

# Samsung Electronics Co.

ENERGY STAR Partnership with BGCA

# Samsung Environmental

## Principled Approach

### GHG

1. Reducing GHG 50% vs 2008 levels
2. Most products below 0.5 W Stdby
3. Will be Corporate Green Power Partner
4. Installed solar power on LA office
5. Installed EHV charge stations in LA

### Ewaste

1. SRD is one of largest programs in US
2. 250 Million lbs responsibly processed since 2008 (projected in 2012)
3. Principle based: will not landfill, incinerate or export materials of concern
4. First Mfr to become e-Stewards Enterprise
  - – no other standard has capacity to validate Samsung’s commitment

	2012	2011	% Change
Televisions	271	137	98
Clothes Washer	43	30	43
Computers	435	194	124
Displays	359	203	77

Other Product Categories: Refrigerator, Printers, Audio, Dishwasher

1. ENERGY STAR Partner of the Year
  - Continue to lead as winner of the ENERGY STAR Partner of the Year
2. SEAD (Super-efficient Equipment and Appliance Deployment)
  - Awards for Two Samsung Televisions - have won 10 out of 20 global SEAD awards

# ENERGY STAR

ENERGY STAR is a GHG Mitigation Program

Samsung looks towards the leadership provided by ENERGY STAR, to reduce GHG emissions.

ENERGY STAR is unique because it:

1. Creates specs
2. One of most recognized household brand
3. Recognizes energy efficient products
4. Encourages an energy efficient culture in the US

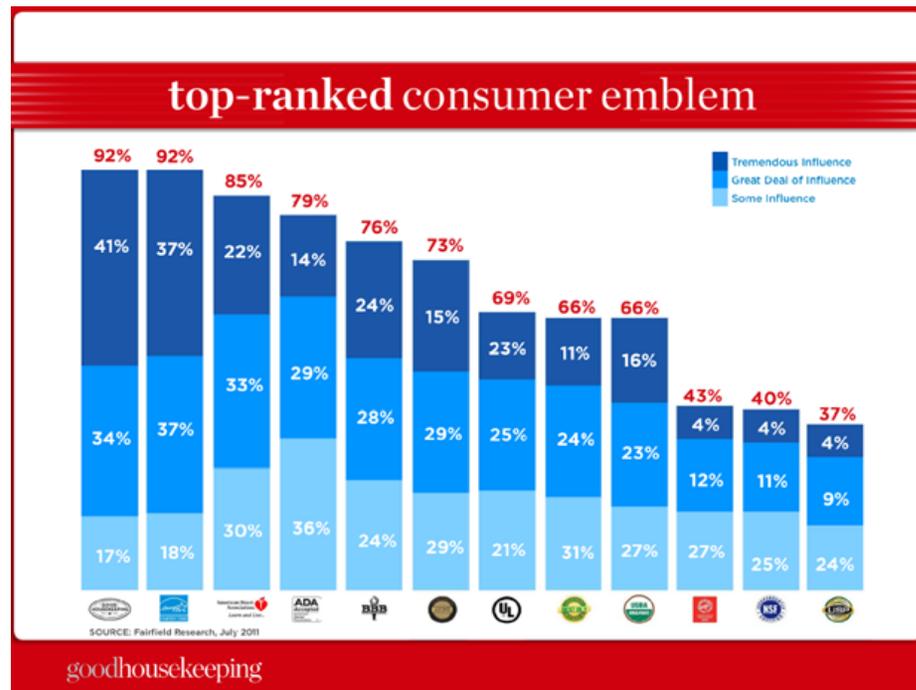
Samsung believes this approach creates innovative and energy efficient products.

Samsung's ENERGY STAR qualified products are both energy efficient and winners of quality and innovation awards.



