

COMPANY UPDATE

2026. 8. 10

Innovation Team

Donghee Jeong

Analyst

donghee1009.jeong@samsung.com

► AT A GLANCE

BUY

Target price KRW500,000 32.1%

Current price KRW378,500

Market cap KRW3.9t/USD2.8b

Shares (float) 10,389,648 (65.0%)

52-week high/low KRW711,000/KRW259,000

Avg daily trading
value (60-day) KRW56.2b/
USD39.7m

► ONE-YEAR PERFORMANCE

	1M	6M	12M
PharmaResearch (%)	11.2	11.3	-37.7
Vs Kosdaq (%pts)	15.7	50.6	-37.2

► KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	500,000	420,000	19.0%
2026E EPS	20,032	19,297	3.8%
2027E EPS	26,069	24,982	4.4%

► SAMSUNG vs THE STREET

No of estimates	15
Target price	494,000
Recommendation	4.0
※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL	



Scan to go to
Research Center report database

PharmaResearch (214450)

Emergence of new synergies

- **2Q26 review:** PharmaResearch's 2Q sales topped consensus by 5.5% on increasing shipments to Europe and a surge in cosmetics exports while operating profit was in line with consensus, reflecting rising SG&A costs.
- **Maintaining BUY and raising target to KRW500,000:** Synergies between increasing Rejuran export markets and cosmetics sales are being validated. Earnings momentum should receive some boosts from year-end promotional event in the US and the launch of an energy-based device in November.

WHAT'S THE STORY?

2Q26 review: PharmaResearch reported 2Q sales of KRW178.7b (up 27.1% y-y and 22.3% q-q; beating consensus by 5.5%) and an operating profit of KRW66.5b (up 19% y-y and 16% q-q; in line with consensus). Domestic medical device sales amounted to KRW64.5b (up 6.2% y-y and 10.4% q-q) on seasonality and the rising number of foreign tourists to Korea. Medical device exports climbed 32.6% y-y and 52.2% q-q, each, to KRW32.2b, driven by expanded sales in Western Europe (up from KRW2b in 1Q26 to KRW5b in 2Q26) and stronger customer retention. Domestic cosmetics sales jumped to KRW16.6b (up 47% y-y and 8.4% q-q), mainly drive by growing inbound traffics and new pharmacy-distributed product launches. Cosmetics exports also leapt to KRW43.6b (up 123.6% y-y and 62.3% q-q), supported by growing Rejuran sales in Asian markets and promotional events in America. Even excluding initial shipments to Eastern Europe (KRW4b) cosmetic exports expanded 47% q-q. PharmaResearch's pharmaceutical sales declined 10% y-y and 14.1% q-q to KRW18.4b, reflecting a shift in toxin product mix and flat domestic demand. While 2Q gross margin remained similar q-q at 77%, operating margin edged down 2%pts q-q to 37.2% due to increased marketing costs (up KRW7b q-q), bonus payment, and cosmetics-related commissions. Advertising and labor cost should decrease in 3Q26.

(Continued on the next page)

SUMMARY 2Q RESULTS

(KRWb)	2Q26	Chg		Diff (%)	
		(% y-y)	(% q-q)	Samsung	Consensus
Sales	178.7	27.1	22.3	3.6	5.5
Operating profit	66.5	19.0	16.0	(5.0)	(1.8)
Pre-tax profit	74.1	32.7	8.9	n/a	3.0
Net profit	56.6	19.3	18.9	1.4	(0.8)
Margins (%)					
Operating profit	37.2				
Pre-tax profit	41.4				
Net profit	31.7				

Source: Company data, Fnguide, Samsung Securities estimates

VALUATION SUMMARY

	2025	2026E	2027E
Valuation (x)			
P/E	28.4	18.9	14.5
P/B	6.8	5.0	3.9
EV/EBITDA	17.1	12.0	8.8
Div yield (%)	0.9	1.5	1.9
EPS growth (% y-y)	65.1	41.0	30.1
ROE (%)	26.9	29.5	30.2
Per-share data (KRW)			
EPS	14,209	20,032	26,069
BVPS	59,603	76,176	96,521
DPS	3,700	5,576	7,257

