Disclaimer

This presentation was composed utilizing the data released on the dates shown, consequently reflecting management views according to the dates. All information in this presentation regarding the company's financial results has been prepared on a parent (unconsolidated) and/or global (consolidated) basis as indicated, in accordance with the Korean GAAP. Sales information includes transactions of the company to and from its subsidiaries and affiliates, but excludes transactions of the Company’s subsidiaries and affiliates to third parties. This presentation includes forecasting statements in regards to the company’s outlook on the future, including projected sales. These forecasting statements are based on the company’s results on a parent (unconsolidated) and/or global (consolidated) basis as indicated. These forecasting statements are subject to known and unknown risks and uncertainties that may arise, and actual results may vary. Risks and uncertainties aforementioned are not limited to risk factors noted in the company’s earnings releases and company’s filings with the Financial Supervisory Commission of Korea. The company assumes no obligation or responsibility to update the information provided in this presentations in correspondence to their respective dates.
Ⅰ. Business Overview
Ⅱ. Home Appliances
Ⅲ. Mobile Handset
Ⅳ. Digital Display
1. Business Overview
LGE Business Domain

LG Electronics

29% Digital Appliance
- Others 13%
- Living 11%
- Washing Machine 21%
- Refrigerator 25%
- Air conditioner 34%

31% Digital Display
- Others 3%
- PDP 11%
- Monitor 31%
- TV 64%

13% Digital Media
- PC 21%
- OS 36%
- Media 43%

27% Mobile Communications
- PCB 4%
- Network 3%
- Handset 93%

*Based on LGE Global (LGE parent + overseas subsidiaries) sales in 2007
*Digital Display breakdown by product is adjusted for PDP internal sales
Goal is to improve ROIC to over 20% by year 2010

Various ways to improve ROIC:
- Improve profitability
- Discard unnecessary assets
- Increase efficiency

Key Financial Indexes

<table>
<thead>
<tr>
<th>Year</th>
<th>ROIC</th>
<th>Sales Growth</th>
</tr>
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<tbody>
<tr>
<td>2004</td>
<td>9.9%</td>
<td>26%</td>
</tr>
<tr>
<td>2005</td>
<td>7.5%</td>
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</tr>
<tr>
<td>2006</td>
<td>11%</td>
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<tr>
<td>2007</td>
<td>12%</td>
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</tr>
<tr>
<td>2010</td>
<td>Over 20%</td>
<td>Over 10%</td>
</tr>
</tbody>
</table>

* Sales Growth based on LGE Global (LGE Parent and LGE overseas subsidiaries) in USD.
* ROIC is Based on LGE parent
Great improvements in capital structure
Cash flow used for debt reduction
Goal is to reduce global net-debt to equity ratio to below 70%

**Net Debt Trend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Global Net Debt (KRW tril)</th>
<th>Global Net-debt to Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>6.2</td>
<td>179%</td>
</tr>
<tr>
<td>2004</td>
<td>7.3</td>
<td>146%</td>
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<tr>
<td>2005</td>
<td>6.4</td>
<td>106%</td>
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<td>2006</td>
<td>6.2</td>
<td>104%</td>
</tr>
<tr>
<td>2007</td>
<td>5.1</td>
<td>71%</td>
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**EBITDA / CAPEX**

<table>
<thead>
<tr>
<th>Year</th>
<th>EBITDA (KRW tril)</th>
<th>CAPEX (KRW tril)</th>
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<td>2003</td>
<td>1.0</td>
<td>0.9</td>
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<td>2006</td>
<td>1.5</td>
<td>1.0</td>
</tr>
<tr>
<td>2007</td>
<td>1.0</td>
<td>0.8</td>
</tr>
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</table>

* Based on LGE Global
Redefining “LG Electronics” brand to premium markets
Product-led marketing strategy: Handsets → Appliances → TV

Building Brand Awareness

Brand Awareness (USA)

* AC Nielsen, Brand Survey ’06 3Q
Π. Home Appliances
LGE: Leading Global Appliances

