

# **2010 3Q Earnings Release**

**October 28th 2010** 

All information regarding management performance and financial results of LG Electronics (the "Company") during the 3<sup>rd</sup> quarter of 2010 as contained herein has been prepared on a consolidated basis in accordance with International Financial Reporting Standards ("IFRS"). Quarterly results of 2009 are also prepared on a consolidated basis in accordance with IFRS for comparison purposes.

In addition, the information regarding results of 2009 and the 3rd quarter of 2010 has been prepared in advance, prior to being reviewed by outside auditors, solely for the convenience of investors of the Company, and is subject to change in the process of final reviewing by outside auditors.

The information contained herein includes forward-looking statements in respect to future plans, prospects, and performances of the Company as well as the Company's projected sales plan for the 4<sup>th</sup> quarter of 2010. These forward-looking statements also refer to the Company's performance on consolidated base, as indicated.

The aforementioned forward-looking statements are influenced by changes in the management environment and relative events, and by their nature, these statements refer to uncertain circumstances. Consequently, due to these uncertainties, the Company's actual future results may differ materially from those expressed or implied by such statements.

Please note that as the forward-looking statements contained herein are based on the current market situation and the Company's management direction, they are subject to change according to the changes in future market environment and business strategy.

The information contained herein should not be utilized for any legal purposes in regards to investors' investment results. The Company hereby expressly disclaims any and all liability for any loss or damage resulting from the investors' reliance on the information contained herein.

