Exhibit H
(Submitted Under Seal)

SAMSUNG

GS CHOI VISIT TO STA

SEPTEMBER 20, 2011

EXHIBIT
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COMMENTS FROM DALE

- Goal of next year – BEAT APPLE
  - 30M iPhone users (70%+ upgrade rate)
  - Currently don't see a weak area; we need to define the meaning of 'beating Apple'. S>A won't be the end of 'beat Apple'
- GSIII is a big opportunity and a big challenge
  - GSIII must be a differentiated device – currently may not be
  - 4~5 Mu volume target should be goal
  - Delay for UTUB?
- Overall plan is OK, but we are lacking a WOW idea to share with GS
  - Generally, lacking confidence in our plan to 'beat Apple'

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STA MUST PASS AND SUSTAIN THE LEAD OVER APPLE WHILE BUILDING THE NEW BUSINESSES TO DRIVE FUTURE GROWTH

#1	In US phone volume In US smartphone volume In US non-smart volume In Brand KPIs (UAT3, MPSA)
57.2Mu	Handsets
3.6Mu	Tablets (Connected & WiFi)
>15%	WT Profit
>20%	YoY Revenue Growth
>$0.5B	Wireless Network Systems Revenue

Galaxy S III

S>1A
S>2H

Phase III Goals (2012)

- Continue sustainably higher **Brand** (UAT3 / MPSA scores) than Apple
- Samsung **smartphone vol share > Apple**
- **GSIII ASP & subsidy parity** with Apple

Galaxy S II

S=2H

Phase II Goals (2011)

- Sustainably higher **Brand** (UAT3 / MPSA) than A
- Samsung **> 50% Android market share**

Galaxy S

Phase I Accomplishments (2010)

- Beat Apple in **Brand** (UAT3 / MPSA) in 3Q10 but was not able to maintain afterwards
- **#1 US Android Share** for 1st time in 3Q10

* 100 API in Smart, 100 API in NonSmart

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KEY CHALLENGES/LESSONS LEARNED THROUGH FIRST 3 QUARTERS (1 OF 2)

1. Apple is aggressively growing share – future success is dependent on blunting Apple

- $49 iPhone3 in Jan.; VZ in Feb.; White iPhones in May; 3 SKUs to 7 SKUs in 4Q (launch Sprint)
- 15M in '10; 25M+ in '11; 35M? in '12

2. HTC is executing at a high level

- Launching new technology first at all 4 carriers
- Consistent product and SW upgrades; consistent look and feel (Sense UI)
- Aggressive pricing (Inspire $399 vs. Infuse $499; EVO 4G and Shift $99)

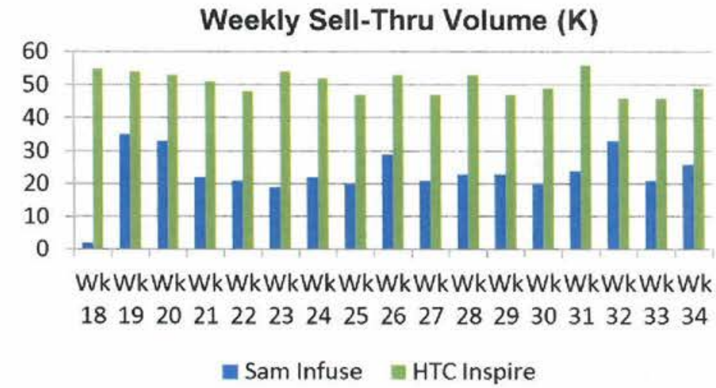
3. SAM has experienced significant product delays

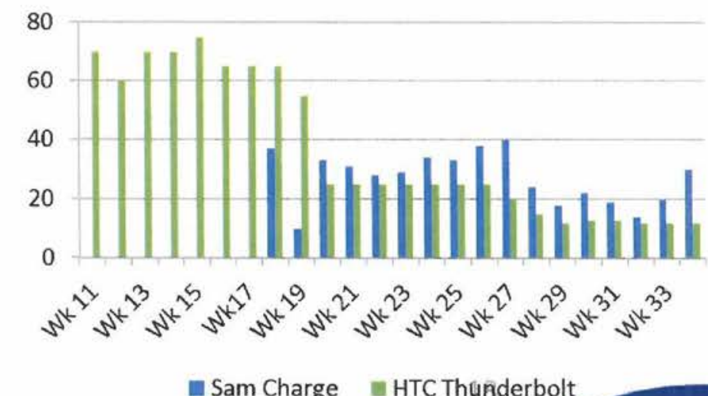
- Over 1M expected S/P sell-thru lost in both 2Q and 3Q (reference quarterly plan prior to quarter start)
- Almost 70 S/P sell-thru weeks already lost in 4Q (reference point 3Q quarterly plan set end of May)

