

2021 Welcome to

LG ELECTRONICS



LG CORP.

Holding Structure (2020)

Revenue

(KRW 160 Trillion)

143 USD Billion

(KRW 1,120.66 per USD)

Companies

64 Site

14 Electronics
20 Chemicals
29 Telecom & Services

14

22%

Electronics

LG Electronics
LG Display
LG Innotek

20

31%

Chemicals

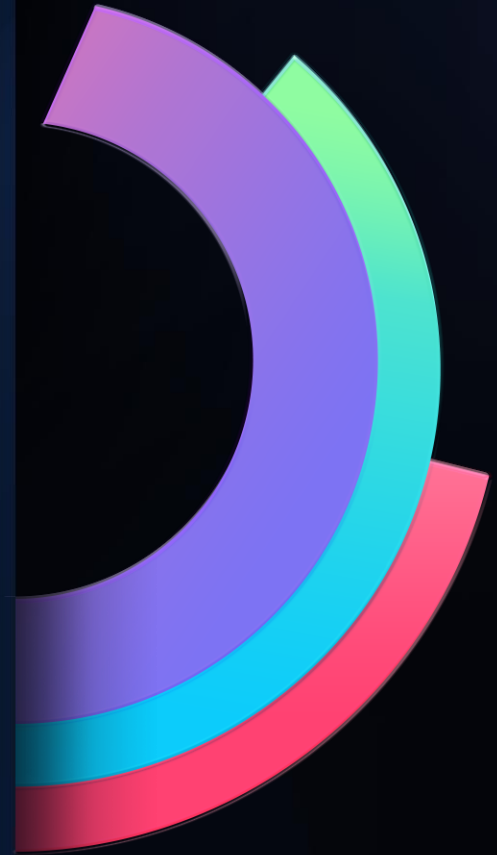
LG Chem
LG Household & Health Care
LG Hausys

29

45%

Telecom & Services

LG U+
LG CNS
LG International



HISTORY

A look at LG Electronics over the years.



1958

LG predecessor Lucky-GoldStar first company of what will later become LG Electronics



1966

Produces Korea's first TV



1978

USD 100M in exports



1982

Establishes first overseas plant



1995

Becomes LG Electronics



2020

Launch of world's first Rollable OLED TV



2018

CLOi commercial robots



2016

First premium brand, LG SIGNATURE



2013

Launches Vehicle component Solutions (VS) Company



2011

World's first steam-based garment care system, Styler



2001

World's first Inverter Linear Compressor refrigerator

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 2021

“ *Growth and change based on customer value innovation must continue.*

Fundamental changes in the way we think and work are crucial in the journey.

Our ultimate goal is to... understand customer emotions and values.

It is time we exceed ourselves and focus on bringing about disruptive change. ”

Brian Kwon
CEO

MANAGEMENT PHILOSOPHY

Vision

We ultimately aspire to achieve through Jeong-Do Management and its two tenets of Customer-Value Creation and People-Oriented Management to become **No.1 LG**, a marketing-leading company recognized and respected by industry peers as well as consumers worldwide.

