

LG Annual Report 2010

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Our great challenge is to be the leading company in creating value for customers and to lead the world in competitiveness

To Our Valued Shareholders and Customers,

First of all, I'd like to sincerely thank you for your dedicated support to LG.

In 2010, the global economy recovered somewhat from the severe slowdown that had persisted since the financial crisis unfolded in 2008. However, this was also a time when we could truly sense the accelerating change in our business environment. Even during this time of economic turmoil, and this fast-paced business environment, LG continued to grow amid the ever-intensifying global competition.

Many of our affiliates met or surpassed their business targets for the year. The display and chemical businesses not only sustained growth but at the same time prudently prepared for the future with aggressive investment in LCDs and next-generation batteries. LG Innotek, LG Household & Health Care, LG Siltron and Serveone all saw their performances improve, helping to strengthen the portfolio of the LG Group as a whole.

Unfortunately, some of our businesses, including mobile phones and telecommunications services, were unable to live up to your expectations. Still, we consider such disappointments to be valuable lessons. They inspire us to join forces in order to make LG the market leader once again.

First, we must be unsurpassed in terms of customer value. We are determined to leverage the competencies we have built up in R&D, production, and marketing to achieve unrivalled competitiveness. Adopting the perspective of demanding consumers, LG will never cease exploring the needs of markets and customers. With this understanding, every attempt will be made to respond to consumers and we will waste no time in developing outstanding products and services.

We will remain meticulous in the areas that are fundamental to customer value, such as product quality, delivery, and performance. Through cooperation with our subcontracted suppliers, we will achieve mutual growth and thereby ensure that LG products and services enjoy world-class competitiveness.

Second, we will step up our efforts to prepare for the future. We will continue to invest in expanding existing, and building new LCD, solar cell, and LED production lines. Investments are also being made in production lines for next-generation batteries and glass substrates, as well as in fourth-generation(4G) mobile communications. By pioneering investment in such areas, we will raise the value of existing business lines.

At the same time, we will ensure that our working atmosphere promotes engagement from all members of the LG organization. We will not allow employees to be satisfied with the status quo. Rather, we will encourage our people to be unafraid of failure and to be willing to take on the daunting challenges necessary to create exceptional customer value.



Meanwhile, our R&D investments will focus on: core and original technologies for OLEDs, 3D panels, and next-generation batteries; competence in smartphone software; and elemental technologies necessary for convergence businesses - including cloud- and smart-based technologies.

In the process, we will strengthen our internal competencies and spark open innovation from external organizations to increase the returns on our investments. Furthermore, we will establish a solid foundation for the future by aggressively going forward with our programs to attract and cultivate top-notch personnel.

Last but not least, we will continue to nurture a self-directed organizational culture that will enable us to continue improving our customer value. To satisfy your expectations as customers and shareholders, we will be attentive to the opinions of those people who work at the frontline of the company and directly communicate with customers.

At the same time, we will ensure that our working atmosphere promotes engagement from all members of the LG organization. We will not allow employees to be satisfied with the status quo. Rather, we will encourage our people to be unafraid of failure and to be willing to take on the daunting challenges necessary to create exceptional customer value.

Our Respected Shareholders and Customers,

In 2011, we will proceed with resolute determination to grow as an innovative organization that is at the forefront of creating customer value and leads the market.

I look forward to your continuing interest and support and remain eager to hear your ideas as we move towards an exciting and bright future.

Thank You.

Bon Moo Koo, Chairman & CEO

enhancing the value of business

“Rather than resting on our laurels, we remain a company that constantly takes on new challenges to create value that will set us apart from the others.”

“We will expand our lines of top-tier products and services and elevate the LG brand even higher.”

“Undaunted by the possibility of failure, we will continue to develop breakthrough technologies that challenge global markets.”



Koo, Bon Moo
Chairman of the Board
Chairman and CEO, LG Corp.



Kang, Yu Sig
Director
Vice Chairman and CEO,
LG Corp.



Cho, Juno
Director
President and COO, LG Corp.



Han, Jun Ho
Director
Chairman and CEO, Samchully



Yoon, Kyung Hee
Director
Chairman, Macquarie Capital Advisors



Kim, Dae Hwan
Director
Professor, Inha University



Lee, Yoon Jae
Director
Chairman of the Board, KT&G

“We are seeking out and cultivating excellent people who can lead LG forward.”

“We compete fairly and honestly, using ethical management as our foundation.”

“We have the wisdom and foresight to prepare tenaciously for the future with a long-term perspective.”



Lee, Myung Kwan
Senior Vice President

Head of Human Resources Team



Lee, Hyuk Ju
Senior Vice President

Head of Finance and Accounting Team



Hwang, Hyeon Sik
Senior Vice President

Head of Management Administration Team (Telecommunications and Services)



Lee, Jong Sang
Senior Vice President

Head of Legal Team



Yang, Jae Hoon
Vice President

Head of Chairman's Office



Lee, Yaun Mo
Vice President

Head of Management Administration Team (Electronics)