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## I. Overview

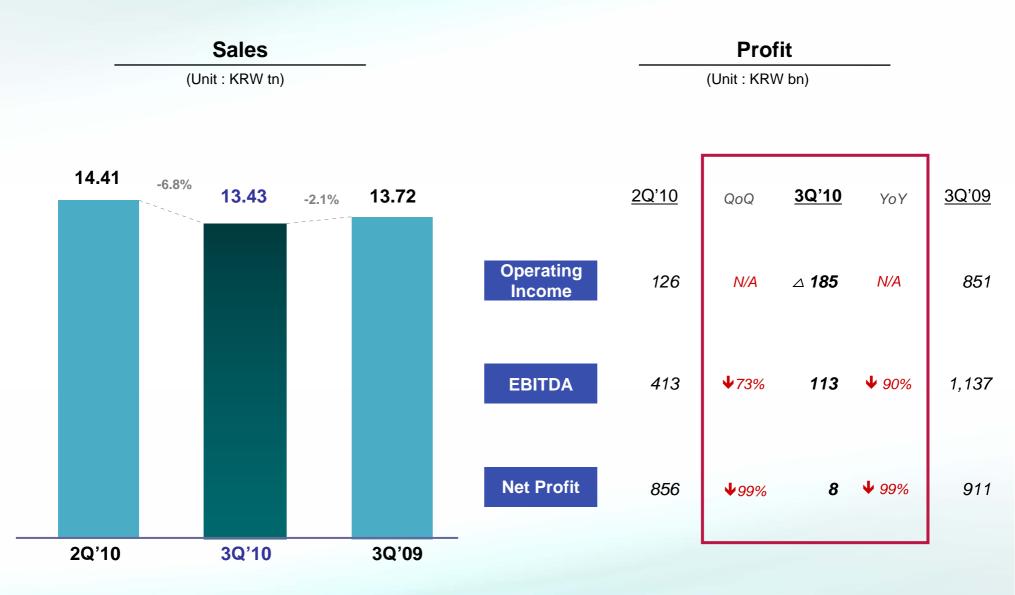
## ✓ Comment on 3Q Results

## ✓ Comment on 4Q Outlook

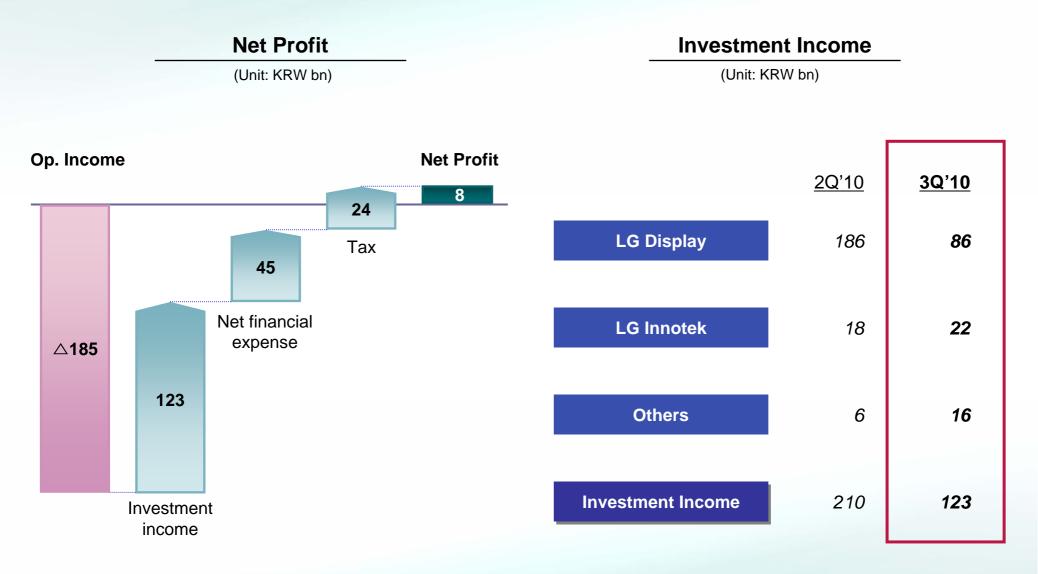


# 2010 3Q Results

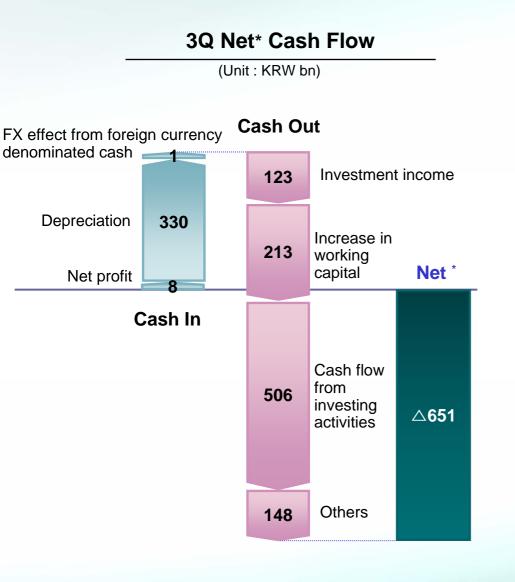
Sales/Profit



2



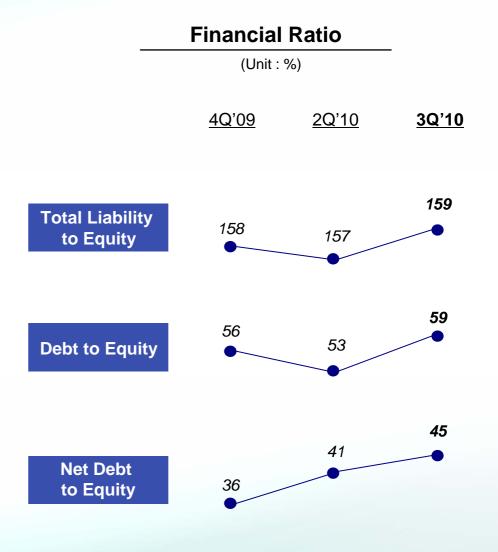
**Cash Flow Statement** 



Cash Flow State	ment	
(Unit : KRW bn)		
	<u>2Q'10</u>	<u>3Q'10</u>
Cash at beginning of period	1,977	1,684
Cash flow from operating activities	△885	△147
Net income Depreciation Investment income Profit (loss) from discontinued operations Increase in working capital Others	856 287 △ 210 △ 815 △ 1,142 139	8 330 △ 123 0 △ 213 △ 148
Cash flow from investing activities	△239	△506
Increase in tangible assets	△169	<b>∆371</b>
Cash flow from financing activities	806	753
Increase in debt	1,100	769
FX effect from foreign currency denominated cash	25	1
Net changes in cash	△ 293	102
Cash at end of period	1,684	1,785