- Sales growth over 16% CAGR
- "Innovative products with great design"
- LGE is global #3 in terms of sales but #1 in terms of profitability

Global Sales

CAGR 16%

Sales

Whirlpool
Eletrolux
LG

Target Zone

Export
Domestic

Profitability

диаграммы, графики, диаграммы
LGE: Global Leader

- Targeting global #1 in appliances
- Steadily growing in developed markets (U.S., Europe)
- Strong leader in emerging markets

**U.S. Distribution Channels**
- Joined forces with U.S. nationwide retailers
  - 2004: Best Buy
  - 2005: Home Depot
  - 2007: Sears
  - 2008: Regional Channels

**Europe & others**
- EU channels: DSGi, KESA, etc.
- Market share in emerging countries
  - India: 27%
  - CIS: 11%
  - Brazil: 5%

Sales

Profitability

2006

2010
LGE is positioned in the mass premium market (ASP $1000~$1400)
Growth from Sears, Home Depot and Best Buy entry - major U.S. distributors
Innovative products: Allergy care steam washing machines in various colors, etc.
Expanding our CAC Business

- Commercial Air Conditioner - new market for LGE
- B2B business, infrastructure and after service is important
- CACs using new energy solutions: Eco-design, reducing environmental impact

**Global A/C Market**

- **Total**
  - 2006: 43.0 (U$ Bn)
  - 2007E: 45.3
  - 2010E: 54.0
  - **CAGR**: 6%

- **CAC**
  - 2006: 26
  - 2007E: 27.8
  - 2010E: 35
  - **CAGR**: 8%

- **RAC**
  - 2006: 17
  - 2007E: 17.5
  - 2010E: 19
  - **CAGR**: 3%

**LGE A/C Sales**

- **CAC Portion**
  - 2006: 20%
  - 2007E: 27%
  - 2010E: 45%

- **Total**
  - 2005: 3.2 (U$ Bn)
  - 2007: 4.1
  - 2010E: 5.1
  - **CAGR**: 12%

- **CAC**
  - 2005: 0.8
  - 2007: 1.1
  - 2010E: 2.3
  - **CAGR**: 30%

- **RAC**
  - 2005: 2.5
  - 2007: 3
  - 2010E: 2.8
  - **CAGR**: 3%

Source: Company data
Success Factors

- Emphasis on R&D → Innovative new products
- Highly efficient low cost production bases (China, India)
- Focusing on three major premium products: A/C, washing machines and refrigerators

**Emphasis on R&D**

- Emphasis on R&D → product leadership
- Technological leadership - generated by vertical integration of key components

**Global Production**

- Producing high-end products in Korea
- Utilizing China as low-cost production base

- China 55%
- Korea 34%
- Asia 6%
- Others 4%

* Based on quantity, 2007

**Focus on High-end**

- Focusing on 3 Major profitable products
- Increasing premium product proportion

- A/C
- Washing machine
- Refrigerator
Ⅲ. Mobile Handset
Emerging market is leading the handset demand
Limited growth from CDMA
Increase of 3G and GSM portion

* CAGR: based on 2004 ~ 2007

* Source: Strategy Analytics

CAGR*: based on 2004 ~ 2007
In 2007, LGE showed handset stability and margin recovery (8.6%).

- Shipment reached historic high of 80.5 million units in 2007
- Continuing the success of “Black Label” & “Blue Label” series

**Shipment**

- (mn units)
- CAGR

<table>
<thead>
<tr>
<th>Year</th>
<th>WCDMA</th>
<th>GSM</th>
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<tr>
<td>2007</td>
<td>80</td>
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<td>80</td>
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**Sales & Margin**

- (KRW tril)
- Margin recovery

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<th>Year</th>
<th>Margin</th>
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<tr>
<td>2006</td>
<td>9.0</td>
</tr>
<tr>
<td>2007</td>
<td>9.6</td>
</tr>
</tbody>
</table>

* Source: Company data
** CAGR: based on 2003 ~ 2007 except for WCDMA
** Based on LGE Parent sales and operating margin
Handset Growth

- Successful entry into GSM open market with “Chocolate”
  - “Chocolate” shipment reached 7.5M units in 2006, over 4M units in GSM
- Expansion of 3G customer base: Vodafone, AT&T, etc.

