



# MANAGEMENT & BOARD OF DIRECTORS

## MANAGEMENT



**YONG NAM**  
VICE CHAIRMAN & CEO / LG ELECTRONICS



**SIMON KANG**  
PRESIDENT & CEO /  
HOME ENTERTAINMENT  
COMPANY



**SKOTT AHN**  
PRESIDENT & CEO /  
MOBILE COMMUNICATIONS COMPANY



**YOUNGHA LEE**  
PRESIDENT & CEO /  
HOME APPLIANCE COMPANY



**HWANYONG NHO**  
EXECUTIVE VICE PRESIDENT & CEO /  
AIR CONDITIONING COMPANY



**B.B. HWANG**  
EXECUTIVE VICE PRESIDENT & CEO /  
BUSINESS SOLUTIONS COMPANY



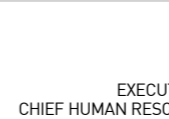
**WOO PAIK**  
PRESIDENT /  
CHIEF TECHNOLOGY OFFICER (CTO)



**DAVID JUNG**  
EXECUTIVE VICE PRESIDENT /  
CHIEF FINANCIAL OFFICER (CFO)



**DERMOT BODEN**  
EXECUTIVE VICE PRESIDENT /  
CHIEF MARKETING OFFICER (CMO)



**PETER STICKLER**  
EXECUTIVE VICE PRESIDENT /  
CHIEF HUMAN RESOURCES OFFICER (CHO)



**THOMAS LINTON**  
EXECUTIVE VICE PRESIDENT /  
CHIEF PROCUREMENT OFFICER (CPO)



**DIDIER CHENNEVEAU**  
EXECUTIVE VICE PRESIDENT /  
CHIEF SUPPLY CHAIN OFFICER (CSCO)



**JAMES SHAD**  
EXECUTIVE VICE PRESIDENT /  
CHIEF GO-TO-MARKET OFFICER (CGTMO)

**WAYNE PARK**  
EXECUTIVE VICE PRESIDENT  
& CEO / KOREA



**MICHAEL AHN**  
PRESIDENT & CEO /  
NORTH AMERICA



**JAMES KIM**  
PRESIDENT & CEO / EUROPE



**NAM WOO**  
PRESIDENT & CEO / CHINA

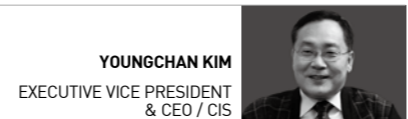


**WOODY NAM**  
PRESIDENT & CEO / ASIA

**KYUNGHOO BYUN**  
EXECUTIVE VICE PRESIDENT  
& CEO /  
SOUTH & CENTRAL AMERICA



**KIWAN KIM**  
EXECUTIVE VICE PRESIDENT  
& CEO /  
MIDDLE EAST & AFRICA



**YOUNGCHAN KIM**  
EXECUTIVE VICE PRESIDENT  
& CEO / CIS

## BOARD OF DIRECTORS

### Inside

**YONG NAM**  
VICE CHAIRMAN & CEO OF LG ELECTRONICS /  
DIRECTOR

**DAVID JUNG**  
EXECUTIVE VICE PRESIDENT  
& CFO OF LG ELECTRONICS /  
DIRECTOR

**YUSIG KANG**  
VICE CHAIRMAN & CEO OF LG CORP. /  
DIRECTOR

### Outside

**SANGHEE KIM**  
LAWYER /  
OUTSIDE DIRECTOR

**INKI JOO**  
PROFESSOR OF YONSEI UNIVERSITY /  
OUTSIDE DIRECTOR

**KYUMIN LEE**  
ADVISOR OF SK RESEARCH /  
OUTSIDE DIRECTOR

**SUNGWON HONG**  
(FORMERLY) PRESIDENT OF JEOLLANAMDO  
INNOVATION AGENCY FOR STRATEGIC INDUSTRY /  
OUTSIDE DIRECTOR

### Audit Committee

**INKI JOO**  
PROFESSOR OF YONSEI UNIVERSITY /  
OUTSIDE DIRECTOR

**SUNGWON HONG**  
(FORMERLY) PRESIDENT OF JEOLLANAMDO  
INNOVATION AGENCY FOR STRATEGIC INDUSTRY /  
OUTSIDE DIRECTOR

**SANGHEE KIM**  
LAWYER /  
OUTSIDE DIRECTOR

# GLOBAL OPERATIONS



- PRODUCTION / SALES
- PRODUCTION
- SALES
- SERVICE
- LOGISTICS
- R&D DESIGN  
(18 R&D Centers Globally)
- OTHERS

## AMERICA

- LGEMX LG Electronics Mexicali S.A. de C.V
- LGERS LG Electronics Reynosa, Inc.
- LGEAZ LG Electronics da Amazonia Ltda.
- LGEMM LG Electronics Monterrey Mexico S.A. de C.V.
- LGESP LG Electronics de Sao Paulo Ltda.
- LGEAI LG Electronics Alabama, Inc.
