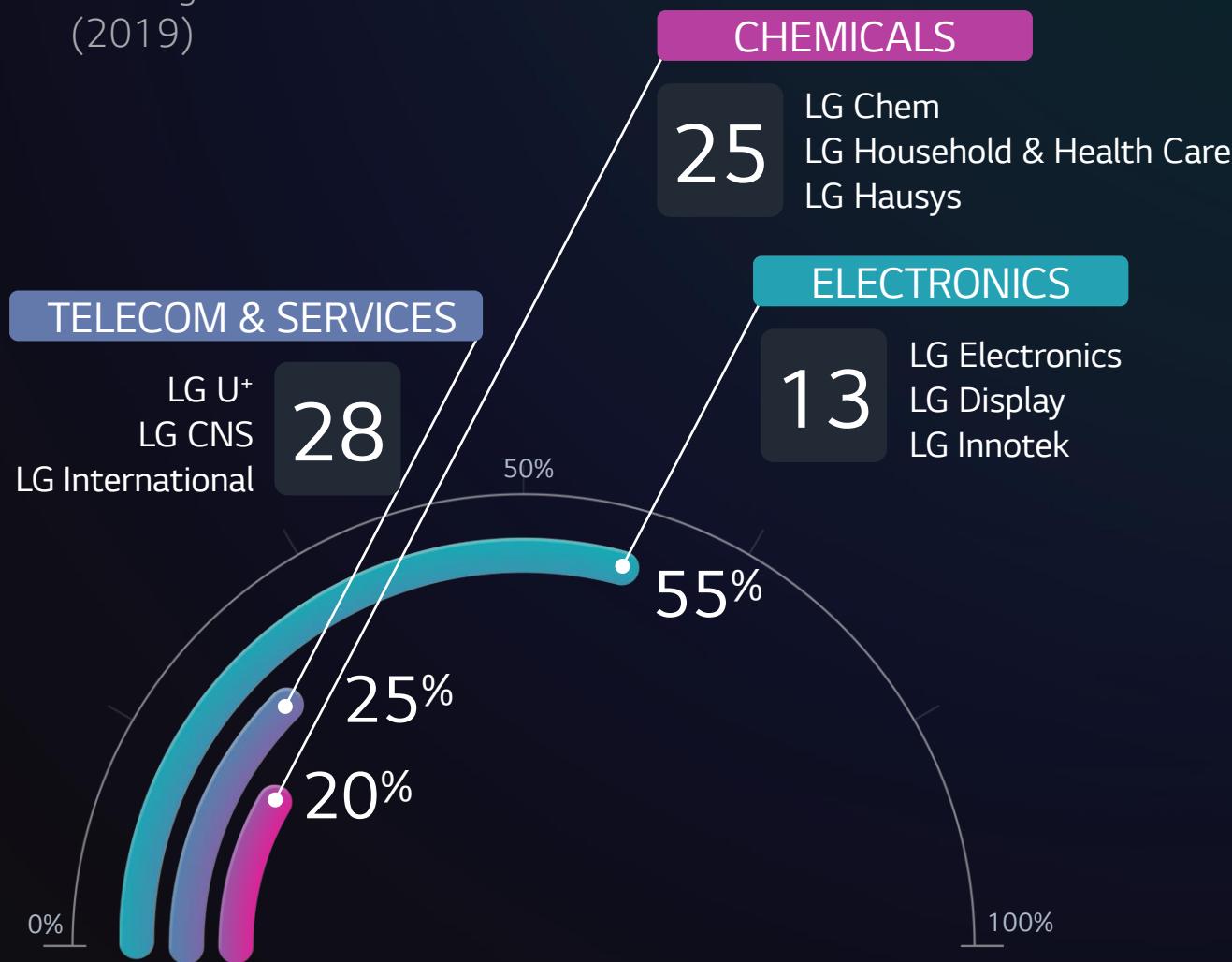


2020 Welcome to
LG ELECTRONICS



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



Goldstar first company
of what will later
become LG Electronics

1958



Produces Korea's
first TV

1966



Surpasses USD 100M
in exports

1978



Establishes first
overseas production
base in the US

1982



Rebrands as
LG Electronics

1995

2019

Introduces world's first
Rollable OLED TV



2016

Launches premium
LG SIGNATURE brand



2015

Introduces world's first
TWINWash



2014

Introduces world's
first 4K OLED TV



2013