Chang, Kenneth Wonuk
Vice President

Head of Business Development Team

establishing a solid foundation for the future



Kang, Min Seok
Vice President

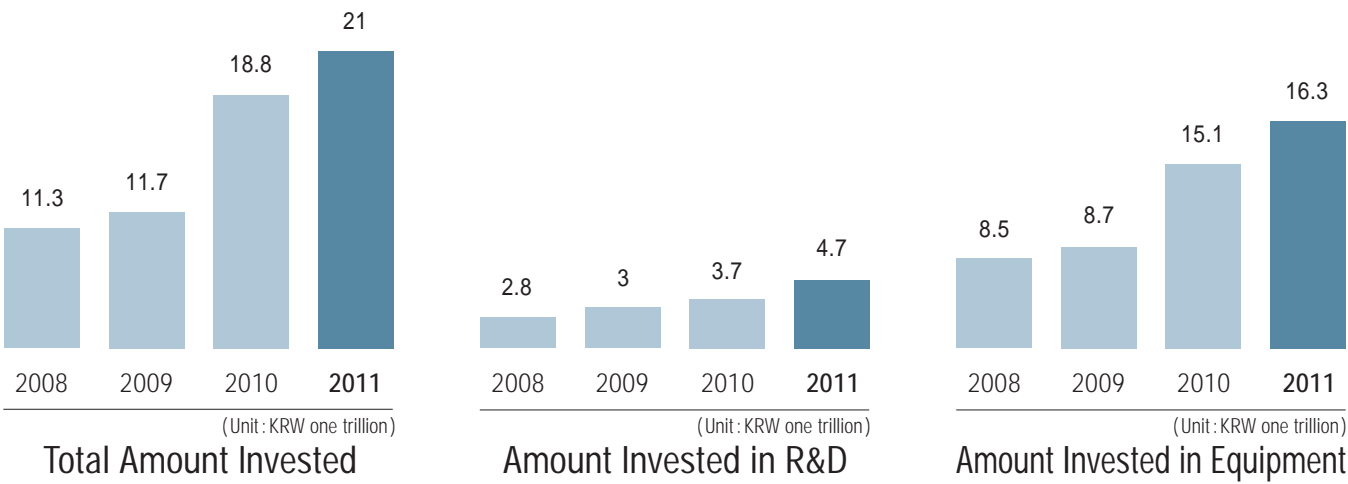
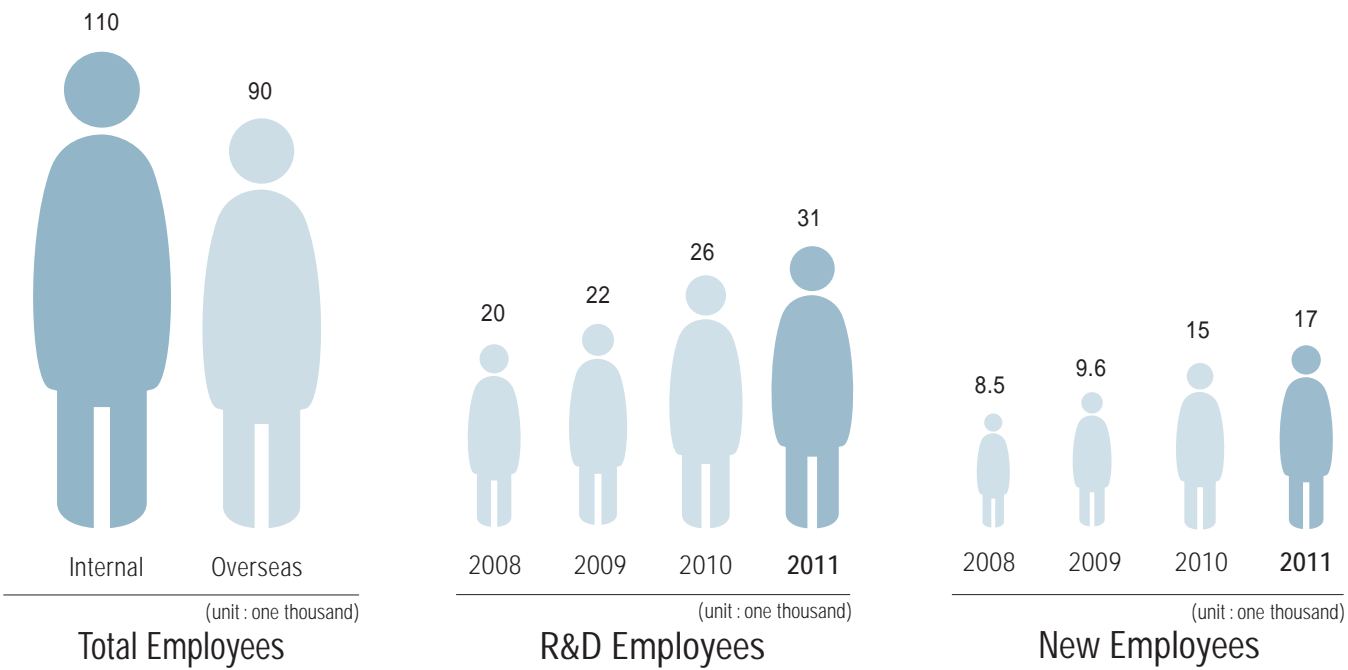
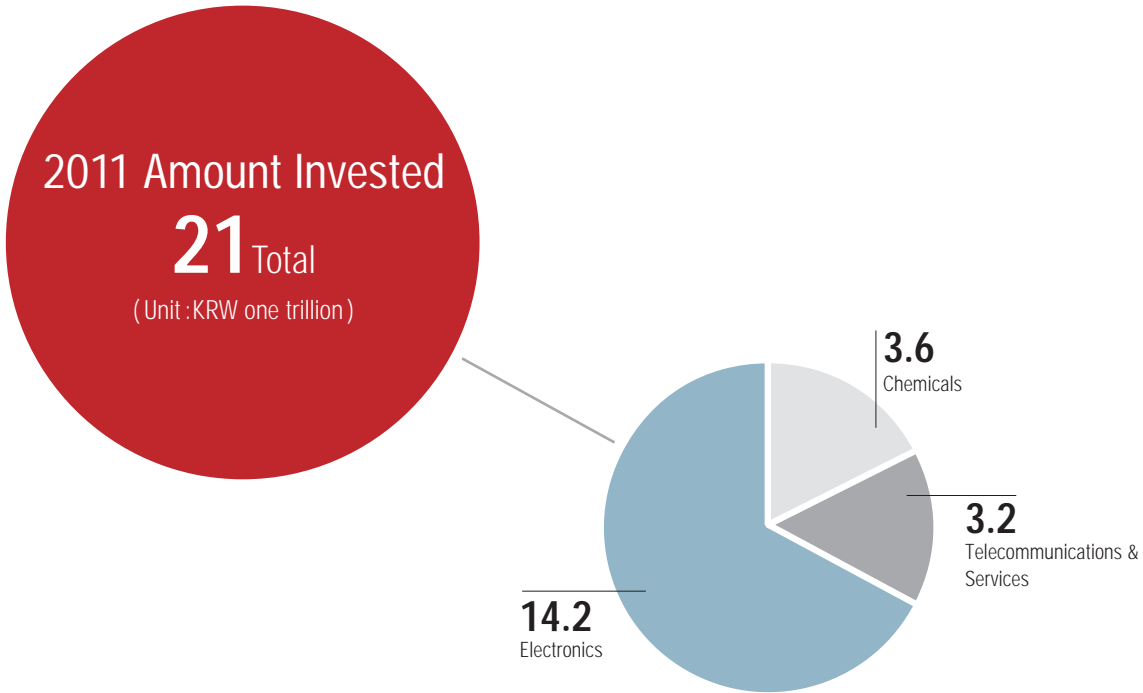
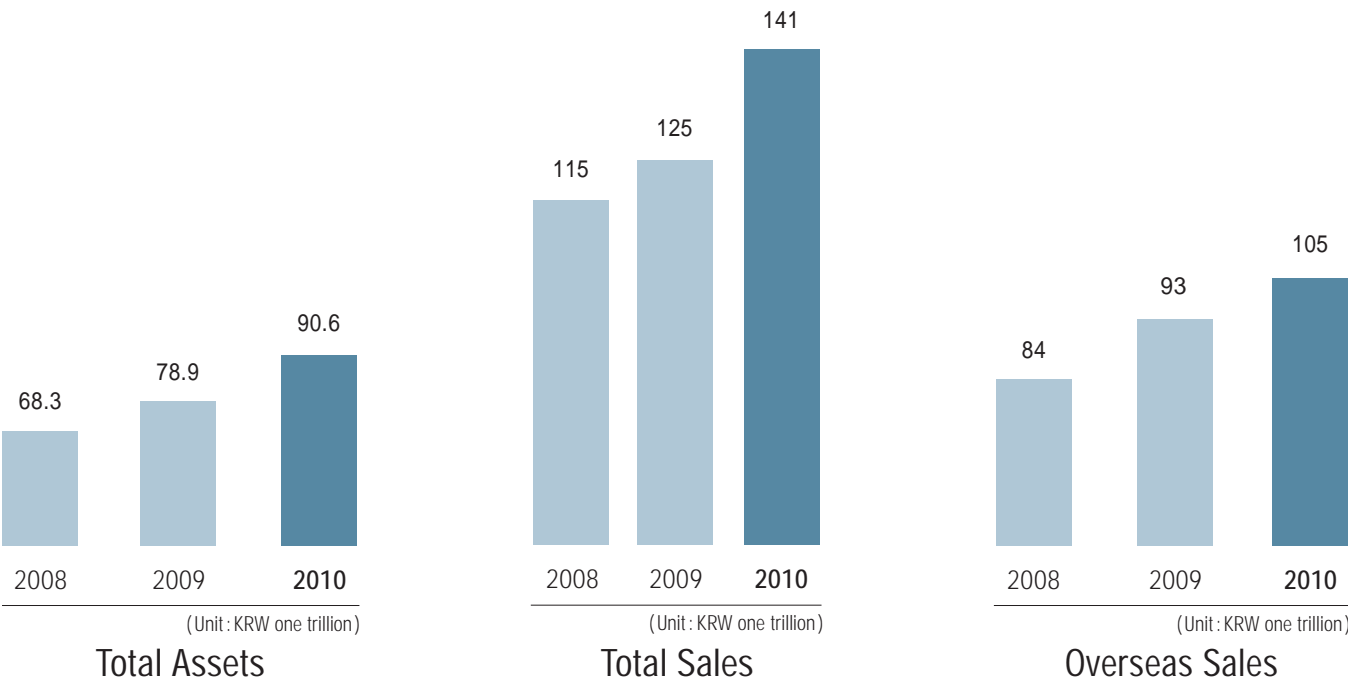
Head of Technology Planning Team



