

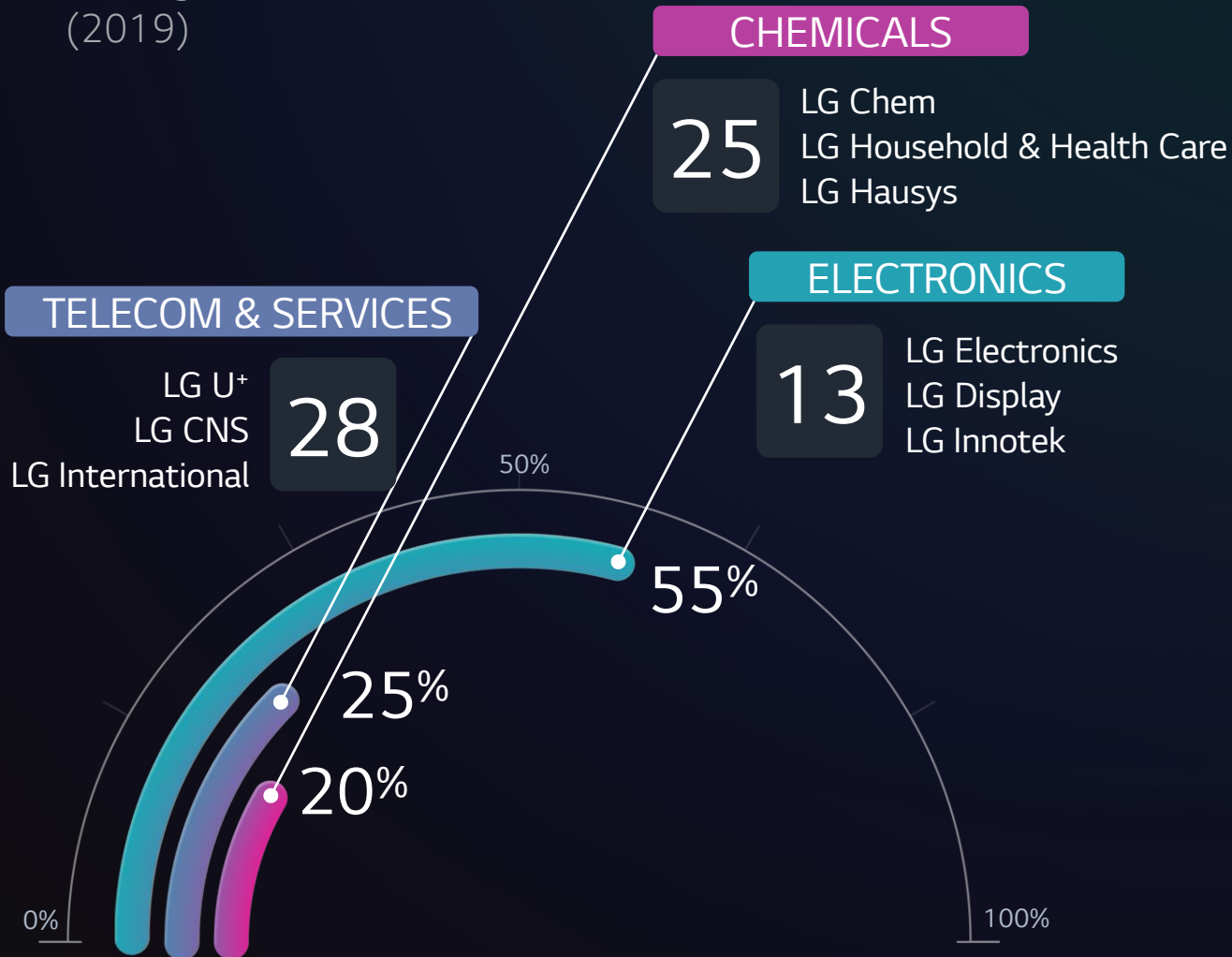
2020 Welcome to

LG ELECTRONICS



LG CORP

Holding Structure
(2019)



REVENUE

(KRW 160 Trillion)

136 USD Billion

Exchange Rate :
KRW 1,176.57 (2019)



COMPANIES

67 Site (2019)

25 Chemicals
13 Electronics
28 Telecom & Services



HISTORY

A Look at LG Electronics Through the Years



Goldstar first company of what will later become LG Electronics

1958



Produces Korea's first TV

1966



Surpasses USD 100M in exports

1978



Establishes first overseas production base in the US

1982



Rebrands as LG Electronics

1995

2019

Introduces world's first Rollable OLED TV



2016

Launches premium LG SIGNATURE brand



2015

Introduces world's first TWINWash



2014

Introduces world's first 4K OLED TV



2013

Launches Vehicle Components Company



2011

Introduces Styler, world's first steam-powered garment care system



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. "

