**BACKGROUNDER**

**Samsung’s History in Supporting Global Sports**

***A rich heritage in connecting with consumers***

Samsung Electronics Co. Ltd. has sponsored major international sporting events for twenty seven years since the company became a local sponsor of the Seoul 1986 Asian Games. Samsung connects with its global markets and communicates its corporate mission and values through various sports sponsorships. Over the last twenty seven years, Samsung has supported some of the world’s leading sporting events, including the Olympic Games, the Asian Games, the IAAF Athletics Championships and many prominent football properties, such as CAF (Confederation of African Football), AFC (Asian Football Confederation) and Chelsea FC.

**Samsung and Football**

Samsung has been a strong supporter of global football, and been involved in some of the most prominent and visible football properties.

**At a Glance: Samsung’s Football Sponsorships across the Globe Include**

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| **AFRICA** | * MTN Africa Cup of Nations 2008 * Confederation of African Football’s Competitions 2009-2012 * Confederation of African Football’s Competitions 2013-2015 |
| **EUROPE** | * Chelsea FC 2005-2013 * Italia FA 2008-2010 * Romania FA 2008-2010 * FC Inter Milan 2010 * Olympiacos Course 2011 |
| **ASIA** | * Korea Football Association 2006- 2012 * Korea Football Association 2012- 2014 * Asian Football Confederation 2008-2012 * Asian Football Confederation 2012-2016 |
| **SOUTH AMERICA** | * Chivas FC 2008-2013 * Palmeiras 2009 * Bolivar FC 2010 * Universitario de Deportes 2010 * Copa Libertadores 2011-2013 |

**Confederation of African Football (CAF)**

Since 2008 Samsung has sponsored the most prestigious African football event – the Orange Africa Cup of Nations, governed by CAF (Confederation of African Football).

The Orange Africa Cup of Nations is the main international football tournament in Africa and has consecutively been held 28 times. Since 1998, 16 nations have participated in the finals.

As an official sponsor, Samsung receives a range of marketing and promotion opportunities which they use as a vehicle to communicate to consumers. Samsung presents the ‘Samsung Fair Player Award’, whereby the fairest player of each match and competition is recognized and rewarded. Additionally, Samsung has been providing CAF with electronics and telecommunications equipment to ensure a smooth operational platform for the tournament.

Samsung has been taking a very active part in the excitement of African football at the Orange Africa Cup of Nations and African U-20 Championship.

**Chelsea Football Club**

Samsung has been the official sponsor of the English Premier League Club; Chelsea; since 2005. Samsung benefits from extensive sponsorship rights, including exclusivity in all consumer electronic products, digital cameras, mobile phones and IT equipment. Samsung’s partnership with Chelsea was named “Best Sponsorship of a Sport Team” in 2007 and “Best Integrated Sport Marketing Campaign” in 2008 at the prestigious Sports Industry Awards.

Youth who love football can participate in the Samsung-Chelsea Youth Football Camp. This is part of the Football in the Community (FITC) youth training programme, a global initiative by Samsung Electronics Co. Ltd that will grow in years to come. The development of football at a grass root level is an important component of Samsung’s Corporate Social Responsibility programme. The company strives to nurture football potential and the love of the game. Since 2007 more than 5,000 children around the globe have been awarded the opportunity to experience a personal engagement with Chelsea FC by Samsung.

Samsung will also engage children through the ‘Dream the Blues’ initiative in eight countries across four continents including Ghana, Nigeria, and South Africa this year. This initiative is a football camp jointly organized by Samsung and the Chelsea Football Club, where six children from above three Africa countries will be given a chance to visit the United Kingdom, meet with the ‘Dream the Blues’ ambassadors Fernando Torres, Victor Moses, Oscar and Juan Mata, and attend a Chelsea FC home game during their stay. This camp will be an extension of the Samsung-Chelsea FC youth football camps that was held in early 2012 in Ghana and the Ivory Coast.

The opportunities to apply for the campaign will be given to Samsung home appliance consumers in Mexico, Nigeria, Ghana, Republic of South Africa, China, Thailand, Brazil and Turkey.

**AFC and the Asian Cup Qatar 2011**

Since 2008, Samsung has been an official partner of the AFC in the mobile category, which includes sponsorship of the AFC Asian Cup Qatar 2011 in Doha. The sponsorship rights include official designation, branding, media rights, as well as the Samsung “Man of the Match” award which is given to the game’s most outstanding player. At the AFC Asian Cup Qatar 2011, Samsung held a variety of activities, including the Samsung Galaxy Fan Café, the launch of the AFC 2011 Samsung Application, and the Player Escort Program.

**KFA and the Korean National Football Team**

The Korean National Football team, governed by the Korea Football Association (KFA), is Korea’s favourite sports property and Samsung has been the official sponsor of KFA in the electronics category since 2006. The sponsorship covers the Men's National Team, the Olympic Team, the Women's National Team, and the Men's and Women's Under-16/Under-19 National Team.