US non-Iphone TAM

	2010	2011	2012
iPhone	15.3	25.9	35
US TAM	179.9	180.6	184.5
non-Iphone TAM	**164.6**	**154.7**	**149.5**

Note: volume in M's





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2012 Tablet experience gaps; Action plan to compete against Apple

		Apple	SAMSUNG	Win Strategy for 2012
Win the Customer	Product Competitiveness			•Continue to work with select **carriers and retailers** for prime POS positioning & marketing efforts • Work with select retailers such as **Gamestop** to optimize consumer buying experience and support for Android tablets
	POS Experience			
Delight the Customer	Ease of Use			•Deliver capability for key use cases out-of-box: Video, Gaming, Reading, Productivity, Communication •Work with 3rd parties to cover key content ecosystem gaps are covered (Netflix, Skype, Facebook etc.)
	Content Ecosystem			
Lock-in the Customer	Common UI			•Maintain consistency of TouchWix UX/UI and Samsung signature experiences across portfolio • Enable interactions/ sharing capability between Phone-Tablet-TV •Consider bundling opportunities
	Device-to-Device interactions			

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2012 US Market Product coverage

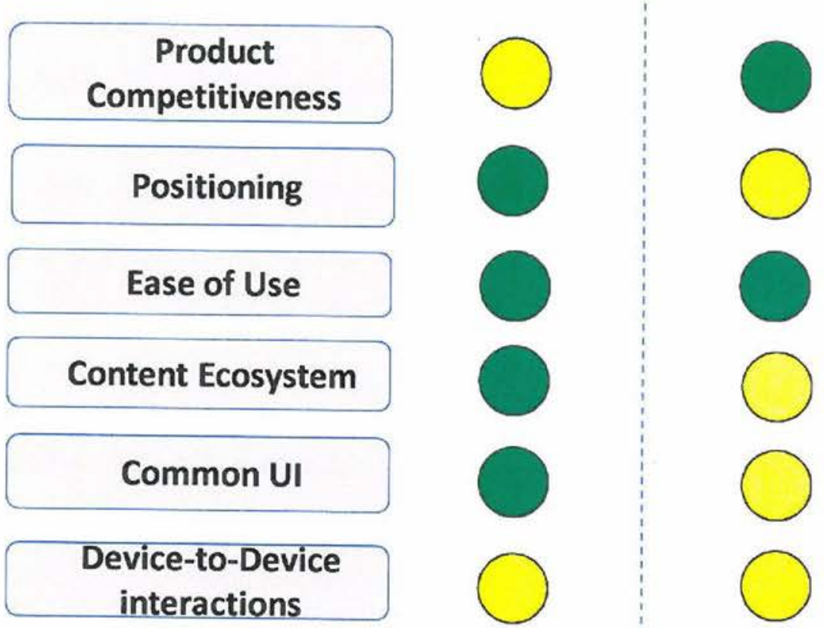
Key Competitors

PREMIUM
(RP $299-$249)

iPhone 5 & 6

Samsung Products

	VZW	AT&T	SPRINT
1H 2012	Galaxy Nexus	Galaxy S2 SKyRocket HD	Galaxy Nexus+
2H 2012	Samsung GALAXY S III		



Win Strategy for 2012

- Best in class HW/SW experience
- $299/$199/$99 vs $299/$249/$199
- $299/$199/$99 vs $299/$249/$199
- Deliver capability for key use cases out-of-box: Video, Gaming, Reading, Productivity, Communication
- Work with 3rd parties to cover key content ecosystem gaps are covered (Netflix, Skype, Facebook etc.)
- Maintain consistency of TouchWix UX/UI and Samsung signature experiences across portfolio
- Enable interactions/ sharing capability between Phone-Tablet-TV
- Consider bundling opportunities

