



Community



Hope for Life's Good

As a global leading corporate citizen, LG Electronics is contributing to achieving the UN Millennium Development Goals under the slogan “Hope for Life’s Good”.



Hunger is solvable, but no single organization can do it alone. That’s why WFP seeks to catalyze change through innovative partnerships in the fight against hunger – such as our partnership with LGE. The leadership being shown by LGE is an example of how the private sector can be a powerful force for good in our world. LGE is driving a global corporate social responsibility movement that helps the achievement of the Millennium Development Goals – of which halving hunger is the first one. LGE has been supporting WFP’s work in Africa since 2009, and is now also supporting the fight against hunger and under-nutrition in Asia, providing poor families with nutritious food while helping to protect them from the effects of climate change. Now that’s a real investment in the next generation!

Josette Sheeran,
Executive Director of UN WFP



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Social Contribution

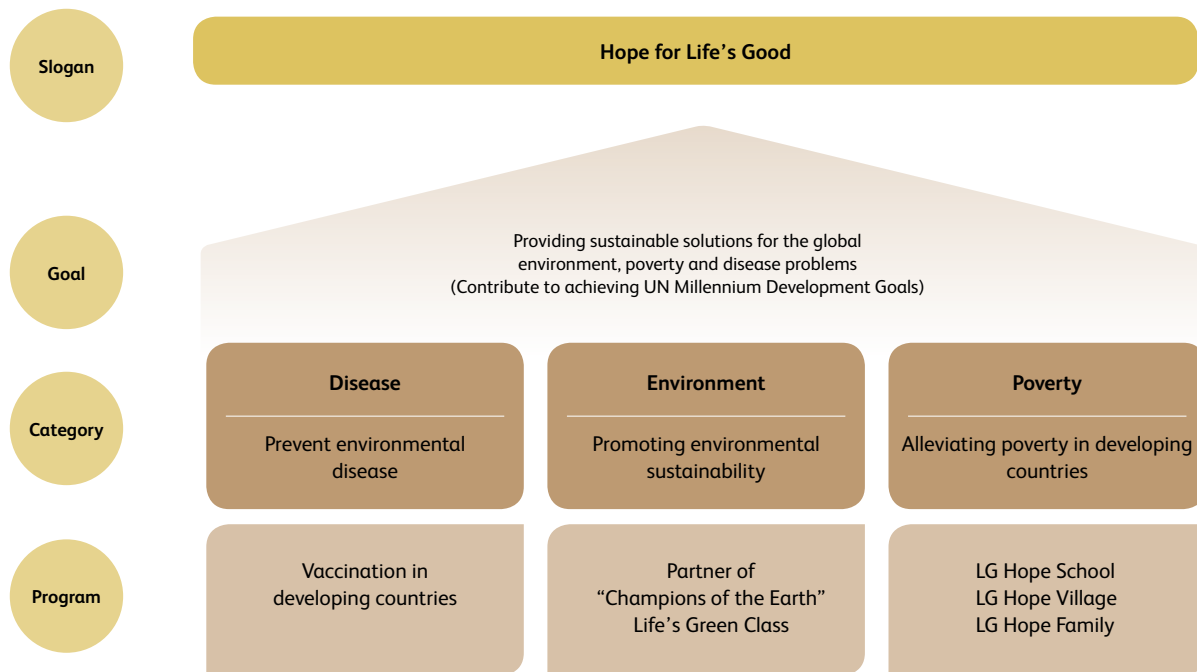
We are strengthening cooperation with both in-house and external individuals to actively respond to global issues and contribute to local communities with a long-term view.

OUR APPROACH

- Contribute to achieving the UN Millennium Development Goals(UN MDGs)
- Contribute to promoting environmental awareness and alleviating poverty and disease
- Strengthen cooperation with diverse stakeholders

LGE Social Contribution Framework • Under the slogan “Hope for Life’s Good”, LGE has been making an effort in the community through activities such as securing environmental sustainability, contributing to eradicate poverty and environmental diseases in developing countries. In particular, the company has been actively implementing activities to improve long term awareness, donations, technical support, human resource fostering, and employee volunteering programs through diverse relevant organizations to achieve a sustainable solution to global issues.

LG Electronics’ Social Contribution Framework



The UN Millennium Development Goals are eight international development goals that all 192 United Nations member states have agreed to achieve by the year 2015. They have 8 goals including eradicating extreme poverty(Goal 1), and ensuring environmental sustainability(Goal 7).



