

LG CHANNELS GROWS NEWS VIEWERSHIP THROUGH ENHANCED USER EXPERIENCE

*Improved Access to News Content and Strengthened Broadcast Partnerships Inspire
Double-Digit Growth*

ENGLEWOOD CLIFFS, N.J., Aug. 8, 2025 — LG Electronics (LG) is advancing LG Channels viewership growth, thanks to its intuitive user interface and growing variety of content. As part of this effort, LG is partnering with leading broadcasters and news organizations to add more news streams to the platform, making them both relevant to local audiences and easier to access and explore.

Starting this month, LG Channels news content can also be accessed directly from the home screen via newly introduced News Portal. Rolled out via Q-Card in the U.S., on TVs running webOS 25, this feature is expected to expand to more platforms later this year – supporting further news consumption growth, thanks to the company's free ad-supported streaming TV (FAST) service.

In the U.S., LG Smart TV users can access a wide array of news channels through LG Channels News Hub, a curated source for free, ad-supported news channels. The News Hub is made possible through partnerships with multiple leading national and local broadcasters whose channels are available in the News Hub, including NBCUniversal, Disney, FOX Television Stations, Bloomberg Media, Warner Bros. Discovery, Allen Media Group's Local Now, E.W. Scripps, Sinclair Broadcast Group and others. In addition, users can still access news channels through the Electronic Program Guide (EPG) on their LG Smart TVs.

LG Channels also provides localized content from Local Now channels, Allen Media Group's free news streaming service, which delivers over 220 local channels in every U.S. ZIP code.

Expanding its offerings for Spanish-speaking viewers, LG collaborated with NBCUniversal News Group earlier this year to introduce Telemundo Station Group's 24/7 streaming news channels. These channels – Telemundo Noticias California, Telemundo Noticias Texas, Telemundo Noticias Florida and Telemundo Noticias Noreste – deliver regional news coverage.

These partnerships have been a key driver of the double-digit linear growth the LG Channels service has seen in the US, year-over-year. LG's efforts to strengthen regional news access through LG Channels were recognized in June 2025 with the Award for Achievement in Local Broadcasting at the ITVT/TVOT 21st Annual Awards for Leadership in Interactive and Multiplatform Television. This honor underscores the company's commitment to advancing news content delivery through partnerships with trusted local broadcasters.

“Our goal with LG Channels has always been to make high-quality, relevant content accessible to everyone,” said Chris Jo, head of the webOS Platform Business Center at the LG Media Entertainment Solution Company. “By working with trusted news providers and powerful broadcasters across regions and continuously improving how users discover and access content, we are making local and national news more approachable, timely and meaningful within everyday viewing.”

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About LG Electronics USA

LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

About webOS platform

The webOS platform has powered LG TVs for over a decade, earning acclaim for its user-friendly interface that allows for easy navigation and customization. With a growing ecosystem of global partners, webOS is set to drive LG's future growth across multiple devices and out-of-home experiences.

LG Channels, LG's exclusive free streaming service, offers a wide selection of premium live and on-demand programming, including movies, TV shows, news, sports, comedy, anime and more. With an always growing number of channels, owners of LG TVs, smart monitors or projectors can easily discover their favorite programs by



Life's Good.

launching the LG Channels app. LG Channels is also available for Automotive and Hotel TV. For more news on webOS for Smart TV, visit www.lg.com.

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