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

CHEMICALS
LG Chem
LG Household & Health Care
LG Hausys
25

ELECTRONICS
LG Electronics
LG Display
LG Innotek
13

TELECOM & SERVICES
LG U+
LG CNS
LG International
28

55%
50%
25%
20%
0%
100%
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
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.
GLOBAL NETWORK

KOREA (HQ)

Moscow
FRANKFURT
DUBAI
Bengaluru
SINGAPORE

Santa Clara
Toronto
NEW YORK
SAO PAULO

AI Research Lab
REGIONAL OFFICE

74,000
WORKFORCE
Korea : 54%
Global : 46%

142
GLOBAL OPERATIONS

2019 Sales
USD 53.0 Billion

Operating Income
USD 2.1 Billion

LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,176.57 (2019)
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

- **Home Appliance & Air Solution (H&A)**: 35% of the total, USD 18.3 Billion
- **Home Entertainment (HE)**: 26% of the total, USD 13.7 Billion
- **Mobile Communications (MC)**: 10% of the total, USD 5.1 Billion
- **Vehicle Component Solutions (VS)**: 9% of the total, USD 4.7 Billion
- **Business Solutions (BS)**: 4% of the total, USD 2.3 Billion

TOTAL: USD 53.0 Billion
BUSINESS OVERVIEW

Home Appliance & Air Solution

Home Entertainment

Mobile Communications

Vehicle Component Solutions

Business Solutions
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.
KITCHEN APPLIANCES

Well-known for durability and energy efficiency, LG kitchen appliances offer a superior kitchen experience with innovative technology such as LG InstaView.
Pioneering the industry for its incomparable innovative features, LG living appliances offer unrivaled clothing care and cleaning performance such as Artificial Intelligent Direct Drive™

OPTIMIZED WASHING PATTERN & SOFTNESS DETECTION
CARE SOLUTION

LG’s air care and clothing care solutions are certified by international organization for their effectiveness in sanitizing, reducing allergens and energy efficiency.
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 V60ThinQ | Dual Screen**

Ultra-Sharp 20.5:9 Ratio

**LG V60ThinQ**

8K Video recording / 4Ch mic / 5,000mAh battery
MC COMPANY

K SERIES  LG K61  LG K51S  LG K41S

Quad cameras offer enhanced multimedia experience in an unbeatable package
FUTURE MOBILITY

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.
PORTABLE COMPUTING

LG gram offers ultimate portability and enhanced performance

LG gram

Ultra-lightweight + Large Screen + All-day Battery

Ultimate Portability
- Light Weight at just 1350g
- 80Wh Battery Capacity

Best Performance
- 17-inch WQXGA IPS
- 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
## 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
LG conducted environmental conservation, poverty eradication, educational, and volunteer activities with our employees and customers at 56 sites in 28 countries.