

**FOR IMMEDIATE RELEASE****LG AIMING FOR TOP POSITION IN EUROPE IN  
WASHING MACHINES AND REFRIGERATORS BY 2015**

*LG Leveraging Smart Appliances and Aggressive Business Strategy  
to Become Number One in the Region in Four Years*

**BERLIN, Sep. 2, 2011** – The President of LG Electronics’ (LG) Home Appliance Company announced at IFA its goal to become the top washing machine and refrigerator brand in Europe by 2015. Speaking at Messe Berlin, Young-ha Lee, CEO of LG Electronics Home Appliance Company, said LG intends to capture 13 percent market share (sales amount based) in washing machines and 12.5 percent in refrigerators (sales amount based, excluding built-in refrigerators) in the region in four years.

“The European market is highly competitive due to established local players in the home appliance industry,” Mr. Lee said. “But LG is absolutely committed to being a brand that is embraced by European customers. We’re already ramping up our investment in the region and have products on the drawing board that are based entirely on consumer insights from European audiences.”

**SOLIDIFY A PREMIUM IMAGE THROUGH SMART PRODUCTS**

A key part of LG’s strategy is to solidify the company’s image as a premium brand through its smart home appliance products. LG’s strengths are in energy savings and user convenience. These benefits are made possible by LG’s smart solutions the company calls Smart ThinQ™, which includes Smart Manager, Smart Diagnosis™, Smart Access, Smart Adapt and Smart Grid.

Smart Manager manages an inventory of food stored in the refrigerator. LG’s Smart Diagnosis™ feature helps customer service representatives to quickly and efficiently troubleshoot mechanical issues. Smart Access permits consumers to remotely control home appliances using mobile devices such as smartphones. Smart Adapt recommends cooking instructions and wash cycles tailored to the consumers’ needs. And Smart Grid en-

ables consumers to save energy costs by automatically reducing energy consumption during peak hours, without any input from the homeowner.

LG will launch its smart home appliance products in Europe beginning with smart refrigerators in the United Kingdom (UK) at the end of this year. This will be followed by smart washing machines, smart ovens and smart robotic vacuum cleaners. LG's smart clothing storage unit, Styler, will also make its appearance in European retailers.

### **EUROPEAN FOCUS, EUROPEAN STRATEGY**

LG also plans to increase its market share in the European built-in appliances market by cooperating at a deeper level with distribution partners and by introducing a line-up of more localised products in key European markets such as France, Spain, Italy and Germany.

As part of this aggressive strategy, LG is ramping up its European manufacturing operations. LG's plant in Wroclaw, Poland is expected to more than triple its production of refrigerators, expanding from the current 300,000 units annually to one million units. Its new washing machine assembly line in Poland is also targeting one million units a year. LG is looking into investing an additional USD 34 million by 2015 to further expand its European manufacturing facilities.

“These efforts are intended to meet European market demands sooner rather than later,” said LG's Mr. Lee. “An increasing proportion of products supplying the European market will originate from European facilities instead of Korea and China.”

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**About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 93,000 people working in over 120 operations around the world. With 2010 global sales of KRW 55.8 trillion (USD 48.2 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning & Energy Solutions. LG is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit [www.LGnewsroom.com](http://www.LGnewsroom.com).

**About LG Electronics Home Appliance Company**

The LG Electronics Home Appliance Company is an innovator in the home appliance industry, dedicated to offering healthier and greener products, blending smart technology and trend-setting design and providing a complete solution for improving daily life. LG's insightful products, including refrigerators, washing machines, dishwashers, cooking appliances, vacuum cleaners, and built-in appliances, are designed to resonate with consumers around the world. LG's innovative technologies and convenient features, including the world's first interactive refrigerator, steam washing machine and combination oven and microwave, set new trends in the appliance industry, helping to establish LG as a global leader.

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