LG CORP.
Holding Structure (2018)

- **20%** TELECOM & SERVICES
- **25%** CHEMICALS
- **55%** ELECTRONICS

- **USD 142 Billion** Revenue (KRW 160 Trillion)
- **69** Companies

**16 ELECTRONICS**
- LG Electronics
- LG Display
- LG Innotek

**24 CHEMICALS**
- LG Chem
- LG Household & Health Care
- LG Hausys

**28 TELECOM & SERVICES**
- LG U+
- LG CNS
- LG Sports
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

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

2019
Introduces world’s first rollable OLED TV

2016
Launches premium LG SIGNATURE brand

2014
Introduces world’s first 4K OLED TV

2013
Launches Vehicle Components Company
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.
CEO MESSAGE

• KEY DIRECTIONS IN 2019 •

A company that continues to grow while providing value for a better life based on innovation

Transition to a business structure that is able to sustain growth

An organizational culture that constantly challenges itself to improve performance

Vice Chairman and CEO
Jo Seong-jin
MANAGEMENT PHILOSOPHY

**LG WAY**

The LG Way articulates our belief in attaining the vision of becoming the No.1 LG through Customer-Value Creation and People-Oriented Management as the guiding principle for our thoughts and actions as we stay true to the spirit of Jeong-Do Management in our everyday practice.

**VISION**

What we ultimately aspire to achieve through Jeong-Do Management and its two tenets Customer-Value Creation and People-Oriented Management is to become the No.1 LG, a market-leading company recognized and respected by industry peers as well as the broader market.
LG BRAND

Life’s Good

Innovation for a Better Life
2019 Welcome to LG Electronics

STRUCTURE

Companies

H&A
Home Appliance & Air Solution

HE
Home Entertainment

MC
Mobile Communications

VS
Vehicle Component Solutions

BS
Business Solutions

Regional Office

North America

Europe

LATAM

Middle East and Africa

Asia

CIS

Korea Sales & Marketing Company
GLOBAL NETWORK

2019 Welcome to LG Electronics

KOREA (HQ)
NEW YORK
SAO PAULO
SINGAPORE
DUBAI
MOSCOW
FRANKFURT

Workforce
Korea : 52%
Global : 48%

72,600+

Global Operations

140

AI Research Lab
Regional Offices
GLOBAL PERFORMANCE

2018 USD 54.4 Billion Sales

USD 2.4 Billion Operating Income

LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,127.66 (2018)
BUSINESS OVERVIEW

Total USD 54.4 Billion (2018)

USD 17.2 Billion
32%
Home Appliance & Air Solution

USD 14.4 Billion
26%
Home Entertainment

USD 7.1 Billion
13%
Mobile Communications

USD 3.8 Billion
7%
Vehicle Component Solutions

USD 2.1 Billion
4%
Business Solutions

USD 9.8 Billion
Others
LG PRODUCT HIGHLIGHTS

AI FOR AN EVEN BETTER LIFE

EVOLVE

CONNECT

OPEN
LG PRODUCT HIGHLIGHTS

AI FOR AN EVEN BETTER LIFE

LG ThinQ

EVLolve

CONNECT

OPEN

Google Assistant

amazon alexa
LG TECHNOLOGY HIGHLIGHTS
LG TECHNOLOGY HIGHLIGHTS

SIGNATURE KITCHEN SUITE is committed to producing the industry’s best built-in appliances with leading-edge technology that gives you more flexibility to prepare food in the best possible way – respecting our authentic connection to food.
LG TECHNOLOGY HIGHLIGHTS

LG Inverter technology converts the power supplied to the compressor and motor into the desired voltage and frequency for better performance yet less energy.
LG TECHNOLOGY HIGHLIGHTS

LG SIGNATURE
OLED TV R
LG TECHNOLOGY HIGHLIGHTS

LG SIGNATURE
OLED TV

Z9 (OLED 8K)
LG TECHNOLOGY HIGHLIGHTS

NanoCell TV

NanoColor
LG TECHNOLOGY HIGHLIGHTS

NanoCell TV

NanoColor
NanoAccuracy
LG TECHNOLOGY HIGHLIGHTS

NanoCell TV

NanoColor
NanoAccuracy
NanoBezel
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ

5G
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ
Dual Screen

Dual Video Call
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ
Dual Screen

Instant Capture
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ
Dual Screen

LG Game Pad

2019 Welcome to LG Electronics
LG TECHNOLOGY HIGHLIGHTS

LG V50 ThinQ
Dual Screen

YouTube Live

Wow, are you at the concert?
I barely got tickets
I wanted to go too...
At least watch my livestream
LG TECHNOLOGY HIGHLIGHTS

LG G8 ThinQ
LG TECHNOLOGY HIGHLIGHTS

LG G8 ThinQ

Z Camera

Hand ID  Air Motion  Portrait
LG TECHNOLOGY HIGHLIGHTS

LG G8 ThinQ

Crystal Sound OLED

Audio tuned with MERIDIAN
LG TECHNOLOGY HIGHLIGHTS

Vehicle Component Solutions Company focuses on commercializing and environmentally responsible automotive components and core solutions based on LG’s proprietary technologies.
LG TECHNOLOGY HIGHLIGHTS

LG is leading the way in state-of-the-art OLED technology
Take your next exciting leap into the future and change the way you engage with customers

Transparent OLED Signage

Perfect Black
Limitless contrast and the deepest blacks

Perfect Viewing Screen
Wide viewing angle

Stunning Color and Contrast
Accurate and stable color reproduction

Perfect Design
Design flexibility with lightweight and slim display

LCD  LG OLED Signage

Slim & Lightweight  Flexible  Transparent
LG TECHNOLOGY HIGHLIGHTS

A wide range of indoor and outdoor LED Signage will create eye-catching experiences with industry leading technology and performance.
LG TECHNOLOGY HIGHLIGHTS

LG NeON® R is the company’s most efficient premium solar module that allows electric current to flow more freely and efficiently.

Technical Feature

The LG NeON® R is a sleek module that eliminates metal electrodes on the front side. The module’s environmental and aesthetic design is ideal for roofs, offering a clean, sleek modern exterior and increasing the home’s value.

- Delivers premium black frame
- Eliminates electrodes on the front of cells
- Increased amount of interconnectors reduces energy loss
- Interconnectors positioned on the cell’s rear side maximize light absorption

Front

Rear

Cell

Interconnectors
SUSTAINABILITY COMMITMENTS

PROMOTE INTELLIGENT LIFESTYLE
Establish Intelligent Living Environment

Pursue Healthy Life for Customers

Expand Green Business

REALIZE 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

GREECE
ETHIOPIA
INDIA
CHINA
RUSSIA
COLOMBIA

Free Laundry Service
LG Hope Village
Global IT Challenge
Vacation Together
Youth Forum
Laundry Service in Coffee Village