

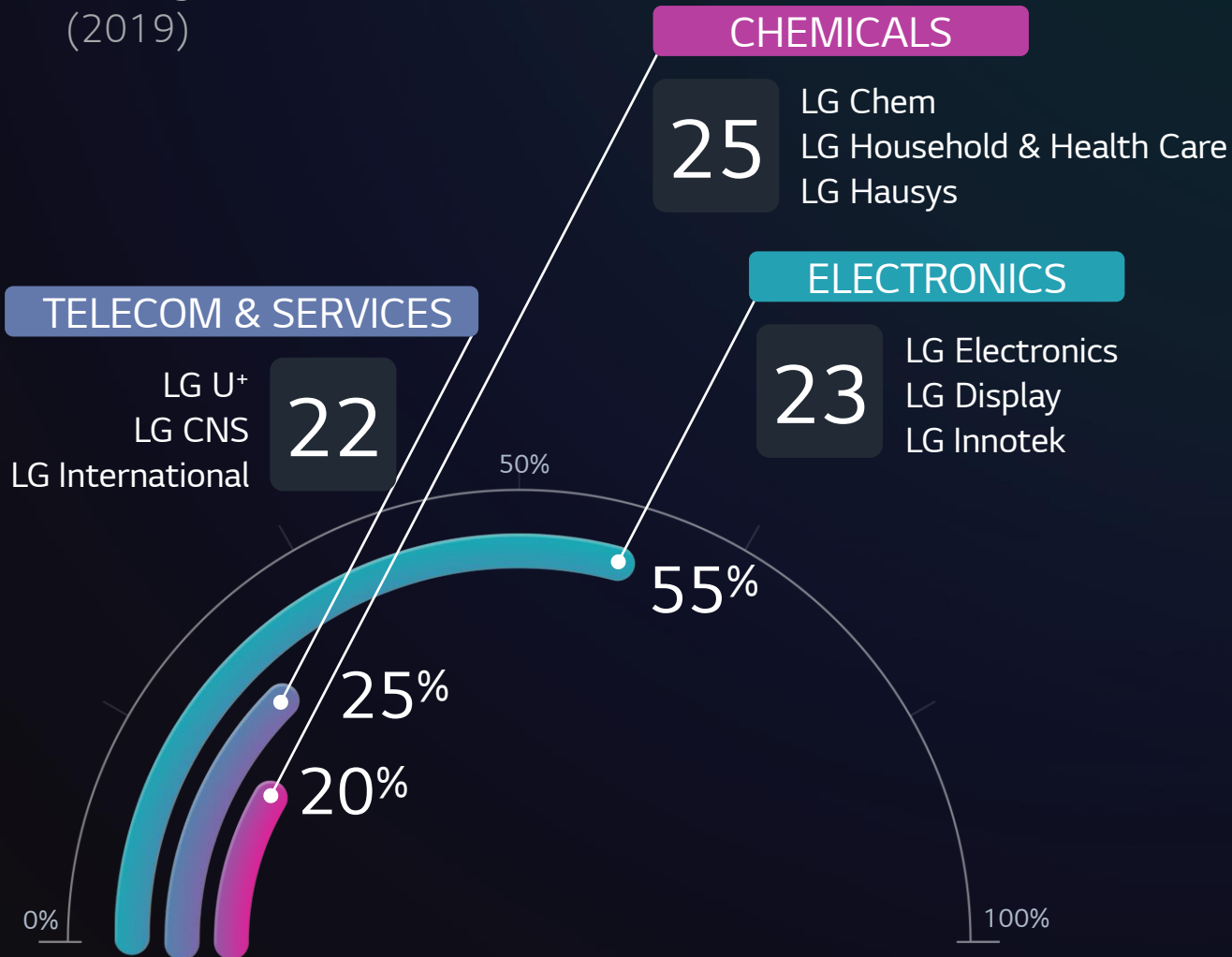
2020 Welcome to

# LG ELECTRONICS



# LG CORP

Holding Structure  
(2019)



## REVENUE

(KRW 160 Trillion)

**160** USD Billion



## COMPANIES

**71** Site (2019 3Q)

25 Chemicals  
23 Electronics  
22 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.

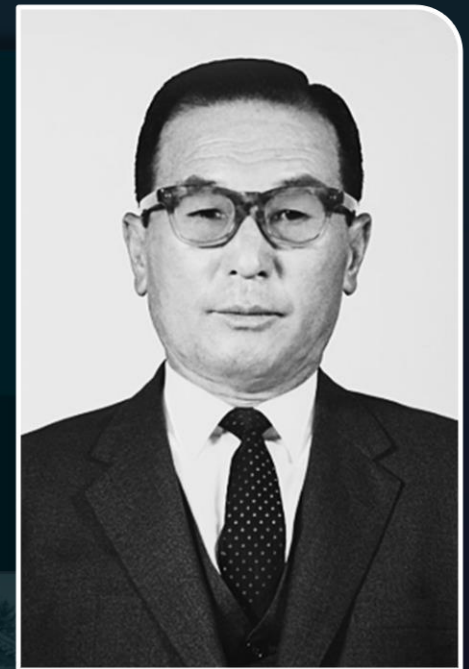
Selling many products is not in our best interest  
if that one product is not the right product.