Koo In Hwoi

1907-1969

LG Founding Chairman



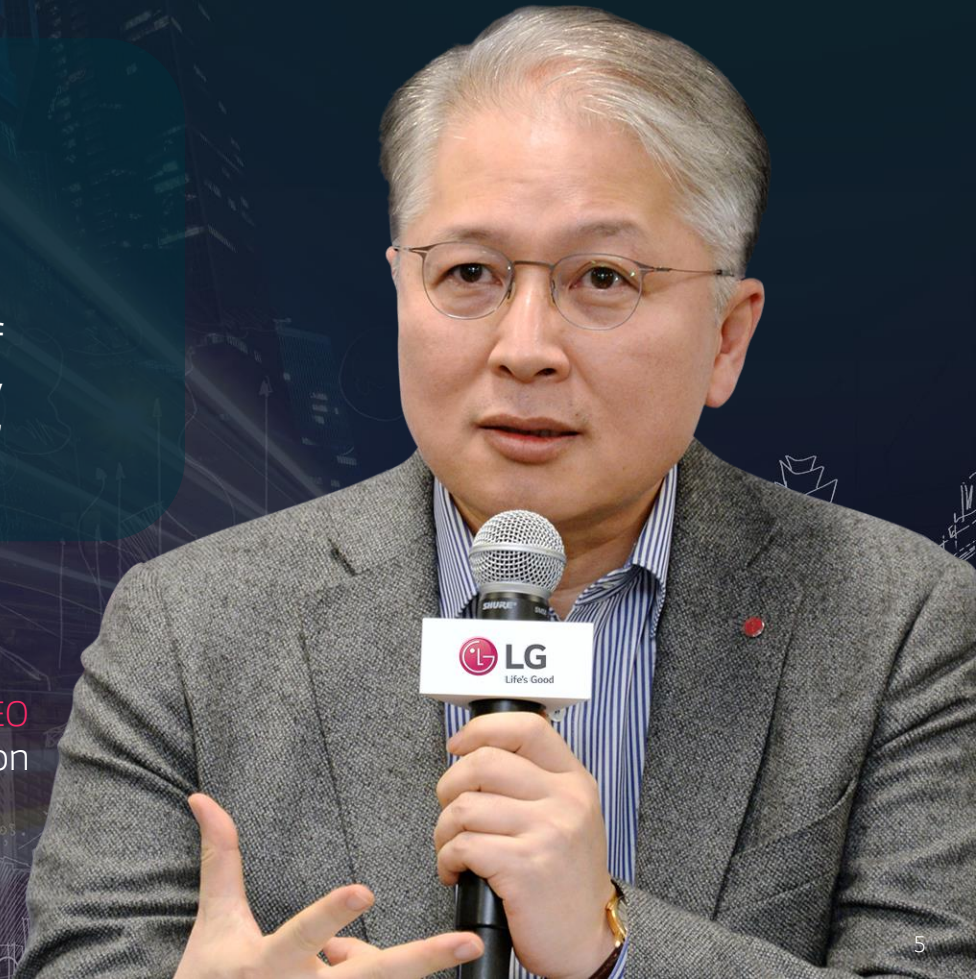
CEO MESSAGE

KEY DIRECTIONS IN 2020

".. **digital transformation** [is the] key [to] creating new growth momentum ..."

"Our long-term goal and the essence of our competitiveness is creating a company **truly loved by customers.**"

