COMPANY UPDATE

2026. 2. 24

Scan to go to
Research Center report database

Cosmax (192820)

4Q25 soft excluding one-offs, but early signs of improvement seen

- Cosmax reported 4Q25 sales of KRW601b and operating profit of KRW40.9b, in line with consensus. But without one-off gains such as reversal of bad debt expenses, operating profit would have come in at KRW34.8b, missing consensus by 11%.
- The Korean headquarters' performance was somewhat disappointing in the quarter. Growth was modest at 3.9% y-y and operating margin was an estimated 8.3% after excluding one-offs. In 1Q26, however, signs of recovery in customer orders emerged.
- The Chinese subsidiaries managed to grow despite intense competition, while the Indonesian and Thai subsidiaries continued to face declining sales. The key in 2026 will be enhancing profitability of the Korean headquarters and defending sales across overseas subsidiaries.

WHAT'S THE STORY?

4Q25 review: Cosmax reported 4Q25 results showing sales up 8% y-y to KRW601b and operating profit up 3% y-y to KRW40.9b (for an operating margin of 6.8%). But without one-off gains, operating profit would have fallen 13% y-y to KRW34.8b (for an operating margin of 5.8%), in line with our forecast. Net profit surged 583% y-y to KRW88b (for a net margin of 14.6%), but if stripping out one-offs such as a KRW39.8b reversal of provisions for loans to subsidiaries and a KRW20.4b revaluation gain on convertible bonds at Chinese subsidiaries, net profit would have been KRW21.7b (for a net margin of 3.6%).

- **Korean headquarters (parent):** At its Korean headquarters, both sales and operating profit grew 4% y-y in 4Q (for an operating margin of 10.0%). But this was attributable to a KRW6.1b reversal of bad debt expenses following continued efforts to collect on accounts receivable with low recovery chances.

(Continued on the next page)

SUMMARY 4Q25 RESULTS

(KRWb)	4Q25	Chg		Diff (%)	
		(% y-y)	(% q-q)	Samsung	Consensus
Sales	601.0	7.7	2.6	2.2	1.4
Operating profit	40.9	2.7	-4.3	24.4	4.3
Pre-tax profit	64.9	120.4	62.2	33.0	103.2
Net profit	88.0	583.0	725.2	568.6	281.0
Margins (%)					
Operating profit	6.8				
Pre-tax profit	10.8				
Net profit	14.6				

Source: Company data, FnGuide, Samsung Securities estimates

VALUATION SUMMARY

	2024	2025E	2026E
Valuations (x)			
P/E	19.7	15.1	19.2
P/B	3.6	3.2	3.4
EV/EBITDA	9.6	8.1	9.0
Div yield (%)	1.5	1.8	2.7
EPS growth (% y-y)	50.2	42.8	-8.2
ROE (%)	20.5	23.3	18.7
Per-share data (KRW)			
EPS	7,560	10,795	9,907
BVPS	41,725	50,980	55,180
DPS	2,300	2,870	5,200

Global Equity

Kayoung Lee
Analyst
kayoung.l.lee@samsung.com

Hyerim Yu
Research Associate
hyerim0705.yu@samsung.com

AT A GLANCE

BUY

Target price	KRW235,000	23.7%
Current price	**KRW189,900**	
Market cap	KRW2.2t/USD1.5b	
Shares (float)	11,349,509 (72.2%)	
52-week high/low	KRW282,000/KRW151,400	
Avg daily trading value (60-day)	KRW13.9b/ USD9.6m	

ONE-YEAR PERFORMANCE

	1M	6M	12M
Cosmax (%)	-2.0	-10.8	17.8
Vs Kospi (%pts)	-16.4	-51.7	-46.5

KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	235,000	235,000	0.0%
2025E EPS	10,795	3,064	252.3%
2026E EPS	9,907	11,125	-10.9%

SAMSUNG vs THE STREET

No of estimates	13
Target price	231,154
Recommendation	4.0

※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL

Without the reversal, operating profit would have dropped 13.5% y-y, for an operating margin of 8.3%. There was no improvement in profitability from better customer or product mix.