Yu, Ji Yung
Vice President

Head of Management Administration Team (Chemicals)

financial highlights



(*)Financial data includes LG International Corp.

holding structure

As of December 31, 2010
No. of holding companies_1
No. of subsidiaries_15
No. of sub-subsidiaries_33
No. of greatsub-subsidiaries_2

Telecommunications & Services

- LG Uplus Corp.(30.6%)

CS Leader Co., Ltd.(100%)

AIN Tele Service Co., Ltd.(100%)

Dacom Multimedia Internet Co.,Ltd.(88.1%)

Dacom Crossing Co., Ltd.(51.0%)

CS One Partner Co., Ltd.(100%)
- LG CNS Co.,Ltd.(85.0%)

LG N-Sys Inc.(100%)

V-ENS Co., Ltd.(100%)

Ucess Partners Co., Ltd.(100%)

Biztech & Ektimo Co., Ltd.(61.3%)
- Serveone Co., Ltd.(100%)

LG Toyo Engineering Co., Ltd.(70.0%)

Konjiam Yewon Co., Ltd.(90.0%)

Mirae Seum Co., Ltd.(4.8%)

- GIIR Inc. (35.0%)

HS Ad Co., Ltd.(100%)

- Wisebell Co., Ltd.(100%)

TAMS Media Co., Ltd.(100%)

Alchemedia Co., Ltd.(51.0%)

W Brand Connection Co., Ltd.(100%)

G Outdoor Co., Ltd.(100%)

Bugs Com Ad Co., Ltd.(70%)

L. Best Co., Ltd.(100%)
- LG Management Development Institute(100%)

LG Sports Ltd.(100%)

LG Solar Energy Inc.(100%)

Electronics

- LG Electronics Inc. (34.8%)

LG Display Co., Ltd.(37.9%)

LG Innotek Co., Ltd.(48.0%)

Hi Plaza Inc.(100%)

Hi Business Logistics Co., Ltd.(100%)

Himsolutek Co., Ltd.(100%)

Hi Teleservice Inc.(100%)
- LG Siltron Inc.(51.0%)

Lusem Co., Ltd.(64.8%)

Chemicals

- LG Chem, Ltd.(33.5%)

LG Polycarbonate Ltd.(100%)

SEETEC Co., Ltd.(50.0%)
- LG Household & Health Care, Ltd.(34.0%)

Coca-Cola Beverage Company(90.0%)

-Hankook Beverage Co., Ltd.(100%)

Diamond Pure Water Co., Ltd.(100%)

THEFACESHOP Co., Ltd.(100%)
- LG Hausys, Ltd.(33.5%)

LG Tostem BM Co., Ltd.(51.0%)

Hausys Eng Co., Ltd.(100%)

Hausys Interpane Co., Ltd.(90.0%)
- LG Life Sciences, Ltd.(30.4%)

LG MMA Corp.(50.0%)

when we aspire to do
great things, our
customers cheer us on





CINEMA 3D

The World's 1st
Flicker Free 3D TV

More Comfort. More People. More Fun.

LV3700

LW5600

LW5700



creating innovative value

LG is committed to creating value that exceeds customer expectations. To this end, we first become the most discriminating customers, and constantly seek out customer wants and customer needs. In the process, from new product development and quality control, to design, functions, marketing and after-sales services, we lead innovations that increase customer value.

The LG 3D TV booth at CES 2011, the world's largest consumer electronics tradeshow

Public Display

technology beyond generations

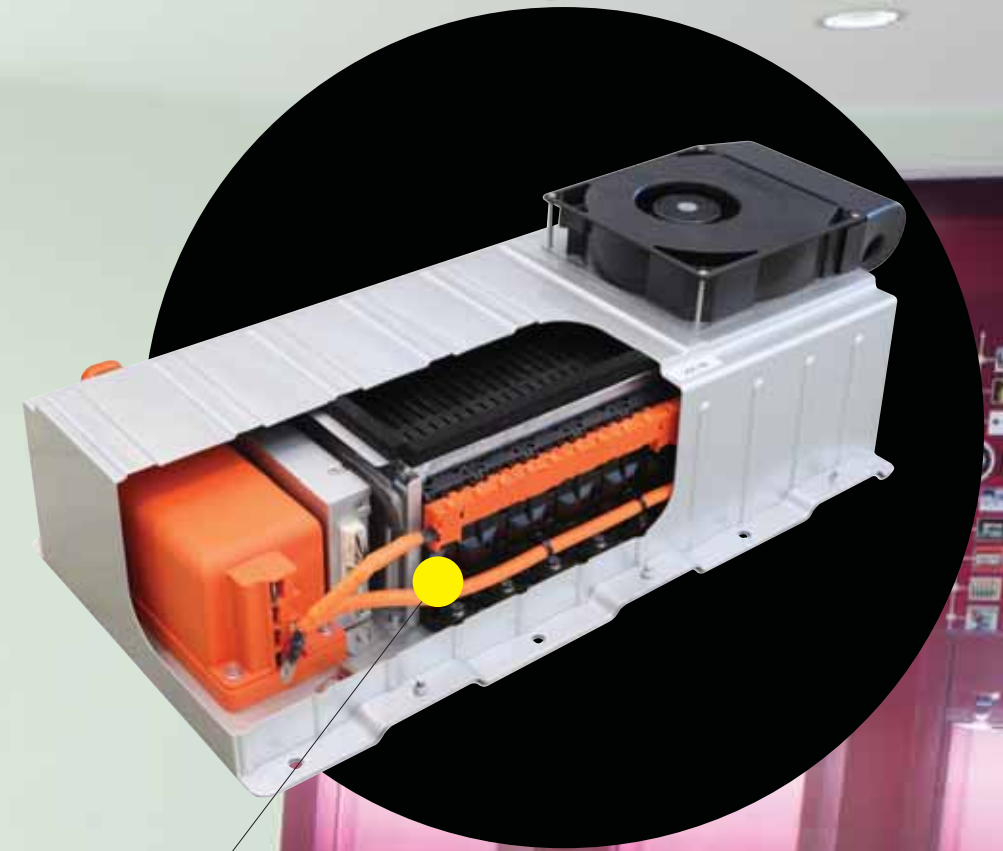
While proactively preparing for tomorrow, we have led the market by transcending eras and generations to develop our own style of new technologies.