**Financial Structure** 

B			
	(Unit: KRW	V tn)	_
	<u>4Q'09</u>	<u>2Q'10</u>	<u>3Q'10</u>
□ Assets	32.11	34.04	33.82
Current Assets	16.91	18.63	18.19
Cash	2.42	1.68	1.79
Inventory	4.90	6.38	7.02
Non-Current Assets	15.20	15.40	15.63
□ Liabilities	19.69	20.77	20.74
Current Liabilities	16.17	17.43	17.16
Non-Current Liabilitie	es 3.52	3.35	3.57
Equity	12.43	13.26	13.08
Debt	6.91	7.08	7.72
Net Debt	4.48	5.40	5.94





## **Performance and Outlook**

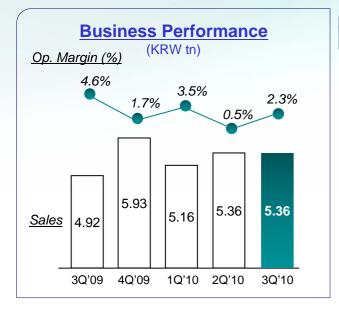
#### **Consolidated Sales and Profit by Division**

(Unit : KRW bn)

		2Q'10	QoQ	3Q'10	ΥοΥ	3Q'09
Home	Sales	5,361	0.0%	5,359	<b>↑ 8.9</b> %	4,923
Entertainment	Op. Income	28		123		227
Mobile	Sales	3,619	♦ 10.9%	3,224	♦ 30.3%	4,627
Communications	Op. Income	-133		-326		469
	Sales	3,373	↓ 11.9%	2,971	♦ 31.9%	4,360
Handset	Op. Income	-120		-304		460
Home	Sales	2,722	↑ 1.0%	2,750	<b>↑</b> 9.2%	2,520
Appliance	Op. Income	185		67		155
Air	Sales	1,628	♦ 32.0%	1,107	↑ 35.3%	819
Conditioning	Op. Income	59		-52		-11
Business	Sales	1,164	↑ 2.4%	1,192	♦ 1.3%	1,207
Solutions	Op. Income	-16		-7		23

\* Divisional sales includes internal transactions between divisions

#### **Home Entertainment**



#### **FPTV Shipment by Region** (Unit: mn) 6.6 5% 37% 14% 4.8 19% 6% 10% Korea CS America N. America 20% 26% 23% Asia\* 36% 41% Europe/CIS 3Q'09 3Q'10 \* Includes MEA

#### 2010 3Q Performance

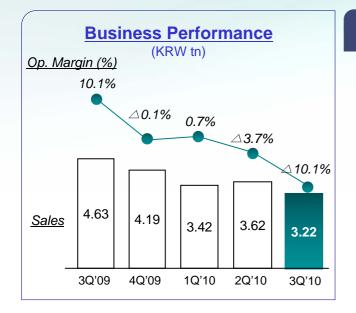
- Sales : Maintained revenue QoQ due to improved LCD TV sales despite weak demand
  - LCD TV : Shipments increased QoQ due to strong sales in emerging markets and mass target LED TV sales growth
  - PDP TV : Although sales declined QoQ, sales in N. America grew
  - Media : Sales declined QoQ due to weak HTS/DVD-R sales in developed markets (Europe)
  - DS : Sales of DVD-W declined due to slowdown in PC industry
- Profitability : Profitability improved QoQ due to cost reduction efforts and key component prices falling

