



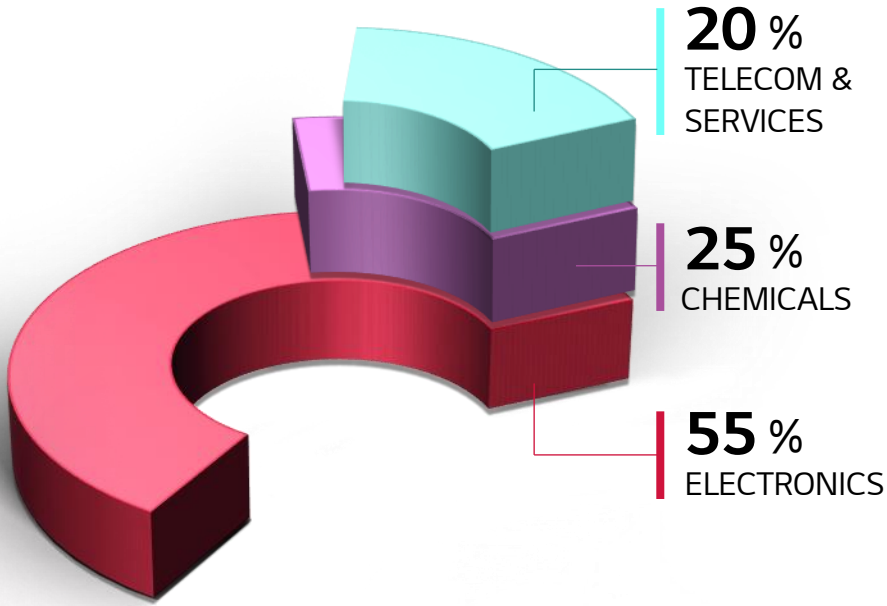
2019

WELCOME TO LG ELECTRONICS

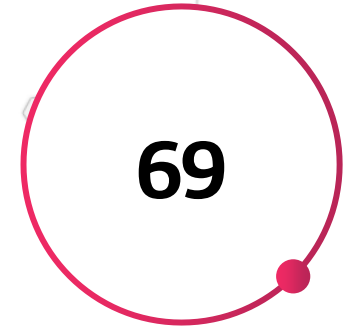


LG CORP.

Holding Structure (2018)



REVENUE
(KRW 160 Trillion)



COMPANIES

16

ELECTRONICS

- LG Electronics
- LG Display
- LG Innotek

24

CHEMICALS

- LG Chem
- LG Household & Health Care
- LG Hausys

28

TELECOM & SERVICES

- LG U+
- LG CNS
- LG Sports

HISTORY

A Look at LG Electronics Through the Years



1958

Goldstar first company of what will later become LG Electronics



1966

Produces Korea's first TV



1982

Establishes first overseas production base in the US



1995

Rebrands as LG Electronics



2001

Introduces world's first refrigerator powered by Inverter Linear Compressor



2019

Introduces world's first rollable OLED TV



2016

Launches premium LG SIGNATURE brand



2014

Introduces world's first 4K OLED TV



2013

Launches Vehicle Components Company

LG QUALITY PHILOSOPHY

The quality philosophy of LG's founder has been the foundation for raising the consciousness of LG Electronics employees.



1907~1969
LG Group Founder

Koo In Hwoi

If 1 out of 100 is found to be defective, then we must assume there are defects in the other 99.

Selling many products is not in our best interest if that one product is not the right product.

It should be common sense that customer trust is more valuable than profit.



MANAGEMENT PHILOSOPHY

- **LG WAY** The LG Way articulates our belief in attaining the vision of becoming the **No.1 LG** through **Customer-Value Creation** and **People-Oriented Management** as the guiding principle for our thoughts and actions as we stay true to the spirit of **Jeong-Do Management** in our everyday practice.
- **VISION** What we ultimately aspire to achieve through **Jeong-Do Management** and its two tenets **Customer-Value Creation** and **People-Oriented Management** is to become the **No.1 LG**, a market-leading company recognized and respected by industry peers as well as the broader market.