- **Chinese subsidiaries:** Its subsidiaries in Shanghai and Guangzhou rebounded, both delivering better sales and profits. The Shanghai subsidiary grew sales by 22.6% y-y and turned to a net profit (for a net margin of 6.1%), driven by an influx of local indie brand customers and successful joint sales efforts with the Korean headquarters. The Guangzhou subsidiary grew sales by 9% y-y and also turned to a net profit (for a net margin of 1.9%), reflecting successful sales collaborations with Southeast Asian subsidiaries. The Chinese subsidiaries together delivered a net profit of KRW20.9b, thanks to KRW20.4b in CB revaluation gains—excluding this, net profit would have been at breakeven level.
- **US and Southeast Asian subsidiaries:** Its US subsidiary saw sales grow 24% thanks to a steady stream of new customers in the western region, but remained in a net loss for a margin of -23%. In Southeast Asia, sales declined 18% and 12% y-y, respectively, at the Indonesian and Thai subsidiaries—they were unable to withstand headwinds from a deteriorating business environment .

Signs of recovery for 1Q26: The Korean headquarters appear to be receiving large orders from high-quality customers, and we expect a gradual recovery in Southeast Asia. Ongoing improvements in China and the US will likely continue. We maintain BUY.

Cosmax: Results and forecasts

(KRWb)	1Q25	2Q25	3Q25	4Q25	1Q26E	2Q26E	3Q26E	4Q26E	2023	2024	2025	2026E	2027E
Sales	588.6	623.6	585.6	601.0	650.5	726.0	646.6	637.0	1,777.5	2,166.1	2,398.8	2,660.1	2,970.3
Korea headquarters (parent)	362.8	420.5	383.5	359.7	402.7	488.6	424.2	381.3	1,057.5	1,356.2	1,526.5	1,696.8	1,917.3
China entities	162.7	148.6	140.0	181.4	187.2	180.9	164.3	196.9	547.4	574.4	632.7	729.3	788.1
Shanghai	109.0	108.6	91.0	116.8	130.8	132.5	110.1	134.3	399.7	372.4	425.4	507.7	568.6
Guangzhou	48.5	41.1	45.5	53.1	52.9	44.8	49.6	57.9	140.6	184.7	188.2	205.1	219.5
US entity	28.7	30.0	36.9	37.0	32.1	32.9	42.4	43.3	139.9	137.1	132.6	150.7	169.1
Indonesia entity	29.6	20.9	21.5	25.7	22.5	19.9	21.1	24.4	85.5	113.2	97.7	87.8	92.2
Thailand entity	23.9	23.1	15.2	11.1	24.4	23.8	17.0	11.2	25.5	43.5	73.3	76.4	85.7
Operating profit	51.3	60.8	42.7	40.9	44.6	61.8	44.4	39.1	115.7	175.4	195.8	189.9	207.9
Korea headquarters (parent)	34.3	49.9	34.3	36.0	36.5	53.7	36.2	27.1	86.8	138.7	154.5	153.5	172.6
Overseas entities and adjustment	17.0	10.9	8.4	4.9	8.2	8.0	8.1	12.0	28.9	36.7	41.3	36.4	35.4
