

Welcome to LG



LG...ing

LG is changing!
LG is challenging!

History

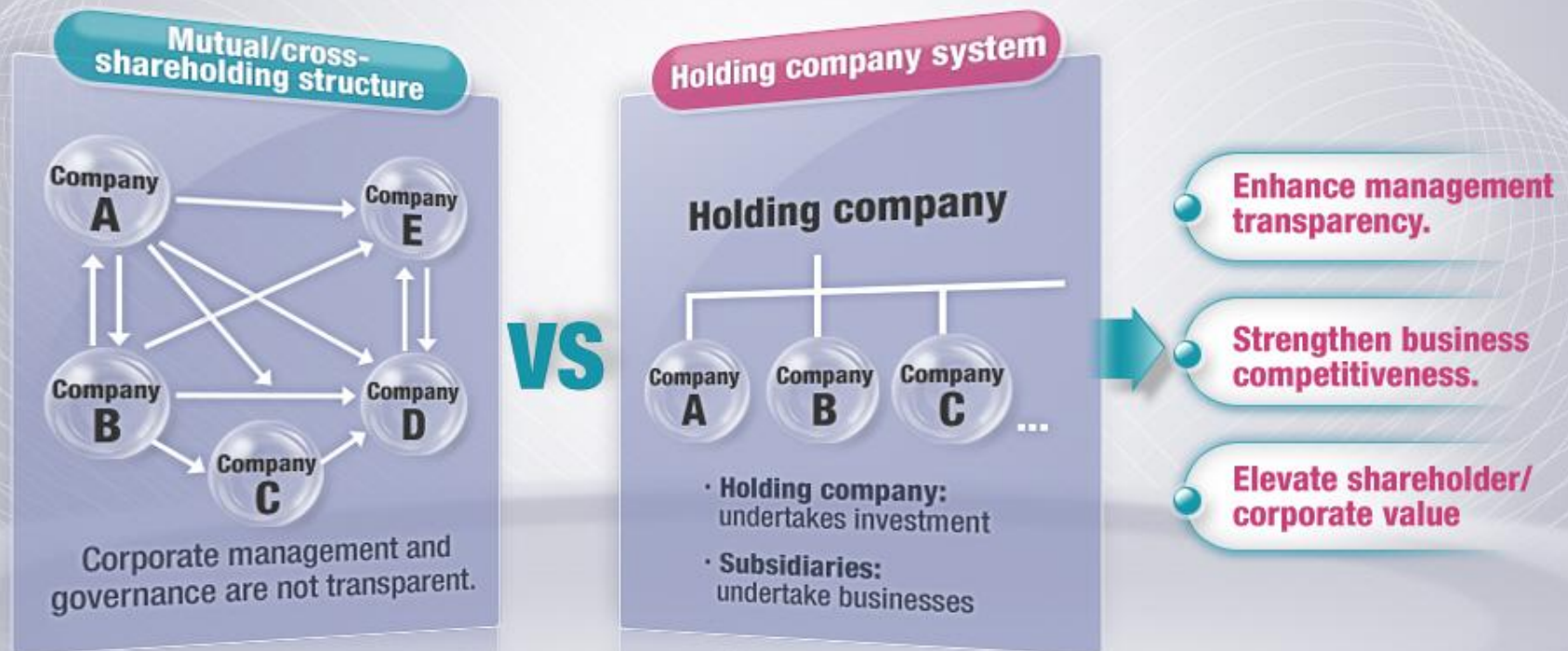
Yesterday made today. Today is making tomorrow.

LG, a great company with 65 years of achievements, is determined to reach 100 years.

- **1947** Chairman In Hwoi Koo founds LG by establishing Lak Hui Chemical Industrial Corp. (now LG Chem)
- **1953** Lak Hui Industry established (now LG International Corp.)
- **1958** Goldstar Co. established (now LG Electronics)
- **1967** Honam Oil Refinery Co. established (now GS Caltex of GS Group)
- **1970** Cha Kyung Koo takes office as Chairman
- **1995** Bon Moo Koo takes office as Chairman
New Corporate Identity (CI) established 「Lucky Goldstar → LG」
- **1996** LG Telecom established to enter the mobile industry
- **1999** LG.Philips LCD (now LG Display), a joint venture between LG and the Dutch Philips, established
- **2003** Holding company (LG Corp.) launched / LS Group spun off
- **2005** GS Group spun off, reshuffled into electronics, chemical, telecommunication and service businesses
- **2007** LG Solar Energy established to enter the new and renewable energy business

System

In 2003 LG launched the country's first holding company system for a large local corporation. Through the holding company system, which separates investments and business, LG established an advanced management environment under which affiliates can disengage themselves from the duties of mutual/cross-shareholding, allowing them to concentrate on their own businesses.



Business

By launching a holding company in 2003, LG streamlined its business fields into **electronics, chemicals, and Telecommunications & Services**. In each domain, we continue to bolster our professionalism and create value for our customers.



