



2017

Welcome to

LG Electronics



LG CORP. Holding Structure



71 

Companies

 **150**

Revenue : KRW 150 Trillion
(USD 129.8 Billion)

LG Corp.

16

Electronics



- LG Electronics
- LG Display

26

Chemicals



- LG Chem
- LG Household & Health Care

29

Telecom
& Services



- LG U+
- LG CNS

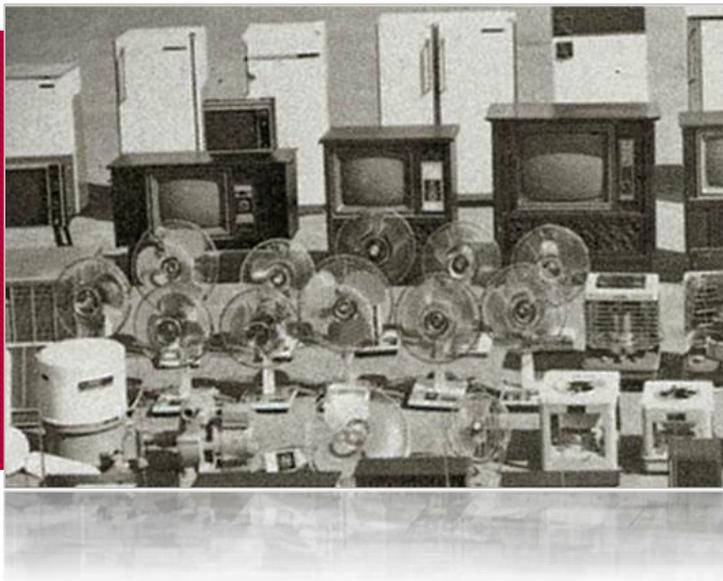
Exchange Rate : KRW 1,155

1958-1969

1970-1999

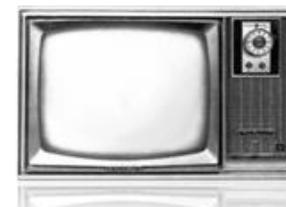
2000-2009

2010-Present



An Innovative Start

- 1958 Lak Hui Chemical Industrial Corp. establishes GoldStar
- 1959 Produces Korea's first radio
- 1965 Produces Korea's first refrigerator
- 1966 Produces Korea's first TV



HISTORY Pioneering Technology and Innovation



1958-1969

1970-1999

2000-2009

2010-Present



Growth, Globalization and Face for the Future

- 1978 Achieves USD 100 Million in exports
- 1982 Establishes first overseas production base in the US
- 1995 Rebrands company as LG Electronics
- 1999 Enters joint venture to develop LCD panels



HISTORY Pioneering Technology and Innovation



1958-1969

1970-1999

2000-2009

2010-Present

Global Brand LG



- 2001 Introduces the world's first refrigerator powered by an Inverter Linear Compressor
- 2003 Claims top global market share in CDMA mobiles
- 2005 Takes the lead in US front-loading washing market
- 2008 Develops world's first LTE mobile modem chip
- 2009 Becomes the second-largest LCD TV brand worldwide





HISTORY Pioneering Technology and Innovation



1958-1969

1970-1999

2000-2009

2010-Present



Faster and Smarter

- 2012 Unveils the first G series smartphone, Optimus G
- 2013 Launches Vehicle Components Company
- 2014 Introduces world's first 4K OLED TV and webOS smart TV
- 2015 Unveils the first V series smartphone, V10
- 2016 Introduces new LG SIGNATURE product lineup



Business Unit



H&A COMPANY

Home Appliance &
Air Solution

MC COMPANY

Mobile
Communications

HE COMPANY

Home
Entertainment

VC COMPANY

Vehicle
Components

B2B OFFICE

ENERGY BUSINESS CENTER

Sales & Production Unit



- Korea Sales & Marketing Company
- Global Marketing Officer
- Global Production Officer

Corporate Staff



- Chief Financial Officer
- Chief Technology Officer
- Materials & Production
Engineering Research
Institute
- Corporate Business
Strategy Officer
- Chief Human
Resources Officer
- Business Support Officer

Chief Executive Officer **Jo Seong-jin**



GLOBAL NETWORK



Subsidiaries **105**

Branch Offices **13**

Design Centers **6**

Global Operations **118**

75,150 Workforce 



GLOBAL SALES



LGE Consolidated Basis, IFRS
Unit : KRW Trillion (USD Billion)
Exchange Rate : KRW 1,155

KRW 55.37
(USD 47.92)



KRW 56.51
(USD 49.96)



KRW 59.04
(USD 52.20)





BRAND INTENT



LG is devoted to bringing a better life for customers by new and beautifully refined experiences. It will ultimately provide the best solution for life.