LG Way

No.1 LG

Jeong-Do Management

Customer-value
Creation

People-oriented
Management

Customer

Employee

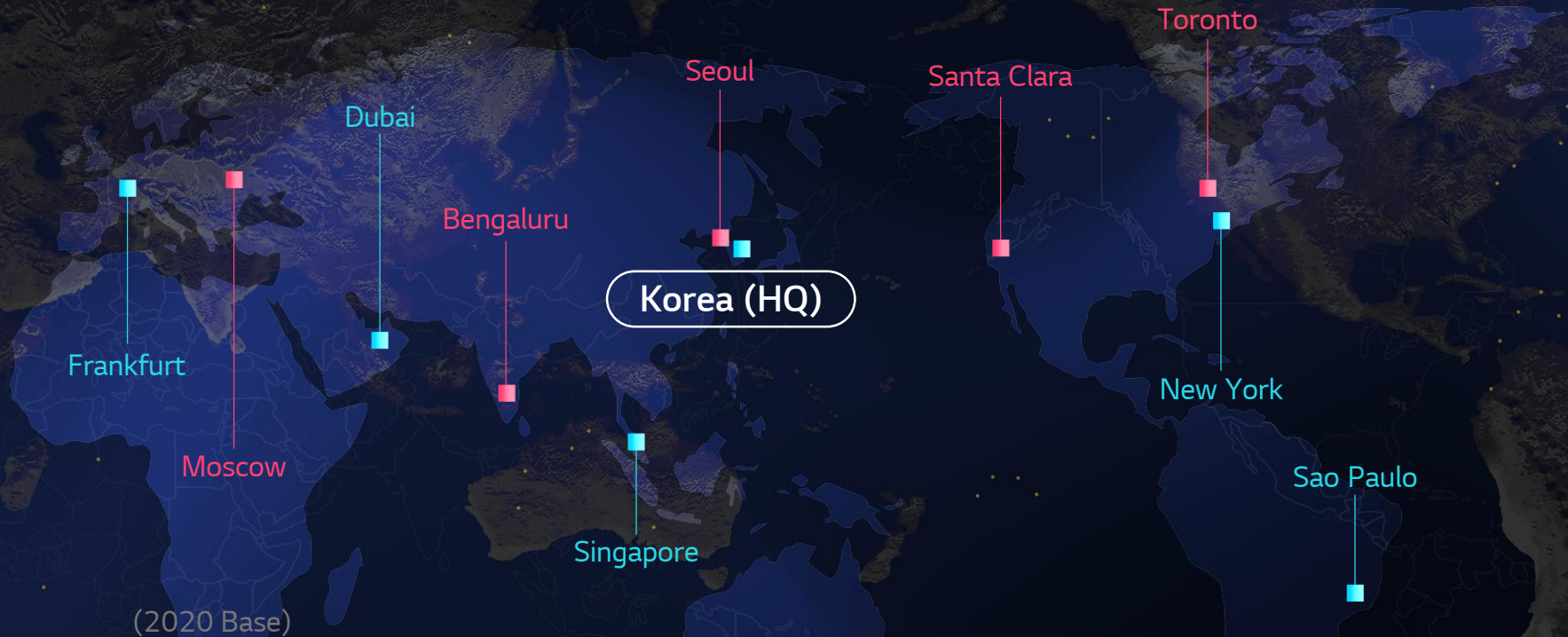
Investor

Competitor



GLOBAL NETWORK

- AI Research Lab
- Regional Office



Workforce

75,890



Korea

39,747

Global



36,143

Global Operations

128

STRUCTURE

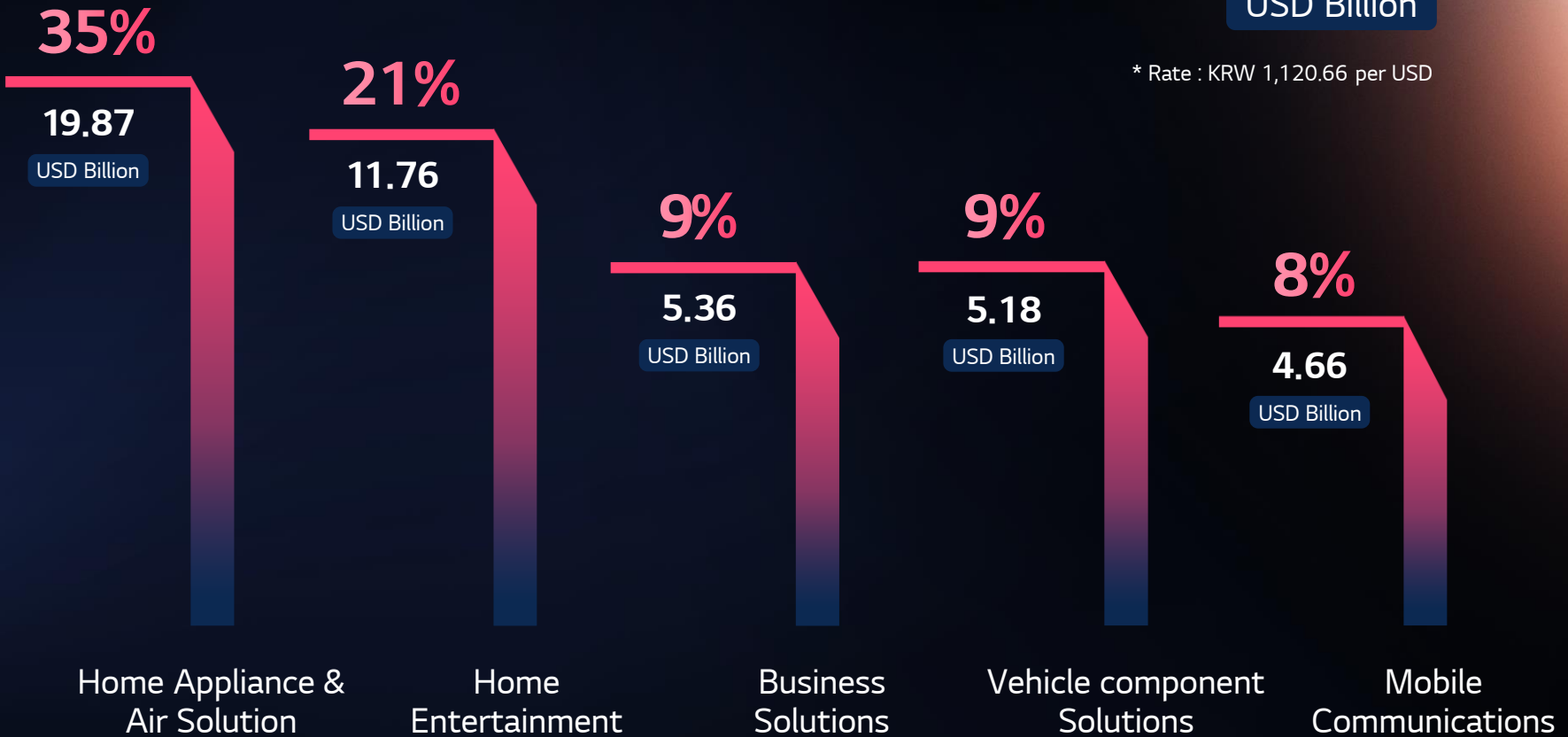


BUSINESS OVERVIEW

Total
USD **56.45** (2020)

USD Billion

* Rate : KRW 1,120.66 per USD

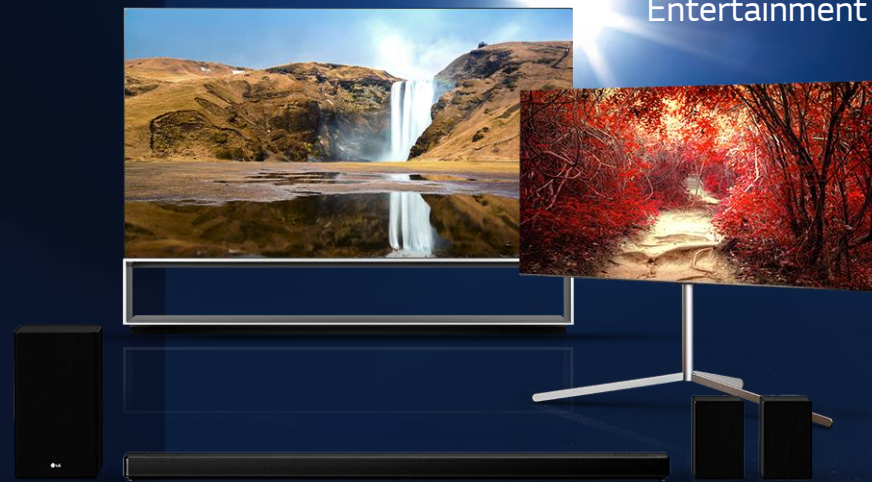


BUSINESS OVERVIEW

Home
Entertainment

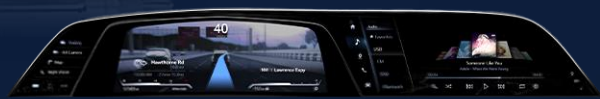


Home Appliance
& Air Solution



Vehicle component
Solutions

Business
Solutions



LG SIGNATURE

First introduced in 2016 with four products, LG's first premium brand has grown and now includes OLED TV R, 8K OLED TV, Refrigerator, Bottom Freezer, Wine Cellar, TWINWash, Air Purifier and Air Conditioner.



LG THINQ

LG's ThinQ product portfolio has grown rapidly to welcome its washing machines, refrigerators, air conditioners, air purifiers, TVs, speakers and smartphones into the network.



KITCHEN APPLIANCES

Well-known for their quality, reliability and energy efficiency, LG kitchen appliances offer a superior experience with innovative technology such as Instaview™ and UVnano for the ultimate convenience and hygiene in the kitchen.

H&A

Company



LIVING APPLIANCES

LG's beautiful living appliances come in various styles and colors coupled with unrivaled clothing care and cleaning performance, offering innovative features such as Artificial Intelligence Direct Drive™ (AI DD) and TrueSteam™.



