2022 Welcome to

LG ELECTRONICS
LG CORP.
Holding Structure (2022)

Revenue
170 KRW Trillion

Companies
71 Site
15 Electronics
23 Chemicals
31 Telecom & Services
*LX International included in total number of companies

15
Electronics
LG Electronics
LG Display
LG Innotek

23
Chemicals
LG Chem
LG Energy Solution
LG Household & Health Care

31
Telecom & Services
LG U+
LG CNS
LG HelloVision

21%

32%

44%
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1958</td>
<td>LG predecessor Lucky-GoldStar - first company of what will later become LG Electronics</td>
</tr>
<tr>
<td>1966</td>
<td>Produces Korea’s first TV</td>
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<tr>
<td>1978</td>
<td>USD 100M in exports</td>
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<tr>
<td>1982</td>
<td>Establishes first overseas plant</td>
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<td>1995</td>
<td>Becomes LG Electronics</td>
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<tr>
<td>2001</td>
<td>World’s first Inverter Linear Compressor refrigerator</td>
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<tr>
<td>2011</td>
<td>World’s first steam-based garment care system, Styler</td>
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<tr>
<td>2013</td>
<td>Launches Vehicle component Solutions (VS) Company</td>
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<td>2016</td>
<td>First premium brand, LG SIGNATURE</td>
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<tr>
<td>2018</td>
<td>CLOi commercial robots</td>
</tr>
<tr>
<td>2020</td>
<td>Launch of world’s first Rollable OLED TV</td>
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<tr>
<td>2022</td>
<td>LG Smart Park selected as a Lighthouse Factory by the World Economic Forum (WEF)</td>
</tr>
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</table>
LG Quality philosophy
The quality philosophy of LG’s founder has been the foundation for raising the consciousness of LG Electronics employees.

Koo In Hwoi 1907-1969
LG Founding Chairman

"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."

"
CEO Message
Key Directions In 2022

"Greater emphasis will be put on first, unique and new – three attributes that will be featured prominently in all customer experiences in 2022

Our focus will be on maximizing the growth potential of our existing businesses and seeing every transaction from the perspective of the customer experience

We will adopt a more organic way of operating to reduce and eliminate barriers and divisions"

William Cho
CEO
Management philosophy

Vision

We ultimately aspire to achieve through Jeong-Do Management and its two tenets of Customer-Value Creation and People-Oriented Management to become No.1 LG, a marketing-leading company recognized and respected by industry peers as well as consumers worldwide.
Global network

- Frankfurt
- Moscow
- Dubai
- Bengaluru
- Singapore
- Seoul (Korea (HQ))
- Santa Clara
- Toronto
- New York
- Sao Paulo

(2021 Base)

- Workforce: 75,625
- Global Operations: 132

- Korea: 37,613
- Global: 38,012
## Business overview

<table>
<thead>
<tr>
<th>Business Area</th>
<th>Revenue (KRW Trillion)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Appliance &amp; Air Solution</td>
<td>27.11</td>
<td>21.7%</td>
</tr>
<tr>
<td>Home Entertainment</td>
<td>17.22</td>
<td>30.6%</td>
</tr>
<tr>
<td>Vehicle component Solutions</td>
<td>7.19</td>
<td>24%</td>
</tr>
<tr>
<td>Business Solutions</td>
<td>6.96</td>
<td>15.8%</td>
</tr>
</tbody>
</table>

**Total**: 74.72 (2021) KRW Trillion

%: compared to previous year
Business overview

Home Appliance & Air Solution

Home Entertainment

Vehicle component Solutions

Business Solutions
The birth of a visionary brand, a pioneer in the ultra-premium consumer electronics market. On a mission to empower exceptional lifestyle choices for every customer, LG SIGNATURE presents each home essential through a harmony of craftsmanship, innovation and authenticity.
LG ThinQ

LG ThinQ offers a variety of products, features and services which combine AI and smart technology. With LG’s intelligent lifestyle platform, the LG ThinQ app, customers can control their home appliances, create a smart home ecosystem, and enjoy a more convenient and better life.
Well-known for their quality, reliability and energy efficiency, LG kitchen appliances offer a superior experience with innovative technology such as InstaView™ and UVnano for the ultimate convenience and hygiene in the kitchen.
**Living appliances**

