



Samsung Electronics Named Top Community Care Company in Asia



Students learning essential skills required in the digital age at one of the Smart Learning Centres in Thailand

SOUTHEAST ASIA & OCEANIA – 05 November, 2015 – Samsung Electronics was named the Top Community Care Company in Asia at the Asia Corporate Excellence and Sustainability (ACES) Awards 2015. This award is a testament of Samsung’s efforts and commitment in using its global network and innovation to create positive change for people everywhere, helping them to live a better life that is full of possibilities.

“We are honoured to be named the Top Community Care Company in Asia. This award bears testimony to the community work that Samsung is driving in local communities where we operate in. Samsung is committed to create positive change for people everywhere, creating possibilities for them by using our technology to tackle key problems in education, employment and healthcare areas,” said Irene Ng, Vice President, Corporate Marketing, Samsung Electronics Southeast Asia & Oceania.

The Asia Corporate Excellence & Sustainability Awards (ACES) recognizes successful companies and individuals in Asia across two domains including leadership and corporate social responsibility. The Top Community Care Award is presented to companies who have enriched communities through various outreach initiatives. Award recipients epitomize the mission and values of an organization that cares for the community and demonstrates exemplary active citizenship in promoting the well being of society at large.

She continued, “One of the key areas that Samsung focuses on in our Citizenship efforts is education, as we want to help create a better future for disadvantaged youth by providing quality learning environments and access to technology. Using our know-how and technology expertise, we have established over 170 Smart Schools and Libraries, and Tech Institutes across the region. Through

these programs, we hope to help close the education and digital gap, and equip youth with the skills they need to find a job in today's digital economy.”

Samsung's Community Efforts in Education

Across Southeast Asia and Oceania, Samsung supports a total of 165 Smart Schools and Libraries in nine countries including New Zealand, Australia, Singapore, Malaysia, Taiwan, Thailand, Indonesia, Philippines and Vietnam. Working with various government bodies, local non-government organizations (NGOs) and educational institutes, Samsung has established Smart Schools and Libraries that feature interactive and immersive learning environment through the use of technology such as tablets and smart televisions, and tailored educational programs that offer enrichment and infotainment content.

To help provide youth with opportunities for a better future and address the industry shortage of technical talents, Samsung has established the Tech Institute, a vocational training institution where young people can learn fundamental IT and engineering skills. Regionally, Samsung supports a total of 14 Tech Institutes across seven countries Malaysia, Singapore, Laos, Cambodia, Myanmar, Philippines and Indonesia. In Samsung Tech Institutes, youth are given the best-in-class training environment and practical lessons that equip them with both broad and deep skills that prepare them for the workforce.

Other Citizenship Initiatives in Southeast Asia & Oceania

Beyond education, Samsung has also launched healthcare initiatives in Southeast Asia to support communities that lack sufficient medical technologies and trained staff which may lead to problems such as high infant and maternal mortality rates. In Samsung SONO Schools in Vietnam, Malaysia, Indonesia, Thailand and Philippines, Samsung works closely with hospitals and medical facilities, to provide equipment such as ultrasound systems, educational devices, electronic boards and large-format displays (LFD). It also partners local medical associations and institutions to design a strong curriculum and operate courses for medical professionals in the area of ultrasound diagnosis, obstetrics and gynaecology.

As Samsung explores new business areas including healthcare, wearable devices, biotechnology, education, the Internet of Things and Smart Home, it continues to be committed to being a responsible global citizen to create positive change in the communities where it operates in.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at www.samsung.com and our official blog at global.samsungtomorrow.com