AIR SOLUTION

With a wide range of residential air conditioners to keep spaces cool and comfortable, LG's air solutions are also certified by international organizations for their effectiveness in reducing allergens and germs from the air.



HVAC SOLUTION



LG HVAC Solution is a leading player in the global air conditioning market with innovative commercial and residential air conditioners and building management solutions. With a robust lineup of ducted and duct-free products, LG enables customers to develop the solution that's perfectly suited for their project.



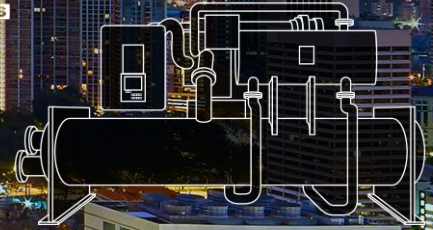
AHU



MULTI V S



Chiller



LG OLED

LG's 2021 OLED TVs (series G1, C1, B1, A1) boast self-lit panels that produce ultra-sharp, ultra-realistic picture quality with smooth, natural motion, as well as strikingly slim designs that complement any décor.



LG QNED MINI LED

Setting a new standard for the LCD TV category, LG's newest QNED TVs enable viewers to enjoy excellent HDR image quality and a far more immersive viewing experience thanks to the combined power of new NanoCell Plus and quantum dot technologies to deliver improved reds and greens with LEDs providing the blues.

HE

Company



LG SIGNATURE OLED R

The world's only rollable TV redefines the definition of television with a versatile form factor only made possible by industry-leading OLED technology.



FUTURE MOBILITY

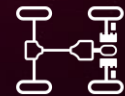


The Vehicle component Solutions (VS) company focuses on commercializing environmentally responsible automotive components and core solutions based on LG's proprietary technologies.

In-vehicle Experience



Infotainment



e-Powertrain



Connectivity



ADAS



Software

ROBOTS AS A SOLUTION



With today's robots capable of assisting in industries including hospitality, retail, security and healthcare, there is no limit to what tomorrow's robot can do.

LG CLOi



CLOi UV robot



CLOi ServeBot



CLOi BaristaBot



CLOi GuideBot



CLOi ServeBot

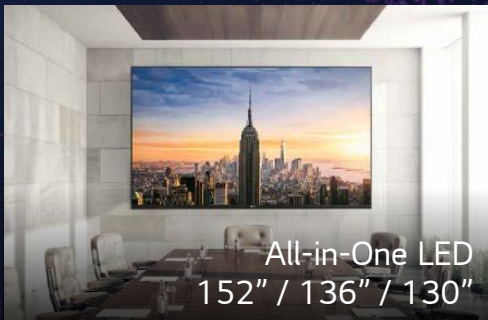


CLOi ChefBot

LED SIGNAGE



Wide range of indoor and outdoor LED signage tailored for various venues to offer a new level of immersion with eye-popping visuals and forms.

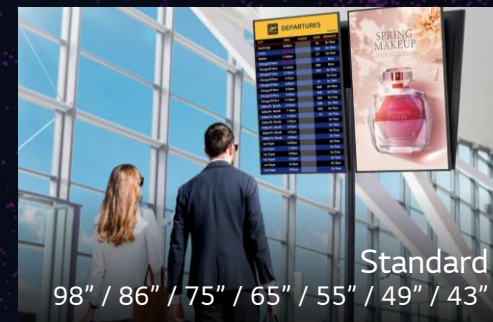
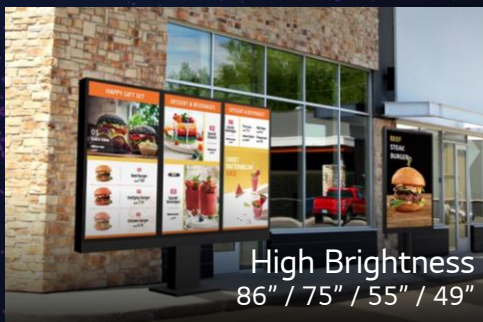
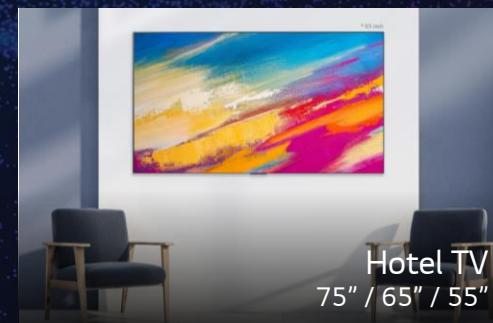


DIGITAL SIGNAGE

BS

Company

With a diverse range of cutting-edge offerings, LG's digital signage solutions are helping its global customers find innovative ways to reach their audiences.



