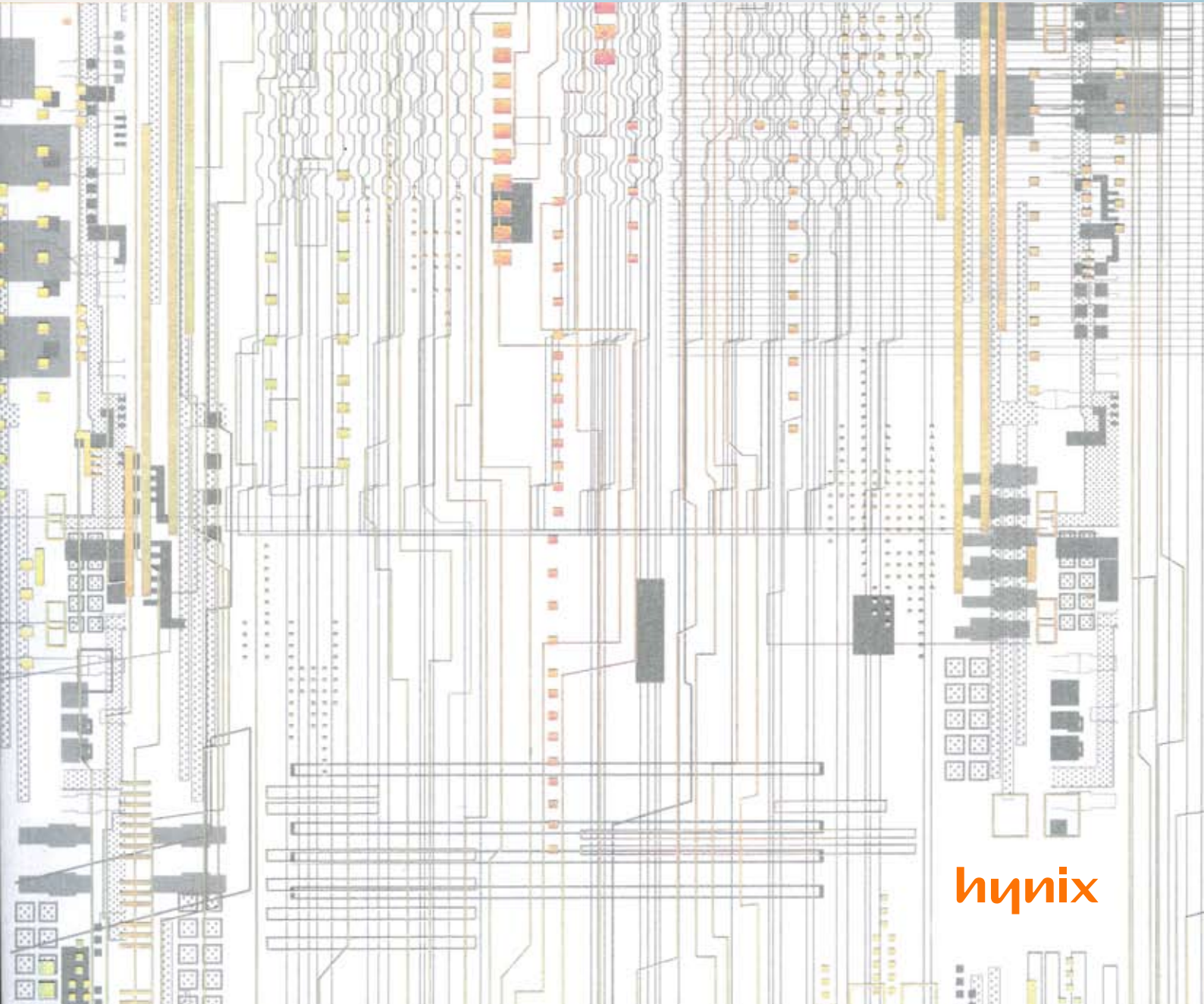


HYNIX SEMICONDUCTOR []



hynix

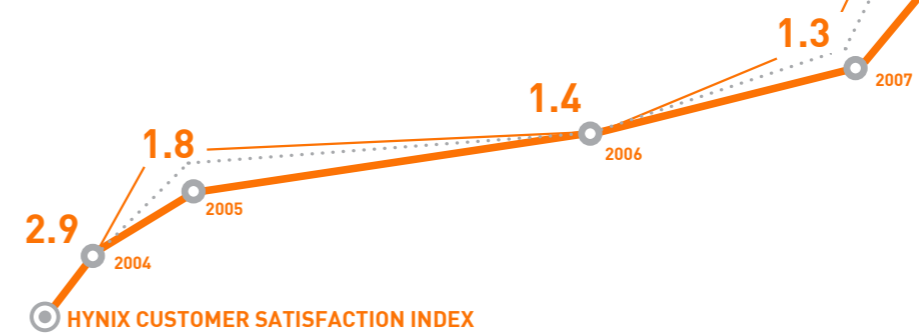
Pride

Hynix is a company that derives its pride from its own internal confidence. We do not helplessly follow the changing whims of the market; rather, we cultivate knowledge and develop market-leading insights. We define the future of the semiconductor—our innovators reach always toward supremacy. Hynix develops strategies for sustainable growth, and forms partnerships that transcend competition.



INSIGHT

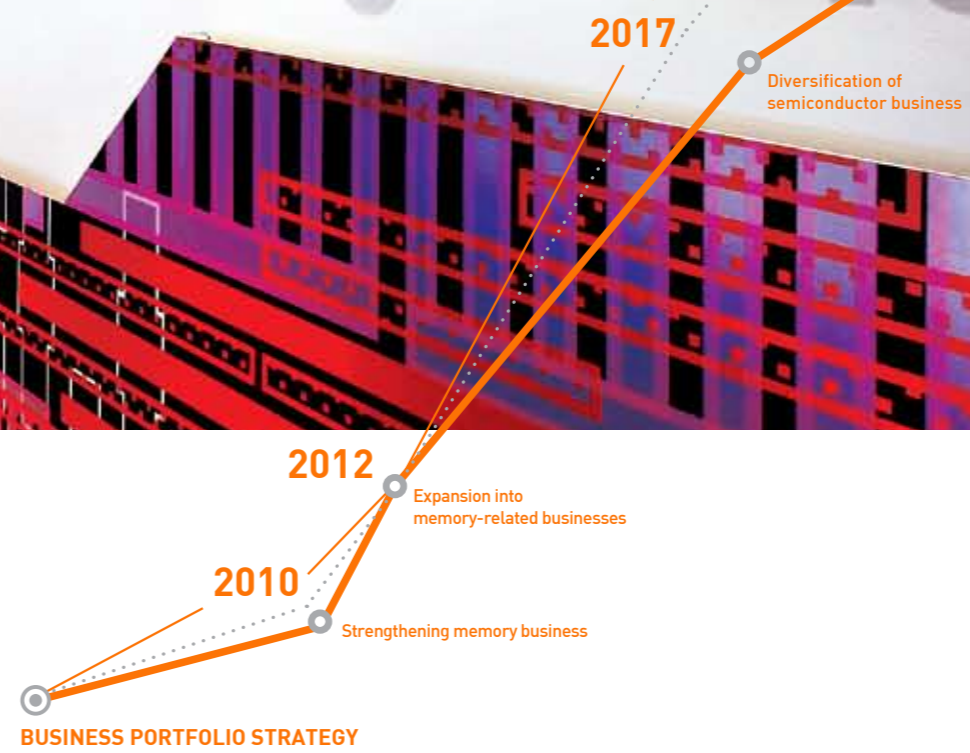
Insight ensures the sustainable growth of corporations. Hynix's focus extends beyond the short term to see the long-term trends that shape the global industry. To achieve total customer satisfaction and secure the highest market share, Hynix established a Marketing Division and implemented systems to deliver the right products on time to 35 countries worldwide. We are carrying out integrated campaigns in advanced markets and solidifying our leadership position in the BRIC countries and Eastern Europe. Global marketing capability is one way that Hynix guarantees complete customer satisfaction.

