

**KANG DECLARATION
EXHIBIT 18
PART 1 OF 5**

**Bressler Decl. In Support of
Apple's Opp. to Samsung's
Mot. For Summary
Judgment**

Ex. 31 (Part 1 of 5)

Filed Under Seal

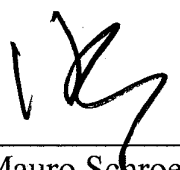
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Certificate of Translation

10 May 2012

I hereby certify that this Korean to English translation of pages SAMNDCA10809734 to SAMNDCA10809875 of the document with the beginning Bates number SAMNDCA10809734 is an accurate and complete rendering of the contents of the source document to the best of my knowledge, except for the word "TRANSLATION" at the upper right corner of each translated page. I further certify that I am competent in both languages and have twenty years of professional experience in Korean to English translation.

By: 
Peter Mauro Schroepfer

AGENDA

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

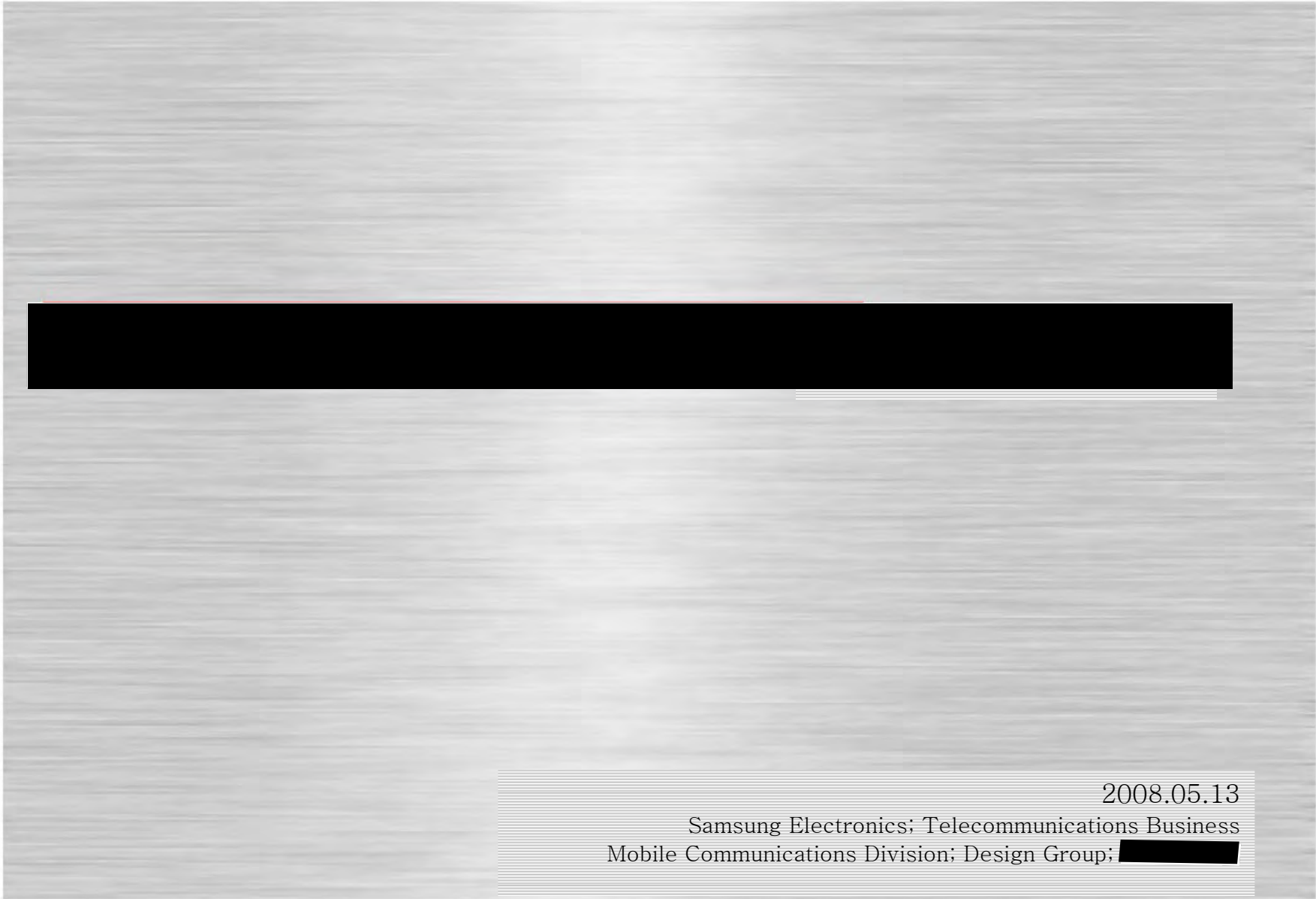
a question ???



a question ???

Jeep

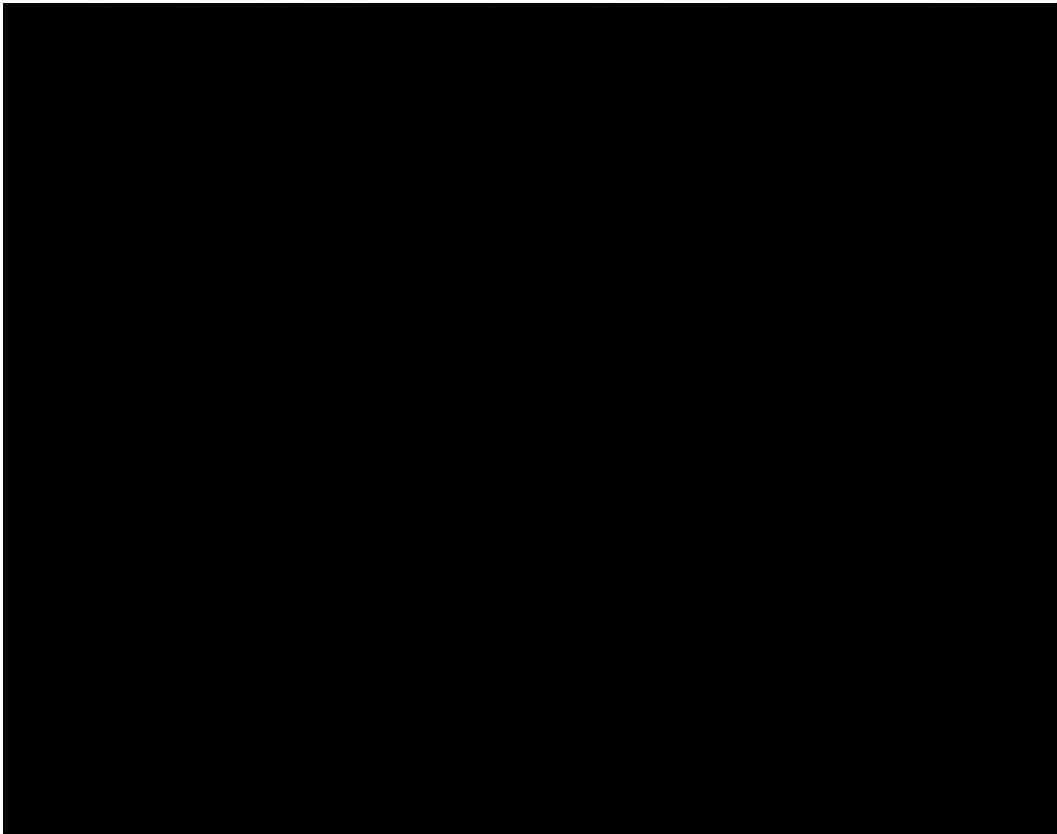




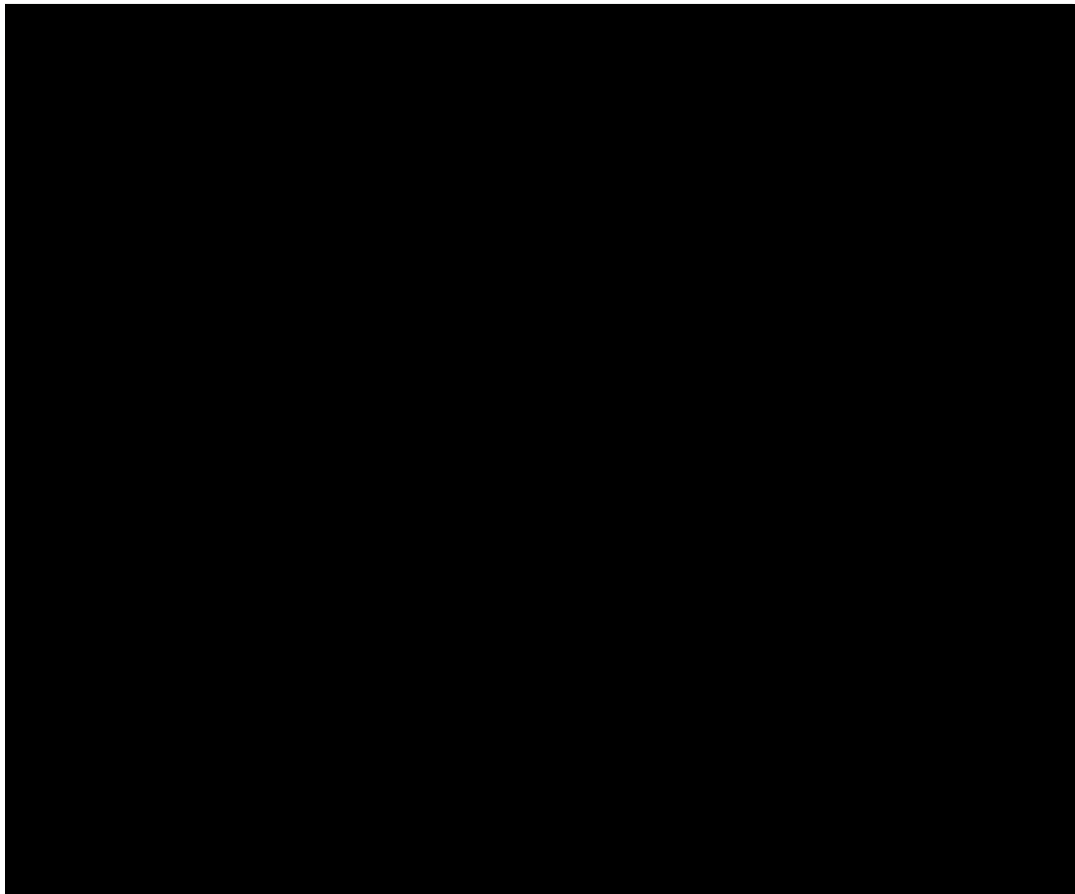
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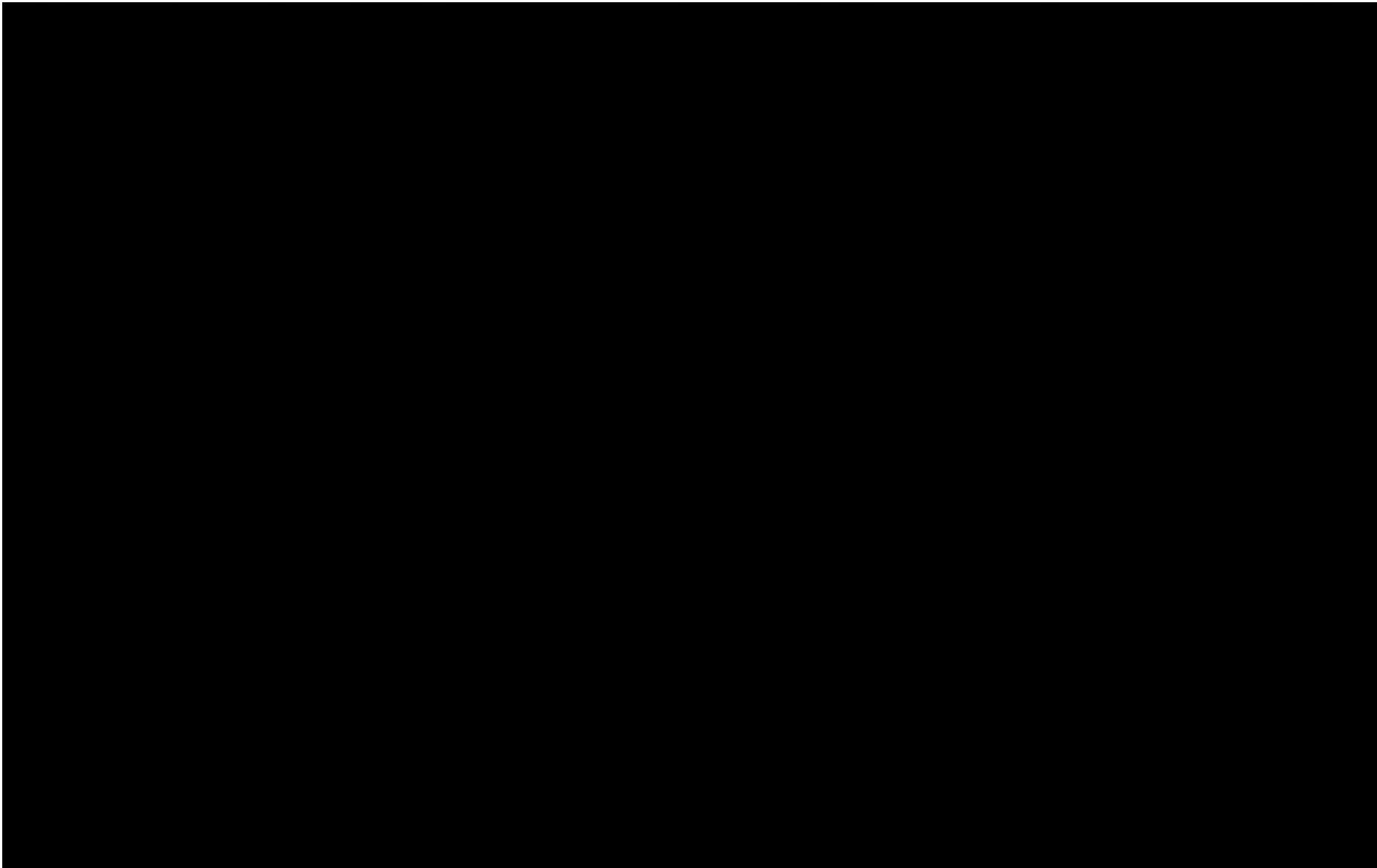
Samsung Electronics; Telecommunications Business
Mobile Communications Division; Design Group; [REDACTED]

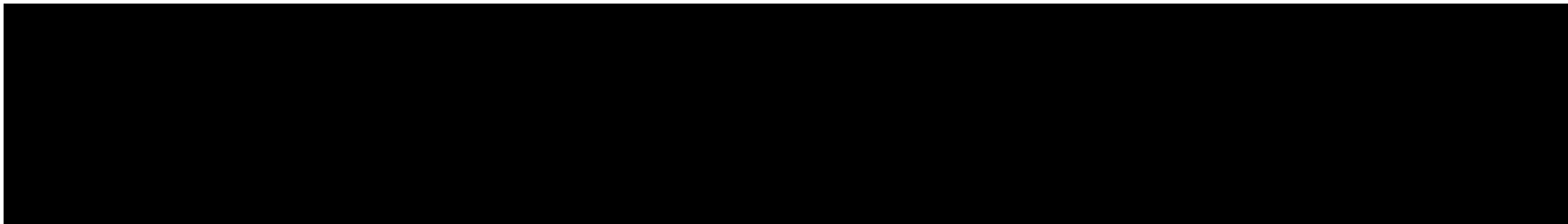
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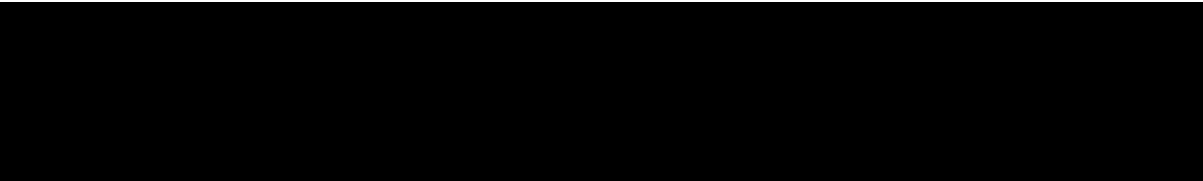






"20th century management and 21st century management are different. In the 20th century, we became number 1 if we just made good products, but there is hardly any disparity in quality now. **In the 21st century, on top of that, we need to make something creative that is a complex blend of design, marketing and R&D in order to survive.**"

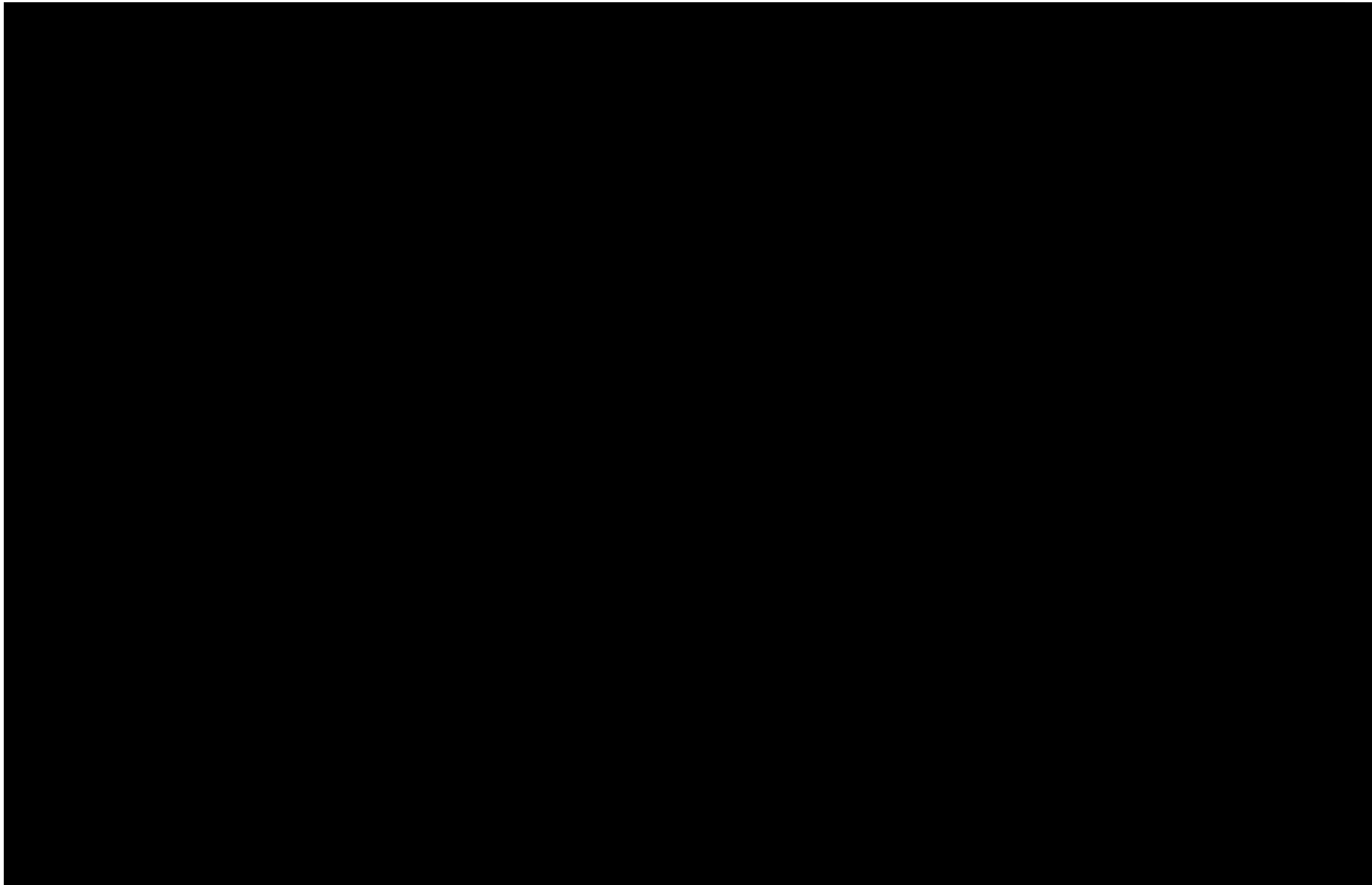
Steve Jobs was caught in a left-brained mindset that 'excellence in technology can resolve everything.' Macintosh failed because it fell victim to overconfidence in technology.

