LG CORP.
Holding Structure (2020)

Revenue
(KRW 160 Trillion)

143 USD Billion
(KRW 1,120.66 per USD)

Companies
64 Site

22%
Electronics
LG Electronics
LG Display
LG Innotek

31%
Chemicals
LG Chem
LG Household & Health Care
LG Hausys

45%
Telecom & Services
LG U+
LG CNS
LG International

14 Electronics
20 Chemicals
29 Telecom & Services
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

2001
World’s first Inverter Linear Compressor refrigerator

2011
World’s first steam-based garment care system, Styler

2013
Launches Vehicle component Solutions (VS) Company

2016
First premium brand, LG SIGNATURE

2018
CLOi commercial robots

2020
Launch of world’s first Rollable OLED TV
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.”
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
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
BUSINESS OVERVIEW

Total
USD 56.45 (2020)

* Rate: KRW 1,120.66 per USD

- Home Appliance & Air Solution: 35% USD 19.87
- Home Entertainment: 21% USD 11.76
- Business Solutions: 9% USD 5.36
- Vehicle component Solutions: 9% USD 5.18
- Mobile Communications: 8% USD 4.66

USD Billion (2020)
BUSINESS OVERVIEW

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

LG MAGNIT (Micro LED)

LG LED Cinema

All-in-One LED 152” / 136” / 130”

Indoor LED

Outdoor LED
DIGITAL SIGNAGE

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.
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**

- **25 YEARS WARRANTY**
- **92.5% in year 25**
- **Industry-leading Product Warranty**
- **Enhanced Performance Warranty**
- **Reliable Quality**
- **Sleek Rooftop Design**

**Cell Technology**

Eliminates electrodes on the front of cells
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
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.
Achieve Zero Carbon and Circular Economy

- Establish an intelligent living environment
- Pursue zero carbon
- Reduce the environmental impacts of products
- Promote circular economy

Create a Better Society

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

Promote Intelligent Lifestyle

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