#### 2010 4Q Outlook

- Market : Expect competition and price cuts to continue in order to clear inventory. For LCD panels, predict the excess supply situation to continue
- LGE : Plan to focus on improving profitability while securing product competitiveness for future growth
  - Focus on LED TV sales : Nano full LED TV
  - Expect decrease of key component prices, and manage inventory for the peak season
  - Increase investment for smart TV and in-store management

\* 2009 quarterly results are prepared on a consolidated basis in accordance with IFRS for comparison purposes

#### **Mobile Communications**



Handset Shipment by Region (Unit: mn)

7%↓

28.4

5% 4%

16%

24%

20%

31%

3Q'10

30.6

Korea

Asia

MEA/ Africa

CS America

Europe/CIS

N. America

4%

6%

17%

21%

20%

32%

2Q'10

#### 2010 3Q Performance

#### Sales : Shipments declined 7% QoQ and 10% YoY to 28.4M units

- N. America : Shipments declined due to weak demand in Europe and the continuous increase in smartphone demand
- Korea : Sales increased 17% QoQ due to strong sales for Optimus Q and feature phones
- CS America : Sales continued to grow in emerging markets
- / CIS
- Profitability : Lower profitability due to sales decline in developed markets, ASP decline, and continued investment in R&D

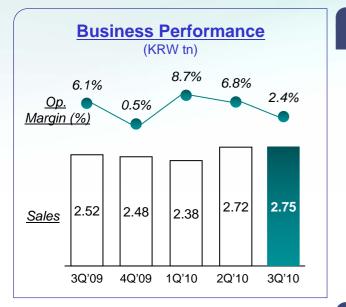
- CS America 9% QoQ, CIS 3% QoQ

#### 2010 4Q Outlook

- Market : Shipments expected to increase 13% QoQ to 307M units due to seasonality
- LGE : Increase smartphone shipments with Optimus One's global expansion, diversify OS with launch of WP7 models, and continue to target the mass-tier market with basic touch & qwerty devices
  - 4Q shipments : High single digit growth QoQ
  - New products : Optimus One, WP7, feature phone in N. America
  - Continue investment to secure presence in the premium tier in 2011

\* 2009 quarterly results are prepared on a consolidated basis in accordance with IFRS for comparison purposes

#### **Home Appliance**



Revenue by Region

9%1

2.52

15%

6%

20%

17%

Others\*

Asia

CS America

Europe/CIS

2.75

15%

5%

22%

16%

#### 2010 3Q Performance

- Sales : Sales expansion in N. America and Asia led to 9% growth YoY to KRW 2.8 trillion
  - Korea : Sales were up 5% YoY due to increased competition and weaker than expected refrigerator sales from slower demand
  - Overseas : 17% growth YoY based on USD from OEM business expansion in the N. American market and peak season promotion efforts in India and China
- Profitability : Declined due to competition and rising raw material prices

#### 2010 4Q Outlook

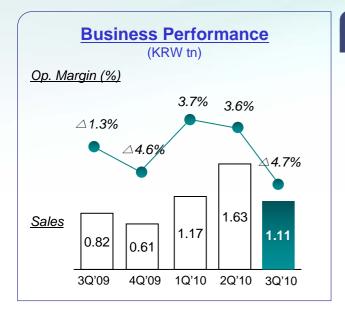
Market : Growth is anticipated in developing markets despite the weak global economy whereas a slowdown in growth rate is expected for the developed markets

#### LGE

- Sales : Increase sales by targeting strategic markets with growth potential (N. America, CIS, Asia)
- Profitability : Strengthen profitability through efficient cost and investment management along with enhancing cost structure based on secured global competitiveness

N. America 26% 28% (N. Ar <u>Korea 16% 15%</u> \* Includes MEA , Africa 3Q'10 \* 0000 model and the second base of the till to the