To this end, our R&D investment in original technologies as well as in core technologies for the future has been boldly increased every year. Future aspirations can only be realized with state-of-the-art technologies, and that is the path that we at LG are taking.

The world's largest (19") e-paper to date, developed by LG Display

challenge sooner, get more opportunities

We are strengthening our global market leadership in every business area. At the same time, we are creatively taking on new challenges ahead of our competitors in order to gain new business opportunities. Preemptive business management and world-leading competitiveness are the keys to our ever-strong position as a major global player.



Batteries for electric vehicles on display in the showroom of the LG Chem Research Park at Daejeon, Korea
They are being supplied under exclusive contract to GM, Ford, and other major automakers

culture from converging technology

Our communication networks boast cutting-edge technologies that make possible the world's most extensive and fastest Wi-Fi zones, trend-setting social networking services, and 4G long-term evolution mobile network services.

The extraordinary seamlessness of our systems enhances user convenience and quickly gives rise to new communication habits and benefits.

The U⁺ zone by LG U⁺, the world's largest Wi-Fi network, with one million access points and 16,000 Wi-Fi zones





sustaining change, meeting the future

Our passion for constant change is leading LG into the future. We are identifying new growth engines ahead of our rivals and investing in them intensively to raise our corporate value. Solar power generation, LEDs, and next-generation batteries are among the most important new green businesses in which we are now engaged. LG also continues to expand and advance in the areas of displays, LCDs, glass substrates, life sciences, and natural resource development.

Solar power plant installed in Taean County, South Chungcheong Province by LG Solar Energy

harmony for tomorrow

LG is cultivating creative human resources and promoting a corporate culture that emphasizes self-motivation and willingness to take on challenges. Our people are fundamental in creating our core competitiveness; they also act as messengers for making a more caring society. In 2010 alone, LG hired 17,000 new people. Meanwhile our five public service foundations go beyond "caring" to practice the ideals of "serving" and "sharing." We also provide ongoing support for the cultivation of great talent in society.

The LG Music School of Love supports gifted children from economically distressed families

LG-Lincoln Center
Chamber Music School
Summer Festival 2009



technology company

We continue to evolve and advance
while remaining by your side.

With the latest technologies and designs,
our products keep us at the forefront
of the trends that are shaping on amazing
new world for all.

leading to smarter lives

With respect to products, our goals are simply to be the fastest, biggest, smallest, sexiest, and user-friendliest, with the best functions and highest efficiency. We enable customers to enjoy the smartest lifestyles. Our electronic parts, components, and finished products feature many innovations that have never been seen before. They make LG the “smart leader” in the eyes of the world.



The Cinema 3D Game Festival, sponsored by LG Electronics, opened in Seoul in April 2011 as the largest event of its kind ever held.



the smartest and most stylish



P210 The X-Note P210 notebook PC has a bezel one-quarter the thickness of bezels on competing products

FQ153SAWW The Whisen Marine Boy is the world's first air conditioning unit that delivers air streams in four dimensions

R-T851LBKBL Fourth-generation linear technology has been applied to create this unique "magic space"! The 850 Dios refrigerator is the largest available anywhere

SU760 The first-ever 3D smart phone can take pictures, play them back and share them in 3D

FR4349EAZ Users of the Tromm 6-motion 2.0 washing machine can check the progress of their laundry load by phone

LW5700 The LG Infinia is the world's first FPR type Cinema 3D TV with local dimming

Next-generation AMOLED, 3D, LCD panels from LG





technology solution & new style, trends

Our technologies and products are inspiring new styles, and each of our businesses stands at the center of global trends. As such, the power of the LG brand is unrivalled. The sophisticated chemical products, pharmaceuticals, and cosmetics are delighting and benefitting people around the globe.

Windows from LG Hausys boast outstanding energy efficiency and luxurious designs



Electric vehicle batteries being supplied to Volvo and others by LG Chem

Lithium-ion batteries produced by LG Chem

Eutropin™ injection, a growth hormone developed by LG Life Sciences

Belif, a natural herbal cosmetics brand introduced to the British market by LG Household & Health Care



networking services surpassing the limits

We lead customer needs with cutting-edge networking services such as 4G(LTE) mobile network services-12 times faster than 3G and the world's most extensive Wi-Fi zone.

We are also striving to maximize customer value in our service-related businesses, which include information technology, commerce, and solar cells.



The IT Center of LG CNS is Korea's first to feature a Situation Room

The new "smart" world brought to you by the advanced technology of LG U+



review of operations



overseas business for developing natural resources

Oil platform in Oman's West Bukha field, where LG Int'l Corp. is participating in crude oil production

LG Int'l Corp. is involved in a massive industrial forestation project in Indonesia





Performance in 2010

LG Electronics Inc.

The overall business environment was challenging for LG Electronics in 2010. Global demand was lackluster and raw material prices surged while our competitors lowered their prices in a bid to take greater market share. Despite price reductions, a drop in our mobile handset sales, and a weaker Won currency, LG Electronics managed to achieve KRW 55.8 trillion in revenues on a consolidated basis, which includes foreign subsidiaries. This is thanks to strong sales of flat panel TVs, air conditioners, and other home appliances. Nevertheless, losses from mobile handsets resulted in an overall operating loss of KRW 176.4 billion for the year.

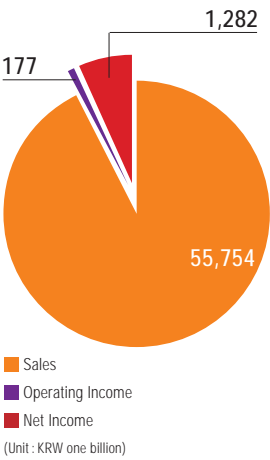
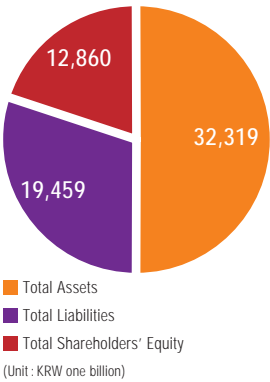
Losses for the mobile communications unit were aggravated by our late response to the growing smart phone demand. However, the LG Optimus One, an affordably-priced smart phone released internationally in the third quarter, elevated our sales volume and average unit price. As a result, the mobile communications unit sales volume and profitability improved in the fourth quarter.

The home entertainment unit increased revenues by steadily introducing new models and ramping up marketing activities for flat panel TVs, the core business of the unit. We secured the second largest share of the world LCD TV market in terms of unit sales for the second consecutive year, reinforcing our leadership position.

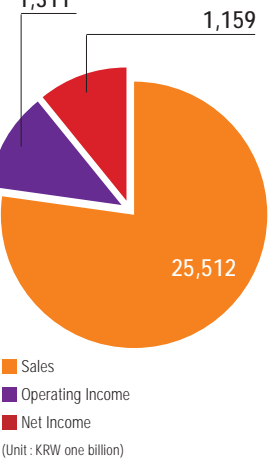
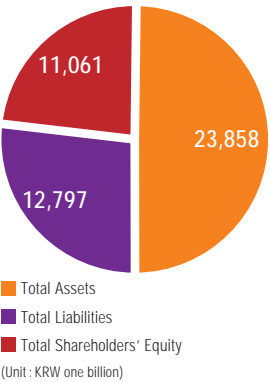
Our home appliances unit, which supplies refrigerators, washing machines and other white goods, also reinforced its market standing through higher sales of premium models in developed markets and localized products in emerging markets. In particular, our front-loading washing machines have remained at the top of the world market in both revenue and volume for the past three years, from 2008 to 2010.

