

LIFE'S

GOOD WHEN YOU ARE WITH LG.

PREMIUM, REFINEMENT, AND INNOVATION WE INVITE YOU

TO ADD THESE DIMENSIONS TO YOUR LIFE. WE ARE COMMITTED

TO OFFERING THE WORLD'S MOST ADVANCED, INTUITIVE, AND

CONVENIENT PRODUCTS WITH SUPERIOR TECHNOLOGY AND DESIGNS.

CRAFTING FUTURE-ORIENTED DESIGNS AND TECHNOLOGIES, WE

ARE CREATING OPTIMAL ENVIRONMENTS. AND, CREATING NEW

CONSUMER VALUE AND ACHIEVING A HIGHER LEVEL OF CONSUMER

SATISFACTION, WE ARE DELIVERING RICHER, ECO-FRIENDLY

LIFESTYLES. LIFE'S GOOD . . . AS EVER,

WITH LG.

BUSINESS & WORLD

Strong performance in delivering the value that consumers desire, and more.

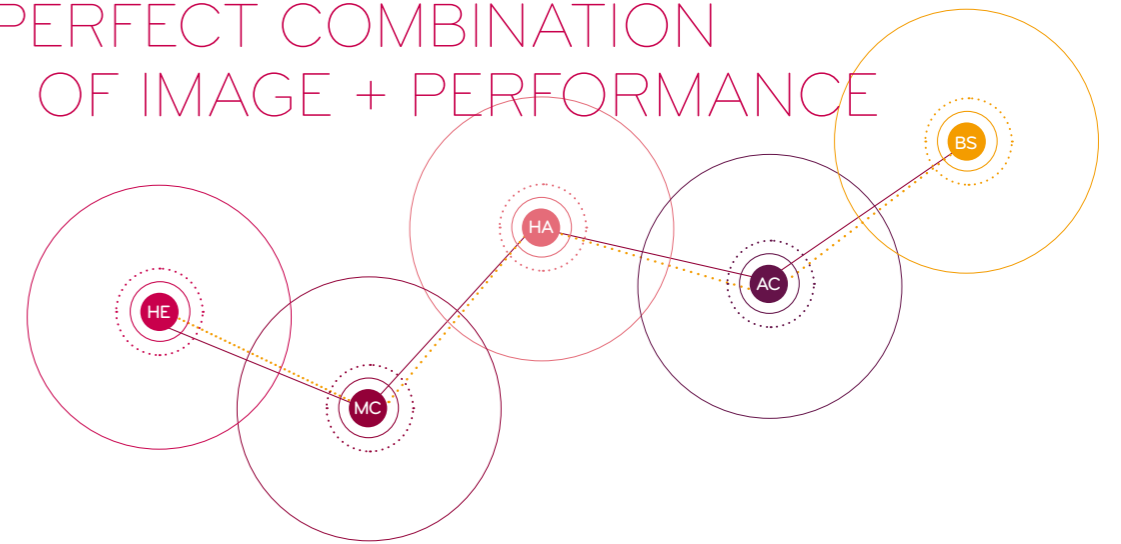
The power to change and define the future.

These are the goals that LG is committed to achieving.

Life's Good . . . as ever, with LG.

LG's business portfolio was restructured in January 2009, by creating the Business Solutions Company.

THE PERFECT COMBINATION OF IMAGE + PERFORMANCE



It is now comprised of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning, and Business Solutions.

Such reorganization is aimed at capturing even more of the ever-growing commercial market, expanding our value chain from hardware to solutions and better addressing the lifestyle needs of both current and future consumers.

HE

HOME
ENTERTAINMENT
COMPANY



LG has set an ambitious goal of becoming the world's top home entertainment devices manufacturer by 2010 by creating an ideal home entertainment environment with its premium flat-panel displays, audio and video products. We are moving forward in the global market with our smart technology and stylish design, true reflections of our consumer-oriented insights.

LCD TVS

LG has been continuously pushing the limits of LCD TV Technology since introducing its first LCD TV in 1996. Our ultra slim LED Technology provides a brighter and clearer image through its 2,000,000:1 mega contrast ratio. Our wireless technology delivers Full HD picture quality without unsightly wires. Our LCD TV plays HD digital content through a simple USB connection and also connects to a wide variety of Internet portals through its unique broadband technology.

PLASMA TVS

Our plasma TVs feature simple yet stylish single-layer glass designs and deliver true cinema into your living room through the THX Media Director. The 600Hz technology sharply reduces flicker and provide smooth, clear motion in sports and fast actions scenes. In addition, the "Time Machine" TV features instant recording and rewinding of live TV shows. The LG plasma HDTV is also compatible with HD DivX simply through a USB connection. Their dedications to consumers and high-quality products have made LG the top plasma TV brand in Europe and the top flat-panel TV seller in Asia.

