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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Televisions</td>
<td>271</td>
<td>137</td>
<td>98</td>
</tr>
<tr>
<td>Clothes Washer</td>
<td>43</td>
<td>30</td>
<td>43</td>
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<tr>
<td>Computers</td>
<td>435</td>
<td>194</td>
<td>124</td>
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<tr>
<td>Displays</td>
<td>359</td>
<td>203</td>
<td>77</td>
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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.

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

ENERGY STAR
- GHG Mitigation Leadership
- Creates opportunities to achieve
- Recognizes Companies and Products for positive action

Samsung
- Committed to Promoting ENERGY STAR; Reducing GHG; Responsible Recycling; and
- Makes extremely interesting and innovative products (DfE)

BGCA
- Committed to teaching young people about valuable life skills;
- Tremendous outreach capacity;
- Likes to create challenges for members
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
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!

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