



Samsung Securities Co., Ltd.

Samsung Global Conference

May 2017
Investor Relations

Samsung Securities



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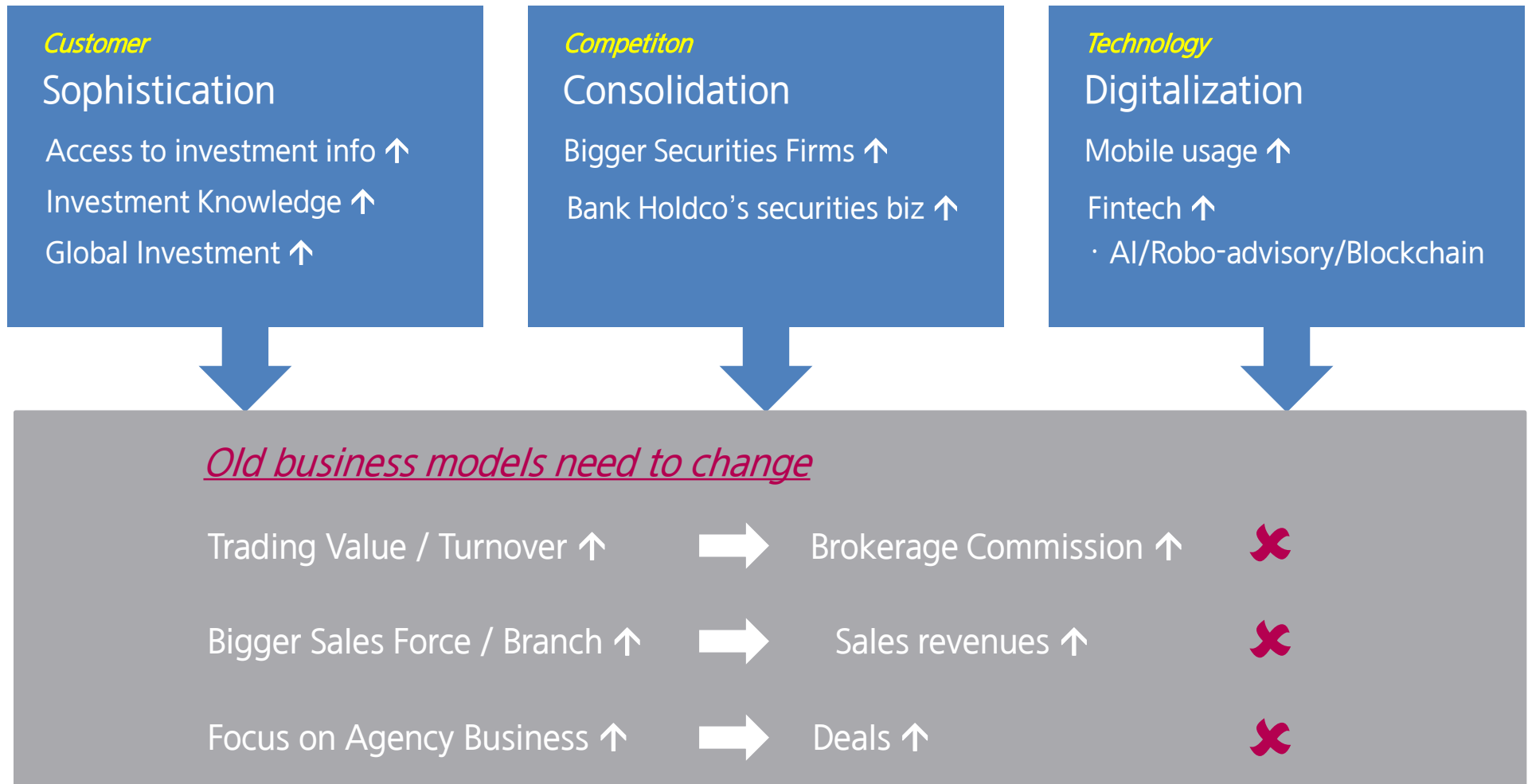
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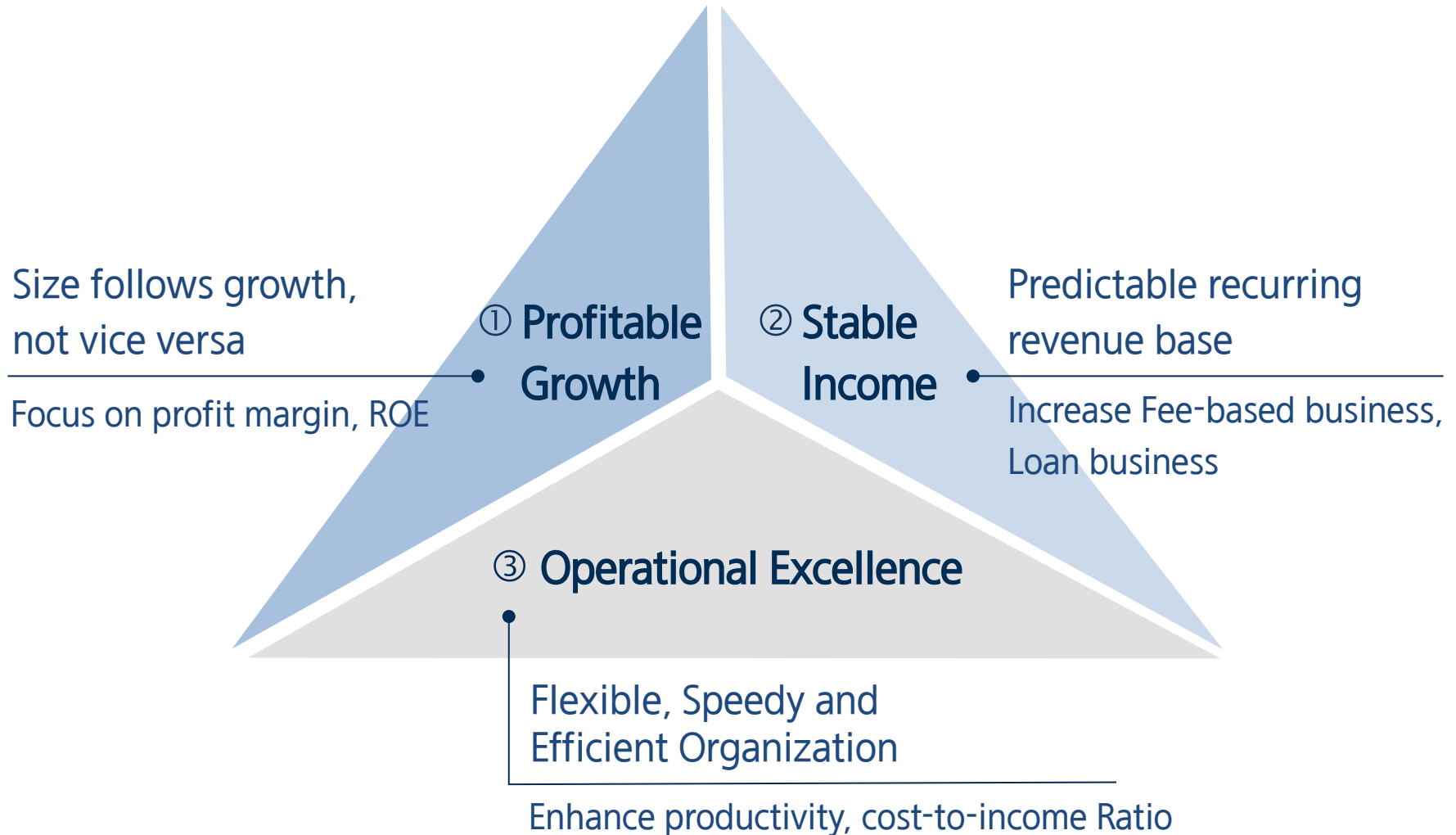
Current Business Environment