HOME AUDIO

LG produces home cinema systems and Hi-Fi systems with a focus on setting new standards in sound quality and excellent performance. LG's 2009 lineup ranges from stylish yet high-powered home cinema systems to micros for smart uses of small spaces.

HOME VIDEO

Our digital video products include a premium high-definition disc player, a DVD recorder with HDD, DVD players, portable DVD players and digital set-top boxes. In 2009, we aim to set a premium brand and global market leadership with a full range of stylish video product designs and digital broadcast technologies.

OPTICAL STORAGE

LG has also been the No. 1 producer of optical storage products for 11 consecutive years. We are also the largest manufacturer and OEM supplier of optical storage drives, such as Super Multi RW, CD-RW and DVD-ROM Drives. LG's Super Multi is fully compatible with Blu-ray HD DVD, DVD and CD formats, offering users both freedom and flexibility. Our award-winning Network Attached Storage can store up to four terabytes of data.

PLASMA PANELS

LG is the top global plasma panel producer and has one of the largest production capacities for plasma TVs in the world. We were the first company to develop a single-scan, 50-inch plasma panel and the first to produce multiple panels from a single sheet of substrate. Later, we took this process even further, developing an 8-panel processing technology, producing eight 42-inch panels from one substrate. Our Clear Filter Technology replaces the regular glass filter in the front of a plasma panel with a thinner and lighter sheet of film, eliminating glare and creating more vivid colors.

PROJECTORS

LG incorporates vivid colors into its stylish LED projectors. LG's projectors enable more variety in colors and deepen saturation, eliminate motion blur or color break-up. Viewing is enhanced with its LED light source, rated to last for 30,000 hours. 100% free of mercury, LG's ultra-mobile LED projector is fully compatible with DivX movies, JPEG images and even MP3 files.

1. LCD TV (LH90) 2. Home Theater (HB954PB) 3. LCD TV (LH80) 4. LCD TV (LH50) 5. Plasma TV (PS80) 6. Plasma TV (PS70) 7. Home Theater (HT953TV) 8. LCD TV (LH70) 9. Blu-ray Player (BD370) 10. Network Storage (N4B1)

LG is a global leader and innovator in mobile phones, providing enhanced mobile experiences through its smart technologies and stylishly designed handsets. In 2008, LG Electronics Mobile Communications Company achieved its highest growth rate ever, thanks to strong sales of premium handsets and innovative touch phones, with handset sales reaching 100.7 million units and USD 13.3 billion. As a result of this momentum, we have now become the world's third-largest producer of mobile handsets.

LEADING TECHNOLOGY TRENDS

LG is driving the global market for mobile phones with innovative products and breakthrough technologies designed to provide consumers with a fuller mobile experience. Our long list of technology triumphs includes the first viable 4G Long-Term Evolution (LTE) chipset, the 3D S-Class UI and wearable devices like the 3G Watch Phone. Added to this are a number of eco-friendly initiatives that are at the forefront of the industry. We have created four categories of mobile devices to fit different consumer needs: Entertainment, Convergence, Style, and Simple Connect.

ENTERTAINMENT

LG's Entertainment phones deliver vivid, high-resolution video, rich sound and music, and include cameras with creative shot modes and enhanced photo editing. LG ARENA (LG-KM900), the flagship handset in this category, is a multimedia powerhouse that delivers an exhilarating audio and video experience, enhanced by LG's 3D S-Class UI.

CONVERGENCE

LG has a wide array of easy-to-use smartphones and convenient messaging phones. This year, we will introduce smartphones that are even more innovative, including the LG-GM730. All of them boast intelligent features that are exceptionally convenient. We will also continue to lead in the field of messaging phones with new models like the LG-KS360.

STYLE

LG's trendsetting, style-focused phones incorporate innovative materials and designs. We first made our name in style phones with our bestselling Black Label Series and The Second PRADA Phone by LG, which now comes with a wearable PRADA Link accessory. We have also released the world's first transparent phone, the LG-GD900 Crystal.

SIMPLE CONNECT

LG's Simple Connect phones offer many of the same advanced features as LG's premium-priced offerings, but in a more affordable package.

Our goal is to become the world's number two mobile company by 2012 while also maintaining profitable growth. We will achieve this by developing innovative designs, features, and breakthrough technologies based on consumer insights to deliver an enhanced mobile experience.

