

Samsung Electronics UK

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Samsung Electronics

Samsung Group

77 Years old

Since 1938

\$327 Billion Revenue ('13)

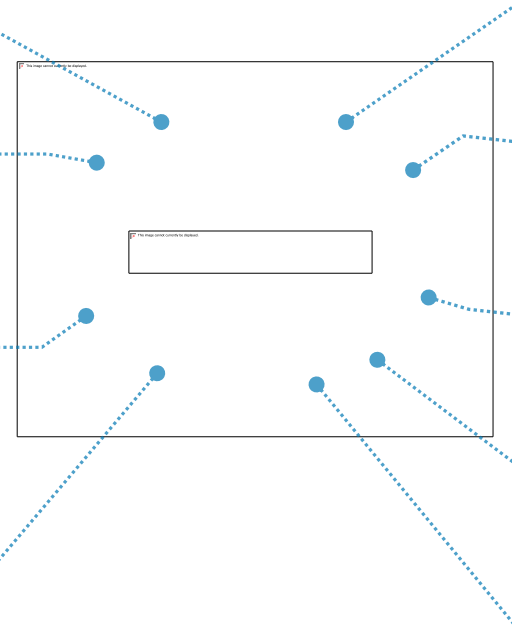
Global Top 10 in Fortune 500

80 Affiliated Companies

For Electronics Industries,
Financial Services, Machinery &
Heavy Industries, Others

**609 Offices &
427K Employees**

In 86 Countries



Samsung Electronics

46 Years old

Since 1969

\$207 Billion Revenue ('14)

Global Top 14 in Fortune 500

**217 Offices &
326K Employees**

In 79 Countries



7th of 100

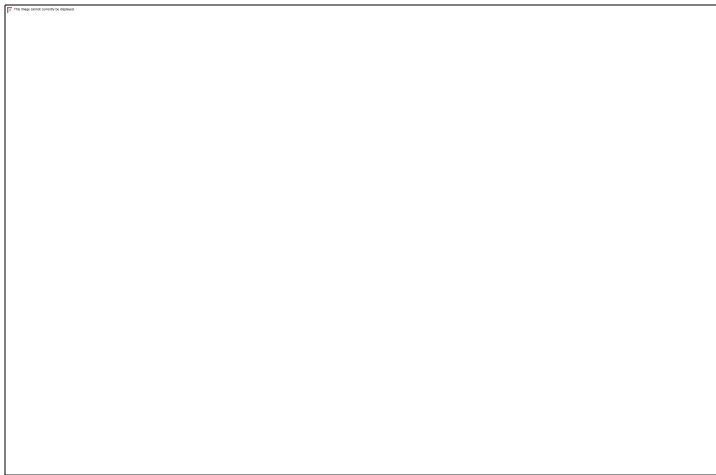
Best Global Brand



Business Unit

TN, CE, IT, Components(Semi-conductor, LED, LCD, OLED)

Samsung – Then & now



Daegu 1938



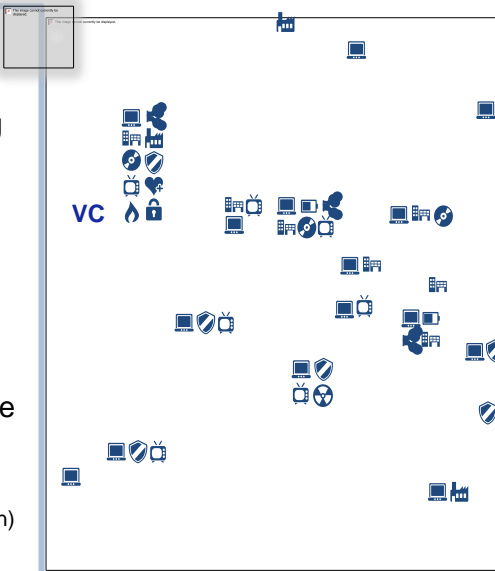
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Samsung in the UK