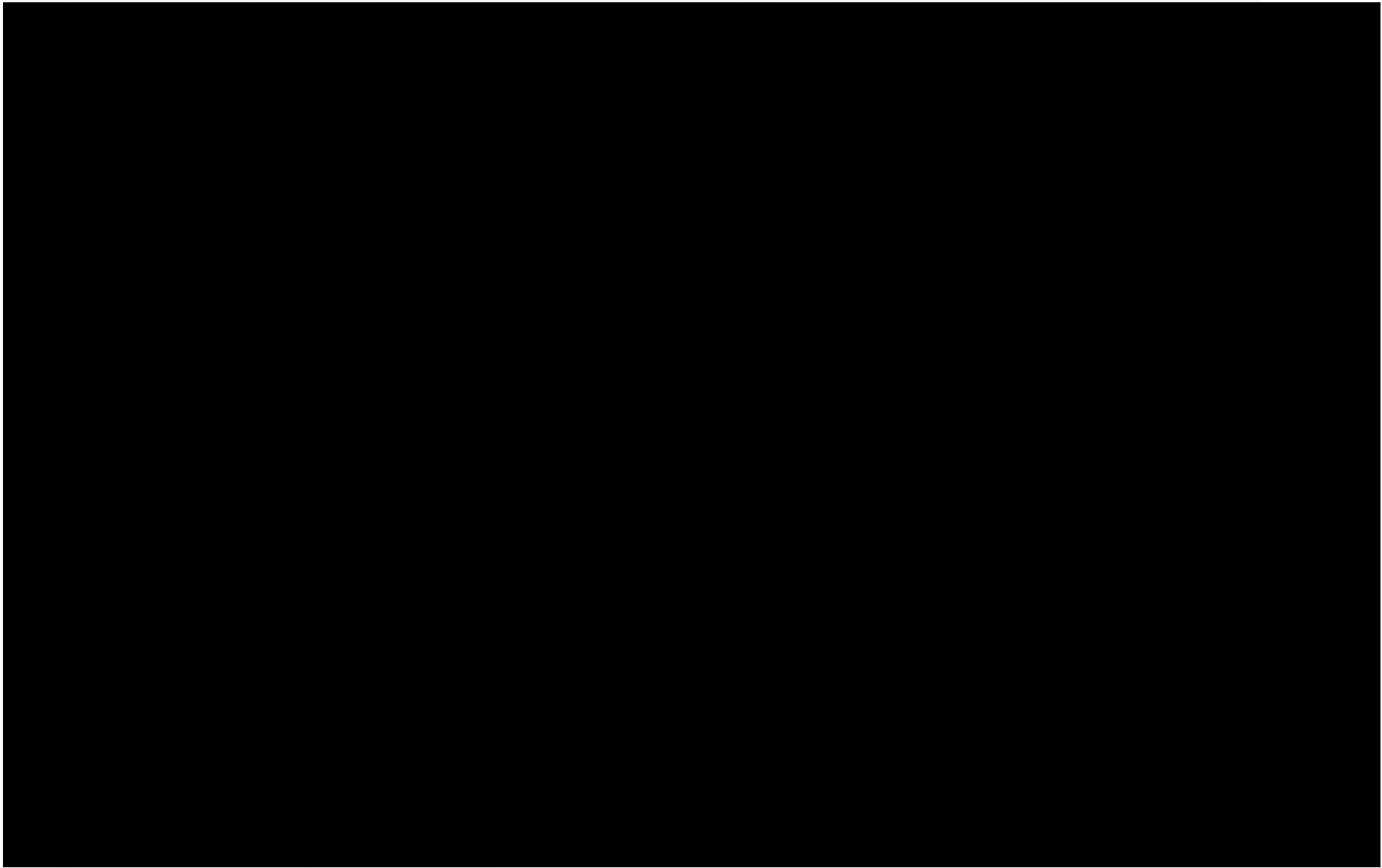


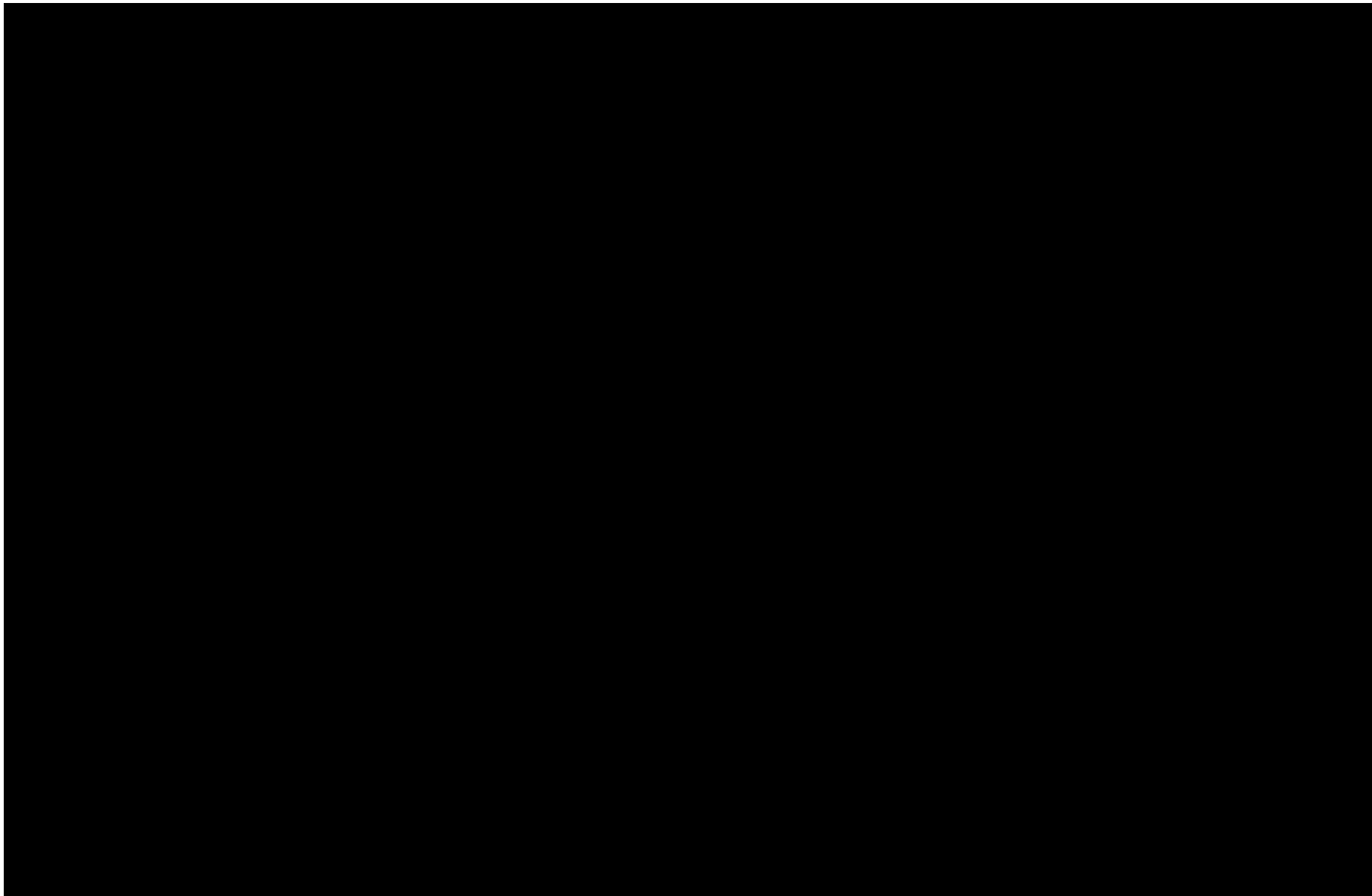
There is no such thing as everlasting number 1 in management. Out of the companies chosen to be in the top 500 US Companies in 1955, only 160 remained in business 40 years later. The lesson was learned through painful failure that **a full-brain mindset** using both sides of the brain is required for creative management.

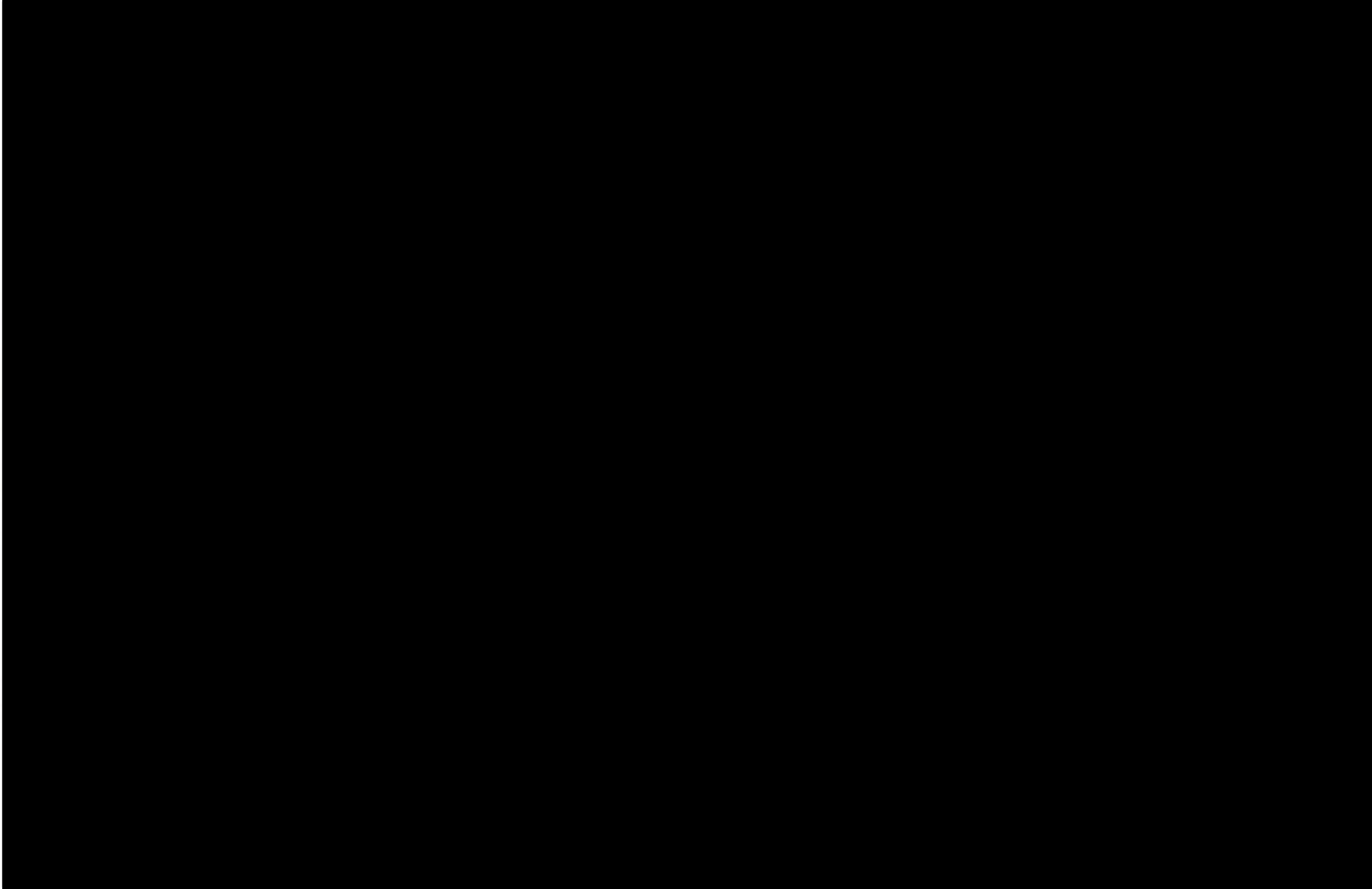
In 21st century business competition where competition is progressively accelerating, win or lose depends on who **leads technology, products and the market with creative initiative.**

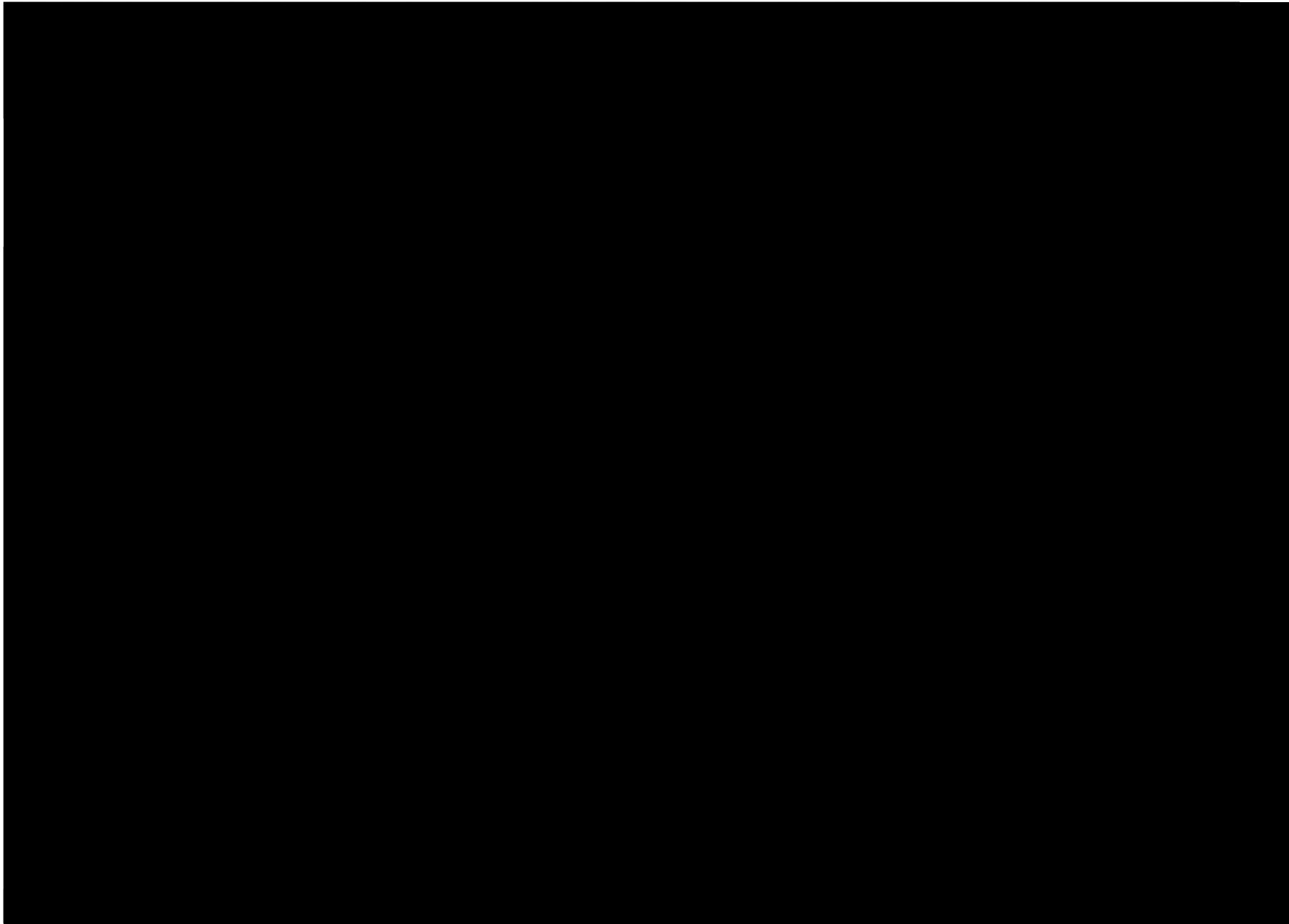
- From Steve Jobs' 'Creative Charisma'