Launches Vehicle
Components Company



2011

Introduces Styler, world's
first steam-powered
garment care system



2001

Introduces world's first
refrigerator powered by
Inverter Linear Compressor



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



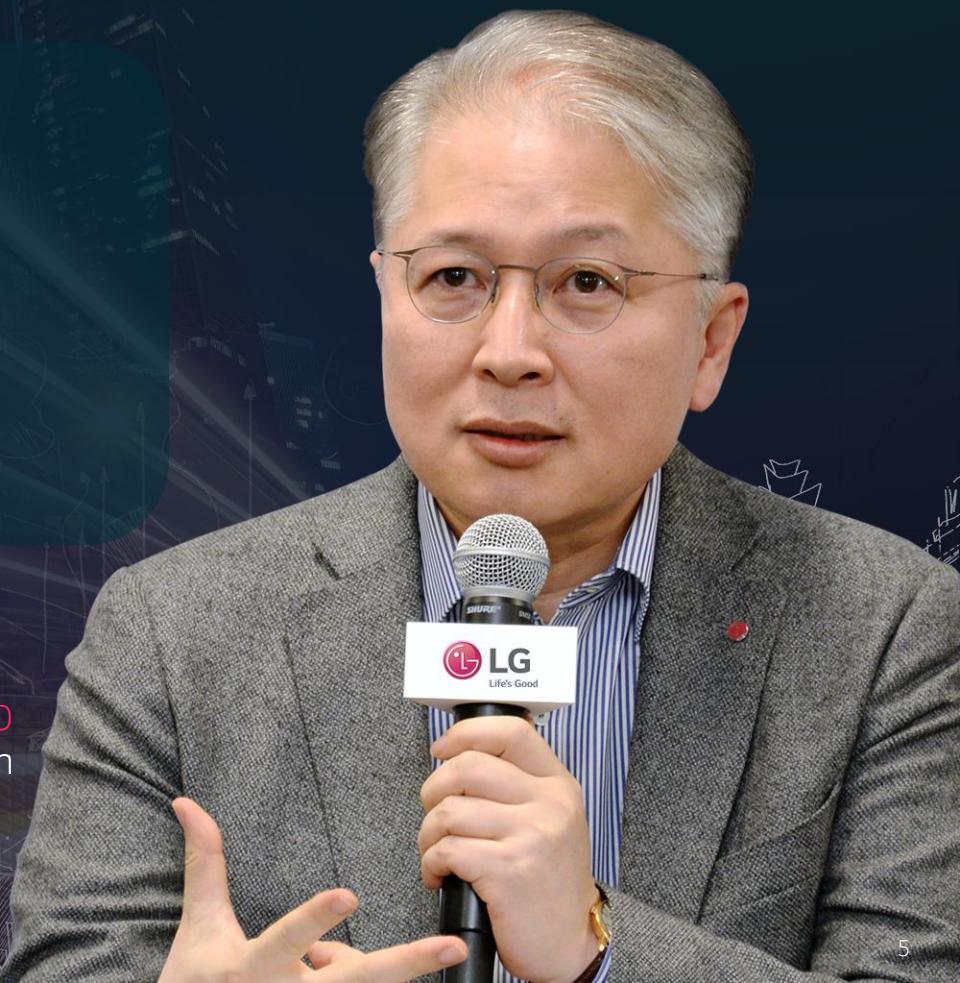
CEO MESSAGE

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



MANAGEMENT PHILOSOPHY



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 **No. 1 LG**, a market-leading company recognized and respected by industry peers as well as the broader market.