Stabilization through Diversified Profit Portfolio

2005

- Verizon (CDMA) & Hutchison (3G) 80%
- Others

2007

- Successful entry into GSM market
  - Chocolate 7.7m in 2007
  - Shine and Viewty in 2007
- Wider 3G customer base
  - Vodafone, AT&T, 3, etc
  - Winner of GSMA’s “3G for All” project

- U.S. CDMA 35%
- GSM Open 30%
- 3G Total 20%
- Others
Future Direction

- ASP improvement just as important as growth
- Increased concentration on high-end handsets
- “LG” Brand identification through design

**Long-term Goal**

**Global “Hit Product”**
- Enhance design
- “User-centric” product development
- Improve market research capability

**Two tier marketing strategy**
- Operator centric strategy for CDMA
- Open market strategy for GSM

**Raise blended ASP**
- Take advantage of “Korea test market”
- Expand 3G models and carriers
- Move up in GSM market
IV. Digital Display
Soaring FPD Demand

- Flat Panel technology became mainstream in the TV market
- Larger-size demand increasing rapidly backed by steep price erosion, and prevailing HD contents

**TV Demand**

<table>
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<tr>
<th>Year</th>
<th>CRT (mn units)</th>
<th>FPD (%)</th>
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<td>190</td>
<td>29%</td>
</tr>
<tr>
<td>'07</td>
<td>195</td>
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<td>'08E</td>
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<td>'09E</td>
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<tr>
<td>'10E</td>
<td>220</td>
<td>68%</td>
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**Demand by Size**

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<th>Year</th>
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<th>40”~49” (mn units)</th>
<th>50”↑ (mn units)</th>
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<td>'06</td>
<td>190</td>
<td>195</td>
<td>205</td>
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<tr>
<td>'07</td>
<td>195</td>
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<td>'09E</td>
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<td>195</td>
<td>220</td>
</tr>
<tr>
<td>'10E</td>
<td>220</td>
<td>205</td>
<td>50”↑</td>
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Source: TSR, DisplaySearch, Company data
Display Strategy

- **Strengthen brand and competitiveness to improve profitability**
  - Invest in Brand: Increase marketing expenditure in selective markets: US, EU
  - Strengthen Competitiveness: Cooperative product design and development with affiliates, providing consumers with the best product portfolio

- **Synergy**
  - TV
  - PDP panel
  - LCD panel

- **Invest in Brand**
  - Build LG as premium TV brand
    - Increase marketing expenditure on selective markets: US, EU
  - Premium pricing
    - Improve profitability of both TV sets and Panels

- **Strengthen Competitiveness**
  - Product design and development
    - LCD cooperation with LPL
    - PDP cooperation with LG-Micron
  - Deliver optimized product lines
    - Possession of both PDP and LCD
      - competitive advantage

- **“Improve Profitability”**
## Divisional Sales & Profit (Parent)

(Unit: KRW bn)

