

**EXHIBIT 7**

**SUBMITTED UNDER SEAL**

Translation

Highly Confidential - Attorneys' Eyes Only

# 2012 BUSINESS STRATEGY

October 2011

Mobile Communications Division

SAMNNDCA00401905

**PLAINTIFF'S EXHIBIT NO. 184**

United States District Court  
Northern District of California  
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_

Translation

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# 2012 Strategy

Go Head-To-Head with Apple	Lead New Markets	Aim to be #1 in All Regions
<ul style="list-style-type: none"> <li>Strengthen #1 Status in Smartphone</li> <li>Magnify targeting <b>Tablet</b> market</li> </ul>  <p>The image shows the Samsung logo and Apple logo at the top. Below, a Samsung smartphone and tablet are on the left, and an Apple iPhone and iPad are on the right, separated by a 'VS.' text.</p>	<ul style="list-style-type: none"> <li>Create and lead the <b>Note</b> market</li> <li>First Class Marketing</li> </ul>  <p>The image shows two Galaxy Note smartphones and a stylus. Below are logos for the London 2012 Olympics, Twitter, YouTube, and Facebook, along with a small white table.</p>	<ul style="list-style-type: none"> <li>Keep in check emergence of Chinese vendors</li> <li>Push ahead with <b>No. 1</b> strategy by region</li> </ul>  <p>The image shows the Samsung logo on the left and the Nokia, ZTE, and Huawei logos on the right. Below, a Samsung smartphone is on the left, and a Nokia, ZTE, and Huawei smartphone are on the right, separated by a 'VS.' text.</p>

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