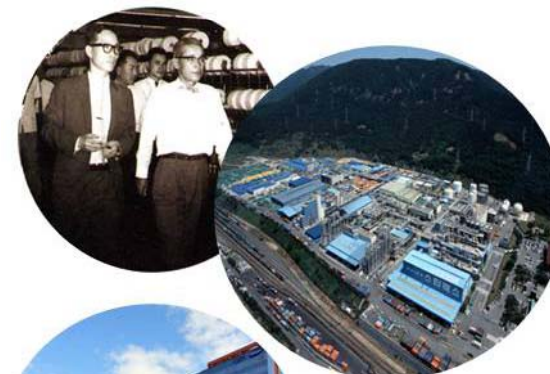
The **chemical division** of Samsung SDI is aimed at providing values for customer growth and success through innovation and efficiency. It has competitive edge in a variety of industries from home appliance, E&E, construction to automotive, offering world-class styrenics, innovative polycarbonate and engineering plastics. The chemical division has achieved stable growth internally and is realizing its vision of becoming a global chemical company.



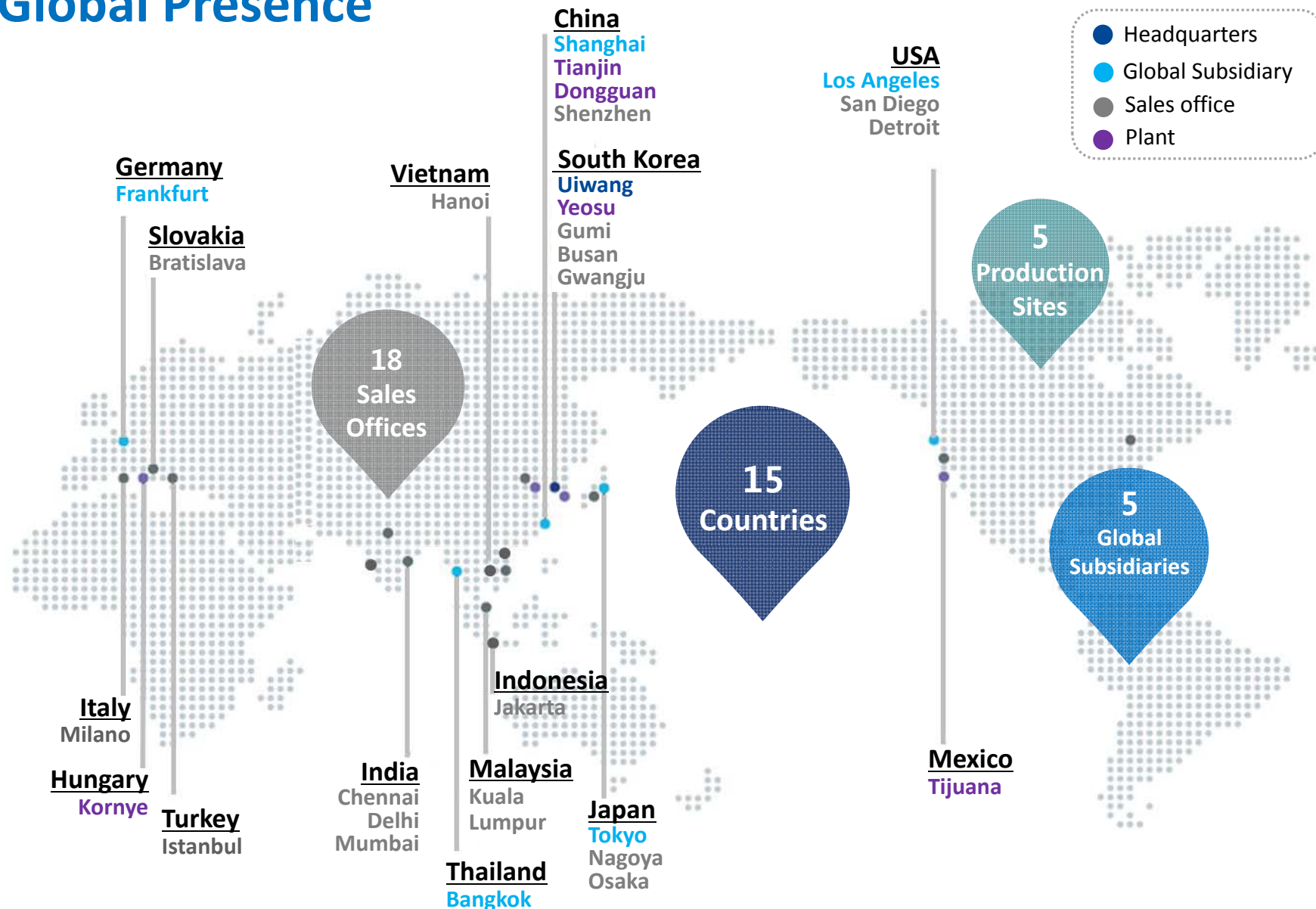
Chemical history

Our unwavering drive for innovation leads to a remarkable corporate history.

- 1954 Samsung Cheil Industries Inc. founded
- 1988 Chemicals division established
- 1988 starex®, brand of styrenics
- 1989 ABS, PS plant completed
- 1991 C-SAN plant completed
- 1992 EPS plant completed
- 1994 ISO 9001
- 1996 ISO 14001
- 2000 OHASH 18001/KOSHA 18001
- 2006 Polycarbonate plant completed
- 2007 *INFINO*®, brand of Engineering Plastics
- 2008 Mexico compounding plant built
- 2010 China Tianjin compounding plant built
- 2011 Hungry compounding plant built
Global Innovator by Thomson Reuters
- 2012 Polycarbonate 2nd plant establishment
Authorized as UL flame retardant test center
- 2014 China Dongguan compounding plant built
Merger of Samsung SDI and Cheil Industries



