

# CEO MESSAGE

Dear Stakeholders of Samsung SDI,

This year marks the 50th anniversary of Samsung SDI since the Company initiated business in Ulju County, Ulsan City (then Ulju County in South Gyeongsang Province), Korea, back in 1970. Relentlessly pursuing innovation over the past 50 years, Samsung SDI evolved from a CRT maker to a flat panel display company and then a cutting-edge materials and energy business today.

At Samsung SDI, sustainability management is taking its place as a core value in business conduct and as a solution to pursue shared growth with stakeholders. As such, I would like to extend my heartfelt gratitude to our distinguished stakeholders for their unwavering support every step of the way throughout our evolution as a business.

Even in the face of challenging business conditions of 2019, Samsung SDI set a new record-high in sales since its inception and generated solid performance in the small-sized Li-ion battery and electronic materials business. Our automotive battery business also posted the highest-ever sales in our corporate history to place us on a sustained growth trajectory.

We stayed committed to establishing differentiated technology to improve the quality and safety of our products that constitute the core of our business while doing our utmost to fulfill our role as a leading battery maker in creating a sound industrial ecosystem.

Furthermore, we seek mutual growth with stakeholders in generating social and environmental value. We endeavored to develop a globally-competitive sustainable supply chain to establish win-win management and the philosophy of social responsibility, and joined hands in addressing global environmental issues by assessing the environmental impact of our business operations and products and by developing and implementing improvement measures accordingly.

**“Delivering satisfaction to customers and stakeholders as a whole lays the basis for our sustained growth as a company.**

**Samsung SDI will pursue relentless transformation and innovation to cater to a wide array of stakeholder expectations and requirements, from quality, safety, and green technology leadership to responsible supply chain management.”**

In 2020, Samsung SDI will open a new chapter in its corporate history to rise to new challenges and pursue innovation to become a centennial company. We will never fall into the trap of complacency but rather translate our strengths into an enabler to create a ‘Super Gap’ against our competitors to lead the market.

Throughout this all, we will stay the course on the journey of innovation that we initiated to deliver a more enriching life for all and promote the development of our future generations in conjunction with stakeholders.

It is our dear hope that this Report would serve to publicize our renewed commitment to pushing the boundaries towards Samsung SDI’s sustainability and to candidly communicating with valued stakeholders.

We look forward to your continued encouragement for our new journey of innovation for the upcoming 50 years.

Thank you.



**Jun Young-Hyun** President and CEO, Samsung SDI

A handwritten signature in black ink, appearing to read 'Jun Young-Hyun', positioned below the portrait.

Samsung SDI has explored uncharted territories through ceaseless transformation and innovation over the past 50 years, contributing to the betterment of society at large in so doing.

Indeed, transformation and innovation has always been an inseparable and proud part of the corporate DNA at Samsung SDI.

**In 1970**, our display business set a goal of localizing the production of vacuum tubes and CRTs in a nation where the electronics industry barely existed, and has moved beyond the domestic market to lead the wider global market.

**In 1999**, we were renamed Samsung SDI and set a new goal of topping the global market in the four business lines of PDP, mobile display, and Li-ion polymer battery as well as CRT.

**In 2009**, we declared our 'G-R-S (Green, Responsible, Sustainable) New Vision' with an audacious goal of emerging as a true global leader in automotive battery and ESS as well as in small-sized battery.

**In 2014**, we merged with CHEIL INDUSTRIES Inc. to take a step forward as a globally-renowned energy and materials business.

In line with the deteriorating environmental pollution and the depletion of fossil fuel energy, the paradigm shift is unfolding from the 'Oil Era' to the 'Battery Era' in the energy industry. Leveraging our corporate DNA that has served us successfully throughout our 50-year history and our smart technology capabilities, we will surely stay at the forefront of the battery era.

# 50-year history of creating value

## 2009-2012

- Apr. 2009**  
Received the 'Frost & Sullivan' Award for Li-ion battery quality and innovation
- May 2009**  
Declared the 'G-R-S (Green, Responsible, Sustainable) New Vision'  

- Sep. 2009**  
Started the construction of a battery plant for next-generation automobiles  

- Nov. 2010**  
Completed the construction of an EV battery plant
- Dec. 2010**  
Ranked first in market share in the global small-sized rechargeable battery market
- Jun. 2012**  
Received the Citation at the Korea Green Management Awards 2012

## 2013-2016

- May 2013**  
Fully launched the mass-production of high-capacity EV 60Ah cells  

- Sep. 2013**  
Listed on the DJSI for 10 consecutive years for the first time in Korea
- Jul. 2014**  
Merged with CHEIL INDUSTRIES Inc. to launch Samsung SDI as an integrated corporation
- Feb. 2015**  
Acquired the battery pack business of Magna International
- Jul. 2015**  
Hosted the completion ceremony of the pilot ESS project awarded by Korea Electric Power Corporation  

- Oct. 2015**  
Completed the construction of an EV battery plant in Xi'an, China  


## 2017-2019

- Feb. 2017**  
Completed the construction of a polarizing film plant in Wuxi, China  

- Feb. 2017**  
Delivered the world's largest scale supply of ESS batteries to AES
- May 2017**  
Completed the construction of an EV battery plant in Hungary  

- Mar. 2018**  
Obtained ISO 45001, the international health and safety management system standard, at the Cheonan worksite
- Jul. 2019**  
Formed a strategic partnership with Volvo Group for next-generation e-mobility
- Nov. 2019**  
Signed a next-generation EV battery supply contract with BMW  


## INDUSTRY CREATOR

# 2009-2019

From 2009 onwards, Samsung SDI has set business conditions to further focus on the battery business, and is currently securing new customers and establishing a wider global business presence, leading the growth of the eco-friendly energy industry.