11 out of 13 companies in the UK

Samsung Group European Network

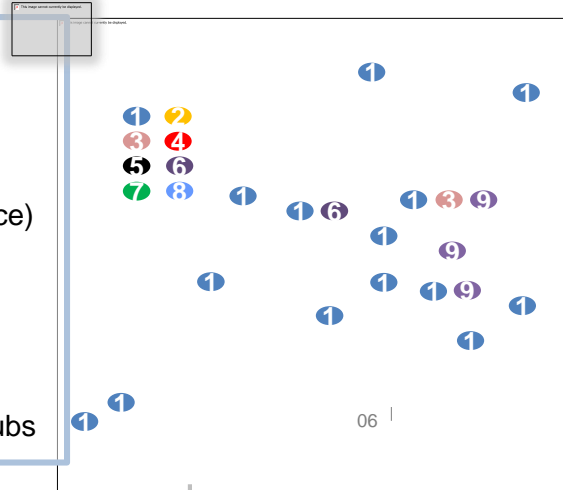
1. Electronics
2. Electro-Mechanics
3. Construction & Trading
4. Heavy Industry
(Shipbuilding)
5. Samsung Data System
6. Techwin
(Defence and Security)
7. Cheil (Advertising)
8. Life Insurance
9. Fire & Marine Insurance
10. Securities
- VC 11. Venture
12. Cheil Industries (Fashion)
13. SDI (Battery)



8 out of 9 Electronics functions in the UK

Samsung Electronics European Network

- 1 Sales
- 2 R&D
- 3 Design
- 4 QA Lab
(Quality Assurance)
- 5 Semi-conductor
- 6 Europe HQ
- 7 Procurement
- 8 Telecom Office
- 9 Manufacturing Subs