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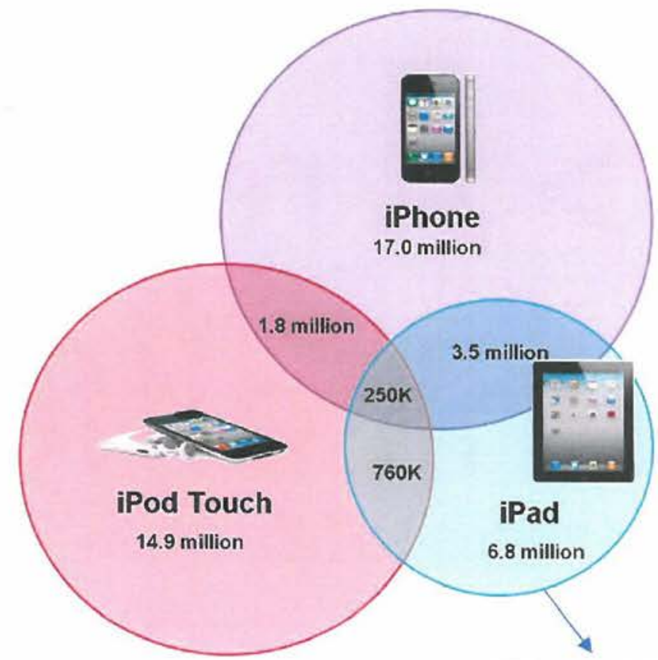
S > A requires us to think differently

Apple U.S. installed base strong, with high levels of co-ownership within iOS >> Strong 'Engage & Keep'

145M Apple collective U.S. device installed base

45M unique iOS users*

- Each iOS user spends over $100 on content & apps
- Avg of 83 app downloads per user in 2011
- 18% of apps are paid at an average price of $1.44



- *35% own an iPhone*
- *10% own an iPod Touch*

Sources: Comscore, Apple, Pew Internet Research, STA Analysis

Apple U.S. installed base strong, with high levels of co-ownership within iOS >> Strong 'Engage & Keep'

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Each Product Leverages a Common UX and C&S EcoSystem

apps

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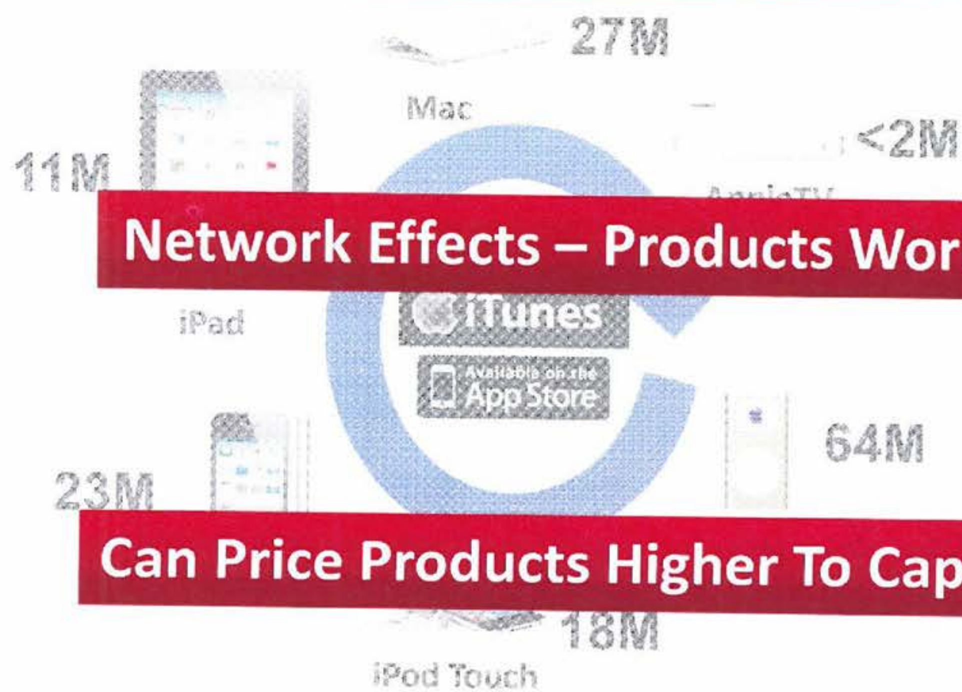
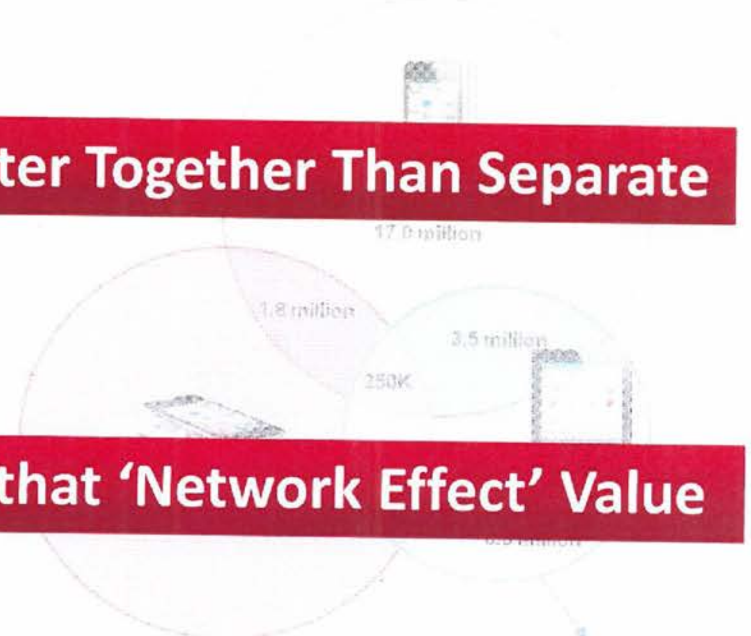