1. ARENA (LG-KM900) 2. LG-GM730 3. Viewty Smart (LG-GC900) 4. LG-GD900 Crystal 5. Cookie (LG-KP500) 6. Touch Watch Phone (LG-GD910) 7. PRADA Phone By LG (LG-KF900), PRADA Link (LG-LBA-T950) 8. Versa (LG-VX9600) 9. Smart and Stylish Netbook (LG-X120)



MCC
MOBILE
COMMUNICATIONS
COMPANY

H A

HOME
APPLIANCE
COMPANY



LG Home Appliance Company upgrades consumers' lifestyle with innovative technology and trend-setting designs while providing "green" solutions that can save energy and keep the home healthy and clean. Holding true to LG's commitment to a cleaner planet, we take a proactive approach to energy and environmental issues, from product design all the way to disposal and recycling.

WASHING MACHINES

LG Steam Washing Machine offers a brand new and refreshing experience thanks to its unique Steam Generator, providing hygienic and wrinkle-free care. In addition to washing clothes, it dispenses with worries about durability, energy costs, noise, and washing performance. All this is possible thanks to LG's Inverter Direct Drive™, a state-of-the-art innovation in the field of conventional washer motors.

DISHWASHERS

The motor in LG's dishwashers allows for greater washing capacity, while a slimmer and quieter motor positioned beneath the water reservoir minimizes noise. The Dual Washing System alternates water intensity between the upper and lower dish racks. A UV lamp incorporated into the dishwasher prevents the growth of bacteria and eliminates up to 99% of any remaining bacteria after the wash cycle. The UV lamp allows the hygienic storage of dishes inside the washing compartment for up to four hours after the wash cycle.

REFRIGERATORS

The energy-efficient Linear Compressor in LG refrigerators allows consumers to save on energy costs and help the environment. Besides consuming less energy, LG refrigerators keep food fresher and longer with such innovative technologies as Vacuum Fresh, VitaLight, and the Green Ion Door Cooling (GIDC) system. They also feature the Door-Mounted Ice Maker, a patented system that provides 10% more freezer storage by placing the ice maker on the freezer door.

VACUUM CLEANERS

LG KOMPRESOR PLUS, LG's bagless vacuum cleaner, ensures comfortable and hygienic surroundings thanks to the world's first motorized dust compression technology. LG KOMPRESOR PLUS collects dust and makes it into a compacted wedge that empties more easily and hygienically. It also keeps the home atmosphere cleaner by filtering out bad odors and dirt with its Carbon HEPA filter, while its powerful suction device features such noteworthy upgrades as the Turbo Cyclone System and easy access tools.

COOKING APPLIANCES

LG cooking appliances make it easier to cook healthy, nutritious, and chef-quality food. LG SolarCUBE Light Wave Oven combines all the functions of a convection oven, grill and microwave into one, allowing you to cook like a gourmet and utilize foods more easily and efficiently. LG's innovative Light Wave Technology and Optimal Cooking Algorithm enable quick and even cooking with a minimal loss of nutrients, moisture, and taste. In addition, the SteamChef function minimizes nutrient damage and reduces salt and fat levels.

BUILT-IN APPLIANCES

The company's built-in appliances create a more convenient and efficient kitchen environment by combining individual, stand-alone home appliances into well-designed, fully-integrated packages. These include hoods, hobs, built-in ovens, built-in microwaves, dishwashers, and refrigerators.

1. SXS Refrigerator (GR-P24) 2. Washer (F1314FDS2)/Dryer (RV1308BS) 3. Four-door Bottom Freezer (LMX25981S) 4. Steam Washing Machine (F1403FDS) 5. LG KOMPRESOR PLUS 6. SolarCUBE (MP_9297ML) 7. Dishwasher (LD-4324WH*/SH) 8. Built-in Appliances

The Air Conditioning Company was reorganized in 2009 as part of LG's strategy of broadening its business horizons to include the B2B sector and re-vamping its operating structure. These steps will allow the company to base its decisions more fully on consumer lifestyles and explore new business opportunities. The company provides total heating, ventilation, and air conditioning (HVAC) solutions that are optimized for both home and work environments, focusing on commercial residential air conditioning systems and effective and efficient solutions.

RESIDENTIAL AIR CONDITIONERS (RAC)

In order to meet the increasingly demanding and constantly changing needs of our consumers, we have initiated the "Life Conditioner" concept, blending conventional air conditioning with new lifestyle values and emotional satisfaction. This has resulted in an air conditioner with cooling, heating, air purifying, and dehumidifying functions geared to providing a comfortable and pleasant environment 24/7. In order to provide a more optimized and perfect environment, LG's global outreach operations take both regional needs and consumer behavior into consideration. Running the gamut from product planning to marketing and distribution, they are staffed by people from each region who have an intimate knowledge of their home market environment.

