

# BUSINESS INTRODUCTION

Littlebit Experience Day 2026

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# LG Corp.

Holding structure (2024 base)

## Revenue



**192** KRW Trillion (EUR 96 Milliarden)

## Companies



Domestic operation **60**

Global operation **288**

Workforce **270,000**

## Revenue share by companies

**59%**

### Electronics

LG Electronics

LG Display

LG Innotek

**29%**

### Chemicals

LG Chem

LG Energy Solution

LG Household & Health Care

**12%**

### Telecom & Services

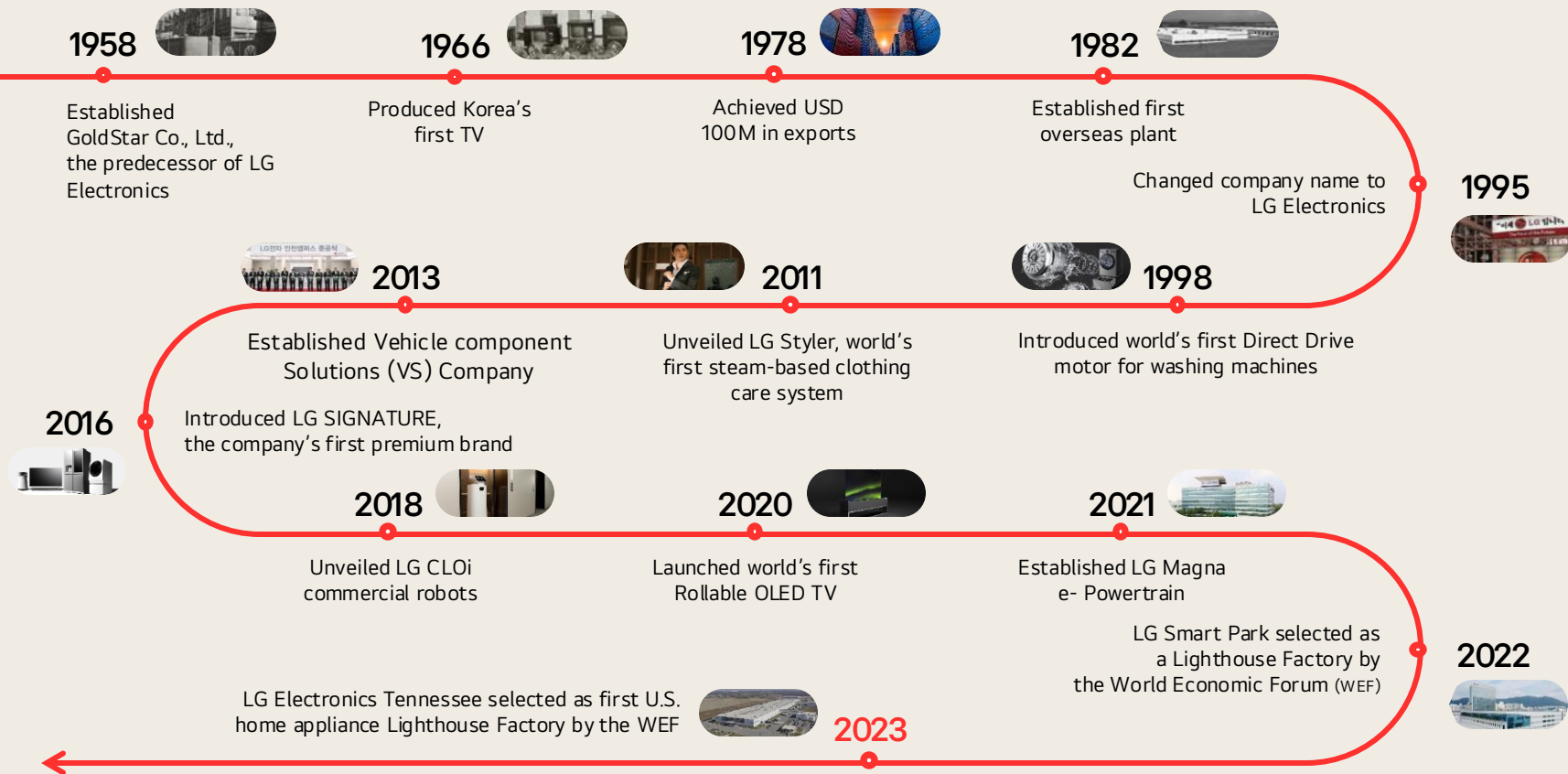
LG U+

LG CNS

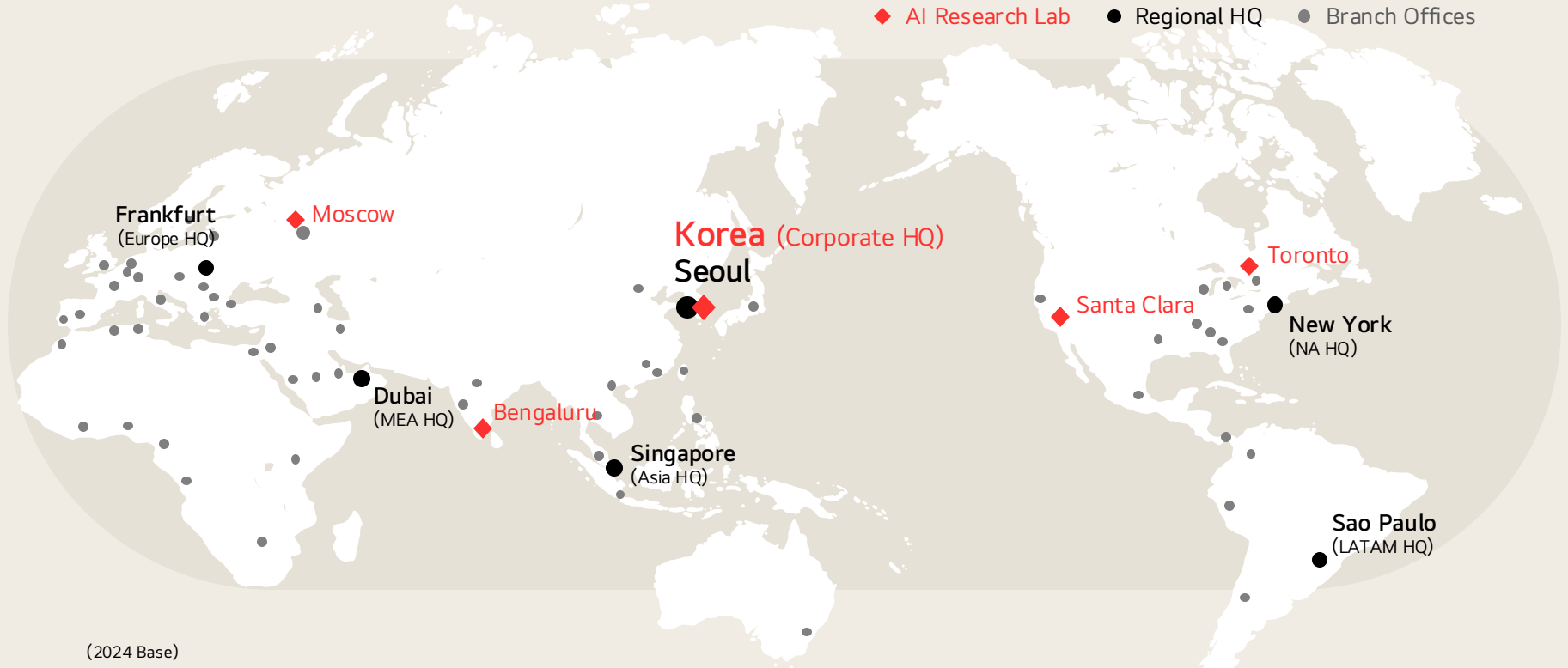
LG HelloVision

# History

LG Electronics over the years.



# Global Network



(2024 Base)

Workforce

75,241



Korea : 35,727

Global operations

146



Global : 39,514

# 2025 Structure

Change with focus on  
Space, Customer, and Solution



## Companies

HS

Home Appliance  
Solution

MS

Media Entertainment  
Solution

VS

Vehicle Solution

ES

Eco Solution

CEO



## Regional offices

Overseas Sales &  
Marketing Company

North America

Latin America

Europe

Asia

Middle East & Africa

Korea Sales &  