Network Effects – Products Work Better Together Than Separate



Can Price Products Higher To Capture that 'Network Effect' Value

* 35% own an iPhone
* 10% own an iPod Touch

Sources: Comscore, Apple, Pew Internet Research, STA Analysis

Android is 'Sticky' But Samsung Android is not yet

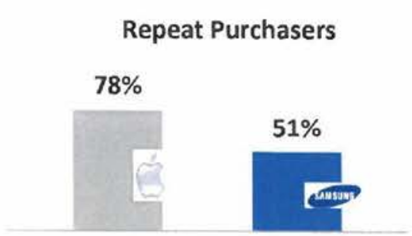
FY'12 KEY MARKETING STRATEGIES

Attacking Consumer Segments & Business Opportunities

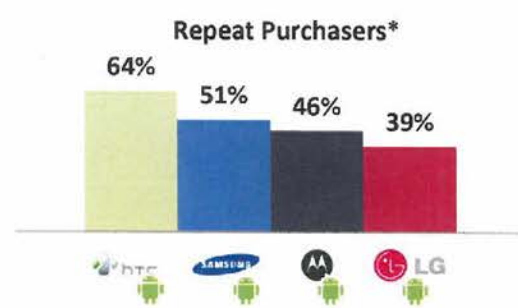
Loyalty

Increase consumer loyalty to STA via comprehensive digital/social, CRM programs. (Loyalty KPI +30%)

- Grow Facebook/Twitter community (current 180K/goal 5M)
- Monthly e-mail/newsletter program to best customers
- Customized content and services communications
- B2B: colleges, Starbucks, AA, Barnes & Noble



Source: Nielsen 1Q11 *
* % of recent smartphone acquirers whose current device has the same OEM/OS as their previous device



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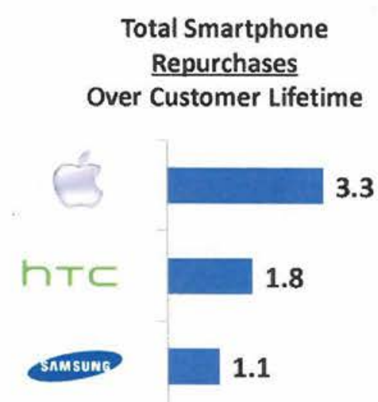