It should be common sense that customer  
trust is more valuable than profit. "

Koo In Hwoi

1907-1969

LG Founding Chairman



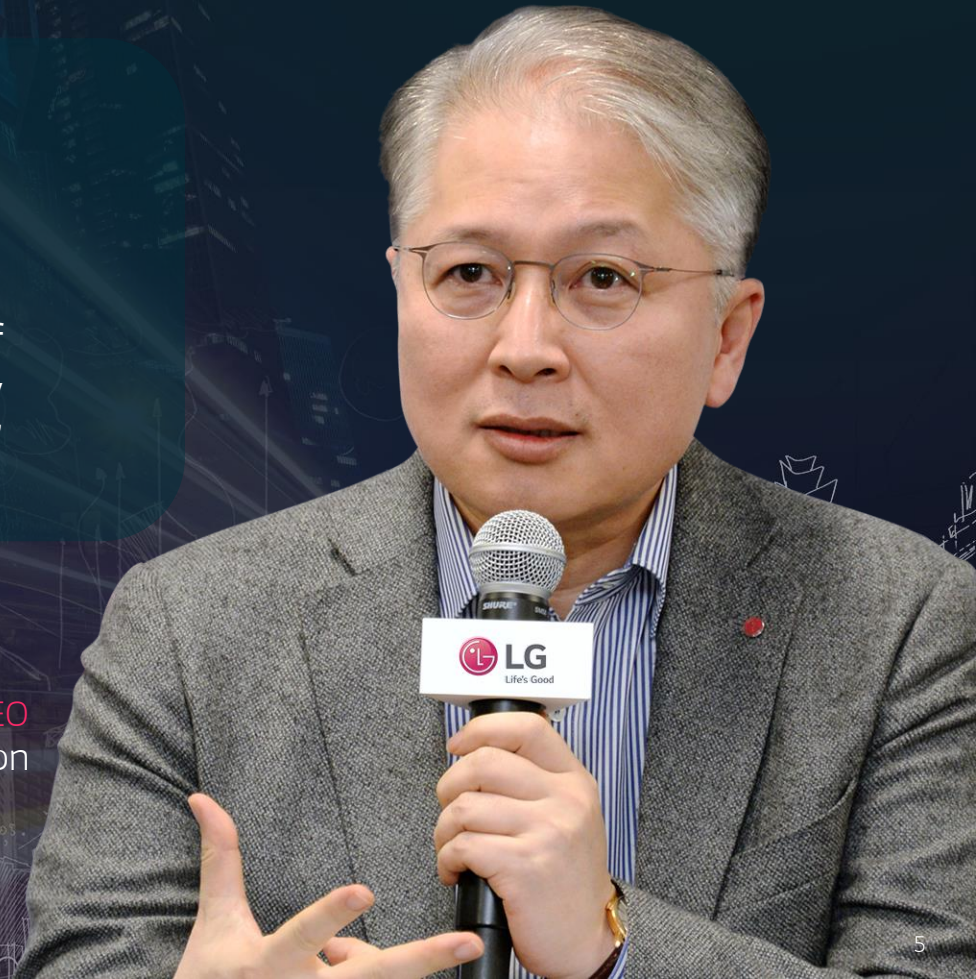
# CEO MESSAGE

## 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

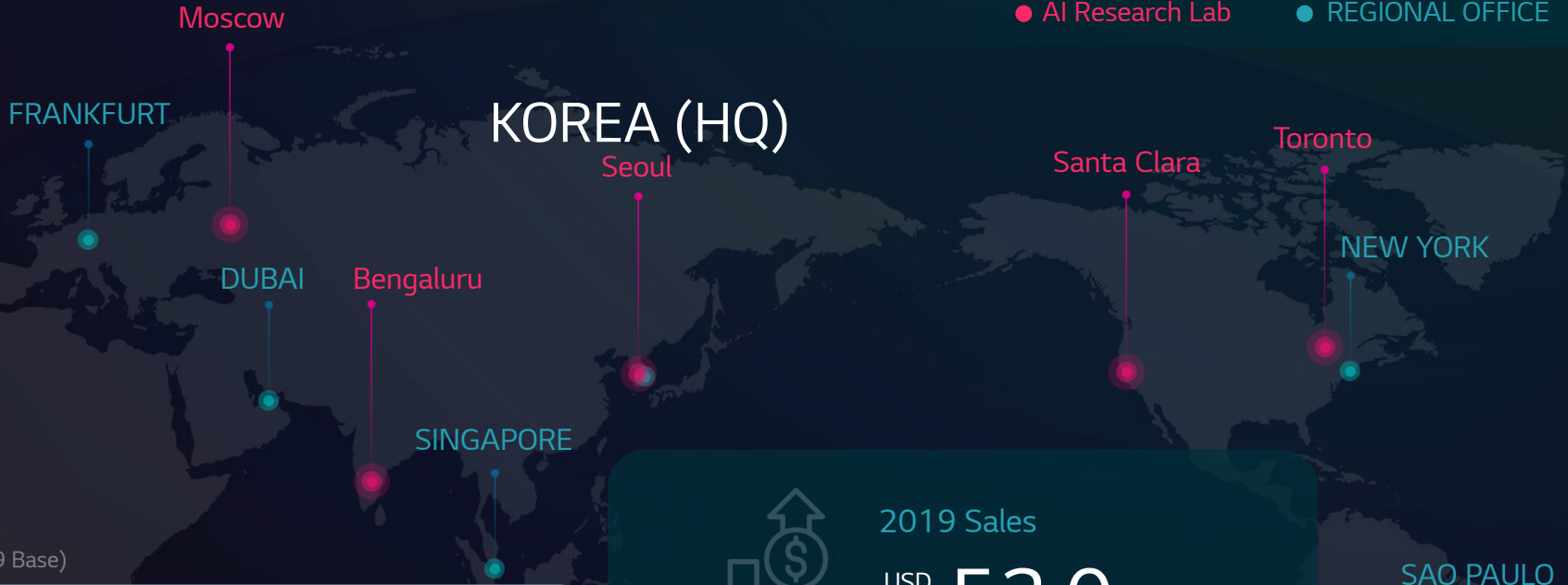


What we ultimately aspire to achieve through **Jeong-Do Management** and its two tenets **Customer-Value Creation** and **People-Oriented Management** is to become **No. 1 LG**, a market-leading company recognized and respected by industry peers as well as the broader market.



# GLOBAL NETWORK

● AI Research Lab ● REGIONAL OFFICE



(2019 Base)