COMMERCIAL AIR CONDITIONERS (CAC)

Since 2008, we have been diversifying into the energy solutions business. In the area of new and renewable energy, we plan to expand our investments in solar energy applications, with a pronounced focus on geothermal energy. We will also continue adding to our already-sizable investments in R&D and human resources, increasing the number of research staff to 2,100 by 2010 from 1,200 in 2007. In addition, we will develop solid service infrastructures to expand the reach of the CAC business even further.

HOMNET / BUILDING MANAGEMENT SOLUTIONS / HOTEL SOLUTIONS / LED

LG's solutions business includes HomNet, Smart Building Solution, and Hotel Solution. HomNet enables consumers to control their digital equipment at any point and any time by connecting them to a remote controller system. Smart Building Solution reduces energy consumption and provides security against fires and crime, while Hotel Solution offers the ultimate in services for both institutional and residential consumers through intelligent information systems, IT infrastructures, integrated facility and system control structures. Our goal is to increase our market penetration and profitability by utilizing our air conditioning business channels, strengthening our sales channels, solution synergies, and partnering with other global players.

COMPRESSOR

LG produces 18 million rotary and scroll compressors, the core components of air conditioners, every year. The LG Air Conditioning Company has also customized these core components, which can be used in both residential and commercial applications. In line with the company's environmentally-friendly philosophy, it is also a major manufacturer of eco-friendly compressors. Providing total service from key components to business solutions, all based on cutting-edge technologies, LG has become increasingly competitive in the global heating, ventilation, and air conditioning (HVAC) market.

• RAC 1. TITAN 2. Maestro 3. ART COOL • CAC 4. Multi V plus II 5. ThermaV 6. 4Way cassette 7. ecoV
 • Solution 8. HomNet (12.1 inch Server) 9. Hotel Solution (HITS) • Compressor 10. Scroll & Rotary Compressor



AAC
 AIR
 CONDITIONING
 COMPANY

BS

BUSINESS
SOLUTIONS
COMPANY



In 2009, LG reorganized its business units, creating the Business Solutions Company. The LG Business Solutions Company is a leading B2B infotainment company that makes a wide range of LCD monitors, commercial displays, car infotainment and telematics, and digitally enhanced security systems. LG will continue to invest in these product areas to provide industry-leading solutions in B2B electronics.

MONITORS

LG's monitor business is growing faster than the market's average because of its perfect blend of smart technologies and stylish designs. We have gone to great lengths to create eco-friendly LCD monitors with reduced power consumption while eliminating harmful materials like mercury. Our lineup includes the W2486L LED-backlit LCD monitor, with an incredible 2,000,000:1 contrast ratio and exceptional image quality. At just 20.5 mm deep, it is the slimmest 24-inch monitor available. The flagship model in our B2B line is the LG Network Monitor, which dramatically reduces computer-related costs for organizations by creating multiple workstations from a single computer.

COMMERCIAL DISPLAYS

Demand for large commercial displays for use in hotels, hospitals, and other public spaces is growing, and LG achieved a 51 percent increase in sales in 2008. We are now the leading seller of commercial displays, having claimed the largest market share for three consecutive years. LG's commercial displays in U.S. hotels prevent the illegal duplication of protected content using LG's Pro:Idiom solution technology. This has helped the company win a 50 percent market share in this sector. We plan to build on our success in this market by investing in additional research and development and expanding into new territories.

CAR INFOTAINMENT

LG's car infotainment company provides integrated multimedia systems with customized solutions, both to car manufacturers and directly to consumers. For instance, LG recently launched its connectable, powerful, and cool LAC8900N car audio system. This combines the connectivity of USB 2.0 and Bluetooth with the power of a built-in, 53-watt, 4-way amplifier and great, customizable looks. Our product areas include complete multimedia devices that go far beyond regular car stereos and navigation systems. They incorporate telematics, the most advanced driving information system available, and high-end audio systems. LG is also working with major automakers to develop the highest quality car infotainment systems.

SECURITY SYSTEMS

LG Security systems provide the stable and reliable performance that our customers demand. LG has incorporated smart technologies into all its digital products, which include surveillance cameras, video recorders, security monitors, and accessories. One example of LG's innovation is the LC903 Security Camera, which uses LG's patented XDI chip and 37x optical zoom lens. The company will continue to create security solutions that meet customer needs while advancing the industry as a whole.

1. LCD Monitor (W53 Series) 2. Network Monitor (N Series) 3. Digital Photo Frame (F00 Series) 4. Digital Signage 3D Display (M4210D) 5. Hotel TV (LG700H Series)
6. Digital Signage Triple-View (M4714V) 7. Car AV Navigation (LAN8800) 8. Car AV System (LAC8900N) 9. Security System (Zoom Camera, LC903) 10. Security System (DVR, LE2104D)