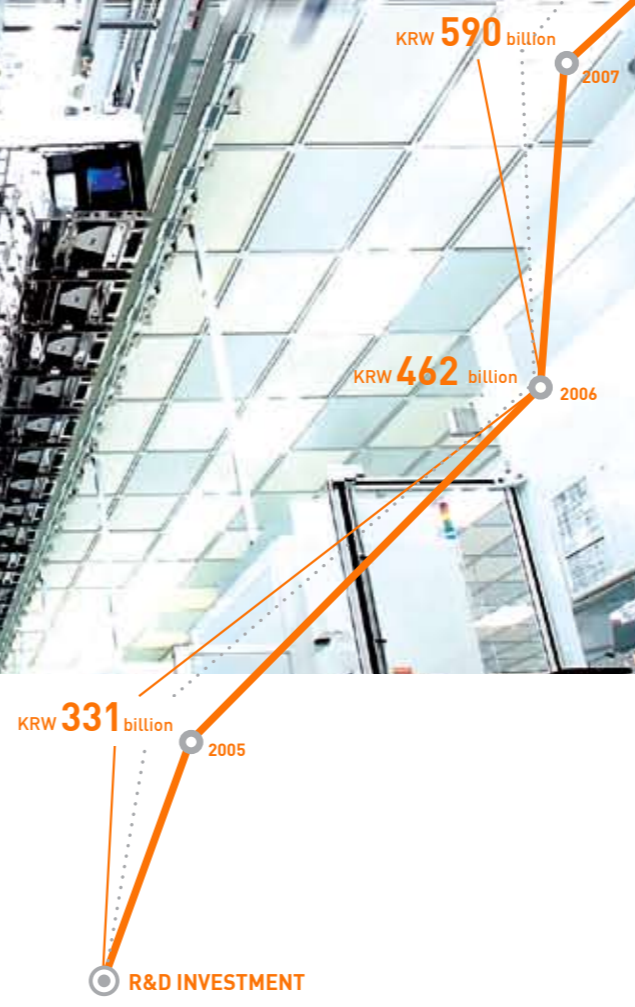




STRATEGIES

Strategy is the way that vision becomes reality. Hynix has strategies for achieving its mid- to long-term growth ambitions, and responding to rapidly changing market conditions. Starting with the system IC business, Hynix is again re-entering the non-memory field. Building upon our recognized strengths in DRAM and NAND Flash, we have plans to diversify our business lines into next-generation memory and non-memory products, including PRAM, with a goal of earning 30 percent of revenues from non-memory businesses by 2017.





FUTURE

Command and control of technology can make or break a company. Hynix's mastery of semiconductor technology ensures not just the future of the company, but the future of the semiconductor itself. Hynix was the first in the world to develop such high-value products as 66-nano 1Gb Mobile DRAM, 66-nano 1Gb GDDR5, and 24-layer NAND Flash MCP. We used in-house technologies to establish a 48-nano production line for NAND Flash memory. In the near term, we are working with strategic partners to focus on the development of next-generation memory products and sub-30-nano processing technology to become the world's No. 1 R&D company by 2012.

Hynix



PARTNERSHIP

Strategic partnerships are an excellent means to mitigate risk and leverage complementary abilities in a competitive industry. We seek out other companies, even direct competitors, to collaborate on technological development, new product creation, efficiency improvements and market expansion. Hynix is leading the development of the memory semiconductor industry by forming productive networks among world-class companies, promoting programs and policies that create win-win opportunities for everyone. An open mind and cooperative attitude are cornerstones of Hynix's foundation for continuing growth.





INNOVATORS

The driving force behind a company's growth is the determination of its innovators.

Hynix's talented professionals are industry leaders in innovation. We help our people to explore the full range of their capabilities, guided by our key values of challenge, creation and collaboration to achieve 'Hynix Supremacy'.

To power our leap forward as the world's best semiconductor company, we have been cooperating with universities to proactively secure the best domestic and overseas manpower. We also operate a richly varied lifelong education program as part of our human resource management system.

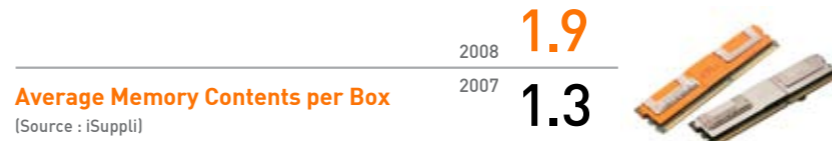


Value

Hynix creates its own value. We produce high-capacity semiconductors and shape the digital future. We build super-micro semiconductors and make life more convenient. We create high-efficiency semiconductors and enable limitless connectivity. Hynix technology adds limitless value to its customers' lives and brings the future closer to reality.

DRAM Dynamic Random Access Memory

TODAY



DRAM is essential to a computer's memory function. Hynix is actively developing new markets and boosting the competitiveness of its lineup, positioning ourselves as a major global player in DRAM.

Fabricated as DIMM (Dual Inline Memory Module) for easy installation, Main Memory stores data processed by the CPU. It is rapidly evolving in line with other technologies, and needs to meet evolving requirements for high speed, low power and high density. Hynix is working to upgrade its product lines and bring to market products such as DDR4, the next generation of Main Memory.

Graphics Memory makes the virtual world come alive before our eyes. Since 1999, when Hynix introduced the world's first DDR SDRAM for graphics, we have led the market with the world's fastest graphics memories, including 256Mb, 512Mb, 1Gb, GDDR2, GDDR3 and GDDR5. We are continuously innovating new ways to boost performance across all our graphics memory products.

Consumer Memory is loaded into familiar domestic appliances like digital TVs, DVD players, and PC peripherals like optical disk drives and printers. The world's top electronics manufacturers use Hynix products in their own goods, and we are proud to help our customers achieve greater miniaturization and portability. Our contributions include 1066 Mbps DDR2 and FBGA packaging for advanced digital devices.