Marketing Company

# Business Overview



Home Appliance Solution



Media Entertainment Solution



Vehicle Solution



Eco Solution

# Media Entertainment Solution



Information  
Display

TV



Speakers  
& Audio

Computing  
Products



# LG Information Display | Product & Solutions

LED Signage



LG ConnectedCare

LG SuperSign Cloud

LG DOOH Ads

Digital Signage



LG ConnectedCare

LG SuperSign Cloud

LG DOOH Ads

Commercial TV



LG Pro:Centric Cloud

LG Pro:Centric Stay

LG DOOH Ads

## Software Solutions



### LG Business Cloud

Software Solutions that help businesses operate displays more effectively across multiple locations

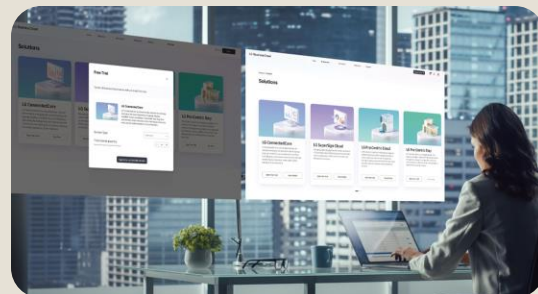
LG ConnectedCare

LG Pro:Centric Cloud

LG SuperSign Cloud

LG Pro:Centric Stay

LG DOOH Ads



# LG Information Display | Customer Value

We offer a total solution that elevates the value of commercial properties.

**1**

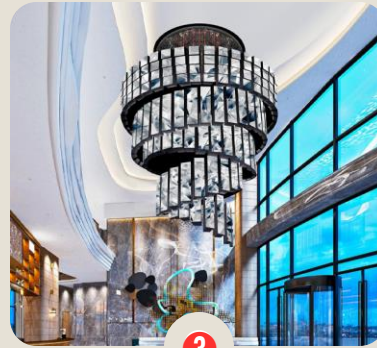
## Customized B2B Solution

Wir bieten ein vielfältiges Produktangebot für verschiedene gewerbliche Bereiche sowie integrierte Dienstleistungen von der Fertigung bis zum Management.