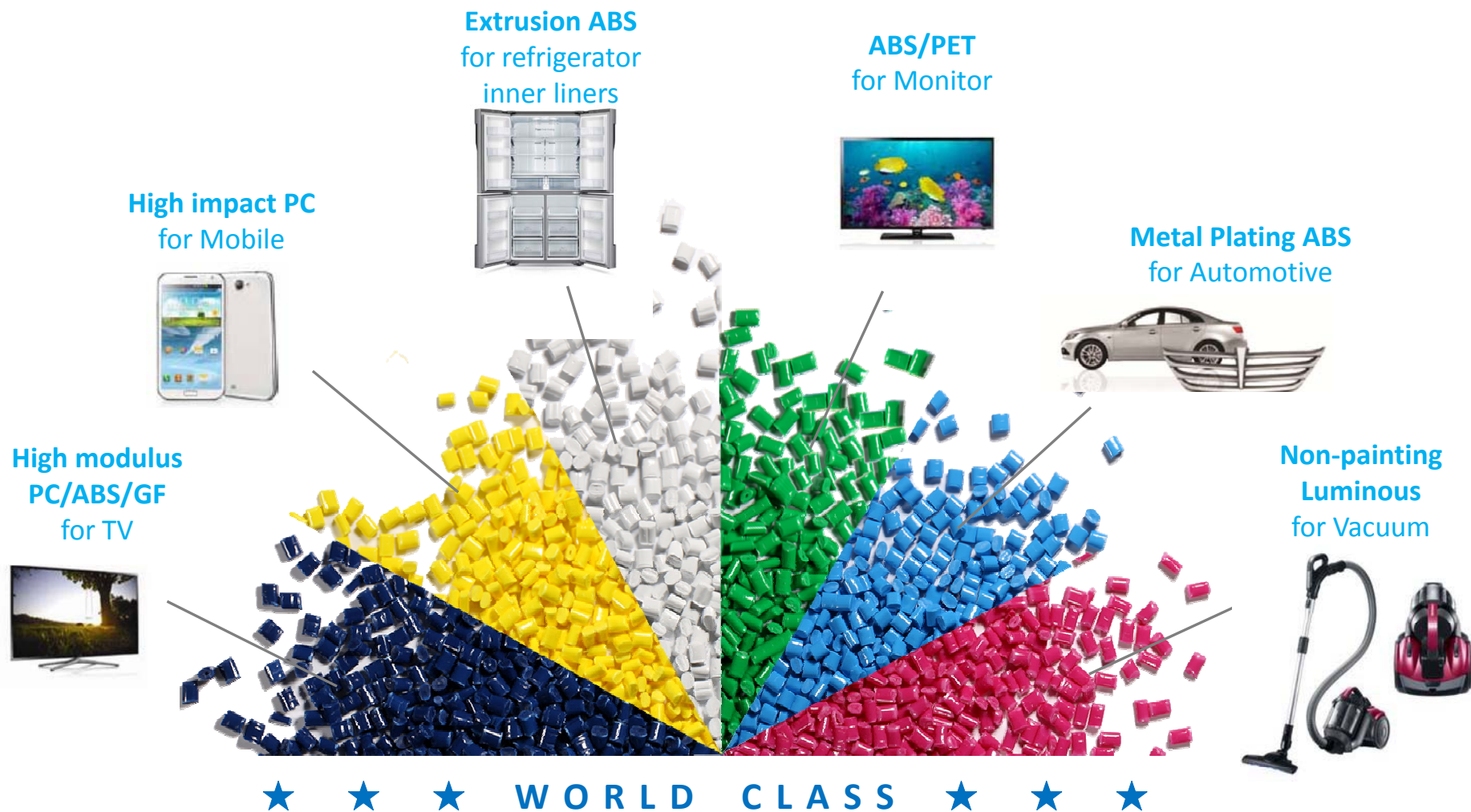
Global Presence



Global Partners



World-class Products






Growth strategy



SAMSUNG SDI + CHEMICAL

Total Solution focused on *CUSTOMER GROWTH & SUCCESS*

The Creation of New Markets with High Value-added Materials

| starex® World-class Styrenics | Global Engineering Plastic Maker | The Future of Automotive | Eco-friendly Technology for Sustainable Growth |
|--|--|---|---|
| <ul style="list-style-type: none"> • Securing world-leading competitiveness with world-class products  <ul style="list-style-type: none"> - Metal Plating ABS - Transparent ABS - Heat resistant ABS - Flame retardant ABS - Extrusion ABS - Weatherable ASA | <ul style="list-style-type: none"> • Leap forward to Global PC manufacturer • Competitive edge in a variety of industries from mobile, E&E, to automotive with INFINO PC & PC Alloy • Accelerating the development of high value-added EP like PPA, PCT | <ul style="list-style-type: none"> • Optimized material solution for market trends <ul style="list-style-type: none"> - Metal replacement for lightweight and Fuel efficiency, Design freedom • Co-development high-tech materials through Global partnership with auto makers  | <ul style="list-style-type: none"> • Eco way production <ul style="list-style-type: none"> - Non phosgene Process, No Solvent, No waste water • Non-painting materials, metallic-look Luminous & scratch resistant ABS • Post consumer material  |