### **Air Conditioning**



#### 2010 3Q Performance

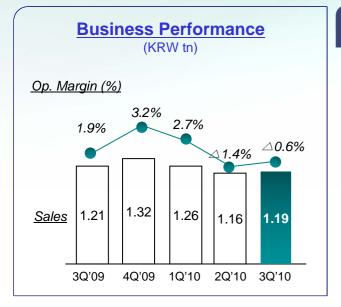
- Sales : Increased 39% YoY due to late summer heat and strong sales for commercial A/C in the overseas market
  - Korea : Increased 16% YoY due to differentiated marketing strategies such as strengthening product training for salespeople and marketing targeted to newlyweds
  - Overseas : Significant growth in the developing markets (MEA, CS America, CIS)
- Profitability : Declined YoY due to increased competition, rising raw material prices, and B2B infrastructure investments

#### **Revenue by Region** (KRW tn) 1.11 35% 1 24% 0.82 8% 29% Korea 16% N. America 9% Europe 12% 25% Asia 23% 9% CS America 9% MEA 3Q'09 3Q'10

#### 2010 4Q Outlook

- Market : Continued growth is expected in emerging markets (Asia, MEA, CS America) while developed markets are expected to be sluggish due to slowness in construction markets
- LGE : Focus on increasing marketing efforts in emerging markets and investing in B2B infrastructure along with developing consumerfriendly energy efficient products for 2011

#### **Business Solutions**

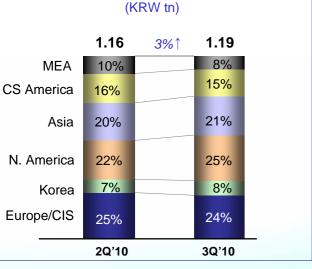


#### 2010 3Q Performance

- Sales : Sales were flat YoY due to continuous ASP decline
  - Monitor : Delay in market demand recovery and ASP decline
  - Commercial : Sales grew in N. America and China
  - CAR : Increased sales due to strong automobile demand
- Profitability : Profitability increased with the European market stabilizing and through cost reduction efforts

#### 2010 4Q Outlook

- Market : Demand recovery anticipated with panel prices stabilizing
- LGE : Plan to increase sales and profitability with the launch of premium models
  - Monitor : Dominate the LED market with the launch of new model (Blade)
  - Commercial : Globally launch 3D TV and Solution TV for hotels
  - CAR : Continuously increase sales with key automobile makers



**Revenue by Region** 

\* 2009 quarterly results are prepared on a consolidated basis in accordance with IFRS for comparison purposes



http://www.lge.com

## Appendix. Guidance on Reporting Standards (1/2)

LGE adopts early International Financial Reporting Standards (IFRS) in 2010 to pursue unification of global accounting and financial reporting standards.

	Korean GAAP	IFRS
Primary Financial Statement	Individual Financial Statement	Consolidated Financial Statement
Consolidation Criteria	<ol> <li>Ownership of more than 30% of voting shares, and</li> <li>Largest shareholder</li> <li>* Entity with asset size under KRW 10B is not required to be consolidated</li> </ol>	<ol> <li>Ownership of more than 50% of voting shares</li> <li>Ownership of de facto control (practical ability to govern the financial and operating policies to obtain benefits) even with less than 50% of voting shares</li> </ol>
Quarterly Disclosure	Reporting of consolidated financial statements is not required	Reporting of consolidated financial statements is mandatory
PP&E Valuation	Choose cost method or fair value method *LGE: Cost Method	LGE has one time option to revalue assets to fair value on initial adoption of IFRS. Thereafter, choose cost method or fair value method *LGE: Cost Method
A/R Financing	Off-balance sheet financing	Unless the entity that provides the financing controls the benefits and risk regarding A/R, liability is recorded

#### Key Differences Between Korean GAAP and IFRS

## Appendix. Guidance on Reporting Standards (2/2)

#### **Consolidated Subsidiaries**

('09.12 under KGAAP : 105 Subsidiaries  $\rightarrow$  '10.06 under IFRS : 94 Subsidiaries)

25 Subsidiaries OUT	80 Subsidiaries STAY	14 Subsidiaries IN
<ul> <li>LG Display and LG Display's subsidiaries</li> <li>LG Innotek and LG Innotek's subsidiaries</li> </ul>	<ul> <li>LGE Overseas Subsidiaries</li> <li>Hi Logistics</li> <li>Others</li> </ul>	<ul> <li>Subsidiaries that have asset size less than KRW 10B &amp; more than 50% stake</li> </ul>