The foundation and structure of our air conditioning division were strengthened further, thanks to rising revenues from new market segments, including commercial air conditioners and solar cells. The year-on-year growth of revenues and market share was especially robust in our commercial air conditioner business, driven by focused marketing for strategic countries and strong sales of energy-efficient models.

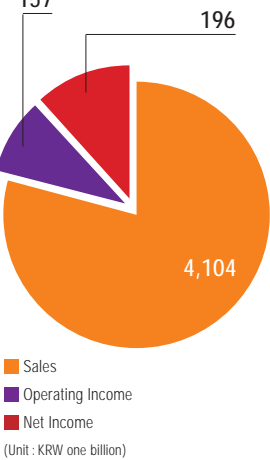
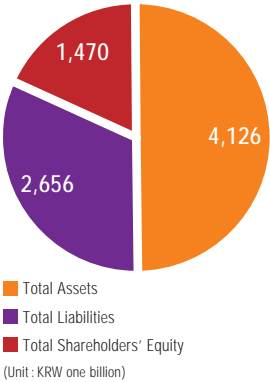
LG Electronics Inc.
Financial Information 2010



LG Display Co., Ltd.
Financial Information 2010



LG Innotek Co., Ltd.
Financial Information 2010



LG Innotek Co., Ltd.

LG Innotek has been growing as a global specialist in components for LEDs, mobile handsets and displays, and boasts cutting-edge technologies in these areas.

Our merger with LG Micron in July 2009 expanded our value chain and has generated synergy in our technologies, product lines, and customer bases. 2010 was declared the starting point of our drive to become a true global player, and we concentrated our resources to fortify our international competitiveness.

The results were outstanding. In 2010, LG Innotek reported a record-breaking revenue and an operating income of KRW 4.1 trillion and KRW 156.0 trillion, respectively. The strong performance solidified our foundation on which to emerge as a global frontrunner in the electronic parts and components industry.

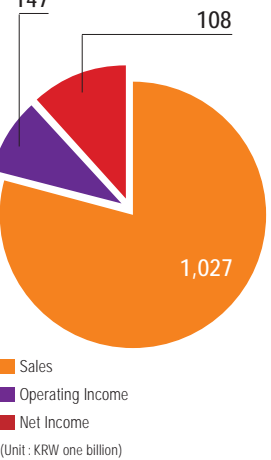
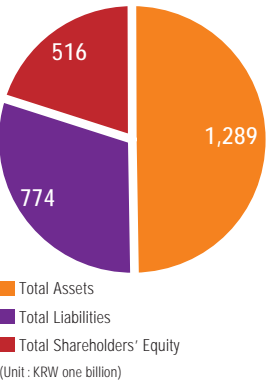
Sales growth was led by LEDs and camera modules. The recent completion of a new LED plant in Paju, Gyeonggi Province has laid the groundwork for us to realize our aspiration to become the world's top LED maker.

LG Siltron Inc.

LG Siltron achieved a remarkable milestone in 2010 as sales revenue surpassed the KRW 1.0 trillion mark for the first time. Strong demand in the semiconductor market and our improved 300mm wafer processing productivity allowed revenue to reach KRW 1.29 trillion and operating income to total KRW 147.6 billion.

LG Siltron is Korea's sole silicon wafer maker, which enables it to enjoy unrivalled dominance in the domestic market. Our success at home has been leveraged to expand the customer base and strengthen the non-memory components business overseas. In addition to such qualitative growth, LG Siltron's steady investment in R&D is enhancing its technological prowess in solar wafers and sapphire wafers for LED products.

LG Siltron Inc.
Financial Information 2010



LG Display Co., Ltd.

LG Display achieved record sales revenue (KRW 25.5 trillion) and operating income (KRW 1.3 trillion) in 2010, despite financial crises in Europe and a contraction of the global economy.

The 28% year-on-year increase in revenue can be attributed to a strengthened premium product portfolio, which includes LCD panels with LED backlight and in-plane switching(IPS) technology, as well as to our solid customer base. In addition, our new 8th-generation LCD fabrication went into full operation in May 2010, increasing our output capacity for large models. Consequently, our market share notably expanded in the laptop PC and TV segments.

Operating income reached KRW 1.3 trillion, up 30% from the previous year, making 2010 the fourth year in a row LG Display surpassed the KRW 1.0 trillion mark in annual operating income. This achievement demonstrates that customers recognize our products for their superiority in the marketplace.

Business Strategy for 2011

LG Electronics Inc.

In 2011, a delay in the recovery of global economy and the introduction of new smart products in the market are expected to intensify competition. In response to the challenging market conditions, LG Electronics will focus resources on core business areas in order to fortify mid- and long-term competitive advantages and improve cost efficiency to enhance profitability.

The first step will be to increase investments in breakthrough products and market competitiveness. Emphasis will be placed on capital investment in core businesses and new growth drivers in a bid to increase market dominance. LG Electronics will establish the Center for Dies and Molds and expand the components business to consolidate the production and R&D bases. The manufacturing infrastructure will be upgraded too. The entire value chain from R&D to sales will be revamped to improve our ability to quickly accommodate the changing needs and demands of the market as well as to manage the supply chain for a better cost structure. Priority will also be given to marketing at contact points with customers so as to realize a sizable increase in sales.

Our long-term goal is to lay a firm foundation for new growth businesses, including commercial air conditioners, solar cells, LED lighting, and water treatment. To achieve these goals as quickly as possible, we will steadily upgrade the local infrastructure for sales, marketing, and R&D forces in our strategic markets.

LG Electronics will further strengthen competencies and competitiveness by focusing on capturing growing demand for smart electronics and reinforcing the foundation for mid and long-term growth.

LG Display Co., Ltd.

LG Display regards 2011 as a very significant year in the drive to become the world's top display maker. We aspire to achieve the best profitability in the industry backed through increased sales of our value-added products that outclass the competition in terms of quality. LG Display will take concrete steps forward toward the company vision while ramping up activities to reinforce fundamental competitiveness.

First, we will solidify our leadership position in the 3D display market through our film-type patterned retarder(FPR) 3D panels. To elevate the overall competitiveness of our display panels for TVs, we will continue to upgrade IPS technology, which improves the viewing angle. We will utilize our lead in AH-IPS technology to establish unrivalled dominance in the

market for display panels for tablet PCs. In particular, efforts will be made to increase the share of IPS panel monitors in the computer monitor market. LG Display's forward-looking R&D on next-generation display technologies, including organic light-emitting diodes(OLEDs) and electronic paper displays(EPDs) will lay the groundwork for our sustained leadership in the global display market.

In the first half of 2011, LG Display will start up full operation of the expanded 8th-generation LCD line(P8E+) in Paju, with a monthly capacity to process 68,000 glass substrates. We invested about KRW 1.5 trillion in the expansion project. Our strategy for countering the ever-intensifying competition is centered on steady capital investment that will further solidify our standing in the industry.

Our bottom-line performance will also be improved by cutting costs. We will execute thorough measures to prevent accidents and breakdowns, produce flawless LCD panels, lower the rate of glass damage to near zero, and complete the plant automation and remote control system ahead of schedule.