Samsung is committed to the ENERGY STAR vision of Greenhouse Gas Mitigation

In 2011, Samsung generated over 50 million ENERGY STAR impressions, in an effort to promote ENERGY STAR



# Boys and Girls Club of America (BGCA)



Mission:

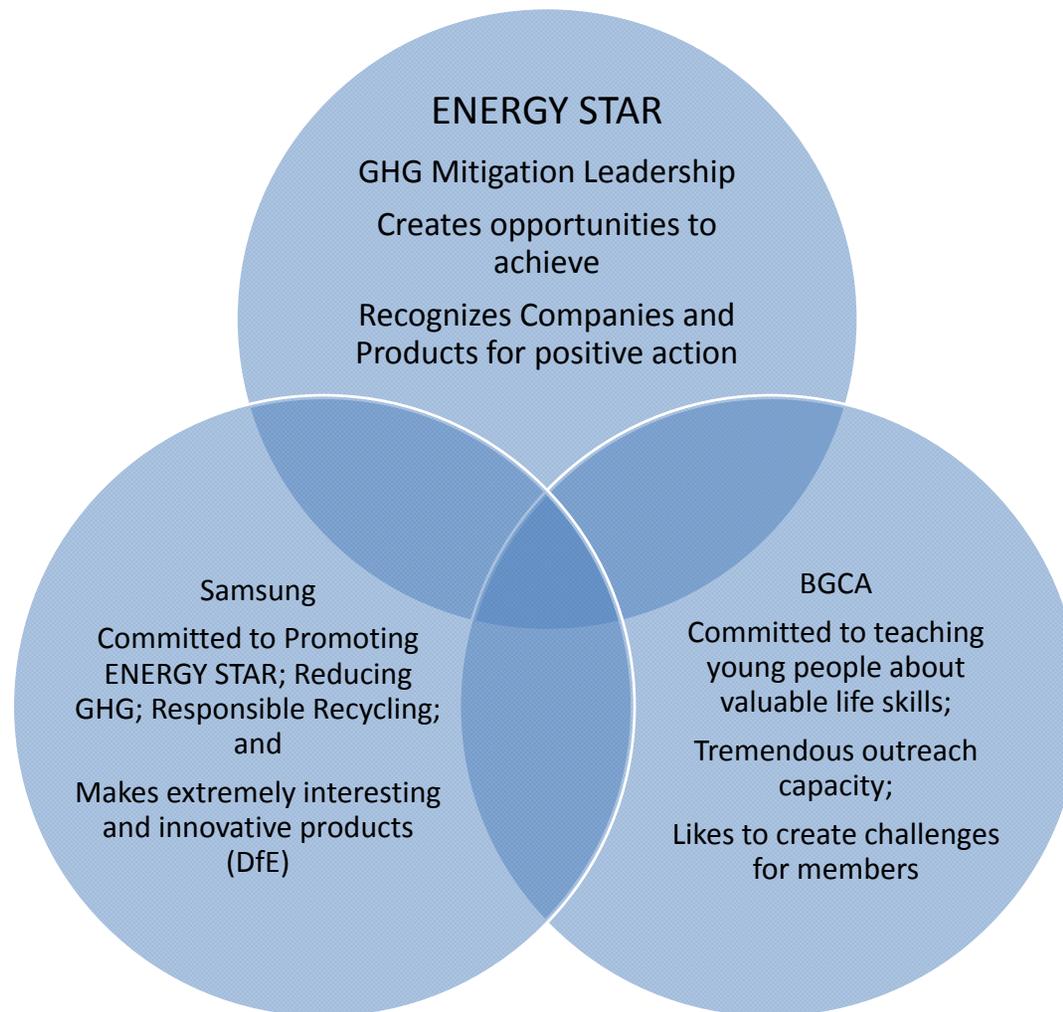
Committed to providing a safe place for young people to learn and grow

- Nearly 4,000 chartered clubs
- BGCA leadership offers a variety of fun and challenging projects for members
- Preparation of kids for becoming great future adults
- Participates with Team ENERGY STAR (2012)

Providing skills and training in such areas as:

1. Arts
2. life management
3. Fitness
4. positive use of leisure time

# Areas of Common Interests



# Synergy Meets Activity – Cont'd

Samsung is able to work with BGCA

- Donates products to BGCA (\$100,000)
- BGCA creates challenging and fun initiatives for Clubs and Club members (i.e. Day for Kids, Triple Play Leadership Club Summit, etc. )
- BGCA uses products as incentives
- Initiatives are energy conservation based; and designed to drive ENERGY STAR pledges
- ENERGY STAR pledges are submitted to ENERGY STAR on behalf of Samsung



## Overall Top 5 All Sectors

### COMPANY

(lbs of Greenhouse Gases saved)

[Georgia Power Company](#)

216,613,562

[Girl Scouts of the USA](#)

