

VALUE?

COMMITMENT? BENEFITS? PERSONALITY?

REST ASSURED THAT EVERYTHING WE DO AND MAKE AT

LG COMES EQUIPPED WITH EACH AND EVERY ONE OF THESE.

THEY ALSO DELIVER STRONG PERFORMANCE, SUSTAINABILITY  
AND THE FUTURE. WE WILL CONTINUE TO FOCUS ON IMPROVING THE

CONSUMER'S WELL-BEING THROUGH OUR IN-DEPTH CONSUMER  
INSIGHTS AND DELIVERING VALUE TO OUR STAKEHOLDERS. ALL

THESE WILL BE BACKED BY OUR STYLISH DESIGNS AND SMART

TECHNOLOGIES THAT FIT CONSUMERS' LIVES. LIFE'S

GOOD . . . AS EVER, WITH LG.



# LOVE & ENVIRONMENT

We dream of a clean planet preserved for future generations, and a company that builds prosperity via innovation.

We are exploring new ways to build a better world for all.

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



LG's business philosophy retains the basic spirits of corporate sustainability management. "Promise 3" refers to our commitment to people, the planet, and prosperity. This embodies our dream for a world of happiness for our stakeholders, communities, and society, a clean planet preserved for future generations, and a company that builds prosperity via innovation. Through a balanced consideration for our social, environmental, and economic obligations, LG Electronics is doing its part to build a clean environment and a caring society.



# ENVIRONMENT

With the goal of creating a cleaner planet and protecting people's health, LG Electronics has established an environmental management strategy which includes the development of "green products." In addition, we support various environmental protection activities. On the compliance side, we operate assessment and monitoring systems as well as an internal management system, allowing us to proactively respond to any and all environmental issues. We also put environmental management into practice by adopting an environmentally friendly mindset throughout the entire production process.

## ECO-DESIGN & GREEN PRODUCTS

Eco-design refers to the systematic integration of environmental aspects into product design to reduce the overall environmental impact of a product. It also includes the development and remodeling of a product, as well as its price, quality, raw materials, design and production, use, and disposal. As the first company in Korea to declare its commitment to a cleaner environment (in 1994), LG Electronics already has a decade-long track record of environmental stewardship. Our efforts to provide green products include resources reduction (by reducing the weight and volume of products and using recycled/bio materials), improvements to recyclability (by using recyclable materials and designing for easy disassembly), the enhancement of efficiencies (by reducing power consumption and standby power), and the lessening of hazardous substances (by eliminating the use of heavy metals and using materials that are less harmful to humans). We are also committed to designs using healthcare functions, decreasing noise and vibration levels, and to CO<sub>2</sub> emissions reductions using renewable energy and longer product life cycles.

## ELIMINATING HAZARDOUS SUBSTANCES

In order to insure that parts and materials from outside sources do not contain any hazardous substances, LG Electronics has installed X-ray Fluorescence (XRF) equipment at all its workplaces and subsidiaries, both at home and abroad. Parts and materials that might contain hazardous substances must be monitored precisely during production. The Eco Strategy Team operates a hazardous substance analysis lab that is equipped with precision instruments, such as ICP, IC, GCMS, HPLC, and VOC chamber. In February 2005, the lab was certified as an official analysis center by Underwriters Laboratories (UL), an international organization for product safety testing and certifications. The company's accurate and clear-cut analytical skills were also acknowledged by the German authority, TÜV Rheinland, with official certification being obtained in May 2006.

## IMPROVING RECYCLABILITY

LG Electronics is responding to global regulations on the recovery and treatment of disposed home appliances and maintains basic facilities for recycling. We also provide information so that consumers can easily access nearby disposal points.

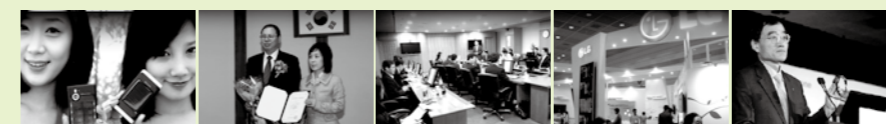
## MITIGATING CLIMATE CHANGE

LG Electronics has set up a greenhouse gas inventory at the company's thirteen domestic sites. Emissions data were certified by DNV, a company specializing in independent third party services.

