

Samsung Electronics Announces Earnings Guidance for Third Quarter 2012
Consolidated revenues estimated at 52 trillion Korean won
Operating profit at 8.1 trillion won

SEOUL, Korea – October 5, 2012 – Samsung Electronics Co., Ltd. today announced its earnings guidance for the third quarter, 2012.

Consolidated Sales : Approximately 52 trillion Korean won
(Range: 51 – 53 trillion Korean won)

Consolidated Operating Profit : Approximately 8.1 trillion Won
(Range: 7.9 – 8.3 trillion Korean won)

The above figures are consolidated earnings estimates based on K-IFRS

※'12 2Q and '11 3Q consolidated figures based on K-IFRS are as follows

(in trillion won)

'12 .2Q

'11.3Q

Sales

47.60

41.27

Operating profit

6.72

4.25

Disclosure regulations in South Korea do not allow earnings guidance to be provided as a range, therefore the official disclosure was made based on the median value as stated above.

The guidance is provided ahead of the full announcement of quarterly earnings results for the convenience of investors and media, before our external audit on the financial results of our headquarters, subsidiaries and affiliates is completed. Therefore, the above estimate may differ from the actual results.

The full earnings for the third quarter will be disclosed following the Board of Directors' approval of the financial statements and quarterly reports.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 206,000 people in 197 offices across 72 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LED. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.