74,000

WORKFORCE

Korea : 54%  
Global : 46%

142

GLOBAL  
OPERATIONS



2019 Sales

USD 53.0 Billion



Operating Income

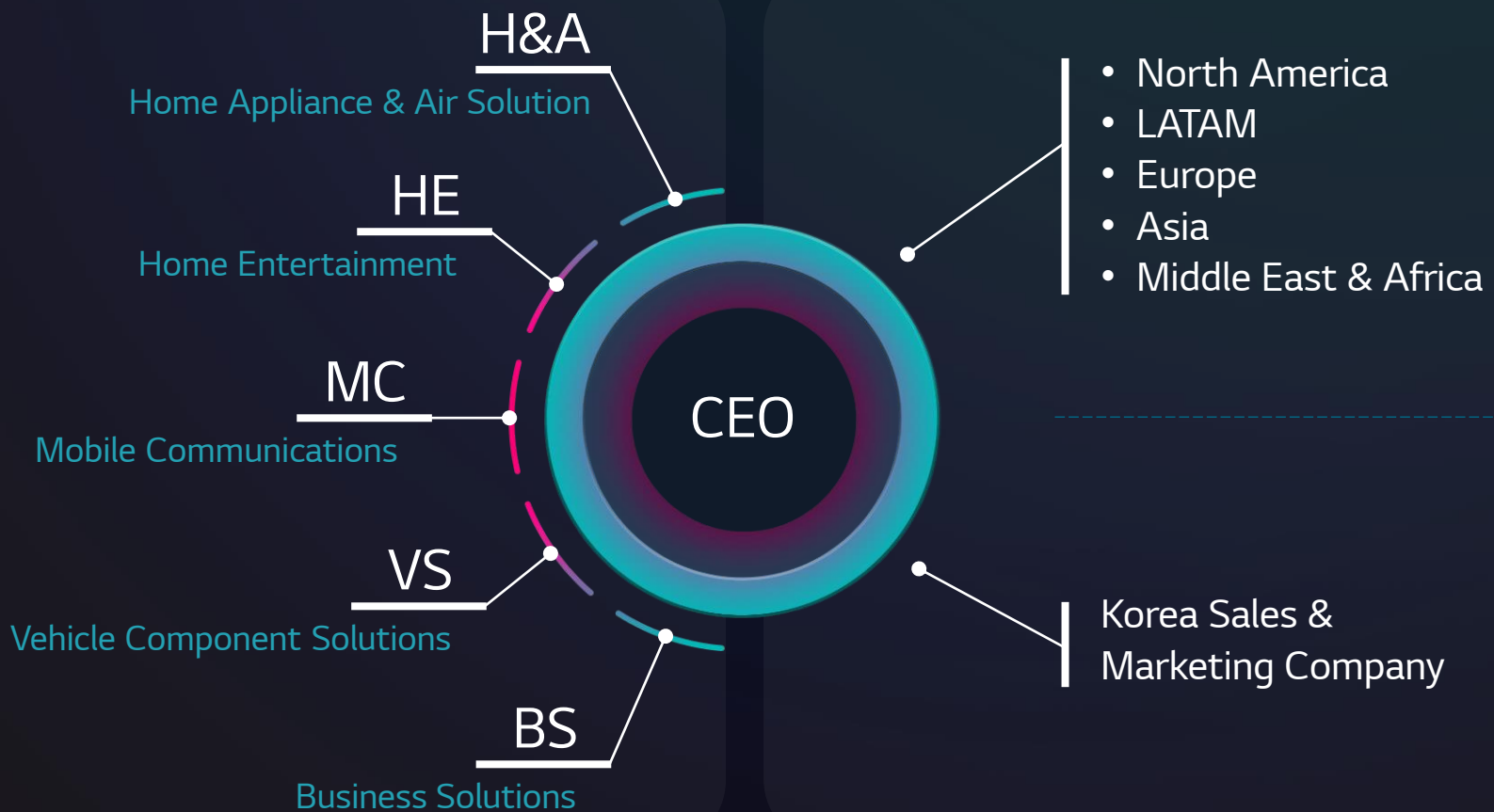
USD 2.1 Billion

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

# STRUCTURE

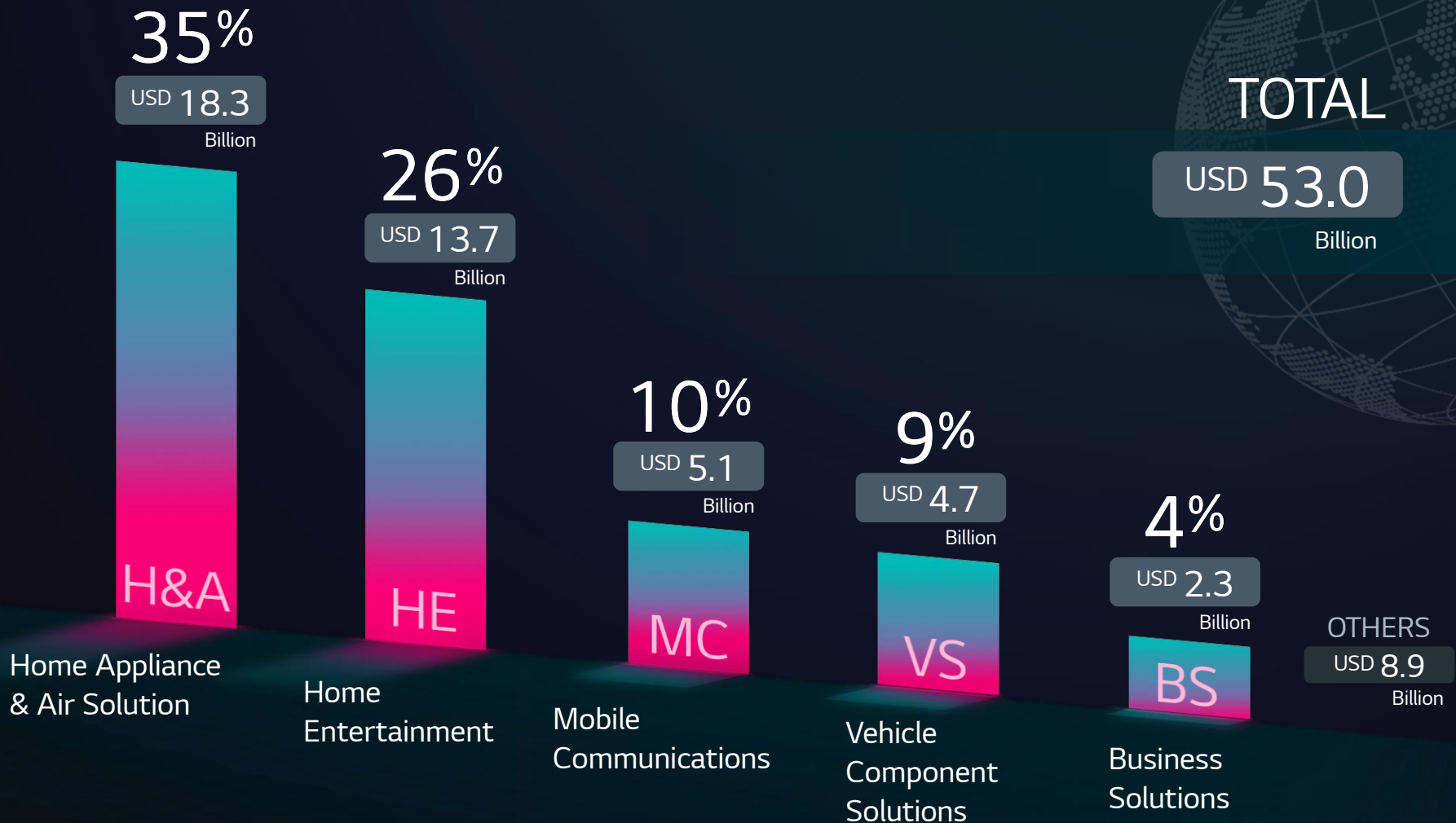
## COMPANIES

## REGIONAL OFFICES





# BUSINESS OVERVIEW

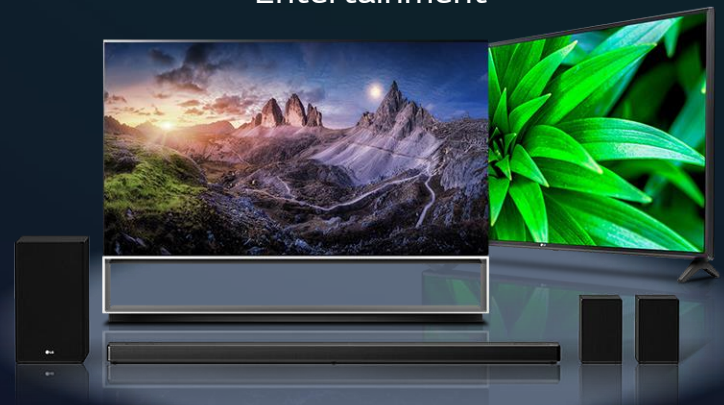


# BUSINESS OVERVIEW

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

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