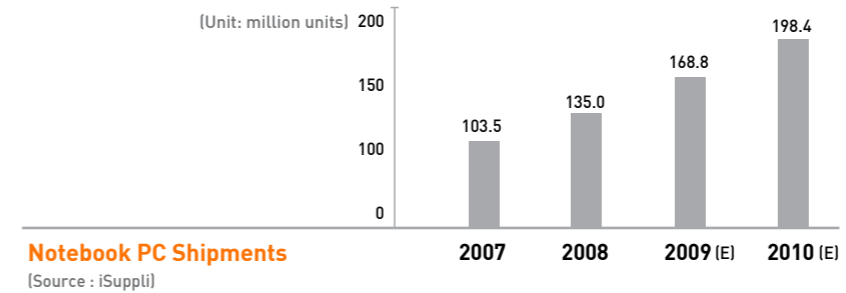
Mobile Memory is an essential part of the devices we carry with us every day. Makers of cell phones, digital cameras and other portable devices have installed millions of Hynix's Mobile MCP and Mobile DRAM units in their products, appreciating their compact size and low power consumption.

TOMORROW

The global DRAM market is preparing for a period of accelerated growth based on continuing development of emerging economies, notebook PC sales growth and rising demand for higher PC memory. To maximize the benefits from this trend, Hynix is taking steps to raise profitability and migrate into higher value-added products. We are differentiating our portfolio and introducing new products, such as high-performance MCP and PoP, Mobile Memory and premium products of 1Gb DDR3. We have raised competitiveness through successful development and production of 54-nano technology. A further key element of Hynix's business development plan is the recent establishment of a fully-commissioned team to raise our Mobile Memory competitiveness, shorten product development time and bolster Hynix's responsiveness to changing customer needs and market conditions.

We will devise a strategic marketing plan covering PC, server, graphics, and consumer memory markets, and increase each market share in stages. To secure new growth engines, Hynix introduced a 90-nano 512Mb PRAM prototype to the market, and we have STT-RAM in development as an area of high growth potential. To strengthen our customer-focused management, we will maintain our number one position among strategic customers, increase our sales ratio of servers, and develop business opportunities with targeted customers through careful analysis of their specific needs.

Despite the projected growth in demand for DRAM, producers are expected to face severe competition based on falling prices and rising supply. To compete effectively, Hynix will strengthen its technological- and cost-competitiveness, accelerate the changeover to micro processes, and immunize itself from price drops by raising the proportion of premium products in our sales volume. Hynix plans to steadily improve its position in the world markets by making long-term strategic investments in R&D, so that Hynix will be the first to introduce the next generation of high-capacity, micro-miniature, low-power products to market.



NAND Flash

TODAY

NAND Flash semiconductors are best-known for their use in data storage. NAND Flash is a low-power, non-volatile memory that retains data even when its power supply is cut off. It also has the advantage of rapid write and delete operations. SLCs are used in NAND-containing devices that require high speed and MLCs are used in devices that require larger storage capacity. Recently, TLC technology has been developed to the commercialization level, and TLCs are expected to overtake MLCs within 2 to 3 years, on the basis of bit growth.



The market for NAND Flash is expected to enjoy steady expansion thanks to multiple sources of demand from new applications and existing product types. Commonly used in mobile terminals as installed memory or removable cards, NAND Flash is an essential component of modern mobile consumer products. MP3 players and PMP devices, which particularly demand high-capacity products for video replay, are driving demand growth in the high-capacity NAND market. The NAND Flash industry will continue to expand and enjoy steady demand growth for the foreseeable future, as products increasingly become incorporated into handheld devices and PCs.

Hynix successfully developed a 512Mb NAND Flash Memory in 2003 using 120nm engineering technology. Now, Hynix is mass-producing 16Gb MLCs using 48nm processes. The next step will be the production of 32Gb products using 41nm technology. Efficient mass-production of various products, from low-capacity to high-capacity NAND Flash, is key to profitably satisfying ever-changing customer demands for new products.

TOMORROW

To leap forward as a global-scale company and achieve sustainable growth, Hynix is reinforcing its product lineup and competitiveness. We are stably converting from 48nm to 41nm engineering processes, and strengthening our combined-application products so as to generate synergies with our existing businesses.

To bring this goal forward, Hynix will expand into new growth areas, such as SSD, now spotlighted as a promising next-generation digital storage with excellent functionality and stability. Still a premium product, SSD now focuses on enterprise-class and high-end domestic products. However, more cost-effective MLC-based SSD will enter the market soon, causing an explosion in demand for this new technology. It is expected that SSD will take over 20 percent of the notebook computer market by 2010, and comprise 27 percent of total NAND Flash sales.

In order to secure a competitive position in the SSD field, Hynix is prioritizing the development of high-functional, high-capacity NAND products, and exploring opportunities to form strategic partnerships with related companies to develop and exploit SSD technologies.

On the product side, Hynix completed the construction of its new Cheongju plant, and the setup of a 12-inch production line. Securing these assets allows us to boost our competitiveness through mass production of SLC products such as 48/41nm 32Gb/16Gb MLCs and 16Gb/8Gb SLCs. This capability is key to fulfilling Hynix's mission of increasing the proportion of sales to strategic customers and stabilizing its revenues by enhancing its position in the global memory market.



TODAY



CIS is a semiconductor that takes the place of film in digital imaging devices like camera phones, webcams and digital cameras. The popularity of camera phones has made CIS technology part of daily life.

Hynix withdrew from all non-memory businesses in 2004 so as to concentrate more effectively on its core memory businesses. In 2007, Hynix was ready to diversify again, and chose to enter the CIS field because of its technological similarities to memory. We expect to quickly achieve proficiency and competitive advantage there, just as we have with memory. Hynix's entry into CIS will begin with CMOS Image Sensors for mobile phones, expanding from there into other applications like webcams, car cams, security and medical devices.

TOMORROW

CIS is a product with high growth potential, with demand expected to rise by 10 percent annually through 2011. The advantages of CIS are its simplified circuit design and low power requirements, and improvements in image quality are driving its expansion into multiple devices. To speed our progress in seizing a share of this market, Hynix signed a cooperation agreement with SiliconFile Technologies, which possesses competitive designs and technologies in CIS.

As current opportunities center on mobile phone applications, we are concentrating first on rapidly-growing China, as well as Korea, the world's most innovative mobile phone market. We intend to achieve mass-production capability quickly, and expand organically and through alliances with application producers. As always, Hynix will differentiate itself by responding rapidly and effectively to evolving demands for new products and improved functionality.