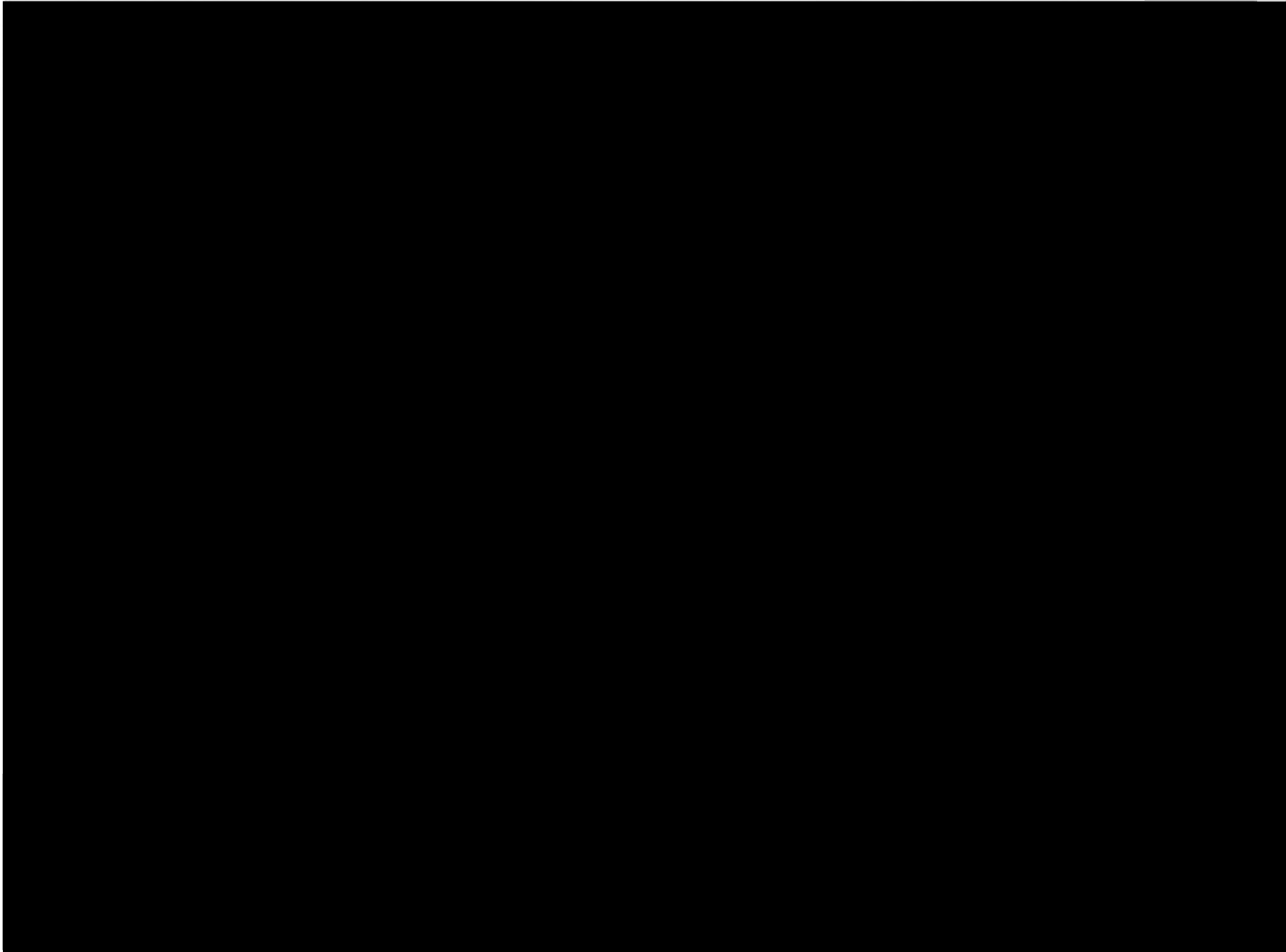


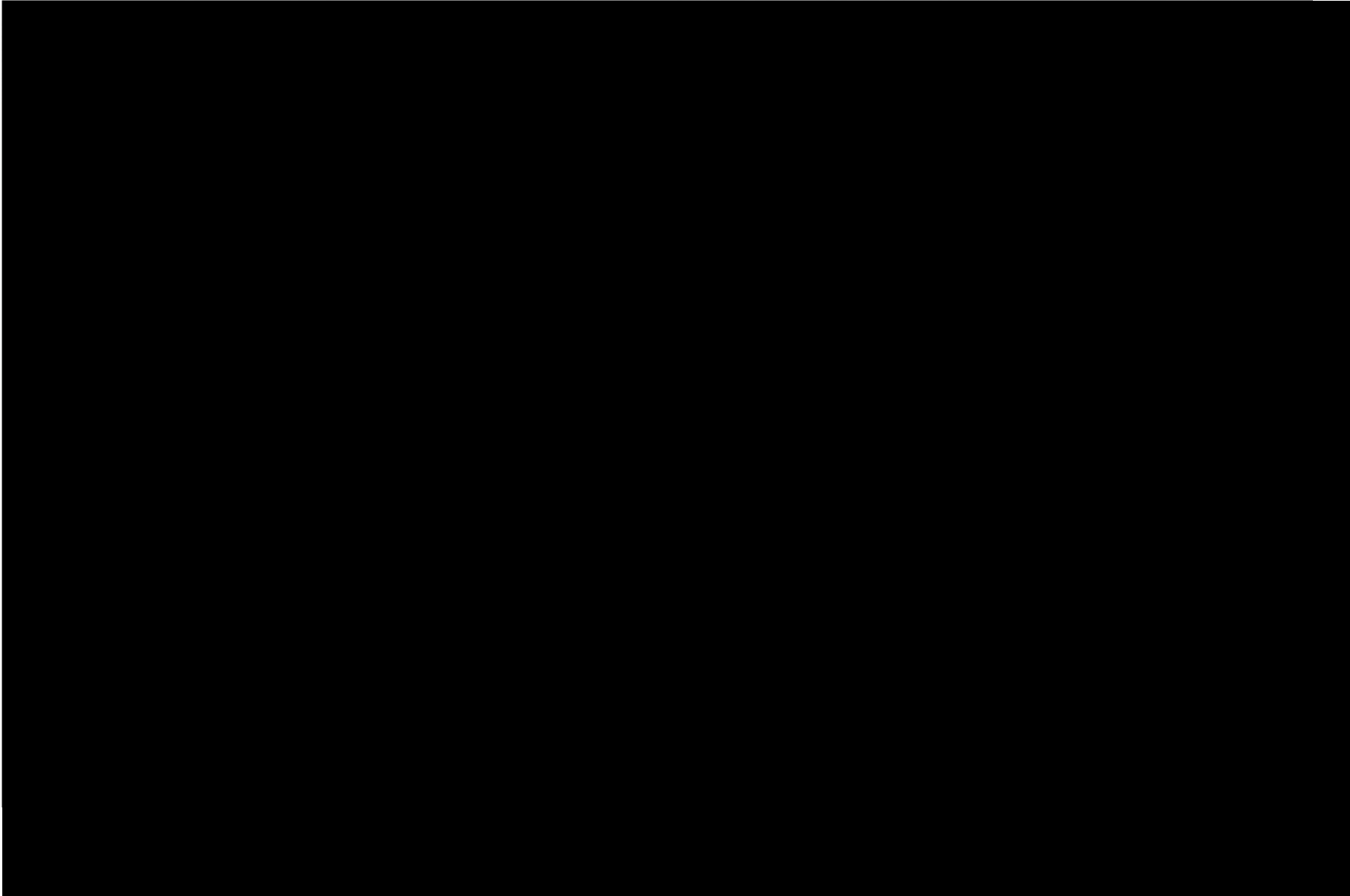


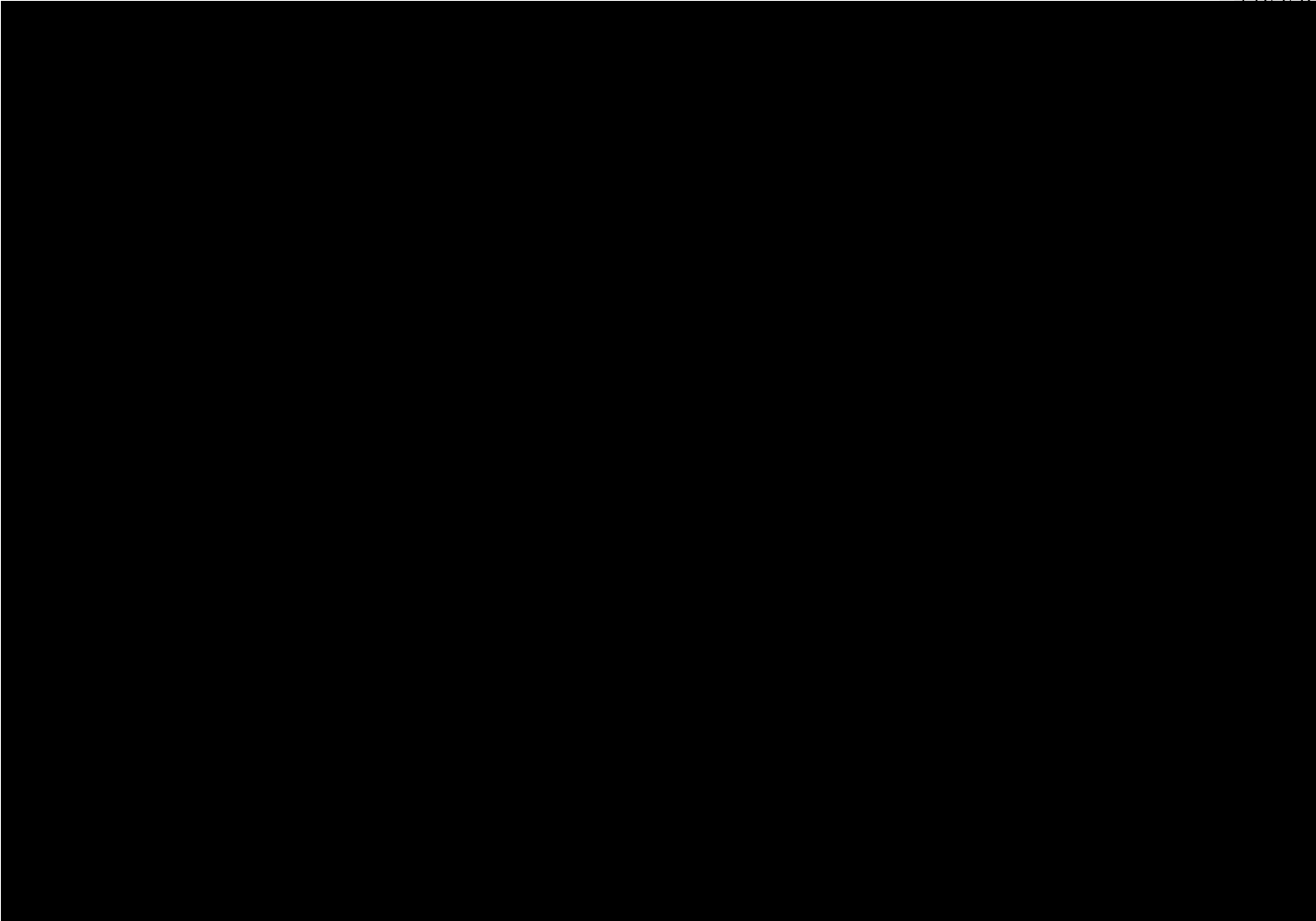


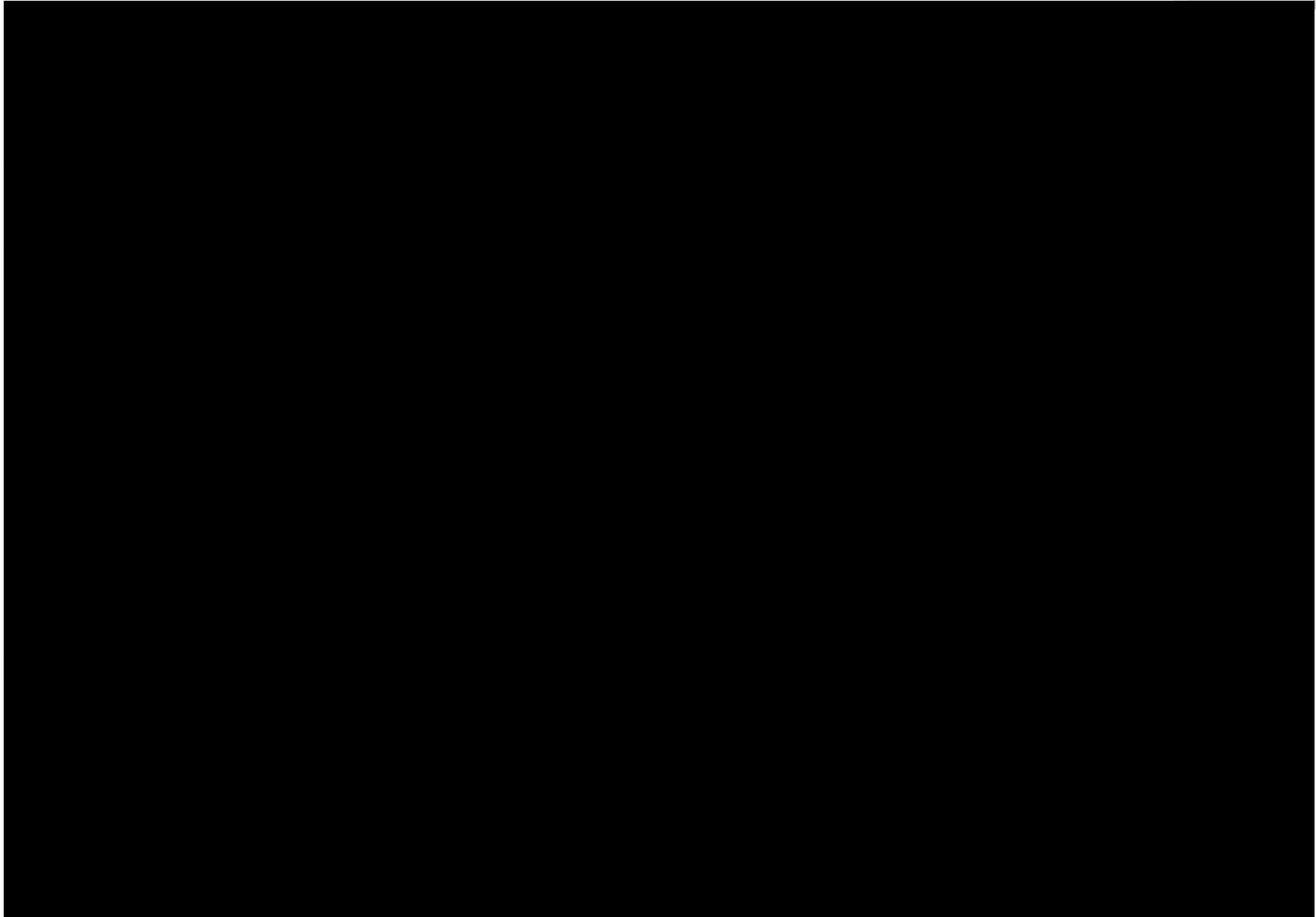


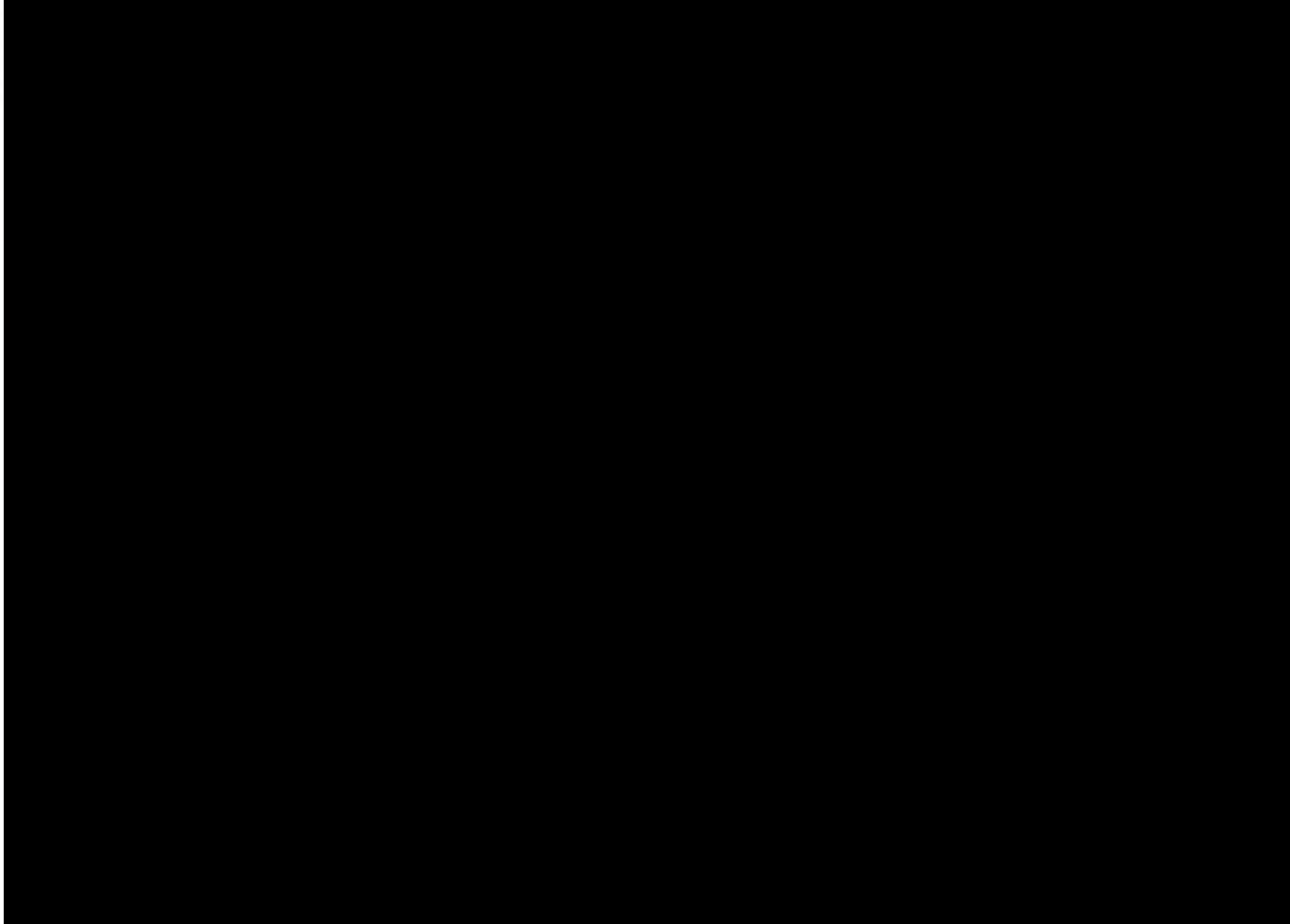


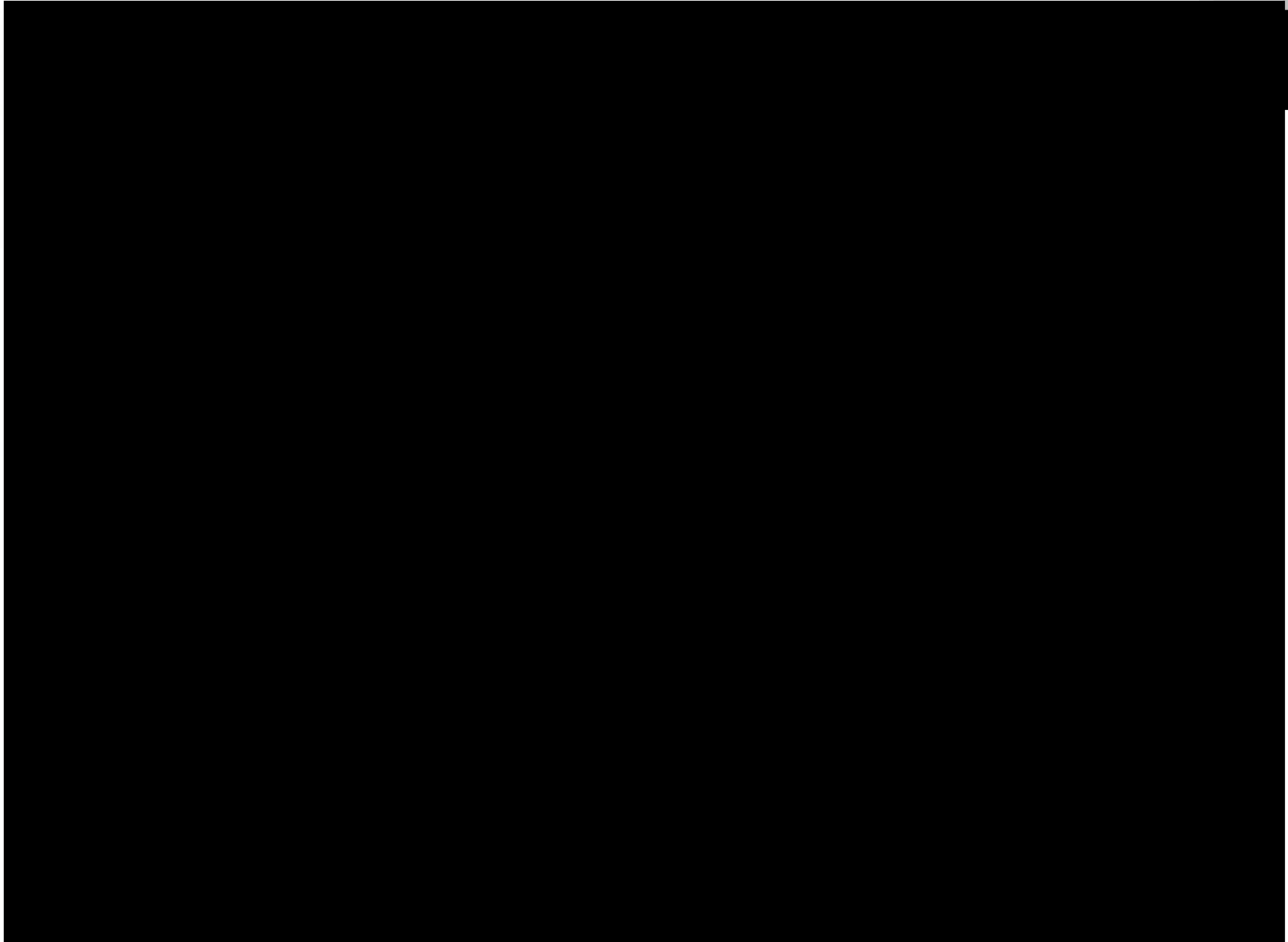