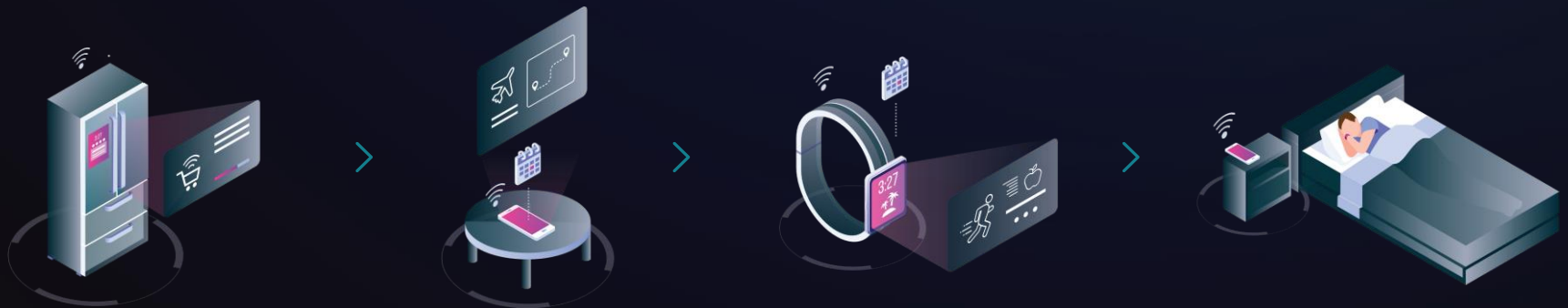
**Level 2**  
Personalization



**Level 3**  
Reasoning



**Level 4**  
Exploration



# AI-POWERED CONVENIENCE

LG ThinQ provides more seamless management of LG products with easy control and monitoring features

The image illustrates the LG ThinQ ecosystem. A hand in the foreground holds a smartphone displaying the ThinQ app. The app interface shows a 'Welcome' message with a house icon, followed by three main sections: 'My Washer' (Washing, Normal Course, 00:20 Left), 'Refrigerator' (Need to Change Air Fresh Filter, 3°C, -16°C), and 'My Roboking' (Spiral Mode). In the background, a row of LG appliances is shown: a vertical air purifier, a front-loading washer and dryer, a refrigerator with a water dispenser, a built-in oven with a roasted bird, a smart TV displaying a mountain landscape, and another vertical air purifier. A glowing purple house outline is superimposed over the appliances, with the text 'LG ThinQ' in the center. The background is a city skyline at night with various colored lines connecting the appliances to the app.