LG Display promises to continue to live up to shareholders' expectations with improved profitability based on a strong commitment to shareholder value.

LG Innotek Co., Ltd.

Last year was the starting point in our drive for global leadership. LG Innotek designates 2011 as the "Year of Enterprise Value Innovation" to take a step closer toward realizing the global leadership vision.

We have identified key tasks to complete for enterprise value and these key tasks are as follows. First, we will consistently develop original technologies to further broaden the horizons of our core businesses. Core platform technologies will be continuously honed so that the second and third growth engines we're developing can be launched early.

Second, LG Innotek will consolidate the global customer base to ensure stability amid a rapidly changing market environment. Our successful marketing campaigns in 2010 will be leveraged to firmly position LG Innotek as the "First Choice Partner" for global customers.

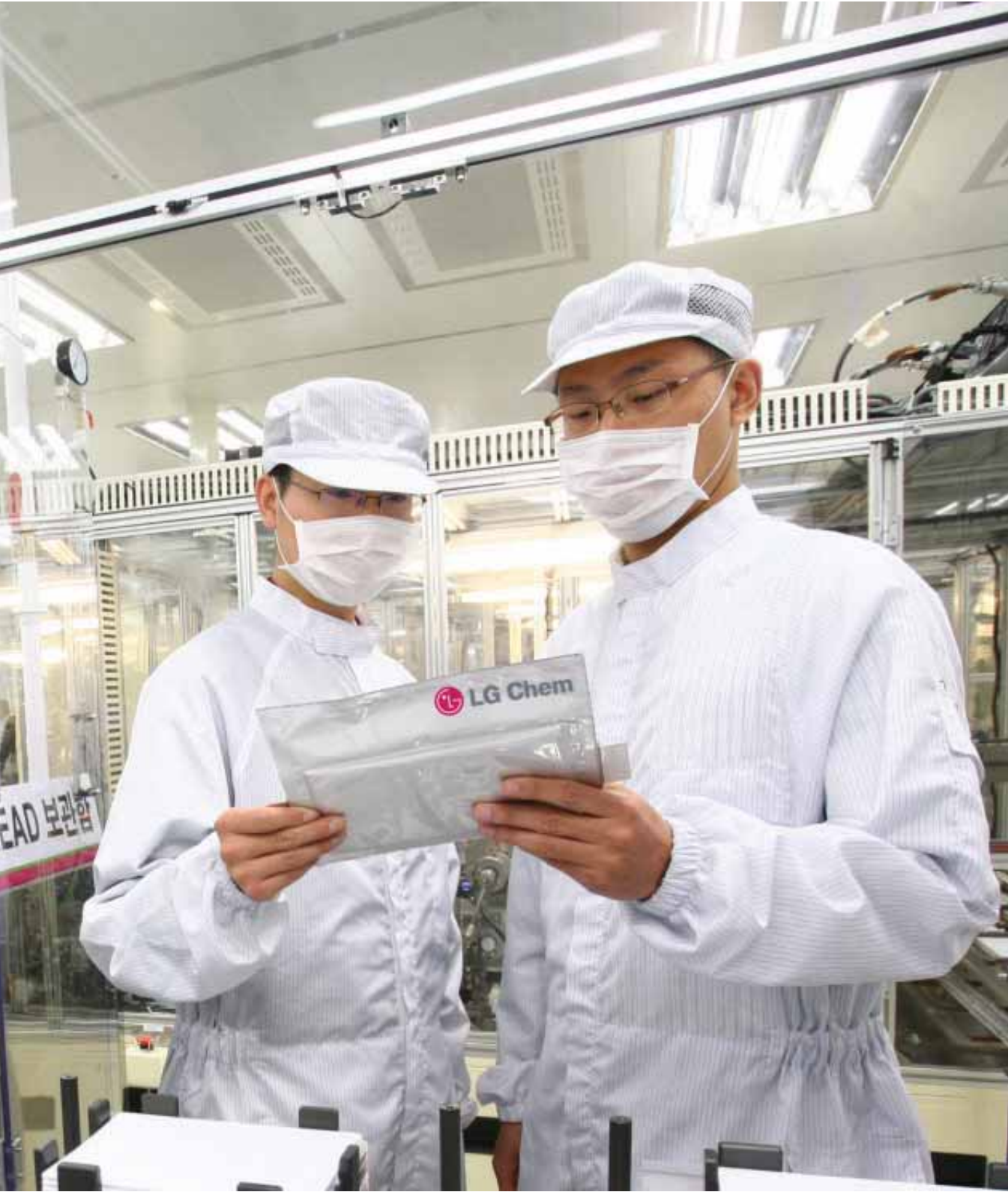
Finally, we will continue to enhance our global competencies in line with our global aspirations. We must continue to roam in unexplored territories if we are to sense opportunities ahead of others and lead the market. LG Innotek will grow into a dominant force in the global market by constantly trying out new things and moving ahead with agility and resolve.

LG Siltron Inc.

Global demand for 300mm silicon wafers is expected to expand in 2011, but price drops resulting from oversupply will continue for the time being. LG Siltron aims to join the group of top players within 2-3 years by realizing the strategy of outstanding growth and profitability. To achieve this goal, we will focus on raising our status in our strategic segments while fortifying our competitiveness in cost and quality.

In 2010, LG Siltron expanded the silicon wafer business portfolio to include solar and sapphire wafers. In the former segment, we aspire to increase production capacity in stages and secure a competitive edge by introducing new premium wafers with high efficiency and innovative cost management. As for the latter segment, we will secure the capability to mass-produce ingots in 2011 and begin participating in earnest in the market the following year.

LG Siltron will remain committed to the goal of becoming one of the top 3 makers of silicon wafers for semi-conductors and will concentrate enterprise-wide resources on joining the frontrunners in new business areas.



Performance in 2010

LG Chem, Ltd.

LG Chem achieved a new record in 2010, with revenue of KRW 19.5 trillion and operating income of KRW 2.8 trillion. These figures represent year-on-year increases of 25% and 35%, respectively. Mainstay projects that will drive future growth are now entering the high-growth stage. The construction of our new LCD glass substrate production line is progressing smoothly. As for electric vehicle batteries, LG Chem signed sales contracts with major global automotive companies and broke ground for a new plant in the US.

The petrochemical unit strengthened competitiveness both in the domestic and overseas markets. Our capability of running facilities, which is regarded as the best in Korea, further improved cost leadership. The increased proportion of premium products in the product mix enhanced profitability considerably. We have also steadily fortified our dominance in China and other overseas markets.

The Information & Electronic Materials unit consolidated its top global position for polarizers. Our battery materials and IT film business grew by 20% year on year. Steady development of new materials and process innovation have lowered costs and raised profitability. Investments in new growth businesses, including the pilot project for OLED lighting, are reinforcing our foundation for future growth.

The market dominance of our rechargeable batteries business advanced, thanks to the strong growth in our market share. Our long experience as a chemical producer will enable us to continue to improve the competitiveness of the rechargeable batteries business by developing attractive new battery materials and improving production productivity.

LG Hausys, Ltd.

Despite the challenging global business environment, LG Hausys has managed to put new businesses in the domestic market and overseas projects on the growth track. The introduction of environmentally friendly products is improving the ability of LG Hausys to lead the market.