Paradigm shifts lead to new business opportunities; players need a new game plan



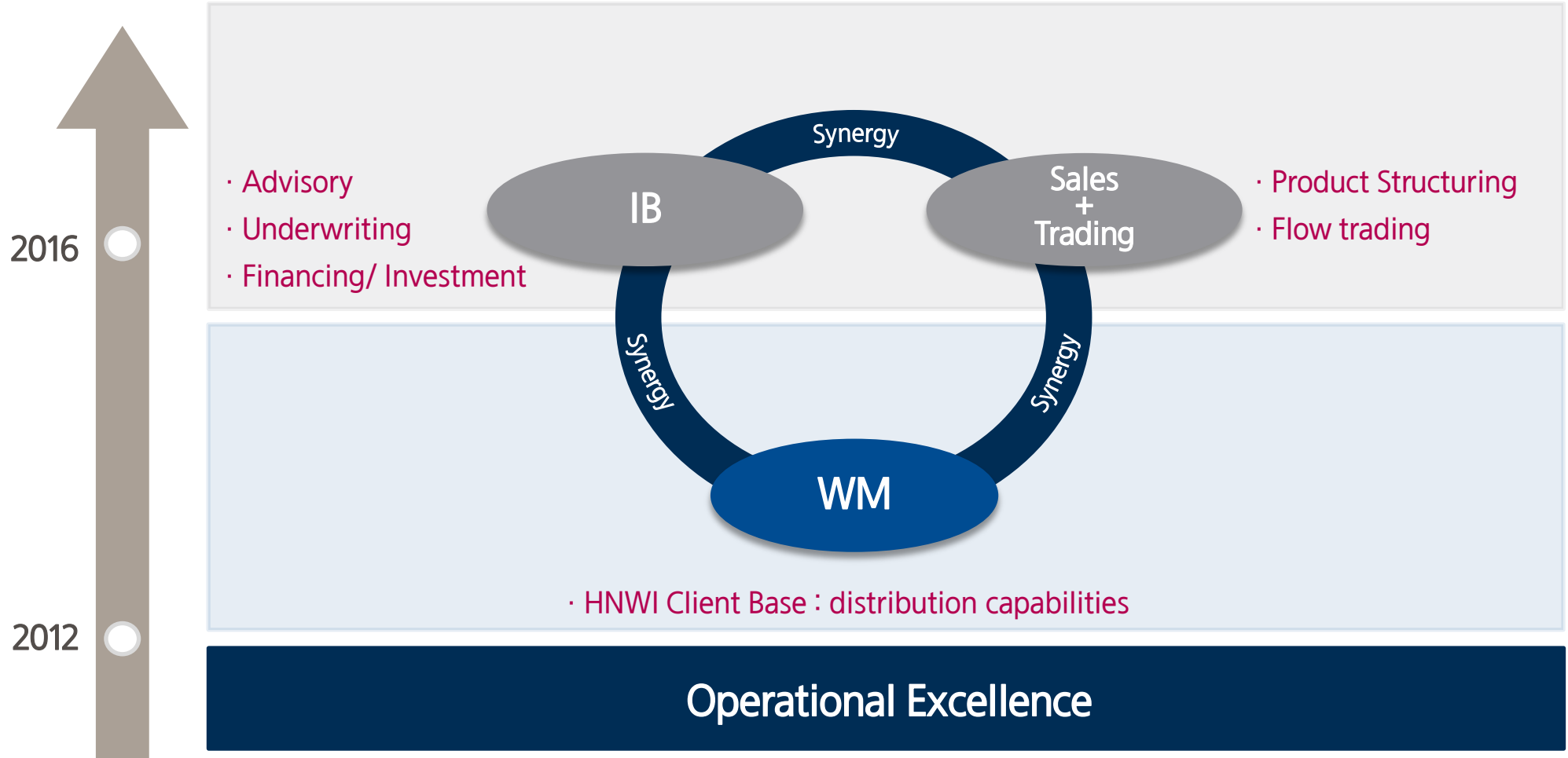
Samsung Securities' s Stance

We aim to achieve sustainable and profitable growth based on our operational excellence