CEO
Brian Kwon



MANAGEMENT PHILOSOPHY

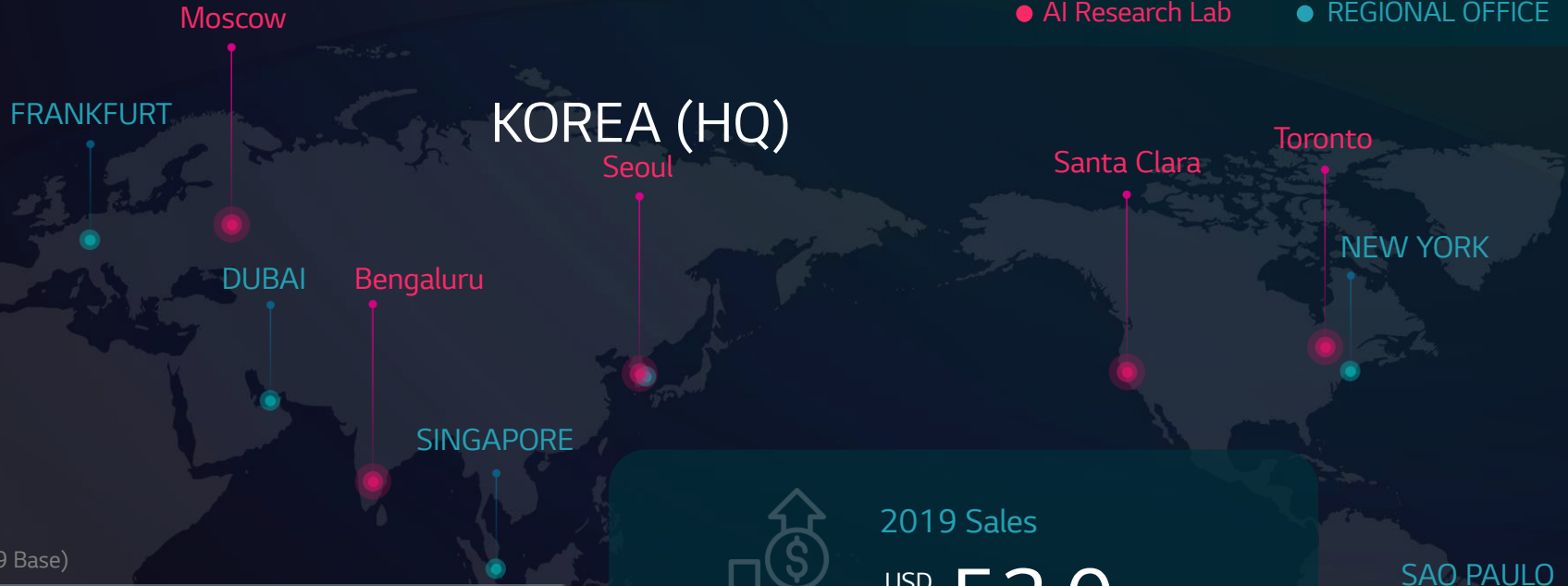


What we ultimately aspire to achieve through **Jeong-Do Management** and its two tenets **Customer-Value Creation** and **People-Oriented Management** is to become **No. 1 LG**, a market-leading company recognized and respected by industry peers as well as the broader market.



GLOBAL NETWORK

● AI Research Lab ● REGIONAL OFFICE



(2019 Base)