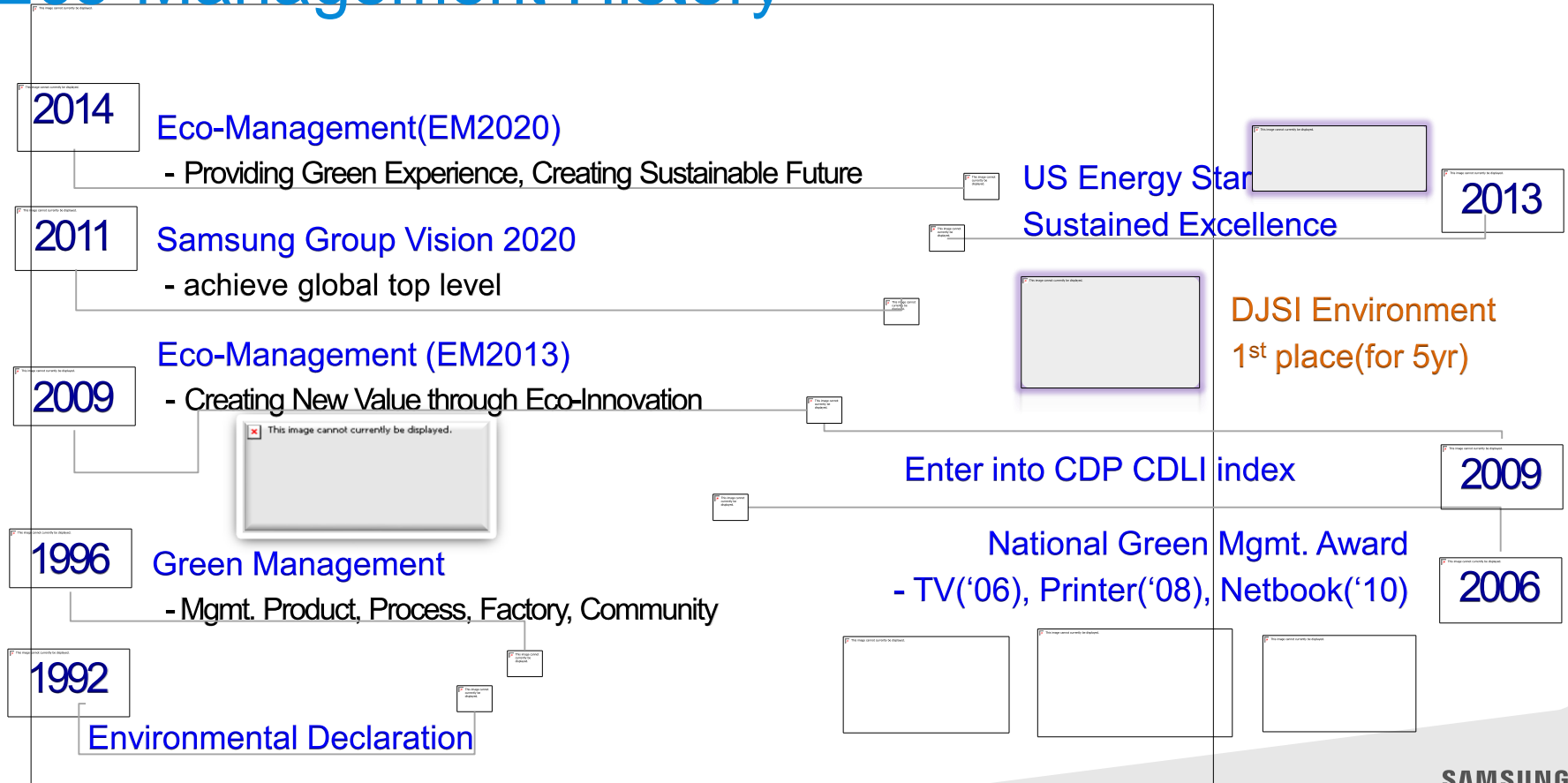


33Years old
since 1982

£39m
In 2014

1,500 Employees

Eco-Management History



Objective & Tasks

Core Objective

[Product]

Reduce 250 Mton* of GHG by improving energy efficiency

- *accumulated, compared with 2008 BAU senario

[Facility]

Reduce GHG Intensity**by 70%*, Zero Accident

- improve PFC treatment capability, energy efficiency of equipment