Maintaining BUY and raising target to KRW500,000: While 2Q domestic marketing spend exceeded expectations, we raise our 12-month target price for the stock (based on a 12-month forward EBITDA) to KRW500,000 based on three factors. First, the cosmetics portion in total sales rose 5pts q-q but operating margin held up well—suggesting further operating leverage as sales grow. Second, the company's export market expansion (Asia, Europe, and America) should drive growth in both medical devices and cosmetics. Third, reflecting improved sector-wide investor sentiment, we reduce the historical discount from 25% to 10%. Recent operating results from Galderma (GALD SW), which markets Sculptra (PLLA), highlighted that PN skin boosters remain in early adoption phase, with management acknowledging significant room for market expansion. This underscores Rejuran's growing competitive presence abroad. We forecast 2H26 Rejuran exports will surge 79% y-y to KRW77b and cosmetics exports by 59.1% y-y to KRW75.7b. The domestic launch in November of its MicroNeedle RF device is expected to enhance margins at dermatology clinics by using a dedicated injector that is designed for higher-viscosity products (which reduces the amount of Rejuran that is discarded). As more clinics take delivery of its MicroNeedle RF device, so demand for Rejuran should grow.

PharmaResearch: Results and forecasts (consolidated)

(KRWb)	2025	2026E	2027E	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26P	3Q26E	4Q26E
Sales	536.3	700.1	875.6	74.7	83.1	89.2	103.1	116.9	140.6	135.4	143.3	146.1	178.7	180.1	195.2
Pharmaceuticals	82.5	85.3	106.2	16.3	18.1	16.1	14.2	17.2	20.5	22.0	22.9	21.4	18.4	21.5	23.9
Domestic	51.1	47.3	55.8	10.1	9.6	10.0	8.7	10.6	13.4	13.3	13.7	11.2	10.7	12.1	13.3
Exports	31.5	38.0	50.3	6.2	8.5	6.1	5.5	6.6	7.0	8.6	9.2	10.2	7.7	9.4	10.6
Medical devices	314.4	391.5	480.3	38.4	43.0	50.7	61.5	69.5	85.0	76.7	83.2	79.5	96.7	104.0	111.3
Domestic sales	225.9	261.2	298.4	28.1	31.4	36.0	41.9	48.3	60.7	57.2	59.7	58.4	64.5	67.7	70.5
Exports	88.6	130.4	181.9	10.3	11.6	14.7	19.6	21.2	24.3	19.6	23.6	21.1	32.2	36.3	40.7
Asia		70.6	89.7					16.7	17.0	12.7	14.6	11.4	17.7	19.7	21.8
Europe/Oceania		50.9	80.8					4.2	6.6	5.9	7.5	7.4	12.6	14.4	16.5
Middle East		6.8	8.2					0.2	0.5	0.8	0.7	2.1	1.3	1.6	1.8
Americas		2.2	3.2					0.0	0.2	0.2	0.7	0.2	0.6	0.6	0.7
Cosmetics	131.5	212.3	277.8	17.7	19.9	16.9	22.8	27.9	30.8	35.2	37.6	42.2	60.2	52.2	57.8
Domestic	47.2	66.1	87.3	8.2	7.9	5.9	8.8	10.7	11.3	13.2	12.0	15.3	16.6	16.9	17.3
Exports	84.3	146.2	190.5	9.5	12.0	11.1	14.0	17.2	19.5	21.9	25.6	26.9	43.6	35.3	40.5
Asia		71.8	89.6					10.9	10.5	11.6	13.1	12.4	19.6	18.8	21.0
Americas		59.8	78.7					5.5	8.4	9.0	8.5	12.9	16.6	14.2	16.2