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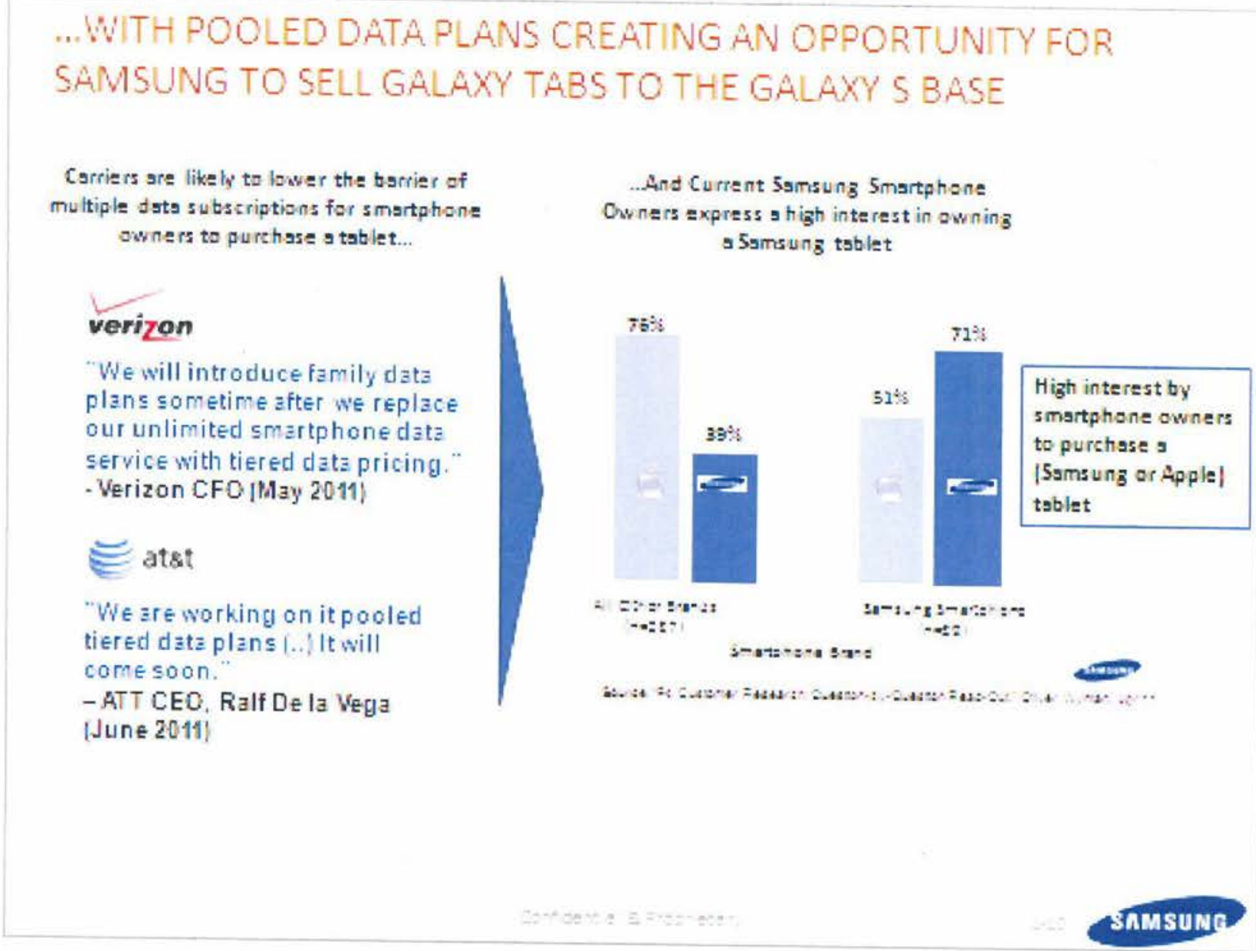
Selling to the Base Is More Efficient



- Consumers who own our smartphones are pre-disposed to purchase our products.
- We can strengthen this lead further through more connective tissue across the entire Samsung family of products

Source: "P4 Customer Research: Question-by-Question Read-Out," Oliver Wyman, Apr 11

Galaxy S2/ Tab Introduced the Samsung EcoSystem, Galaxy S 3 Can Make it the Hero Feature

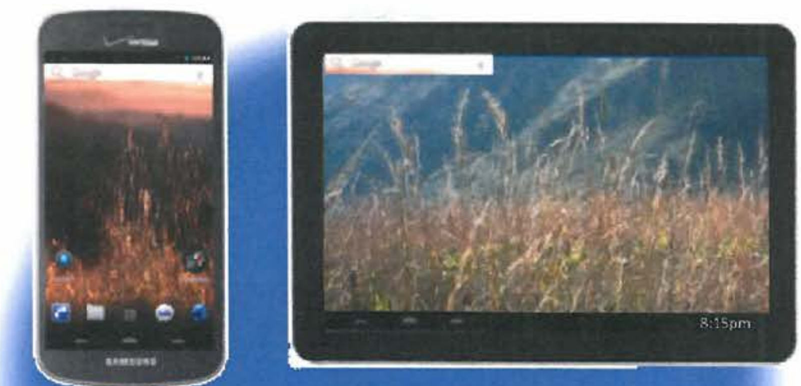
GALAXY S 2 and Galaxy Tab

First unified UX across product categories

- **Social Hub & Live Panel Widgets**

Media Hub Show capability for HD TV

ICS Based Galaxy S 3 and Galaxy Tab Next Gen



First commonality of UX achieved on Galaxy Tab and Galaxy S 2
Carry over through Ice Cream powered devices + Galaxy Player

Leveraging our Signature Services

VS

Moving Signature Services **Across Platforms**

Leverage N-Screen strategy to drive adoption of Samsung Signature experiences across devices

Actions to Beat Apple

- [ ] Leverage standardized connector strategy to enable a 3rd Party Ecosystem around our products — **Smart Acc'y**
- [ ] Discoverability & Distribution of Leading Cross Platform Capabilities — **Enhanced Retail**
- [ ] Media Hub Show, Samsung Smart View, Kies Air... Samsung Apps — **Rich Library of Cross Platform Svcs**
- [x] Galaxy Nexus — **Improve Application Population**
- [x] Galaxy 2011 — **Common User Interfaces**
- [x] GALAXY S — **Best in Class Hardware**

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