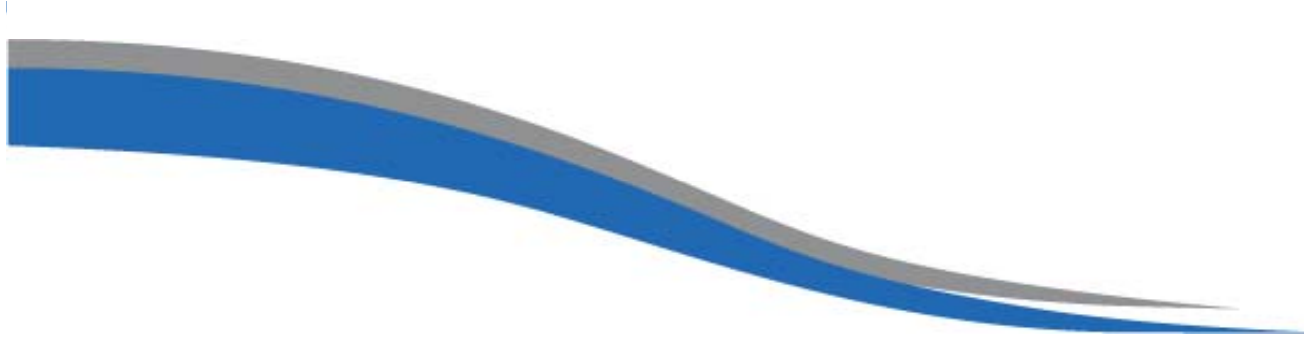
Integrated Solution Enhancement

Product Development

Advanced Design

Technical Solution

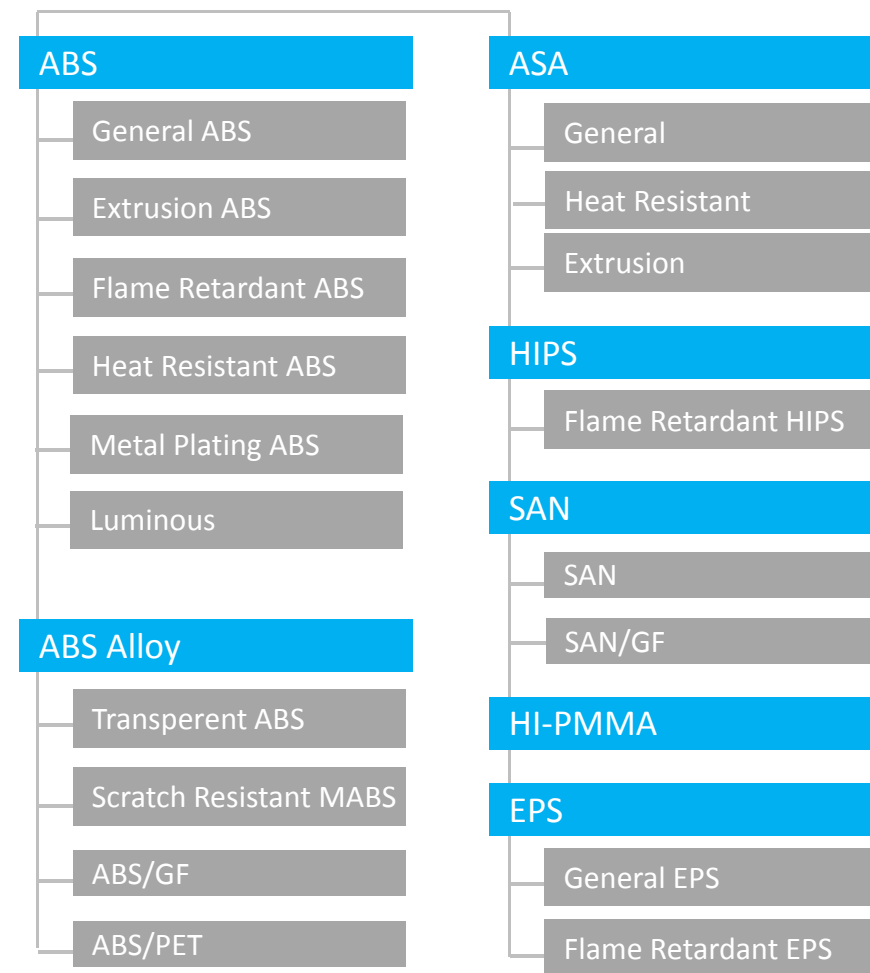