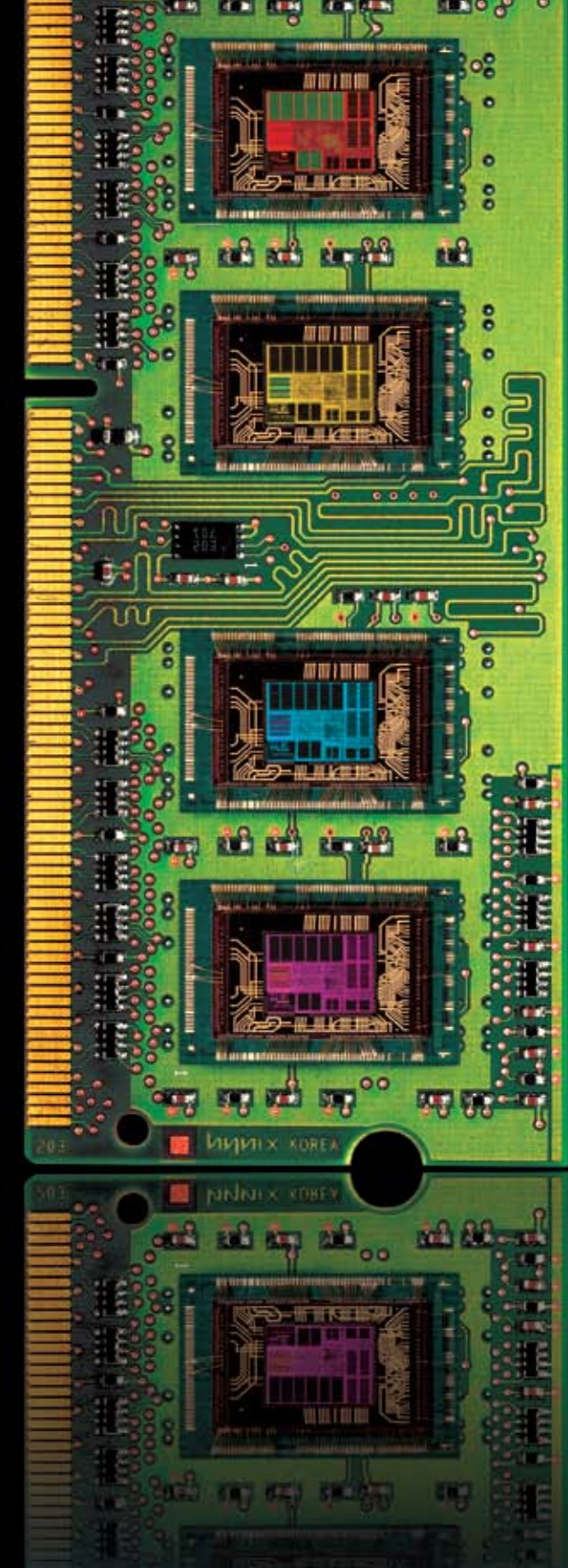
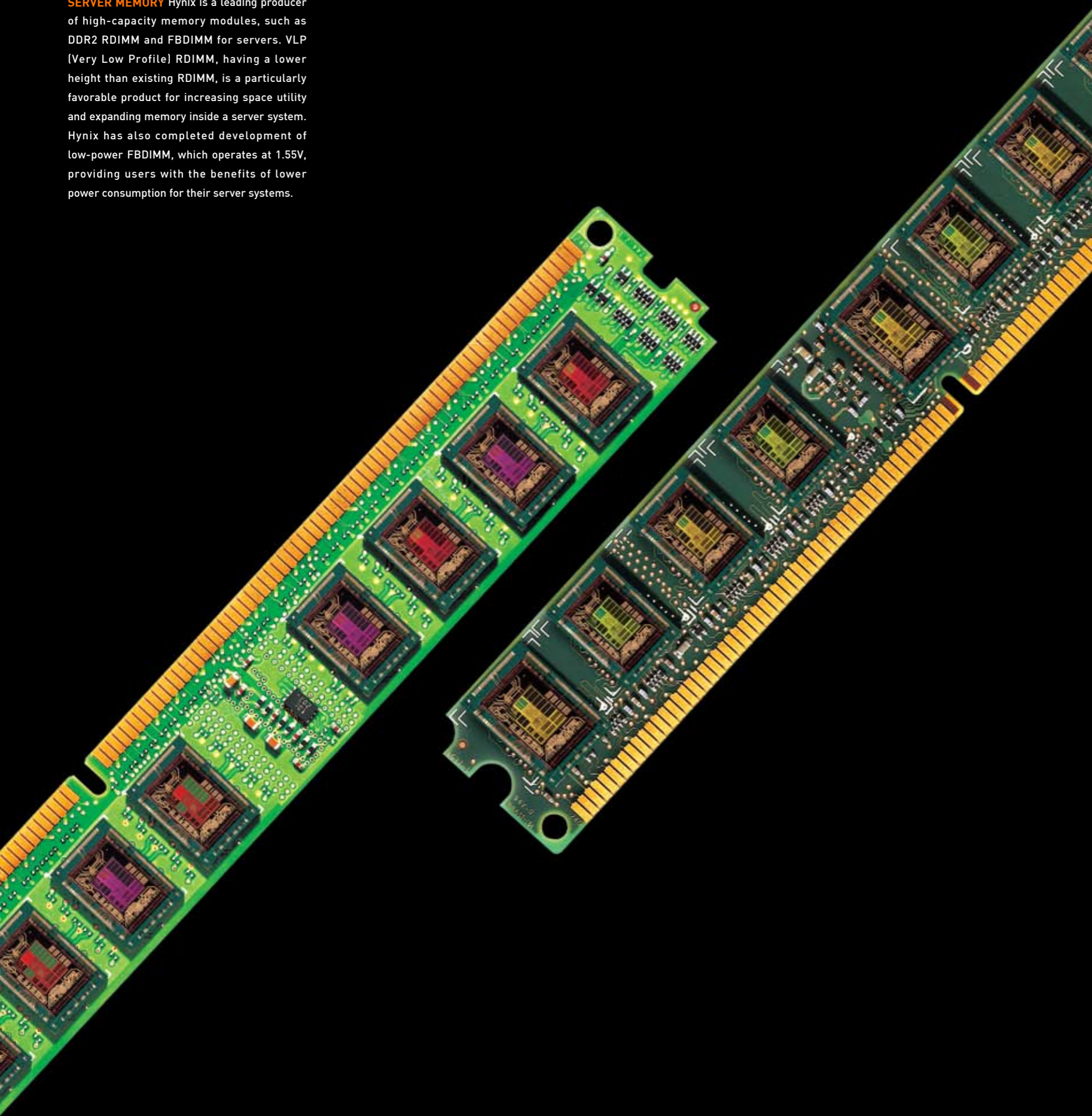
DDR3 Hynix's next-generation DDR3 memory can transfer data at up to 1600Mbps, double the speed of the DDR2 products now used in most PCs. Significantly, this is achieved with a drop in voltage requirements from 1.8V to 1.5V, reducing power consumption by 25 percent, thereby embodying improved performance with less energy. Hynix is also the first semiconductor maker in the world to receive Intel validation of its 1Gb DDR3, manufactured using a 66-nano process. These products entered mass production in the second quarter of 2008.



PRODUCTS AT A GLANCE

Raising PC performance levels, improving business efficiency, playing vivid video clips, connecting people... Hynix semiconductor makers make all of these possible. Based on our world's-best technologies and production skills, we power the high-capacity, energy-efficient, miniaturized products demanded by today's consumers. Now is the time for Hynix to take its next step, and expand beyond DRAM and NAND Flash to launch into the CIS business.