*: compared to 2008

** ratio between greenhouse gas emissions and revenue to determine the intensity of emission

Green-Products

- Eco-friendly products, Eco-material, product take-back & recycling

Green-Operation

- Green house gas reduction, Water saving, chemical management

Green Communication

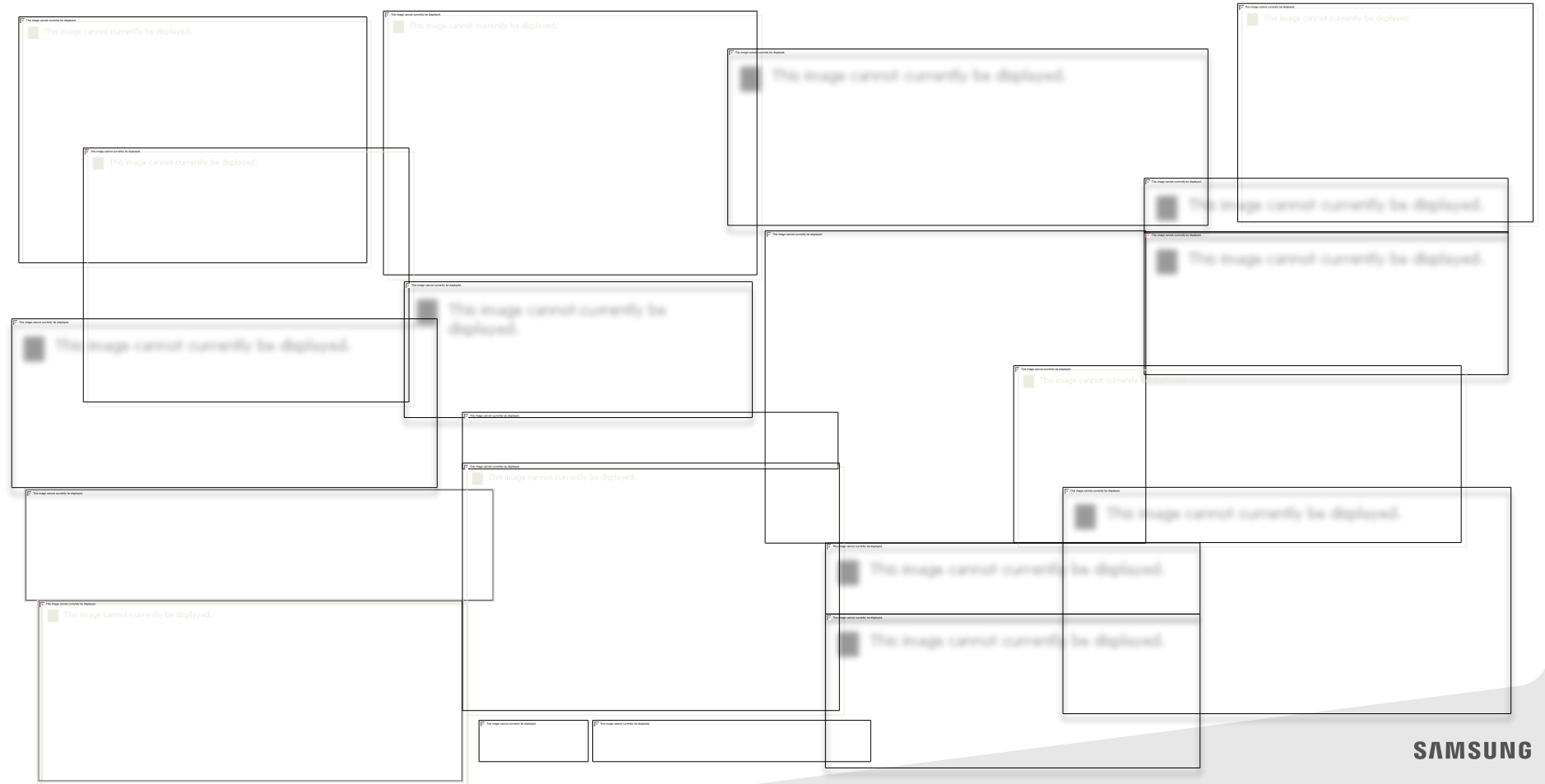
- External reputation, Green brand campaign, internal partnership