Global Supply Chain



Product Portfolio

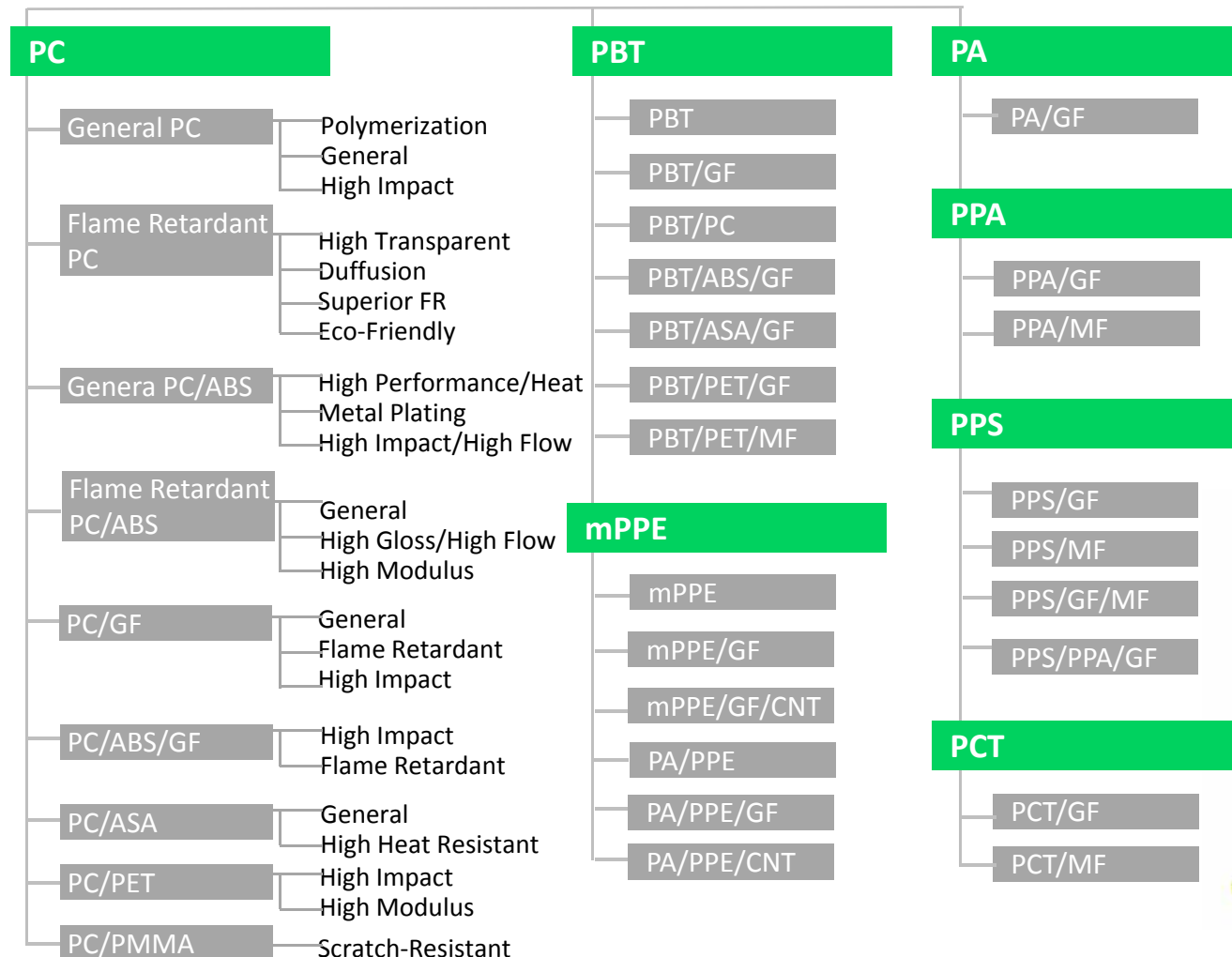
Product Portfolio

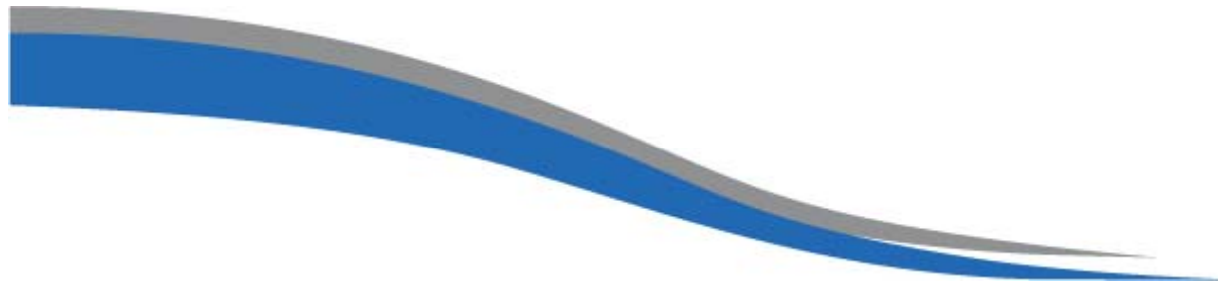
storex® Enjoy our excellence and expertise



