



SDI CHEMICAL Co., Ltd.
56 Gosanro Uiwang-Si, Gyeonggi-Do, Korea
TEL : 031-596-3408

March 28, 2016

Dear Customers:

Announcement: Company name change

As we announced earlier, Samsung SDI had sold its chemical division to LOTTE Chemical. As a result, the chemical division was established as "SDI Chemical" on February 1, 2016. As part of the process, the stake in SDI Chemical will be transferred to LOTTE Chemical in May 2016, and the company will belong to the LOTTE Group. The name of the company is also set to be changed to "LOTTE ADVANCED MATERIALS CO., LTD."

(Please note that the schedule is subject to change, depending on the circumstances)

The status of the company will remain the same; only the name will be changed. Therefore, the forthcoming change will not affect or change the existing business relations with partners and clients. To ensure smooth business transactions, however, we release a set of changes linked to the new company name in the following attachment. Please refer to the file for future information.

If you have any questions regarding the announcement, please feel free to contact us any time.

SDI CHEMICAL Co., Ltd.



CEO

Seoung Ku Lee

A handwritten signature in black ink that reads "Seoungku Lee".

Details of changes

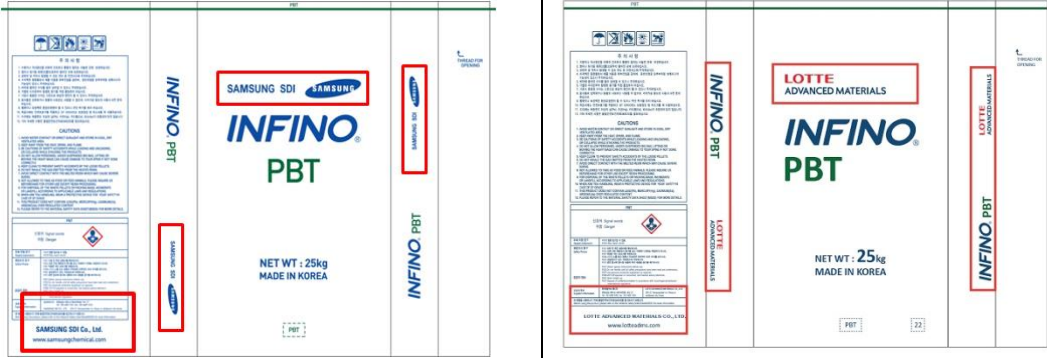
The following are the changes that will be made after the establishment of the new company on May 7, 2016.

Item	Before May 7, 2016 (KST)	AS of May 7, 2016 (KST) or later
Corporate Name	SDI CHEMICAL Co., Ltd.	LOTTE ADVANCED MATERIALS CO., LTD.
CEO	Lee, Seung-Ku	The same as before
Address	56, Gosanro Uiwang-Si, Gyeonggi-Do	The same as before
CI		
Bank Account		The same as before except the account holder to be changed to "LOTTE ADVANCED MATERIALS CO., LTD."
Letter of Credit (L/C)	<p>When opening L/C before May. 7, 2016, the beneficiary should be "SDI Chemical Co.,Ltd."</p> <p>In case the shipment is to be made on May. 7, 2016 or later, the following two sentences are to be added to the L/C as additional conditions:</p> <p>① EITHER SDI CHEMICAL CO., LTD OR LOTTE ADVANCED MATERIALS CO., LTD ON 59 FIELD (BENEFICIARY) IS ACCEPTABLE.</p> <p>② PACKING BAG OF SAMSUNG SDI CO.,LTD. IS ALLOWED.</p>	<p>When opening L/C as of May. 7, 2016 or later, the beneficiary should be " LOTTE ADVANCED MATERIALS CO., LTD."</p> <p>The following sentence is to be added to the L/C as additional conditions:</p> <p>① PACKING BAG OF SAMSUNG SDI CO., LTD. IS ALLOWED.</p>

Homepage	<ul style="list-style-type: none"> - Company Homepage : www.samsungchemical.com - STARON, RADIANZ: www.staron.com 	<ul style="list-style-type: none"> - Company Homepage : www.lotteadms.com (meaning: lotte advanced materials) - STARON, RADIANZ : www.staron.com (No change)
e-mail domain	XXX@samsung.com	XXX@lottechem.com

Illustrative Examples of Package Images

Product Package



Due to the inventory volume of package bags, existing bags were used for a while even after SDI Chemical was established. The company plans to provide new bags once its name gets formally changed. However, for a limited period of time, some of the products will be shipped with the existing package bags. We deeply appreciate your patience and understanding.