SERVER MEMORY Hynix is a leading producer of high-capacity memory modules, such as DDR2 RDIMM and FBDIMM for servers. VLP (Very Low Profile) RDIMM, having a lower height than existing RDIMM, is a particularly favorable product for increasing space utility and expanding memory inside a server system. Hynix has also completed development of low-power FBDIMM, which operates at 1.55V, providing users with the benefits of lower power consumption for their server systems.



PC MEMORY PC memory is a mainstay of Hynix's business. We have proven ability to respond rapidly to changing market demands for DDR and DDR2 DRAM. Hynix uses 66-nanometer technology to mass-produce 1Gb DDR2, popular for its high performance and power efficiency, and we received validation in 2007 for our 54 nanometer process technology. Hynix products made using this new technology employ dual gate technology to deliver high performance at low voltage.

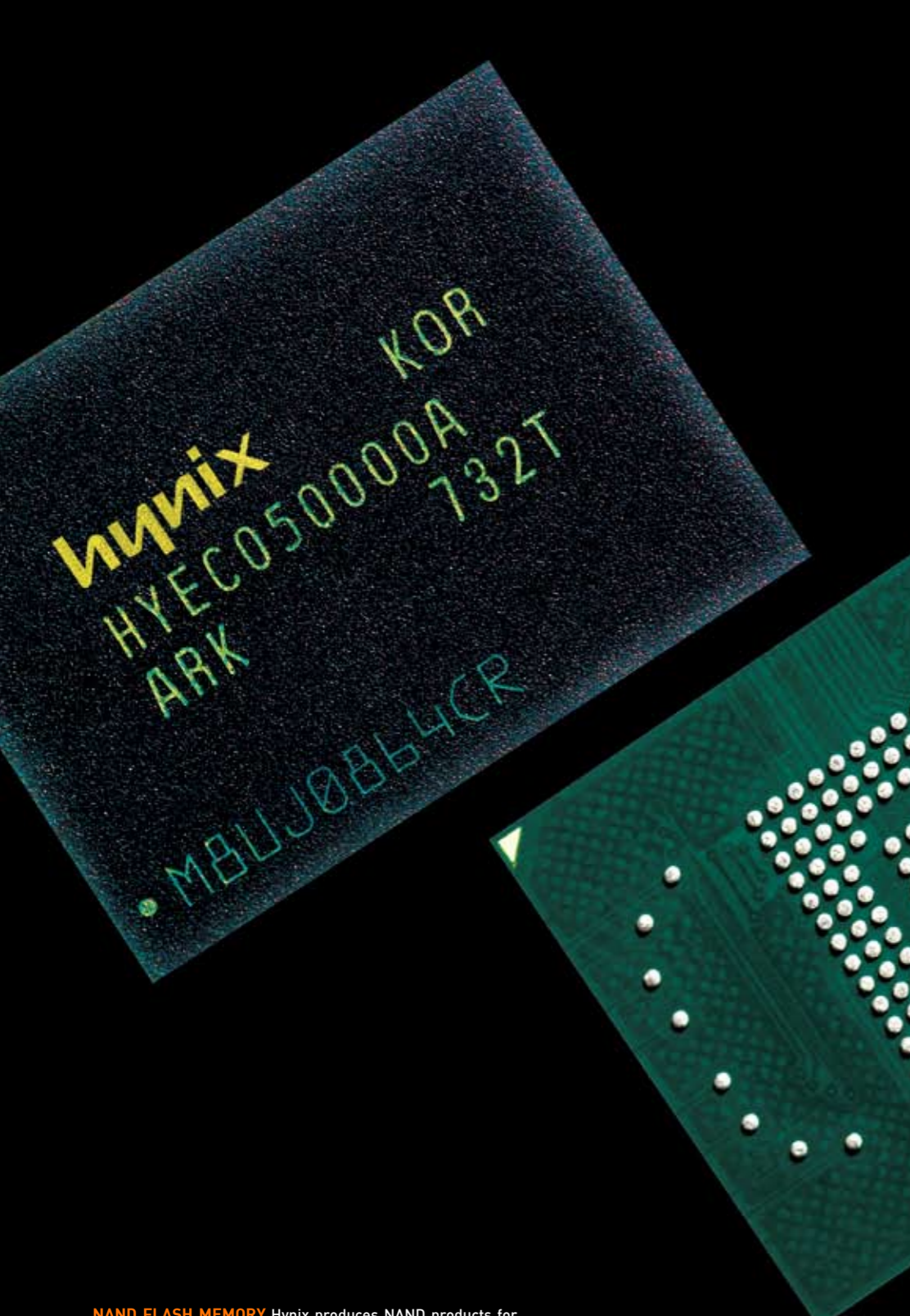
MOBILE MEMORY Hynix produces a variety of high value-added Mobile Memory products that meet the needs of modern trends toward miniaturization, high-capacity and rapid response time for portable electronic devices. Our 1Gb Mobile Memory has been optimized for today's hardware designs, providing the smallest and fastest 1Gb memory on the market. Using the 66-nano process, this product can achieve complete miniaturization and be applied to today's most compact personal electronic devices.



GRAPHICS MEMORY Graphics Memory is an essential component for digital devices running multi-media functions such as games and videos. Hynix introduced a x32 512Mb GDDR4 in 2006, followed by the world's first 1Gb GDDR5 in 2007. This product is the highest-capacity graphics memory on the market, and has a world-leading data transfer rate of 20 GBps. It is also designed to operate at a power-saving 1.5V to extend the battery life.