Product Portfolio

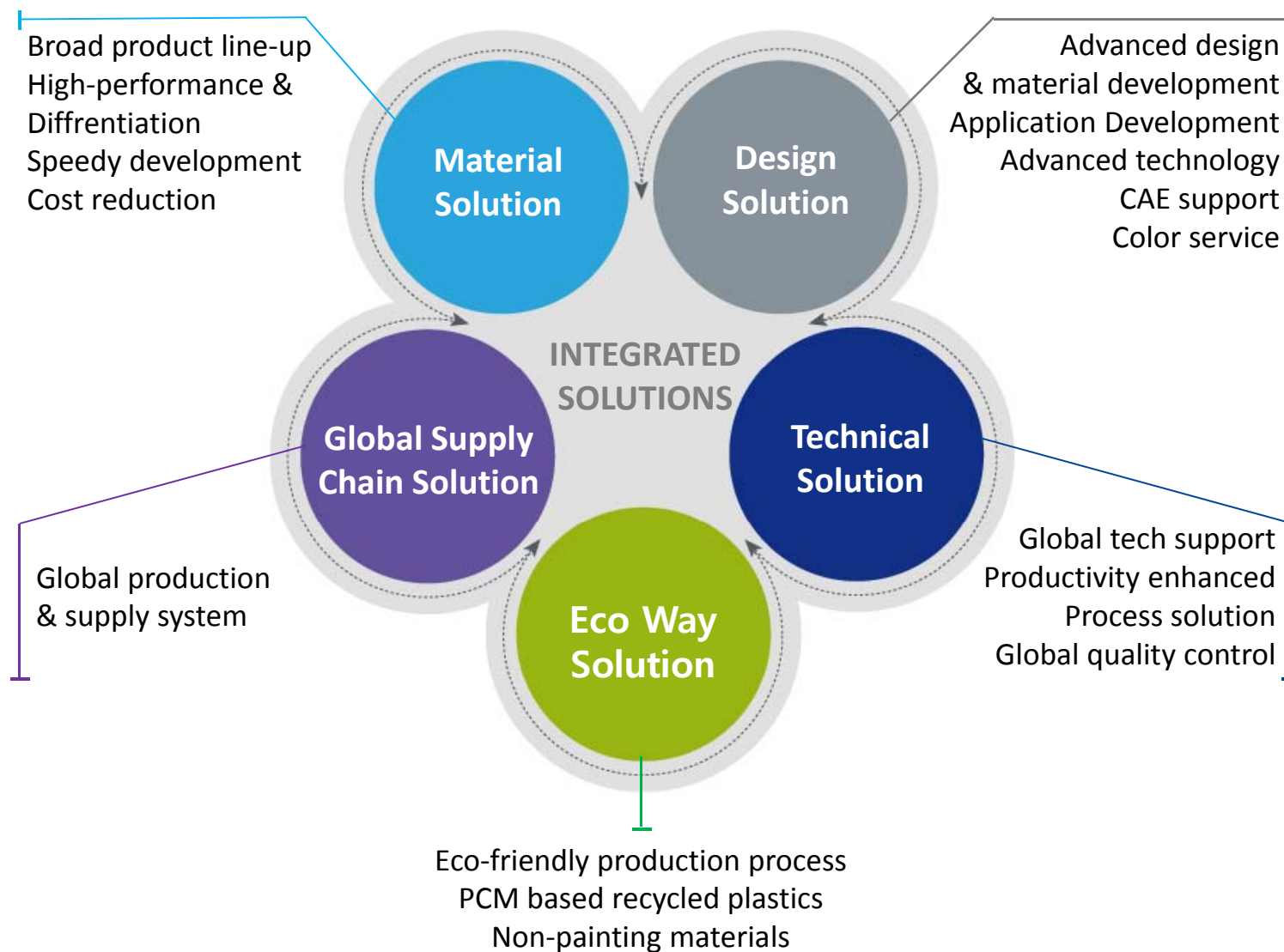
INFINO Create Infinite Possibilities





Our Value

Integrated Solutions



7 Values for Innovative materials

Metal Replacement Solution

Lightweight & Metallic-look

for Automotive, E&E, Sanitary
Metal Plating ABS & PC/ABS, Low CLTE
PC Alloy, High Modulus PC Alloy,
Luminous, High Modulus PPA/GF