**2**

## Reliable Partner

Wir bieten hochwertige Produkte und umfassende Garantieleistungen, gestützt auf fast 70 Jahre Erfahrung. Partnerschaften mit Provider und Drittanbieter.

**3**

## Cutting Edge Technology

Wir bieten Ihnen kompetente Beratung, die auf langjähriger Erfahrung mit groß angelegten Projekten und fortschrittlichen Lösungen basiert, um Ihre Räumlichkeiten aufzuwerten.

**4**

## ESG-Certified Company

Wir haben für unser umweltfreundliches Management und unsere Initiativen mehrere ESG-Zertifizierungen erhalten.

# LG Information Display | ESG Driven Company

**Mission:** Innovation for a Better Life

**Vision:** Smart Life Solution Company

## ESG Assessment

LG Electronics is evaluated for its sustainability management performance by credible institutions such as S&P Global and MSCI.



**S&P Global CSA** Corporate Sustainability Assessment  
Globally recognized evaluation of a company's sustainability practices, focusing on ESG factors. LGE achieved a Top 1% ranking for the 2<sup>nd</sup> consecutive year. Also, LGE has been included in the Dow Jones Sustainability World Index(DJSI) for 13 consecutive year.



**MSCI** Morgan Stanley Capital International  
LGE earned Grade "A" from MSCI ESG Ratings which are a measure of a company's resilience to long-term, financially relevant ESG risks.



**CDP Climate**  
CDP is a global evaluation program in which major global financial institutions evaluate and disclose environmental information. LG's CDP climate Change 2024 was rated Grade "B"



**EcoVadis (Platinum)**  
One of the world's leading providers of business sustainability ratings. LGE has been awarded Platinum rating, which makes the company world's top 1% out of 150K firms.



**FTSE4Good**  
LGE has been listed on FTSE4Good for 10 consecutive years, which shows the company's strong commitment to sustainability and responsible business practices.



**Sustainalytics**  
Measures a company's exposure to industry-specific material ESG risks and how well a company is managing those risks.



**KCGS** Korea Institute of Corporate Governance and Sustainability  
LGE has earned Grade "A" from the ESG Evaluation and Rating Announcement of KCGS for 4 consecutive years.

## Global Initiatives

In line with the global trend for more sustainable world, LG Electronics actively participates in global voluntary initiatives and ensure transparency in publishing ESG disclosures.



Renewable Energy 100%



Carbon Disclosure Project



United Nations Global Compact



Global Reporting Initiative



Responsible Business Alliance



Task Force on Climate-Related Financial Disclosures



K-EV100



UN Sustainable Development Goals



Responsible Minerals Initiative



Sustainability Accounting Standards Board

# LG Information Display | ESG Driven Company

**Mission:** Innovation for a Better Life

**Vision:** Smart Life Solution Company

## Green Circularity

- Application of recycled resin to the rear cover of digital signage
- Packaging composed of recycled cardboard and black ink only



## Carbon Trust Footprint

- LG's mission is to accelerate the move to a decarbonized future, Target to achieve the certification step by step from "CO2 Measured" to "CO2 Reduced" label