Electronics

Life's Good

Since establishing Goldstar Co. in 1958, we have developed world-class products through innovative technologies, **leading the advancement of Korea's electronics industry.**

Through steady R&D investment and global marketing campaigns, we are committed to creating a new future for the global electronics industry.

-  LG Electronics
-  LG Display
-  LG Innotek



Chemicals

SolutionPartner

Since launching Lak Hui Chemical Industrial Corp. in 1947, we have wholeheartedly practiced the management philosophy of "making products essential for customers."

We are committed to making products that **offer differentiated value in everyday life**, thereby showing affection towards our customers.

-  LG Chem
-  LG MMA
-  LG Household & Health Care
-  LG Hausys
-  LG Life Sciences

Telecommunications & Services



3G mobile internet service



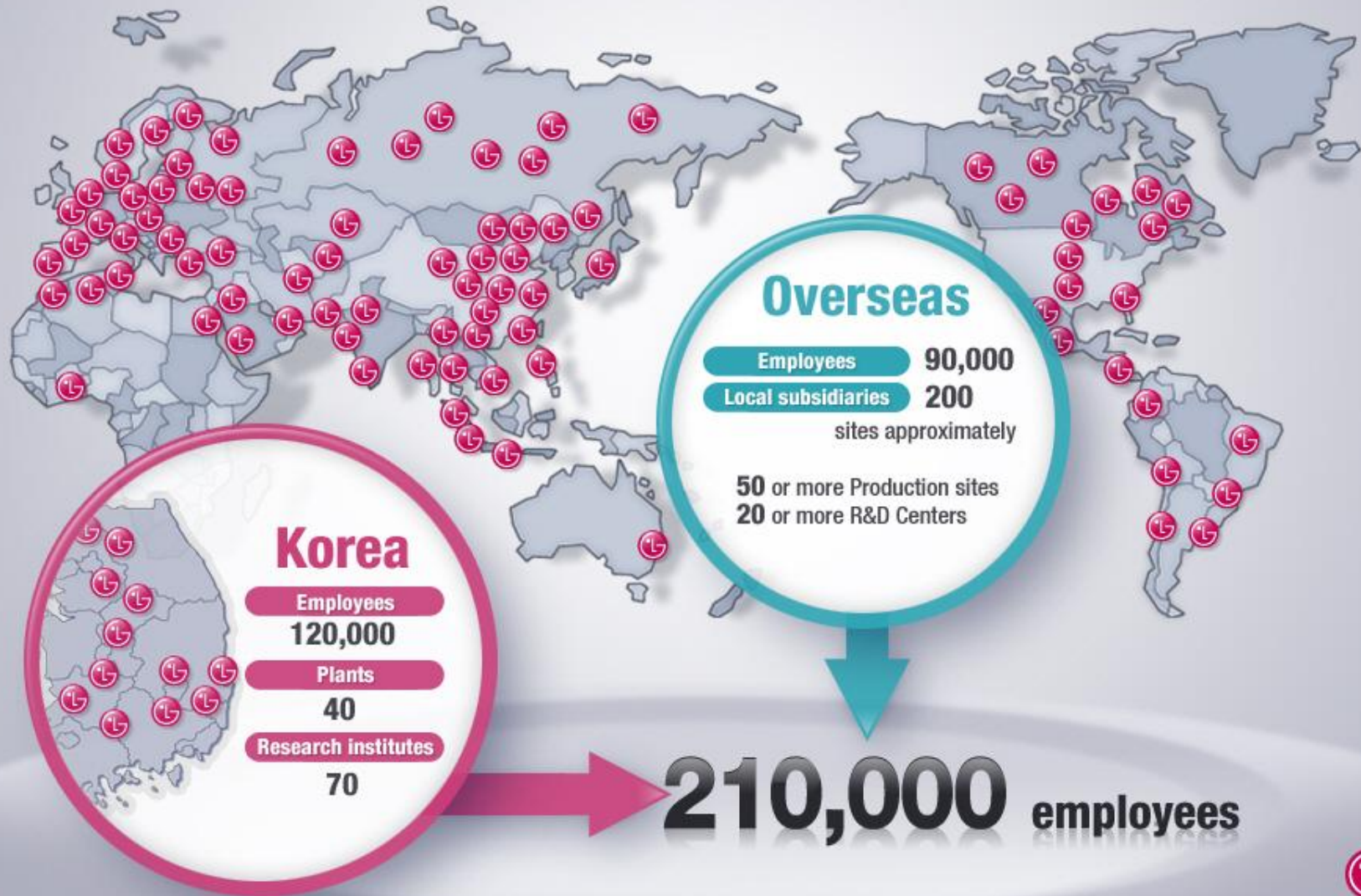
We are able to provide necessary information quickly to customers at any time, anywhere.

We are committed to opening a world of communication that **touches the hearts of our customers.**

-  LG U+
-  LG CNS
-  LG International
-  LG N-Sys
-  LG Solar Energy
-  LG Sports
-  LG Management Development Institute

Global Network

LG has a workforce of over 210,000 people around the world and over 70% of our total annual sales are generated from overseas operations.