Slim & Strong Design Solution

Thin-wall Design, Super Toughness

for Mobile, OA machine,
Notebook PC, Refrigerator
Ultra Flow NH PC/ABS, High impact PC, High
Modulus PA/GF & PPA/GF, Down-gauging EX ABS



Extreme Transparent Solution

Elegant Design & Functionality

for Household, Lens, Toys,
Smart meter, Helmet, Furniture
Transperent ABS, PC, High flow PC, Optical PC



Eco-Friendly Solution

Recycle Material, Paint Alternative

for E&E, Mobile, OA machine,
Household
PCM based Material, Luminous,
Scratch-Resistant MABS



Durability & Efficiency for Lighting

Light & Energy Efficiency, Reliability

LED Lighting
Diffusion PC,
High Brightness PPA,
High Output PCT



Long-lasting Performance

Weather Resistance, Color Stability

for Automotive, Household,
Building & Construction
High Weatherability ASA,
High Impact PC/ASA



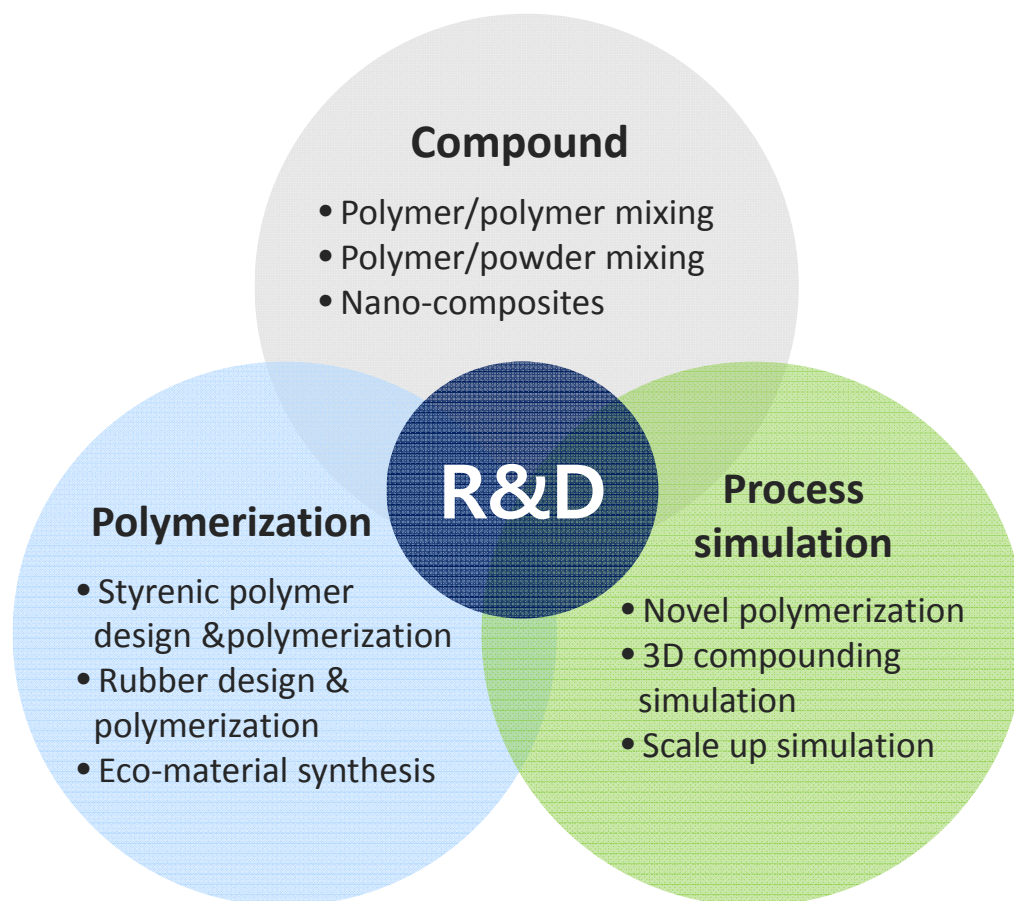
Protect from Heat & Flame

Heat & Flame Resistance

for Automotive, E&E
Low TVOC Heat Resistant
ABS, Flame retardant ABS
& PC Alloy, High Heat Resistant PPA