## 1970-1978

- Jan. 1970**  
Founded Samsung-NEC Inc.  

- May 1970**  
Produced Korea's first vacuum tubes  

- Dec. 1970**  
Produced 12-inch monochrome CRTs
- Jan. 1975**  
Developed the quick start CRT\* dubbed ECONO with in-house technology  

- Jul. 1978**  
Held the groundbreaking ceremony of the color CRT plant in Suwon  


\* Quick start CRT: While conventional preheating-type CRTs required 5-10W of electricity during the preheating process, quick start CRTs eliminated such power needs, and reduced power consumption under normal operating conditions to a third of their preheating-type counterparts.

## 1979-1990

- Jan. 1979**  
Launched an Initial Public Offering (IPO)
- Apr. 1979**  
Produced color CRTs
- Nov. 1979**  
Surpassed the 10 million mark in cumulative production of monochrome CRTs
- Feb. 1984**  
Renamed Samsung Electron Device Co., Ltd.  

- Oct. 1986**  
Developed Korea's first Liquid Crystal Display (LCD)
- Oct. 1987**  
Launched the distinctive monitor brand SAMTRON  

- Aug. 1988**  
Built a 10 million color CRT production capacity  


## 1991-1998

- Oct. 1993**  
Surpassed the 100 million mark in the cumulative sales of color CRTs  

- Aug. 1994**  
Completed the construction of the EMC factory  

- Aug. 1995**  
Held the groundbreaking ceremony for the Cheonan Plant
- Aug. 1996**  
Established a color CRT globalization strategy\*\*
- Nov. 1997**  
Initiated the operation of the cylindrical Li-ion battery PP-Line
- Mar. 1998**  
Developed the perfect flat CRT 'Dynaflat'  

- May 1998**  
Developed the world's highest-capacity 1650mAh cylindrical Li-ion battery

\*\* Establishing five production bases across major continents to increase the global market share to 25% by 2000

## 1999-2003

- Aug. 1999**  
Held the groundbreaking ceremony to officially initiate a battery business  

- Aug. 1999**  
Developed the industry's highest-capacity 1800mAh cylindrical Li-ion batteries
- Dec. 1999**  
Renamed Samsung SDI Co., Ltd.
- May 2000**  
Celebrated the 30<sup>th</sup> anniversary and officially launched a PDP business  

- Jul. 2000**  
Completed the construction of a rechargeable cell plant in Cheonan and initiated product shipments  

- Jan. 2002**  
Completed the construction of an electronic materials mass-production facility in Gumi  

- Jan. 2003**  
Developed the world's highest-capacity 2400mAh cylindrical Li-ion batteries
- Jun. 2003**  
Developed the world's first 260,000 full-color AMOLED

## 2004-2006

- Jan. 2004**  
Developed the world's largest 80-inch PDP
- Dec. 2004**  
Developed the world's largest 102-inch PDP  

- Oct. 2005**  
Mass-produced the world's highest-capacity 2600mAh cylindrical Li-ion batteries
- Nov. 2005**  
Granted approval for an AMOLED business and initiated investment in mass-production
- May 2006**  
Held the groundbreaking ceremony for the PDP 4 line
- Jun. 2006**  
Became the world's first to mass-produce PM OLED Main+Sub Dual
- Jun. 2006**  
Became the world's first to develop Ultra Vixlim

## 2007-2008

- Oct. 2007**  
Became the world's first to mass-produce AMOLED
- Dec. 2007**  
Developed the world's first, world's largest 31-inch AMOLED
- Mar. 2008**  
Ranked first in the overall assessment of Li-ion battery makers performed by International Information Technology (IIT) of Japan
- Jul. 2008**  
Completed the construction of a battery plant in Tianjin, China  

- Aug. 2008**  
Established Samsung Mobile Display Co., Ltd.  

- Sep. 2008**  
Founded SB LiMotive Inc. as a joint venture between Samsung SDI and Bosch

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### INNOVATION INITIATOR

# 1970-1998

Following its inception as Samsung-NEC, Samsung SDI initiated Korea's first-ever production of vacuum tubes in just seven months, and constantly expanded its technology portfolio to eventually take the first step of innovation into the display industry.

### MARKET LEADER

# 1999-2008

In 1999, under the new name of Samsung SDI, the Company announced the initiation of its battery business and went on to establish a global position in the energy and advanced materials sectors.

### INDUSTRY CREATOR

# 2009-2019

From 2009 onwards, Samsung SDI has set business conditions to further focus on the battery business, and is currently securing new customers and establishing a wider global business presence, leading the growth of the eco-friendly energy industry.