

BY KUN-HEE LEE, CEO AND CHAIRMAN OF SAMSUNG ELECTRONICS

Samsung is proud to step into the 20th year of partnership with the International Equestrian Federation. Dating back to the year 1988 this partnership has evolved into a very fruitful and splendid sports sponsoring platform. Starting with a title sponsorship of two amateur FEI international competitions in Jumping and Dressage, the second phase began in 1997 when Samsung became the title sponsor of the prestigious Nations Cup Series, which was finally promoted in the third phase to the distinguished Samsung Super League with FEI.



Whereas Samsung's equestrian property developed and therewith Samsung's benefits, it fills us with pride that due to the encouraging and successful partnership with FEI the sport itself received an increase in coverage in the media and now attracts more spectators and participants than ever before. A trend we hope will be repeated for the 2008 season to provide even greater attention and prosperity for the Samsung Super League with FEI series.

Samsung's managerial philosophy emphasizes the need for corporations to contribute to society by providing top quality goods and services. In this same spirit, Samsung remains committed to supporting sporting events of all kinds, including the Olympic Games and Asian Games, because such sporting events are valuable sources of exchange that deepen understanding among people and nations.

The Samsung Super League exemplifies the core values of Samsung - tradition, global reach, and the ongoing quest to be the best. Samsung is proud to partner with the FEI the Super League in 2008 and is confident this will develop the preeminent equestrian competition. Let me wish all of our dedicated equestrian participants the best of luck during the 2008 season. May this experience further strengthen our friendship and the quality of competition within the global equestrian community.

A handwritten signature in black ink, appearing to read 'Kun-Hee Lee'. The signature is fluid and cursive, written in a professional style.

Kun-Hee Lee,
CEO and Chairman of Samsung Electronics