

MEDIA ALERT**LG ANNOUNCES U.S. MARKETING TEAM**

*Award-Winning Marketer VanderWaal to Retire;
New Leadership Role for Ang; Hong Joins LG as Digital Head*

**Peggy Ang****David VanderWaal****Chris Hong**

ENGLEWOOD CLIFFS, N.J., May 29, 2020 – LG Electronics North America President and CEO Thomas Yoon announced leadership changes in LG's U.S. marketing team:

- Industry veteran Peggy Ang has been named head of marketing at LG Electronics USA.
- Digital innovator Chris Hong will lead North American digital transformation initiatives.
- Award-winning marketing leader David VanderWaal is retiring after 13 years at LG.

Peggy Ang has been promoted to head of marketing for LG Electronics USA. She will oversee LG's U.S. cross-business-unit advertising, consumer research, sponsorships, shopper insights and promotion initiatives. For the past two years, she has been Division Vice President, Brand Marketing, Mobile Communications, LG Electronics USA. She joined LG in 2016 as head of Home Appliance Brand Marketing. Prior to LG, Ang held senior brand and marketing positions at Samsung, Coravin, Sony Electronics and Discovery Communications.

Chris Hong has joined LG Electronics North America as senior vice president, chief digital officer. His organization will be responsible for digital transformation strategies and initiatives in North America. Hong is an experienced marketer and thought leader who has led digital innovation since 1994 for both large global tech companies, as well as a number of tech startups. Most

recently, he was chief strategy officer for HSAd, an LG sister company. Hong began his career at LG Electronics, and has now returned after 23 years.

David VanderWaal, LG USA's senior vice president of marketing, announced his retirement effective July 31. Since joining LG in 2007, VanderWaal has held a variety of key marketing positions. He led LG's award-winning in-store marketing initiatives for five years, before leading home appliance marketing in 2012 and adding home entertainment marketing in 2014. He was named vice president in 2015 and senior vice president in 2018. VanderWaal's three decades of industry experience included spearheading marketing strategies for such top brands such as Sprint, Hallmark, Maytag and Jenn-Air.

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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 \$53 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. www.LG.com.

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