It's *Innovations for a Better Life* that LG is aiming for.

Performance Attribute

Personality Attribute



NEWNESS

REFINED

EASE OF USE

PROGRESSIVE

Brand Slogan
Life's Good

BEAUTY

ENGAGING

DESIGN PHILOSOPHY



Design Core Value _____

Brand Identity

Life's Good

Design Philosophy

Love the Moment, Design the Story

Design Identity

Reveal the Essence, Refine Minimal

Design Scheme

Product Level Design Identity

H&A

MC

HE

VC



The Art of Essence



LG SIGNATURE

BUSINESS OVERVIEW



01

Home Appliance
& Air Solution



02

Mobile
Communications



03

Home
Entertainment



04

Vehicle
Components



REFRIGERATOR

LG InstaView™ Door-in-Door®



REFRIGERATOR

LG's New Top Freezer with Nature**FRESH**™



WASHING MACHINE



LG TWINWash™



STYLER



LG styler



VACUUM CLEANER

LG's New Handstick



LG's New Canister



LG's New
HOM-BOT™



MICROWAVE OVEN

LG NeoChef™



DISHWASHER

Quad Wash™



AIR CONDITIONER

LG DUALCOOL



LG ARTCOOL



AIR PURIFIER & WATER PURIFIER

PuriCare™



LG STUDIO



SMARTPHONE

LG G6

FullVision



SMARTPHONE



LG V20



SMARTPHONE

LG Xpower 2



SMARTPHONE



LG K SERIES



K10

K8

K4

K3

SMARTPHONE



LG Stylus 3

SMARTWATCH

LG Watch Sport



LG Watch Style



WIRELESS STEREO HEADSET



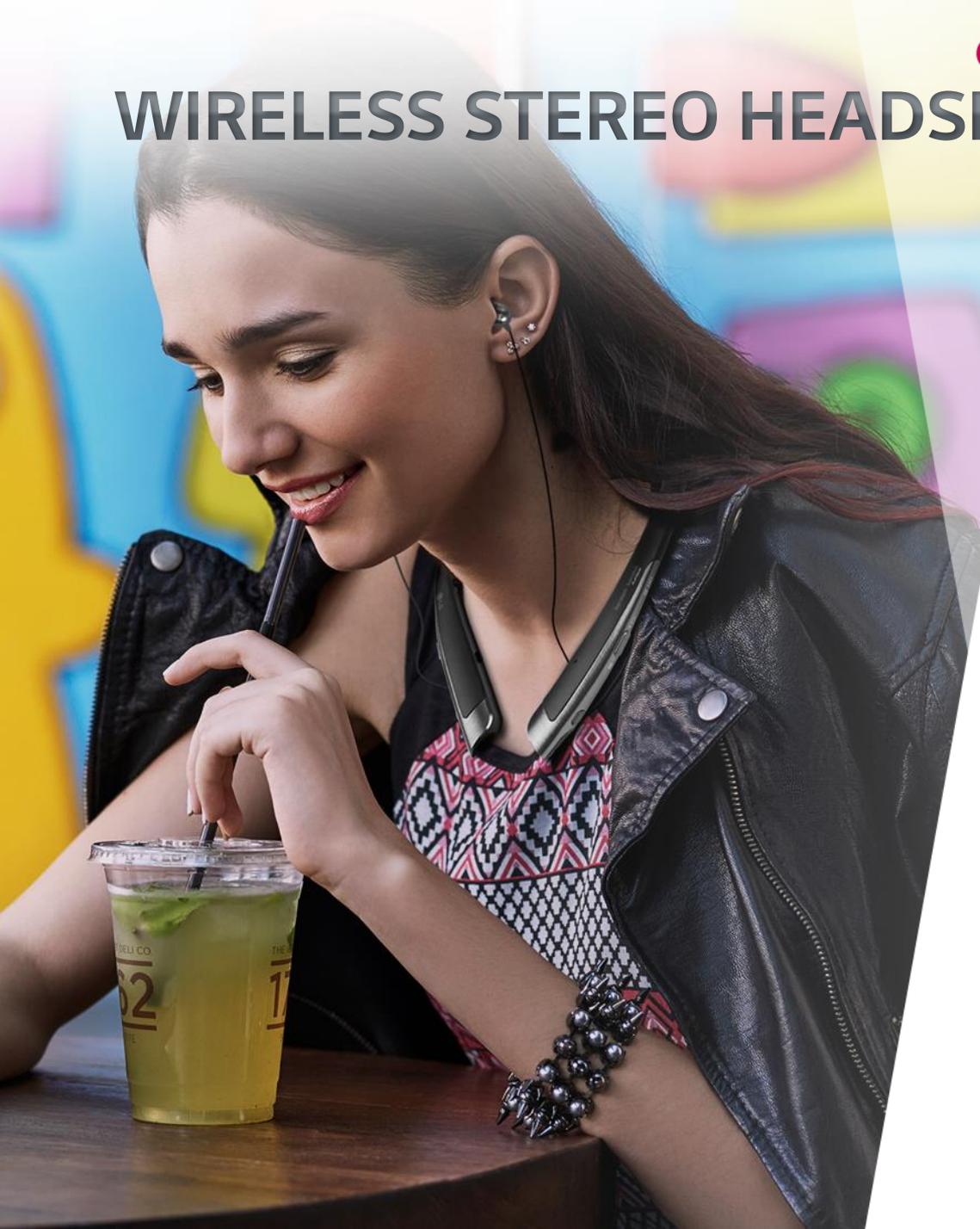
TONE Studio™



TONE FREE™



WIRELESS STEREO HEADSET



TONE INFINIM™



TONE ULTRA™



TV



LG SIGNATURE
OLED TV W



W7

TV

LG SIGNATURE OLED TV
G7

B7

C7

E7



LG OLED TV 4K

TV



SJ95



SJ85



SJ80

LG SUPER UHD TV 4K
Nano Cell™ Display

TV



webOS 3.5

AUDIO

LG SOUND Bar

SJ9



SJ8



with  DOLBY ATMOS™

AUDIO



LG LOUDR LG XBOOM

LG Portable Speaker

PC



under 1kg

LG gram



14Z970



15Z970



13Z970

PROJECTOR

LG ProBeam



HF80J

MONITOR

32UD99



LG UHD 4K Monitor



34UC79G