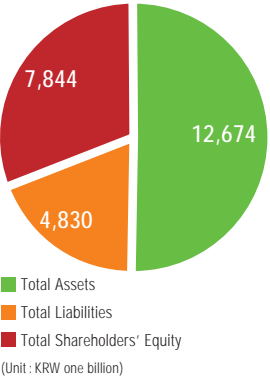
LG Household & Health Care, Ltd.

LG Household & Health Care saw revenues and operating income grow significantly in 2010. This is attributable to the steady growth in premium product sales and the successful integration of THEFACESHOP, acquired by the LG Family in early 2010. Sales growth of premium household products has been sustained. Our cosmetics business has also shown steadily improving performance, thanks to the growth of prestige brands and the improved power of mass-consumer brands. The performance of The Face Shop also continues to improve. Furthermore, our beverage business has reported remarkable growth as a consequence of expanded distribution channels and increased sales of non-carbonated products.

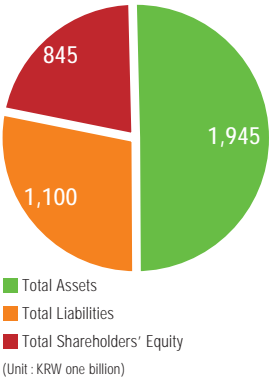
LG Life Sciences, Ltd.

Superb R&D capability is the basis on which LG Life Sciences is sharpening its competitive edge in Korea and abroad. We submitted our biologics license application to the US FDA for the world's first slow-release recombinant human growth hormone formulation for treating adults with growth hormone deficiency. Clinical trials of our new treatments for diabetes and arthritis are progressing on track. LG Life Sciences is also getting ready for future growth with the construction of a new plant in Osong.

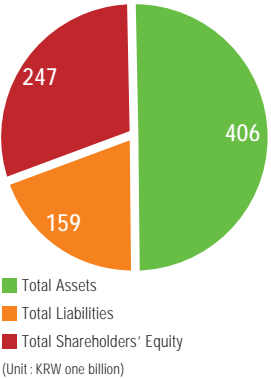
LG Chem, Ltd.
Financial Information 2010



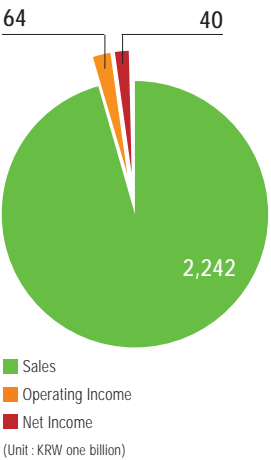
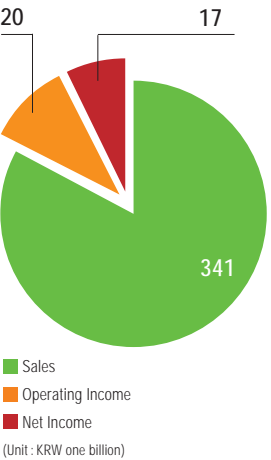
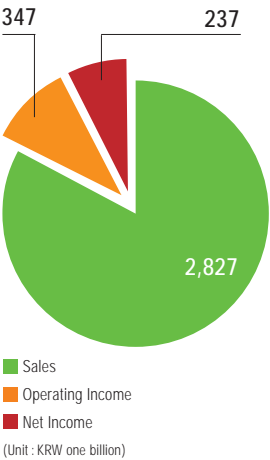
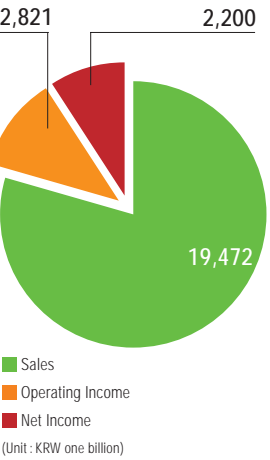
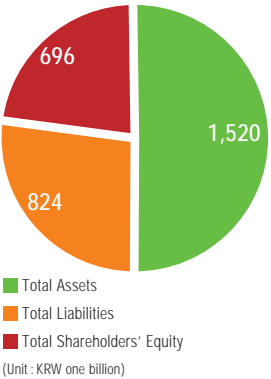
LG Household & Health Care, Ltd.
Financial Information 2010



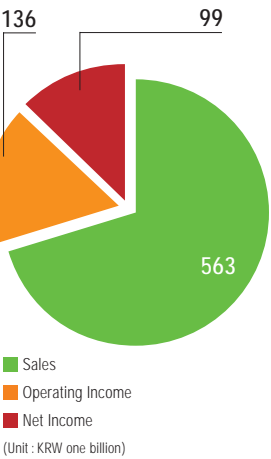
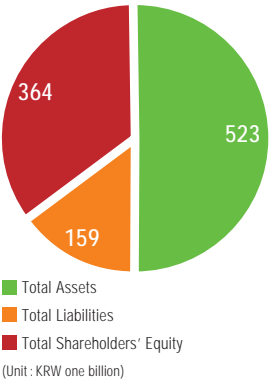
LG Life Sciences, Ltd.
Financial Information 2010



LG Hausys, Ltd.
Financial Information 2010



LG MMA Corp.
Financial Information 2010



Business Strategy for 2011

LG Chem, Ltd.

LG Chem is anticipating the recovery of the global economy to slow, a stronger Korean currency, and the effect of economic stimulus packages to diminish. Consequently, the growth in the IT, automotive, and other upstream industries will slow. However, LG Chem will accelerate the drive toward being the world's top player by taking advantage of the superior profitability of the petrochemicals business and global leadership in battery and information & electronic materials.

The petrochemicals unit will focus on responding to the growing demand in emerging markets, and environmentally friendly and highly-functional materials. Domestically, we will carefully select and concentrate on businesses where long-term competitiveness is most readily achievable. Our core businesses will be further expanded globally, and our business infrastructure for the environmentally-friendly and highly-functional materials businesses will be upgraded.

The information & electronic materials unit, in particular the polarizer and color photoresist businesses, is likely to be exposed to a tougher business environment due to a slowdown in LCD market growth. Our strategy to cope with the challenging environment will be centered on cost competitiveness enhanced by using locally-sourced raw materials over imports, upgraded processing technology, and market dominance with industry-leading products such as 3D film. Emphasis will also be placed on the early stabilization of LCD glass production, a new business area, as well as on the identification of new green energy-related business areas.

A slowdown in the IT market expansion and the capacity increases of the competitors will intensify competition. To seize opportunities to grow further, the rechargeable batteries unit will increase its share of high-capacity and large-size batteries in the product mix and continue to develop next-generation battery materials and high-productivity facilities that will differentiate LG Chem from competitors.

LG Hausys, Ltd.

LG Hausys will be committed to promoting new businesses that will bring substantial performance results quickly. LG Hausys will upgrade the distribution channel of our decorative materials and initiate the full operation of our finished window units (frames + panes) business by ramping up contact-point marketing and expanding the distribution network. As for specialty materials, LG Hausys will increase R&D investment in touch-screen materials and high-performance surface materials for IT products and home appliances. In these ways, we aim for our new businesses to achieve substantial early returns on investment. Overseas, meanwhile, LG Hausys will focus on the Chinese and US markets and establish a firm basis for stable profitability.

LG Household & Health Care, Ltd.