Proactive Customer Care

H&A COMPANY

# KITCHEN APPLIANCES

Well-known for durability and energy efficiency, LG kitchen appliances offer a superior kitchen experience with innovative technology such as LG InstaView



LG InstaView™

H&A COMPANY

# 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™



**OPTIMIZED  
WASHING PATTERN  
&  
SOFTNESS  
DETECTION**



H&A COMPANY

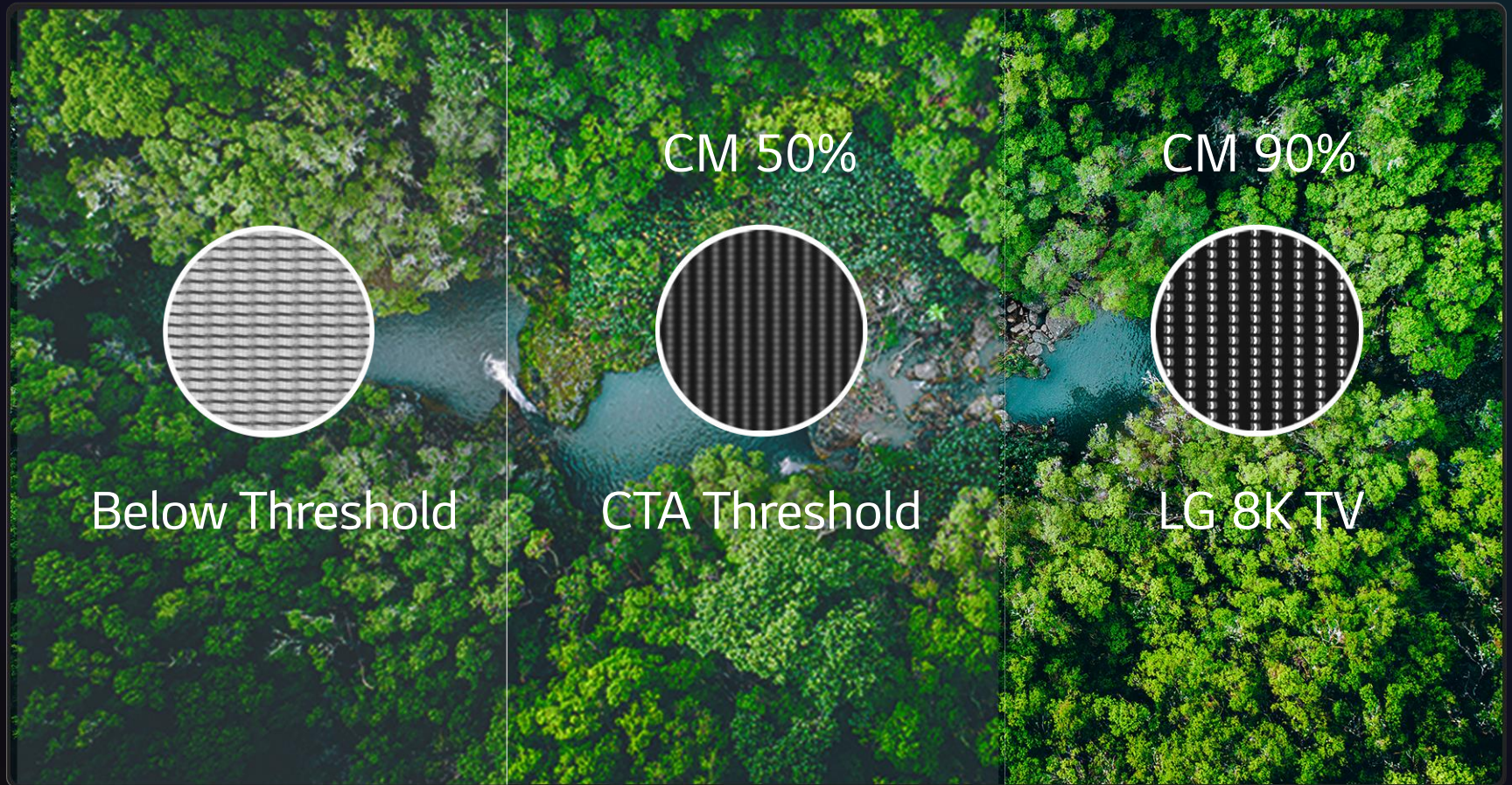
# CARE SOLUTION

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



THE COMPANY

# 8K OLED & NANOCCELL

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

## 8K ULTRA HD™



OLED 8K

α9  
Gen3



NanoCell 8K

THE 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



MC COMPANY

# 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<sup>ThinQ</sup> | Dual Screen**  
Ultra-Sharp 20.5:9 Ratio



**LG V60<sup>ThinQ</sup>**

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

MC COMPANY