We have set 2008 as the company's baseline, and are aiming to gradually minimize our greenhouse gas emissions going forward. In January 2009, we announced our "Life's Good When It's Green 2020" initiative during the Las Vegas CES conference. Aimed at mitigating climate change, this program includes such technologies as energy efficient, renewable energy, and greenhouse gas-recovery technologies (for R&D), supply chain management involving on-site greenhouse gas inventories, product carbon footprints, and green logistics and procurement (for systems), carbon management disclosure through carbon disclosure products, corporate social responsibility reports, and eco-exhibitions (for customers), and clean development mechanisms, such as greenhouse gas reductions in developing countries, energy efficient products supply, and clean environmental businesses.

The level of indirect greenhouse gas emissions caused by electricity consumption from products used at home is up to 95% higher than those caused by manufacturing. We are therefore dedicated to the production of energy efficient electronic appliances. Carbon labeling is an initiative led by the Ministry of Environment whereby greenhouse gas emissions generated throughout a product's life cycle are revealed to consumers to encourage the purchase of low carbon products and reductions in greenhouse gases. The Ministry carried out pilot certifications from July to December of 2008, prior to the system's full implementation in 2009. As an active supporter of any and all efforts to reduce greenhouse gas emissions, we are enthusiastically taking part in this pilot process.

· Solar charging phone & Bluetooth solar car kit · Pilot certificate of Carbon labeling (washing machine) · Eco-design committee · Eco Products Korea 2008  
 · CTO \_ Declaring the reduction of Greenhouse gas emissions in CES





# SPONSORING THE PURSUIT OF EXCELLENCE

In 2008, LG reaffirmed its mission of providing stylish designs and smart technologies in products that satisfy consumers' needs. This reflects the company's long-standing and consumer-oriented approach, which has resulted in advanced and intuitive products in every sales category. LG is now poised to advance its brand value even further. The company is working on establishing a single, easily-identifiable brand that will differentiate itself from other global electronics entities as being more refreshing, modern, and stylish. LG's global branding activities and campaigns are designed to reinforce this mission. For example, the company has formed the partnership with Formula 1™ and the International Cricket Council. These steps will guarantee the success of its key initiatives, while highlighting and enhancing the profiles of both organizations. Similar partnerships in the future will play a key role in the company's activities to elevate its brand position.