- The most significant change of LGE adopting IFRS comes from determination of whether or not subsidiaries are consolidated, and most comes from LG Display and LG Innotek out of consolidation.
- \* LG Innotek was excluded from the consolidation of LGE due to LGE's stake declining from 50.64% to 49.95% (as of April 22, 2010),\* which resulted from LG Innotek issuing shares from the conversion of Convertible Bonds and Bonds with Warrants

#### LGE's Reporting Standards for Earning Release

Consolidated quarterly results will be reported under IFRS, and the results of divisional performances under IFRS will be provided to help investors have better idea to understand financial results in each sector.

#### **Income Statement**

(Unit : KRW bn)

					200	9		2010								
	1Q		2Q		3Q		4Q	4Q		Total			2Q		3Q	
Sales	7,074	100.0%	8,477	100.0%	7,866	100.0%	7,096	100.0%	30,513	100.0%	7,227	100.0%	7,653	100.0%	7,229	100.0%
Domestic	1,637	23.1%	2,044	24.1%	1,696	21.6%	1,288	18.2%	6,665	21.8%	1,606	22.2%	1,802	23.5%	1,783	24.7%
Export	5,437	76.9%	6,433	75.9%	6,170	78.4%	5,808	81.8%	23,848	78.2%	5,621	77.8%	5,851	76.5%	5,446	75.3%
Cost of goods sold	5,402	76.4%	6,291	74.2%	5,900	75.0%	5,815	81.9%	23,407	76.7%	5,838	80.8%	6,441	84.2%	6,244	86.4%
Gross profit	1,673	23.6%	2,187	25.8%	1,966	25.0%	1,282	18.1%	7,107	23.3%	1,389	19.2%	1,212	15.8%	985	13.6%
Selling & admin expense	1,229	17.4%	1,453	17.1%	1,327	16.9%	1,402	19.8%	5,411	17.7%	1,244	17.2%	1,443	18.9%	1,443	20.0%
Other operating gain (Loss)	49	0.7%	28	0.3%	-63	-0.8%	-297	-4.2%	-283	-0.9%	-52	-0.7%	19	0.2%	66	0.9%
Operating income (Loss)	493	7.0%	762	9.0%	576	7.3%	-417	-5.9%	1,412	4.6%	93	1.3%	-213	-2.8%	-393	-5.4%
Financial income (Expense)	-351	-5.0%	241	2.8%	122	1.6%	-7	-0.1%	6	0.0%	143	2.0%	-182	-2.4%	85	1.2%
Net profit (Loss) before tax	142	2.0%	1,003	11.8%	698	8.9%	-424	-6.0%	1,419	4.7%	236	3.3%	-395	-5.2%	-308	-4.3%
Tax	36	0.5%	228	2.7%	106	1.3%	-98	-1.4%	272	0.9%	7	0.1%	-144	-1.9%	-121	-1.7%
Net profit (Loss)	106	1.5%	775	9.1%	592	7.5%	-326	-4.6%	1,147	3.8%	229	3.2%	-251	-3.3%	-187	-2.6%

\* 2009 quarterly report was prepared based on IFRS for investors' convenience.

Appendix

#### **Balance Sheet**

(Unit : KRW bn)

