2018
WELCOME TO
LG ELECTRONICS
USD 142 Billion
Revenue (KRW 160 Trillion)
71 Companies

- LG Electronics
- LG Display
- LG Innotek

- LG Chem
- LG Household & Health Care

- LG U+
- LG CNS

20% Electronics
60% Electronics
20% Chemicals

HISTORY
Pioneering Technology and Innovation

1958
Goldstar first company of what will later become LG Electronics

1966
Produces Korea's first TV

1982
Establishes first overseas production base in the US

1995
Rebrands as LG Electronics

2016
Introduces premium LG SIGNATURE brand

2014
Introduces world’s first 4K OLED TV and webOS smart TV

2013
Launches Vehicle Components Company

2001
Introduces world’s first refrigerator powered by Inverter Linear Compressor
LG QUALITY PHILOSOPHY

The quality philosophy of LG’s founder has been the foundation for raising the consciousness of LG Electronics employees.

If 1 out of 100 is found to be defective, then we must assume there are defects in the other 99.

Selling many products is not in our best interest if that one product is not the right product.

It should be common sense that customer trust is more valuable than profit.
2018 marks the 60th anniversary of the founding of LG Electronics as GoldStar.

LG is committed to upholding the company’s original vision to take on challenges in order to bring meaningful change to customers’ lives. 2018 marks a new year for LG Electronics as an organization that recognizes no boundaries.

Our vision reflects LG’s identity of prioritizing consumer value, placing people first and foremost, business objectives, growth potential and strategically pursuing efficient ways of working.

January 2018
LG Way

Jeong-do Management is LG’s unique application of ethics, succeeding through fair management practices and constantly developing our business skills.

VISION

LG Electronics Jeong-do Management embodies our high ethical standards and doing business in a transparent and honest manner.

VISION

LG’s vision is to become the market leading company with broad market recognition.

CONDUCT

LG will succeed through the constant development of capability based capability-based in ethical management.

MANAGEMENT PHILOSOPHY

Basic management philosophies that ensure LG will accomplish its business activity goals.
2018 WELCOME TO LG ELECTRONICS

GLOBAL NETWORK

Regional Offices
- Frankfurt
- Moscow
- Dubai
- Singapore
- New York
- Sao Paulo

74,000 Workforce
- Korea: 51%
- Global: 49%

100+ Global Operations
GLOBAL NETWORK

USD 55.4 Billion Sales
USD 2.23 Billion Operating Income

LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,108.51 (2017)
Total USD 55.4 Billion (2017)

- 31% USD 17.3 Billion
- 30% USD 16.9 Billion
- 19% USD 10.5 Billion
- 6% USD 3.1 Billion
- 14% USD 7.5 Billion

Business Overview:

- Home Appliance & Air Solution
- Home Entertainment
- Mobile Communications
- Vehicle Components
- Others
LG TECHNOLOGY HIGHLIGHTS

LG AI Strategy

VOICE AND VIDEO RECOGNITION

DeepThinQ™

DEEP-LEARNING TECHNOLOGIES
LG TECHNOLOGY HIGHLIGHTS

LG ThinQ®

DeepThinQ™

VOICE AND VIDEO RECOGNITION

Open Platform
Open Partnership
Open Connectivity

DEEP-LEARNING TECHNOLOGIES

LG AI Strategy

LG TECHNOLOGY HIGHLIGHTS

2018 WELCOME TO LG ELECTRONICS
By leveraging powerful analytical processing power, LG’s robotic lineup will be able to navigate complex environments and decipher the most efficient and effective path to accomplish tasks, making people’s lives easier at every touch-point.
LG Inverter technology converts the power supplied to the compressor and motor into the desired voltage and frequency.
Easier Control with Natural Voice
Intelligent Viewing Experience with Content Information

“Change to Cinema Mode”
“Show me the cast of this movie”
“Turn off the TV when this program ends”
LG OLED TV AI ThinQ

- Easier Control with Natural Voice
- Intelligent Viewing Experience with Content Information

“Change to Cinema Mode”
“Show me the cast of this movie”
“Turn off the TV when this program ends”
Best Display Meets Intelligent Brain

- Precise image enhancement
- Accurate color expression
- Better noise reduction
- Smooth motion handling

2018 WELCOME TO LG ELECTRONICS

LG TECHNOLOGY HIGHLIGHTS
AI CAM can help take the best photos with its advanced object recognition technology.

LG V30s ThinQ

AI scene recognition for rich picture.

- Person
- Flower
- Pet
- Food
- Sunrise
- Sunset
- Landscape
- City
AI CAM can help take the best photos with its advanced object recognition technology.

**LG V30s ThinQ**

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LG TECHNOLOGY HIGHLIGHTS

Clear-cut image in low light environments

- LG Bright Mode off
- LG Bright Mode On

AI knows to enable Bright Mode in low light environments
LG TECHNOLOGY HIGHLIGHTS

Just open the camera and search the image right away.

Vision Search is a collaboration with Amazon and Pinterest.
Just open the camera and search the image right away

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A leading provider of core components for global car manufacturers, LG is supporting the emerging trend of autonomous driving.
LG TECHNOLOGY HIGHLIGHTS

LG is leading the way in state-of-the-art OLED technology
Take your next exciting leap into the future and change the way you engage with customers

Perfect Black
Limitless contrast and the deepest blacks

Perfect Color
Accurate & stable color reproduction

Perfect Viewing Screen
Wide viewing angle

Perfect Design
Slim and light
- Paper-slim
- Curved
- Flexible
- In-glass

LG OLED SIGNAGE
The LG NeON® 2 is the company’s most efficient premium solar module using 12 thin wires to allow electric current to flow more freely and efficiently.
GREEN MANAGEMENT STRATEGIC DIRECTION

- **Energy**: Reduce Resource Consumption, Replace Hazardous Substances
- **Resource**: Increase Recyclability, Improve Home Environment
- **Human**: Enhance Energy Efficiency, Reduce CO₂ Emissions
Goal
Working together to achieve Sustainable Development Goals (SDGs)

Vision
Cooperating toward a better life for all

Global Social Contribution 2018 Welcome to LG Electronics

- **USA**: Happiness Experience
  - **Brazil**: Global Water Day Campaign
  - **Vietnam**: LG IT Library
  - **Korea**: Life’s Good Volunteers
  - **Russia**: Smile Contest
  - **Kenya**: Limb Operation
  - **Iran**: LG Gold Kids
  - **India**: Republic Day Campaign