OUR PERFORMANCE

PROMOTE ENVIRONMENTAL AWARENESS



Champions of the Earth 2010 • LGE has been active as the strategic partner of the UNEP Champions of the Earth since 2009. LGE has sponsored the 2010 Champions of the Earth promoted by the UN to improve environmental awareness. The president of the Maldives Mohamed Nasheed, a Chinese actress Zhou Xun, and 4 others won the 2010 Champions of the Earth award which was categorized into sections such as Policy Leadership, Science & Innovation, Corporation & Vision, and Awareness Improvement.

Sponsoring the B4E Summit 2010 • LGE was the strategic partner of B4E Summit 2010, hosted by the UNEP, UN Global Compact, and WWF, and sponsored by the Ministry of Environment, Ministry of Knowledge Economy, and the Presidential Committee on Green Growth. LGE presented its strategy on partnership companies sustainability under the title of Sustainability Leadership, and introduced its environment strategy to over 1,000 participants through its exhibition booth, where the participants had the opportunity to have a real-life experience of the Smart Grid and renewable energy.

Life's Green Class • The "Life's Green Class" was initiated in 2006 through a partnership with Hanyang University. Through the program, environmental training was conducted by touring science fairs in elementary, junior high and high schools throughout the country using a specially customized vehicle equipped with a high-tech laboratory and video equipment. In 2010, LGE used the specially equipped vehicle and jointly launched an environmental training program with the University of Pune to the 70 middle schools near Pune city annually.

Emergency Relief for Natural Disasters Caused by Climate Change • While donating an emergency relief fund for environmental and natural disasters, LGE also operates temporary repair service centers. In 2010, LGE donated emergency relief funds for the victims of the earthquake in Haiti, the floods in Pakistan, and the forest fires in Russia.

ALLEVIATING POVERTY IN DEVELOPING COUNTRIES



LGE operates the LG Hope Series in Africa and Asia to alleviate poverty and reduce the gap between the rich and the poor. LGE also pursues diverse activities to improve awareness of poverty and hunger.

LG Hope Series • Since 2009, LGE has been cooperating with the UN WFP in operating the LG Hope Series toward sustainable development. LGE provided 24,157 children with the opportunity of education in the 15 LG Hope Schools throughout the slum districts in Kenya. LGE also provided green land preservation support and food relief for 15,000 families in the 12 LG Hope Villages in 4 districts of Ethiopia to assist them in adapting to climate change. From 2011, LGE is planning to expand its LG Hope Series to Asia and operate the LG Hope Family program in Bangladesh and Cambodia.

Global Hunger Elimination Campaign • In June 2010, LGE jointly launched the hunger elimination campaign with Doctors without Borders to improve awareness of the seriousness of global hunger. In addition to sponsoring the production of documentaries on hunger, LGE has sponsored the airing of the documentary film in 20 major cities including New York, Toronto, Milan and Rome throughout the world via Infinia TV.



1. Champions of the Earth Awarding Ceremony
2. Life's Green Class in India
3. LG Hope Family Partnership Signing Ceremony
4. LG-IVI Partnership Signing Ceremony



ELIMINATING DISEASES



Vaccination in Developing Countries • Since 2008, LGE has been sponsoring International Vaccination Institute(IVI) in its vaccine R&D and vaccination efforts to prevent environmental diseases in developing countries. LGE signed a MOU with IVI to supply vaccine from April 2010 to 2013 in Ethiopia, a country with a high death rate caused by cholera. LGE plans to vaccinate 20,000 local residents.

Blood Donation Campaign

Since LGE's cooperative agreement in 2004 with the Korea Red Cross as the 1st corporate organization to sign a blood donation agreement, LGE has been actively promoting a corporate-wide blood donation campaign. In 2010, LGE launched the "Share Life Campaign" it supported children with serious diseases by funding them with the amount corresponding to the number of blood donors. Consequently, 1,552 online users via SNS and employees participated in the blood donation program. LGE's blood donation campaign has also been conducted in Russia, Thailand and India.

EMPLOYEES ENGAGEMENT



Life's Good Volunteers • The "Life's Good Volunteers" are LGE's employees sharing their talent in an attempt to make life better and enrich it. Employees volunteer plan and implement activities using their own or their team's talent. In 2010, a total of 31 volunteer teams launched various events such as cleaning the river, and taking 1st birthday photos of babies of single mothers.

LG IT Angels • These are 1:1 visiting computer sessions jointly initiated with the Seoul Society for Rehabilitation of Persons with Disabilities

in 2004 to reduce the information gap for those with severe disabilities. 32 employees of LGE performed visitation PC training in 2010. In addition, LGE also sponsored the Seoul IT Challenge for the Disabled in which the participants of LG IT Angels Programme competed.

Salary Rounding Fund • 95.8% of the employees in LGE Korea (30,492 out of 31,840 employees) participate in donating money of less than KRW 1,000(about USD 1) from their salary each month. In 2010, a total of KRW 190,428,107 was raised and donated for emergency natural disaster relief funds.