74,000

WORKFORCE

Korea : 54%
Global : 46%

142

GLOBAL
OPERATIONS



2019 Sales

USD 53.0 Billion



Operating Income

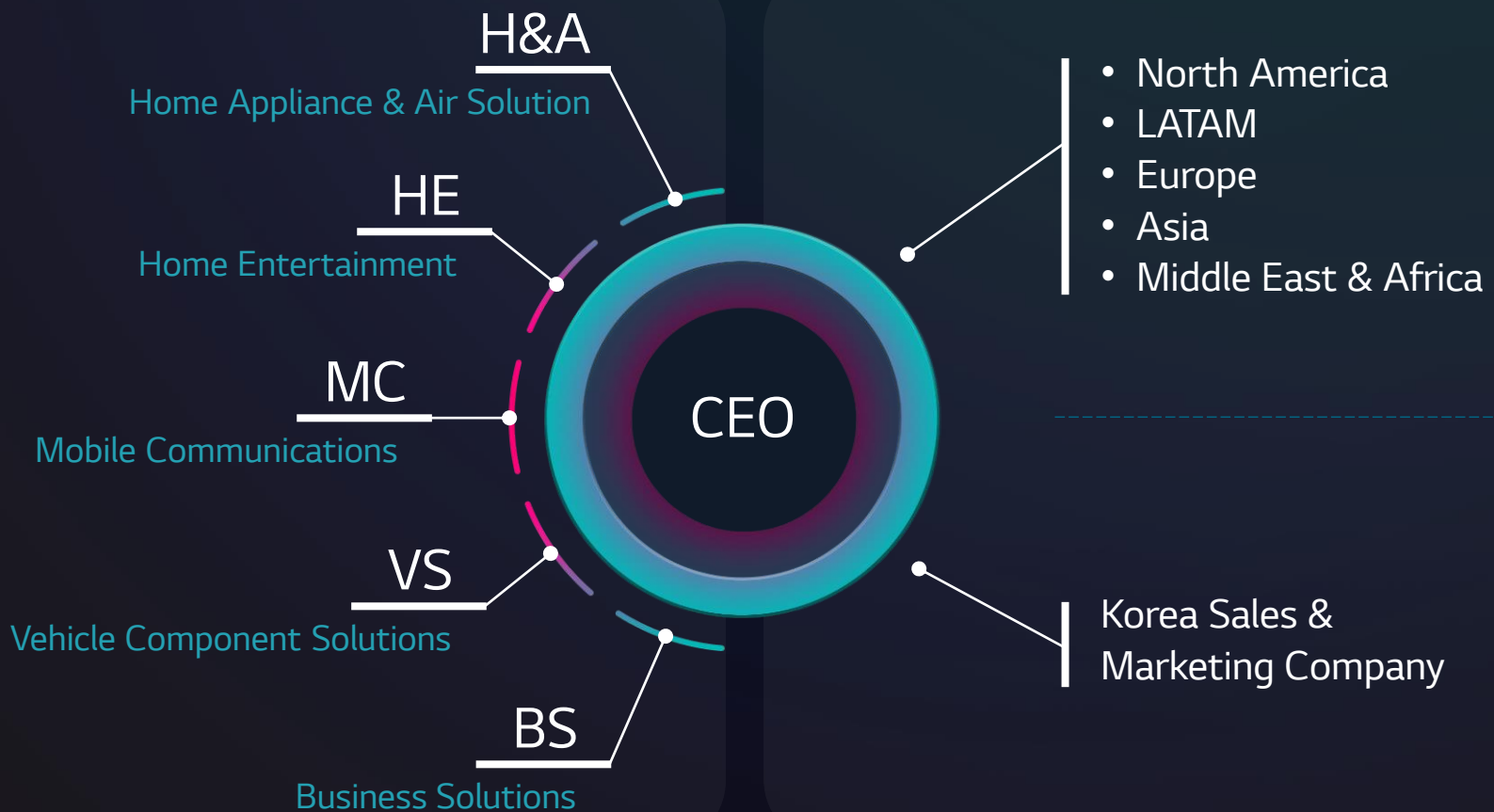
USD 2.1 Billion

LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,176.57 (2019)