			2009				2010	
		1Q	2Q	3Q	4Q	1Q	2Q	3Q
Assets		22,466	22,666	23,643	22,143	23,428	24,230	24,021
Current A	ssets	8,649	8,863	9,821	7,692	9,021	9,742	9,294
	Cash and cash equivalents	1,354	1,200	1,431	1,013	1,028	729	691
	Accounts receivable	5,566	6,089	6,667	5,155	6,070	6,983	6,637
	Inventory	959	891	1,037	767	1,049	1,184	1,172
	Other	769	684	686	757	874	846	794
Non-curre	ent Assets	13,818	13,803	13,822	14,452	14,407	14,488	14,727
	Investment	7,761	7,754	7,754	7,897	7,897	7,909	7,919
	PP&E	4,682	4,631	4,596	4,657	4,594	4,559	4,654
	Intangible assets	596	624	667	686	696	722	737
	Other	780	794	805	1,211	1,220	1,298	1,417
Liabilities		12,620	12,043	12,426	11,255	12,595	13,647	13,684
	Accounts payable	3,364	3,546	4,610	3,820	4,888	4,925	4,235
	Debt	5,938	4,773	3,968	3,458	3,919	4,957	5,726
	Other	3,319	3,724	3,849	3,977	3,787	3,765	3,723
Equity		9,846	10,623	11,217	10,888	10,833	10,583	10,337

\* 2009 quarterly report was prepared based on IFRS for investors' convenience.

#### **Income Statement**

(Unit : KRW bn)

					200	09						20	10			
	1Q		2Q		3Q		4Q		Tot	al	1Q		2Q		3Q	
Sales	12,821	100.0%	14,515	100.0%	13,717	100.0%	14,439	100.0%	55,491	100.0%	13,217	100.0%	14,410	100.0%	13,429	100.0%
Cost of goods sold	9,723	75.8%	10,412	71.7%	10,006	72.9%	11,200	77.6%	41,341	74.5%	9,869	74.7%	11,179	77.6%	10,626	79.1%
Gross profit	3,097	24.2%	4,104	28.3%	3,711	27.1%	3,239	22.4%	14,151	25.5%	3,349	25.3%	3,231	22.4%	2,803	20.9%
Selling & admin expense	2,639	20.6%	2,943	20.3%	2,853	20.8%	2,756	19.1%	11,190	20.2%	2,833	21.4%	3,115	21.6%	3,116	23.2%
Other operating gain (Loss)	14	0.1%	83	0.6%	-7	-0.1%	-370	-2.6%	-280	-0.5%	-35	-0.3%	11	0.1%	128	1.0%
Operating income (Loss)	472	3.7%	1,244	8.6%	851	6.2%	114	0.8%	2,681	4.8%	481	3.6%	126	0.9%	-185	-1.4%
Financial income (Expense)	-552	-4.3%	219	1.5%	76	0.6%	6	0.0%	-251	-0.5%	59	0.4%	-270	-1.9%	45	0.3%
Investment income (Loss)	-113	-0.9%	98	0.7%	230	1.7%	221	1.5%	435	0.8%	219	1.7%	210	1.5%	123	0.9%
Net income before tax	-193	-1.5%	1,560	10.8%	1,157	8.4%	341	2.4%	2,865	5.2%	759	5.7%	66	0.5%	-17	-0.1%
Тах	25	0.2%	321	2.2%	280	2.0%	-37	-0.3%	589	1.1%	117	0.9%	25	0.2%	-24	-0.2%
Profit (Loss) from discontinued operations	18	0.1%	37	0.3%	35	0.3%	-16	-0.1%	74	0.1%	33	0.2%	815	5.7%	0	0.0%
Net income (Quarterly)	-200	-1.6%	1,277	8.8%	911	6.6%	362	2.5%	2,350	4.2%	675	5.1%	856	5.9%	8	0.1%
Controlled shares	-224		1,251		888		372		2,288		651		842		-6	
Noncontrolled shares	24		26		23		-10		63		24		14		14	

\* Consolidated basis excluding LG Innotek (1Q09 ~ 2Q10)

\* 2009 quarterly report was prepared based on IFRS for investors' convenience.