LG's living appliances come in innovative form factors coupled with unrivaled washing and cleaning performances, offering innovative features such as Artificial Intelligence Direct Drive™ (AI DD) and TrueSteam™. Designed to meet consumers’ various lifestyle, LG’s powerful CordZero vacuum cleaner series takes care of the cleaning jobs with maximum efficiency and ease.
Air solution

With a wide range of residential air conditioners to keep spaces pleasant and clean, LG’s air solutions are also certified by international organizations for their effectiveness in reducing dust and allergens in the air.
LG air conditioning provides optimized solutions for every sector and climate with a wide range of cutting-edge systems that bring exceptional heating, ventilation and air conditioning performance to buildings worldwide. Through our unmatched expertise and industry knowledge, we respond directly to the needs of businesses seeking digitalized and eco-conscious HVAC solutions.
LG OLED TV Leadership & Widest range of screen size ever

LG OLED secured the leadership for many consecutive years and has been praised as the best TV to date. The LG 2022 OLED TV lineup offers the widest range of screen sizes welcoming new screen sizes from the world’s largest 97-inch OLED TV to 42-inch OLED TV that ensures the right size for practically any space in the home and gives consumers more choice.

*77 inch is available both 4K and 8K.
LG OLED evo

LG OLED evo is an exclusive OLED technology which is a combination of α9 Gen5 AI Processor and cutting edge picture algorithms, delivers excellent viewing experience.
LG QNED

Featuring LG’s proprietary Quantum Dot NanoCell technology, the latest QNED TVs deliver stunning picture quality; maximizing viewer immersion with more accurate colors and enhanced contrast and brightness.
LG QNED

LG’s 2022 QNED TV lineup gives consumers an expanded selection of series sizes to choose from, ranging from the truly cinematic to the more space-friendly.
Vehicle component Solutions

Mercedes Benz EQS Hyperscreen

GM Cadillac New Escalade Digital Cockpit

Volkswagen iID3 AR-HUD
Future mobility

The Vehicle component solutions (VS) company focuses on leading and providing unexpected in-vehicle experience with core solutions as cockpit electronics, connectivity and automotive vision system based on LG’s proprietary technologies.

Cockpit Electronics
- Automotive Display, Cockpit Domain Controller

Connectivity
- Telematics, Smart Antenna

Automotive Vision System
- Front Camera, Cabin Camera
Robots as a solution

With today’s robots capable of assisting in industries including hospitality, retail, security and healthcare, there is no limit to what tomorrow’s robot can do.

**LG CLOi**

- CLOi UV-C Bot
- CLOi ServeBot Drawer type
- CLOi GuideBot
- CLOi ServeBot Shelf type
- Dedicated CMS for convenient content management
- Smart multi-point serving
- Elevator Safety Certification
- Powerful Disinfection Capability (99.999%)
LED signage

Wide range of indoor and outdoor LED signage tailored for various venues to offer a new level of immersion with eye-popping visuals and forms.

LG MAGNIT (Micro LED)

LG LED Cinema

All-in-One LED 136"

Indoor LED

Outdoor LED
Digital signage

With a diverse range of cutting-edge offerings, LG’s digital signage solutions are helping its global customers find innovative ways to reach their audiences.
Portable Computing

LG gram

Ultimate Portability

Ultra-lightweight + Large Screen + All-day Battery

Best Performance

Light weight at just 1350g for 17-inch
80Wh battery capacity

12th Gen. Intel® Core™ Processors
17-inch WQXGA Anti-Glare IPS Display
LPDDR5 RAM & Gen 4 NVMe (x2)
Monitors & Projectors

LG's advanced monitors, displays and projectors deliver exceptionally bright and clear images with superb black levels to enhance the viewer's sense of immersion.
ESG Vision

Life’s Good
(Toward a Better Life For ALL)

Strategic Direction

- **E** Positive environmental value + Toward a more Positive Externality
- **S** Inclusive social value + Embracing an Inclusive Society

Strategic initiative

- Zero Negative Environmental Impact
- Product for the Next Generation
- Compliance Sustainable Workplace for All
- Beyond Compliance Balanced growth

Basis of implementation

- **G** Trustworthy management
- +
  - Strengthen ESG compliance
  - Establishing an ESG Decision-Making System
  - Driving Diversity, Rationality, and Transparency
  - Fostering a Culture of Internal ESG Management
Global Social Contribution

Package Boxes Donation

ESG Academy

LG Come Home Challenge

LG-KOICA Hope TVET College

Global IT Challenge

LG Ambassador