- LGECI LG Electronics Canada, Inc.
- LGEUS LG Electronics U.S.A., Inc.
- LGEMU LG Electronics Mobilecomm U.S.A., Inc.
- LGEMS LG Electronics Mexico S.A. de C.V.
- LGEAR LG Electronics Argentina S.A.
- LGEPS LG Electronics Panama S.A.
- LGECB LG Electronics Colombia Ltda.
- LGECL LG Electronics Inc. Chile Ltda.
- LGEPN LG Electronics Peru S.A.

## EUROPE

- LGEEL LG Electronics European Holdings B.V.
- LGEMA LG Electronics Mlawa Sp. z.o.o.
- LGEMM LG Electronics Monterrey Mexico S.A. de C.V.
- LGESP LG Electronics de Sao Paulo Ltda.
- LGEAI LG Electronics Alabama, Inc.
- LGECI LG Electronics Canada, Inc.
- LGEUS LG Electronics U.S.A., Inc.
- LGEMU LG Electronics Mobilecomm U.S.A., Inc.
- LGEMS LG Electronics Mexico S.A. de C.V.
- LGEAR LG Electronics Argentina S.A.
- LGEPS LG Electronics Panama S.A.
- LGECB LG Electronics Colombia Ltda.
- LGECL LG Electronics Inc. Chile Ltda.
- LGEPN LG Electronics Peru S.A.

- LGEPT LG Electronics Portugal S.A.
- LGEEN LG Electronics Benelux Sales B.V.
- LGESC LG Electronics European Shared Service Center B.V.
- LGELS LG Electronics European Logistics & Services B.V.
- LGENO LG Electronics Norway

## MIDDLE EAST & AFRICA

- LGEEG LG Electronics Egypt S.A.E.
- LGEAT Arcelik-LG Klima Sanayi ve Ticaret A.S.
- LGESR LG-Shaker Company Ltd.
- LGETK LG Electronics Ticaret A.S.
- LGESA LG Electronics S.A. (Pty) Ltd.
- LGEMC LG Electronics Morocco S.A.R.L.
- LGEGF LG Electronics Gulf FZE
- LGEME LG Electronics Middle East Co., Ltd.

- LGEOT LG Electronics Overseas Trading FZE
- LGEEC LG Electronics Egypt Cairo S.A.E.
- LGANI LG Electronics Nigeria Ltd.
- LGAEF LG Electronics Africa Logistic FZE
- LGELF LG Electronics (Levant) Jordan

## ASIA

- LGELI LG Electronics India Pvt. Ltd.
- LGETH LG Electronics (Thailand) Co., Ltd.
- LGENV LG Electronics Vietnam Co., Ltd.
- LGAIN P.T. LG Electronics Indonesia
- LGESL LG Electronics Singapore Pte, Ltd.
- LGEML LG Electronics Malaysia SDN. BHD
- LGEPN LG Electronics Japan, Inc.
- LGETT LG Electronics Taiwan Taipei Co., Ltd.
- LGEPH LG Electronics Philippines Inc.
- LGEPN LG Electronics Australia Pty, Ltd.

## CHINA

- LGECH LG Electronics China Holding Company
- LGETR Taizhou LG Electronics Refrigeration Co., Ltd.
- LGHEZ LG Electronics Huizhou Ltd.
- LGEND LG Electronics Nanjing Display Co., Ltd.
- LGEPN Nanjing LG-Panda Appliances Co., Ltd.
- LGQHD LG Electronics Qinhuaingdao Inc.
- LGESH Shanghai LG Electronics Co., Ltd.
- LGESY LG Electronics Shenyang Inc.
- LGETA LG Electronics Tianjin Appliances Co., Ltd.
- LGEYT Inspur LG Digital Mobile Communications Co., Ltd.
- LGEKS LG Electronics (Kunshan) Computer Co., Ltd.
- LGEPN LG Electronics (Nanjing) Plasma Co., Ltd.
- LGHEH LG Electronics (Hangzhou) Recording Media Co., Ltd.

- LGEQD Qingdao LG Inspur Digital Communication Co., Ltd.
- LGHEK LG Electronics HK Ltd.

