









Stakeholder Engagement

Engagement with our stakeholders is essential for us to fulfill our responsibilities as a responsible global company. We strive to build a cooperative relationship and enhance mutual understanding in sustainability topics with our stakeholders through various activities such as multi-stakeholder forums, surveys, and on-site visits.

Stakeholders	Major Concerns		Communication Channels		Major Activities	
Customers 	<ul style="list-style-type: none"> Product and service quality Product safety 	<ul style="list-style-type: none"> Product information accuracy Communication transparency 	<ul style="list-style-type: none"> Customer satisfaction surveys Contact centers and service centers 	<ul style="list-style-type: none"> Samsung Newsroom Samsung Semiconstorey Young Samsung Community 	<ul style="list-style-type: none"> Reinforcement of quality and safety management systems Establishment of country-specific websites to share product information 	<ul style="list-style-type: none"> Identification and resolution of customers' needs
Shareholders and Investors 	<ul style="list-style-type: none"> Economic outcomes Risk management Information-sharing 	<ul style="list-style-type: none"> Sustainability agenda (Environment, Social, Governance,, etc.) 	<ul style="list-style-type: none"> IR meetings and roadshows General shareholders meetings 	<ul style="list-style-type: none"> One-on-one meetings Analyst Day Investor ESG roadshows 	<ul style="list-style-type: none"> Stable profit generation Enhancement of shareholder return policies 	<ul style="list-style-type: none"> Reinforcement of transparency in external sponsorships
Employees 	<ul style="list-style-type: none"> Working environment safety Diversity and inclusion Training and career development 	<ul style="list-style-type: none"> Employment security and welfare Labor-management relations 	<ul style="list-style-type: none"> Labor unions and labor-management councils Counseling centers Satisfaction surveys 	<ul style="list-style-type: none"> Internal communication channels Whistleblowing systems (compliance and ethics) 	<ul style="list-style-type: none"> Mentoring by Millennial and Gen Z employees for executive management Management of workplace environments Cultivation of a corporate culture that promotes creativity 	<ul style="list-style-type: none"> Operation of a career design program tailored to individual stages Organization of townhall meetings (business status presentations by individual divisions, etc.)
Suppliers 	<ul style="list-style-type: none"> Fair transactions Shared growth 	<ul style="list-style-type: none"> Labor and human rights of workers 	<ul style="list-style-type: none"> Hotline, online whistleblowing systems, etc. Conferences with partner companies 	<ul style="list-style-type: none"> Partner Collaboration Day Shared Growth Academy Supplier Consulting Group 	<ul style="list-style-type: none"> Promotion of fair transactions and shared growth Support for partner companies' innovative initiatives 	<ul style="list-style-type: none"> Staging of technology transfer fairs Operation of partner company support funds Management of partner companies' working environments
Local Communities 	<ul style="list-style-type: none"> Recruitment of local jobseekers, revitalization of the local economy, etc. Indirect economic effects 	<ul style="list-style-type: none"> Environmental conservation for local communities Community outreach through donations, volunteer work, etc. 	<ul style="list-style-type: none"> Local volunteer centers 	<ul style="list-style-type: none"> Local community councils 	<ul style="list-style-type: none"> Support for SMEs for establishing smart factories, etc. Preservation of river ecosystems near our business sites 	<ul style="list-style-type: none"> Promotion of CSR programs regarding training and employment
NGOs, Organizations, and Expert Institutions 	<ul style="list-style-type: none"> Social responsibility for local communities and the environment 	<ul style="list-style-type: none"> Contributions to UN SDGs Joining UN Global Compact Transparent and prompt information disclosure 	<ul style="list-style-type: none"> Corporate conferences Meetings with NGOs 	<ul style="list-style-type: none"> Meetings with civil society groups 	<ul style="list-style-type: none"> Collection of opinions and suggestions from global NGOs 	<ul style="list-style-type: none"> RBA, and BSR activities EPRM and RMI activities
Government 	<ul style="list-style-type: none"> Indirect economic effects Fair transactions 	<ul style="list-style-type: none"> Occupational health and safety Compliance 	<ul style="list-style-type: none"> Policy conferences National Assembly meetings 	<ul style="list-style-type: none"> Policy advisory bodies 	<ul style="list-style-type: none"> Operation of programs to support SMEs in collaboration with the government 	<ul style="list-style-type: none"> Operation of venture investment counters in collaboration with the government
Media 	<ul style="list-style-type: none"> Transparent and prompt information disclosure 		<ul style="list-style-type: none"> Press releases 	<ul style="list-style-type: none"> Samsung Newsroom Press Interview 	<ul style="list-style-type: none"> Support for news coverage activities PR Planning 	<ul style="list-style-type: none"> Staging of Media Day