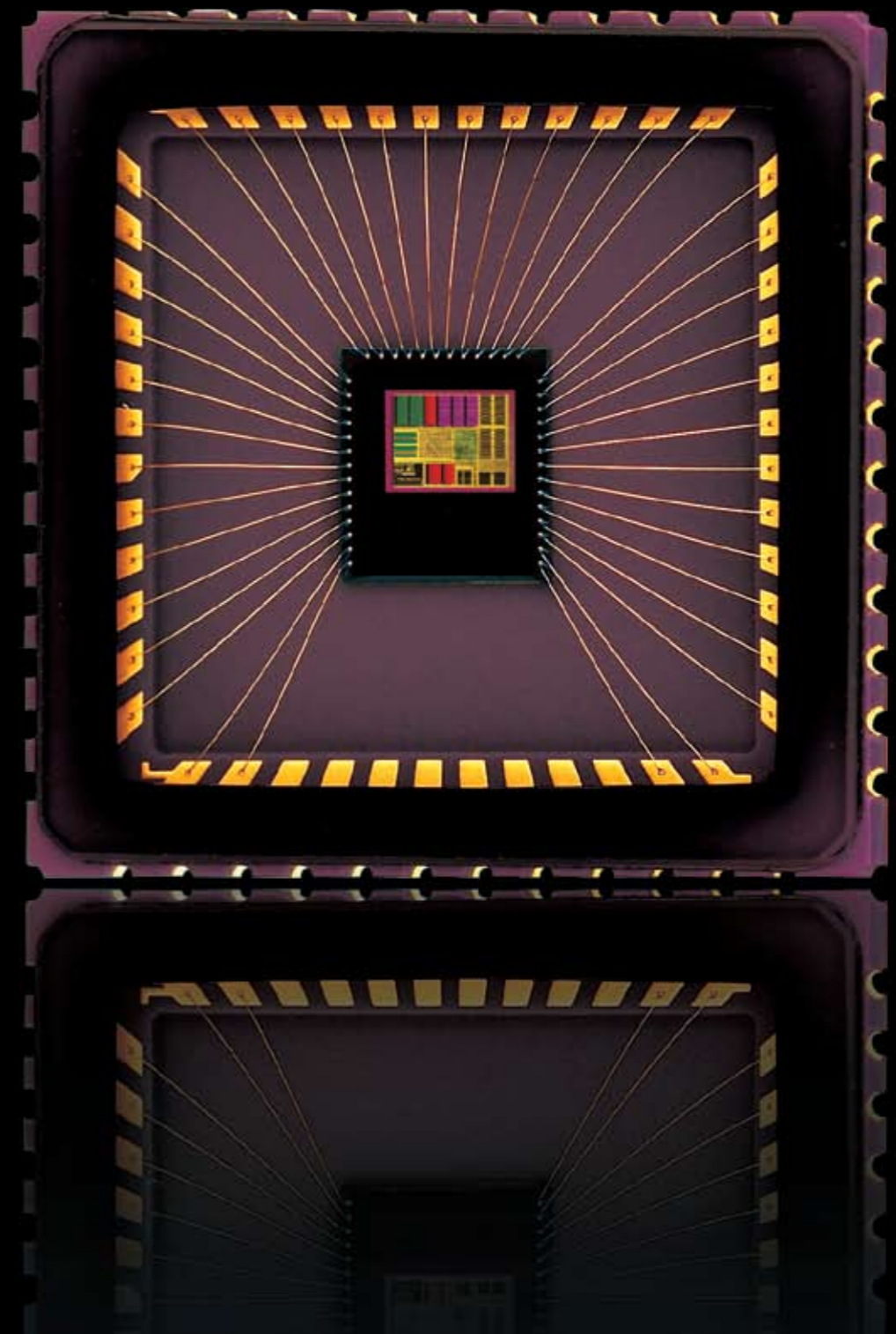


CONSUMER MEMORY Our major consumer memory products include 16Mb-256Mb SDR SDRAM, 64Mb-512Mb DDR SDRAM, and 256Mb-1Gb DDR2 SDRAM. These products are ubiquitous, found in televisions, set top boxes, hard disk drives (HDDs), DVD players and recorders, car navigation equipment and printers; and mobile devices like cell phones, digital cameras and MP3 players. Hynix maintains its competitive edge by continually developing small-sized, energy-efficient consumer memory products that let our customers serve the needs of their customers.



NAND FLASH MEMORY Hynix produces NAND products for various consumer electronics applications, including memory sticks, portable storage, MP3 players, PMPs, digital cameras, memory cards, USB flash drives, camcorders, PCs and mobile phones. We also manufacture total NAND Solutions, such as MCPs and embedded flash drives. By the first quarter of 2009, Hynix expects its first SSD products to reach the market. Currently, Hynix produces both SLC (Single-Level Cell) and MLC (Multi-Level Cell) packages, with product lines spanning 128Mb to 128Gb products. In 2007 we developed the world's first 24-layer MCP (Multi-Chip Package), allowing us to better serve our customers with products that meet their needs for high-capacity, miniaturized memory devices.

CIS(CMOS IMAGE SENSOR) CIS is an imaging device that performs the role of an electronic film in camera phones, webcams and digital cameras. Following up on our strategy of accessing non-memory growth platforms, Hynix chose CIS for its re-entry into non-memory businesses because of the close links between existing memory semiconductor and CIS production technologies. Through a strategic alliance with SiliconFile, we will soon introduce CIS products for camera phones and webcams, expanding later into automotive camera and digital camera applications.



Love

Hynix cares about the environment. Hynix is a true friend of the environment. Our ESH management system is centered on strict compliance with environmental best practices. We take our responsibility as a corporate citizen seriously, supporting many community care activities and practicing ethical management in all of our business operations.



ESH Management

Providing Industry Leadership for a Sustainable Future

Action

Hynix is proactively implementing Environment, Safety and Health (ESH) management systems in order to preserve a healthy environment for everyone. We have an ESH business unit that is in charge of creating and spreading the company's ESH vision and goals, and drawing up guidelines to successfully implement that vision. Hynix began the ISO 14001 process in 1996, acquiring that, along with OHSAS 18001 certification, for our Icheon and Cheongju plants in 2007. Our plant in Wuxi, China, was certified for ISO 14001 in 2006, while our ESH Research Center attained RoHS certification in 2006. Hynix also enforces a Green Purchasing policy and Green Partner system, through which we work with suppliers to ensure the production of environmentally-friendly products.

System

In 2007 Hynix formed the 'Environment Management Verification Committee' with the aid and participation of the Korean Federation for Environmental Movement. The Committee enforces the company's environmental policies and verifies compliance with relevant standards. We also launched the Environment Surveillance Group, empowering it to oversee all production processes, from the input of wafers to the output of finished semiconductors. Hynix is especially proud to attach the 'Eco Mark' to its non-halogen containing products, demonstrating their compliance with RoHS, the EU environmental standard.

Hynix has unveiled a new slogan, 'Eco Memory' to demonstrate our commitment to environment-friendly management. We are the first company in the industry to enter the Clean Development Mechanism under the Kyoto Protocol, allowing third parties to monitor our greenhouse gas emissions. Using Life Cycle Assessment (LCA) tools, Hynix is tracing the full impact of our products, beginning from the acquisition of raw materials.

Expandability

Over and above our successful efforts to reduce energy use and waste output, Hynix sponsors diverse conservation programs in local communities. Each plant has designated a mountain, river or lake as a 'sister site' for environmental protection, and employees visit regularly throughout the year. We have opened our facilities, including our wastewater purification facility, for inspection by NGOs and local citizens. Hynix also created the 'Eco-Dream Award' to draw attention to the valuable works of community groups and individuals, and provide an incentive for greater efforts on behalf of environmental conservation.



Efficiency

Hynix is proud to take the initiative in starting up and supporting community care activities, seeing this as a natural role for responsible corporations. We established an in-house team to centrally coordinate all of the company's corporate sharing activities, which has allowed us to more strategically and efficiently support communities, cultural and educational programs. We also launched a company-wide 'One Employee - One Social Program' campaign, which has been hailed as a great success by all 23,000 management and staff at Hynix. Hynix signed on with the Korea Cultural Heritage Administration to become a cultural steward of Seoul's Changgyeong Royal Palace. We have expanded this commitment to Seolbong Mountain for the Icheon plant, and Sangdang Fortress for the Cheongju plant.

Sincerity

Hynix supports academic achievement for about 760 students in 85 schools through our "Nobel Dream" scholarship, and operates an active co-op education program. One of the foundations of Hynix's friendly labor-management relations is our joint participation in charity fundraising activities, blood donation drives and volunteer efforts to provide assistance to flood victims.