Our Focus

We have optimized our operations and strengthened our core WM business;
now we are ready to focus on regenerating IB, Sales & Trading businesses by leveraging WM business base



Business Strategy

We will enhance capital efficiency by effective use of resources, creating synergy among business units

WM

- Introduction of Mega financial centers and 'the team approach'
- Focus on AUM/ Customer/ Return on asset
- Expand online partnerships and outbound business

IB

- Solidify IPO business by hiring key players and co-work with WM
- Strengthen loan business : bridge loan, direct lending etc.
- Diversify Alternative investment products (Aircraft, Property)

Trading

- Strengthen foreign bond sourcing capability
- Increase sales related PI
- Improve FICC competitiveness
- Increase Market Making volume (ELW, ETF, ETN)

Wholesale

- Increase overseas stock and product sourcing for Domestic institutions
- Expand market coverage through overseas partnerships (KGI etc.)
- Extend PBS business

Synergy

Current Progress

In 2017, we expect strong momentum in executing our strategy

PEOPLE

- Invest : ^{'16} 90 → ^{'17.1Q} 99
Banking
- Trading : 80 → 89

Organization

- Corporate Finance 3 Team (IB)
 - BIO, TMT
- Combine sales and trading *

* Under review

KPI

- Synergy Target
 - IPO Mandates → WM KPI
 - Product to WM → IB
- Finder's Fee

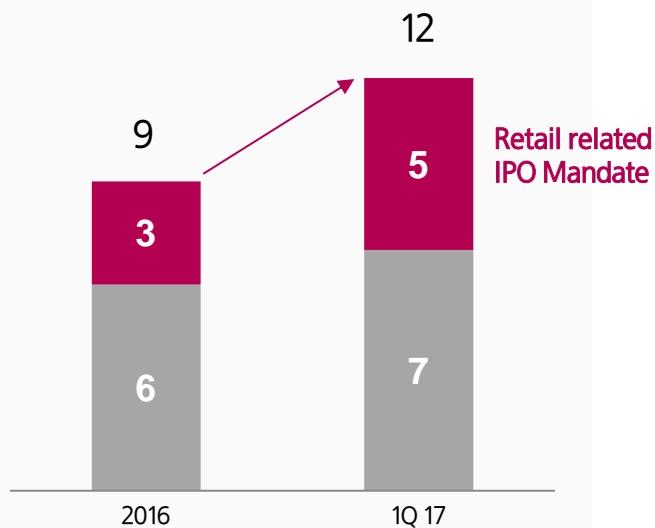
Capital

- Increased Shareholder's equity
 - ^{'16} W3,827bn → ^{'17.1Q} W4,168bn
- Increase PI Book

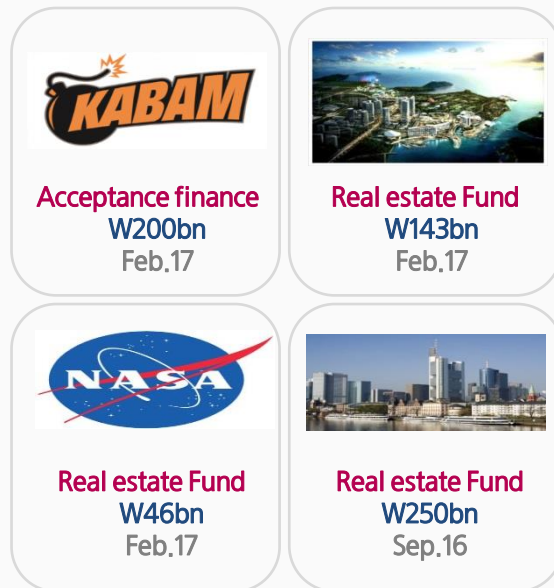
Recent Achievements

In the first quarter, we are seeing progress in...

IPO Mandate



Alternative Investments



OTC derivatives sales