Net profit (controlling)	8.1	20.9	9.0	84.5	21.2	41.9	24.6	24.7	57.1	85.8	122.5	112.4	139.0
Korea headquarters (parent)	16.5	25.7	27.6	61.4	31.6	47.9	31.1	22.5	18.2	106.7	131.2	133.2	99.7
China entities	-4.9	-0.3	-1.7	20.9	4.3	5.1	1.4	5.4	19.7	-1.4	14.0	16.1	43.2
Shanghai	7.2	5.3	3.8	7.1	8.5	8.7	4.4	8.1	18.7	3.3	23.4	29.7	42.6
Guangzhou	3.9	1.7	2.0	1.0	0.8	1.3	2.0	2.3	15.1	6.3	8.6	6.4	12.5
US entity	-11.7	-20.4	-7.4	-8.5	-8.0	-8.2	-2.1	0.4	-50.0	-47.3	-48.0	-17.9	1.7
Indonesia entity	2.7	2.4	0.6	1.6	0.4	0.3	0.4	1.0	5.6	12.8	7.3	2.1	7.8
Thailand entity	2.1	2.2	0.8	-0.4	2.0	1.9	1.4	0.9	-2.4	4.8	4.7	6.1	6.4
Margins (%)													
Operating profit	8.7	9.8	7.3	6.8	6.9	8.5	6.9	6.1	6.5	8.1	8.2	7.1	7.0
Korea headquarters (parent)	9.5	11.9	8.9	10.0	9.1	11.0	8.5	7.1	8.2	10.2	10.1	9.0	9.0
Overseas entities and adjustment	7.6	5.4	4.2	2.0	3.3	3.4	3.7	4.7	4.0	4.5	4.7	3.8	3.4
Net profit (controlling)	1.4	3.4	1.5	14.1	3.3	5.8	3.8	3.9	3.2	4.0	5.1	4.2	4.7
Korea headquarters (parent)	4.5	6.1	7.2	17.1	7.9	9.8	7.3	5.9	1.7	7.9	8.6	7.8	5.2
China entities	-3.0	-0.2	-1.2	11.5	2.3	2.8	0.8	2.7	3.6	-0.2	2.2	2.2	5.5
Shanghai	6.6	4.9	4.2	6.1	6.5	6.6	4.0	6.0	4.7	0.9	5.5	5.9	7.5
Guangzhou	8.0	4.1	4.4	1.9	1.5	3.0	4.0	4.0	10.7	3.4	4.6	3.1	5.7
US entity	-40.8	-68.0	-20.1	-23.0	-25.0	-25.0	-5.0	1.0	-35.7	-34.5	-36.2	-11.9	1.0
Indonesia entity	9.1	11.5	2.8	6.2	2.0	1.5	2.0	4.0	6.5	11.3	7.5	2.4	8.5
Thailand entity	8.8	9.5	5.3	-3.6	8.0	8.0	8.0	8.0	-9.3	11.0	6.4	8.0	7.5
Growth (% y-y)													
Sales	11.7	13.1	10.5	7.7	10.5	16.4	10.4	6.0	11.1	21.9	10.7	10.9	11.7
Korea headquarters (parent)	15.0	20.8	10.7	3.9	11.0	16.2	10.6	6.0	23.8	28.2	12.6	11.2	13.0
China entities	3.4	0.7	22.4	17.0	15.1	21.8	17.3	8.5	-1.7	4.9	10.1	15.3	8.1
Shanghai	1.3	11.4	26.4	22.6	20.0	22.0	21.0	15.0	-7.5	-6.8	14.2	19.4	12.0
Guangzhou	3.6	-17.0	14.6	9.0	9.0	9.0	9.0	9.0	18.9	31.4	1.9	9.0	7.0
US entity	-26.0	-16.7	13.5	24.2	12.0	9.5	15.0	17.0	-14.6	-2.0	-3.3	13.7	12.2
Indonesia entity	22.8	-17.7	-33.4	-18.2	-24.0	-5.0	-2.0	-5.0	28.0	32.4	-13.7	-10.1	5.0
Thailand entity	151.6	124.3	36.9	-11.9	2.0	3.0	12.0	1.2	31.5	70.3	68.5	4.3	12.1
Operating profit	13.0	30.2	-1.6	2.7	-13.1	1.5	3.9	-4.4	117.9	51.6	11.6	-3.0	9.5
Korea headquarters (parent)	14.0	44.5	-13.2	4.0	6.3	7.7	5.7	-24.8	102.5	59.8	11.4	-0.6	12.4
Overseas entities and adjustment	10.9	-10.4	115.4	-6.1	-52.1	-26.6	-3.3	145.8	182.1	26.9	12.5	-11.9	-2.7