Performance

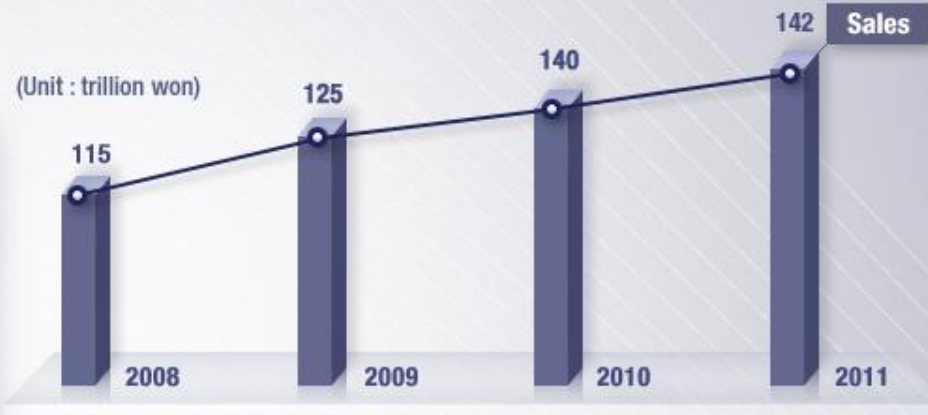
LG leaps forward to look beyond 100 years.

Sales

2008	2009	2010	2011
115 trillion won	125 trillion won	140 trillion won	142 trillion won

Investment

2008	2009	2010	2011
11.3 trillion won	11.7 trillion won	17.2 trillion won	19.4 trillion won



▶ Sales and Investment in 2011 are estimated.

Korean First

For 65 years since it was founded in 1947, LG has achieved many "Korean firsts," leading the way in corporate management and customer satisfaction.

Cream
1947.1



Toothpaste
1954.10



Radio
1959.11



Fan
1960.3



Telephone
1961.7



Refrigerator
1965.4



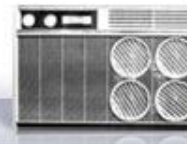
Synthetic detergent
1966.4



Black and white TV
1966.8



Air conditioner
1968.3



Washing machine
1969.5



A first for a private corporation

Recruits university graduates
(Lak Hui Chemical Industrial Corp.)

1957.3

A first for a private corporation

IPO (Lak Hui Chemical Industrial Corp.)

1969.10



A first for a private corporation

Operates an integrated computer room

1987.1

A first for a private corporation

Opens Science Hall (LG Science Hall)

1987.7



A first for a large corporation

Shifts to a holding corporation system

2003.3



Korean first

"Factive" (Quinolone antibiotics), Korea's first new medicine to obtain US FDA approvals

2003.4



LG Brand

In 1995, we established our new Corporate Identity (CI), and created the LG symbol mark, 「The Face of the Future」. In 2007, we brought into the Brand Identity (BI) of 「Loving Customers」, the differentiated values, cultures, and identity that the LG brand pursues so that customers can easily associate the BI with LG.



The Face
of the Future

In 21 nations around the world, the LG brand is now receiving praise from customers as a top global brand. We will continue to provide differentiated value to our customers, thereby spreading LG's love across the globe.



Twenty-one nations where recognition of and preference for LG are ranked among the **top three**.

Culture

In 2005, LG proclaimed the 「LG Way」 the foundation for our employees' way of thinking and code of conduct, and we are developing the LG Way into our unique culture. On the basis of our management philosophy of “creating value for customers” and “Respecting human dignity”, LG Way aims to achieve the goal of being “No. 1 LG” through “Jeong-Do Management” that embraces LG’s code of conduct of competing fairly.

LG Way



Corporate Social Responsibility

LG's true love for the world

LG extends its social volunteer services beyond national, racial and religious boundaries to make the world a better place to live in. LG Foundation and LG affiliates lend their helping hands to marginalized members of our society, both at home and abroad.

Six philanthropic foundations

LG Yonam Foundation

Cultural field

Operation of LG Arts Center
Operation of LG Sangnam Library

LG Welfare Foundation

Welfare field

Support for construction of childcare centers
Welfare business for young, elderly and disabled people

LG Evergreen Foundation

Environmental field

Business of recovering forests
Business of protecting birds

LG Yonam Education Foundation

Education field

Operation of LG Yonam Education Foundation
(Cheonan Yonam College/ Yonam Institute of Digital Technology)

LG Sangnam Press Foundation

Media field

Support for overseas training of journalists
Support for language education courses (English/Chinese) of journalists

LG Microcredit Foundation

Microcredit field

Support microcredit funds for low creditors

Global corporate social responsibility activities

Environment Sustainability Programs

Global Environment Conference
Environment Award
Environment Campaign

Support for Education

LG-established Schools:China
Support for speech and invention contests :Malaysia
LG Quiz Competition for Scholarship:Ukraine

Helping Hand for Those in Need

Poverty Relief of Africa:Ethiopia, Kenya
Free Eye Surgery:South Africa
Cleft lip and palate Surgery: Colombia, South Africa
Support for victims of natural disasters :Peru