Europe		13.4	20.9					0.9	0.6	1.3	4.1	1.3	7.0	2.0	3.1
Middle East		1.2	1.3					0.0	0.0	0.0	0.0	0.3	0.4	0.2	0.3
Other	7.2	11.0	11.2	2.3	2.3	5.5	4.2	2.4	4.4	1.5	-1.0	3.0	3.5	2.4	2.2
Gross profit	411.2	541.1	671.4	51.8	59.2	64.6	75.7	85.4	107.2	109.1	109.4	112.9	137.5	139.6	151.0
Operating profit	214.4	278.8	363.3	26.7	30.8	34.9	33.7	44.7	55.9	61.9	51.9	57.3	66.5	79.8	75.2
Pre-tax profit	216.5	297.3	386.6	23.3	38.0	31.0	23.6	45.9	55.8	64.8	49.9	68.0	74.1	82.3	78.2
Net profit (controlling)	165.1	231.7	301.5	17.2	31.4	24.7	18.7	36.2	47.4	49.0	32.6	47.6	56.6	65.4	62.1
Growth (%)															
Sales	53.2	30.5	25.1	34.8	24.4	29.7	47.3	56.5	69.2	51.8	39.1	25.0	27.1	33.0	36.1
Pharmaceuticals	27.6	3.3	24.5	32.7	33.7	8.5	3.2	5.4	13.1	36.4	61.7	24.7	-10.0	-2.2	4.4
Domestic	33.1	-7.5	18.1	30.3	13.9	10.1	5.2	4.7	40.5	32.9	58.5	5.5	-20.3	-9.4	-3.1
Exports	19.6	20.8	32.5	36.6	66.2	5.8	0.0	6.6	-17.5	42.0	66.9	55.4	9.6	9.1	15.6
Medical Devices	62.4	24.5	22.7	27.2	24.2	46.8	67.1	81.0	97.6	51.5	35.3	14.5	13.8	35.6	33.7
Domestic	64.4	15.6	14.3	41.7	36.0	45.4	53.5	71.9	93.4	58.7	42.5	20.9	6.2	18.5	18.1
Exports	57.7	47.2	39.5	-0.7	0.5	50.4	105.9	105.9	109.1	33.7	20.0	-0.1	32.6	85.4	73.0
Asia		15.6	27.1									-31.7	4.2	54.4	49.2
Europe/Oceania		110.2	58.9									74.9	91.6	144.8	119.2
Middle East		214.0	20.5									1,010.5	165.2	109.8	148.3
Americas		84.5	50.2									899.4	165.2	216.3	-4.2
Cosmetics	70.1	61.4	30.9	61.1	18.1	0.3	48.6	57.5	54.7	108.1	65.2	51.0	95.6	48.2	53.6
Europe	53.5	40.1	32.1	27.4	-14.4	-23.3	29.1	29.8	42.7	126.4	36.7	43.3	47.0	27.6	44.6
Exports	81.1	73.4	30.3	109.2	57.4	19.8	64.0	81.6	62.7	98.5	83.0	55.8	123.6	60.7	57.8
Asia		55.7	24.9									13.8	86.4	61.9	60.3
Americas		90.6	31.7									133.7	97.6	57.4	90.8
Europe		95.8	55.6									55.8	1,092.8	54.9	-24.7
Middle East		nm	5.0									nm	nm	nm	nm
Other	-49.4	52.1	2.0	38.5	28.4	114.7	2.8	1.5	90.3	-72.6	n/a	25.8	-21.5	61.1	n/a
Gross profit	63.7	31.6	24.1	28.1	18.8	27.6	53.1	65.0	81.0	69.0	44.6	32.2	28.3	27.9	38.0
Operating profit	70.1	30.0	30.3	28.6	30.1	27.0	65.4	67.7	81.7	77.2	54.1	28.1	19.0	29.0	44.9
Pre-tax profit	87.0	37.3	30.0	1.9	63.1	-9.5	16.1	97.6	47.1	108.9	111.7	48.0	32.7	26.9	56.6
Net profit (controlling)	79.4	40.3	30.1	-2.6	87.6	-7.4	21.3	109.8	51.0	98.1	74.2	31.5	19.3	33.5	90.7
Margin (%)															
Gross profit	76.7	77.3	76.7	69.3	71.3	72.4	73.4	73.1	76.2	80.6	76.3	77.3	77.0	77.5	77.4
Operating profit	40.0	39.8	41.5	35.7	37.0	39.1	32.7	38.3	39.7	45.7	36.2	39.2	37.2	44.3	38.5
Pre-tax profit	40.4	42.5	44.2	31.1	45.7	34.8	22.9	39.3	39.7	47.9	34.8	46.6	41.4	45.7	40.1
Net profit (controlling)	30.8	33.1	34.4	23.1	37.8	27.7	18.1	30.9	33.7	36.2	22.7	32.6	31.7	36.3	31.8