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<tr>
<th></th>
<th>FY06</th>
<th>1Q'07</th>
<th>2Q'07</th>
<th>3Q'07</th>
<th>4Q'07</th>
<th>FY07</th>
<th>YoY</th>
<th>FY06</th>
<th>1Q'07</th>
<th>2Q'07</th>
<th>3Q'07</th>
<th>4Q'07</th>
<th>YoY</th>
<th>FY07</th>
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<tr>
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<tr>
<td>Sales</td>
<td>1,563</td>
<td>1,529</td>
<td>1,363</td>
<td>1,283</td>
<td>5,738</td>
<td>1,819</td>
<td>1,789</td>
<td>1,339</td>
<td>1,189</td>
<td>-7.4%</td>
<td>6,135</td>
<td>6.9%</td>
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<tr>
<td>Op. Profit (%)</td>
<td>160 (10.2%)</td>
<td>150 (9.8%)</td>
<td>58 (4.3%)</td>
<td>62 (4.9%)</td>
<td>430 (7.5%)</td>
<td>218 (12.0%)</td>
<td>173 (9.7%)</td>
<td>65 (4.8%)</td>
<td>55 (4.7%)</td>
<td>511 (8.3%)</td>
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<tr>
<td>Sales</td>
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<td>1,443</td>
<td>1,725</td>
<td>1,212</td>
<td>5,825</td>
<td>1,214</td>
<td>1,093</td>
<td>1,389</td>
<td>1,441</td>
<td>19.0%</td>
<td>5,137</td>
<td>-11.8%</td>
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<td>Op. Profit (%)</td>
<td>30 (2.0%)</td>
<td>21 (1.4%)</td>
<td>43 (2.5%)</td>
<td>-147 (-12.1%)</td>
<td>-54 (-0.9%)</td>
<td>-194 (-16.0%)</td>
<td>-265 (-24.2%)</td>
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<td>-714 (-13.9%)</td>
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<td>663</td>
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<td>Op. Profit (%)</td>
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<td>8 (1.3%)</td>
<td>-20 (-3.1%)</td>
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<td>6 (0.8%)</td>
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<tr>
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<td>2,423</td>
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<td>9,573</td>
<td>6.9%</td>
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<tr>
<td>Op. Profit (%)</td>
<td>-9 (-0.4%)</td>
<td>21 (0.9%)</td>
<td>98 (4.2%)</td>
<td>72 (3.0%)</td>
<td>182 (2.0%)</td>
<td>155 (6.7%)</td>
<td>265 (10.9%)</td>
<td>181 (7.9%)</td>
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<tr>
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<td>2,253</td>
<td>2,131</td>
<td>2,422</td>
<td>9.9%</td>
<td>8,942</td>
<td>8.5%</td>
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<tr>
<td>Op. Profit (%)</td>
<td>-31 (-1.7%)</td>
<td>-3 (-0.1%)</td>
<td>79 (3.7%)</td>
<td>58 (2.6%)</td>
<td>103 (1.3%)</td>
<td>141 (6.6%)</td>
<td>254 (11.3%)</td>
<td>170 (8.0%)</td>
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<td>765 (8.6%)</td>
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<tr>
<td>Op. Profit (%)</td>
<td>-126 (-3.3%)</td>
<td>-123 (-3.3%)</td>
<td>-103 (-3.3%)</td>
<td>-102 (-0.8%)</td>
<td>-454 (-2.3%)</td>
<td>-108 (-2.9%)</td>
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<td>-82 (-2.6%)</td>
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<td>5,520</td>
<td>23,171</td>
<td>6,034</td>
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<td>5,690</td>
<td>5,875</td>
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<td>23,502</td>
<td>1.4%</td>
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<tr>
<td>Op. Profit (%)</td>
<td>191 (3.3%)</td>
<td>190 (3.3%)</td>
<td>197 (3.3%)</td>
<td>-43 (-0.8%)</td>
<td>535 (2.3%)</td>
<td>173 (2.9%)</td>
<td>146 (2.5%)</td>
<td>92 (1.6%)</td>
<td>154 (2.6%)</td>
<td>565 (2.4%)</td>
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* Divisional sales includes internal transaction between divisions
## Appendix

### Divisional Sales & Profit (Global*)

(Unit :KRW bn)

