

**From:** Michael Pennington  
**Sent:** Tuesday, June 05, 2012 5:10 PM  
**To:** Dale Sohn; Paul Chapple; Todd Pendleton; Kevin Packerham; Brent (Byung Gil) Yoo; Justin R. Denison; Corey Kerstetter; Joon Kyo Cheong; 최경식; 윤성혁; Nandakumar Ramachandran  
**Cc:** Ketrina Dunagan; Tim Rowden; Paul Hanton; Neil Sharma; Johnny Hart; Travis Warren; Darren Cohen; Joon Kyo Cheong; Justin (Jong Hyeon) Lee; Ji-Ung Park; YK Yongki Min; Jun Moon; 부좌영; Kyung Hwan Cha; Jihoon Lee; Seung Hyun Choi; Jason (Jang Hoon) Lee; Thomas Chun; Cindi Moreland [LEGAL]  
**Subject:** RE: Counter Tsunami Plan set up

Dale,

I certainly agree with the goal.

Over the next few weeks we are going to learn where, and how, we are impacting apple with GS3. We must exploit these areas for the next 3 months. I believe Apple will spend their time addressing the areas where we are attacking them and use this as the basis for their launch focus on iPhone5.

Steps:

1. We need to quickly understand the exact reasons why we win customers away from iPhone. Apple will understand these same things in great detail and should plan part of their iPhone 5 strategy around countering these issues.
2. We should also quickly understand where we failed to win customers away from iPhone in our initial GS3 launch. This is where we should plan our next attack on Apple with our own tsunami. If we can force them to focus on the initial areas we attack with, such as sharing and display quality, we can quickly begin to exploit the next new set of Samsung advantages, such as size and/or enterprise support with a new attack timed with their new launch.

As we continue to attack their product, we must also sustain the attack on their customer base. Knowing that the majority of iPhone sales come from previous iPhone owners, we must continue to attack their customer base. We are working to improve our customer loyalty, but our loyal customers must become vocal advocates. If we are the only ones telling our consumers our product is better and there is life beyond Apple, we are simply "bragging". But, if we can get our consumers to scream this message, "it must be true."

At the same we are attacking apple, we must thoroughly recognize where we are vulnerable. This will come in many forms.

1. Product quality, plastic feeling.
2. Lack of key feature
3. Carrier influence due to contractual commitments

Once we determine where we are most vulnerable, we must model the potential impact, and then create a defensive plan to prevent significant negative impact.

My team will be capturing and reporting consumer and store feedback daily. Hopefully, this can assist in building our attack plan.

Regards,  
Mike

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**From:** Dale Sohn

**Sent:** Tuesday, June 05, 2012 2:22 PM

**To:** Paul Chapple; Todd Pendleton; Kevin Packingham; Brent (Byung Gil) Yoo; Justin R. Denison; Corey Kerstetter; Michael Pennington; Joon Kyo Cheong; 최경식; 윤성혁; Nandakumar Ramachandran

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**Subject:** Counter Tsunami Plan set up

Team,

While we are finalizing GS 3 launch plan and focusing on the execution, it is the time for us to prepare for the next big wave. As you know well, there will be a tsunami when iPhone 5 is coming. This will be happening sometime in September or October. According to CEO's direction, we have to set up a counter plan to neutralize this tsunami. Our plan should be designed from 360 degree approach including every organization needed for quick and strong consensus from the beginning. We may have to invite HQ sales and marketing team from the beginning. I ask Nanda to form the Tiger team on this.

I think following data should be prerequisite for us to move on.

- What happened with iPhone 3,4,4S launch in this market ? ( sales numbers, marketing plan and spend, PR...) – Todd
- What will happen with iPhone 5 ? what should be difference ? ( prepaid phone, different price position?, what other business assumption?) – Justin
- What impact we had and would have from these launches ? – Corey
- What should be our simulation with GS3 ?
- What should be our counter plan ? (sales, marketing, PR, retail, differentiation, KPIs? )

We need the bold and aggressive idea to develop this kind of counter tsunami plan from every perspective.. some of my idea could be,

- Challenge iphone users by offering GS3 and Note 2 free usage and return policy
- PR attack plan by pointing out iPhone 5's weakness (small 4 inch LCD size... )
- Build up loyalty plan and encourage iPhone converts
- Immersive marketing program expansion from three cities to 10 cities
- Sustain successful NBDB programs thru the end of 4Q
- Expansion of Samsung shop in shop and Samsung experiential table up to 20K stores
- Prepaid GS 3 phone sales thru TMO/ WM

I copied to GMs as well. Please share this with your team quickly and ask them to focus on this. The goal here should be creating another tsunami by ourselves and counter iPhone attack. What do you think?

Dale