## Appendix

#### **Balance Sheet**

(Unit : KRW bn)

			2009			2010			
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	
Assets		32,306	32,461	32,583	32,115	33,794	34,036	33,822	
Curren	t Assets	17,973	18,265	18,295	16,910	18,409	18,635	18,195	
	Cash and cash equivalents	2,794	2,557	2,582	2,424	2,290	1,684	1,785	
	Accounts receivable	7,923	8,310	8,023	7,637	8,042	8,629	7,477	
	Inventory	5,136	5,246	5,747	4,899	6,011	6,379	7,025	
	Other	2,121	2,152	1,943	1,950	2,066	1,943	1,908	
Non-cu	rrent Assets	14,333	14,197	14,289	15,204	15,386	15,401	15,627	
	Investment	3,855	3,967	4,167	4,404	4,512	6,063	6,158	
	PP&E	7,725	7,545	7,473	7,709	7,736	6,256	6,326	
	Intangible assets	697	728	773	804	820	758	773	
	Other	2,057	1,957	1,876	2,288	2,318	2,323	2,371	
Liabilities		21,984	20,944	20,401	19,689	21,139	20,774	20,738	
	Accounts payable	5,330	5,741	6,268	5,316	6,728	6,708	6,174	
	Debt	10,452	8,378	6,983	6,909	6,907	7,083	7,723	
	Other	6,202	6,825	7,150	7,465	7,505	6,984	6,842	
Equity		10,323	11,518	12,182	12,425	12,655	13,261	13,084	

\* Consolidated basis including LG Innotek (1Q09 ~ 1Q10)

\* 2009 quarterly report was prepared based on IFRS for investors' convenience.

## Appendix

### **Divisional Sales (LGE Consolidated, IFRS)**

(Unit : KRW bn)

		1Q'09	2Q'09	3Q'09	4Q'09	Total	1Q'10	2Q'10	3Q'10		
		102.03	2009	302 09	40 05	Total	10210	20,10	36 10	QoQ	YoY
HE	Sales	4,281	4,504	4,923	5,928	19,635	5,156	5,361	5,359	0%	9%
	Op. Income	-1	268	227	99	593	182	28	123		
	(%)	0.0%	5.9%	4.6%	1.7%	3.0%	3.5%	0.5%	2.3%		
MC	Sales	4,244	5,136	4,627	4,191	18,199	3,422	3,619	3,224	-11%	-30%
	Op. Income	239	633	469	-6	1,335	24	-133	-326		
	(%)	5.6%	12.3%	10.1%	-0.1%	7.3%	0.7%	-3.7%	-10.1%		
Handset	Sales	3,908	4,874	4,360	3,924	17,067	3,140	3,373	2,971	-12%	-32%
	Op. Income	249	620	460	9	1,338	28	-120	-304		
	(%)	6.4%	12.7%	10.6%	0.2%	7.8%	0.9%	-3.5%	-10.2%		
HA	Sales	2,205	2,337	2,520	2,479	9,541	2,381	2,722	2,750	1%	9%
	Op. Income	133	178	155	12	478	207	185	67		
	(%)	6.0%	7.6%	6.1%	0.5%	5.0%	8.7%	6.8%	2.4%		
AC	Sales	1,249	1,623	818	606	4,296	1,172	1,628	1,107	-32%	35%
	Op. Income	63	152	-11	-28	177	43	59	-52		
	(%)	5.1%	9.3%	-1.3%	-4.6%	4.1%	3.7%	3.6%	-4.7%		
BS	Sales	1,093	1,015	1,207	1,317	4,632	1,261	1,164	1,192	2%	-1%
	Op. Income	31	26	23	42	121	34	-16	-7		
	(%)	2.9%	2.5%	1.9%	3.2%	2.6%	2.7%	-1.4%	-0.6%		
Others	Sales	-251	-99	-379	-83	-812	-174	-85	-204	N/A	N/A
	Op. Income	6	-13	-12	-5	-23	-9	2	10		
Total	Sales	12,821	14,515	13,716	14,439	55,491	13,217	14,410	13,429	-7%	-2%
	Op. Income	472	1,244	851	114	2,681	481	126	-185		
	(%)	3.7%	8.6%	6.2%	0.8%	4.8%	3.6%	0.9%	-1.4%		

\* Others include other subsidiaries' earnings, internal transactions, etc.

\* 2009 quarterly report was prepared based on IFRS for investors' convenience.