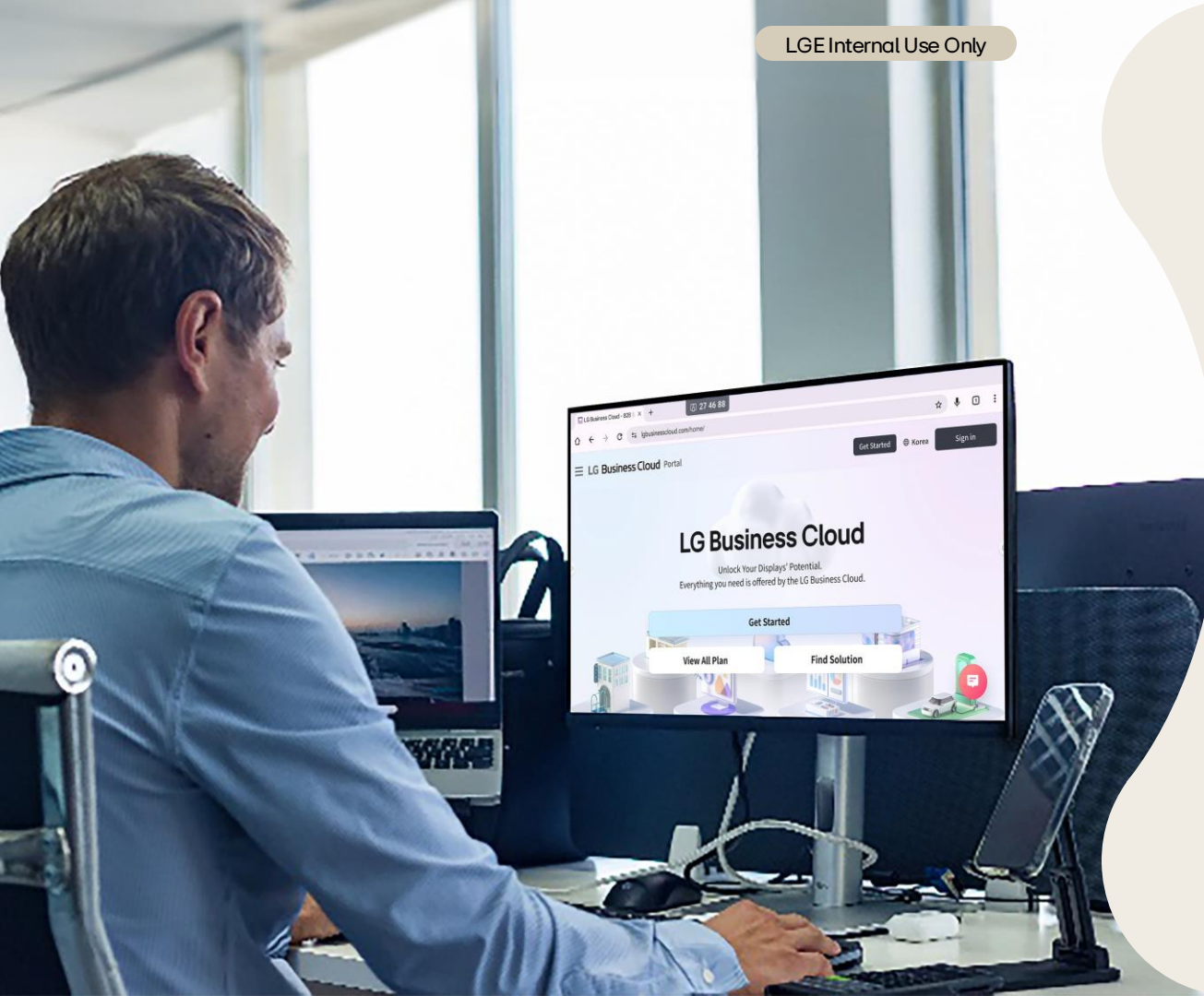


- CO2 Measured : UM5N-E, TR3DQ
- Reducing CO2 : UH5N-E, UH7N-E

## Energy Saving Certification

- Meet the standard required by EPEAT, which is an online registry for greener electronics





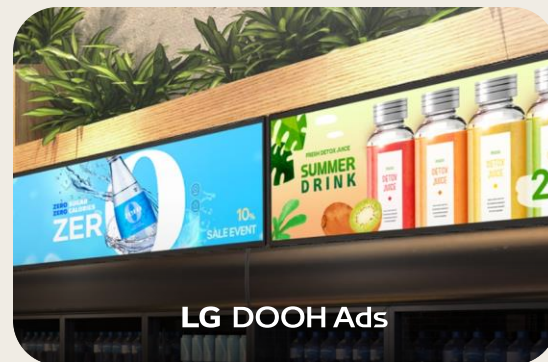
## LG Business Cloud

Integrated cloud platform  
with LG B2B software solutions.

Simplify, Scale, and Manage  
Your Digital Signage Effortlessly.

## LG Business Cloud

LG Business Cloud platform unifies CMS and RMS solutions to monitor devices, create and distribute content, and deliver advertising, all to help you enhance your business' operational efficiency.



## LG ConnectedCare

### I Remote Management Solution

LG ConnectedCare centrally monitors and controls signage displays to ensure stable operation across multiple locations worldwide. It provides reports on abnormal operating conditions, ensuring stable operation and minimizing downtime.



### I Device Control

- Remote and multi-control
- Auto cloning data
- Custom presets



### I Device Monitoring

- Issue detection with email notification
- Device and energy dashboard
- LED status monitoring



### I Analysis Report

- License status report
- Issue status report
- Energy management



# LG SuperSign Cloud

## I Content Management Solution

LG SuperSign Cloud makes it easy to create and distribute content. With a variety of content management tools and templates, businesses can effortlessly design and share their materials.



### I Content Management

- Wide range of content resources
- Automatic image generation with GEN AI
- Drag-and-drop content scheduling



### I Professional Content Partners

- Design and art content
- Background music
- Audience measurement
- Multi-POS system
- Infotainment



### I Device Management

- Device status
- Device and rules settings
- Multi-device sync



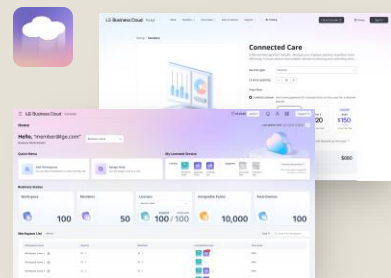
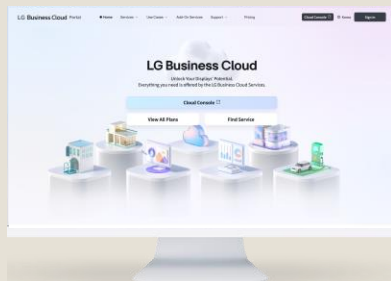
### I Analytics Report

- Playback history
- Device status report
- Content effectiveness metrics



# Why LG Business Cloud?

Cloud-driven software solutions for centralized management and control.



Control and monitor your digital signage anytime, anywhere, *24/7* via the internet.



Lower initial costs by eliminating the need for physical server installation and on-site visits.