Source: PharmaResearch, Samsung Securities estimates

PharmaResearch: Valuation

(KRWb)	Calculation	Value
Forward EBITDA	$(A = B \times D + C \times (1 - D))$	344.1
2026E EBITDA	(B)	295
2027E EBITDA	(C)	377
2026 weighting	(D)	40%
Target EV/EBITDA multiple* (x)	(E)	15.3
Enterprise value	$(F = A \times E)$	5,265.1
Net debt	(G)	-550.8
Equity value	$(H = F - G)$	5,815.9
Shares outstanding ('000)	(I)	11,565
Fair value per share (KRW)	(H/I)	502,871
Target price (KRW)		500,000

Note: *25% discount to average multiple over Mar-May 2025, when the market expected growth in both inbound visitors to Korea and PharmaResearch's exports

Source: Bloomberg, Samsung Securities estimates

Income statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Sales	350	536	700	876	1,028
Cost of goods sold	99	125	159	204	239
Gross profit	251	411	541	671	789
Gross margin (%)	71.8	76.7	77.3	76.7	76.8
SG&A expenses	125	197	262	308	353
Operating profit	126	214	279	363	436
Operating margin (%)	36.0	40.0	39.8	41.5	42.4
Non-operating gains (losses)	-10	2	18	23	33
Financial profit	25	30	35	34	44
Financial costs	41	21	15	10	11
Equity-method gains (losses)	6	0	0	0	0
Other	-0	-7	-2	-0	-0
Pre-tax profit	116	217	297	387	469
Taxes	27	48	71	85	103
Effective tax rate (%)	23.2	22.3	23.8	22.0	22.0
Profit from continuing operations	89	168	232	302	366
Profit from discontinued operations	0	0	0	0	0
Net profit	89	168	232	302	366
Net margin (%)	25.4	31.4	33.1	34.4	35.6
Net profit (controlling interests)	92	165	232	302	366
Net profit (non-controlling interests)	-3	3	0	0	0
EBITDA	140	230	295	377	448
EBITDA margin (%)	39.9	42.9	42.1	43.0	43.6
EPS (parent-based) (KRW)	8,608	14,209	20,032	26,069	31,631
EPS (consolidated) (KRW)	8,319	14,478	20,037	26,076	31,639
Adjusted EPS (KRW)*	8,608	14,209	20,032	26,069	31,631

Cash flow statement

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Cash flow from operations	138	183	192	302	367
Net profit	89	168	232	302	366
Non-cash profit and expenses	61	66	71	75	82
Depreciation	10	11	12	10	9
Amortization	4	4	4	3	3
Other	47	50	55	62	70
Changes in A/L from operating activities	0	-25	-54	-13	-11
Cash flow from investments	-226	-156	-162	-115	-100
Change in tangible assets	-36	-30	-50	0	0
Change in financial assets	-180	-90	-122	-115	-100
Other	-10	-37	10	0	0
Cash flow from financing	183	-15	-43	-62	-81
Change in debt	179	4	3	2	2
Change in equity	22	-4	0	0	0
Dividends	-10	-12	-43	-64	-83
Other	-9	-4	-4	0	0
Change in cash	98	10	10	112	176
Cash at beginning of year	67	165	176	186	298
Cash at end of year	165	176	186	298	474
Gross cash flow	150	234	303	377	448
Free cash flow	102	153	142	302	367