Executive Contribution Funds • To strengthen executives leadership for social responsibility activities, 0.5% of their basic salary has been collected and its matching amount was provided by LGE as the society contribution funds by executives since 2004. 158 executives from LGE Korea(Proportion of Total Executives: 81.9%, as of Jan. 2011) and in 2010, the fund raised KRW 331,586,974. This fund was donated for the vaccine R&D and vaccination of people in developing countries.

Charity Party for Africa • To increase employees awareness of poverty in developing countries, the Charity Party for Africa was held at 7 business sites throughout the country, starting from the executives' seminar in March of 2010.

A total of KRW 24,665,000 was raised by selling Ethiopian honey and coffee. This fund was donated to Ethiopia LG Hope Village to purchase books and desks.

FUTURE DIRECTION

- Contribute to the UN Millennium Development Goals
- Launch social contribution programs that correspond to the core of LGE's business
- Encourage employee engagement



5. Blood donation campaign
 6. Life's Good Volunteers
 7. LG IT Angels
 8. Charity Party for Africa



Regional Community Activities Around the World

As a responsible corporate member of the global community, LG Electronics has been pursuing diverse social contribution programs, including donations for the environment, diseases, and poverty, while participating in technical support, talent fostering and volunteer activities.



KOREA

Environment, Employees

Junior Science Class Employees who have a high interest in the environment and science held short training sessions and provided science classes to socially disadvantaged children for a day. Members from the MC R&D Center participated in the program and provided several science experiment classes.



KAZAKHSTAN

Disease

Healthy Asia with LG Breast cancer is widely spread disease in Kazakhstan and early diagnostics is very important for saving lives. Kazakhstan subsidiary provides breast cancer diagnosis and promotes local citizens' health awareness with a specially equipped vehicle. In 2010, the program visited rural districts with poor transportation infrastructure and diagnosed 18,423 women. Among them, abnormal symptoms were identified at the early stage for 9,758 women.



RUSSIA

Disease, Online, Employees

Blood Donation As the first corporate partner of the Russian government in blood donation, Russia subsidiary has designated 12 days of a year as the Blood Donation Day and launched a blood donation event in which 20% of LGE's employees participated. In addition, LGE appointed Olympic medalists, popular singers and other renowned figures as the LG blood donor-ambassadors and encouraged active participation among the local citizens.



INDONESIA

Environment, Education

LG Go Green 12,500 trees were planted around corporate centers through this program in 2010. **LG Loves Children** In commemoration of the 20th anniversary of Indonesia subsidiary, the company formed a partnership with the community welfare organization, the Sayap Ibu Foundation, and established a school for the homeless and low income family children but also operates a free medical check up and provides medicine on a long-term basis.



Chile



CHINA
Poverty, Education

LG Hope School in Expo Over 100 students and teachers in 10 LG Hope Schools in China were invited by China Region Representative to the Shanghai Expo LG Week and provided with an opportunity to experience science and culture. The LG Hope School in China is a program in which 1 branch office and 4 plants in China select 10 schools in 4 cities and provide sponsorship.



KENYA
Disease

Support for Prosthesis For those who do not have their arms or legs by accident, natural disaster and War but did not have the money for proper treatment, this program provided 100 patients with treatment and prosthesis for a new life.



CHILE
Environment, Online

One Click, One Tree This campaign was launched to build homes for the homeless and to plant trees. Over 120,000 customers took part in the campaign and by matching the number of clicks by the participating customers who watched the environment related video clip online, Chile subsidiary planted 5,000 trees and built homes for 1,200 families.



INDIA
Environment, Employees

Cyclotron Go Green A cycling campaign was launched to promote awareness of the environment and over 1,000 employees participated in the campaign. In addition, a tree planting event was held in Pune.



CANADA
Disease

The Inside Ride The Inside Ride is an indoor cycling celebration event dedicated to fundraising in support of childhood cancer charities which are profoundly underfunded. In 2010 over 57 schools and 40 workplaces hosted The Inside Ride. 15,000 people participated in over 100 events; with \$1.2 million raised. 100% of the donations were distributed solely to children's cancer charity initiatives: pediatric oncology hospitals, family funding, pediatric oncology research, year round survivorship support, and educational & vocational counseling for teens.



POLAND
Employees, Disease

Hope for Children Mlawa subsidiary in Poland donated LCD TV with integrated DVD players to the oncological ward of the Children's Memorial Health Institute. LGE managers visited the institute and met young patients and their parents. LGE's Mlawa subsidiary and its employees care greatly about local children who regularly challenged physically, socially or economically.