Diversification

Other community contribution programs include the sponsorship of the Icheon Ceramic Festival, the Chunsu Film Festival, food drives for the elderly, sister village programs, charity bazaars, an environmental protection campaign and marathon race in Wuxi, China, and organization of a massive clean-up campaign following the December, 2007 oil spill off the Taean peninsula. In line with our company slogan, "Good Memory", Hynix plans to extend special support to people suffering from memory-related illnesses. Through these and other programs, Hynix is working hard to contribute to the happiness and welfare of local communities and global society.



Social Responsibility

Defining Strategies and Programs for Sustainable Social Contribution



Compliance

Since first establishing its Code of Ethics in 2000, Hynix has emphasized ethical management as one of the company's essential management principles. Since 2006, everyone at Hynix has taken an oath of Ethical Conduct. Through various education programs, we have raised our employees' understanding of ethical issues with training for new recruits and seasoned staff, including cyber-education lectures and interactive case studies.

Practice

With the establishment of the Hynix Ethics Management System (HEMS), Hynix is embedding a culture of integrity and enhancing relationships with outside stakeholders. HEMS is a customized IT system containing a vast array of content for employees, trainers, overseas offices and business partners. The system also serves a reporting function, giving real-time feedback on the status of ethics programs, and assisting training staff with the delivery of those programs. Ethics trainers are chosen based on qualities of leadership and personal conduct to handle PR activities, ethics campaigns, staff training, consultation and sponsorship programs. An evaluation system has been built into HEMS to gather information about each unit's performance and provide feedback. Finally, HEMS is an open communication channel through which internal and external stakeholders may submit their opinions or concerns, thereby helping Hynix to continually improve its total ethics management system.

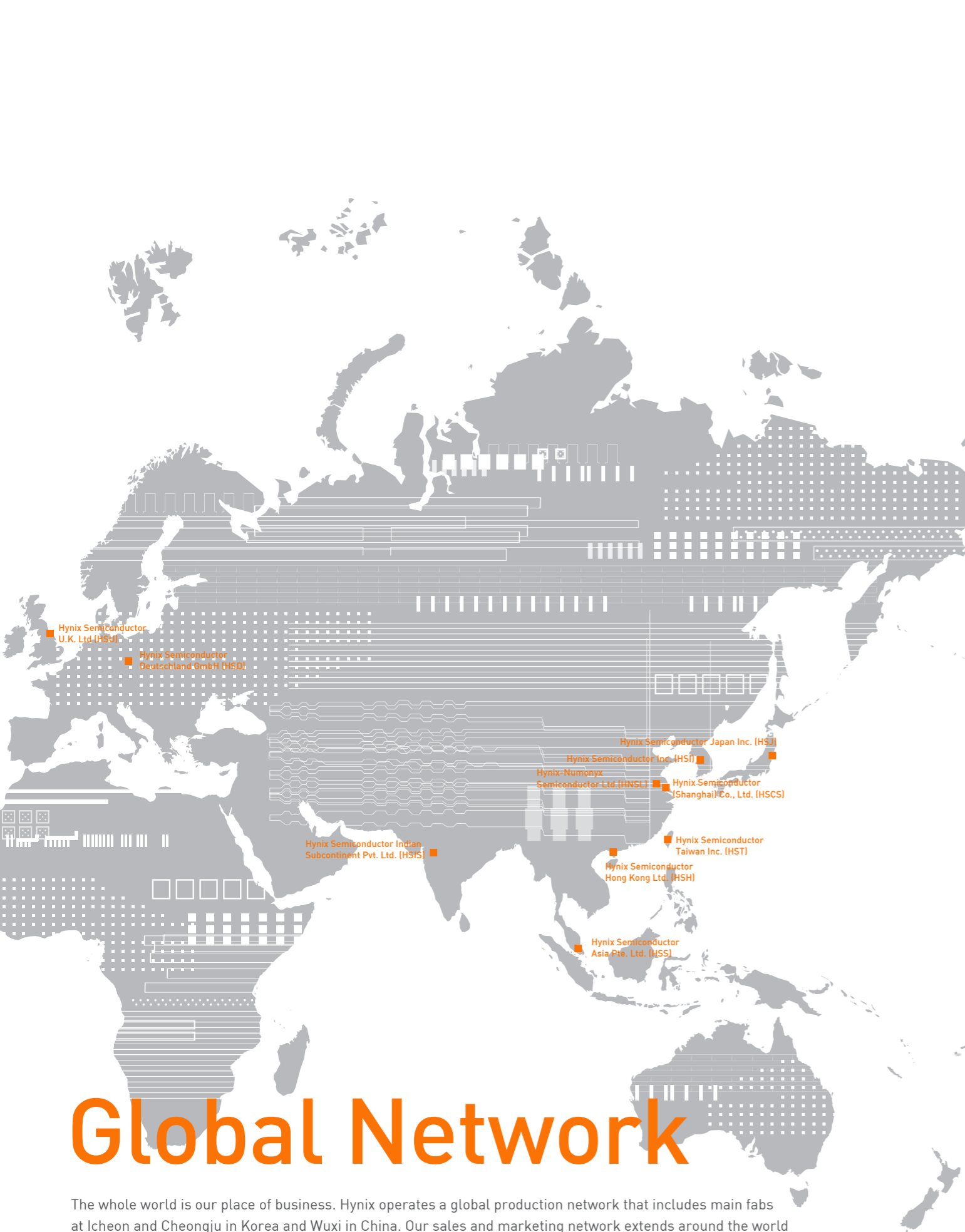
Commitment

As sustainability grows in importance, it becomes more essential for companies to take a systematic approach to ethical management. Hynix's answer has been the creation of the 'Global Ethics Network', a symposium through which we conduct workshops for overseas affiliates and business partners, ensuring that companies who do business with Hynix maintain high standards of ethical conduct. We add articles of obligation to our contracts, and commit ourselves to Fair Trade practices in all transactions. Hynix obtains pledges from its partners to pursue win-win relationships, and operates an Ethics Academy offering various classes to ensure that ethical business practices are firmly rooted in the minds of our employees and business partners.



Ethics Management

Putting Principles into Practice to become a Trusted, Respected Company



Global Network

The whole world is our place of business. Hynix operates a global production network that includes main fabs at Icheon and Cheongju in Korea and Wuxi in China. Our sales and marketing network extends around the world to mount effective responses to market changes and provide on-site client service whenever necessary.

