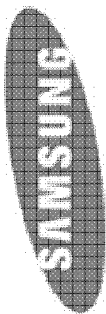


EXHIBIT 37

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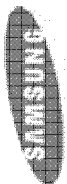


**Support to STA's Counter-Apple Strategy
Leveraging Consumer Insights to Help Drive Samsung's US Product and
Marketing Strategy**

**Final Findings
Richardson, TX
18 September 2008**

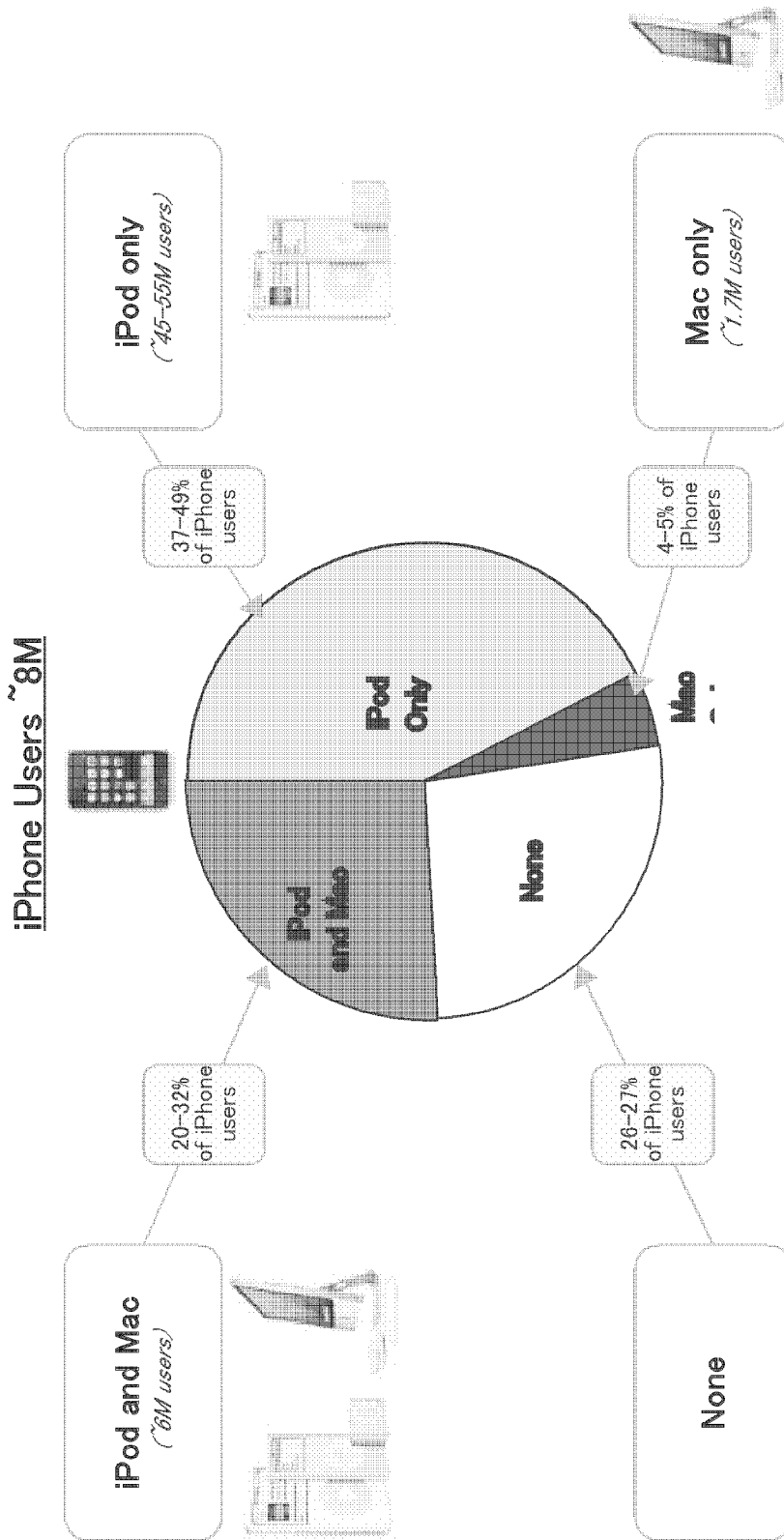


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Support to STA's Counter-Apple Strategy

The "Apple segment" --- This existing Apple base is to a large extent fueling iPhone growth --- about 75% of iPhone users are previous owners of Apple products



Source: Mercator Partners' Survey (July 2008), Rubicon Survey (March 2008)

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