Pay only for active devices with our "Days" licensing system and scale according to your needs.

LGE Internal Use Only

## LED Signage

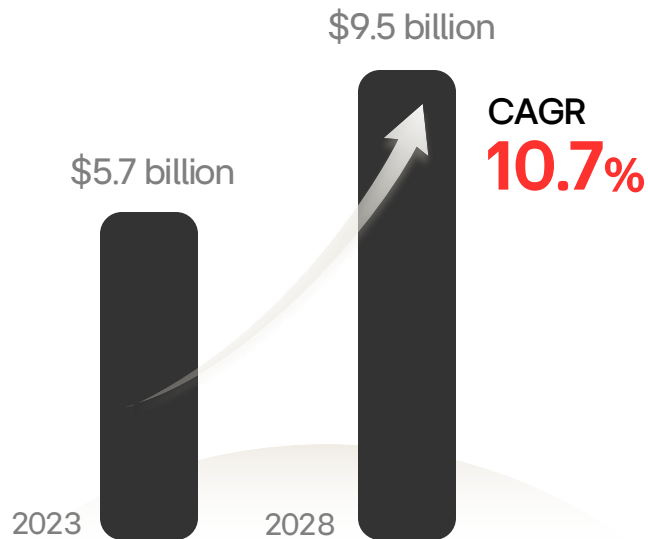
We offer a complete line-up, from super fine pitch to standard indoor and outdoor pitch, suitable for diverse commercial applications.



# LED Signage Market Trend

## Growing demand for high-resolution LED signage

Growth projection for global LED signage



## Market is moving from LCD signage to LED signage

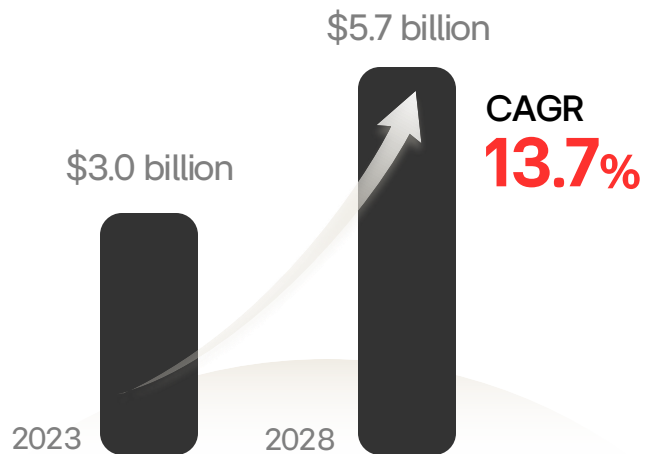
- ✓ LED signage offers virtually unlimited scalability
- ✓ Delivers dramatically superior picture quality compared to LCD signage
- ✓ Bezel-less LED signage allows for greater versatility in commercial display settings



# LED Signage Market Trend | Fine pitch LED

## Growing demand for high-resolution fine-pitch LED

Growth projection for fine-pitch LED signage



1) Fine pitch refers to a pitch of 1.99mm or less

## Micro LED material trend



SMD Type

### Surface Mount Device

The process of adding an additional coating on top of the package is known as GOB. Unlike COB, it does not suffer from reduced brightness, heat dissipation, or black expression.



COB Type

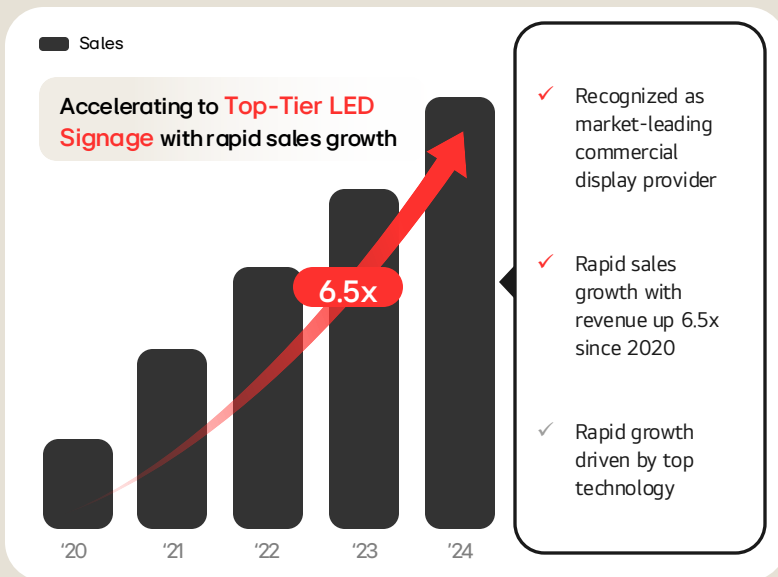
### Chip on Board

A similar sounding term, "Mini LED" refers to either a TV with a COB-type BLU or a fine-pitch DV-LED display with a multi-in-one package. However, there is no single universally accepted definition on the market.