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<thead>
<tr>
<th></th>
<th>1Q'06</th>
<th>2Q'06</th>
<th>3Q'06</th>
<th>4Q'06</th>
<th>FY06</th>
<th>1Q'07</th>
<th>2Q'07</th>
<th>3Q'07</th>
<th>4Q'07</th>
<th>YoY</th>
<th>FY07</th>
<th>YoY</th>
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<td>2,556</td>
<td>2,969</td>
<td>2,500</td>
<td>2,352</td>
<td>10,376</td>
<td>2,941</td>
<td>3,604</td>
<td>2,785</td>
<td>2,473</td>
<td>5.1%</td>
<td>11,803</td>
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<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>117</td>
<td>248</td>
<td>107</td>
<td>123</td>
<td>594</td>
<td>169</td>
<td>292</td>
<td>150</td>
<td>107</td>
<td>717</td>
<td>(6.1%)</td>
</tr>
<tr>
<td><strong>DD</strong></td>
<td>Sales</td>
<td>2,714</td>
<td>2,786</td>
<td>2,672</td>
<td>3,197</td>
<td>11,368</td>
<td>2,754</td>
<td>2,727</td>
<td>3,170</td>
<td>3,968</td>
<td>24.1%</td>
<td>12,619</td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>44</td>
<td>53</td>
<td>70</td>
<td>-97</td>
<td>70</td>
<td>-262</td>
<td>-138</td>
<td>-29</td>
<td>-11</td>
<td>-440</td>
<td>(-3.5%)</td>
</tr>
<tr>
<td><strong>DM</strong></td>
<td>Sales</td>
<td>1,449</td>
<td>1,242</td>
<td>1,217</td>
<td>1,492</td>
<td>5,401</td>
<td>1,382</td>
<td>1,246</td>
<td>1,336</td>
<td>1,430</td>
<td>-4.1%</td>
<td>5,394</td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>52</td>
<td>11</td>
<td>13</td>
<td>13</td>
<td>72</td>
<td>11</td>
<td>-4</td>
<td>29</td>
<td>27</td>
<td>62</td>
<td>(1.2%)</td>
</tr>
<tr>
<td><strong>MC</strong></td>
<td>Sales</td>
<td>2,186</td>
<td>2,302</td>
<td>2,533</td>
<td>2,764</td>
<td>9,786</td>
<td>2,509</td>
<td>2,865</td>
<td>2,635</td>
<td>3,050</td>
<td>10.3%</td>
<td>11,059</td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>-30</td>
<td>9</td>
<td>46</td>
<td>128</td>
<td>153</td>
<td>121</td>
<td>325</td>
<td>220</td>
<td>267</td>
<td>933</td>
<td>(8.4%)</td>
</tr>
<tr>
<td><strong>Handset</strong></td>
<td>Sales</td>
<td>1,998</td>
<td>2,134</td>
<td>2,367</td>
<td>2,599</td>
<td>9,099</td>
<td>2,354</td>
<td>2,709</td>
<td>2,496</td>
<td>2,917</td>
<td>12.2%</td>
<td>10,476</td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>-52</td>
<td>-15</td>
<td>26</td>
<td>114</td>
<td>74</td>
<td>110</td>
<td>313</td>
<td>209</td>
<td>257</td>
<td>889</td>
<td>(8.5%)</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>Sales</td>
<td>-45</td>
<td>-39</td>
<td>-53</td>
<td>-63</td>
<td>-201</td>
<td>8</td>
<td>-11</td>
<td>-16</td>
<td>-7</td>
<td>-27</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>-13</td>
<td>-12</td>
<td>-10</td>
<td>-10</td>
<td>-45</td>
<td>-11</td>
<td>-11</td>
<td>-9</td>
<td>-8</td>
<td>-38</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>Sales</td>
<td>8,860</td>
<td>9,260</td>
<td>8,869</td>
<td>9,742</td>
<td>36,730</td>
<td>9,593</td>
<td>10,430</td>
<td>9,911</td>
<td>10,914</td>
<td>12.0%</td>
<td>40,848</td>
</tr>
<tr>
<td></td>
<td>Op. Profit (%)</td>
<td>171</td>
<td>308</td>
<td>208</td>
<td>157</td>
<td>844</td>
<td>28</td>
<td>464</td>
<td>362</td>
<td>381</td>
<td>1,234</td>
<td>(3.0%)</td>
</tr>
</tbody>
</table>

* Divisional sales pertains solely LG Electronics Korea and its overseas subsidiaries and includes internal transactions