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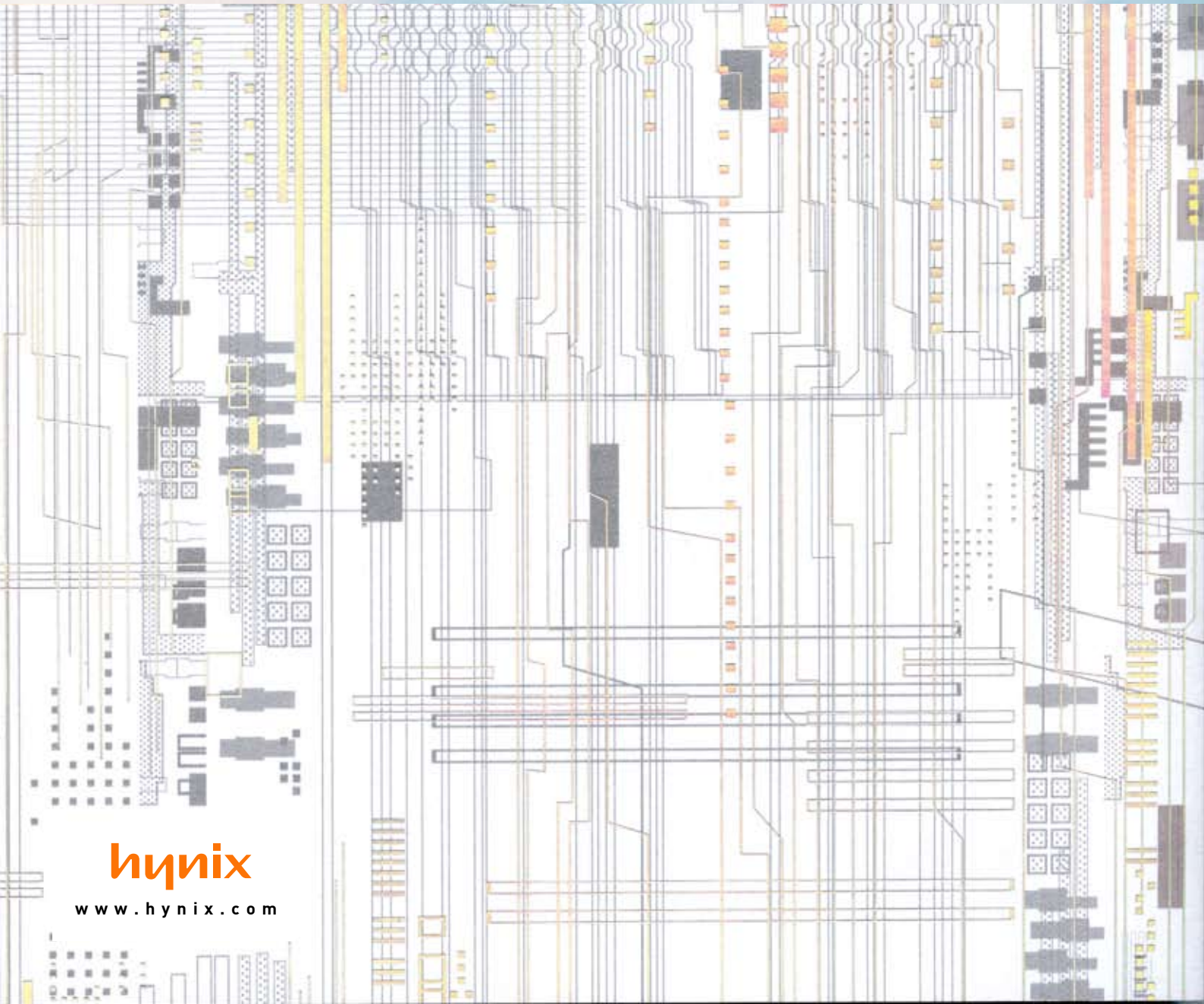
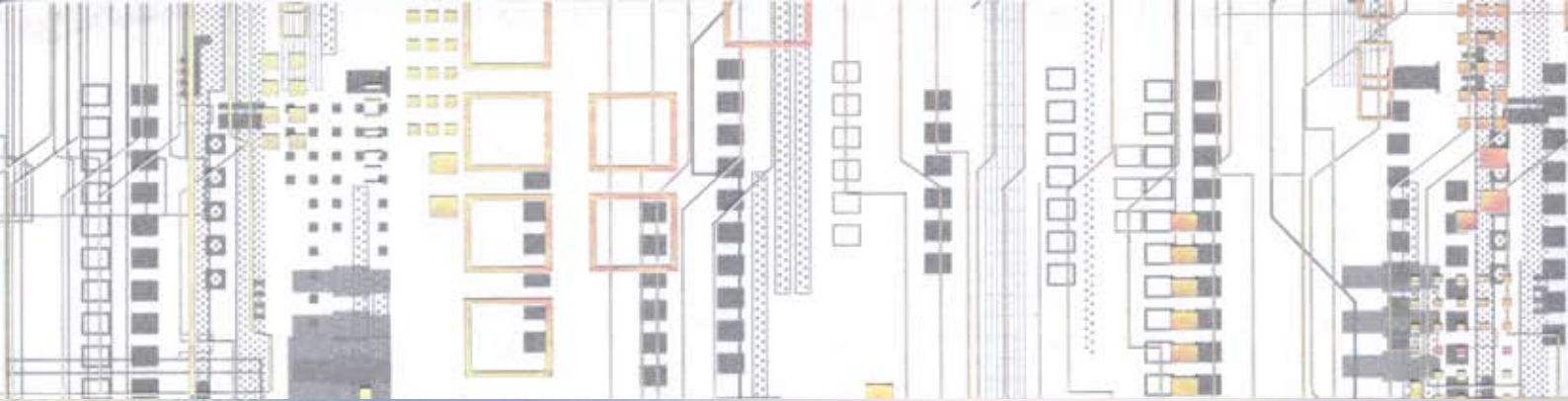
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2008	06	Developed world's first X3 technology-based 32Gb Nand Flash memory
	05	Signed comprehensive cooperation agreement with Taiwan's ProMOS
	03	Signed cooperation agreement with Fidelix
2007	11	Signed CIS cooperation agreement with SiliconFile Opened testing Fab in cooperation with domestic partners Developed world's first 1Gb GDDR5
	10	Launched 'Environment Management Verification Committee' with the Federation for Environmental Movement
	09	Developed world's first 24-layer NAND Flash MCP
	08	Developed high-speed and micro-scale 1Gb mobile DRAM Jong Kap Kim becomes Hynix's President & CEO; Declares Hynix's 'Second Era'
2006	12	Developed world's first 60-nano level high-speed DDR2 module
	10	Set Sales Revenue record
2005	12	Developed world's fastest and highest-capacity 512Mb GDDR4
	05	Opening ceremony for Icheon M10 plant; Started production of 300mm wafers
2004	02	Developed NAND Flash memory
2003	12	Formed strategic alliance with Taiwan's ProMOS
	08	Developed world's first 1Gb DDR2
	04	Formed strategic alliance with ST Micro for Flash Memory technology
	03	Developed industry's first large-scale commercial FeRAM technology
2002	08	Launched high-speed 256Mb DDR SDRAM for graphic memory
2001	08	Spun off from Hyundai Group
	03	Name changed to Hynix Semiconductor, Inc.
1999	10	Acquired LG Semiconductor
1996	12	IPO and listing on Korea Exchange
1983	02	Establishment of Hyundai Electronics Co.

Milestones

Hynix's drive to reach the top of the industry has become legendary in the world of semiconductor manufacturing. Hynix has grown with its customers, backed by ever more sophisticated technologies, products and services. As we continue to make great leaps forward, we are bringing a better and brighter future closer for everyone.



hynix

www.hynix.com