LG Electronics-Company Profile

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Key Information

LG Electronics Ltd.(LGE)	
Revenues	2010: $48.27B
	2009: $43.52B
	2008: $44.84B
Revenue CAGR (2008 - 2010)	3.8%
Net profit (2010)	$1.14B
Net profit CAGR (2008 - 2010)	67.2%
R&D expenses (Percentage of Revenue)	2010:$1397.35M (2.37%)
	2009:$1182.33M (2.29%)
	2008: $424.07M (0.82%)
Number of employees	82,772
Year Established	1958
Headquarters	Seoul, South Korea
Key People	Koo Bon-joon (CEO)
Principal areas of business	Consumer Products Manufacturers: Consumer Electronics, Audio Equipment, Video Equipment, Appliances, Telecommunications Equipment
Segmental breakdown based on turnover (2010)	Home Entertainment 20.48% Mobile Communications 12.84% Home App 9.90% Air Conditioning 4.47% Business Solution 4.48%
Geographical breakdown based on turnover(2010)	Europe (17%) North America (22%) South America (13%) Korea (15%) P R China (8%) Asia (20%) ROW (5%)
Main Subsidiaries (2010)	LG Display (37.9%) LG Innotek (50.60%)
Recent Acquisition Summary	- Acquired Air-conditioning Division of LS Mtron for KRW 150 billion on 10th March 2011
	- Acquired Rental Business of Healthcare Rental Co. Ltd.
Recent License Deals Summary	- Rovi and LG Electronics signed a licensing deal on 22nd June 2011 to further integrate DivX Technology in LGs consumer electronics products

Overview

Vision

LG Electronics continues to pursue its 21st century vision of becoming a worldwide leader in digital?ensuring customer satisfaction through innovative products and superior service while aiming to rank among the world?s top three electronics, information, and telecommunications firms by 2010.