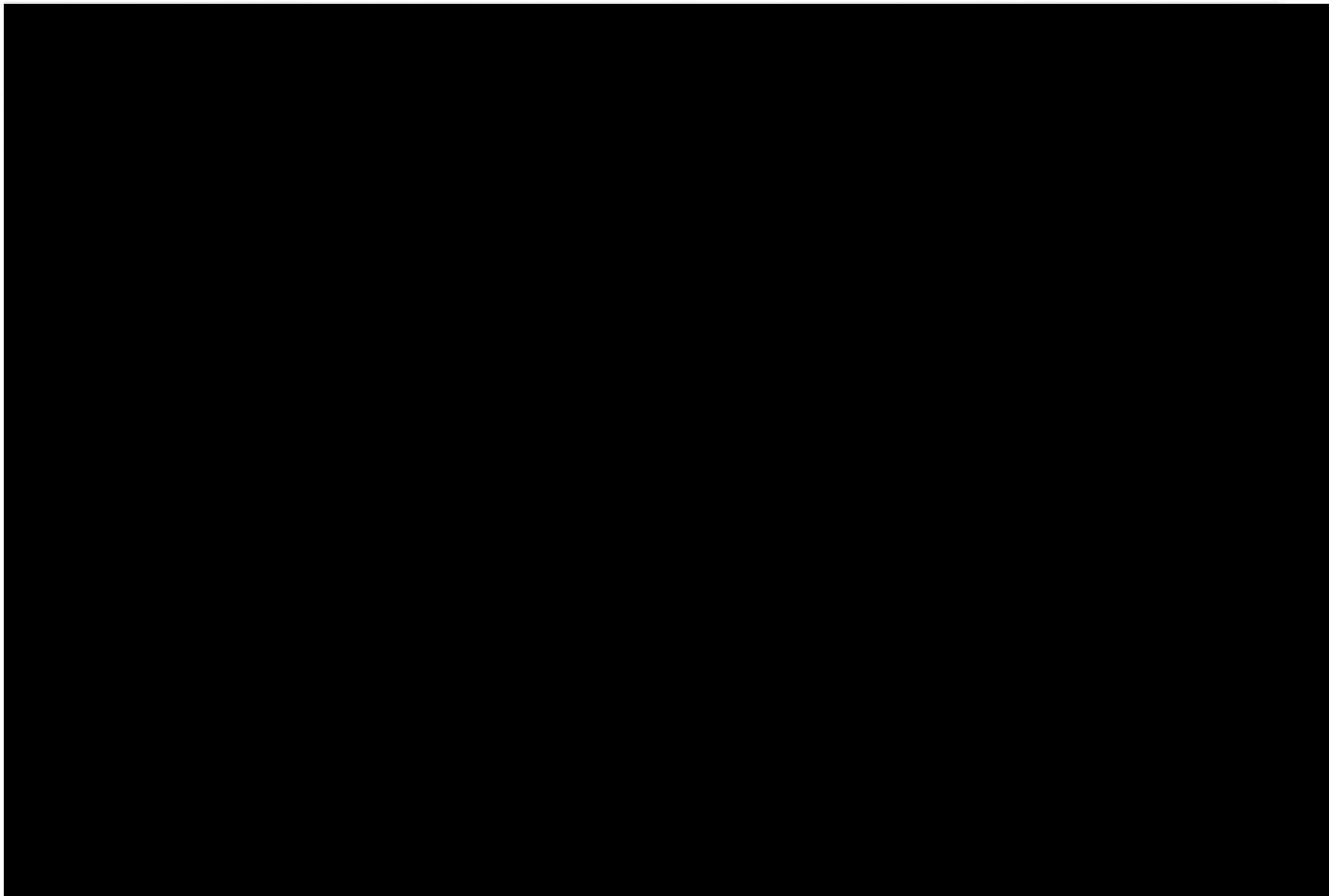


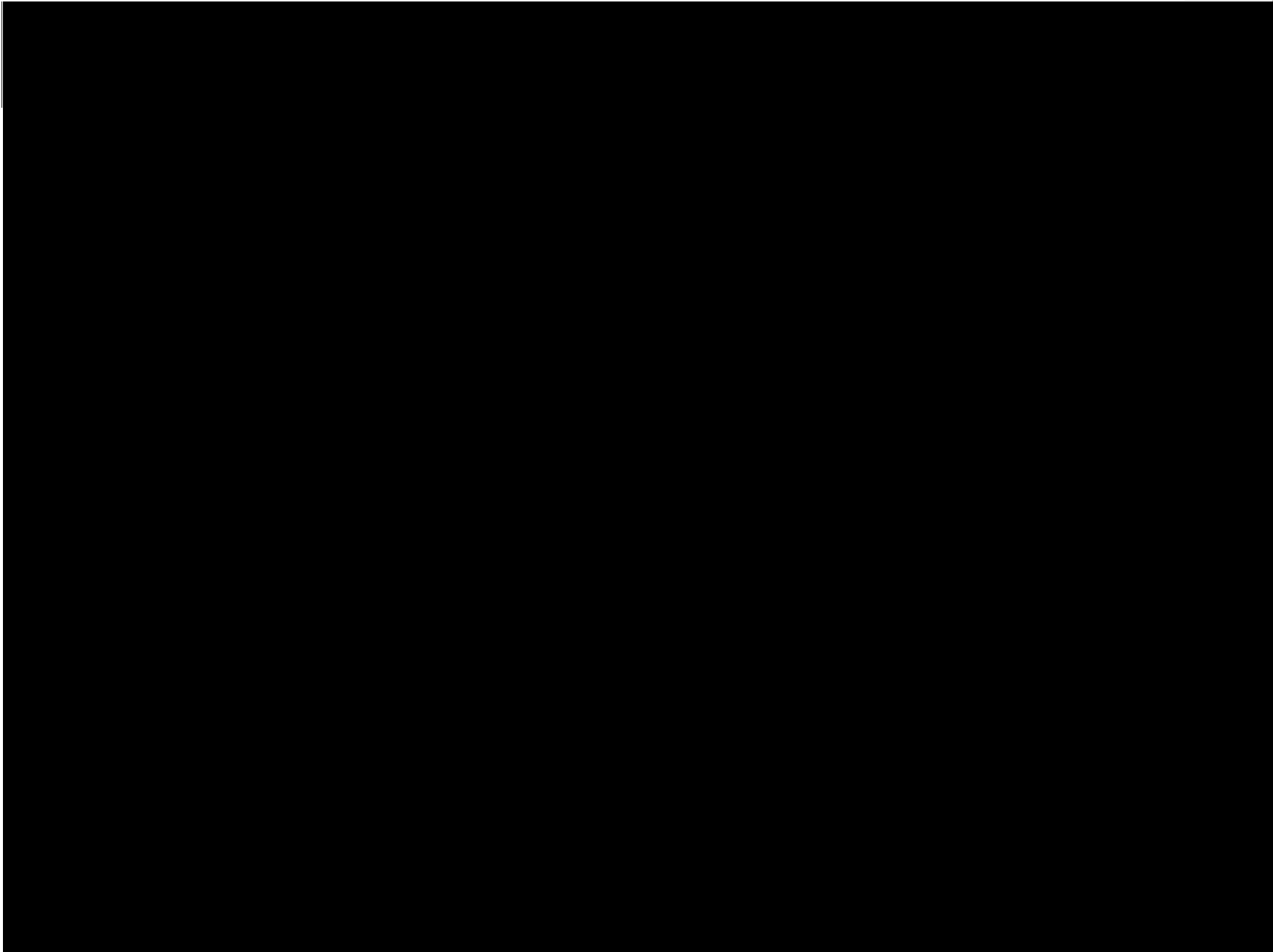


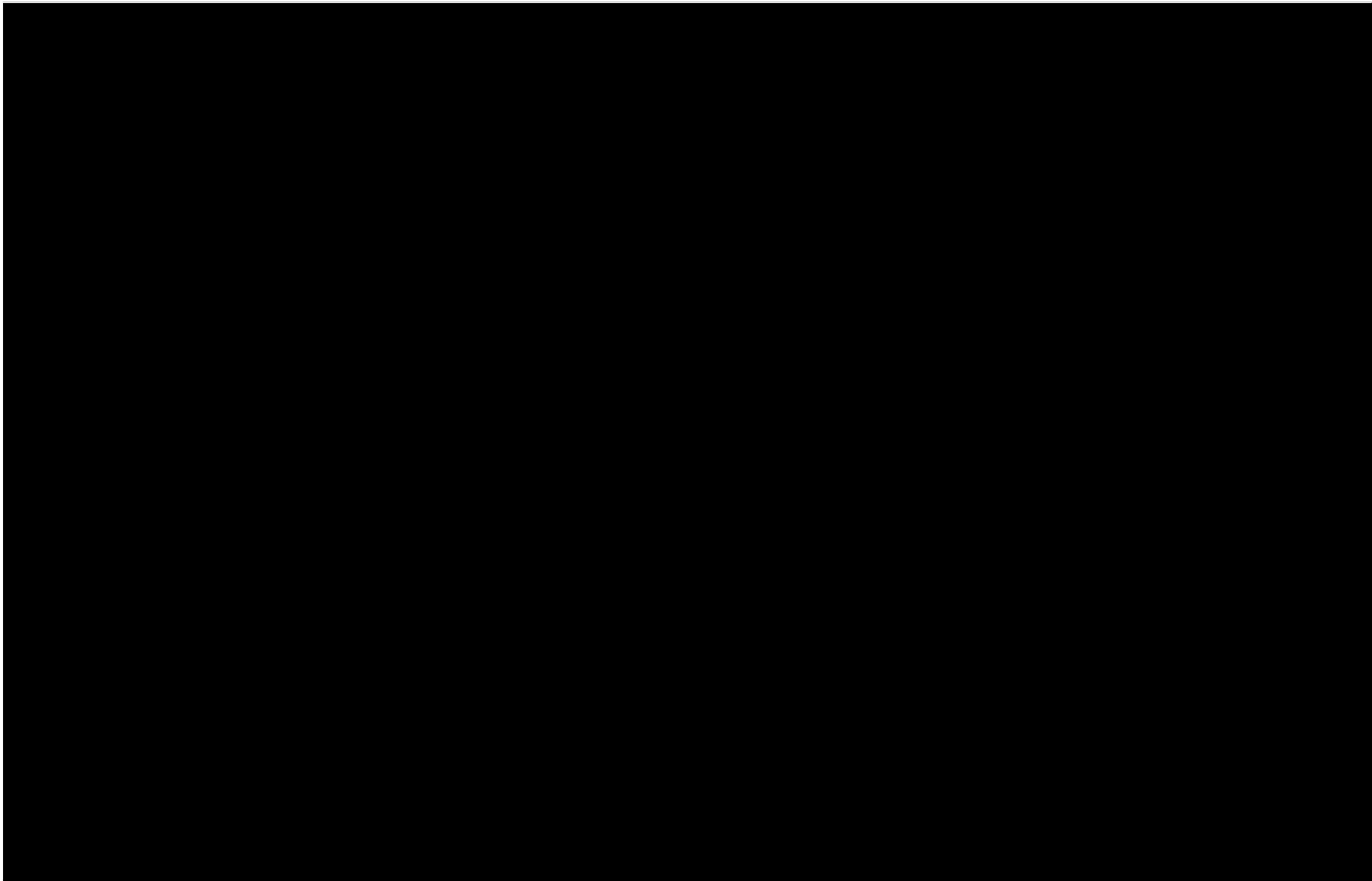


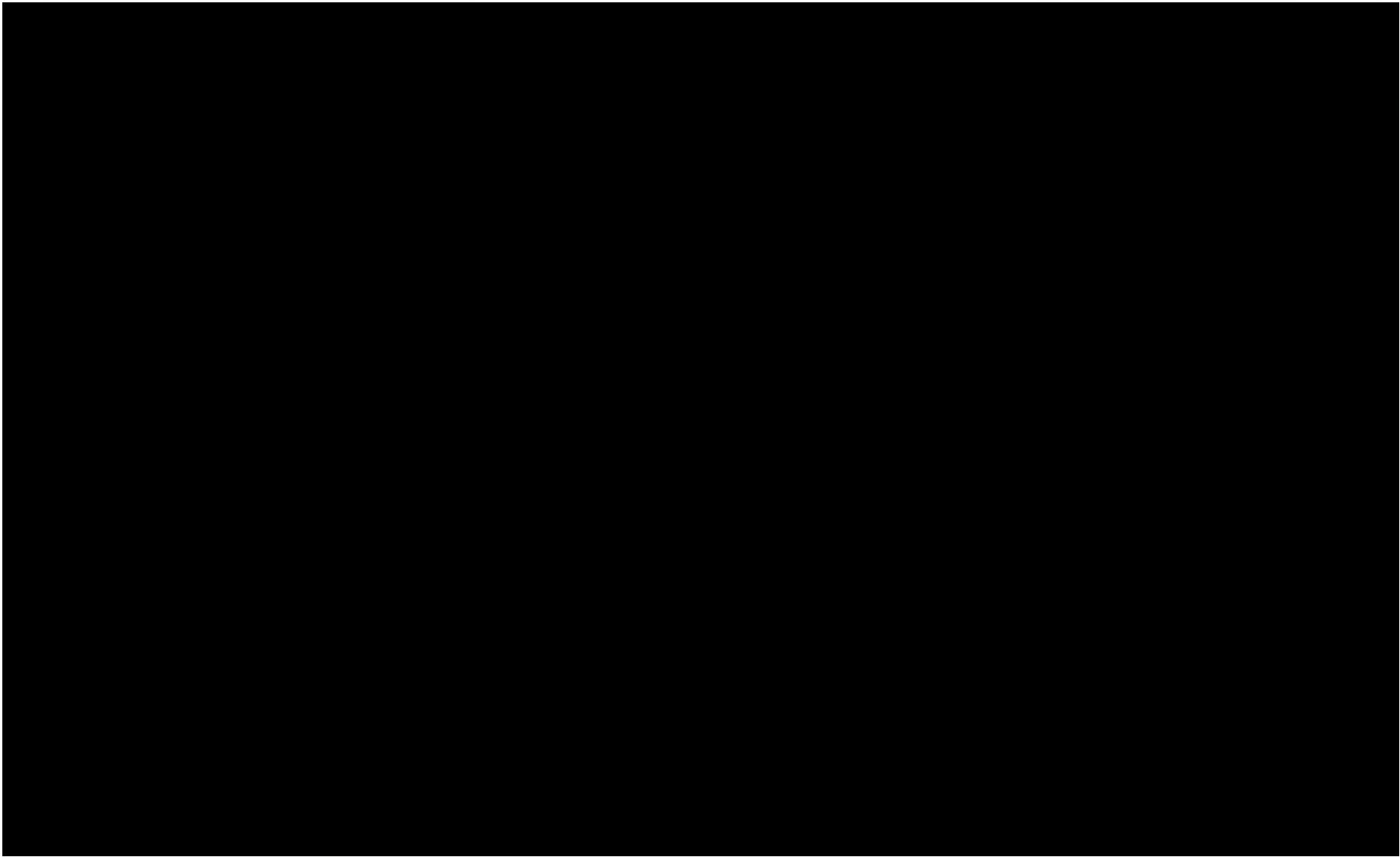


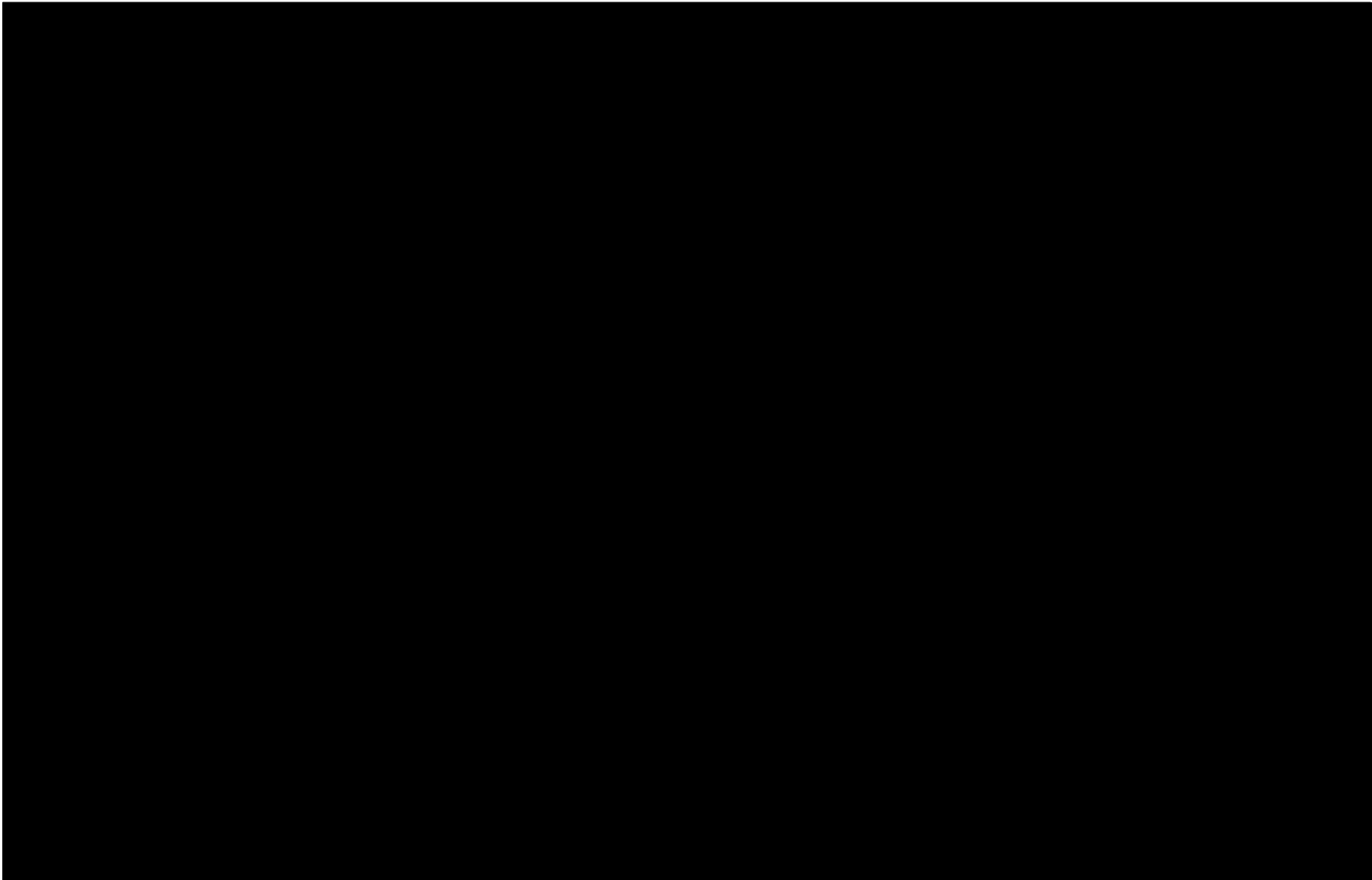


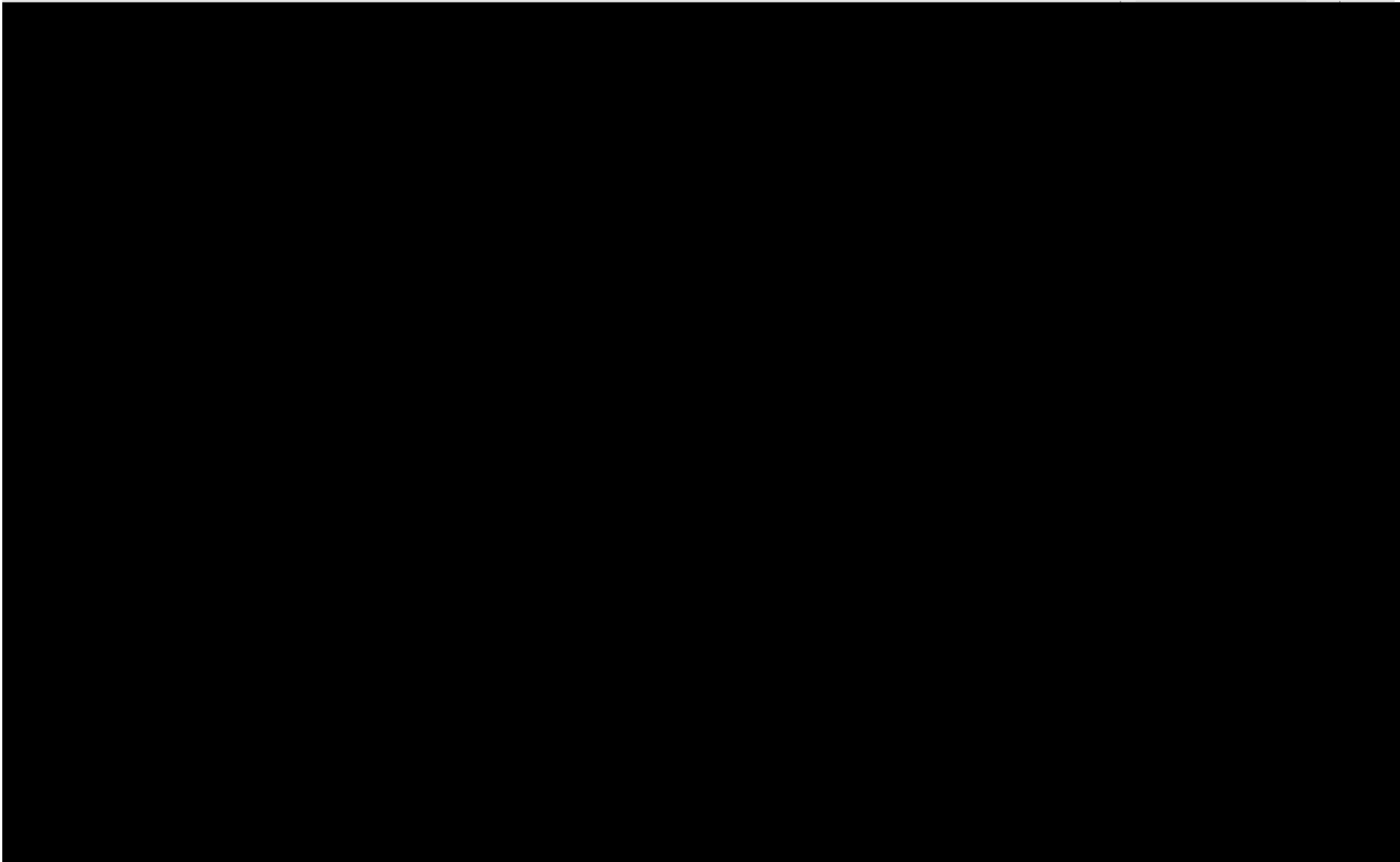