## FORMULA 1™ GLOBAL PARTNERSHIP

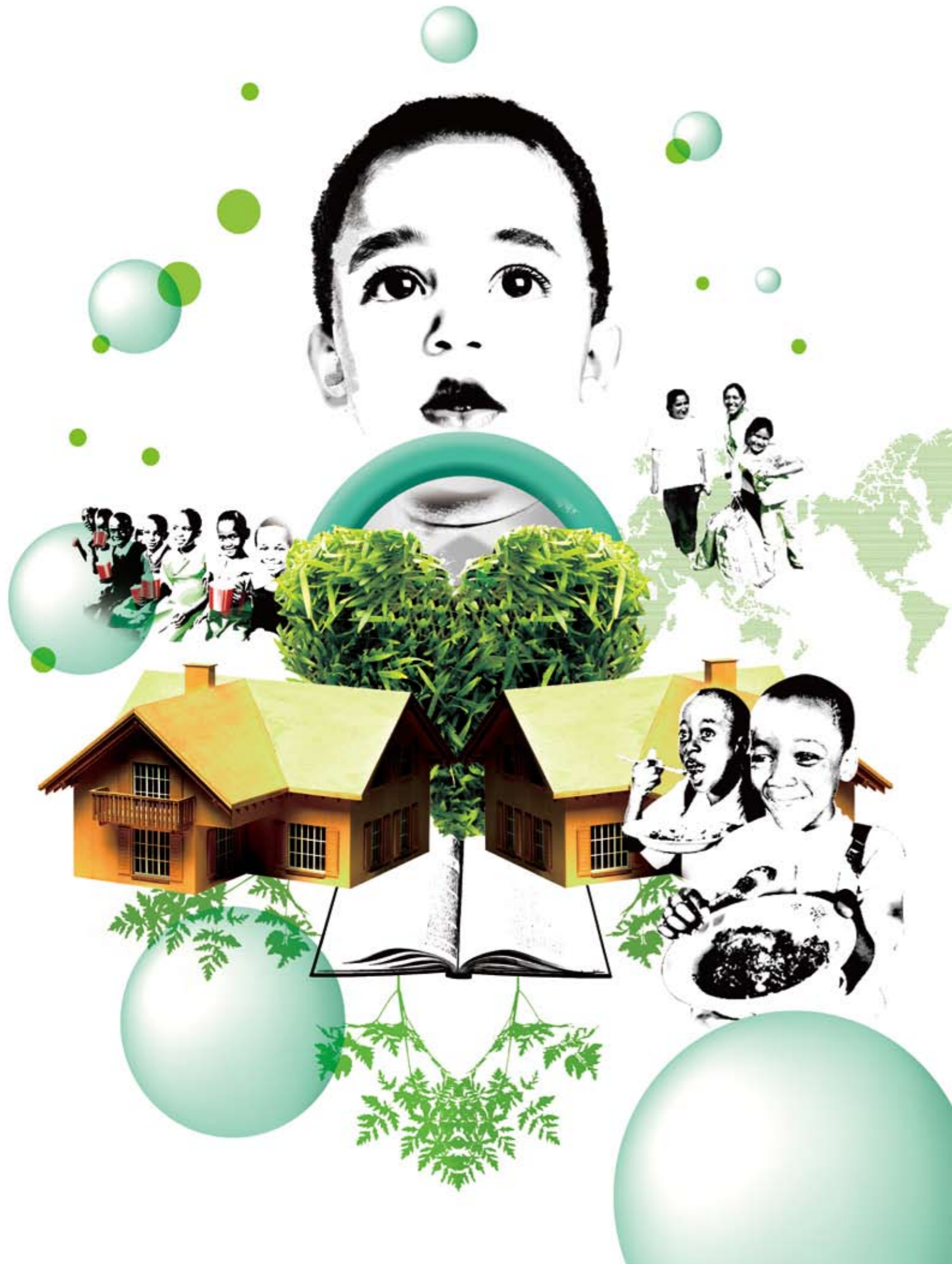
In January 2009, LG Electronics became A Global Partner of Formula 1™ and A Technology Partner of Formula 1™ in a multi-year deal with the most popular motor racing series in the world. LG has found a partner in Formula One™ that reflects the technologically driven and emotionally powerful interaction that happens between consumers and consumer electronics today. Formula One™ represents the peak of technological innovation and style, which is also a key vision of the LG Electronics brand. LG strives to develop stylish technology that excites human emotion around the world and Formula One™ does the same, with millions of fans tuning in to watch the 17 races in 2009. LG and Formula One™ are both truly global brands and for LG, Formula One™ is the perfect platform for communicating the brand to a global audience. As part of the top level association between LG and Formula One™, LG acquires exclusive designations and marketing rights as the official Consumer Electronics, Mobile Phone and Data Processor of Formula 1™. As the Official Data Processor of Formula 1™, LG is identified and credited on the official live timing service at Formula One™ events and in the associated timing and data TV graphics. They also enjoy a comprehensive package of premium marketing rights worldwide in association with the Formula 1™ brand, allowing markets to activate the sponsorship on a local level in both race and non race countries.

