



U.S. CYBER TRUST MARK

LG ELECTRONICS USA SUPPORTS NEW U.S. CYBER TRUST MARK PROGRAM

Prepared Remarks – White House Launch Event

WASHINGTON, July 18, 2023 – LG Electronics, a global innovator in smart-home technologies and platforms, smart appliances and connected consumer electronics products, voiced its strong support for the new U.S. IoT cybersecurity labeling program announced today at the White House. Connected products on display at the launch event – the award-winning LG WashTower smart laundry system, LG OLED smart TV and Super-Slim LG gram laptop – exemplify the breadth of products that LG plans to certify under the U.S. Cyber Trust Mark program, according to LG Electronics North America Thomas Yoon. Excerpts from his prepared remarks follow:

LG Electronics USA strongly supports the groundbreaking new U.S. Cyber Trust Mark program, which aligns perfectly with LG's brand promise: Innovation for a Better Life. Through this voluntary program, manufacturers and consumers will benefit from increased transparency, consumer awareness, and informed decision-making.

By incorporating a digital label with a QR Code, we will be able to deliver comprehensive and up-to-date cybersecurity information to customers, foster interactive engagement, gather valuable analytics, and promote sustainability. The program will help foster a culture of security and interoperability, promote market incentives for manufacturers, and ultimately contribute to a more trustworthy IoT ecosystem.

In this public-private partnership, we believe the government will play a crucial role in fostering IoT cybersecurity and promoting its benefits by educating American consumers. Together, we can help raise awareness and empower consumers to make informed decisions when purchasing connected devices. This can drive demand for secure products and incentivize companies to prioritize product cybersecurity.

As this program launches in the United States, we urge the U.S. government to engage with other nations, regulatory bodies, and industry stakeholders to promote the label's global recognition and adoption. By fostering international collaboration and consensus, the United States can drive the adoption of common security standards and ensure a more secure and interoperable IoT environment around the world.

Today's historic announcement builds on our own cybersecurity efforts and our extensive work with the Consumer Technology Association and the Connectivity Standards Alliance, as well as UL Solutions and other testing and certification bodies. We look forward to collaborating with government and industry stakeholders to make this program a success – empowering American consumers to make informed decisions, promoting a more secure market and fostering trust in connected devices.

###

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$68 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, commercial displays, air conditioning systems, solar energy solutions and vehicle components. LG is a 10-time ENERGY STAR® Partner of the Year. The company's commitment to environmental sustainability and its "Life's Good" marketing theme encompass how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. www.LG.com.

Media Contact:

LG Electronics USA

John I. Taylor
+1 202 719 3490
john.taylor@lge.com
www.LG.com