# ID Global Market Position | LED Signage

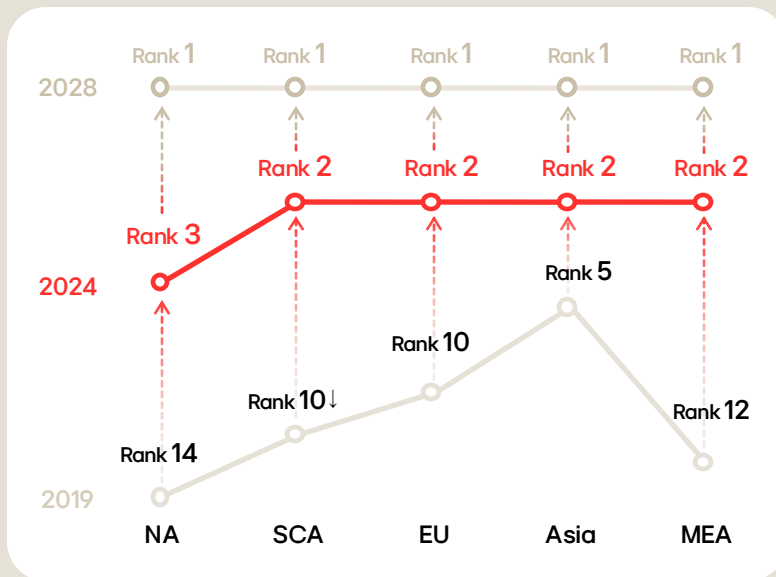
LED signage is a core product of the fast-growing ID business, and LG is emerging as a leader in the global fine-pitch market.

## Global LED Signage Sales Volume<sup>1)</sup> & M/S



LG's growth in the evolving commercial display market

## Regional Market Share Rank for Fine Pitch LED ('24)



Striving for global No.1 in fine-pitch by 2028

1) Output of LED Signage makers.

# LED Signage Use Cases

LG LED signage adapts to customer needs with a wide range of brightness, resolution, and design options, making it suitable for any indoor or outdoor space across various verticals.

Space-Optimized LED Pitch Recommendations			
P5.0	Public	DOOH, Media Facade Stadium Cinema Outdoor Cinema Multiplex Building Exterior	
	Hospitality	Hotel Cruise Ship	
	Transportation	Airport Train Station	
	Retail	Shopping Mall Drive-Thru SMB	
P2.0	Corporate	Flagship Store Lobby, Auditorium Meeting Room Broadcasting, VP Control Room	
		Education	Classroom
		Home Cinema	
LED Pixel Pitch		Spaces	



# LED Signage Use Case – Airport Frankfurt Terminal 3

EMV-Klasse-B-zertifiziert & brandsicheres Design (VdS-6024-konform)

So schützt die E-Bulb Ihr Gerät

Die E-Bulb\* ist darauf ausgelegt, Überhitzung im Inneren des Geräts zu erkennen und bei Erreichen einer definierten Temperatur ihr Löschmittel zu aktivieren. Dadurch wird die Stromversorgung unterbrochen, um weitere Risiken zu reduzieren. Basierend auf bewährter Sprinklerglas-Technologie unterstützt sie das Risikomanagement und trägt zu einem sicheren Gerätebetrieb bei.



## Anerkennung Approval



von Bauteilen und Systemen  
of Components and Systems

LG Electronics Deutschland GmbH  
Alfred-Herrhausen-Allee 3-5  
DE-65760 Eschborn

Zertifikats-Nr. / Approval No.	Anzahl der Seiten / No. of pages	Gültig vom (TT.MM.JJJJ) / valid from (dd.mm.yyyy)	Gültig bis (TT.MM.JJJJ) / valid until (dd.mm.yyyy)
S 625010	4	03.12.2025	02.12.2029

Bezeichnung der Anerkennung / Subject of the Approval  
Schutzkonzept / Protection Concept  
LHCB025 YN

Verwendung / Use

in elektrischen Kleingeräten gemäß VdS 6024 /  
in small electrical devices acc. to VdS 6024

Anerkennungsgründlagen / Basis of the Approval  
VdS 3115:2025-01  
VdS 6024:2023-09

Die Anerkennung umfasst nur die angegebene Bauteile/Systeme oder die Prüfung angelegten Ausführung

- mit den Bestandteilen nach Anlage 1.
- Änderungen in den technischen Unterlagen nach Anlage 1.
- zur Verwendung in den angegebenen Einrichtungen der Brandschutz- und Sicherheitstechnik.

Bei der Ausweisung des Zertifikats für die Anerkennung sind die Hinweise nach Anlage 2 zu beachten.

Das Zertifikat darf nur verwendet und mit ähnlichen Angaben veröffentlicht werden. Alle Änderungen der Verantwortungen für die Anerkennung sind der VdS-Zertifizierungsstelle – mittels den entsprechenden Unterlagen – vorzulegen zu übermitteln.

This Approval is valid only for the specified components/system or hardware for testing.

- together with the parts listed in enclosure 1
- if mentioned in the technical documents according to enclosure 1
- for the use in the specified fire protection and security installations.

When using the subject of the approval the notes of enclosure 3 shall be observed.

This certificate may only be reproduced or printed without any modifications including all enclosures, all changes of the underlying conditions of this approval shall be reported at once to the VdS certification body including the relevant documentation.