155,057,562

[Samsung Electronics](#)

114,674,361

[Ameren Illinois](#)

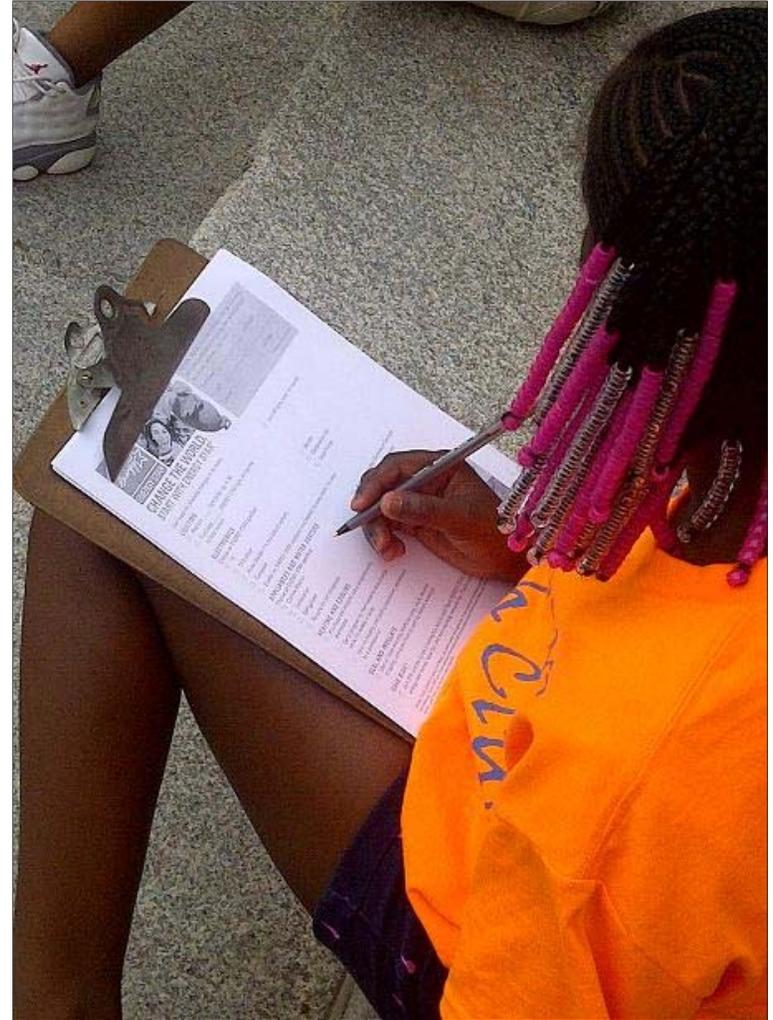
60,796,670

[Nissan North America](#)

51,681,307

# Synergy Meets Activity (Continued)

Club members host Team ENERGY STAR pledge drives on behalf of Samsung for their chance at winning cool Samsung prizes. To date, local Clubs have collected more than 11,000 pledges.



# Effect is Magnified Due to Synergy

- Samsung is able to participate with Team ENERGY STAR due to our partnership with BGCA
- Kids have a chance to develop skills based on real challenge, while having fun
- Kids have a chance to learn about ENERGY STAR, power consumption and energy conservation
- We are developing an energy conservation culture in the US
- We are developing our nation's finest engineers and economists – as kids evaluate their household energy consumption and cost savings that they can impact



Jim Clark, President & CEO of Boys and Girls Club of America, takes a picture with some donated Samsung products.



Boys & Girls Clubs of Coachella Valley members are very thankful for their new Samsung products.

# Other Opportunities

BGCA partnership provided opportunity for:

- Promotion of ENERGY STAR
- Positive business branding for Samsung
- Opportunities for development of kids

Other opportunities exist!!

Need to find and develop the right relations and synergies

# Areas of Potential Synergy

Mfrs:

Produce Great  
Products

Desire to address  
sustainability:

1. Lowest cost
2. Best impact

Utilities:

Create and Distribute  
Energy

Large outreach

Need to increase  
power; or increase  
public energy  
conservation

Green Energy – trend

Creates Rebates

Retailers:

Enhance customer  
experience

Enormous foot traffic

Connect products to  
people

# Thank you!

Michael Moss

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