Areas of Focus

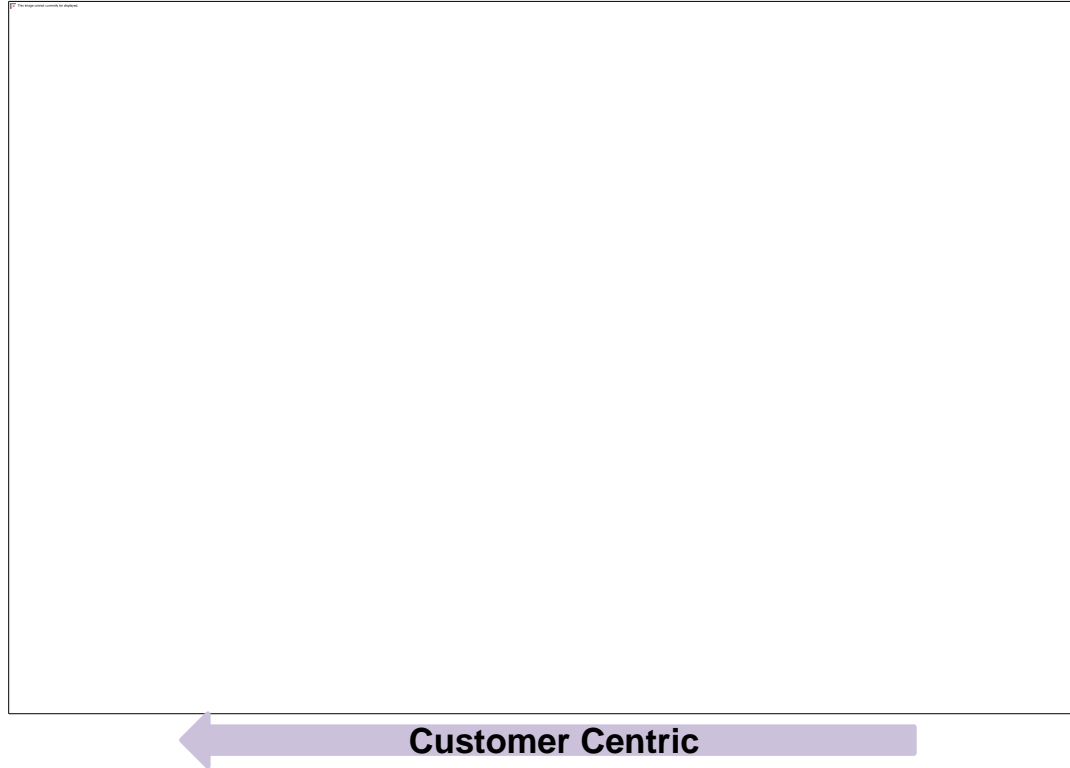
What is the Circular Economy?



