

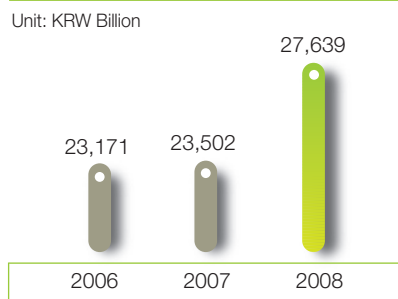
# Corporate Overview

CEO	Yong Nam / Vice Chairman
Address	LG Twin Towers 20, Yeouido-dong, Yeongdeungpo-gu, Seoul, Korea 150-721
Established Date	March 27, 1958

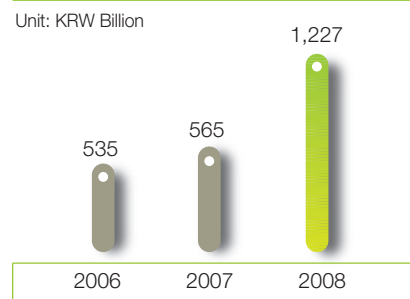
## Corporate Facts

As of the end of December 2008, LG Electronics had 28,659 employees and management located in Korea, and 55,786 employees and management located overseas. Although the overall business environment was difficult in 2008 due to external factors such as the global economic stagnation, material cost increases and enhanced competition, LG Electronics made every effort to improve productivity and reduce material costs in all of its business activities and areas including factory floors, research and development, marketing, service and support. Simultaneously, LG Electronics recorded KRW27,638.5 billion in revenues, an 18% increase over the previous year, as a result of growth in its global revenues due to premium brand rollouts and depreciation of the Korean Won. Operating profits stood at KRW1,226.9 billion.

### Sales



### Operating Income



# Major Products



### Home Entertainment

- LG has become a leading home entertainment company by producing flat panel TVs, home theaters, blu-ray players and other products, and by combining stylish design with smart technology. Our home entertainment products include liquid crystal display (LCD) TVs, plasma display panel (PDP) TVs, audio equipment, video equipment, and optical storage.

### Mobile Communication

- LG provides consumers with better mobile experiences through stylish designs and smart technology, and this has resulted in LG being a global leader and innovator in the worldwide mobile handheld device market.

### Home Appliance

- LG is enhancing users' daily lives with innovative home appliances that combine style and technological excellence. Our portfolio of home appliances includes washing machines, refrigerators, cooking appliances, cleaning appliances, system kitchen appliances, and healthcare appliances.

### Air Conditioning

- LG has expanded beyond residential and commercial markets by increasing its share of the industrial and specialized markets, and by providing heating, ventilation, and optimized air conditioning (HVAC) solutions.

### Business Solution

- LG is quickly becoming a leader in the business to business market for products such as LCD monitors, commercial displays, car infotainment and security devices.





## ENERGY

We understand our social responsibility towards the environment, and LG Electronics is actively taking steps to reduce greenhouse gas emissions.



# HUMAN

LG Electronics attempts to apply eco design concepts to our products with the goal of reducing their overall environmental footprints, and manages hazardous substances through the “Green Program” with our vendors.





## RESOURCES

LG Electronics is helping to promote recycling by adopting technologies to reduce the use of natural resources and emphasize the conservation of these resources.



## CEO Message

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We are striving towards becoming a true global leader through green management to achieve sustainable growth.



The global economy is currently in a state of uncertainty. Even in the midst of a difficult environment, LG Electronics recorded the best performance in fiscal 2008 since its foundation. This is the result of LG Electronics' effort to continuously innovate and develop superior technologies for our customers.

LG Electronics is implementing activities to achieve eco-friendly management. We have established management systems with the intent of reducing the amount of toxic materials that are used and the amount of greenhouse gas emitted during the manufacturing and management processes. Our employees are committed to reducing waste during manufacturing in order to utilize natural resources more efficiently. Our efforts to support the environment also extend to product development. Our focus is on developing products that are eco-friendly in all phases of their life cycle, including the purchasing of components and materials for product production, manufacturing of the product, using the product, and finally, disposing of the product.

Global warming is one of the core environmental issues we face today, and LG is working to achieve sustainable growth to create a greener future. We will continue to do our best in creating value for customers, shareholders, employees, and management, while at the same time attempting to employ a green philosophy to our products when appropriate.

We continue to look forward to support and encouragement from all those concerned.



**YONG NAM**

Vice Chairman & CEO

# CTO Message

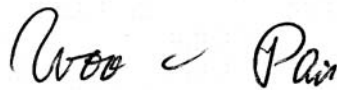
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Sustainable growth is one of the most important factors in environmental preservation. Fortunately, the environmental awareness of our customers is growing. LG Electronics was one of the first Korean consumer electronics (CE) companies to announce its environmental policies in 1994. Since then, we have continuously strived to innovate and develop greener products to enhance the value for our customers, while helping protect the global environment.

We are focused on reducing greenhouse gas emissions throughout the life cycle of our products as a way potentially to counter changes in the climate. We believe we have increased the competitiveness of our products by establishing greenhouse gas emission targets, participating in a trial operation of the Carbon Footprint Labeling program in Korea, establishing an inventory of greenhouse gas emissions in all of our facilities in Korea, and obtaining an international verification from Det Norske Veritas (DNV), a Norway based greenhouse gas verification organization.