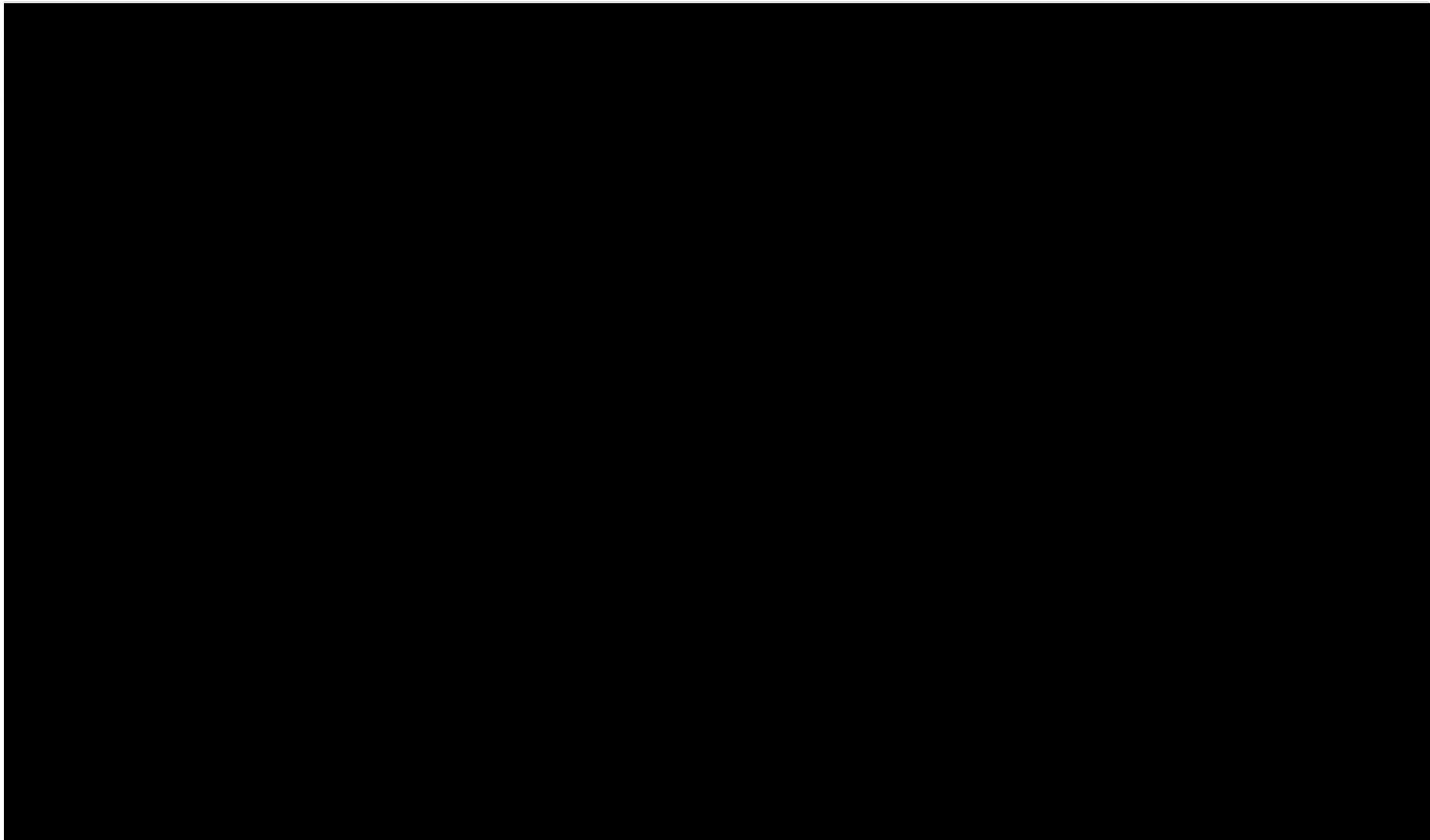


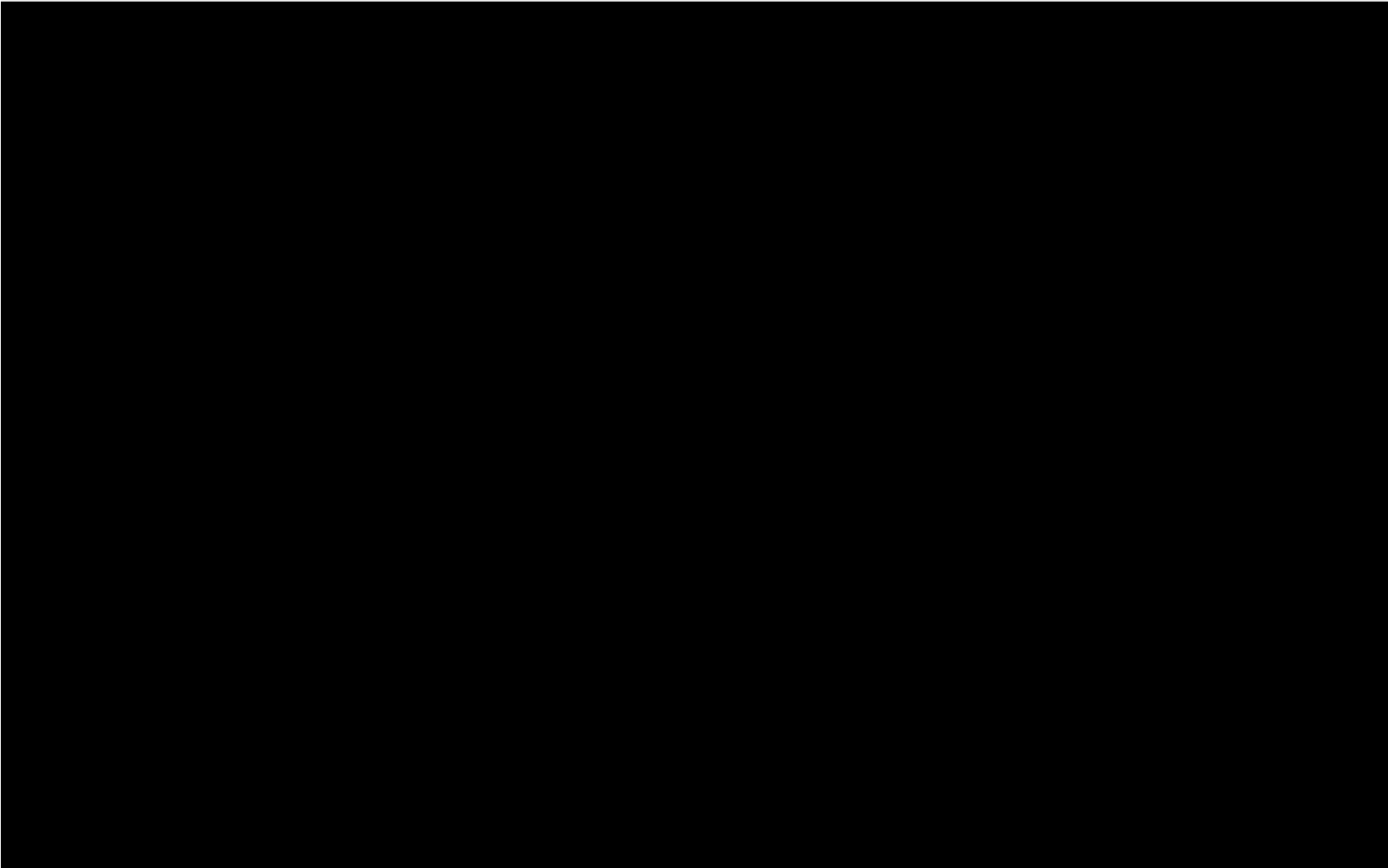


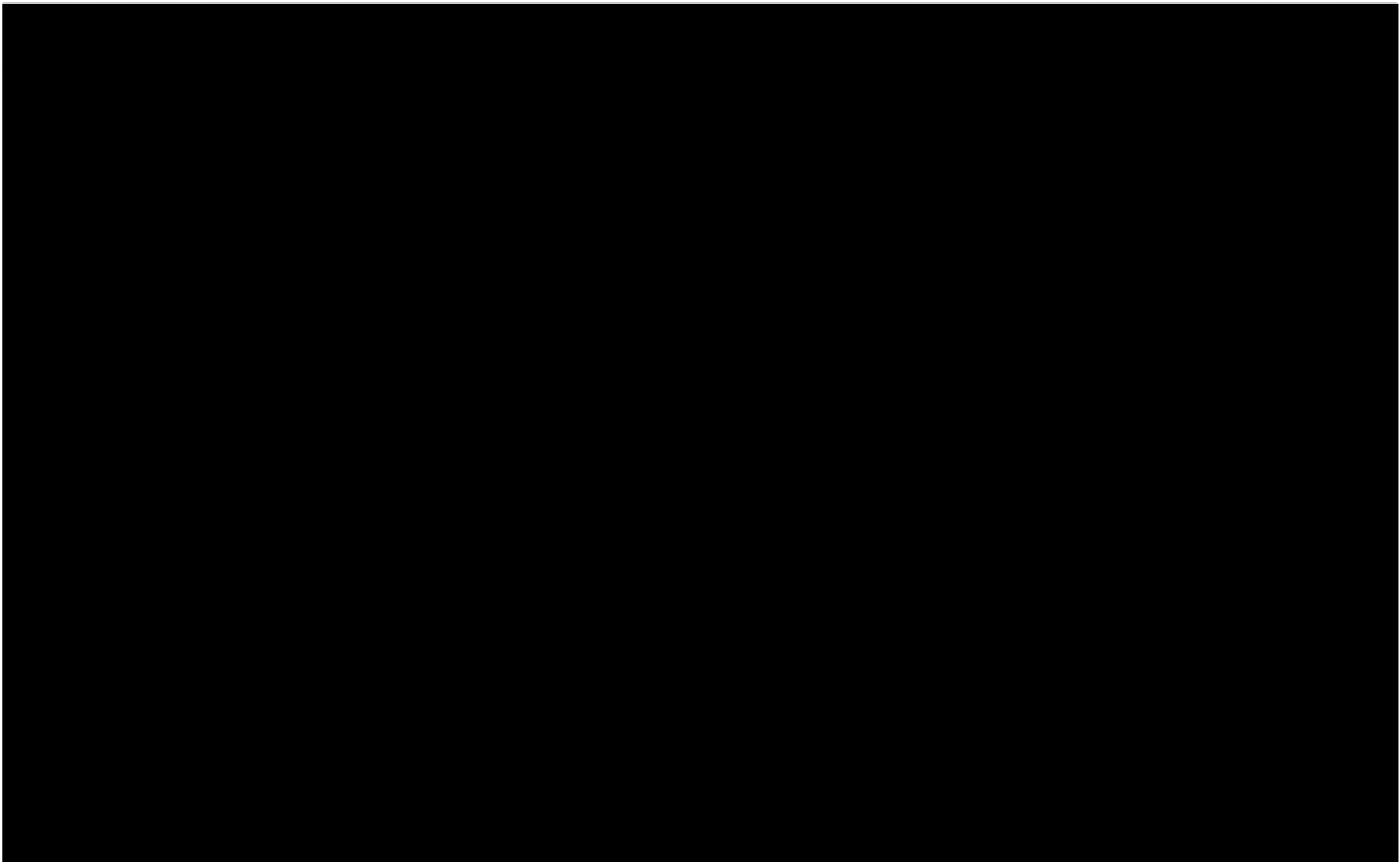


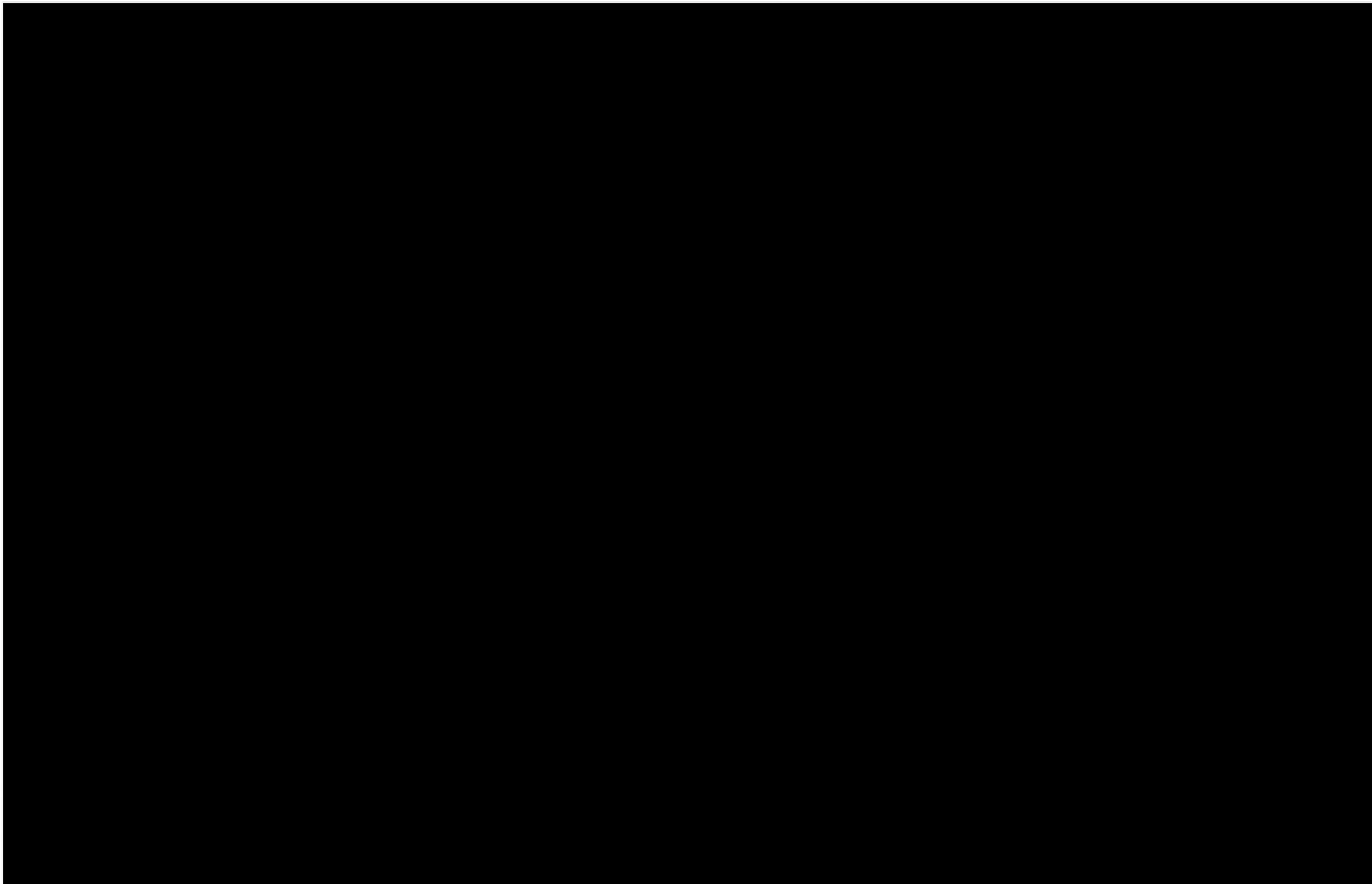


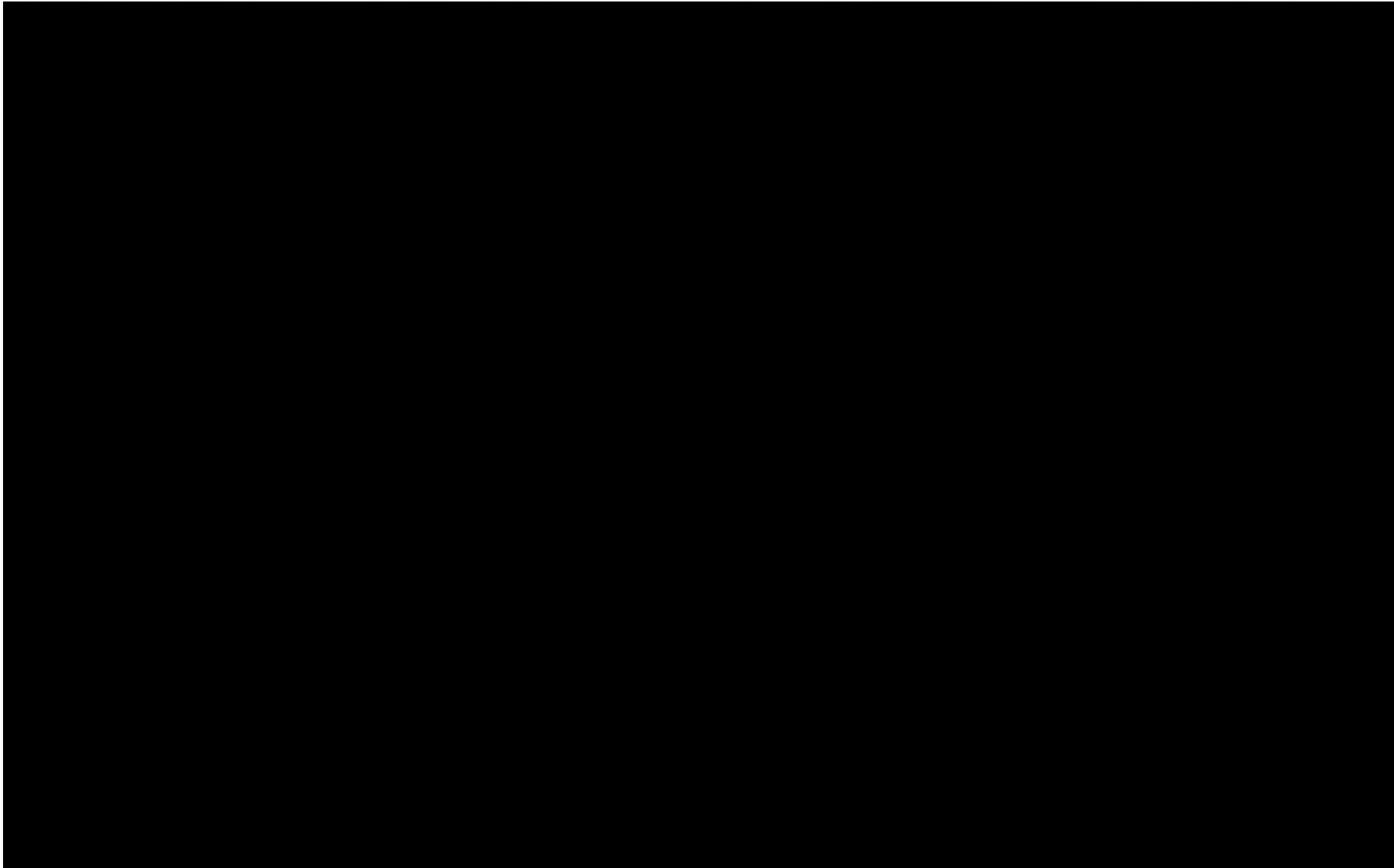


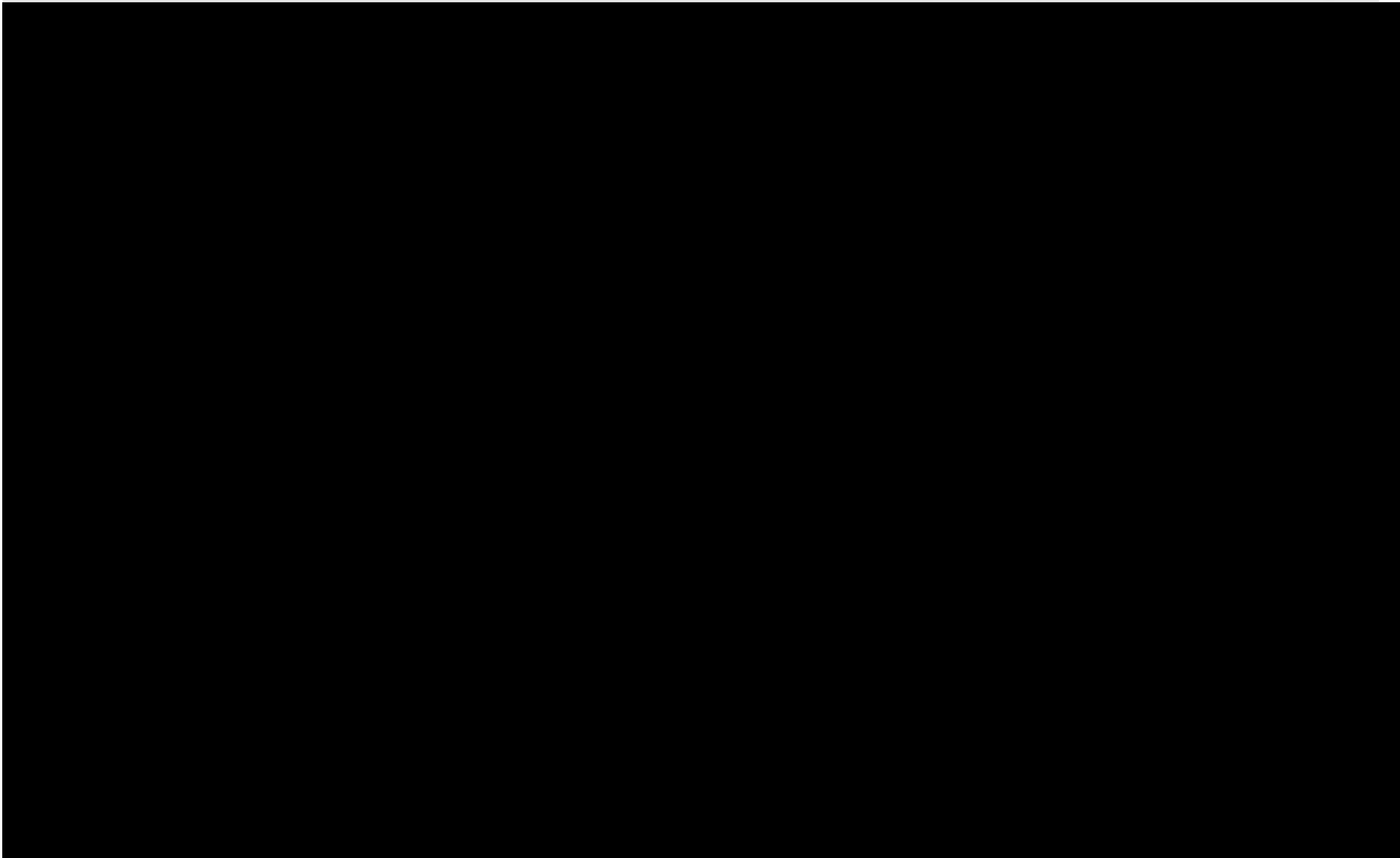