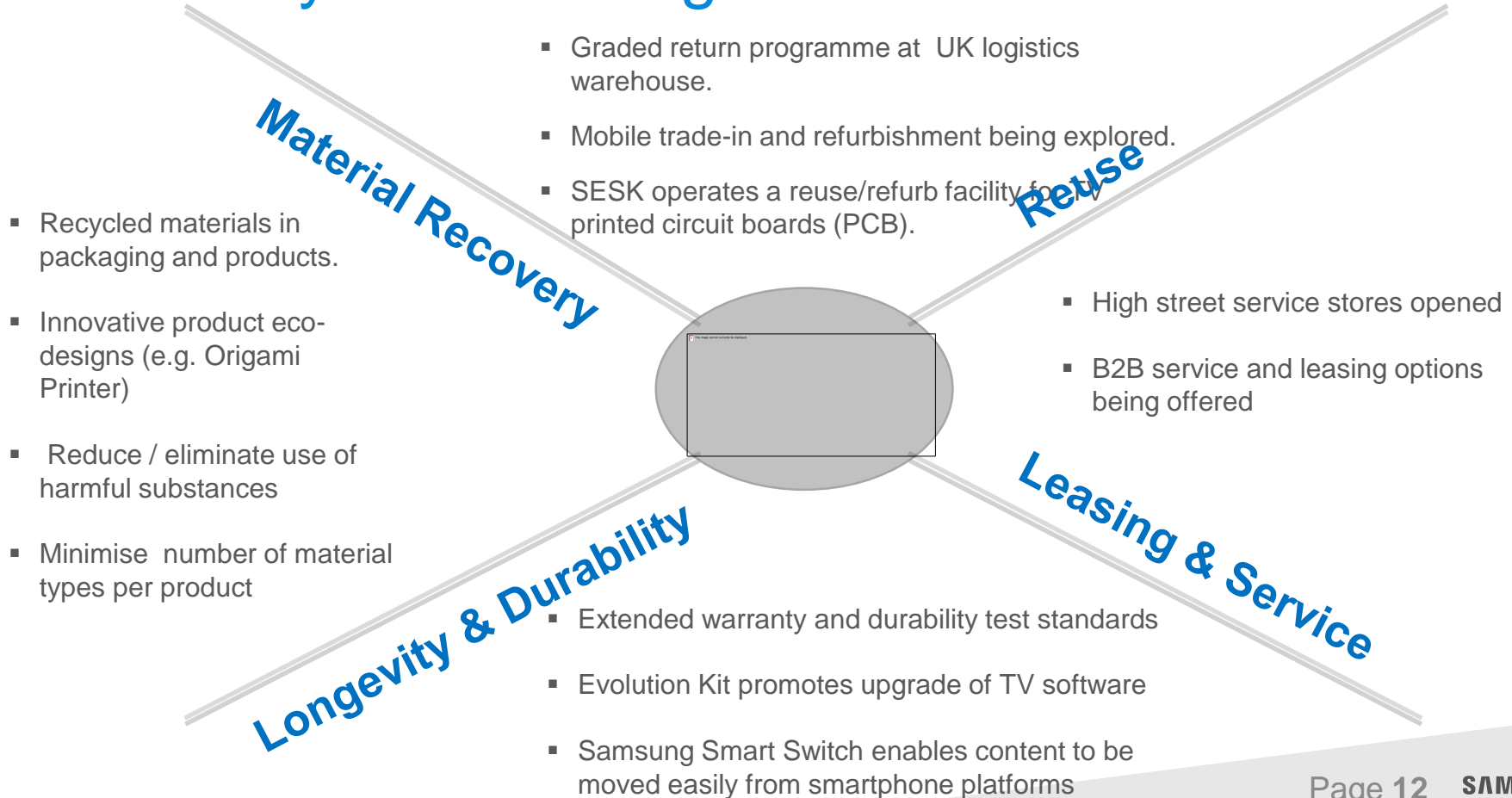
Media Interest



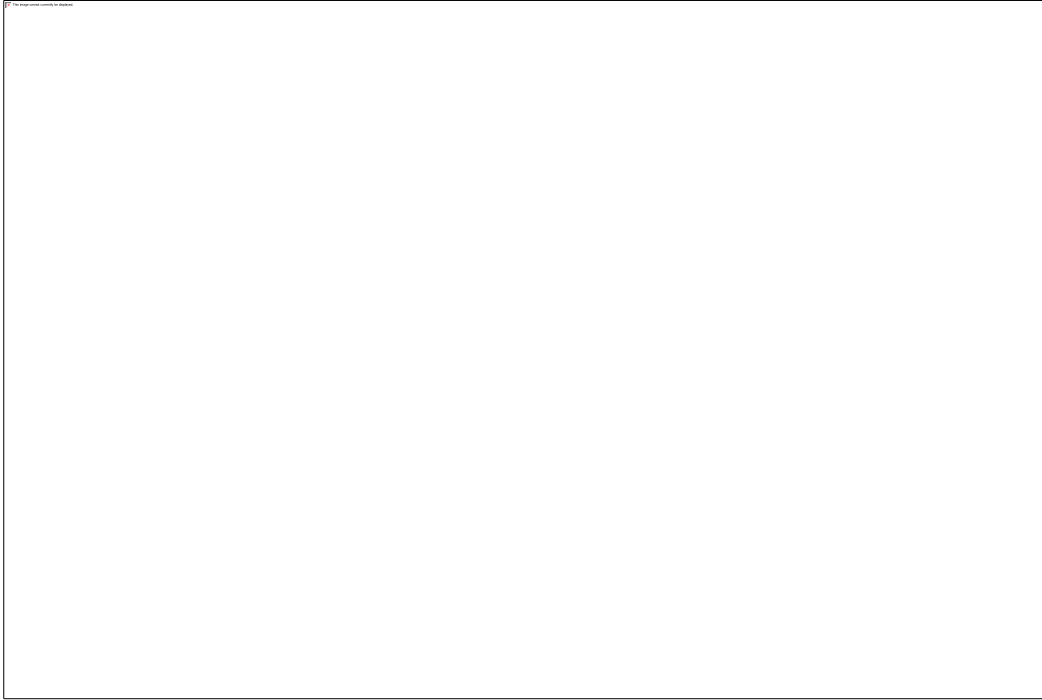
Business Model Ideas



Circularity at Samsung



Circularity at Samsung



Samsung Repair Centres and Smart Tutor app

Samsung support repair centres offer full-on site repair facilities for all Samsung smartphones and tablets and are open for business customers and the general public. All repairs are carried out by fully trained engineers, technicians and support staff using genuine Samsung parts on devices that are both in and out of warranty, on hardware and software faults. All repairs are tested to Samsung standards and issued with a 90 day warranty. However, increasingly a large number of repairs can be fixed remotely. Samsung research found that 49% of all interactions in support centres could have been fixed by remote management support or by providing customer education initiatives. The innovative Samsung Remote management app was developed to give customers dedicated support from a qualified expert who can check devices remotely to examine and improve performance. It also provides a great opportunity to educate customers on the new features of their devices.

The Policy Landscape

Europe

- European Commission (EC) placed circular economy as flagship activity of resource efficiency roadmap.
- Circular economy package was withdrawn in 2014, to allow the development of a more “ambitious” package.
- New plans go beyond recycling to include upstream (production and use) phases.
- EC has a suite of existing policies (Eco-Design, WEEE, etc.) which can be used to impose stricter RRR&D requirements on electronic manufacturers.
- EC ‘package’ proposals expected on 2 December

UK

- Government criticised by Environment Audit Committee for not doing enough
- Growing political pressure for Office of Resource Management to support circularity
- DEFRA and BIS have shared policy roles.
- New DEFRA Minister wants UK to lead the world on recycling
- Devolved governments already active on developing resource efficient business models

Facilitating Greater 'Circularity'

1. The Economic Imperative

For the circular economy to take off it needs to be championed by the economic case for action.

2. Better Regulation

The current policy landscape in Europe for waste and resources is fragmented. The circular economy package presents policy makers with the opportunity to reduce complexity and ensure that measures are complimentary not contradictory or duplicative.

3. Transformative Technology

Technology is the key enabler of transformative change in a circular economy. Circular design needs to encourage functionality and service-based thinking; however, it must not lose sight that in the end, almost all products are designed for people and their needs.

SAMSUNG

Thank you