Source: Company data, Samsung Securities estimates

Income statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Sales	**1,777**	**2,166**	**2,399**	**2,660**	**2,970**
Cost of goods sold	1,484	1,748	1,990	2,194	2,465
Gross profit	**294**	**418**	**409**	**467**	**505**
Gross margin (%)	16.5	19.3	17.1	17.5	17.0
SG&A expenses	178	243	213	277	297
Operating profit	**116**	**175**	**196**	**190**	**208**
Operating margin (%)	6.5	8.1	8.2	7.1	7.0
Non-operating gains (losses)	**-31**	**-38**	**-39**	**-52**	**-66**
Financial profit	21	47	45	31	32
Financial costs	44	68	67	83	98
Equity-method gains (losses)	-2	-0	0	0	0
Other	-6	-17	-17	0	0
Pre-tax profit	**84**	**138**	**157**	**138**	**142**
Taxes	46	49	25	25	2
Effective tax rate (%)	55.1	35.8	16.2	18.4	1.4
Profit from continuing operations	38	88	131	112	140
Profit from discontinued operations	0	0	0	0	0
Net profit	**38**	**88**	**131**	**112**	**140**
Net margin (%)	2.1	4.1	5.5	4.2	4.7
Net profit (controlling interests)	57	86	123	112	139
Net profit (non-controlling interests)	-19	3	9	-0	1
EBITDA	175	244	294	298	327
EBITDA margin (%)	9.9	11.3	12.3	11.2	11.0
EPS (parent-based) (KRW)	5,034	7,560	10,795	9,907	12,248
EPS (consolidated) (KRW)	3,331	7,790	11,550	9,903	12,374
Adjusted EPS (KRW)*	5,034	7,560	10,795	9,907	12,248

Balance sheet

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Current assets	**822**	**943**	**976**	**1,087**	**1,267**
Cash & equivalents	257	256	268	296	373
Accounts receivable	272	349	400	451	511
Inventories	218	257	300	331	371
Other current assets	75	80	8	10	12
Fixed assets	**735**	**991**	**1,150**	**1,250**	**1,361**
Investment assets	82	56	1	1	1
Tangible assets	547	778	934	1,028	1,130
Intangible assets	54	63	69	76	84
Other long-term assets	53	94	146	146	146
Total assets	**1,557**	**1,934**	**2,126**	**2,338**	**2,628**
Current liabilities	**989**	**1,114**	**1,202**	**1,339**	**1,553**
Accounts payable	241	231	273	300	338
Short-term debt	403	464	485	492	492
Other current liabilities	346	419	444	546	723
Long-term liabilities	**209**	**311**	**312**	**341**	**341**
Bonds & long-term debt	106	188	189	191	191
Other long-term liabilities	103	123	123	150	150
Total liabilities	**1,199**	**1,425**	**1,513**	**1,680**	**1,894**
Owners of parent equity	**363**	**473**	**578**	**626**	**702**
Capital stock	6	6	6	6	6
Capital surplus	29	28	28	28	28
Retained earnings	313	384	483	536	612
Other	15	56	61	56	56
Non-controlling interests' equity	**-4**	**35**	**34**	**32**	**32**
Total equity	**359**	**509**	**612**	**658**	**734**
Net debt	442	615	501	494	417

Cash flow statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Cash flow from operations	**231**	**73**	**221**	**212**	**240**
Net profit	38	88	131	112	140
Non-cash profit and expenses	161	186	215	227	238
Depreciation	56	64	93	103	113
Amortization	4	5	5	5	6
Other	102	117	117	119	119
Changes in A/L from operating activities	79	-127	-52	-54	-64
Cash flow from investments	**-105**	**-160**	**-198**	**-169**	**-138**
Change in tangible assets	-81	-161	-197	-167	-136
Change in financial assets	-17	-2	0	0	0
Other	-6	3	-1	-2	-2
Cash flow from financing	**-39**	**68**	**-11**	**-15**	**-26**
Change in debt	105	166	12	11	0
Change in equity	-258	-0	0	0	0
Dividends	0	-6	-33	-59	-63
Other	114	-93	10	33	38
Change in cash	88	-1	11	28	77
Cash at beginning of year	169	257	256	268	296
Cash at end of year	257	256	268	296	373
Gross cash flow	**199**	**274**	**346**	**339**	**378**
Free cash flow	**145**	**-92**	**20**	**41**	**100**

