EXHIBIT 14

SUBMITTED UNDER SEAL

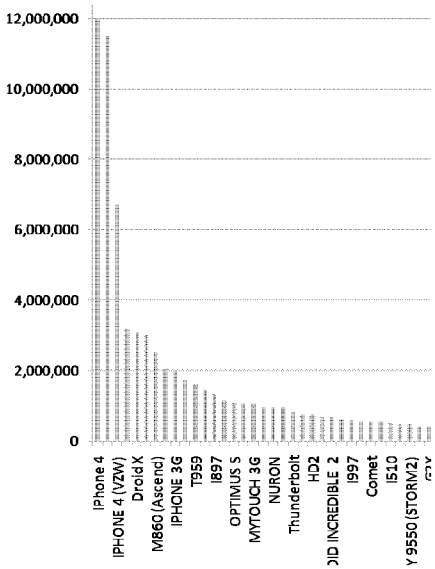
SAMSUNG

STA Strategy Update

November 11, 2011

Confidential Business Information,
Subject to Protective Order

STA MUST BUILD THE GALAXY BRAND TO OVERCOME THE INFLUENCE OF IPHONE



- Apple, even before iPhone 4S, $99 iPhone 4, and Sprint iPhone is exerting out-sized influence on the market mix
- **Samsung must urgently drive awareness, preference and purchases of Galaxy branded smartphones to combat Apple**

Confidential Business Information,
Subject to Protective Order