



# Why Samsung Printer?

## Top global brand

Brand Equity : Rank 21, Value 16.9 (2007)

2004

Rank	Company	Value
1	Coca-Cola	67.4
2	Microsoft	61.4
3	IBM	53.8
8	Nokia	24.0
20	Sony	12.8
<b>21</b>	<b>SAMSUNG</b>	<b>12.55</b>
31	Nike	7.72
•	•	•
•	•	•
•	•	•
76	Motorola	3.5
98	Starbucks	2.4

2005

Rank	Company	Value
1	Coca-Cola	67.5
2	Microsoft	60.0
3	IBM	53.4
6	Nokia	26.5
<b>20</b>	<b>SAMSUNG</b>	<b>14.95</b>
28	Sony	10.8
35	Nike	10.1
•	•	•
•	•	•
•	•	•
73	Motorola	3.9
93	Starbucks	2.6

2006

Rank	Company	Value
1	Coca-Cola	67.0
2	Microsoft	59.6
3	IBM	56.2
6	Nokia	30.1
<b>20</b>	<b>SAMSUNG</b>	<b>16.2</b>
26	Sony	11.7
31	Nike	10.9
•	•	•
•	•	•
•	•	•
69	Motorola	4.5
91	Starbucks	3.1

2007

Rank	Company	Value
1	Coca-Cola	65.3
2	Microsoft	58.7
3	IBM	57.0
5	Nokia	33.7
<b>21</b>	<b>SAMSUNG</b>	<b>16.9</b>
25	Sony	12.9
29	Nike	12.0
•	•	•
•	•	•
•	•	•
77	Motorola	4.1
88	Starbucks	3.6

Unit : US\$ bl.  
Source : Business Week / Interbrand (2007)

## The World's Most Admired Company

4th Place Among Electronics Companies!

**8. Electronics**

Rank	Company	Score
1	General Electric	8.24
2	Siemens	7.19
3	Matsushita Electric Indl.	7.03
<b>4</b>	<b>Samsung Electronics</b>	<b>6.79</b>
5	Royal Philips Electronics	6.63
6	Sony	6.49
7	Hitachi	6.33

\* Dates refer to year of survey

Rank	Company
1	General Electric
2	Toyota Motor
3	Procter & Gamble
4	Johnson & Johnson
5	Apple
6	Berkshire Hathaway
7	FedEx
8	Microsoft
9	BMW
10	Pepsi Co
<b>34</b>	<b>SAMSUNG</b>
•	•

Source : Fortune (March, 2007)

## Most Innovative Company

Rank	Company	Margin Growth 2001-2006(%)	Stock Returns 2001-2006(%)
1	Apple	n/a	50.60
2	Google	n/a	n/a
3	Toyota Motor	5.21	20.50
4	General Electric	1.36	1.11
•	•	•	•
<b>17</b>	<b>SAMSUNG</b>	<b>8.07</b>	<b>36.24</b>
•	•	•	•

Source : Business Week (May, 2007)

## Market leadership

### • Leading the printer industry<sup>1)</sup>

- Samsung achieves leadership position in worldwide printer market with significant market share.

- > Colour laser MFP : Worldwide 30.9%, No. 1
- > Mono laser MFP : Worldwide 21.5%, No. 2
- > Colour laser Printer : Worldwide 19.9%, No. 2
- > Mono laser Printer : Worldwide 11.7%. No. 2

<sup>1)</sup> Source : IDC 2008 2Q

### • Fastest growing company

- Statistic show that Samsung is the fastest growing company in the printing and supplies industry in the world.

- Samsung is the fastest growing company in the global-printer industry.  
: Annual growth rate of 30% in mono laser printer category

<sup>1)</sup> Worldwide A4 mono Laser Product M/S(Unit) CAGR(2000~2007), IDC 2007 4Q

## Core competence

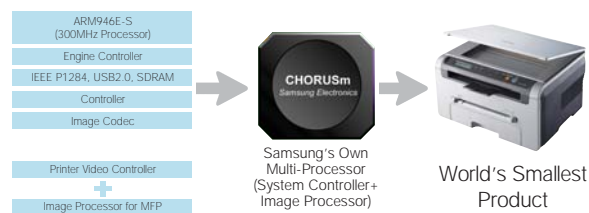
### • Printing Expertise and Integrated Technology

Samsung printer encompasses the best technologies in the industry and as a result develops the most innovative products.

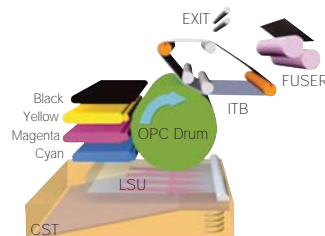
- System on chip

Samsung manufactures the world's smallest products using proprietary chip technology.

This technology allows Samsung to make components that are directly integrated into the system controller and image processor.



- NO-NOIS™ Technology



Samsung's revolutionary Non-Orbiting Noiseless Optic Imaging System (NO-NOIS™) enable Samsung colour laser printers to be free from loud mechanical noise and vibration. Using a smoothly rotating organic photoconductor (OPC) drum, toner stored in fixed cartridges transfers colour onto the Image Transfer Belt (ITB) in one simple step.