Years in Business

53 Years

Industry Type

Consumer Products Manufacturers

? Consumer Electronics

? Audio Equipment

? Video Equipment

? Appliances

? Telecommunications Equipment

Stock Exchanges listed in with their codes

Primary Symbol & Exchange:066570 - Ordinary Shares ? Korea

Other Symbol & Exchange: LGLD - GDR - London

Contact

20, Youido-dong, Yongdungpo-gu
Seoul 150-721
South Korea

Phone +82-2-3777-1114

Fax +82-2-3777-3428

URL: http://www.lg.co.kr; http://www.lge.co.kr

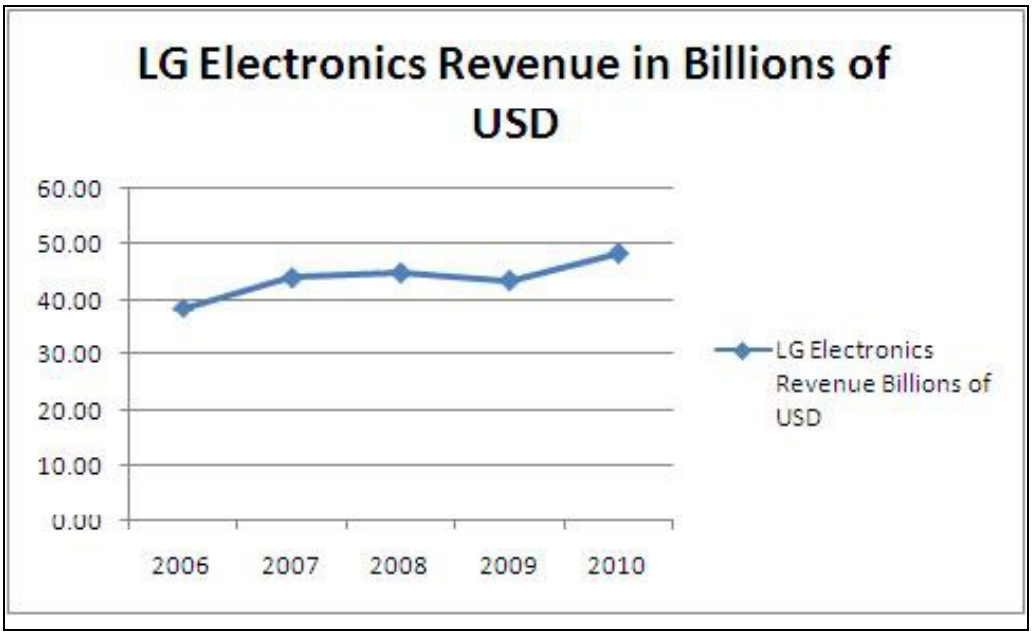
Major Subsidiaries

Sr. No	SUBSIDIARIES AND AFFILIATED COMPANIES	Stake
1	LG Display	38%
2	LG INNOTEK	48%
3	Hi Plaza	100%
4	Hi Business Logitics	100%
5	LG Ericsson	50%
6	Hi M Solutek	100%
7	Hi Tele Service	100%
8	LG Public Small Business Cooperation Fund	50%
9	Innovation Investment Fund	83%
10	K-TV Tech Investment Fund	100%

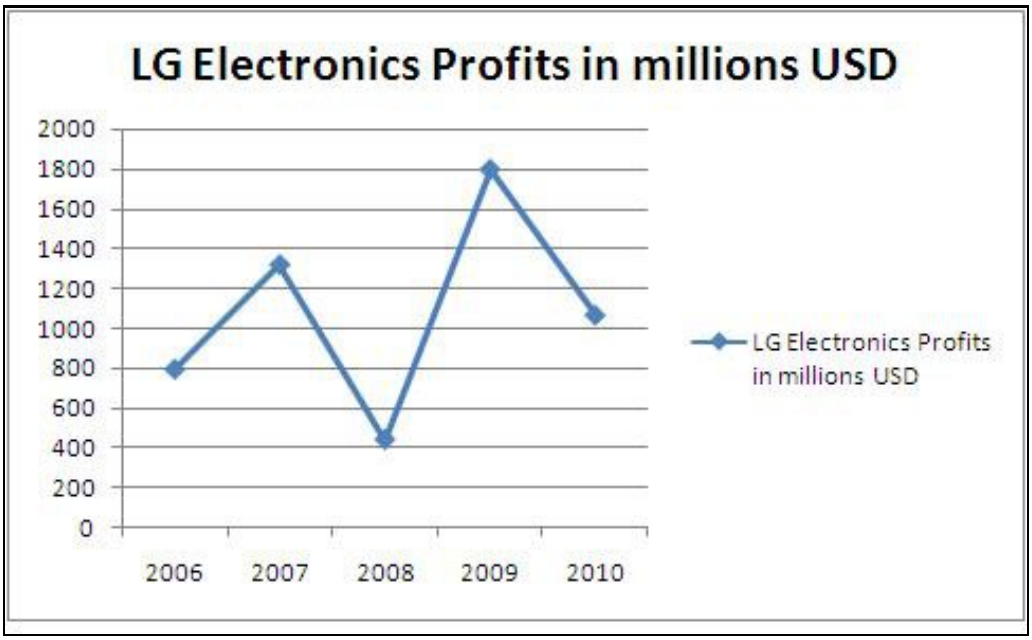
List of all subsidiaries (77)