Not only are we working to minimize greenhouse gas emissions by improving our products' energy efficiency, we are also doing our best to provide products to our customers that maximize economic efficiency. We are also evaluating and working to decrease our use of hazardous substances. Finally, we have established the Green Program with our vendors.

LG Electronics is taking the lead to create a greener future through eco-friendly technology.



WOO HYUN PAIK

President & Chief Technology Officer



# LG Electronics' Eco-friendly Technology



# 2008 Green Highlights

## 1 GREEN MANAGEMENT

● **Established the Eco Strategy Team**

LG established an Eco Strategy Team in February 2008 that reports directly to the Chief Technology Officer (CTO) and is responsible for establishing a global environmental strategy and overseeing all “green” initiatives of the company.

● **Establishment of a Voluntary Take-back System for Discarded Products**

LG Electronics has established various home electronics take-back programs throughout the world. LG Electronics became one of the first CE companies to establish a national take-back and recycling program in the U.S. in 2008. This program was in partnership with Waste Management, Inc., one of the largest recycling companies in the U.S. We also initiated a take-back program through the mail in some countries as part of our mobile phone take-back and recycle strategy.

● **Carbon Disclosure Project : Received the Woorim Award**

LG Electronics received the Woorim Award by participating in the Sixth Carbon Disclosure Project (CDP). The Woorim Award is a Korean-based award given to the best performer among companies that are participating for the first time in CDP for their efforts in working to reduce greenhouse gas emissions.



• Received the Woorim Award

● **Established a Green House Gas Inventory for all facilities in Korea and Received Verification from a Third Party**

LG Electronics had established a greenhouse gas inventory at all facilities in Korea by the end of 2008, including its research and development centers. LG Electronics received an international verification from Det Norske Veritas (DNV), a Norway based global greenhouse gas verification organization. DNV has specialized in delivering independent, third-party services for climate change activities, and has over the last decade been engaged in a number of diverse validation, verification, and certification activities. For more information on the verification process, visit [http://www.dnv.com/services/certification/climate\\_change/voluntary\\_emission\\_reductions/](http://www.dnv.com/services/certification/climate_change/voluntary_emission_reductions/).



• Green House Gases Verified by a Third Party

● **Received the 2008 Leading Resource Recycling Company Presidential Award**

LG Electronics enhanced resource recyclability at the Changwon Plant 1 by reducing waste and it received the Presidential Award in Korea. Every year, the Ministry of Environment and the Korea Environment & Resources Corporation gives this award to a company that has demonstrated its commitment to working to reduce its waste and increase its use of recycled materials in the production process.



• Received the President's Award as a Leading Resource Recycling Company



## 2 GREENER PRODUCT



• 2008 Energy Winner Award

### ● Projector Receives Korean Eco-label

LG Electronics received the Korean Eco-label in February 2008 for the DX540 and DX630 projectors, a first in the projector category. The Eco-label program is administered by the Korea Eco-Products Institute and is granted to products that reduce consumption of energy and natural resources. These projectors have power saving functions that satisfy the standby-power and power consumption standards which are set by the Korean government. For more information on the Eco-label program, please visit <http://www.koeco.or.kr/>.

### ● LG Electronics' Products Receive "Energy Winners Awards"

In 2008, LG Electronics received several awards from Consumers Korea, a consumer advocacy organization in Korea. The awards included the "Energy Winner Grand Prize" for one of our refrigerators (R-T686UHLW), the "Winner Award" for one of our air cleaners (LA-P210D) in the energy efficiency category, and the "Winner Award" for one of our microwave ovens (MW-237PRS/ PWR) in the standby power category. For more information on Consumers Korea and its awards, please visit <http://www.cacpk.org/>.

### ● LG Electronics' Participated in a Trial Operation of the Carbon Footprint Labeling Program

LG Electronics was the one of the first Korean CE companies to participate voluntarily in the trial Carbon Footprint Labeling program administered by the Korean Ministry of Environment that evaluated the carbon footprint of participating products. At the conclusion of the trial, LG Electronics' Steam Direct Drive washing machine was selected as a "Carbon Footprint Labeling" product. The purpose of Carbon Footprint Labeling is to promote a consumer-led purchasing pattern of low carbon goods and to encourage enterprises to develop technologies towards low-carbon goods, thus ultimately contributing to the international efforts to reduce greenhouse gases. Please visit <http://edp.or.kr/carbon/english>.



\*Washing Machine that participated in a trial operation of the Carbon Footprint Labeling  
Model: FR3228WA

## 3 GREEN COMMUNICATION



• Dubai Conference

### ● LG Electronics Sponsored an Environmental Conference in Dubai

On October 18, 2008, LG Electronics held the "LG Life's Green Conference" at Dubai's Jumeirah Beach Hotel in consortium with UNOPS (United Nations Office for Project Services) and the government of the United Arab Emirates. A "Green Protocol" was signed at the conclusion of the conference where participants pledged to work towards an increased emphasis on environmental initiatives and sustainability.

### ● Participated in the Ramsar Conference as a Corporate Supporter

LG Electronics participated in the Tenth Ramsar Conference held in Changwon, Korea from October 28, 2008 to November 4, 2008. With our Changwon Plant taking the lead, LG Electronics participated in environmental efforts related to the Upo and Joonam Wetlands. We also initiated a "One River One Company Clean-up Program," where each Korean LG facility will help maintain one nearby river or stream.