# K SERIES LG K<sub>61</sub> LG K<sub>51S</sub> LG K<sub>41S</sub>

Quad cameras offer enhanced multimedia experience in an unbeatable package

Quad Camera

Depth Standard  
Macro Super Wide

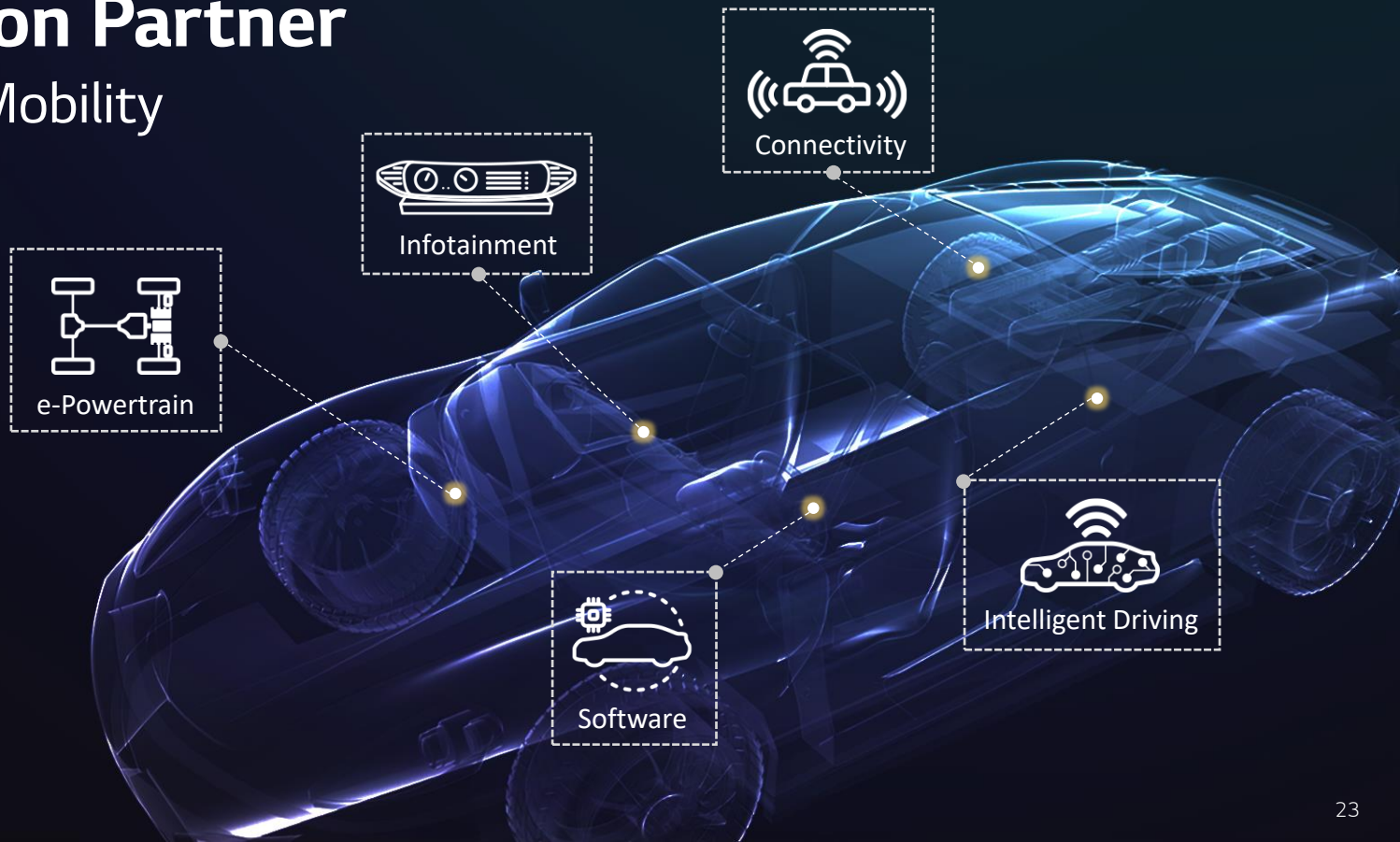
FULL VISION  
6.5-inch

MIL-STD  
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



Premium Fine-Pitch LED



Outdoor LED



LED Cinema



Transparent LED film

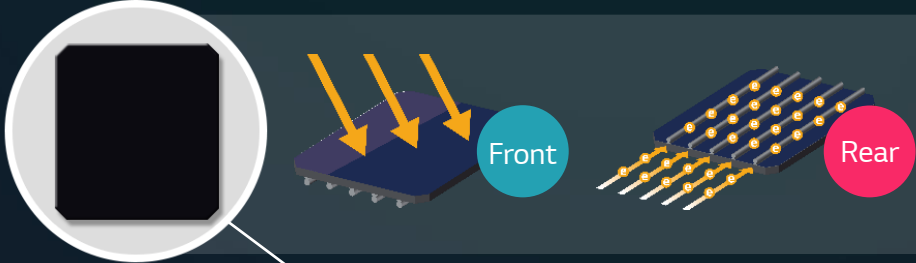


BS COMPANY

# SOLAR PANEL

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

Eliminates electrodes on the front of cells



## LG NeON<sup>®</sup>R

### Technical Feature

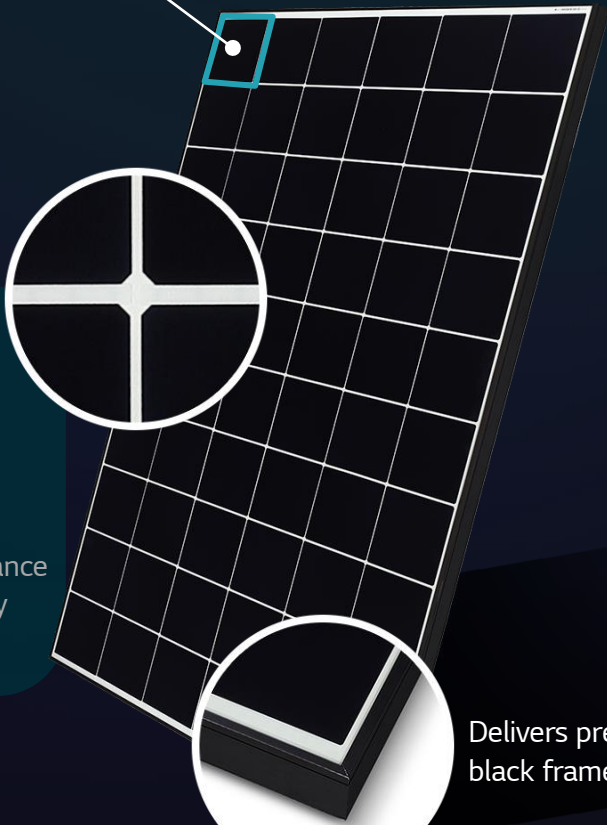
More Power  
per Square Meter

25  
YEARS  
Product  
Warranty

92  
PERCENT  
Performance  
Warranty

Visually  
Stunning

Better Performance  
on Sunny Day



Delivers premium  
black frame

BS COMPANY

# PORTABLE COMPUTING

LG gram offers ultimate portability and enhanced performance