Financial ratios

Year-end Dec 31	2023	2024	2025E	2026E	2027E
Growth (%)					
Sales	11.1	21.9	10.7	10.9	11.7
Operating profit	117.9	51.6	11.6	-3.0	9.5
Net profit	nm	133.9	48.3	-14.3	24.9
Adjusted EPS**	174.1	50.2	42.8	-8.2	23.6
Per-share data (KRW)					
EPS (parent-based)	5,034	7,560	10,795	9,907	12,248
EPS (consolidated)	3,331	7,790	11,550	9,903	12,374
Adjusted EPS**	5,034	7,560	10,795	9,907	12,248
BVPS	31,952	41,725	50,980	55,180	61,850
DPS (common)	500	2,300	2,870	5,200	5,580
Valuations (x)					
P/E***	25.1	19.7	15.1	19.2	15.5
P/B***	4.0	3.6	3.2	3.4	3.1
EV/EBITDA	10.7	9.6	8.1	9.0	8.0
Ratios (%)					
ROE	12.1	20.5	23.3	18.7	20.9
ROA	2.6	5.1	6.5	5.0	5.7
ROIC	6.8	12.7	14.7	12.9	16.7
Payout ratio	9.9	30.4	26.6	52.5	45.6
Dividend yield (common)	0.4	1.5	1.8	2.7	2.9
Net debt to equity	123.2	120.9	81.9	75.1	56.9
Interest coverage (x)	3.6	3.9	4.1	3.8	4.2

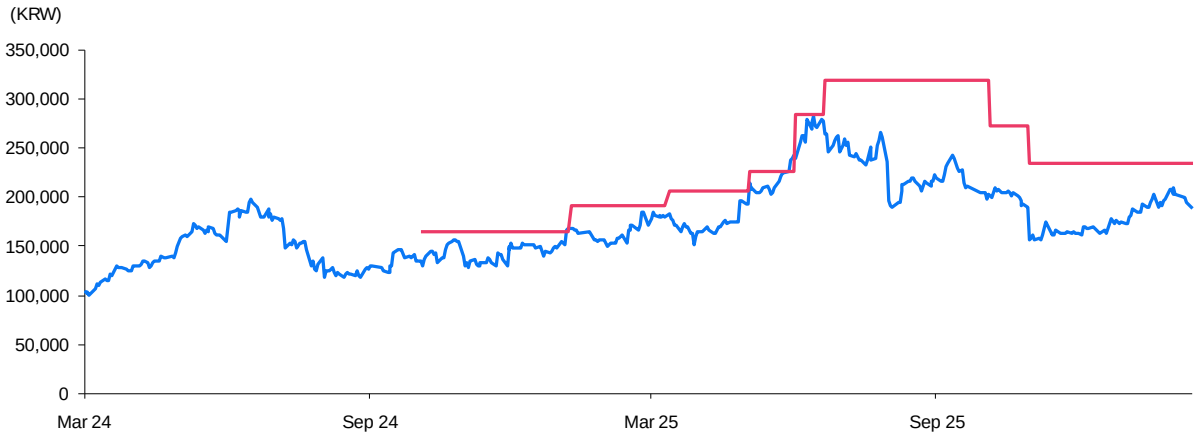
Note: *Excluding one-off items;
**Fully diluted, excluding one-off items;
***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

Compliance notice

- As of 2/23 2026, the covering analyst(s) did not own any shares, or debt instruments convertible into shares, of any company covered in this report.
- As of 2/23 2026, Samsung Securities' holdings of shares and debt instruments convertible into shares of each company covered in this report would not, if such debt instruments were converted, exceed 1% of each company's outstanding shares.
- This report has been prepared without any undue external influence or interference, and accurately reflects the views of the analyst(s) covering the company or companies herein.
- All material presented in this report, unless specifically indicated otherwise, is under copyright to Samsung Securities.
- Neither the material nor its content (including copies) may be altered in any form, or by any means transmitted, copied, or distributed to another party, without prior express written permission from Samsung Securities.
- This memorandum is based upon information available to the public. While we have taken all reasonable care to ensure its reliability, we do not guarantee its accuracy or completeness. This memorandum is not intended to be an offer, or a solicitation of any offer, to buy or sell the securities mentioned herein. Samsung Securities shall not be liable whatsoever for any loss, direct or consequential, arising from the use of this memorandum or its contents. Statements made regarding affiliates of Samsung Securities are also based upon publicly available information and do not necessarily represent the views of management at such affiliates.
- This material has not been distributed to institutional investors or other third parties prior to its publication.

Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Date	2024/10/16	2025/1/20	3/24	5/14	6/13	7/2	10/16	11/11
Recommendation	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	165000	192000	207000	227000	285000	319000	272000	235000
Gap* (average)	-12.63	-13.29	-17.08	-5.16	-5.12	-28.33	-25.91	
(max or min)**	1.52	-3.70	-5.27	6.83	-1.05	-16.61	-22.98	

Note: * [(average, maximum, or minimum share price over duration of target price minus target price) / target price] x 100%
** Maximum/minimum share price if new target is higher/lower than market close on the business day prior to target price change

Samsung Securities uses the following investment ratings*

Company

BUY	Expected to increase in value by 15% or more within 12 months and is highly attractive within sector
HOLD	Expected to increase/decrease in value by less than 15% within 12 months
SELL	Expected to decrease in value by 15% or more within 12 months

Industry

OVERWEIGHT	Expected to outperform market by 5% or more within 12 months
NEUTRAL	Expected to outperform/underperform market by less than 5% within 12 months
UNDERWEIGHT	Expected to underperform market by 5% or more within 12 months

* Note: Effective Jul 27, 2023, BUY, HOLD, and SELL criteria are based on expectations of share-price moves of 15% or more within 12 months

Percentage of ratings in 12 months prior to 2025.12.31

BUY (85.8%)·HOLD (14.2%)·SELL (0%)

Global Disclosures & Disclaimers

General

This research report is for information purposes only. It is not and should not be construed as an offer or solicitation of an offer to purchase or sell any securities or other financial instruments or to participate in any trading strategy. This report does not provide individually tailored investment advice. This report does not take into account individual client circumstances, objectives, or needs and is not intended as recommendations of particular securities, financial instruments or strategies to any particular client. The securities and other financial instruments discussed in this report may not be suitable for all investors. The recipient of this report must make its own independent decisions regarding any securities or financial instruments mentioned herein and investors should seek the advice of a financial adviser.

This report may not be altered, reproduced, distributed, transmitted or published in whole or in part for any purpose. References to "Samsung Securities" are references to any company in the Samsung Securities, Co., Ltd. group of companies.

Samsung Securities and/or other affiliated companies, its and their directors, officers, representatives, or employees may have long or short positions in any of the securities or other financial instruments mentioned in this report or of issuers described herein and may purchase and/or sell, or offer to purchase and/or sell, at any time, such securities or other financial instruments in the open market or otherwise, as either a principal or agent. Any pricing of securities or other financial instrument contained herein is as of the close of market for such day, unless otherwise stated. Opinions and estimates contained herein constitute our judgment as of the date of this report and are subject to change without notice.

The information provided in this report is provided "AS IS". Although the information contained herein has been obtained from sources believed to be reliable, no representation or warranty, either expressed or implied, is provided by Samsung Securities in relation to the accuracy, completeness or reliability of such information or that such information was provided for any particular purpose and Samsung Securities expressly disclaims any warranties of merchantability or fitness for a particular purpose. Furthermore, this report is not intended to be a complete statement or summary of the securities, markets or developments referred to herein.

Samsung Securities does not undertake that investors will obtain any profits, nor will it share with investors any investment profits. Samsung Securities, its affiliates, or any of its and their affiliates, directors, officers, employees or agents disclaim any and all responsibility or liability whatsoever for any loss (direct or consequential) or damage arising out of the use of all or any part of this report or its contents or otherwise arising in connection therewith. Information and opinions contained herein are subject to change without notice. Past performance is not indicative of future results. Foreign currency rates of exchange may adversely affect the value, price or income of any security or financial instrument mentioned in this report. For investment advice, trade execution or other enquiries, clients should contact their local sales representative. Any opinions expressed in this report are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or groups of Samsung Securities. Any analysis contained herein is based on numerous assumptions. Different assumptions may result in materially different results. Samsung Securities is under no obligation to update or keep current the information contained herein. Samsung Securities relies on information barriers to control the flow of information contained in one or more areas or groups within Samsung Securities into other areas or groups of Samsung Securities. Any prices stated in this report are for information purposes only and do not represent valuations for individual securities or other financial instruments. Samsung Securities makes no representation that any transaction can or could have been effected at those prices and any prices contained herein may not reflect Samsung Securities' internal books and records or theoretical model-based valuations and may be based on certain assumptions. Different assumptions by Samsung Securities or any other source may yield substantially different results. Additional information is available upon request.