LG WAY

NO.1
LG

Jeong-Do Management

Customer-Value Creation

People-Oriented Management



GLOBAL NETWORK

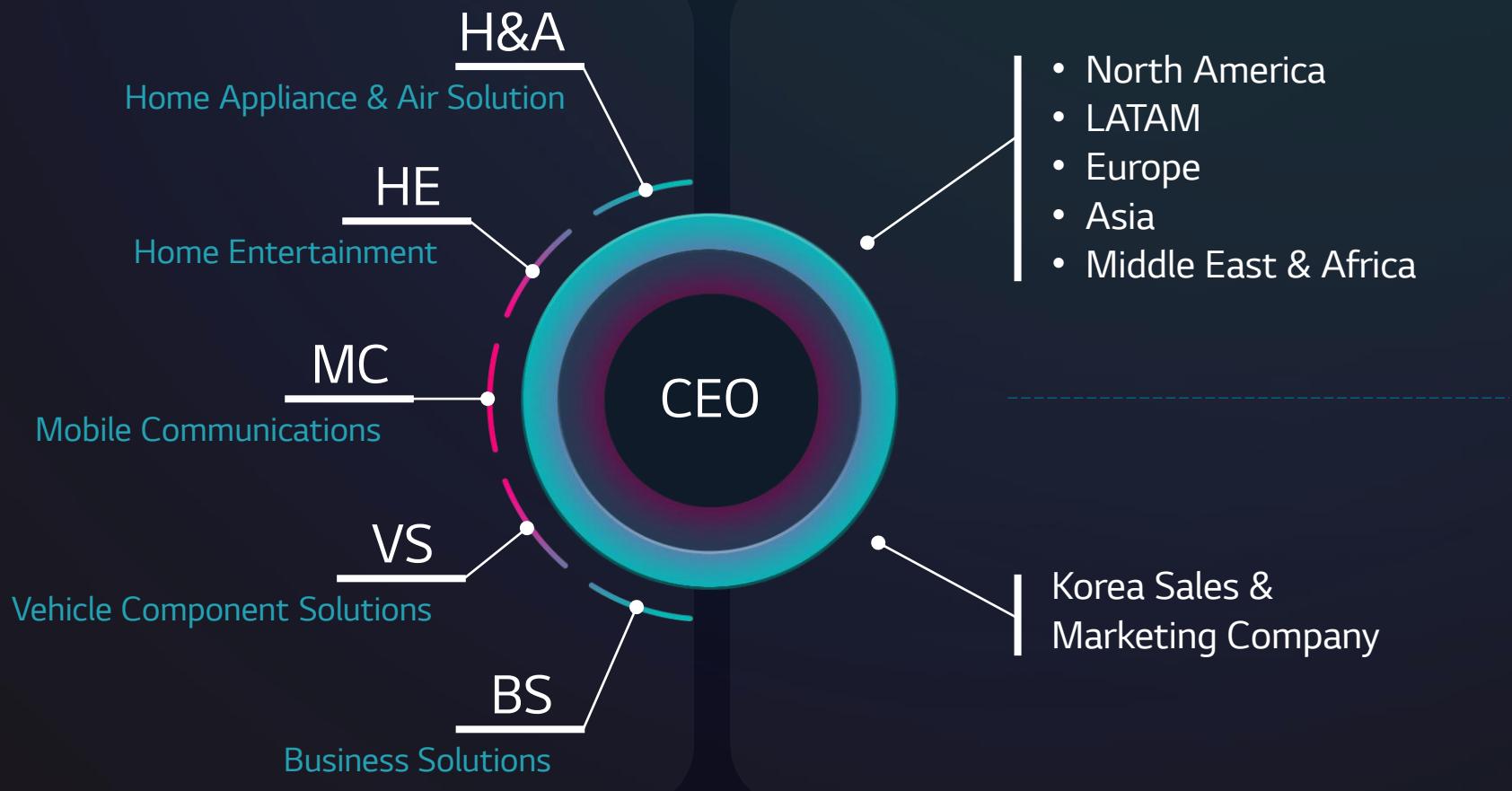


LGE Consolidated Basis, IFRS
Unit : USD Billion
Exchange Rate : KRW 1,176.57 (2019)