Company Financials

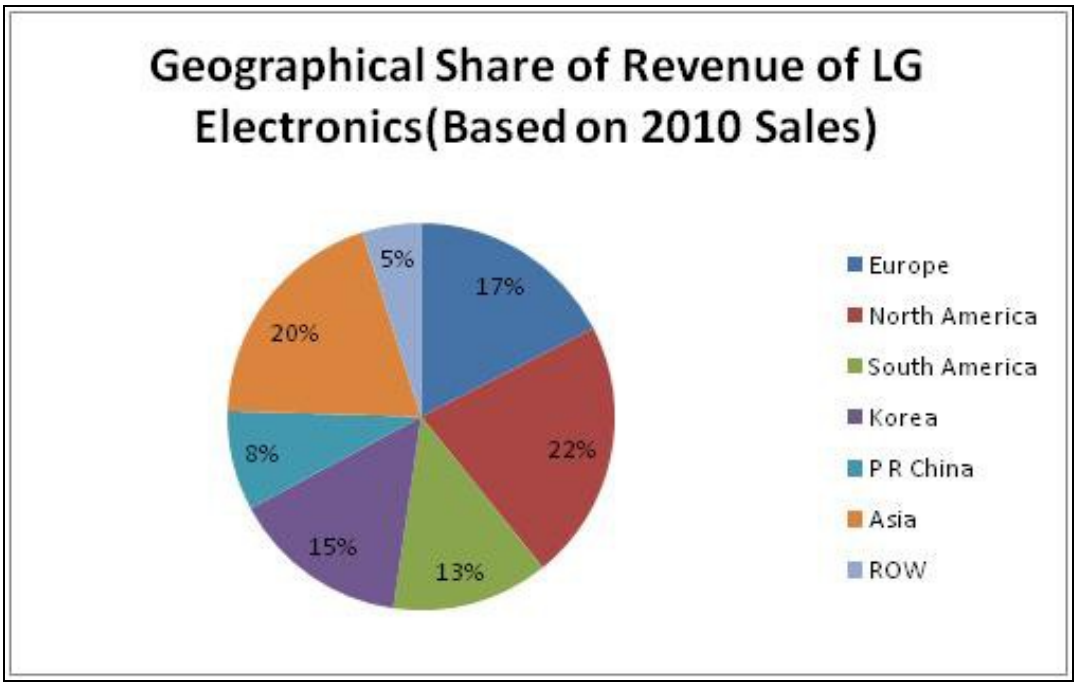
Revenue Trends - 2006 to 2010



Profit Trends - 2006 to 2010



Geographical Analysis

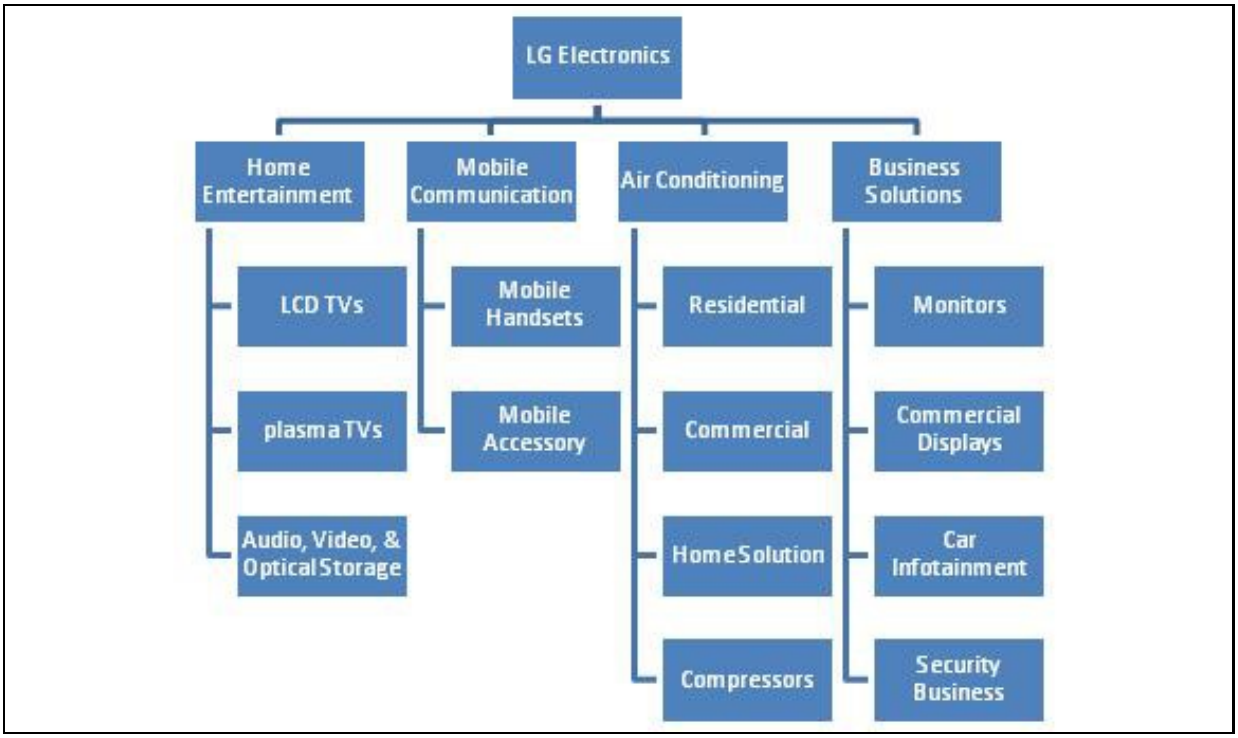


Shareholding Pattern

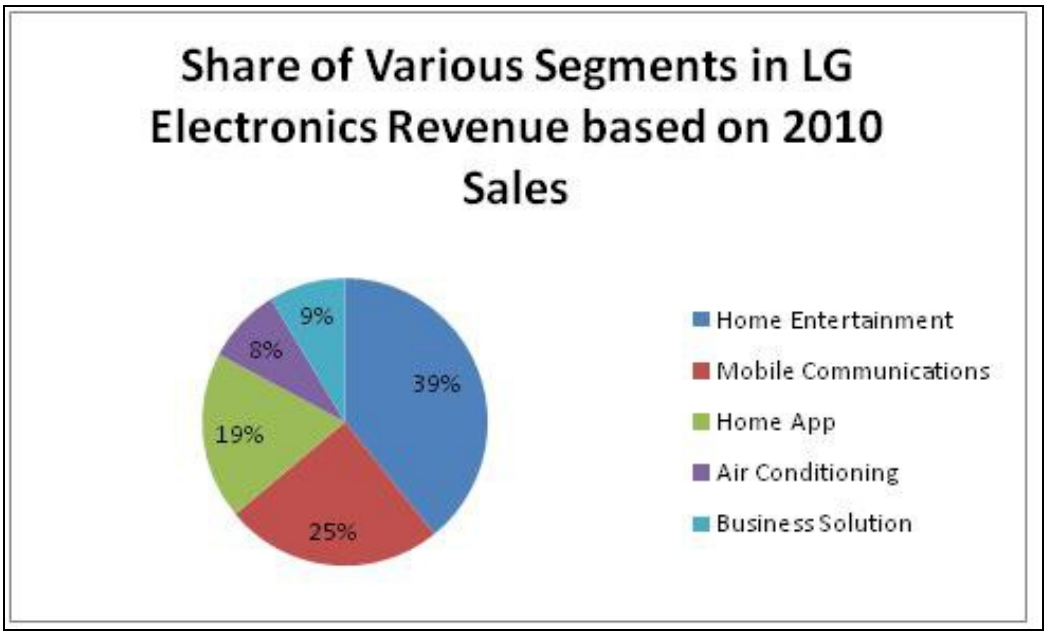
Major Shareholders	Stake
LG Corp.	34.80%
National Pension Service	5.04%

Major Segments of LG Electronics

Typical Products of LG Electronics can be classified in following categories



Revenue Breakdown among Various Categories based on 2010 Sales



Stock Performance of LG Electronics in 2010

Stock Price:

? Share Price (20-May-10): 101,000

? 52-Week High (02-Sep-09): 148,500

? 52-Week Low (20-May-10): 101,000

? Currency: KRW

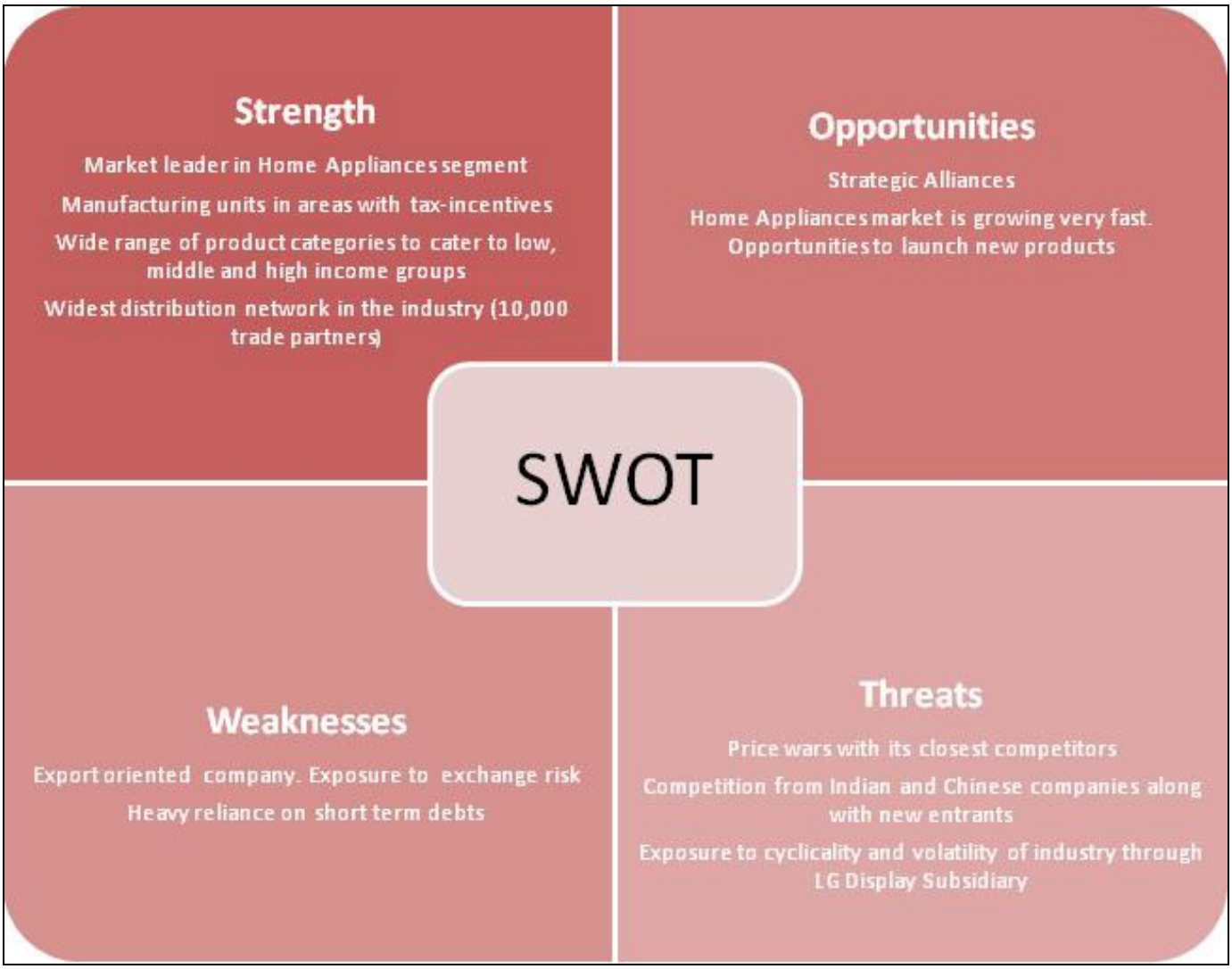
Dividend Information:

? Dividend: 1,750 KRW

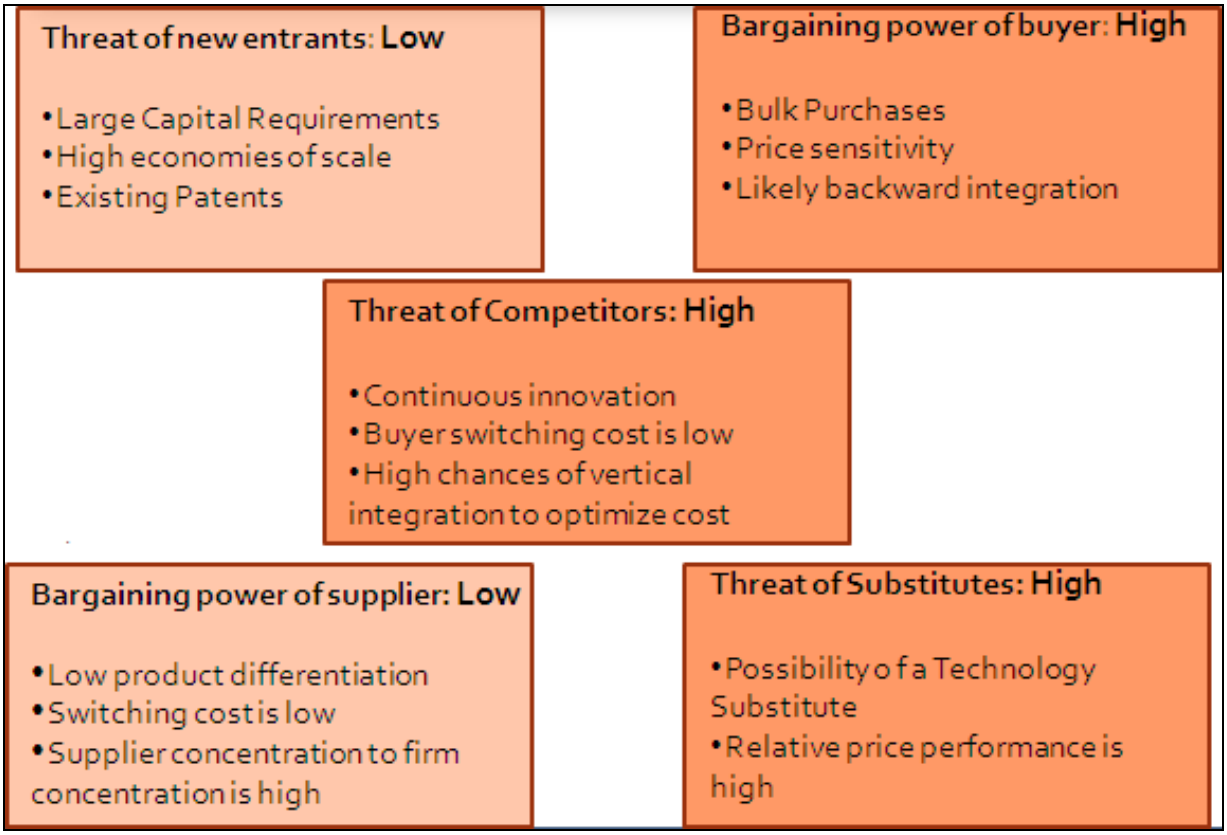
? Pay Date: April 16, 2010

? Ex-Dividend Date: December 29, 2009

SWOT Analysis of LG Electronics

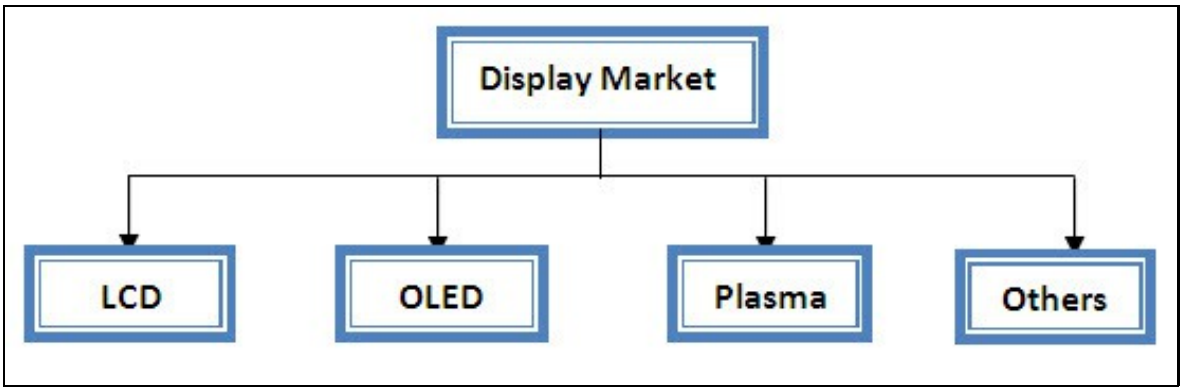


Porter's 5 Forces analysis- Display Industry

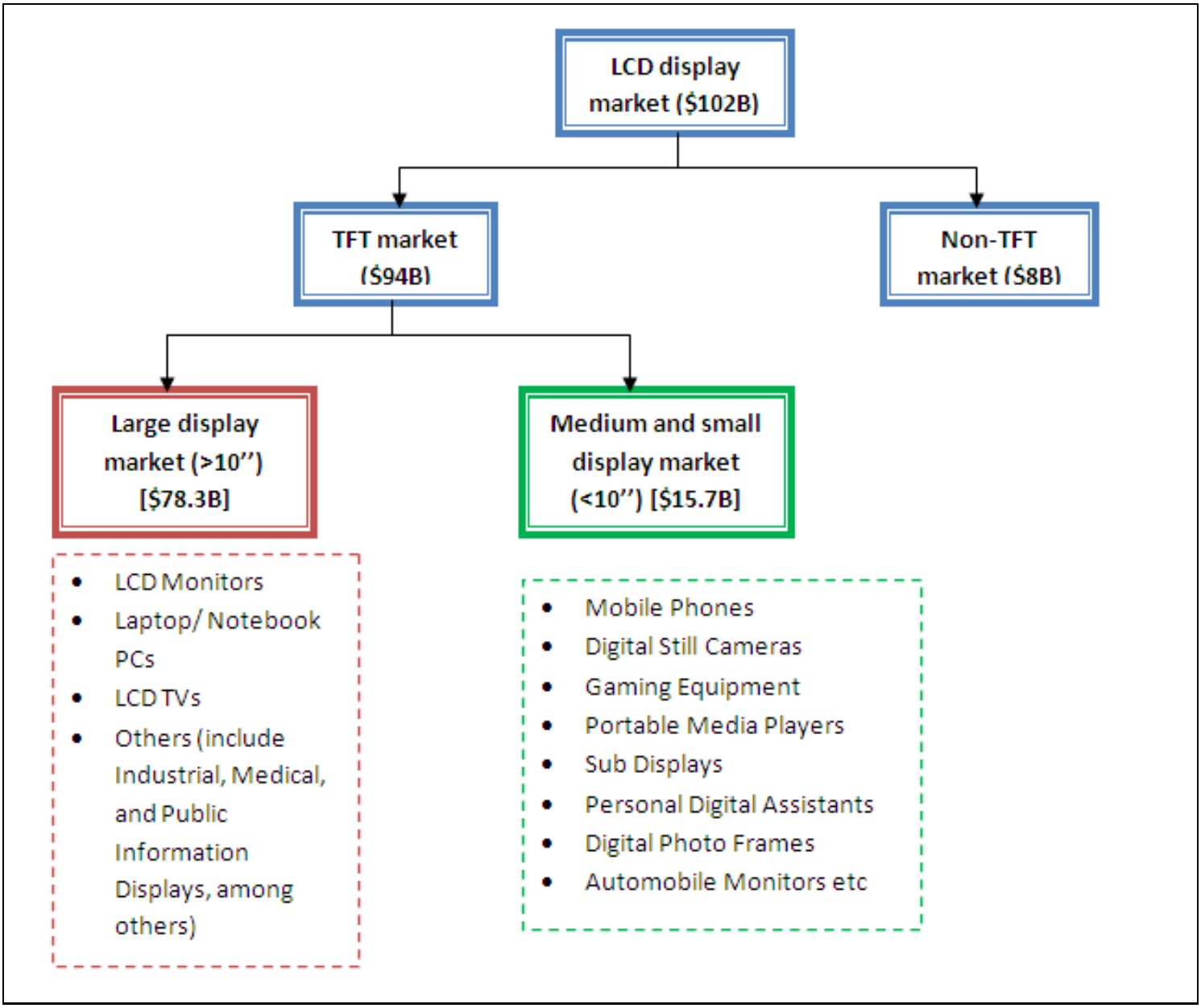


Analysis of display business

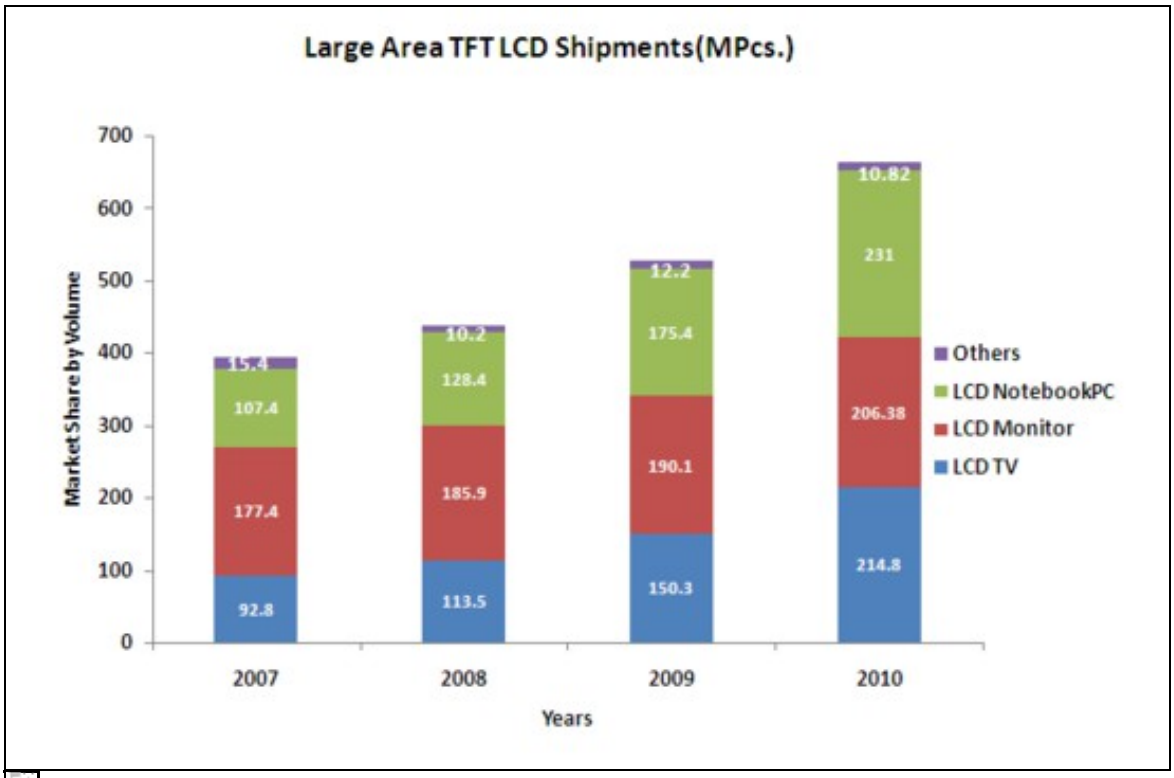
LG Display accounted for approximately 30% of LGE's revenues in 2010. Display business is capital-intensive, competitive and cyclical.