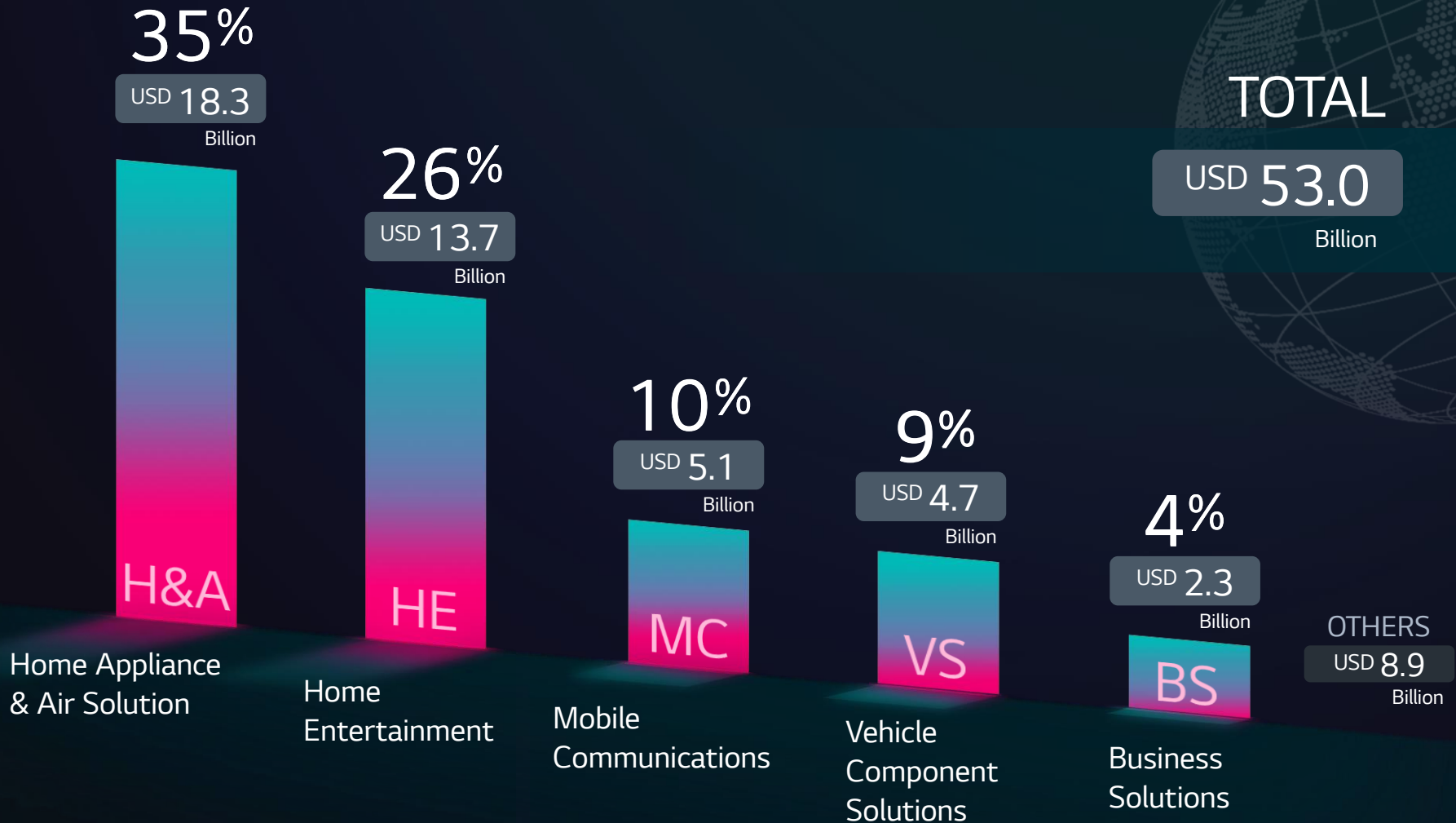
STRUCTURE

COMPANIES

REGIONAL OFFICES



BUSINESS OVERVIEW

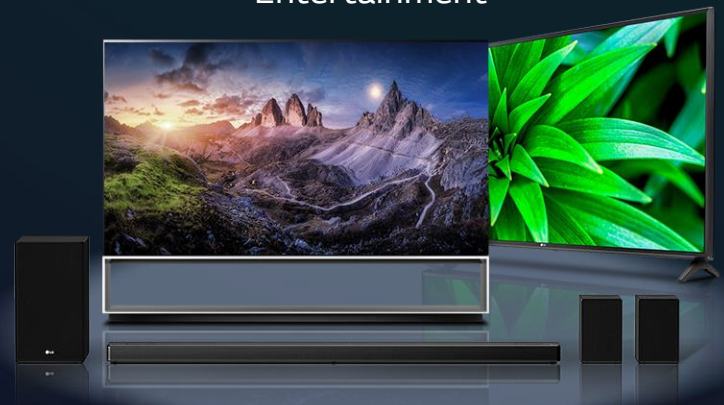


BUSINESS OVERVIEW

Home Appliance
& Air Solution



Home
Entertainment



Mobile
Communications



Vehicle Component
Solutions



Business
Solutions



LG SIGNATURE

First introduced in 2016, LG's premium brand lineup expanded to include OLED TV R, OLED TV W, Refrigerator, Bottom-freezer Refrigerator, Wine Cellar, TWINWash Pair, Air Purifier and Air Conditioner



ROBOTS AS A SOLUTION

With today's robots capable of handling tasks in manufacturing, hospitality and healthcare, there is no limit to what tomorrow's robot can do

LG CLOi



AI DEVELOPMENT ROADMAP

The conceptual framework aligns with the LG ThinQ brand and its ambitious vision to transform the daily experience explained in four levels of AI experience



Level 1
Efficiency



Level 2
Personalization



Level 3
Reasoning



Level 4
Exploration



AI-POWERED CONVENIENCE

LG ThinQ provides more seamless management of LG products with easy control and monitoring features

The image illustrates the LG ThinQ ecosystem. A hand in the foreground holds a smartphone displaying the ThinQ app. The app interface includes a 'Welcome' message with a house icon, and three main sections: 'My Washer' (Washing, Normal Course, 00:20 Left), 'Refrigerator' (Need to Change Air Fresh Filter, 3°C, -16°C), and 'My Roboking' (Spiral Mode). In the background, a cityscape at night is overlaid with a glowing purple house outline containing the 'LG ThinQ' logo. Various LG appliances are shown: a vertical air purifier, a front-loading washer, a refrigerator, a dishwasher, an oven with a roasted bird, a smart TV displaying a mountain landscape, and another vertical air purifier. Colored lines connect these appliances to the central ThinQ hub.

Proactive Customer Care

H&A COMPANY

KITCHEN APPLIANCES

Well-known for durability and energy efficiency, LG kitchen appliances offer a superior kitchen experience with innovative technology such as LG InstaView



LG InstaView™

H&A COMPANY

LIVING APPLIANCES

Pioneering the industry for its incomparable innovative features, LG living appliances offer unrivaled clothing care and cleaning performance such as Artificial Intelligent Direct Drive™



**OPTIMIZED
WASHING PATTERN
&
SOFTNESS
DETECTION**

H&A COMPANY

CARE SOLUTION

LG's air care and clothing care solutions are certified by international organization for their effectiveness in sanitizing, reducing allergens and energy efficiency



REAL 8K

LG 8K TVs exceed international requirements for Contrast Modulation, the ability to distinguish a series of black and white lines



THE COMPANY

8K OLED & NANOCCELL

OLED 8K and NanoCell8K deliver four times the screen resolution of 4K and 16times that of Full HD

8K ULTRA HD™



OLED 8K

α9
Gen3



NanoCell 8K

THE COMPANY

LG SIGNATURE OLED R

World's only rollable TV redefines the definition of television with a versatile form factor made possible by industry-leading OLED technology

LG SIGNATURE
OLED R
Ultimate Luxury



MC COMPANY

LG V60 THINQ 5G & DUAL SCREEN

LG's newest V series smartphone delivers 5G, more advanced LG Dual Screen and robust battery for maximum usability