## INTERNATIONAL CRICKET COUNCIL (ICC) GLOBAL PARTNERSHIP

Cricket is the most popular sport in the UK, Australia, India, South Africa, and many other Commonwealth countries. Many people enjoy playing cricket, regardless of race, age, or social class. In 2002, LG inked an agreement with the International Cricket Council (ICC) to become the official sponsor of the world cricket championships. Last year, the company renewed this partnership for seven more years, until 2015. The relationship will play to an audience of 6.7 billion cricket fans through a variety of events and activities. The Cricket World Cup, which is held every four years, is the premier cricket tournament in the world, and LG's activities are an effective way to endear itself with the game's aficionados. In addition, the company sponsors various other championships organized by the ICC. LG will always be in the thick of the excitement of the cricket ground, sharing the passion and joy of the people and carrying out its responsibilities as a good corporate citizen.

· Trackside exhibition in F1™ race · Marshall lights in F1™ race · ICC Cricket World Cup · LG Snowboard FIS World Cup · Fulham FC Football Club





# CORPORATE SOCIAL RESPONSIBILITIES

LG believes that giving back to the community can bring people together across cultures and continents. Our goal is to build trust with consumers and communities, something that is only possible through being a responsible and caring corporate citizen.

We partner with global and local stakeholders, including employees, customers, shareholders, local communities, non-governmental organizations (NGOs), and non-profit organizations (NPOs). We sponsor, support, and volunteer in programs that enhance social welfare, educational, and cultural opportunities. Moving forward, we will focus on relieving poverty and conducting environmentally responsible activities. We do these things wherever we conduct business around the globe, helping make the world a better place.

## NEW LIFE AND NEW HOPE

LG has been making social contributions to global communities since its establishment in 1958. In Korea, we have assisted sole-support seniors and low-income families by providing free meals and new homes. We also offer school uniforms and educational scholarships to underprivileged teenagers, as well as medical expenses for children suffering from terminal diseases. In 2009, we expanded our international support activities through the World Food Programme (WFP) in Kenya and Ethiopia by providing free meals at schools and medical service support to hospitals. By teaching agricultural skills, we will concentrate on helping these communities become self-sustaining food producers. We also contribute to communities in countries like Peru, Panama, Mexico, and Brazil by sending relief supplies to help stabilize the lives of people impacted by natural disasters.

## IMPROVING THE LIVES OF CHILDREN EVERYWHERE

We offer educational and medical supports for children and young people around the world. In China, for example, we established the LG Hope Primary School to offer scholarships, repair old schools, and build new educational facilities for children. We also operate the LG Loves School program, supporting education for teenagers in Indonesia, and give teenagers an opportunity to participate in quiz contests and win scholarships in Vietnam, Thailand, Kazakhstan, the Ukraine, and Russia. We also offer IT training seminars to university students in Iraq and Panama. Since 2002, we have offered surgical services for children with cleft lip and palate in areas with inadequate medical facilities in Egypt, Morocco, and Colombia, as well as surgical services to treat leukemia in Kazakhstan. In addition, we funded the construction of a pediatric cancer rehabilitation center in Vladivostok.

We also sponsor many kinds of cultural activities, tailored to the unique aspects and indigenous cultures of each region. For example, we have been hosting an LG Festival in small and medium-sized cities in Russia and the Middle East. This program helps create cultural events in smaller, underserved communities with less exposure to culture than their larger counterparts. Since 2003, we have held an annual LG Charity Concert, faithfully attended by the President of the Czech Republic, to raise funds for youth programs in Prague.

## A GREENER PLANET

We hold an 'Life's Green' Awards Conference in cooperation with the United Nations Environment Programme (UNEP) to recognize individuals and organizations that have raised the public awareness of the environment and who promote environmentally friendly technologies and designs. We are also taking the lead in "green" education for youth. The 'Life's Green' class is a special travelling exhibition housed in a customized truck that visits primary and middle schools in Korea to teach environmental science. Through our Science Leadership Program in conjunction with the International Vaccine Institute (IVI), we offer opportunities to high school students around the world to participate in a volunteer program that supports vaccination programs in Africa and Asia.

· 'Life's Green' Conference \_ UAE · Free meals & medical service \_ Kenya & Ethiopia · LG-IVI Science Leadership Program \_ Africa & Asia  
 · LG Hope Primary School \_ China · Health-care service \_ Egypt · 'Life's Green' Class \_ Korea