Note: *Excluding one-off items

**Fully diluted, excluding one-off items

***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

Balance sheet

Year-end Dec 31 (KRWb)	2024	2025	2026E	2027E	2028E
Current assets	555	760	923	1,196	1,511
Cash & equivalents	165	176	186	298	474
Accounts receivable	38	44	61	76	89
Inventories	57	83	113	141	165
Other current assets	293	457	564	681	783
Fixed assets	301	284	353	352	352
Investment assets	88	51	85	98	110
Tangible assets	147	175	214	204	195
Intangible assets	33	31	28	25	22
Other long-term assets	32	27	26	26	26
Total assets	856	1,044	1,276	1,548	1,863
Current liabilities	83	110	145	180	211
Accounts payable	11	11	16	20	23
Short-term debt	0	0	0	0	0
Other current liabilities	71	99	130	161	188
Long-term liabilities	203	210	215	217	219
Bonds & long-term debt	1	0	0	0	0
Other long-term liabilities	202	209	215	217	218
Total liabilities	286	320	360	397	429
Owners of parent equity	539	689	881	1,116	1,399
Capital stock	5	5	5	5	5
Capital surplus	197	194	194	194	194
Retained earnings	343	492	683	921	1,203
Other	-6	-2	-1	-3	-3
Non-controlling interests' equity	30	35	34	35	35
Total equity	569	724	915	1,151	1,434
Net debt	-197	-290	-417	-640	-912

Financial ratios

Year-end Dec 31	2024	2025	2026E	2027E	2028E
Growth (%)					
Sales	34.1	53.2	30.5	25.1	17.4
Operating profit	36.6	70.1	30.0	30.3	20.0
Net profit	15.1	89.2	37.7	30.1	21.3
Adjusted EPS**	15.1	65.1	41.0	30.1	21.3
Per-share data (KRW)					
EPS (parent-based)	8,608	14,209	20,032	26,069	31,631
EPS (consolidated)	8,319	14,478	20,037	26,076	31,639
Adjusted EPS**	8,608	14,209	20,032	26,069	31,631
BVPS	46,640	59,603	76,176	96,521	120,959
DPS (common)	1,100	3,700	5,576	7,257	8,805
Valuations (x)					
P/E***	30.5	28.4	18.9	14.5	12.0
P/B***	5.6	6.8	5.0	3.9	3.1
EV/EBITDA	18.6	17.1	12.0	8.8	6.8
Ratios (%)					
ROE	18.9	26.9	29.5	30.2	29.1
ROA	12.8	17.7	20.0	21.4	21.5
ROIC	44.5	70.1	75.9	92.5	110.6
Payout ratio	12.4	23.3	25.0	25.0	25.0
Dividend yield (common)	0.4	0.9	1.5	1.9	2.3
Net debt to equity	-34.6	-40.0	-45.5	-55.6	-63.6
Interest coverage (x)	27.2	20.6	27.0	34.7	41.2

Compliance notice

- As of 8/7 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 8/7 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	2024/8/8	9/6	11/14	2025/2/11	5/14	7/21	8/11	11/12	2026/2/5	5/11	6/24	7/16
Recommendation	BUY	BUY	BUY	HOLD	BUY	BUY	BUY	BUY	BUY	BUY	BUY	BUY
Target price (KRW)	210000	240000	260000	290000	500000	700000	790000	640000	580000	500000	400000	420000
Gap* (average)	-15.85	-11.50	-8.18	15.36	-2.42	-17.83	-24.23	-32.93	-44.87	-40.37	-16.45	-13.67
(max or min)**	-10.43	-1.88	5.19	38.45	18.80	-5.14	-10.00	-16.56	-38.53	-29.80	-8.38	-6.07
Date	8/10											
Recommendation	BUY											
Target price (KRW)	500000											
Gap* (average)												
(max or min)**												

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 2026.06.30

BUY(85.5%)-HOLD(14.5%)-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