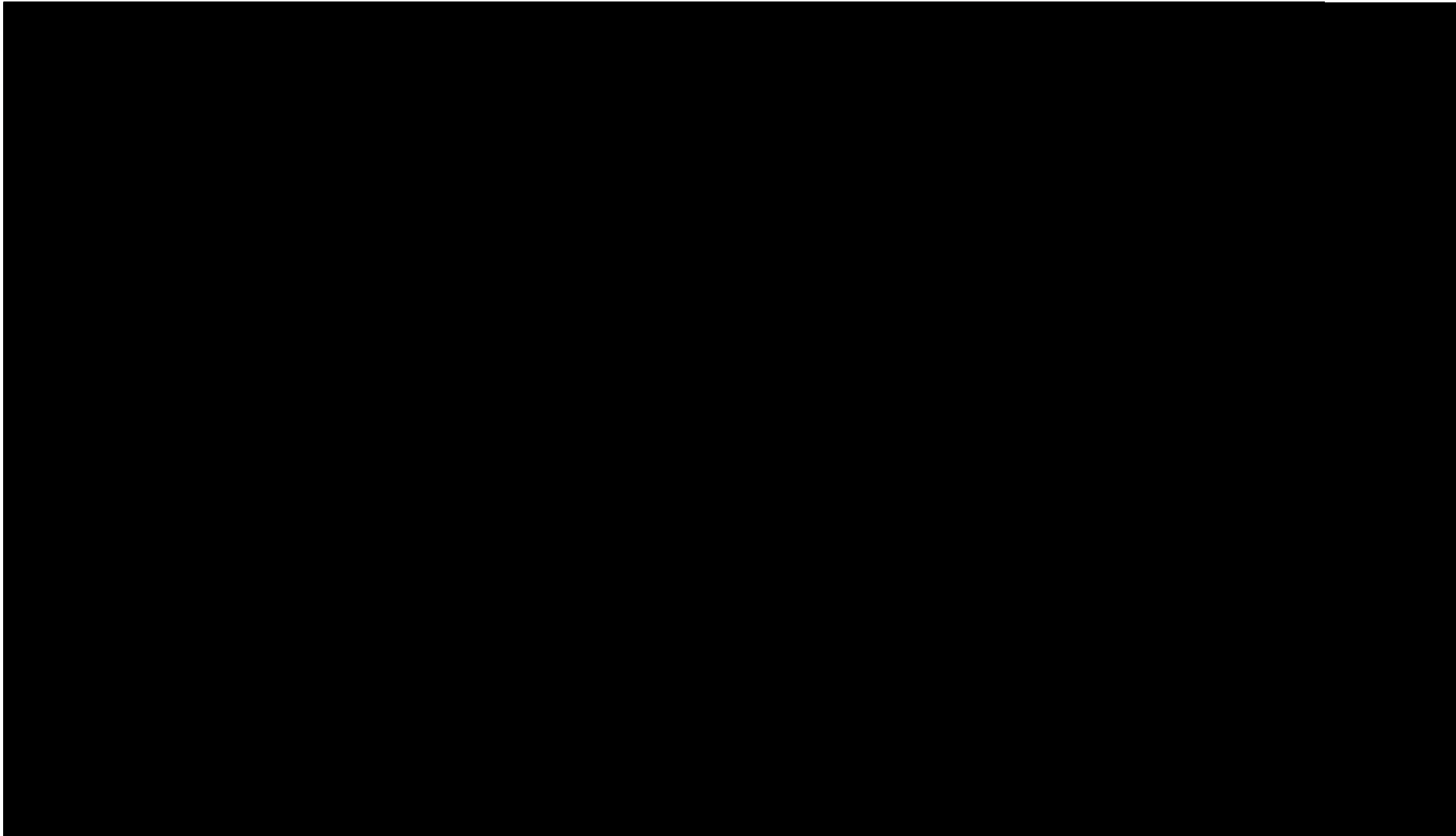


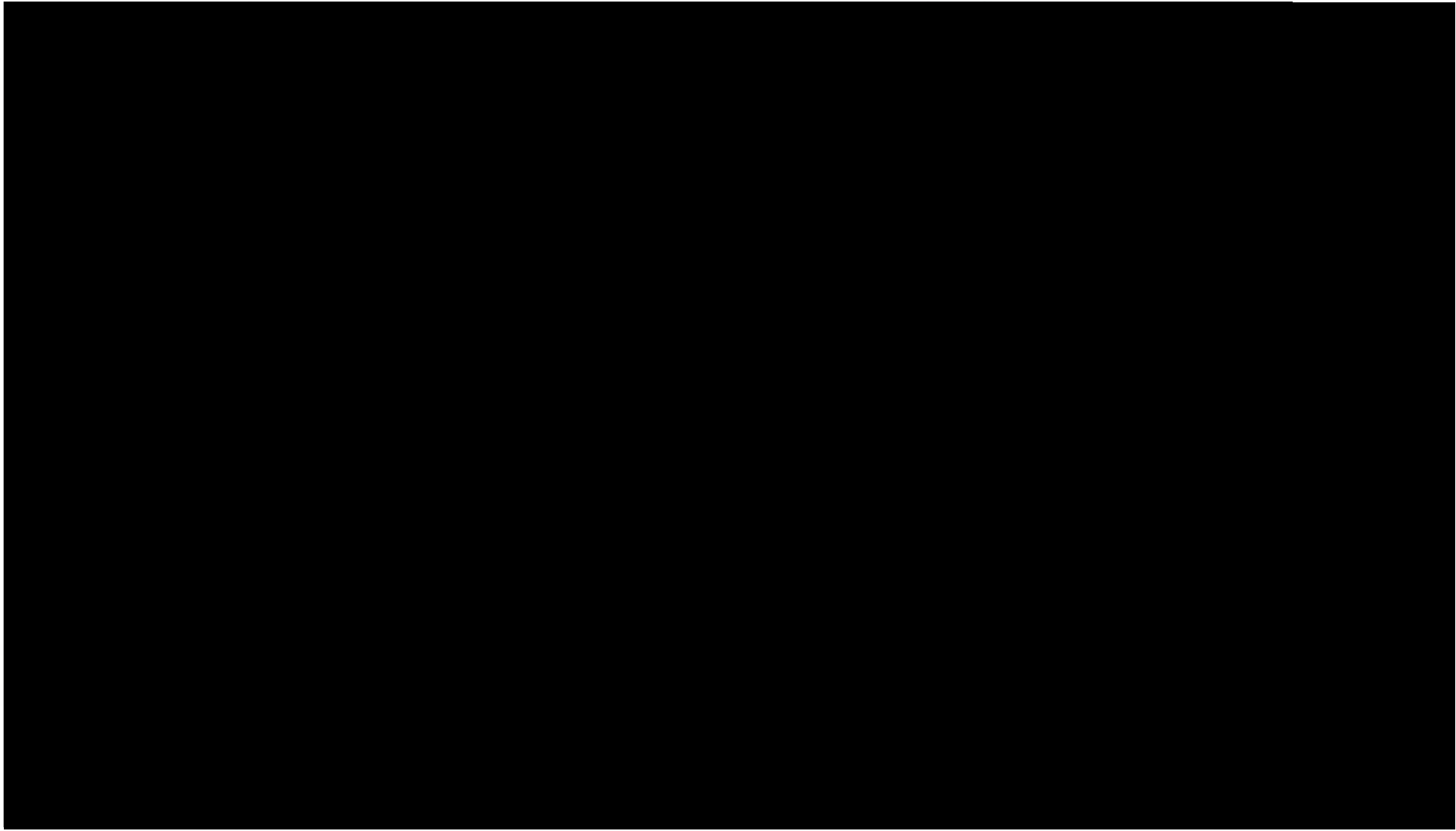


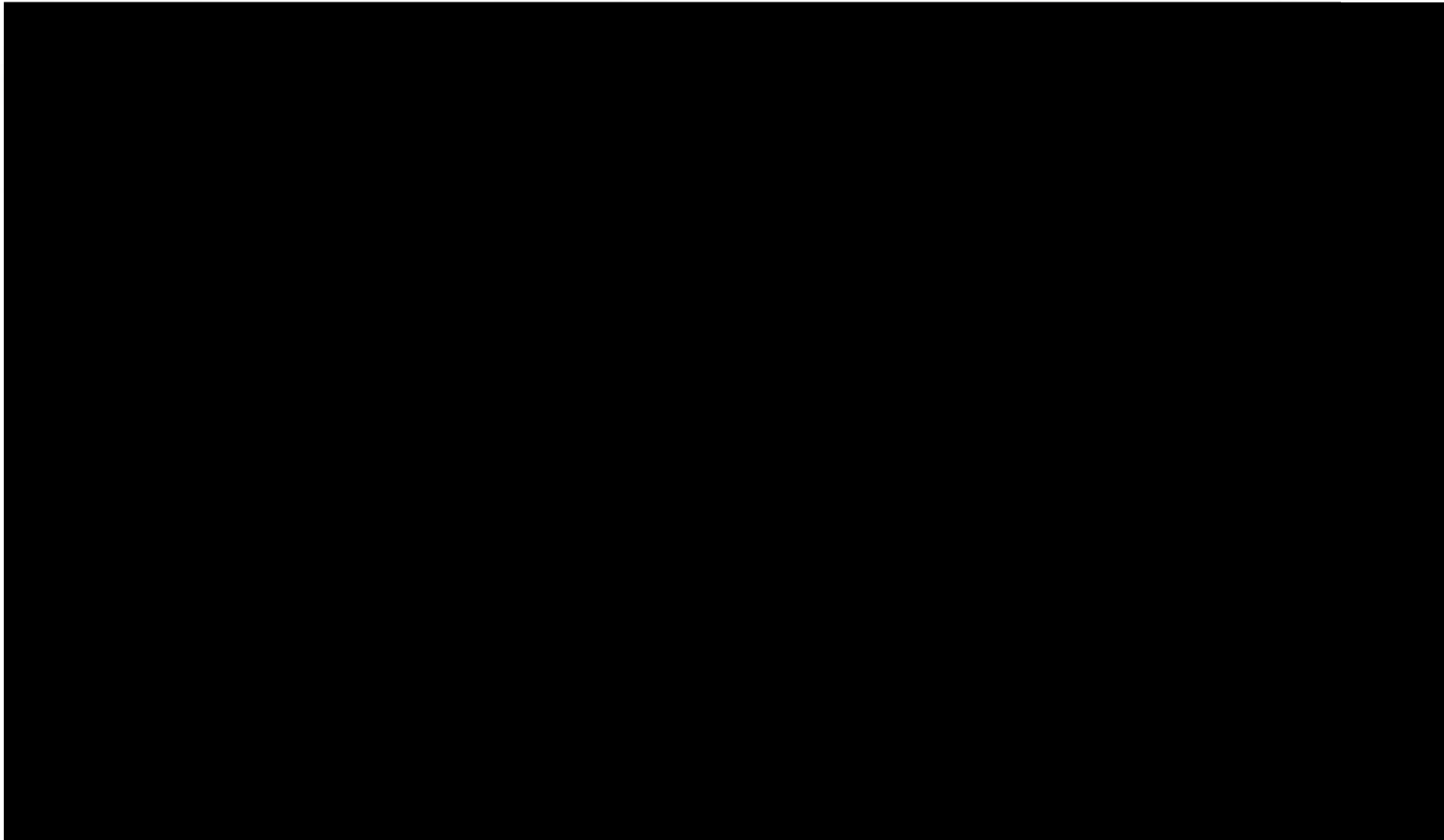


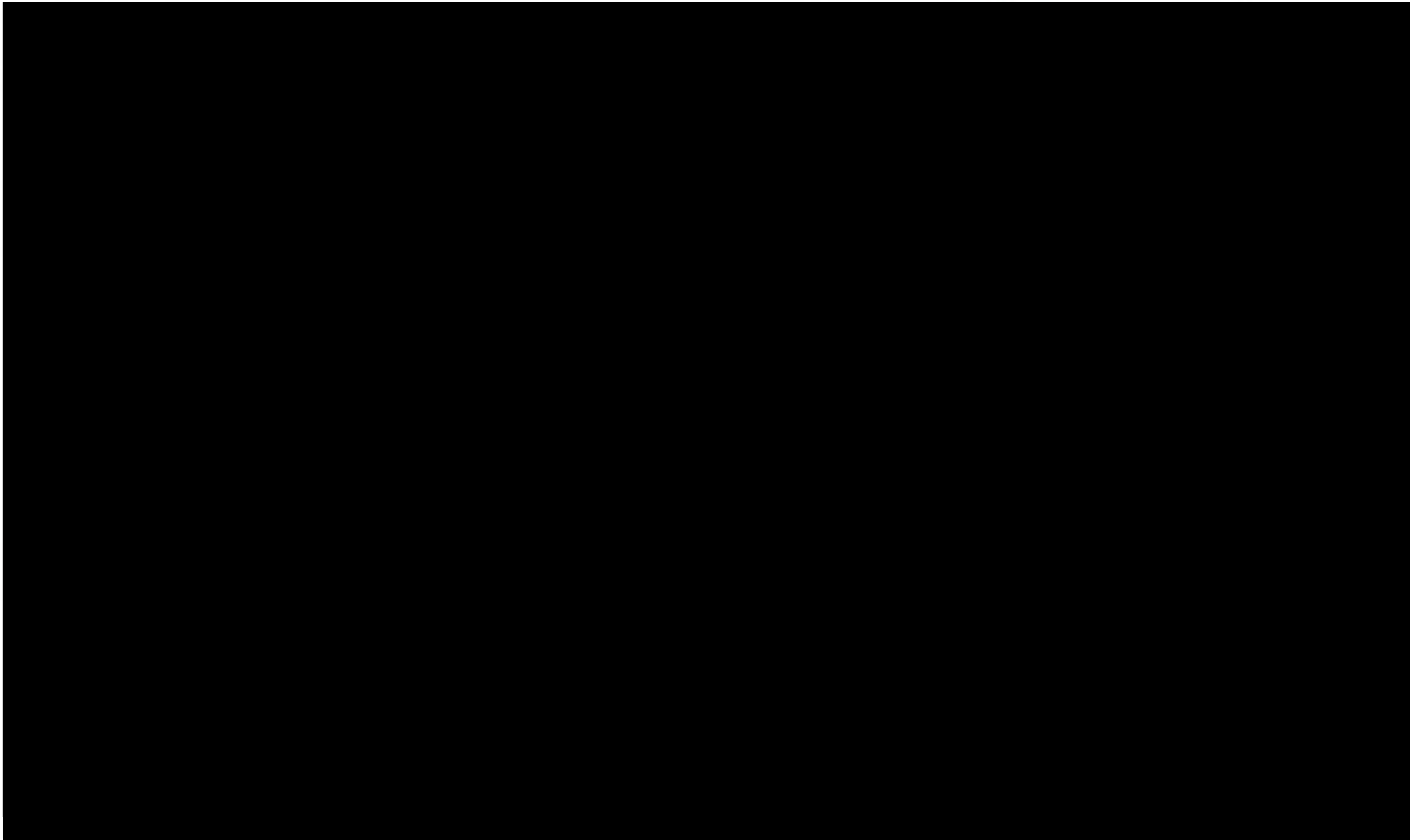


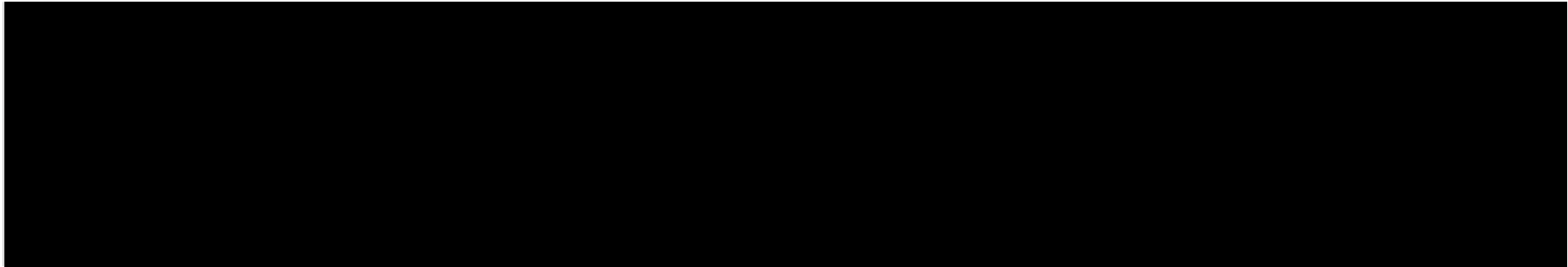