Technology platform



Laboratories

Crea Lab for Color Development

Analysis of the latest trends, color/material solutions for different uses as well as advanced CMF, Color Library(15,000+)



INO Lab for Teardown Study

Innovative consultation and solution thru Tear down



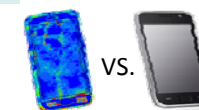
AT Lab for advanced technology

Leading technology ideal for market leader



RT Lab for reliability test service

A new level of finishing touch to your products



Advanced Design



“Innovative Design Seed from Material”

(Including color & materials)

**Our role is to provide a Designing +Engineering Total Solution
by developing innovative materials that can revitalize final products.**

**Propose trends in
color, material and
technology**

- Provide CMF trends 1-2 years in advance (CIDT)
- Introduce trend-based materials



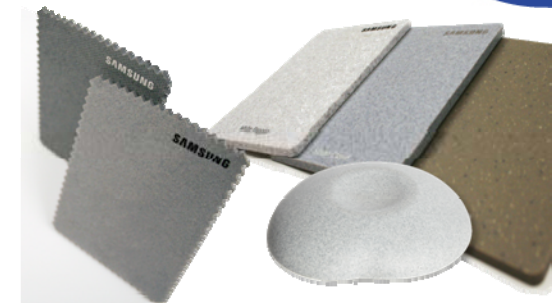
**Discover new surface
treatment techniques &
provide a total solution**

- Provide the best solution by studying the material's strengths & weaknesses
→ Integrating color/material/
processing technology



**Attain optimized
element design for product
development**

- Designing the new material's most optimized form for different product range → CMF Prototype Design (Art-piece, Semi M/U)



Value⁺ your imagination

We provide value to turn your imagination into reality with our innovative materials and optimal solutions.

Infinite possibilities for growth



Innovative products,
Investment in R&D, New markets

Expertise



World-class products, High-performance materials,
Advanced design and technical solution

Customer-focused



Customer growth and success,
Full-fledged customer-oriented customization

Excellence operation

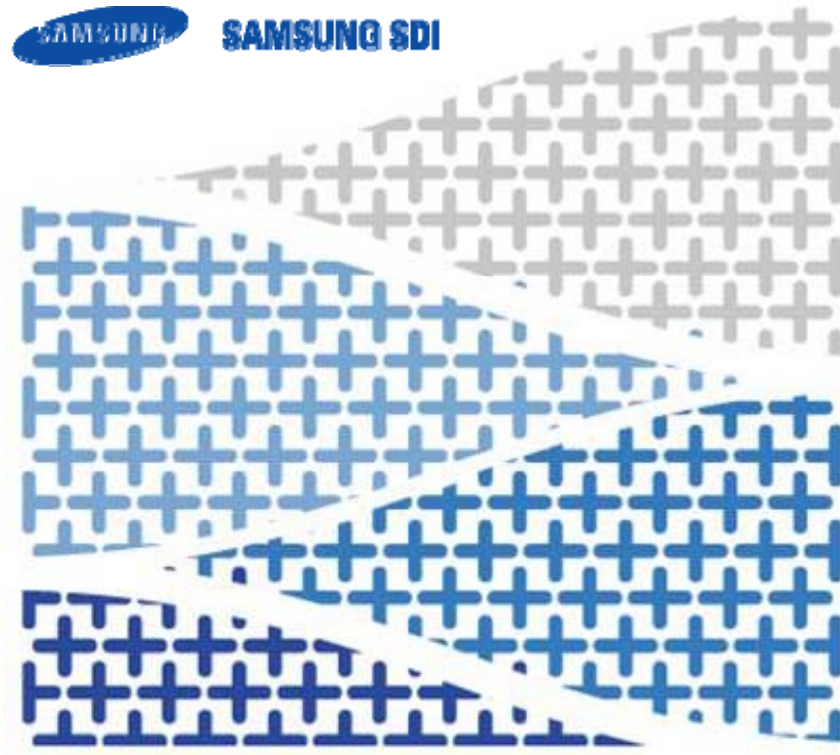


Speedy decision-making, flexibility,
efficient process

Sustainability



Eco-friendly technology and materials,
Non-painting, Recyclable,
light-weight & energy-saving,
CO₂ emission reduction



Value+ your imagination