## CIS

- LGEAK LG Electronics Almaty Kazakstan
- LGERA LG Electronics RUS, LLC
- LGARI LG Alina Electronics
- LGEMR LG Electronics RUS-Marketing, LLC
- LGEUR LG Electronics Ukraine Inc.
- LGELV LG Electronics Latvia, LLC

\* As of December 31, 2008

# GLOBAL PRODUCTION & PARTNERS

# CORPORATE MILESTONES

## GLOBAL PRODUCTION NETWORK

\* As of December 31, 2008

REGION	COUNTRY	CITY	COMPANY	PRODUCTS
NORTH AMERICA	MEXICO	MEXICALI	LGEMX	LCD TV / MONITOR, MOBILE PHONE
	MEXICO	REYNOSA	LGERS	LCD TV, PDP TV, CRT TV, PDP MODULE
	MEXICO	MONTERREY	LGEMM	REFRIGERATOR, MICROWAVE OVEN
SOUTH & CENTRAL AMERICA	BRAZIL	AMAZONIA	LGEAZ	TV, DVD, AUDIO, AIR CONDITIONER
	BRAZIL	SAO PAULO	LGESP	MONITOR, MOBILE PHONE, PC
EUROPE	POLAND	MLAWA	LGEMA	TV, MONITOR
	POLAND	WROCLAW	LGEMW	REFRIGERATOR, TV
MIDDLE EAST & AFRICA	EGYPT	ISMAILIA	LGEEG	DY, FBT, TUNER, TV
	TURKEY	ISTANBUL	LGEAT	AIR CONDITIONER
	SAUDI ARABIA	RIYADH	LGESR	AIR CONDITIONER
ASIA	INDIA	NEW DELHI/PUNE	LGEIL	TV, MONITOR, REFRIGERATOR, AIR CONDITIONER, WASHING MACHINE, COMPRESSOR, PC, OPTICAL STORAGE, MOBILE PHONE
	THAILAND	RAYONG	LGETH	WASHING MACHINE, AIR CONDITIONER, COMPRESSOR, TV
	VIETNAM	HANOI	LGEVN	TV, MONITOR, AIR CONDITIONER, WASHING MACHINE, REFRIGERATOR, MICROWAVE OVEN, VACUUM CLEANER
	INDONESIA	JAKARTA	LGEIN	LCD MONITOR, CRT MONITOR, LCD TV, PDP TV, CRT TV, VCR COMBI, REC COMBI, DVD PLAYER, DVD RECORDER, HOME THEATER, AUDIO, REFRIGERATOR
CHINA	CHINA	TAIZHOU	LGETR	REFRIGERATOR, COMPRESSOR
	CHINA	HUIZHOU	LGEHZ	MEDIA, OPTICAL STORAGE, CAR AUDIO
	CHINA	NANJING	LGEND	MONITOR, LCD TV, PDP TV
	CHINA	NANJING	LGEPN	WASHING MACHINE, MOTOR
	CHINA	QINHUANGDAO	LGEQH	CASTING
	CHINA	SHANGHAI	LGESH	SET-TOP-BOX, CCD
	CHINA	SHENYANG	LGESY	TV
	CHINA	TIANJIN	LGETA	MICROWAVE OVEN, AIR CONDITIONER, MGT, VACUUM CLEANER, COMPRESSOR
	CHINA	YANTAI	LGEYT	MOBILE PHONE
	CHINA	KUNSHAN	LGEKS	PC, TELEMATICS
	CHINA	NANJING	LGENP	PDP MODULE
	CHINA	HANGZHOU	LGEHN	DVD-RECORDABLE, VIDEO CASSETTE TAPE, USB, HDD, PRISM SHEET
	CHINA	QINGDAO	LGEQD	MOBILE PHONE
	CIS	KAZAKSTAN	ALMATY	LGEAK
RUSSIA		MOSCOW	LGERA	TV, AUDIO, REFRIGERATOR, WASHING MACHINE

## STRATEGIC PARTNERS

BEST BUY	SCHNEIDER	QUALCOMM	MICROSOFT	GOOGLE	ADOBE	SYMBIAN
PRADA	NORTEL	HITACHI	SUN	YAHOO	H.G. IBRAHIM SHAKER	
GE	TOYOTA	MLAS	INTEL	DOLBY	ARCELIK	

### 1958

- Established as GoldStar

### 1959

- Produced Korea's first radio

### 1962

- Exported Korea's first radios to the US and Hong Kong

### 1965

- Produced Korea's first refrigerator

### 1966

- Produced Korea's first black and white TV

### 1968

- Produced Korea's first air conditioner

### 1969

- Produced Korea's first washing machine

### 1974

- Listed on the Korea Stock Exchange

### 1977

- Produced Korea's first color TV

### 1978

- Surpassed USD 100 million in exports, a Korean industry first

### 1980

- Established first EU sales subsidiary in Germany (LGEWG)