LG V60^{ThinQ} | Dual Screen
Ultra-Sharp 20.5:9 Ratio



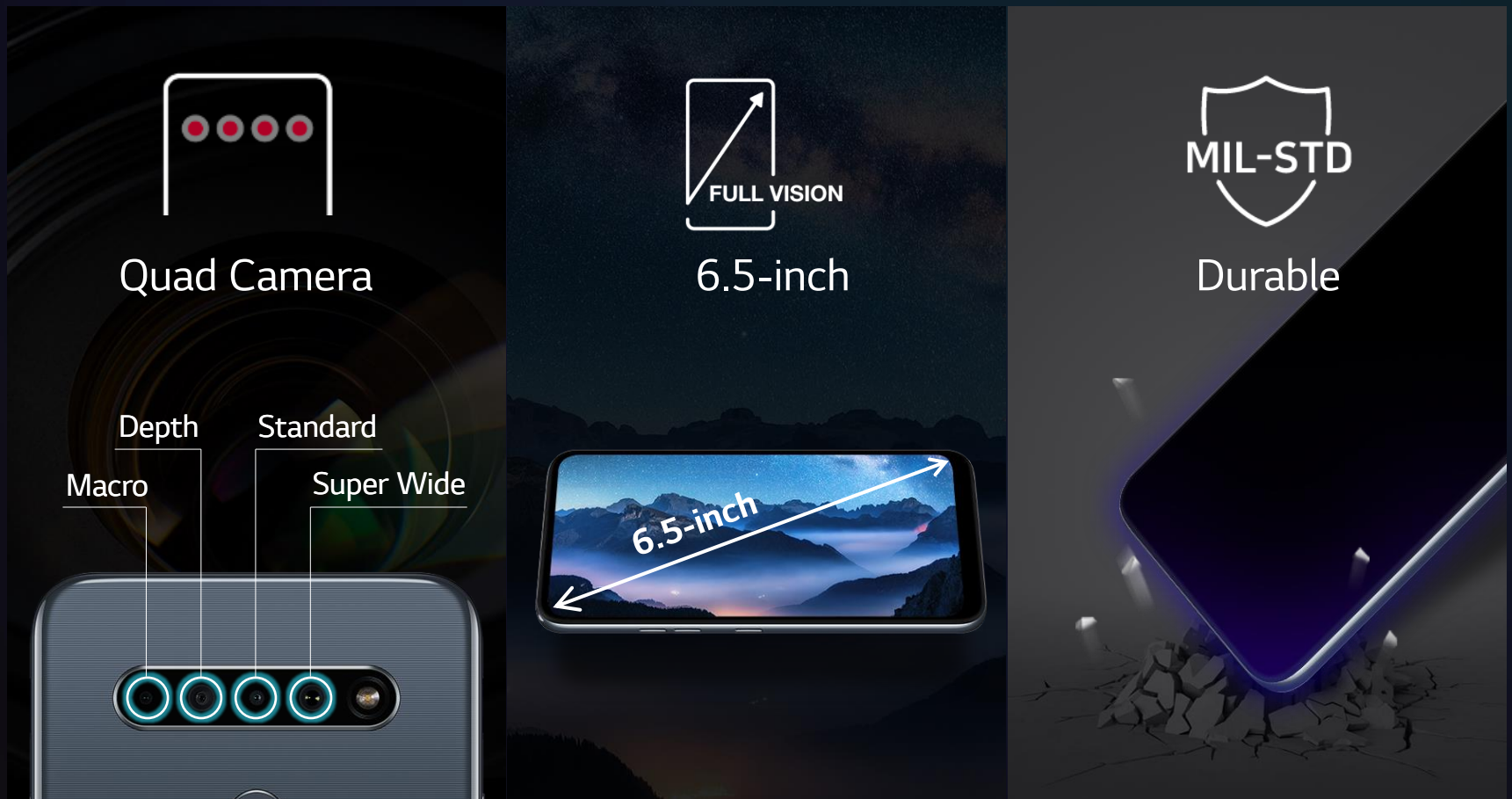
LG V60^{ThinQ}

8K Video recording / 4Ch mic / 5,000mAh battery

MC COMPANY

K SERIES LG K₆₁ LG K_{51S} LG K_{41S}

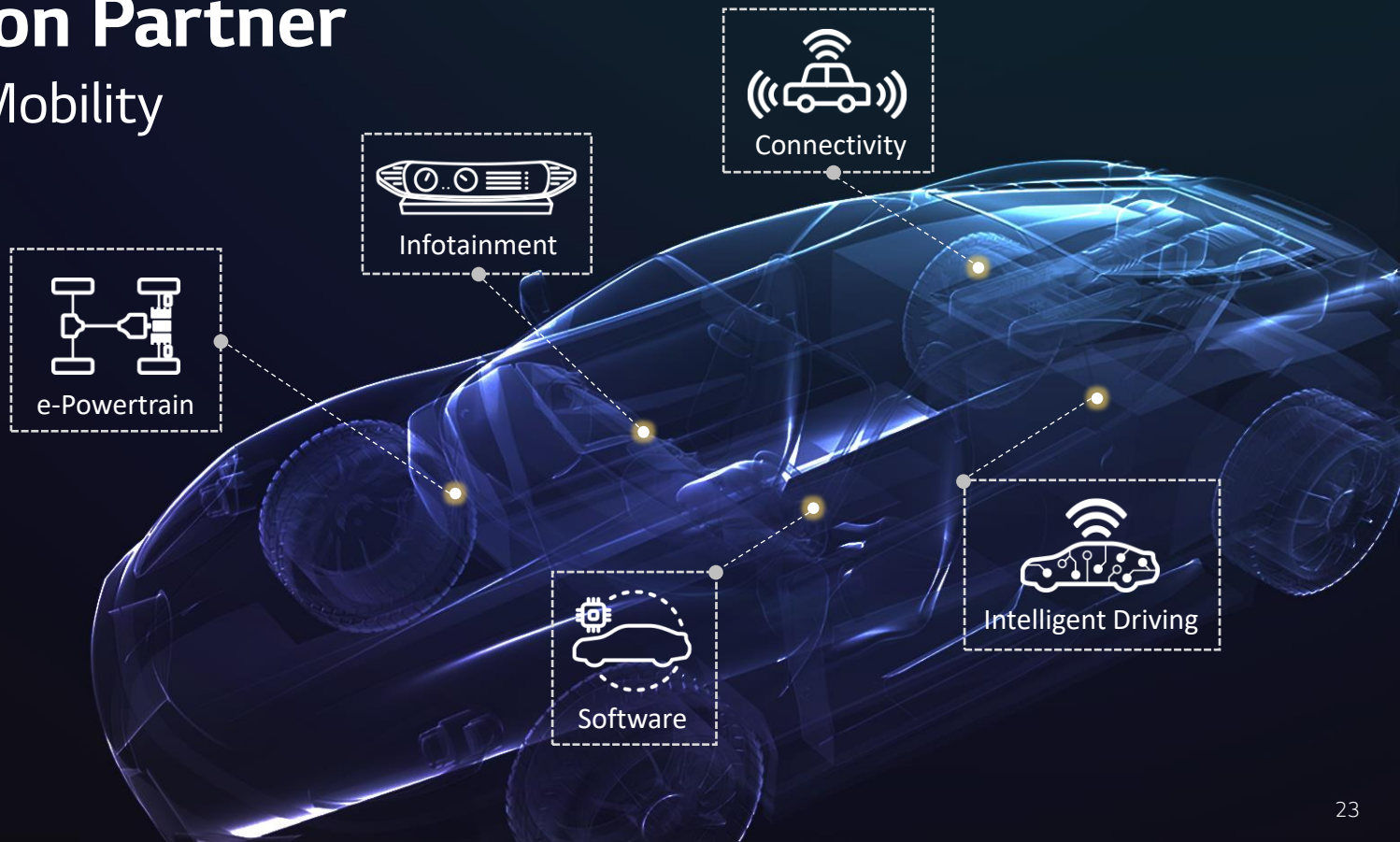
Quad cameras offer enhanced multimedia experience in an unbeatable package



FUTURE MOBILITY

Vehicle Component Solutions Company focuses on commercializing and environmentally responsible automotive components and core solutions based on LG's proprietary technologies

Innovation Partner for Future Mobility



LED SIGNAGE

Wide range of indoor and outdoor LED Signage tailored for every industry to create eye-catching viewing experience



Premium Fine-Pitch LED



Outdoor LED



LED Cinema



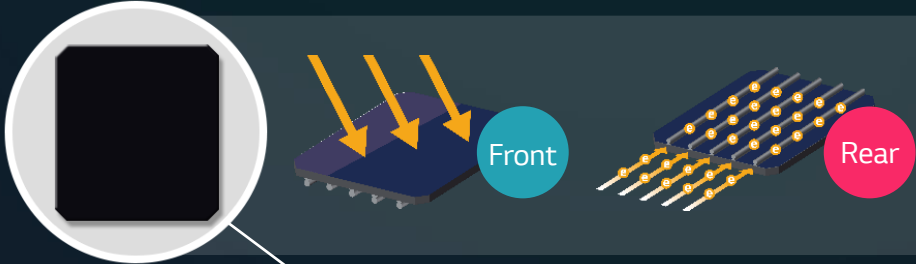
Transparent LED film

BS COMPANY

SOLAR PANEL

LG NeON[®] R is a premium solar panel that makes a home even more valuable, both economically and aesthetically