For reports to be distributed to US:

Securities research is prepared, issued and exclusively distributed by Samsung Securities Co., Ltd., an organization licensed with the Financial Supervisory Service of South Korea. This research may be distributed in the United States only to major institutional investors as defined in Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended, and may not be circulated to any other person otherwise. All transactions by U.S. investors involving securities discussed in this report must be effected through Samsung Securities (America) Inc., a broker-dealer registered with the U.S. Securities & Exchange Commission and a member of the Financial Industry Regulatory Authority/SIPC, and not through any non-U.S. affiliate thereof. The analysts listed [on the front of this report] are employees of Samsung Securities Co., Ltd., or a non-U.S. affiliate thereof, and are not registered/qualified as research analysts under applicable U.S. rules and regulations and may not be subject to U.S. restrictions on communications with covered companies, public appearances, and trading securities held by a research analyst account.

For reports to be distributed to UK:

This report is not an invitation nor is it intended to be an inducement to engage in investment activity for the purpose of section 21 of the Financial Services and Markets Act 2000 of the United Kingdom ("FSMA"). To the extent that this report does constitute such an invitation or inducement, it is directed only at (i) persons who are investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2001 (as amended) of the United Kingdom (the "Financial Promotion Order"); (ii) persons who fall within Articles 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order; and (iii) any other persons to whom this report can, for the purposes of section 21 of FSMA, otherwise lawfully be made (all such persons together being referred to as "relevant persons").

Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons must not act or rely on this report.

For reports to be distributed to Korea:

This report is for private circulation only, not for sale, and is issued and distributed only to persons permitted under the laws and regulations of Korea.

For reports to be distributed to Singapore:

This report is provided pursuant to the financial advisory licensing exemption under Regulation 27(1)(e) of the Financial Advisers Regulation of Singapore and accordingly may only be provided to persons in Singapore who are "institutional investors" as defined in Section 4A of the Securities and Futures Act, Chapter 289 of Singapore. This report is intended only for the person to whom Samsung Securities has provided this report and such person may not send, forward or transmit in any way this report or any copy of this report to any other person.

Analyst certification

The views expressed in this research report accurately reflect the personal views of the analyst(s) about the subject securities or issuers and no part of the compensation of such analyst(s) was, is, or will be directly or indirectly related to the inclusion of specific recommendations or views in this research report. The analyst(s) principally responsible for the preparation of this research report receives compensation based on determination by research management and senior management (not including investment banking), based on the overall revenues, including investment banking revenues of Samsung Securities Co., Ltd. and its related entities and has taken reasonable care to achieve and maintain independence and objectivity in making any recommendations.

Copyright © 2010 Samsung Securities Co., Ltd.. All rights reserved. This report or any portion hereof may not be reprinted, sold or redistributed without the prior written consent of Samsung Securities America Inc

Samsung Securities

SAMSUNG SECURITIES

Samsung Electronics Bldg., 11, 74-gil,
Seochodae-ro, Seocho-gu, Seoul, Korea 06620
Tel: 02 2020 8000 / www.samsungpop.com

Family Center: 1588 2323

Voice Of Customer: 080 911 0900

**For more information,
please call our sales representatives:**

LONDON

Samsung Securities Europe Limited
1st Floor, 30 Gresham Street, London EC2V 7PG UK
Tel. 44-207-776-4311
Fax. 44-203-837-9219

NEW YORK

Samsung Securities America Limited
1330 Avenue of the Americas. 10th Floor. New York,
NY 10019
Tel: 1-212-972-2454
Fax: 1-212-972-2704

HONG KONG

Samsung Securities (Asia) Limited
Suite 4511, Two International Finance Center,
8 Finance Street, Central, Hong Kong
Tel: 852-3411-3608
Fax: 852-2114-0290

BEIJING

Samsung Securities Beijing Representative Office
Rm. 910, The Exchange Building No 118 JianGuo Lu, Chao
Yang District, Beijing, China
Tel: 86-10-6522-1855 (extension 7891)
Fax: 86-10-6522-1855 (extension 7889)

TOKYO

Samsung Securities Tokyo Representative Office
#106-8532 19F, Roppongi T-Cube 3-1-1,
Roppongi Minato-ku Tokyo, Japan
Tel: 81-3-6333-2952
Fax: 81-3-6333-2953

Member of
Dow Jones
Sustainability Indices
Powered by the S&P Global CSA