CUSTOMER



EMPLOYEE



INVESTOR



COMPETITOR



LG BRAND



Innovation for a Better Life





STRUCTURE

Companies

H&A
Home Appliance & Air Solution

HE
Home Entertainment

MC
Mobile Communications

VS
Vehicle Component Solutions

BS
Business Solutions



Regional Office

North
America

Europe

LATAM

Middle East
and Africa

Asia

CIS

**Korea Sales
&
Marketing Company**

GLOBAL NETWORK

● AI Research Lab ● Regional Offices



72,600+

Workforce

Korea : 52%
Global : 48%

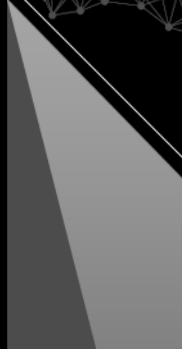
140

Global
Operations

GLOBAL PERFORMANCE



USD 2.4 Billion
Operating Income



2018
USD 54.4 Billion
Sales

LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,127.66 (2018)

BUSINESS OVERVIEW

Total USD 54.4 Billion (2018)

USD 17.2
Billion

32%



Home Appliance
& Air Solution

USD 14.4
Billion

26%



Home
Entertainment

USD 7.1
Billion

13%



Mobile
Communications

USD 3.8
Billion

7%



Vehicle
Component
Solutions

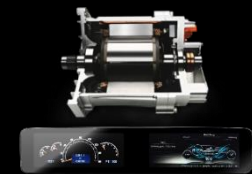
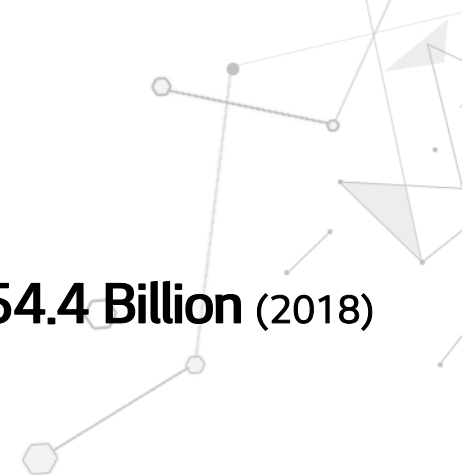
USD 2.1
Billion