VdS Schadenverhütung GmbH  
Ankerstr. 114  
D-50275 Köln

Ein Unternehmen des Gesamtverbandes der Deutschen Versicherungswirtschaft e.V. (GDV), durch den VdS anerkennt die Zertifizierungsstelle für Produkte in den Bereichen Brandschutz- und Sicherheitstechnik.

A company of the German Insurance Association (GDV) accredited by VdS as certification body for fire protection and security products.

Köln, den 03.12.2025

Dr. Reinermann  
Geschäftsführer /  
Managing Director

ppd. Bollinger  
Leiter der Zertifizierungsstelle /  
Head of Certification Body

# LG LED All-in-One



## New - LAAB136 (MAGNIT)

Pixel Pitch 0.78 mm

Resolution UHD 3'840 x 2'160

Brightness 500nit

Contrast Ratio 40'000:1

Power Consum 500W Screen Avg.

IP Rating IP50/IP30

Life Time 150'000 Hours

Certifications EMC Class B, TÜV, Safety 62368-1 & 60950-1, etc.



## New - LASA136 (COB)

Pixel Pitch 1.56 mm

Resolution FHD 1'920 x 1'080

Brightness 600nit

Contrast Ratio 15'000:1

Power Consum 500W Screen Avg.

IP Rating IP50/IP30

Life Time 150'000 Hours

Certifications EMC Class A, BS476 Part 7 Class 1



## LAPA136 (SMD)

Pixel Pitch 1.56 mm

Resolution FHD 1'920 x 1'080

Brightness 500nit

Contrast Ratio 3'000:1

Power Consum 650W Screen Avg.

IP Rating IP50/IP30

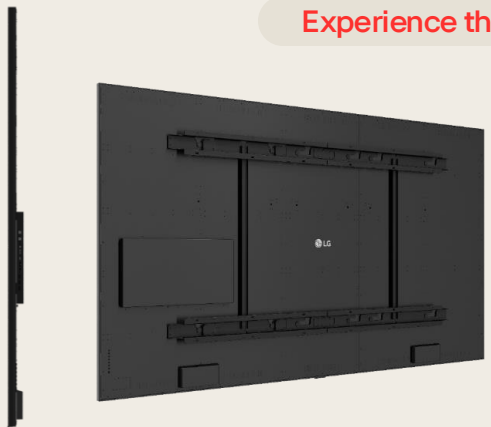
Life Time 100'000 Hours

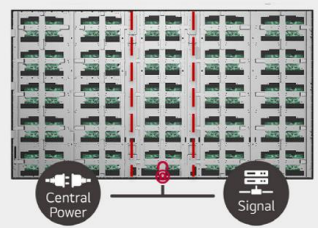
Certifications EMC Class A, BS476 Part 7 Class 1

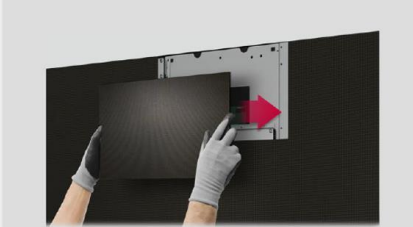
# LG LED All-in-One

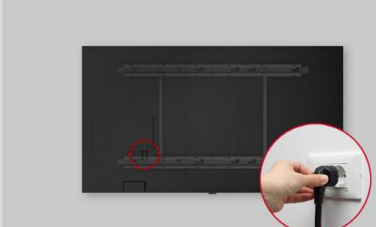
This line-up features REAL All-In-One 136- and 163-inch screens with a built-in controller and speakers that make it easy to setup wherever you like.

Experience the convenience of easy installation and a user-friendly interface.



- 

1 Secure three Rear Frame Assy' and connecting main powers/signals
- 

2 Attach LED modules to cabinets
- 

3 Connect the two power cables

## LED COB All-in-One Series



LAAB136

136" UHD Screen  
0.78mm Pixel Pitch



LASA136

136" FHD Screen  
1.56mm Pixel Pitch



LASA163

163" Coming Soon

## LED SMD All-in-One Series



LAPA136

136" FHD Screen  
1.56mm Pixel Pitch



LAPA163

163" FHD Screen  
1.88mm Pixel Pitch

## Key Features

Expansion Installation for large screen sizes

Quick and easy Installation and maintenance

All-in-one solution with built-in sound and controller

Support for diverse interfaces

# LG MAGNIT

Our Micro LED displays, named **LG MAGNIT** use millions of self-emissive, micrometer-scale pixels to create images of exceptional vibrancy and depth.

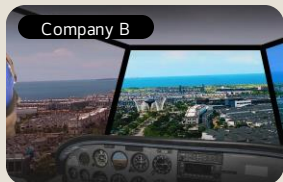
Designed to deliver next-level viewing experiences, **LG MAGNIT** solutions are suitable for various business and residential environments.