The KFA sponsorship provides great exposure to Samsung’s domestic market through activities such as stadium perimeter advertising, TV advertisements, on-site consumer promotion, and local business partner support. Samsung’s KFA sponsorship agreement runs until 2014.

**Samsung’s support for leading European and South American Football Teams**

Samsung is proud to sponsor leading football clubs in Europe and South America. It is an effective way for the company to approach customers, build brand awareness and increase sales in key global markets. These sponsorship relationships are also a conduit for corporate social responsibility and for the active development of football programs in emerging markets.

**Samsung and the Olympic Games**

Samsung first became involved with the Olympic Movement as a local sponsor of the Seoul 1988 Olympic Games. In April 2007, Samsung extended the company’s partnership with the International Olympic Committee (IOC) and became an official partner in Olympics. Since the Nagano 1998 Olympic Winter Games, the company has become a Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications program called WOW (Wireless Olympic Works) and mobile phones. These innovative mobile phone technologies provide the Olympic family with real time information and communication services. Samsung has supported the London 2012 Olympic Games, it will also be sponsoring Sochi 2014 Winter Olympic Games, and Rio de Janeiro 2016 Olympic Games. Moreover, Samsung continues to support Youth Olympic Games, which was established in 2010 as a festival for global youth, with its sponsorship of Singapore 2010 Youth Olympic Games, Innsbruck 2012 Winter Youth Olympic Games and Nanjing 2014 Youth Olympic Games.

**Samsung and the Asian Games**

Samsung first began its support of the Asian Games as a local sponsor during the 10th Asian Games held in Seoul in 1986, and continued its support of the event as a local sponsor for the 14th Asian Games held in Hiroshima in 1994. In 1998, Samsung became an Official Partner of the Bangkok Asian Games and was a multi-category sponsor at Pusan’s 2002 Asian Games, Doha’s 2006 Asian Games and Guangzhou’s 2010 Asian Games. Samsung is the longest Prestige Partner, as it signed five consecutive partnerships for sponsoring the Asian Games since 1998. Samsung is providing multi-category support to the Asian Games, covering mobile, Audio/Visual products and home appliances. In addition, it will supply personal computers (Desktops & Notebook computers) to the 17th Asian Games Incheon 2014, expanding the coverage of its sponsorship.

**Samsung and Athletics**

Samsung Electronics Co. Ltd. has been an Official Sponsor of athletics championship competitions hosted by the International Association of Athletics Federations (IAAF) since the signing of a three-year partnership agreement in 2009. Following a partnership with the IAAF, Samsung became the title sponsor of the IAAF Diamond League for three years starting in 2010. Samsung engaged in various activities as the Official Partner of the IAAF World Championships Berlin 2009, the IAAF World Indoor Championships Doha 2010 and the IAAF Continental & National Programme 2010 and 2011. The company launched its sponsorship campaign for the IAAF World Championships Daegu 2011 and contributed to the games’ success.

* **Appendix: Samsung’s Extensive Sports Marketing Experience**

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| **Olympic Games** | * **Local sponsor**   - Seoul 1988   * **Worldwide Olympic Partner**   - Nagano 1998  - Sydney 2000  - Salt Lake City 2002  - Athens 2004  - Torino 2006  - Beijing 2008  - Vancouver 2010  - London 2012  - Sochi 2014  - Rio de Janeiro 2016 |
| **Youth Olympic Games** | * **Worldwide Olympic Partner**   - Singapore 2010  - Innsbruck 2012  - Nanjing 2014  - Lillehammer 2016 |
| **Paralympic Games** | * **Official Partner**   - Torino 2006  - Beijing 2008  - Vancouver 2010  - London 2012 |
| **Asian Games** | * **Local Sponsor**   - Seoul 1986  - Hiroshima 1994   * **Official Partner**   - Bangkok 1998   * **Multi-Category Prestige Partner**   - Pusan 2002  - Doha 2006  - Guangzhou 2010  - Incheon 2014 |
| **Golf** | * **Proud Partner**   - AAC 2010~2012 (Asian Amateur Championship)  - AAC 2013 ~ 2015 (Asia-Pacific Amateur Championship) |
| **Athletics** | * **IAAF (International Association of Athletics Federation)** **Official Partner**   - IAAF World Championships Berlin 2009  - IAAF World Indoor Championships Doha 2010  - IAAF World Championships Daegu 2011  - IAAF Continental & National Programme 2010/2011   * **IAAF Diamond League Title Sponsor**   - 2010~2012 Samsung Diamond League |
| **Field Hockey** | * **Federation of International Hockey (FIH)**   - Global Partner 2003~2010 |