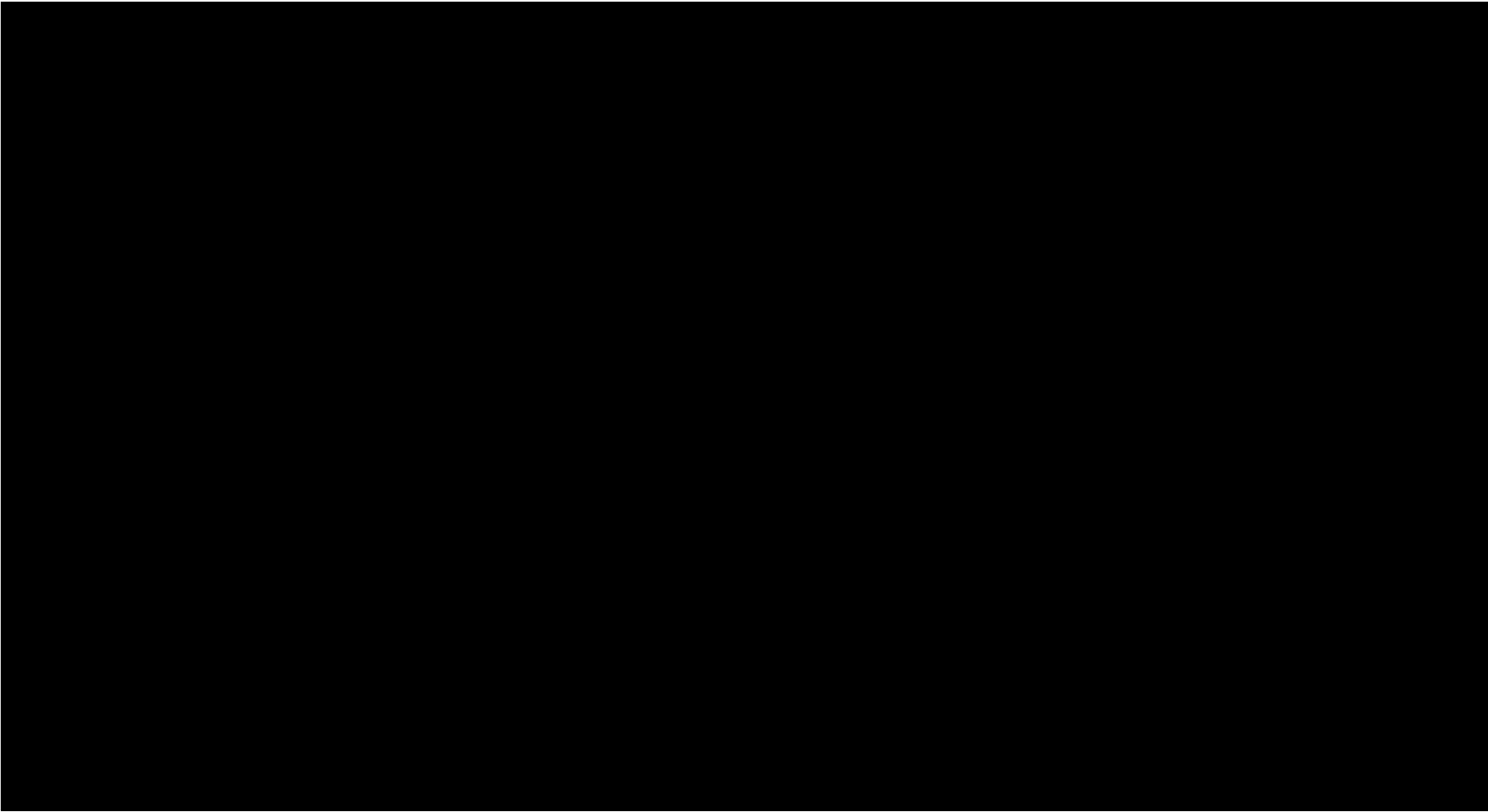


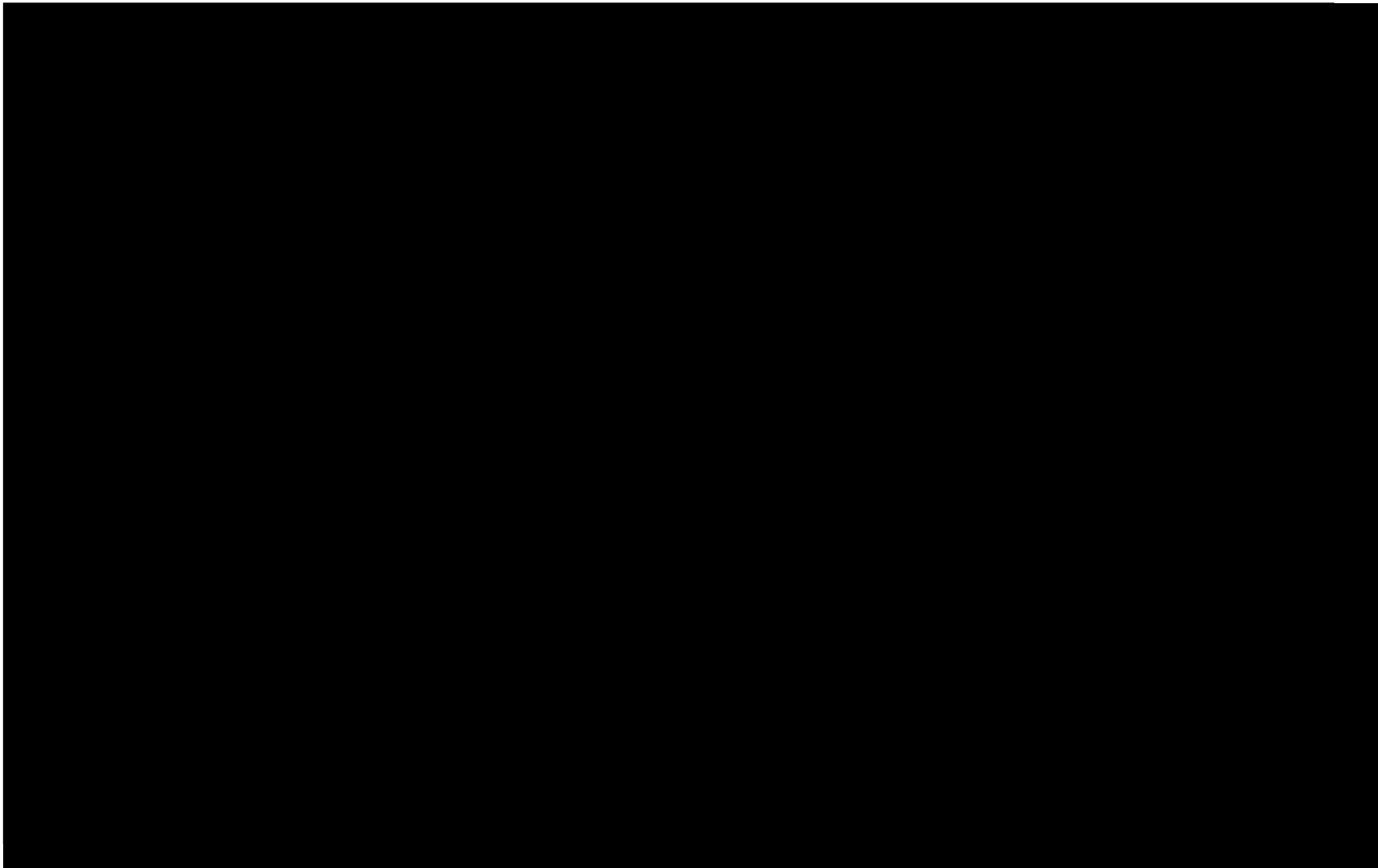


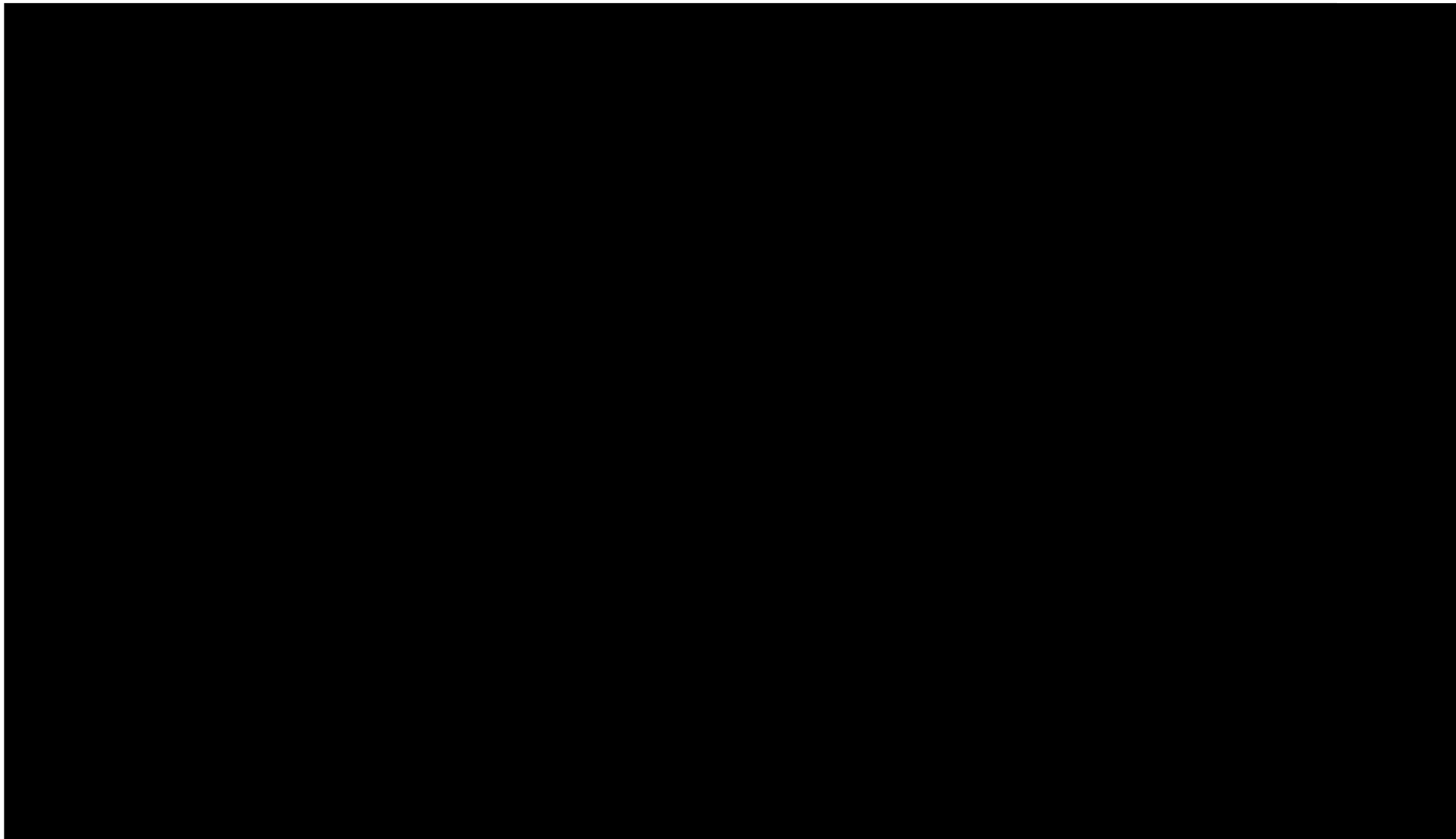


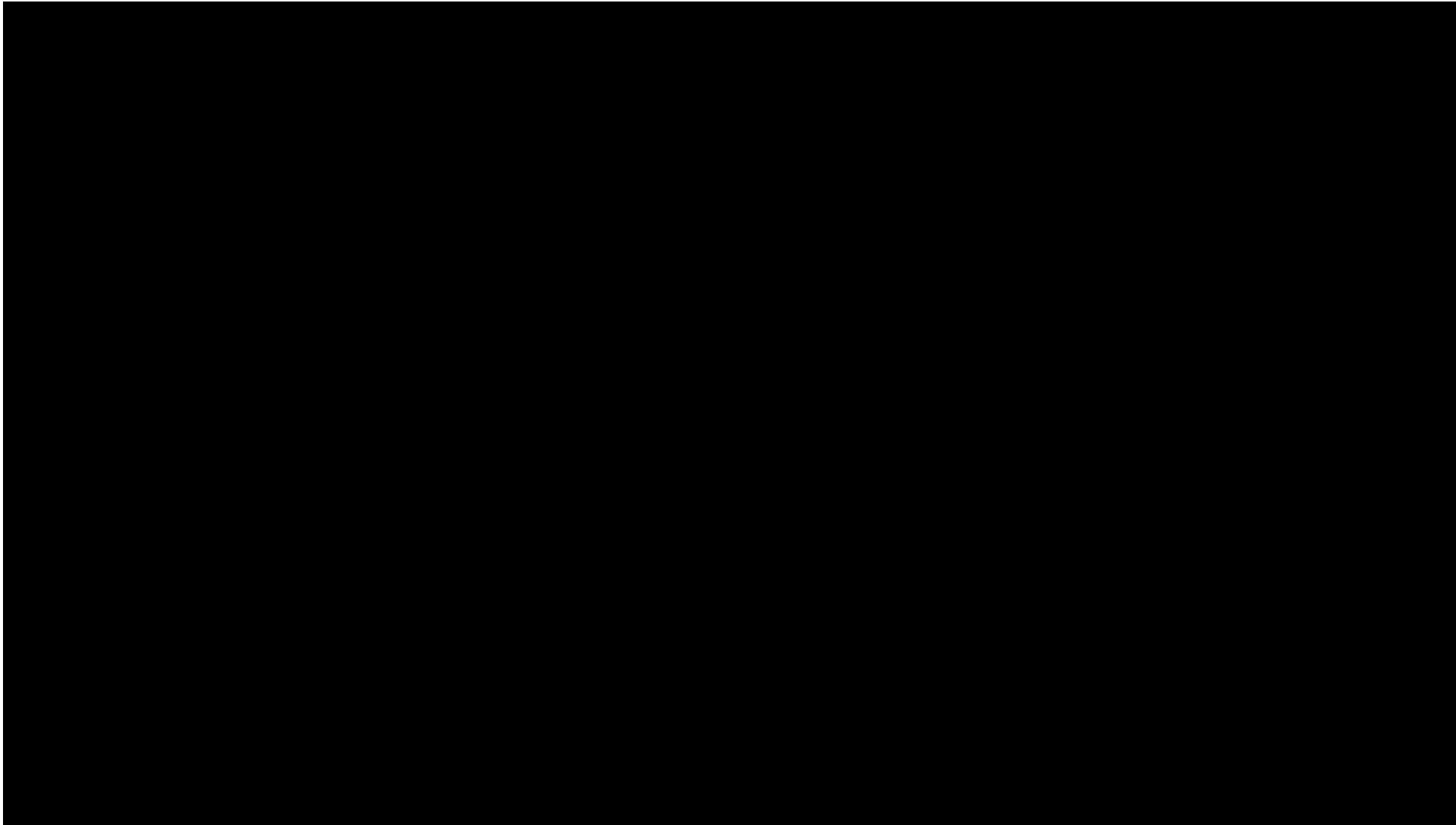
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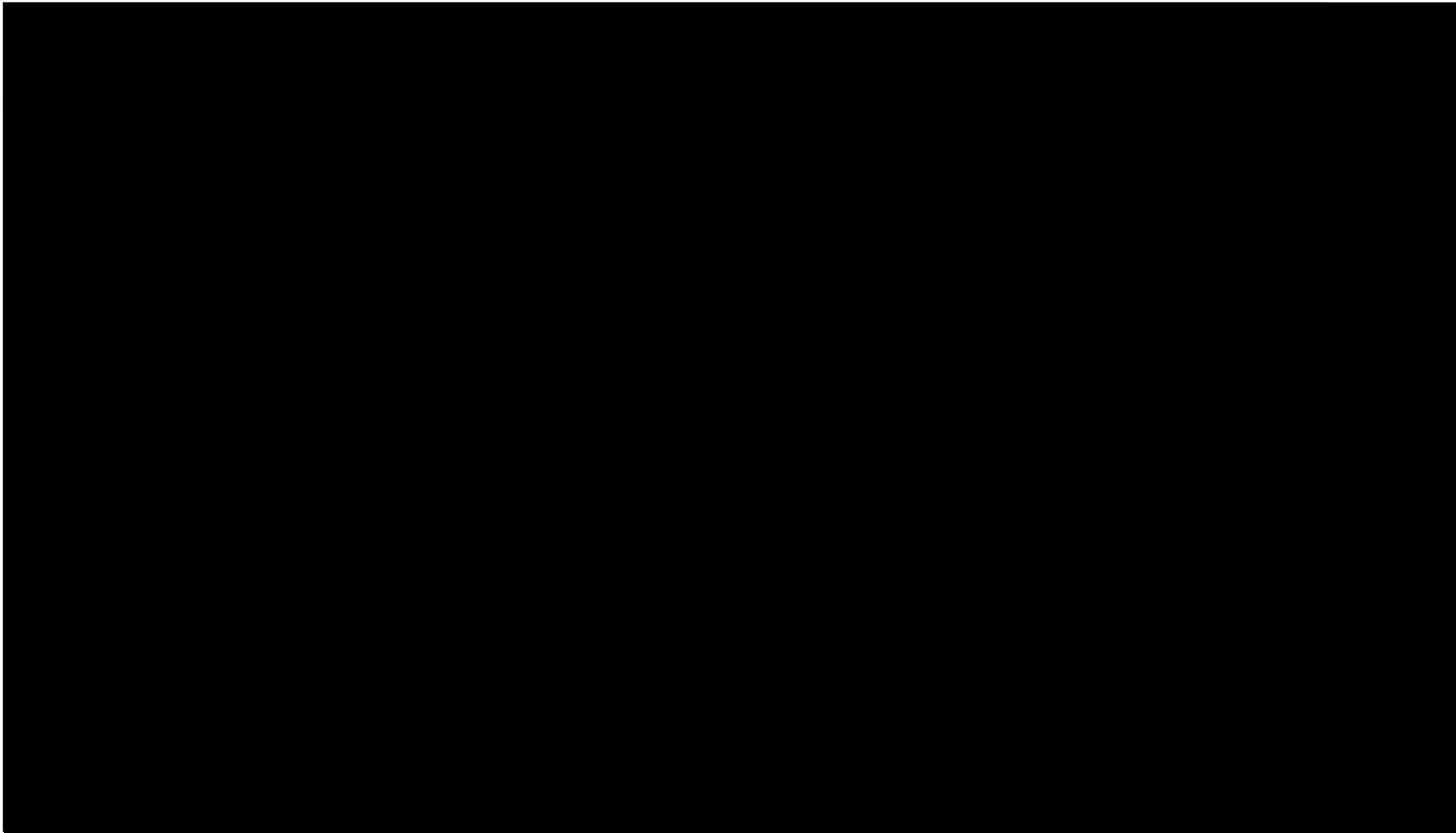