# LG MAGNIT | 3 More 3 Less

## 3 More

### + More Viewability 360° Viewing Angle



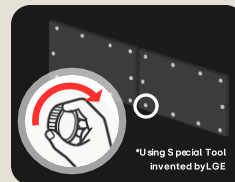
Color Consistency for Wide Viewing Angle  
www.lge.com  
ID: 1111295720



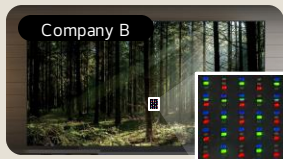
Color Consistency for 360° Viewing Angle

## 3 Less

### - Less Installation Effort Easy Adjustment & Cable-Free Connection

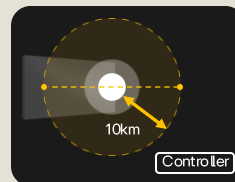
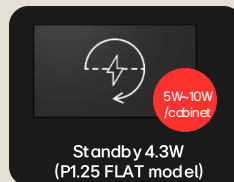
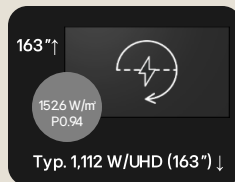


### + More Accuracy Low Grayscale Image Clarity

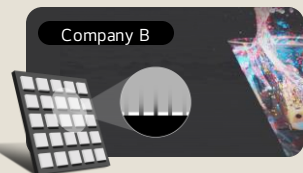


Color Consistency for Wide Viewing Angle  
www.lge.com  
ID: 1111295720

### - Less TCO Power Efficiency & Long-Distance Connectivity



### + More Vibrance Perfect Black & Vibrant Color Expression



### - Less Risk Fire Safety



# LG MAGNIT | Product Lineup



## for Commercial

**LSAB** 0.78 / 0.94 / 1.25 mm

**LSAP** 0.78 / 0.94 / 1.25 mm

**LAAA** 0.78 / 0.94 / 1.56 mm

**LSAJ** 0.78 mm

**LMPA** 0.94 mm

**LMPB** 0.78 mm



Corporate · Retail · Education · Public



## for Virtual Production

**LBAF** 1.56 mm



**LBAG** 1.56 mm



Virtual Production · XR Studio



## for Residential

**LSAH** 0.78 mm



Hospitality · VIP Lounge

LGE Internal Use Only



RECEPTION



## Digital Signage

An exceptional viewing  
experience, wherever you are.

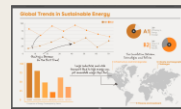
# LG Digital Signage | Line-up



High brightness



New E-Paper



Interactive



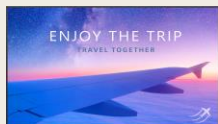
Kiosk



Videowall



Stretch



Standard

New 110" & 32"

25% Haze, 500nit, 24/7,

Portrait & Landscape



OLED

# LG Digital Signage

Ultra Low Powered Signage – Designed for Comfort and Built for Efficiency

E-Paper 32RS1Q

32RS1Q

## The Essence of Slim

- Slimmest Depth 17.8 mm
- Even Bezel 13.3 mm
- Lightweight 3.1 Kg

## Convenient WebOS Platform

- Local Usage with Embedded App, USB Plug & Play, MobileApp
- Remote Usage SuperSign Cloud, SuperSign CMS (On-Premise), SI CMS Server (Support APIs), Mobile App

## Battery and Power Options

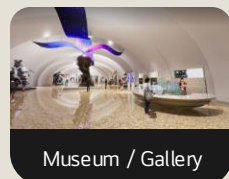
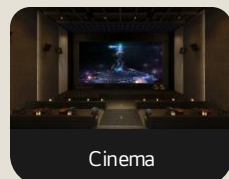
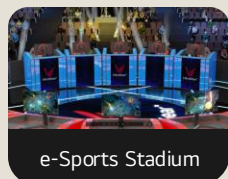
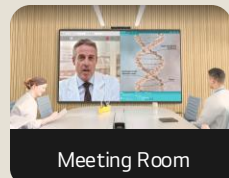
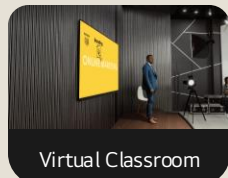
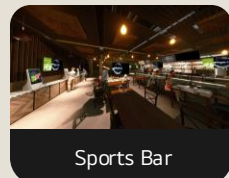
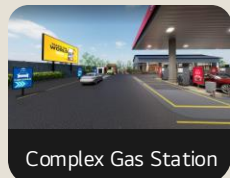
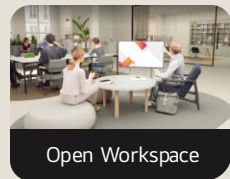
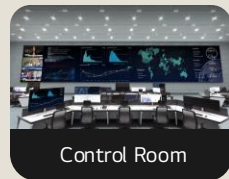
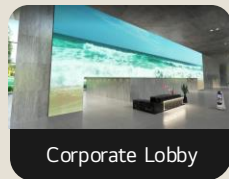
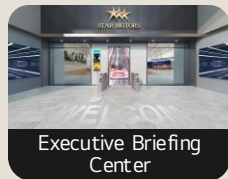
- High-Capacity Built-In Battery 75Wh / 360 Days (Image Refresh 2 Times/Day (est.))
- For Plug-In Charging (USB Type-C)
- Full Charge Time 3 Hours (est.)
- For Wireless Charging (Magnetic Mount)

## Flexible Installation

- VESA 100x100 mm
- Hanging Mount
- Compatible with Stands (Standby Me 2)

# Vertical Market Approach

Wide coverage and availability for vertical markets, with collaboration expertise and synergy with LGE visuals and displays.



**Life's Good.**