STRUCTURE

COMPANIES

REGIONAL OFFICES



BUSINESS OVERVIEW

35%

USD 18.3

Billion



Home Appliance
& Air Solution

26%

USD 13.7

Billion



Home
Entertainment

10%

USD 5.1

Billion



Mobile
Communications

9%

USD 4.7

Billion



Vehicle
Component
Solutions

TOTAL
USD 53.0

Billion

4%

USD 2.3

Billion



Business
Solutions

OTHERS

USD 8.9

Billion

BUSINESS OVERVIEW



Home Entertainment



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

LG CLOi



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

KITCHEN APPLIANCES

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™



H&A COMPANY

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



REAL 8K

LG 8K TVs exceed international requirements for Contrast Modulation, the ability to distinguish a series of black and white lines



HE COMPANY

8K OLED & NANOCELL

OLED 8K and NanoCell8K deliver four times the screen resolution of 4K and 16 times that of Full HD

8KULTRA HD™



OLED 8K

α₉
Gen3



NanoCell 8K

HE COMPANY

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 SIGNATURE
OLED R
Ultimate Luxury



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 ThinQ | Dual Screen

Ultra-Sharp 20.5:9 Ratio



LG V60 ThinQ

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



K SERIES LG K61 LG K51S LG K41S

Quad cameras offer enhanced multimedia experience in an unbeatable package



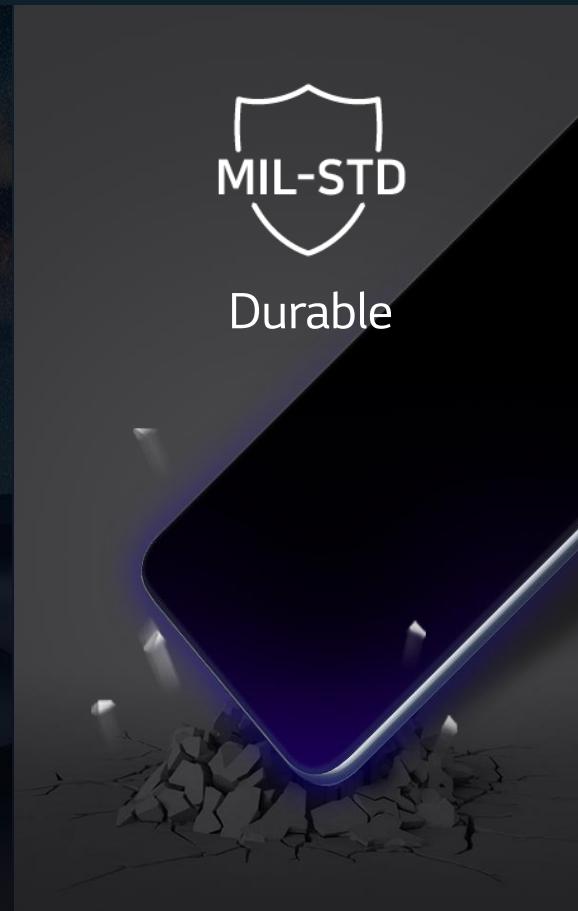
Quad Camera



6.5-inch



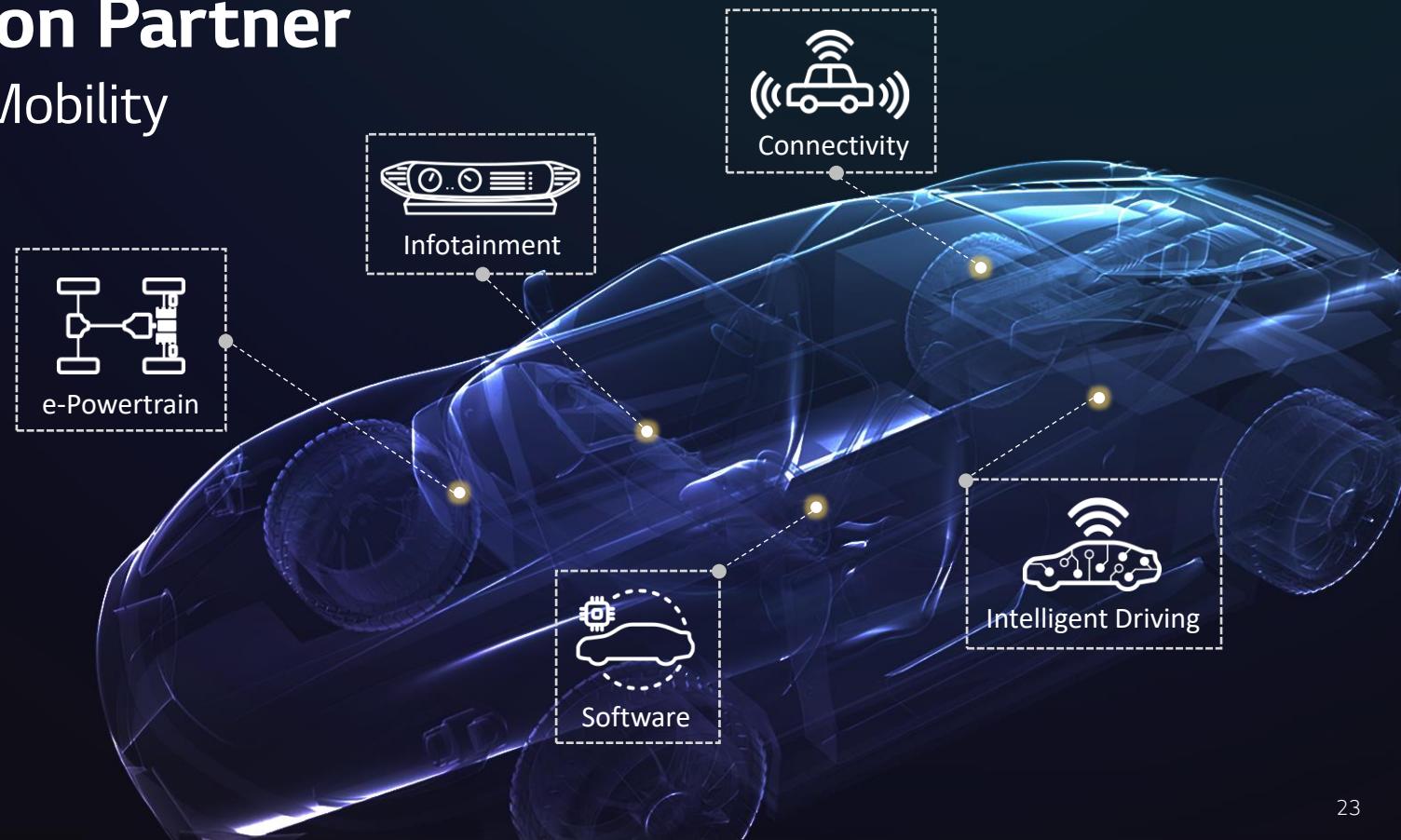
Durable



FUTURE MOBILITY

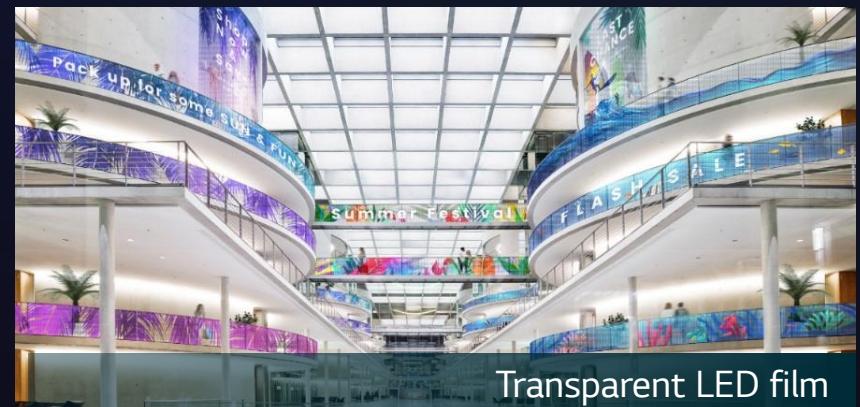
Vehicle Component Solutions Company focuses on commercializing and environmentally responsible automotive components and core solutions based on LG's proprietary technologies