4%



Business
Solutions

USD 9.8
Billion
Others



LG PRODUCT HIGHLIGHTS

AI FOR AN EVEN BETTER LIFE



EVOLVE

CONNECT

OPEN





ADVANCED ROBOTICS

NAVIGATION

INTERACTION

MANIPULATION

Consumer

Commercial

Industrial



LG TECHNOLOGY HIGHLIGHTS

LG CLOi



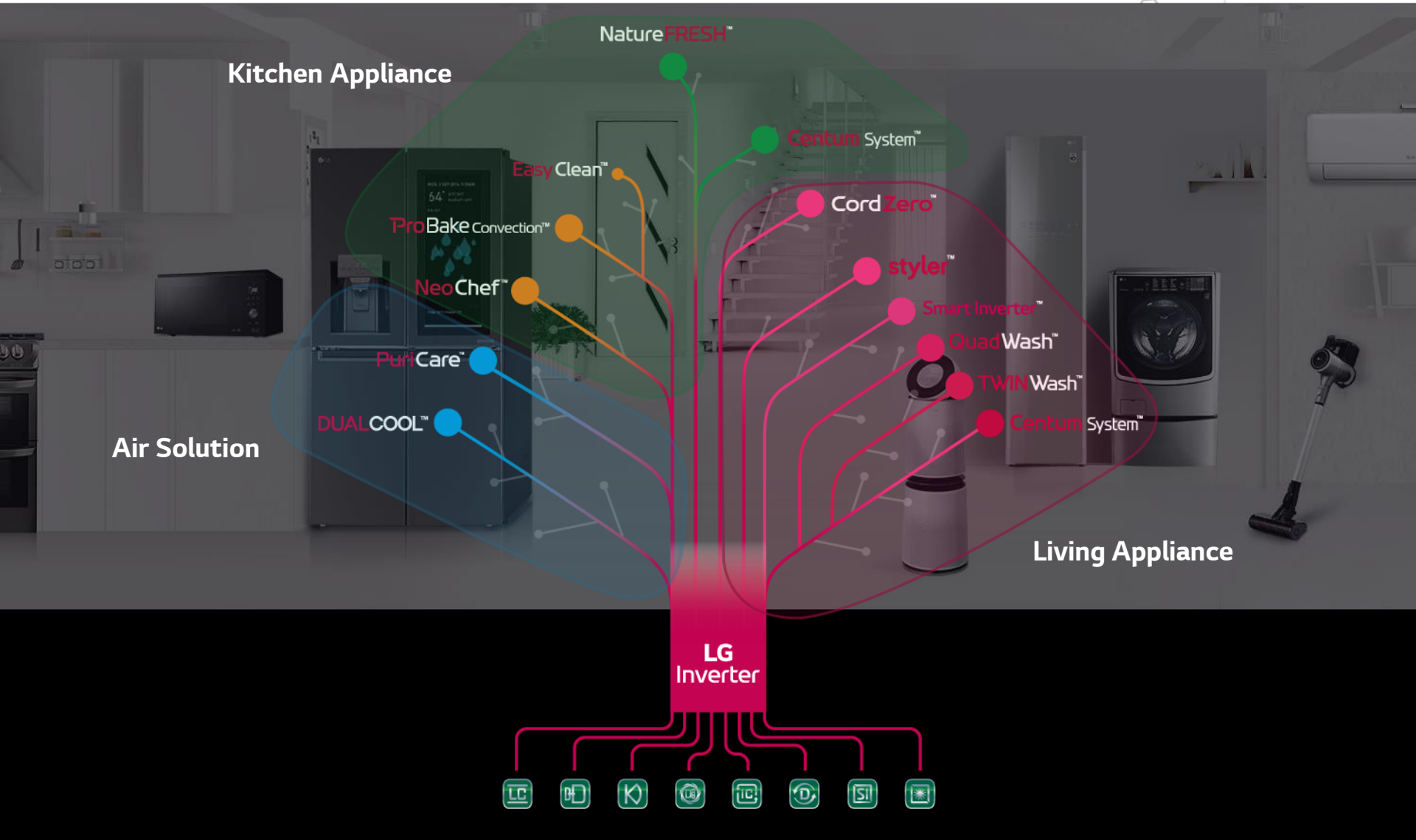
LG TECHNOLOGY HIGHLIGHTS

SIGNATURE KITCHEN SUITE is committed to producing the industry's best built-in appliances with leading-edge technology that gives you more flexibility to prepare food in the best possible way – respecting our authentic connection to food.



LG TECHNOLOGY HIGHLIGHTS

LG Inverter technology converts the power supplied to the compressor and motor into the desired voltage and frequency for better performance yet less energy



LG TECHNOLOGY HIGHLIGHTS

LG SIGNATURE OLED TV R

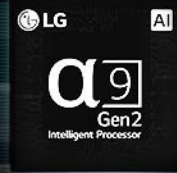


LG TECHNOLOGY HIGHLIGHTS

LG SIGNATURE OLED TV R



LG TECHNOLOGY HIGHLIGHTS



LG SIGNATURE OLED TV



Z9 (OLED 8K)



W9

LG TECHNOLOGY HIGHLIGHTS

NanoCell TV

NanoColor

NanoAccuracy

NanoBezel



LG TECHNOLOGY HIGHLIGHTS

Dual Screen

LG V50 ThinQ



LG TECHNOLOGY HIGHLIGHTS

LG G8 ThinQ
Crystal Camera @LED



Hand ID



Air Motion



Portrait



LG TECHNOLOGY HIGHLIGHTS

Vehicle Component Solutions Company focuses on commercializing and environmentally responsible automotive components and core solutions based on LG's proprietary technologies.

