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

1958 Goldstar first company of what will later become LG Electronics
1966 Produces Korea’s first TV
1978 Surpasses USD 100M in exports
1982 Establishes first overseas production base in the US
1995 Rebrands as LG Electronics
2001 Introduces world’s first refrigerator powered by Inverter Linear Compressor
2011 Introduces Styler, world’s first steam-powered garment care system
2013 Launches Vehicle Components Company
2014 Introduces world’s first 4K OLED TV
2015 Introduces world’s first TWINWash
2016 Launches premium LG SIGNATURE brand
2019 Introduces world’s first Rollable OLED TV

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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
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.
STRUCTURE

COMPANIES

- H&A: Home Appliance & Air Solution
- HE: Home Entertainment
- MC: Mobile Communications
- VS: Vehicle Component Solutions
- BS: Business Solutions

REGIONAL OFFICES

- North America
- LATAM
- Europe
- Asia
- Middle East & Africa

Korea Sales & Marketing Company
BUSINESS OVERVIEW

H&A (Home Appliance & Air Solution) - 35% (USD 18.3 Billion)

HE (Home Entertainment) - 26% (USD 13.7 Billion)

MC (Mobile Communications) - 10% (USD 5.1 Billion)

VS (Vehicle Component Solutions) - 9% (USD 4.7 Billion)

BS (Business Solutions) - 4% (USD 2.3 Billion)

OTHERS - 9% (USD 8.9 Billion)

TOTAL - USD 53.0 Billion
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.
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.

Proactive Customer Care
Well-known for durability and energy efficiency, LG kitchen appliances offer a superior kitchen experience with innovative technology such as LG InstaView.
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™.
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.
8K OLED & NANOCELL

OLED 8K and NanoCell8K deliver four times the screen resolution of 4K and 16 times that of Full HD.
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 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**\(^{\text{ThinQ}}\) | Dual Screen
Ultra-Sharp 20.5:9 Ratio

**LG V60**\(^{\text{ThinQ}}\)
8K Video recording / 4Ch mic / 5,000mAh battery
MC COMPANY

K SERIES  LG K₆₁  LG K₅₁S  LG K₄₁S
Quadruple cameras offer enhanced multimedia experience in an unbeatable package

Quad Camera

Depth  Standard  Super Wide  Macro

6.5-inch

FULL VISION

Durable

MIL-STD

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

Technical Feature

- More Power per Square Meter
- 25 Years Product Warranty
- 92% Performance Warranty
- Visually Stunning
- Better Performance on Sunny Day
- Delivers premium black frame
- Eliminates electrodes on the front of cells
LG gram offers ultimate portability and enhanced performance

Ultra-lightweight + Large Screen + All-day Battery

- Light Weight at just 1350g
- 17-inch WQXGA IPS
- 80Wh Battery Capacity
- 10th Gen Intel® Core™ processor with Iris® Plus graphics
MONITORS & PROJECTORS

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

- **LG UltraWide Monitor**
  - 21:9 Wide Screen

- **LG UltraGear™**
  - IPS 1ms

- **LG UltraFine Display / LG UHD Monitor 4K**
  - 4K / 5K UHD

- **LG Cloud Device**
  - Thin / Zero Client

- **LG Medical Display**
  - Medical Monitor & DXD

- **LG CineBeam**
  - 4X UHD Projector
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.