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



SOLAR PANEL

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

LG NeON® R

Technical Feature



More Power
per Square Meter

25
YEARS

Product
Warranty

92
PERCENT

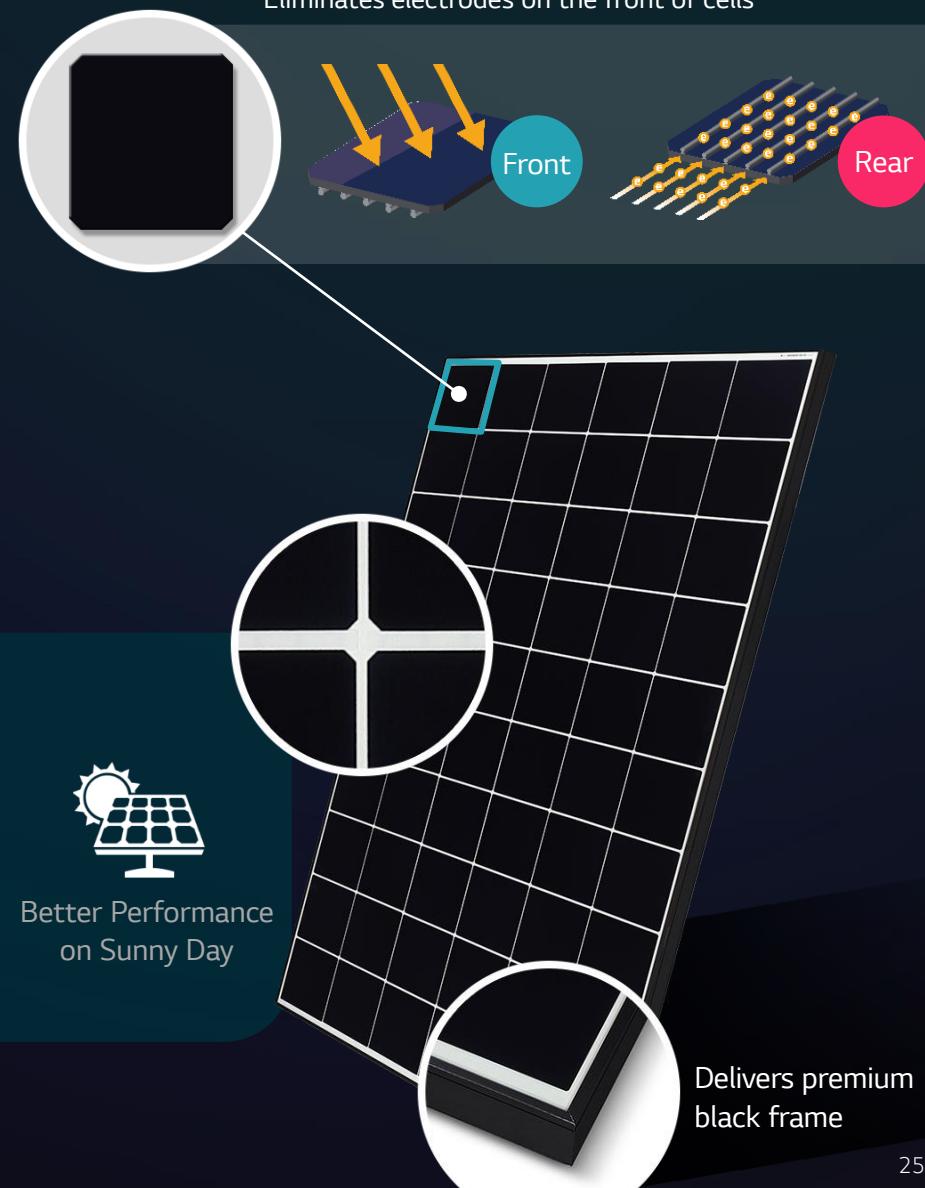
Performance
Warranty



Visually
Stunning



Better Performance
on Sunny Day



BS COMPANY

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



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