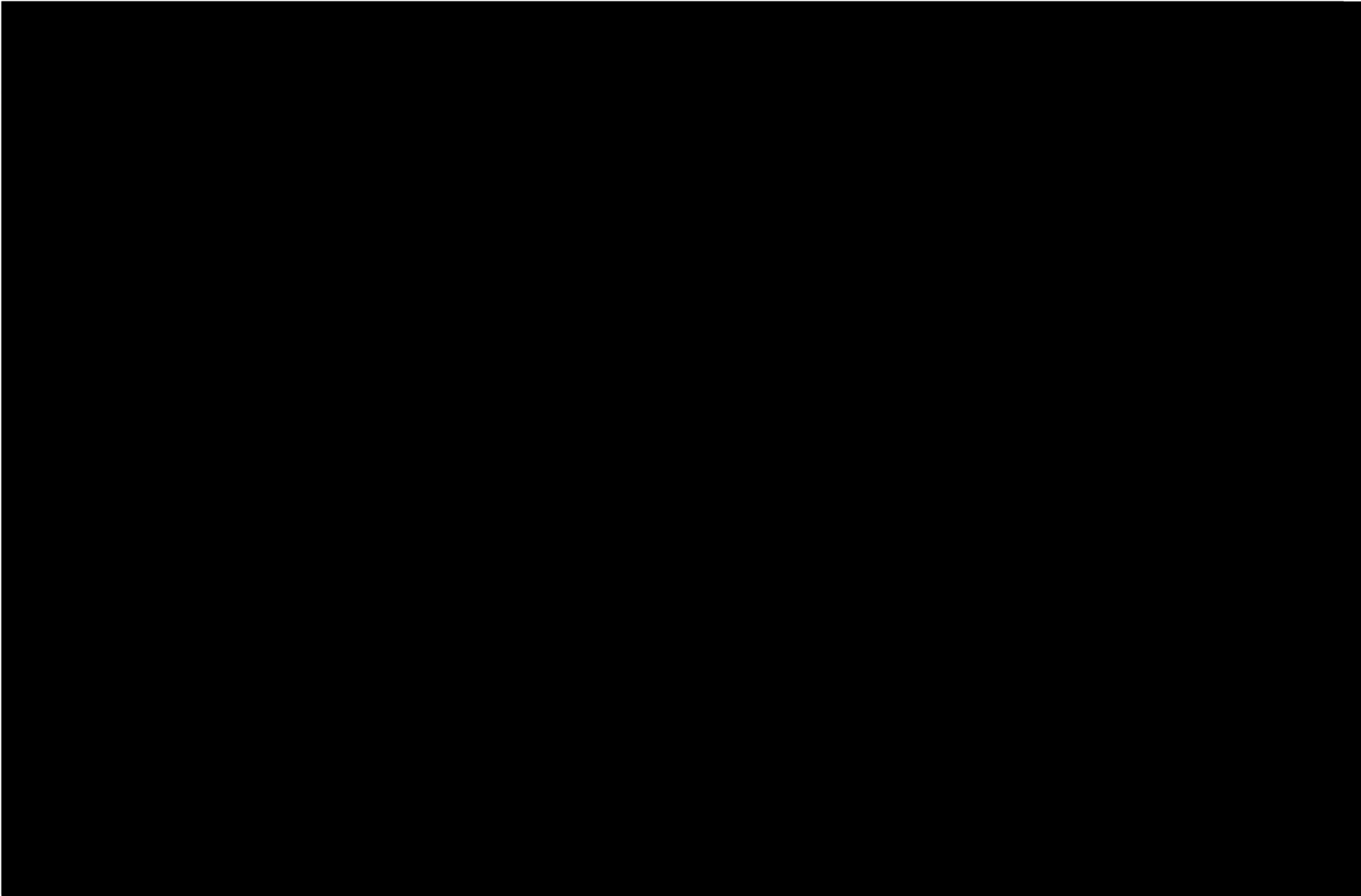


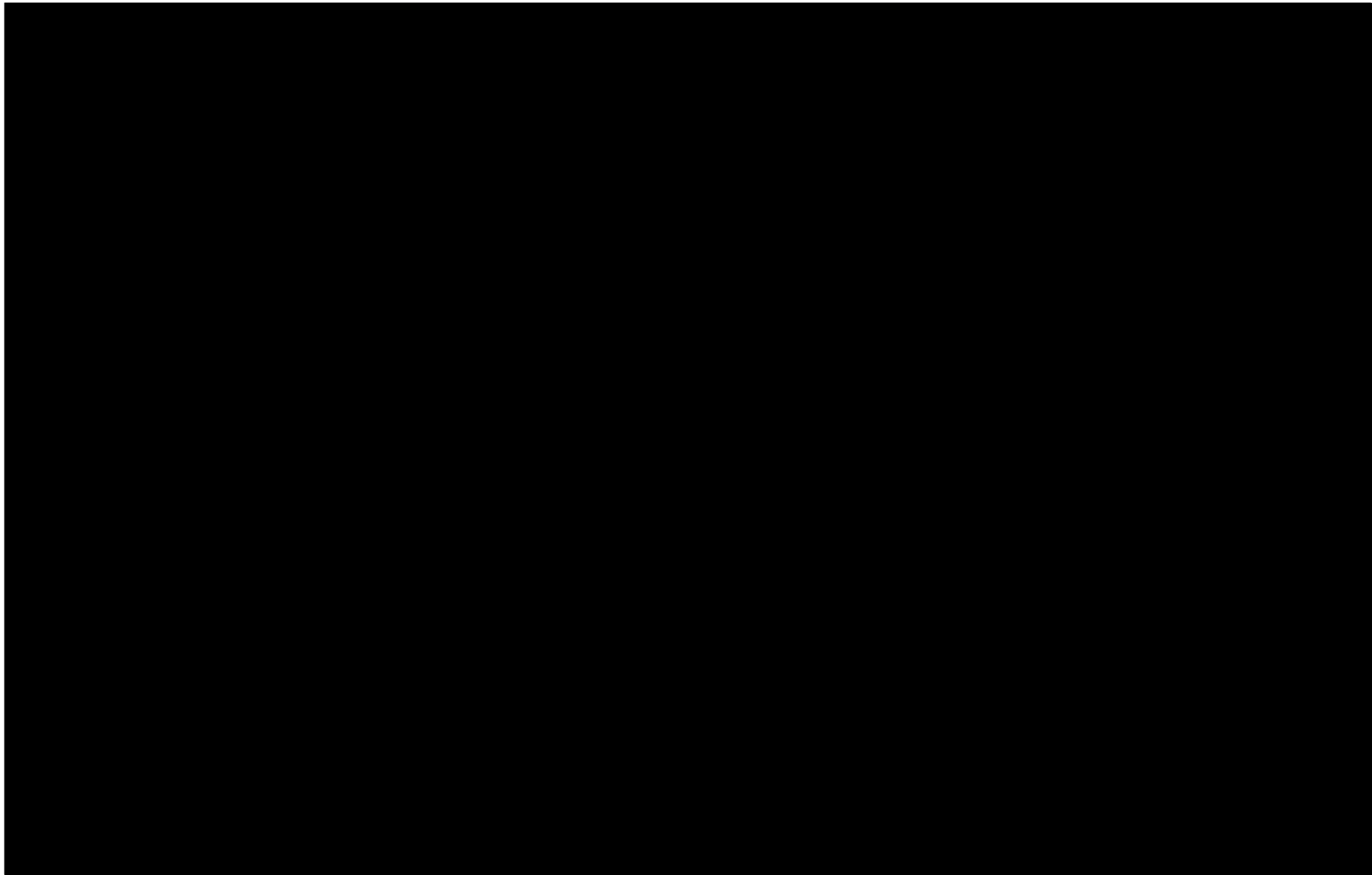


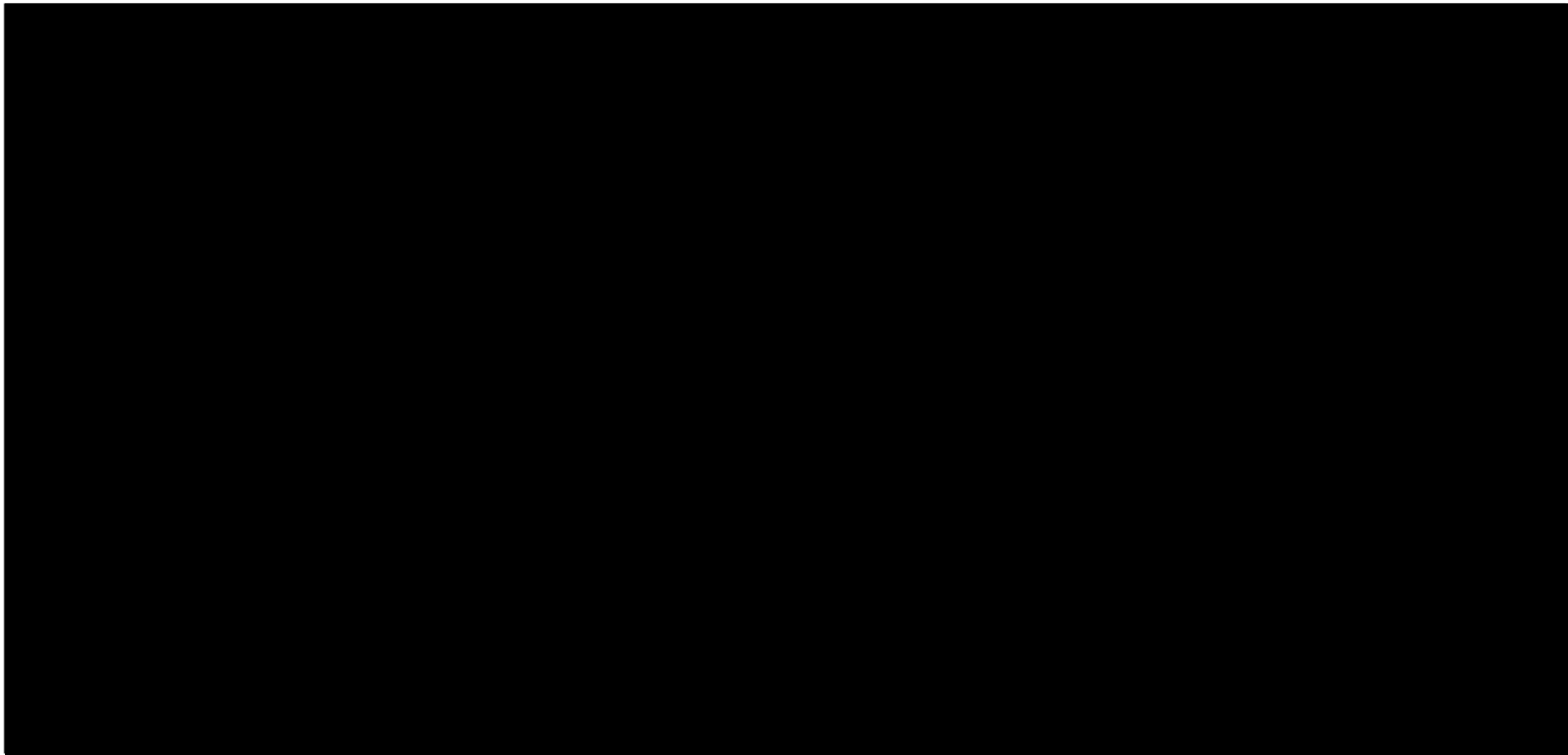


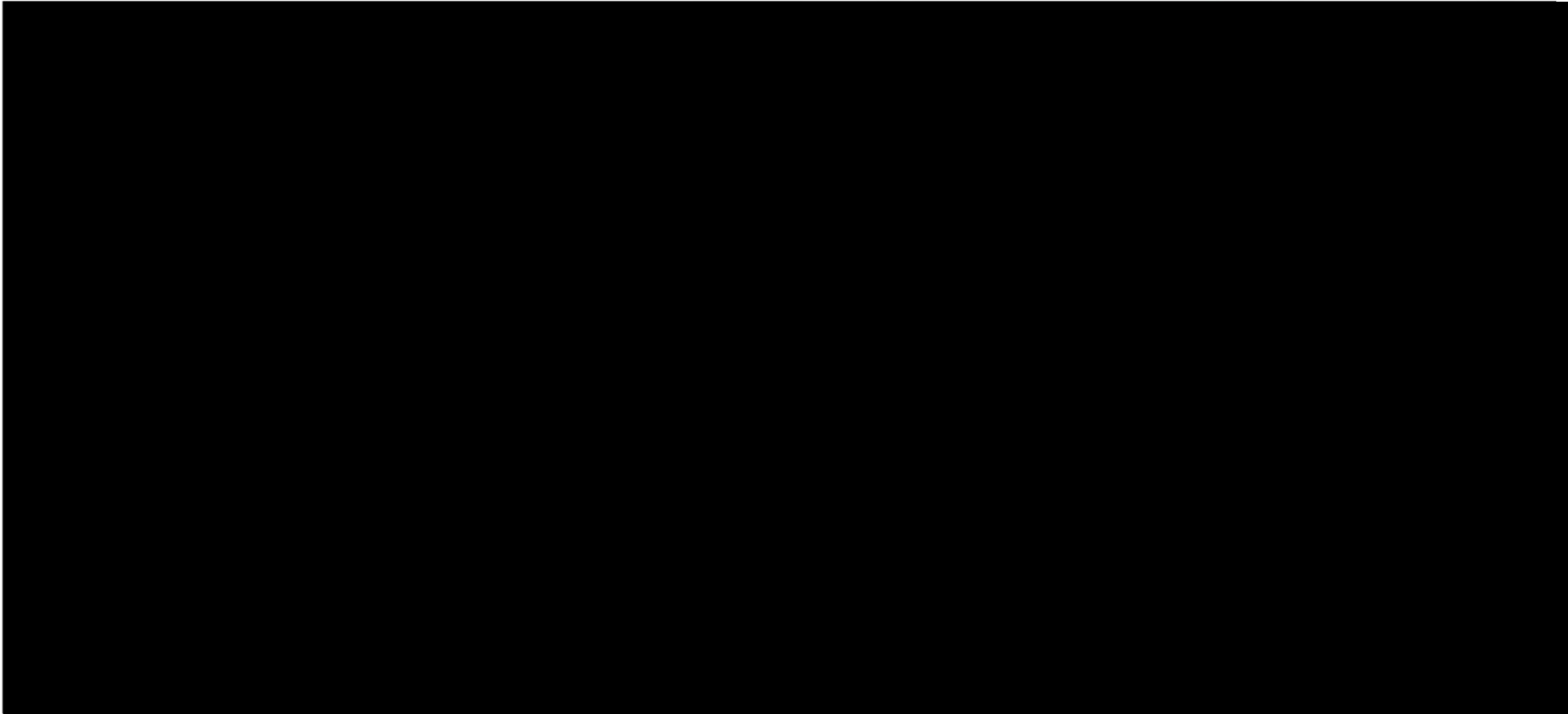


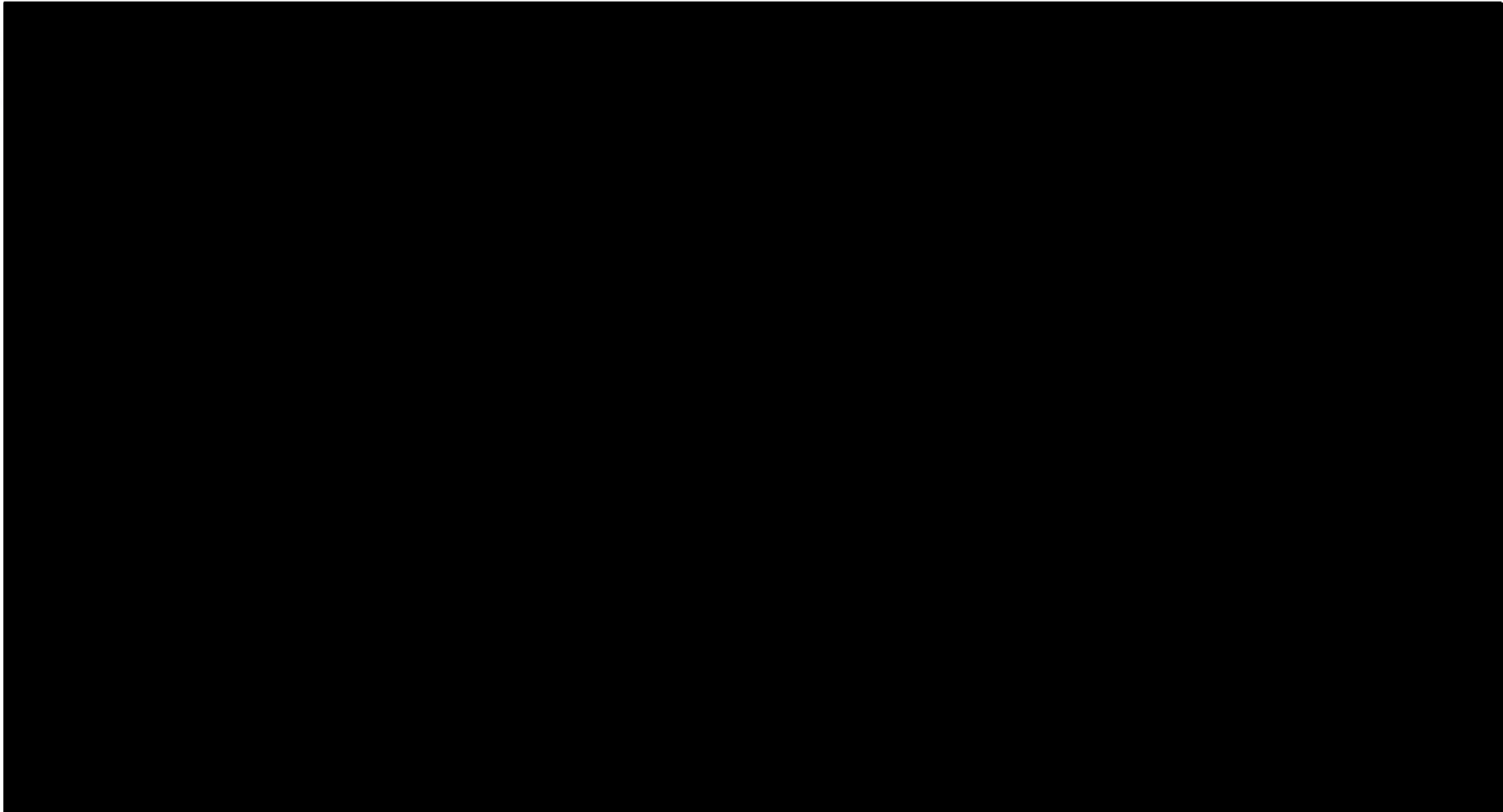














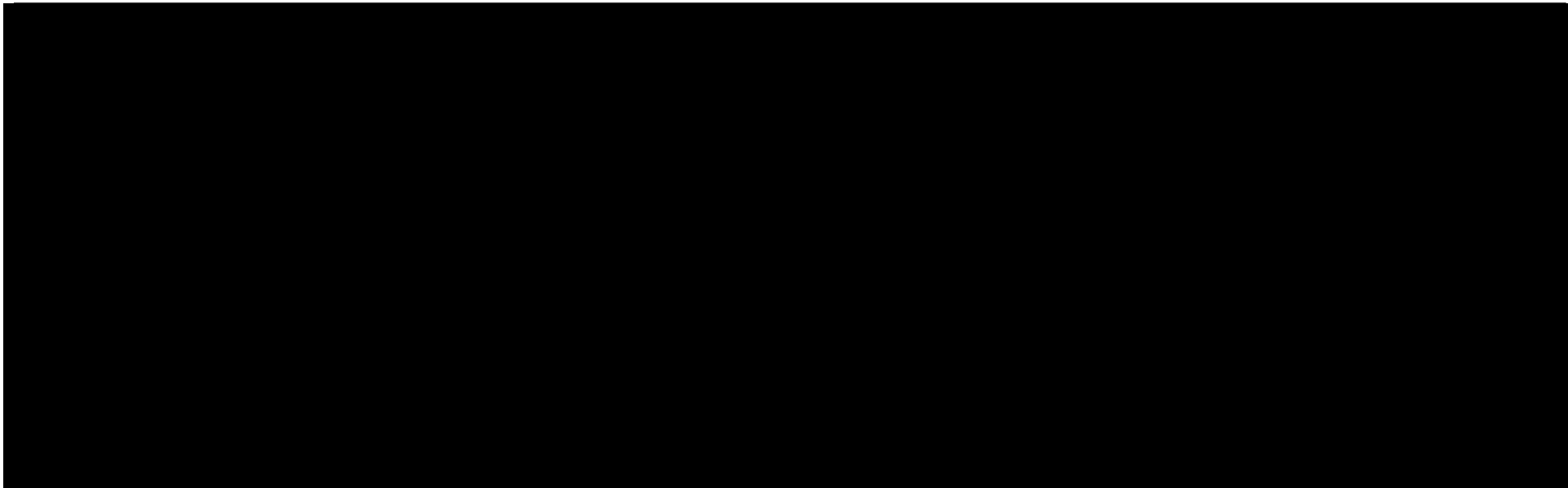
“Thank You”

PROJECT

2010

“Take off for the new decade”

Take off for smooth sailing in the next 10 years

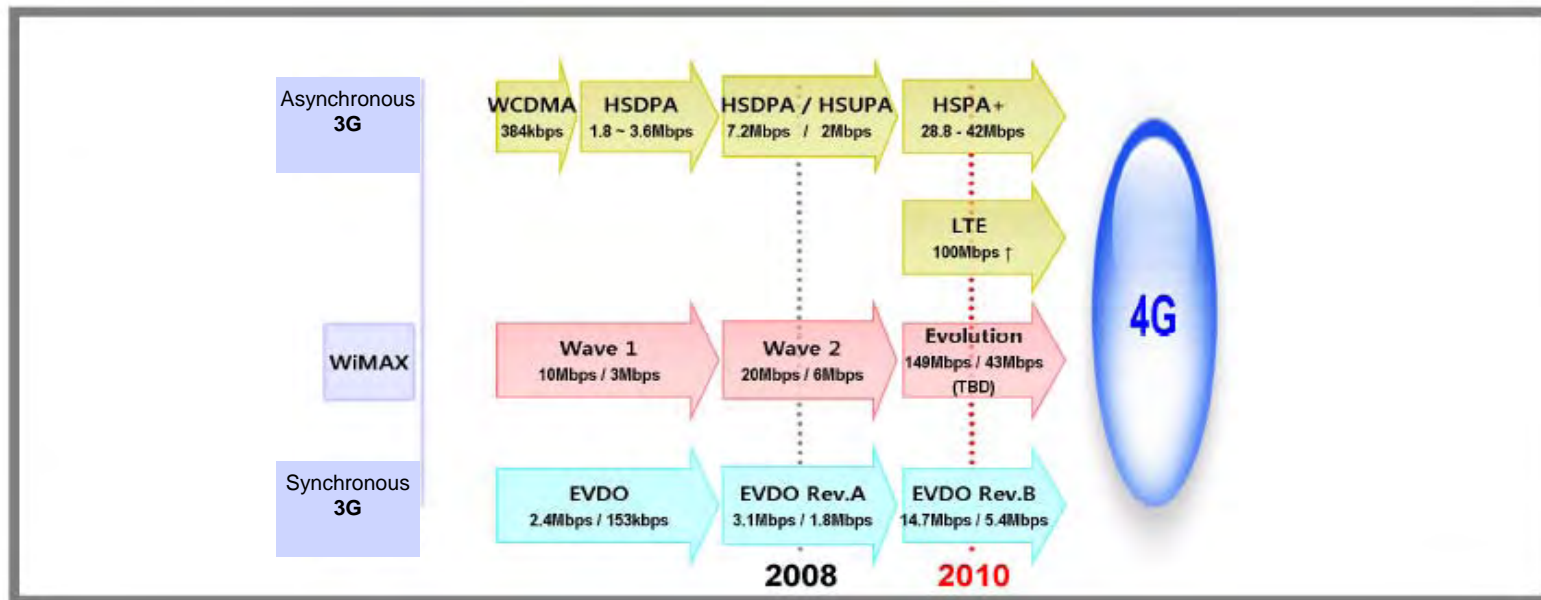


Meaning of 2010

Technology 2010

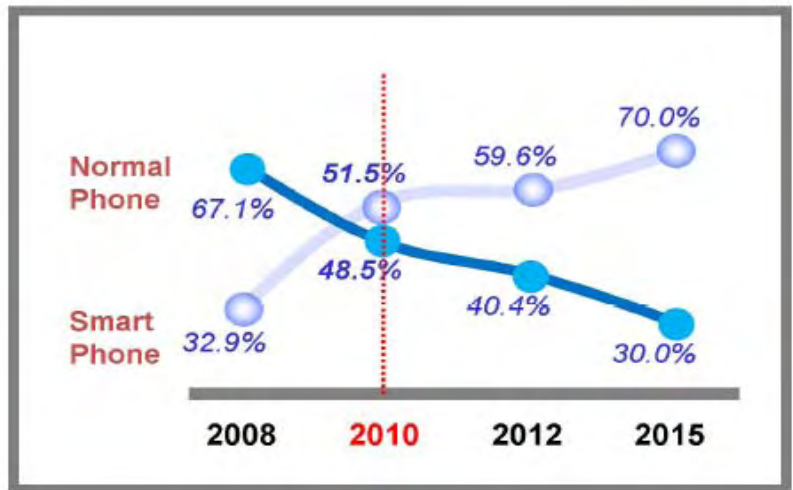
Acceleration of convergence among different types of networks, such as wireless network, cable, and broadcast network.

Full-scale evolution to super-speed mobile communications network: 2.5G → 3G → 4G (Post 2010)



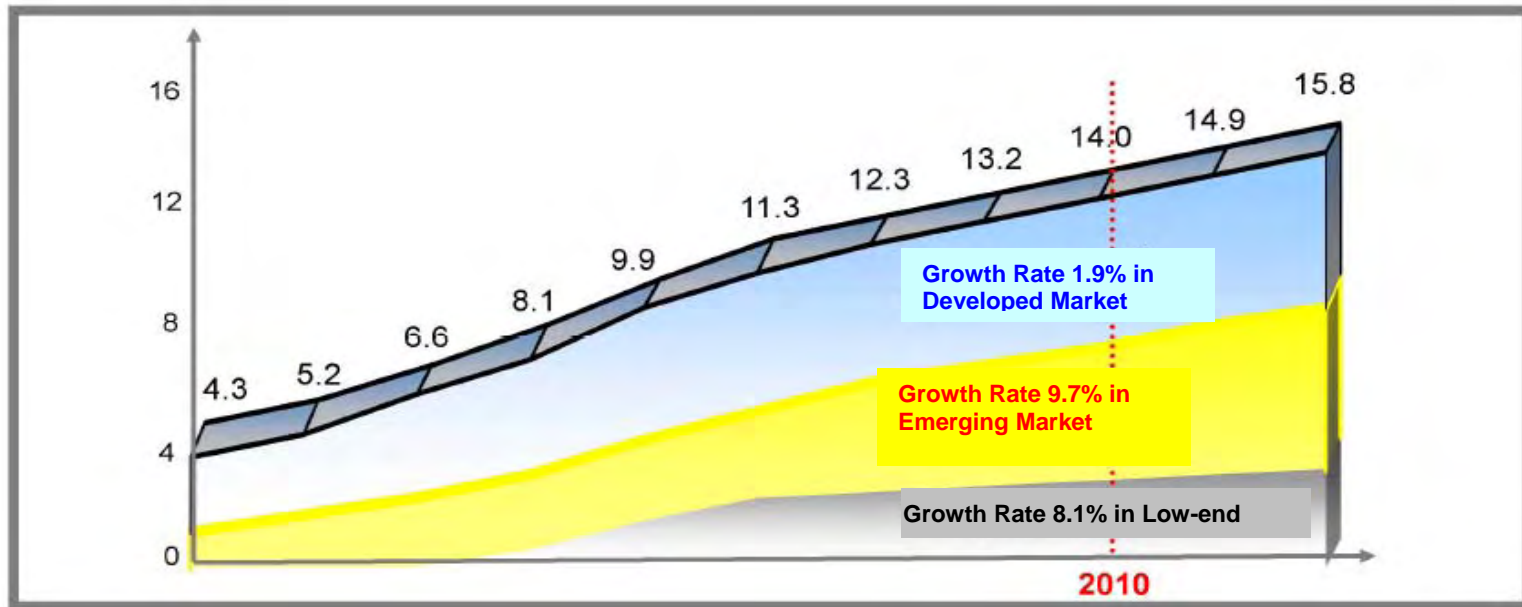
Product 2010

There is a reversal of demand for smart phones over normal phones in developed markets.



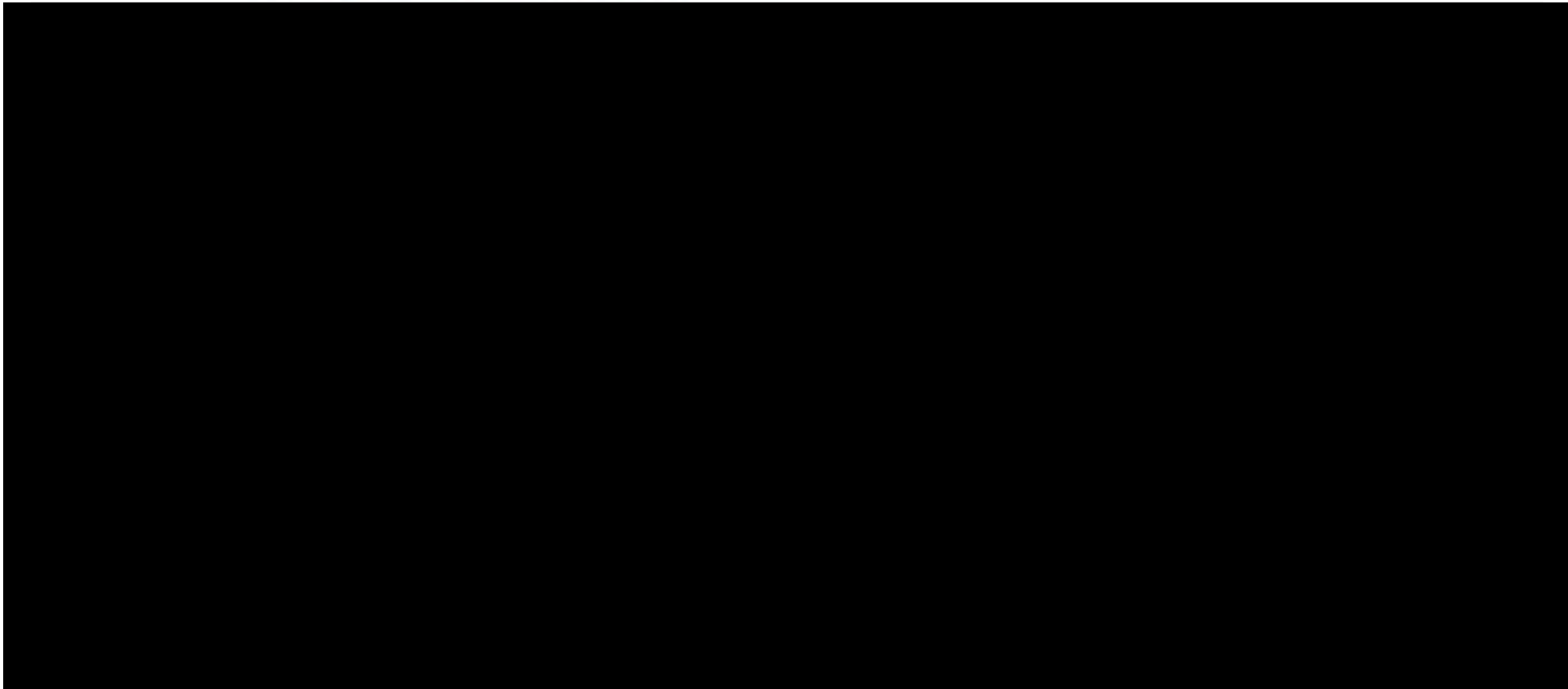
Market 2010

1.23 billion units in 2008 → 1.4 billion units in 2010 with an average growth rate of 7% per year



SAMSUNG 2010

Where SAMSUNG is going?



SAMSUNG 2010