## LG gram

Ultra-lightweight + Large Screen + All-day Battery



Ultimate Portability

Best Performance

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

- 17-inch WQXGA IPS
- 10th Gen Intel® Core™ processor with Iris® Plus graphics



BS COMPANY

# 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<sup>4K</sup>**  
4K / 5K UHD



**LG CloudDevice**  
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

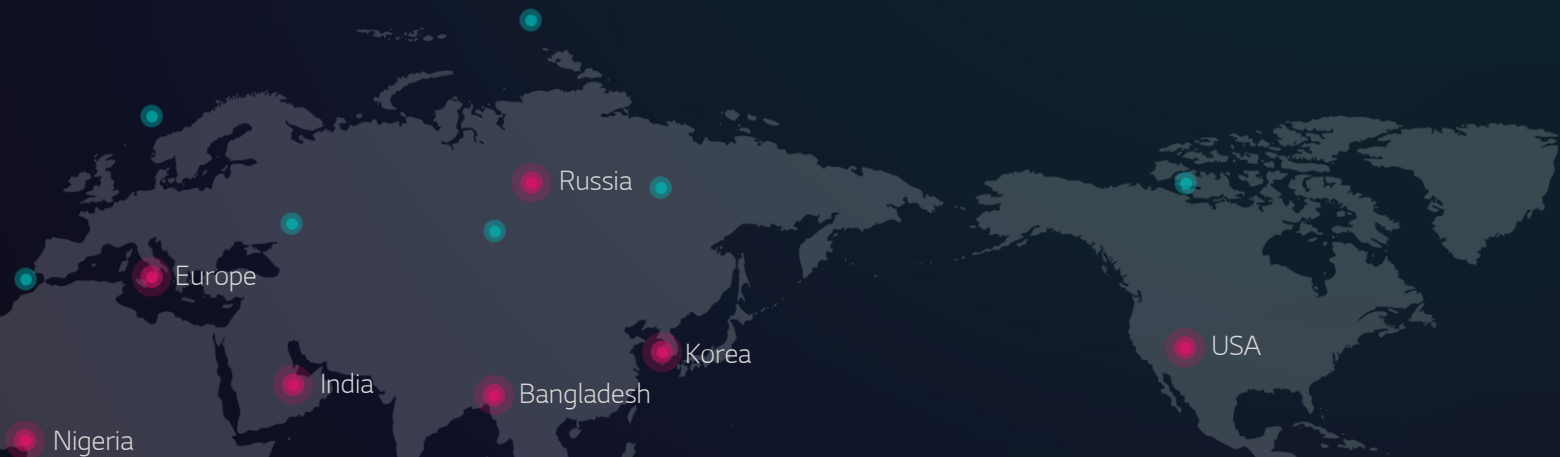


- Expand Contribution to the Local Community



# GLOBAL SOCIAL CONTRIBUTION

LG conducted environmental conservation poverty eradication, educational and volunteer activities with our employees and customers at 56 sites in 28 countries



**NIGERIA**  
Free Laundry Service



**SWEDEN**  
Bike to Work



**KOREA**  
Global IT Challenge for Disabled



**BANGLADESH**  
Technical Training Program



**RUSSIA**  
Blood Donation



**USA**  
Experience Happiness



**INDIA**  
Eye Surgery Program