SMART



Digital Cockpit



HMI & Integration



Secure & Reliable SW



Intelligent Driving

GREEN



Eco-Friendly



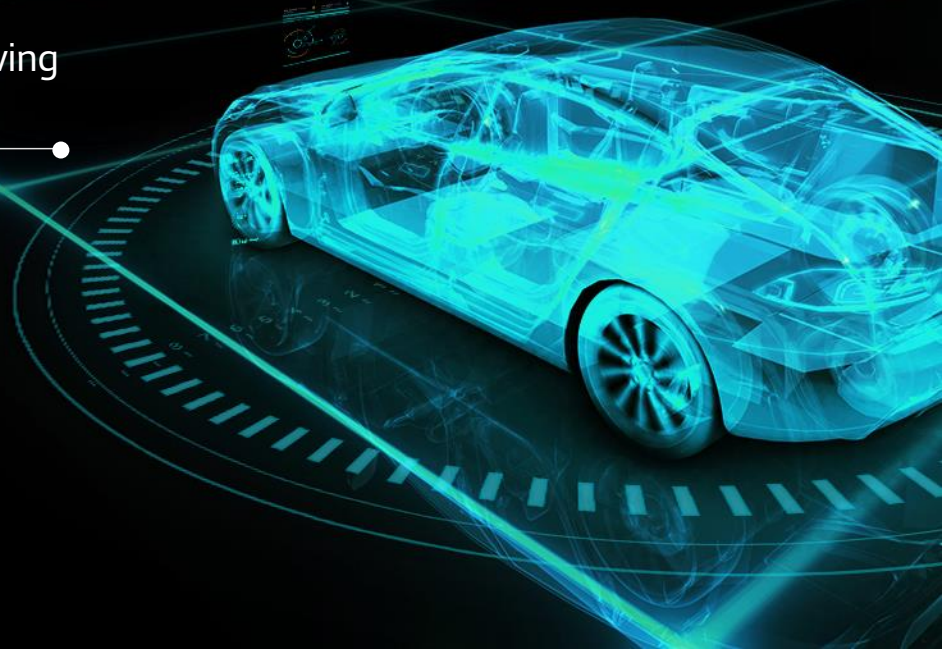
Efficient



Light Weight



Integrated



LG TECHNOLOGY HIGHLIGHTS

LG is leading the way in state-of-the-art OLED technology

Take your next exciting leap into the future and change the way you engage with customers

Transparent OLED Signage



Perfect Black

Limitless contrast and the deepest blacks



LCD

LG OLED Signage

Perfect Viewing Screen

Wide viewing angle



Stunning Color and Contrast

Accurate and stable color reproduction

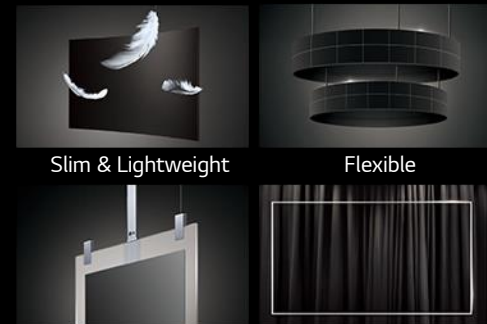


LCD

LG OLED Signage

Perfect Design

Design flexibility with lightweight and slim display



Slim & Lightweight

Flexible

in Glass

Transparent

LG TECHNOLOGY HIGHLIGHTS

A wide range of indoor and outdoor LED Signage will create eye-catching experiences with industry leading technology and performance



LG TECHNOLOGY HIGHLIGHTS

LG NeON[®] R is the company's most efficient premium solar module that allows electric current to flow more freely and efficiently

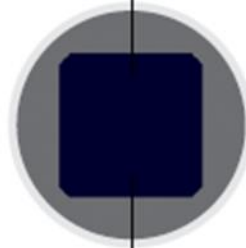


Technical Feature

The LG NeON[®] R is a sleek module that eliminates metal electrodes on the front side. The module's environmental and aesthetic design is ideal for roofs, offering a clean, sleek modern exterior and increasing the home's value.



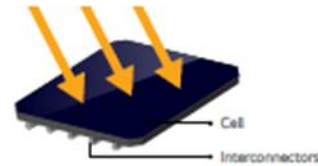
Delivers premium black frame



Eliminates electrodes on the front of cells

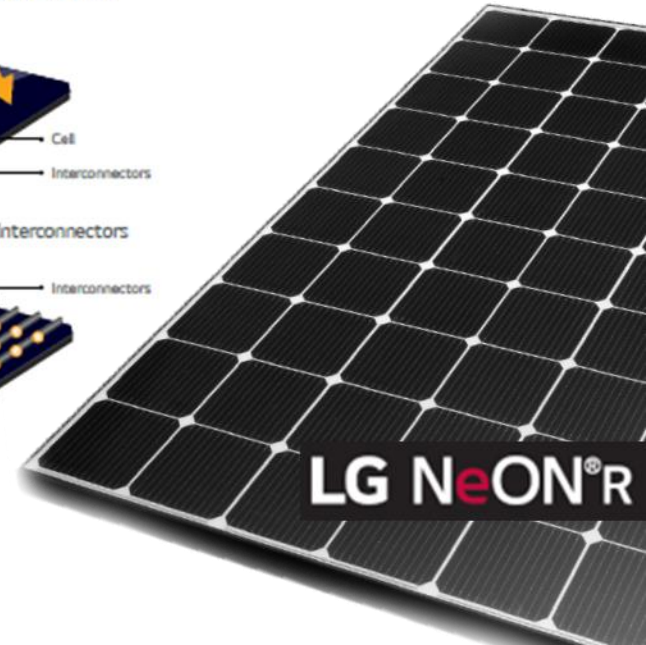
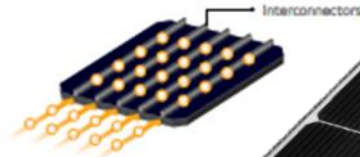
Front