LG UltraWide Gaming Monitor

38UC99



LG UltraWide Monitor

SIGNAGE



Open-Frame OLED Signage



55EF5C

In-Glass Wallpaper
OLED Signage



55EG5CD

55EG5SD



INFOTAINMENT

Advanced Information and Entertainment On-the-Go

AV Navigation



Bluetooth | Wifi | USB

Center Information Display



LCD Cluster

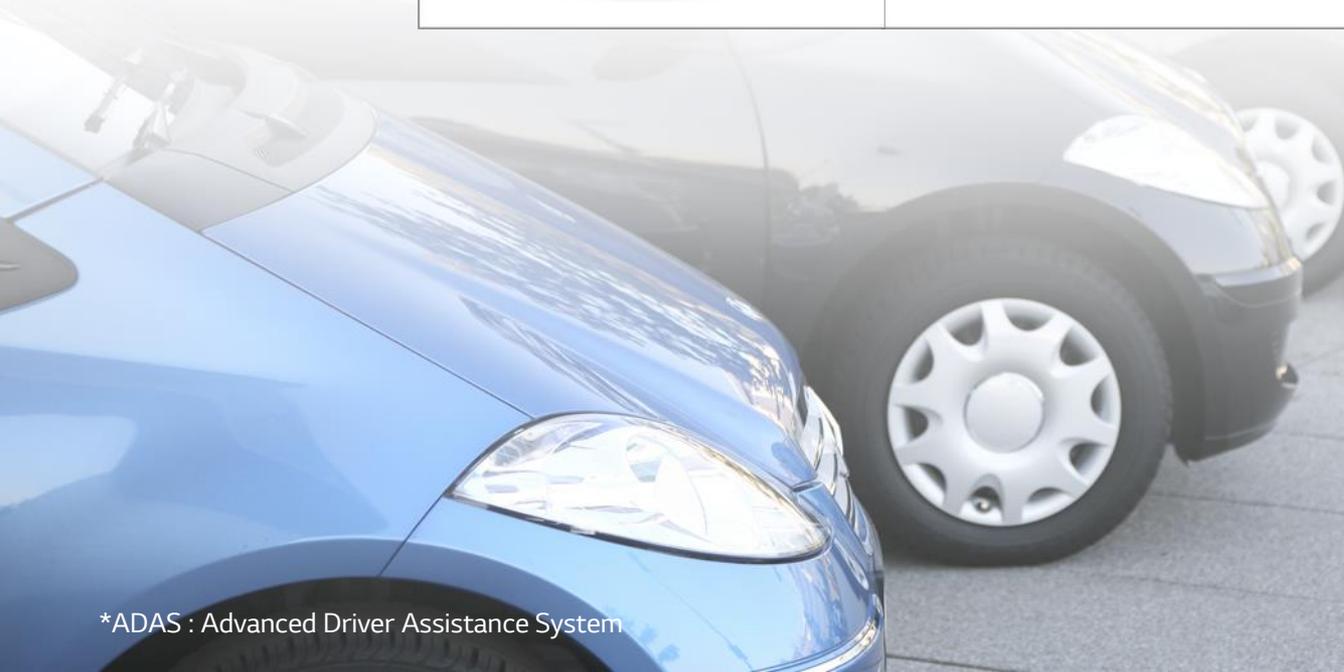


Heads up Display



CONNECTIVITY

For a Safer and More Convenient Drive



*ADAS : Advanced Driver Assistance System

xEV SOLUTION

Optimized Electric Vehicle Solutions

Battery Pack



Traction Motor



Inverter



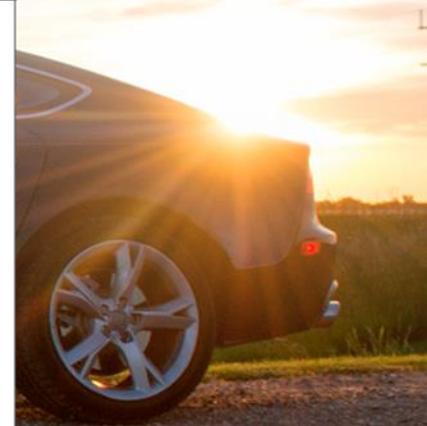
Converter



Heating Solution

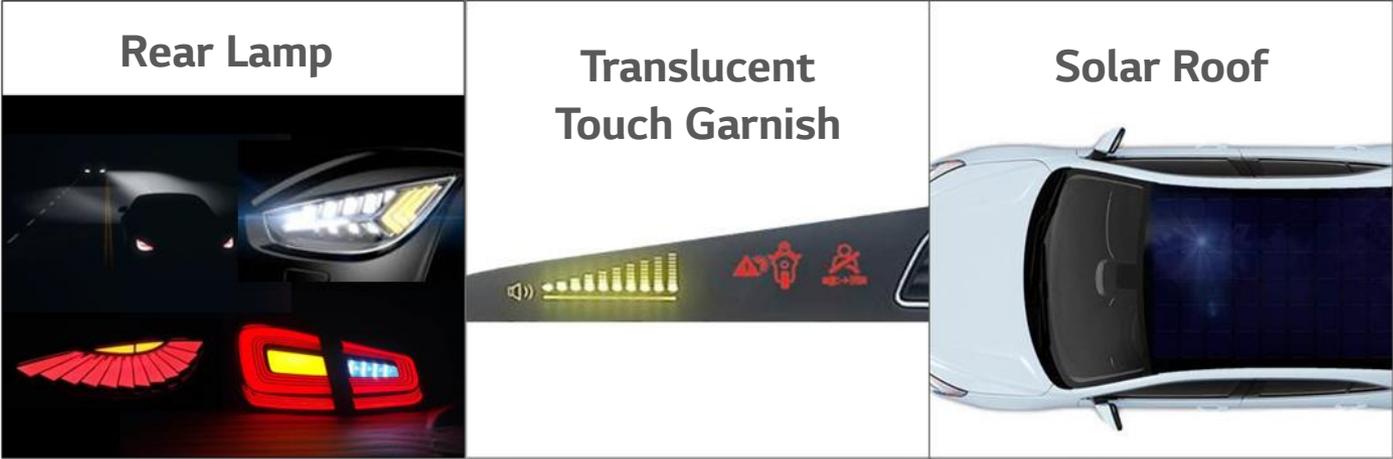


e-Compressor



AUTOMOTIVE LAMP

Innovation in Lamp Design



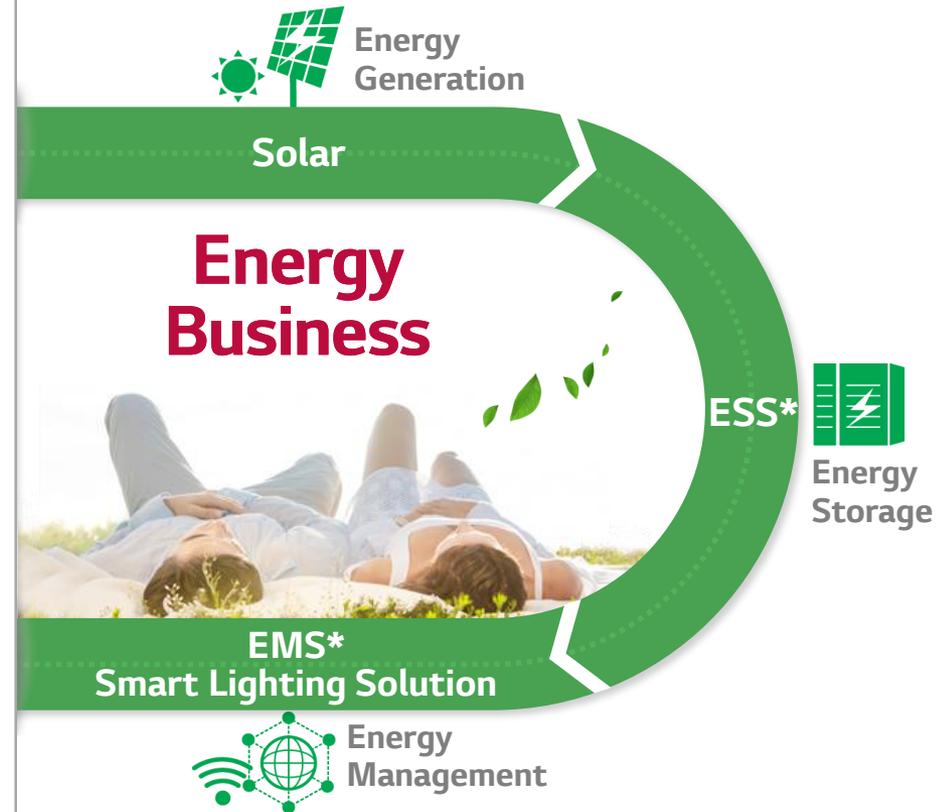


IoT Smart Home





- * **HEMS** : Home Energy Management System
- * **FEMS** : Factory Energy Management System
- * **BEMS** : Building Energy Management System



- * **ESS** : Energy Storage System
- * **EMS** : Energy Management System



Green Management Strategic Direction



LG Corp

Green 2020

Lead sustainable management by responding to climate change and pursuing green growth

LG Electronics

Green Management

- Create Green Business Sites
- Expand Products with Greener Features
- Strengthen New Business



GREENOVATION

GLOBAL SOCIAL CONTRIBUTION



Vision
Cooperating toward a better life for all

Goal
Working together to achieve SDGs

<p>Technology that cares</p>	<p>Trustworthy partner</p>	<p>Sharing and comfort</p>
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Technology that cares



Vocational Training



Talking Book Phone

Trustworthy partner



Social Enterprise Support



Life's Good with LG Health Bus

Sharing and comfort



Global Blood Donation Week



Employee Volunteer Program



LG

Life's Good