

CEO Message

**SEEKING SUSTAINABLE
GROWTH BASED ON
STAKEHOLDER INSIGHT**



J U L Y 2 0 0 9

Vice Chairman and CEO Yong Nam

To all of our Distinguished Stakeholders,

Last year LG Electronics was forced to deal with some unprecedented challenges and uncertainties in the global management environment due to the worldwide economic crisis. Nonetheless, we were still able to post our best performance results ever, while also strengthening our position as a global corporation in both name and substance. However, our success was not limited to the financial sector. LG Electronics attained remarkable results after fortifying its global corporate capabilities and brands, and enhancing its technology and design innovation. Outstanding performance was also achieved in new product development. This is particularly significant since these results improved the overall health of the company on a fundamental level.

For sustainable growth to become a reality, it is imperative to assuage the fear and concerns of all stakeholders, from customers to shareholders to employees, reassuring everyone of the potential growth of our company. LG Electronics is pursuing the following core tasks in the field of sustainability management in order to continuously increase customer value and strengthen the health of the company:

We have established a new organization for top sustainability decision-making and have reinforced a cooperative system with related functional groups.

We are making public the implementation process and achievements of sustainability management in a transparent and reliable manner, and cooperating and communicating with customers, communities, and related experts as well.

With respect to corporate social responsibility and the observation of international standards, we are poised to create a system that manages non-financial performances and risks on an integrated basis.

For low-carbon, cleaner production and improvement in the efficient use of resources, we are innovating product development and design capabilities, while also making great strides to minimize the impact of every aspect of our business on our planet's ecosystem.

We are expanding our current business portfolio into eco-friendly/health-friendly fields such as renewable energy and healthcare solutions.

The key to realizing our vision of becoming a sustainable corporation lies in how we harmoniously link the nature of corporate management with the principle and strategies of sustainability, and how we actually implement them. I can assure you that LG Electronics will continue to explore new opportunities and growth engines, allowing us to become a leading multinational corporation that is both trusted and respected by its stakeholders through a deeper understanding of sustainability and its application to everyday management. Thank you.