Eliminates electrodes on the front of cells



LG NeON[®]R

Technical Feature



More Power
per Square Meter



Product
Warranty



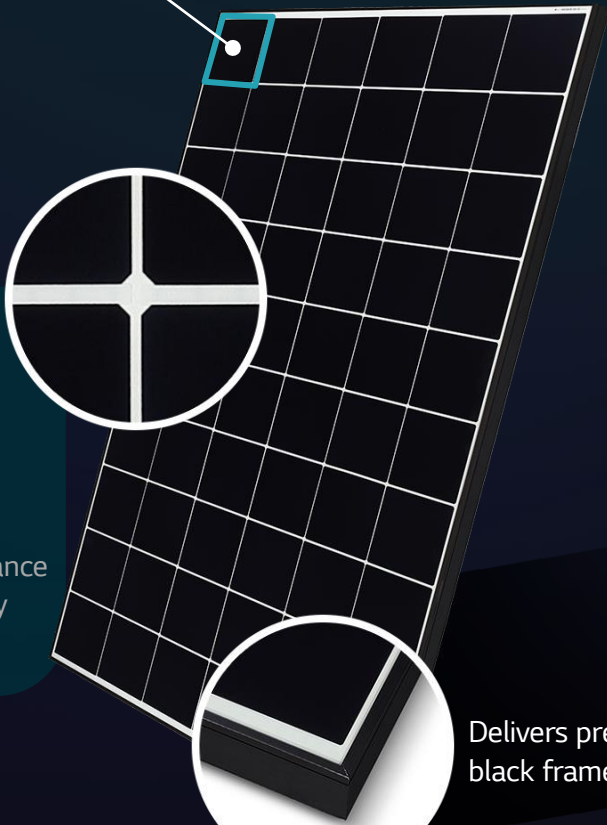
Performance
Warranty



Visually
Stunning



Better Performance
on Sunny Day



Delivers premium
black frame

BS COMPANY

PORTABLE COMPUTING

LG gram offers ultimate portability and enhanced performance

LG gram

Ultra-lightweight + Large Screen + All-day Battery



Ultimate Portability

- Light Weight at just 1350g
- 80Wh Battery Capacity

Best Performance

- 17-inch WQXGA IPS
- 10th Gen Intel® Core™ processor with Iris® Plus graphics



BS COMPANY

MONITORS & PROJECTORS

Delivering exceptionally bright and clear images and superb black level, enhancing the viewer's sense of immersion



SUSTAINABILITY COMMITMENTS

PROMOTE INTELLIGENT LIFESTYLE

- Establish Intelligent Living Environment



- Pursue Healthy Life for Customers



- Expand Green Business



ACHIEVE ZERO CARBON AND CIRCULAR ECONOMY

- Pursue Zero Carbon



- Reduce the Environmental Impacts of Products



- Promote Circular Economy



CREATE A BETTER SOCIETY

- Establish Sustainable Supply Chain



- Establish Decent and Safe Work Place

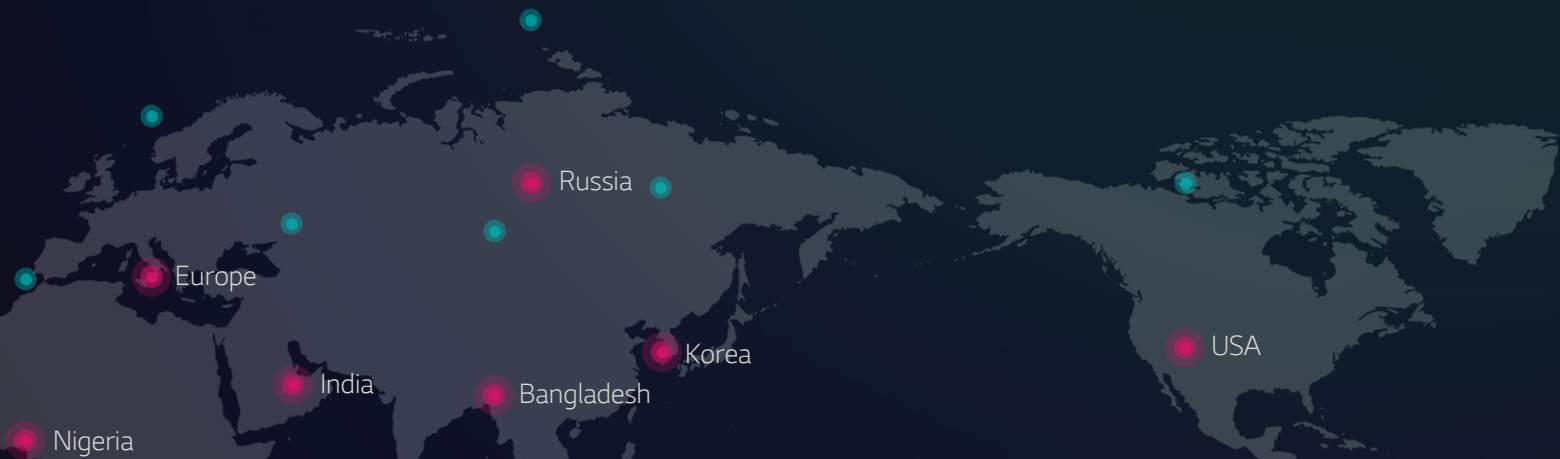


- Expand Contribution to the Local Community



GLOBAL SOCIAL CONTRIBUTION

LG conducted environmental conservation poverty eradication, educational and volunteer activities with our employees and customers at 56 sites in 28 countries



NIGERIA
Free Laundry Service



SWEDEN
Bike to Work



KOREA
Global IT Challenge for Disabled



BANGLADESH
Technical Training Program



RUSSIA
Blood Donation



USA
Experience Happiness



INDIA
Eye Surgery Program