### 1982

- Established US color TV plant in Huntsville, Alabama

### 1984

- Surpassed KRW 1 trillion in sales for the first time

### 1986

- Established European VCR plant in Germany

### 1988

- Established sales and joint venture production subsidiaries in Thailand

### 1991

- Established design technology center in Ireland

### 1993

- Established a production and sales subsidiary in Huizhou, China (LGEHZ), beginning a full-scale advance into the Chinese market

### 1995

- Renamed as LG Electronics
- Acquired US-based Zenith Electronics

### 1997

- Developed 40-inch Plasma TV and world's first DTV IC chipset
- Established India production subsidiary (LGEIL)

### 1998

- Developed world's first 60-inch Plasma TV

### 1999

- Co-established LG.Philips LCD (currently LG Display)

### 2000

- Acquired operations of LG Information & Communications
- Launched world's first Internet-enabled refrigerator

### 2001

- Commercialized asynchronous IMT-2000 communications equipment
- Launched world's first Internet-enabled washing machine, air conditioner, and microwave oven

### 2002

- Demerged into two companies to unlock shareholder value: holding company LG Electronics Investment (LGEI) and operating company LG Electronics (LGE)
- Commercialized world's first home network system

### 2003

- Developed world's first synchronous-asynchronous IMT-2000 mobile phone
- Developed world's first 76-inch Plasma TV
- Launched world's first DVD rewriter compatible with all CD and DVD standards
- Led US CDMA mobile phone market for the first time

### 2004

- Received approval for E-VSB as the next-generation ATSC DTV transmission standard
- Launched world's first 55-inch LCD TV
- Commercialized world's first 71-inch Plasma TV
- Developed world's first mobile phone with T-DMB mobile TV reception
- Developed home cinema system with wireless speakers
- Led global CDMA mobile phone market for the first time

### 2005

- Launched world's first notebook with T-DMB reception
- Launched LG Chocolate, the first phone in the Black Label Series
- Developed world's first 102-inch Plasma TV
- Co-established LG-Nortel, a telecommunications network equipment venture with Nortel Networks
- Launched mobile phone with S-DMB reception and recording

### 2006

- Launched LG Shine, the second handset in the Black Label Series
- Launched steam washing machine and interactive TV refrigerator
- Developed world's first 100-inch LCD TV
- Launched world's first full HD (1080p) 102-inch Plasma TV
- Developed world's first dual-format high-definition disc player and drive

### 2007

- Launched BH100 Super Blu, the world's first dual-format HD disc player
- Launched PRADA Phone by LG with advanced touch interface
- Won record number of international design awards, including 21 iF and 29 red dot Design Awards
- Launched 120 Hz full HD LCD TV line
- Shipped 15 millionth LG Chocolate Phone
- Led US drum washing machine market for the first time

### 2008

- The 50th Anniversary of LG Electronics
- Established new LG Electronics brand identity
- Launched LG Secret, the third handset in the Black Label Series
- Released LCD TV Scarlet in 80 nations simultaneously
- Posted No.1 spot in US frontloading washers in 5 consecutive quarters
- Unveiled the world's first Bluetooth headset combined mobile phone
- Unveiled the world's first Blu-ray network storage
- Held international environment conference with UN
- Developed the world's first LTE mobile modem chip
- Recorded over 100 million units of LG air conditioners in accumulated sales

PEOPLE

SAY THAT ACTIONS SPEAK LOUDER

THAN WORDS. OUR SUCCESS IS BASED ON CREATING

POWERFUL PRODUCTS THAT RESPOND TO THE DIVERSIFYING

NEEDS OF OUR CONSUMERS AND ACHIEVE GLOBAL MARKET

LEADERSHIP. WE ARE POSITIONED FOR PERFECT HARMONY OF SMART

TECHNOLOGIES AND STYLISH DESIGNS THAT FITS YOUR LIFE. OUR ULTIMATE

GOAL IS TO ADD TO THE VALUES OF OUR EMPLOYEES, CUSTOMERS,

SHAREHOLDERS - AND YOU. WE WILL ALWAYS REMAIN COMMITTED

TO HELPING PEOPLE TRANSLATE THEIR STRENGTHS AND

VALUES INTO JOY-FILLED LIVES. LIFE'S GOOD . . .

AS EVER, WITH LG.

Produced by **HS Ad** / Created by **InterGram**