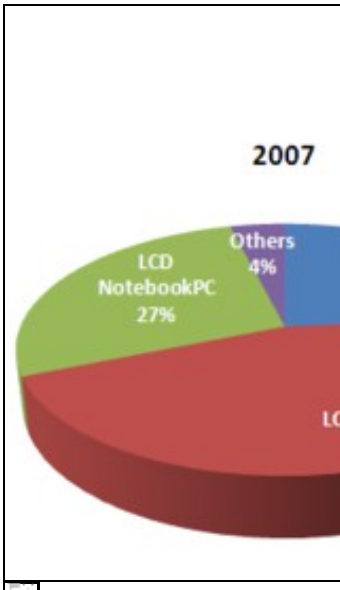


LCD display market in 2010



Large Area TFT market





Sources: Displaybank,Displaysearch

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Year on year there was an increase in shipments for all the products of large area TFT LCD. In total the revenue grew by 25% in 2010 up from 20% in 2009. After recession and a laggard growth of 11.5% in 2008, the market has picked up and the revenue is growing.

- Market revenue overall is growing, but the most promising product and market that uses this technology is Television. With a growth of 42.9% in 2010 up from 32.4% in 2009, the market looks profitable.
- Notebook PC market also looks profitable, with a growth rate of 31.7%, but a decline from the previous year from 36.6%. The OLED technology is eating up the market share of the TFT LCD market share in this market.