Interconnectors positioned on the cell's rear side maximize light absorption



Rear

Increased amount of interconnectors reduces energy loss



LG NeON[®] R

SUSTAINABILITY COMMITMENTS

Life's
Good
with **LG**



PROMOTE INTELLIGENT LIFESTYLE

Establish Intelligent Living Environment



Pursue Healthy Life for Customers



Expand Green Business



REALIZE ZERO CARBON AND CIRCULAR ECONOMY

Pursue Zero Carbon



Reduce the Environmental Impacts of Products



Promote Circular Economy



CREATE A BETTER SOCIETY

Establish Sustainable Supply Chain



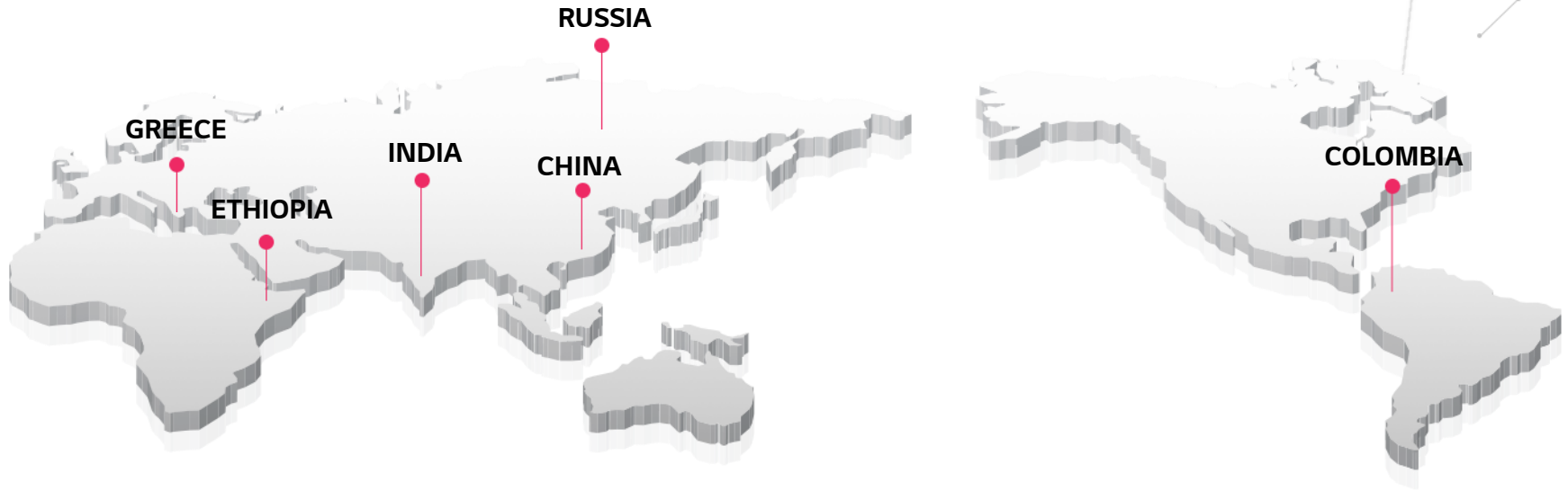
Establish Decent and Safe Work Place



Expand Contribution to the Local Community



GLOBAL SOCIAL CONTRIBUTION



GREECE

Free Laundry Service



ETHIOPIA

LG Hope Village



INDIA

Global IT Challenge



CHINA

Vacation Together



RUSSIA

Youth Forum



COLOMBIA

Laundry Service in Coffee Village