SOLAR PANEL



The LG NeON[®] R panels can make a home more valuable both economically and aesthetically because it delivers higher performance thanks to the proprietary unique back-contact cell technology.

Features

LG NeON[®]



*Industry-leading
Product Warranty*



*Enhanced
Performance
Warranty*



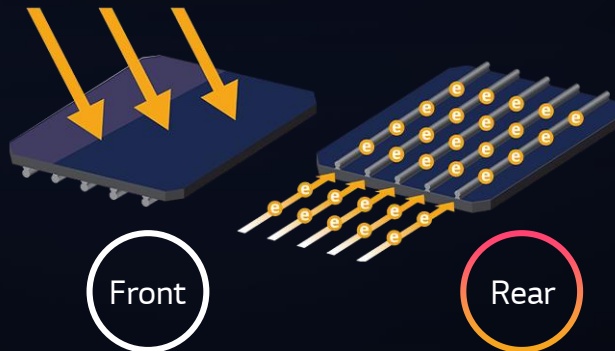
*Reliable
Quality*



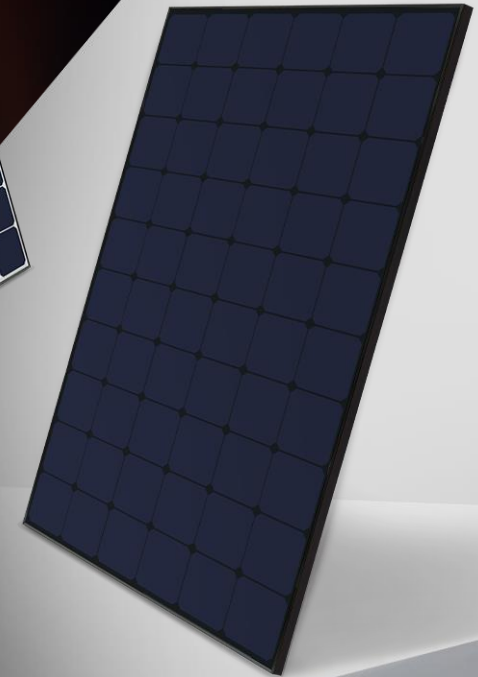
*Sleek Rooftop
Design*

Cell Technology

Eliminates electrodes
on the front of cells



LG NeON[®]R Prime



PORTABLE COMPUTING



LG gram

Ultra-lightweight + Large Screen + All-day Battery



Ultimate Portability

- Light weight at just 1350g
- 80Wh battery capacity

Best Performance

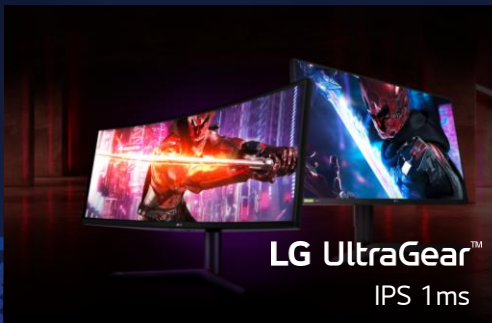
- 17-inch WQXGA IPS
- 11th Gen Intel® Core™ processor with Iris® Plus graphics



MONITORS & PROJECTORS



LG's advanced monitors, displays and projectors deliver exceptionally bright and clear images with superb black levels to enhance the viewer's sense of immersion.



SUSTAINABILITY COMMITMENTS

Promote Intelligent Lifestyle

3 GOOD HEALTH AND WELL-BEING



7 AFFORDABLE AND CLEAN ENERGY



11 SUSTAINABLE CITIES AND COMMUNITIES



- Establish an intelligent living environment
- Pursue healthy lives for customers
- Expand green business

Achieve Zero Carbon and Circular Economy

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



- Pursue zero carbon
- Reduce the environmental impacts of products
- Promote circular economy

Create a Better Society

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



- Establish sustainable supply chains
- Establish a decent and safe work place
- Expand contribution to the local community

GLOBAL SOCIAL CONTRIBUTION



LG Hope School



LG Social Campus



LG Come Home Challenge



Life's Good with LG Wash



LG Ambassador Challenge



LG Hope Screen



LG

Life's Good