LG Household & Health Care has strong fundamentals that have been bolstered over a long time. These will serve as a firm foundation upon which we can flexibly respond to the ever-changing market environment and read, or even lead, the latest consumer trends and market paradigm ahead of the competition. LG Household & Health Care will channel our resources into endeavors to elevate our status to the very top of all of our business areas, including cosmetics, household goods and beverages.

LG Life Sciences, Ltd.

LG Life Sciences will strive to increase earnings and profitability by expanding overseas markets and diversifying the business portfolio. Steady investments will be made in R&D and production infrastructure that will support future growth surges. At the same time, LG Life Sciences will proactively identify and promote new business candidates that have the potential to provide differentiated value to customers.



Performance in 2010

LG Uplus Corp.

In 2010, the landscape of the Korean communications market changed significantly with the rapid penetration of smart phones. Business boomed at shops carrying open ecosystem-based smart phone applications, and data traffic increased exponentially. To accommodate the exploding data traffic volume, telecommunications service providers strived to set up Wi-Fi zones and prepared to evolve into 4th-generation networks. At the same time, firms competed to secure a bigger share of the market by offering diverse product bundles and convergence services to satisfy diverse customer appetites for value.

In response to these environmental changes, the three telecommunications companies in the LG family LG Telecom, LG Dacom and LG Powercom merged in 2010 to emerge as LG U+. The new company set off on a new course as a total telecommunications service provider, striving to go “Beyond Telecom to be the World’s Best.” In our first year as LG U+, we focused on reinforcing our capability to advance beyond the telecom business by strengthening our network, developing diverse solutions, upgrading infrastructure, and introducing innovative convergence services that suit the changing lifestyles of telecom service users. In 2010, LG U+ reported KRW 8.50 trillion in operating revenue, a 71.4% increase on the K-IFRS basis and 12.0% increase on the Guidance basis from the previous year. Our operating income was KRW 655.3 billion, up by 84% on the K-IFRS basis and 0.2% on the Guidance basis.[1]

By business area, the mobile service division reported KRW 3.48 trillion in operating revenue while the data service division recorded KRW 547.0 billion in operating revenue, up 18.6% year on year. The steadily strengthening financial results promise sustained growth in the years to come. The number of subscribers went up by 364,000 in 2010 surpassing 9 million mark.

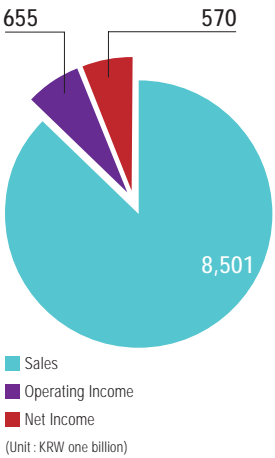
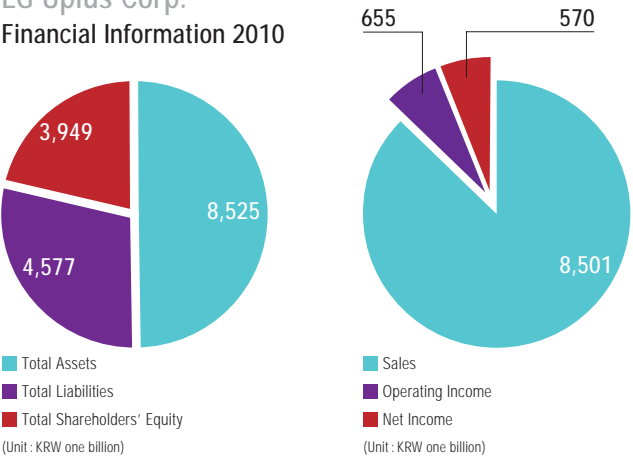
The operating revenue of the TPS (broadband internet, internet phone, and IPTV) unit rose by 19.5% from a year earlier to KRW 1.55 trillion, thanks to increases in the number of subscribers of our broadband internet and internet phone services. The net increase in the number of broadband internet service subscribers was 251,000 in 2010 with a total of 2.77 million at year’s end. Internet phone service subscribers increased by 624,000 to total 2.75 million. In 2010, the net increase in subscribers for IPTV service were 269,000 bringing the total number of subscribers to 613,000.

The B2B unit offers internet, e-business, IDC, and other telecom solutions for businesses, and it also showed a solid 8.3% year-on-year increase in operating revenue to total KRW 1.26 trillion for the year. Profitability growth in the B2B unit was driven by the particularly strong performance of the e-business segment that offers corporate mobile solutions for corporate clients supporting their wired/wireless work environment, e-banking services, and corporate information system solutions.

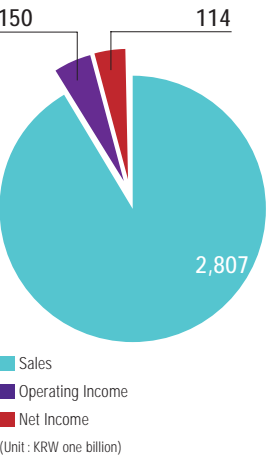
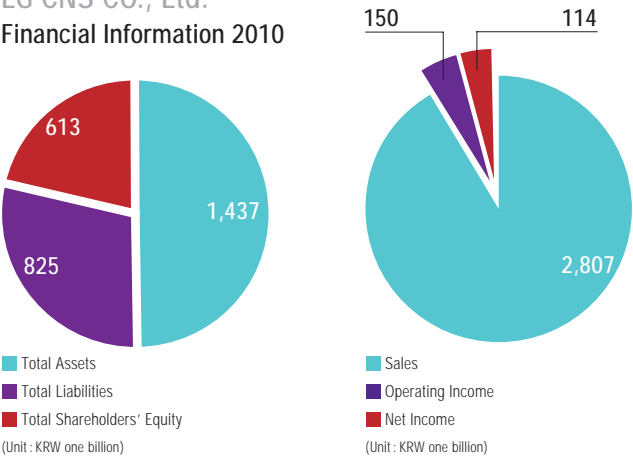
[1]The year-on-year comparison based on K-IFRS was made against the 2009 results of the former LG Telecom alone and the comparison based on Guidance was against the combined results (unaudited) of the three entities in 2009.

Business Strategy for 2011

LG Uplus Corp.
Financial Information 2010



LG CNS CO., Ltd.
Financial Information 2010



LG CNS Co., Ltd.

In 2010, LG CNS focused on three key tasks to prepare for the future: identify and promote new growth drivers, expand the solutions business, and accelerate overseas business expansion. Amid changing business environments, we paid sharp attention to the execution of our business projects. As a result, sales in the growth businesses at LG CNS, including digital marketing and mobile services, were 46% higher in 2010 than a year earlier. A total of KRW 34.1 billion was invested in R&D for solutions, helping us to secure new growth momentum for the future. At the same time, invigorated sales and marketing campaigns in overseas markets empowered LG CNS to become the first Korean IT solutions provider to export a financial system to Japan.

Protecting our lead in revenues LG CNS also won multiple major projects in conventional IT service business. In particular, the contract to supply IT solutions to the Korea Combat Training Center was the biggest single project we have ever been awarded. The expansion of our new businesses into new markets and the competitive advantage in our conventional business areas drove up our revenue by 11% from 2009. Overall, 2010 was a significant year for LG CNS. Our corporate culture was enhanced as we directed our way of doing business toward service quality, creativity, and autonomy.

LG Uplus Corp.

If 2010 was the time to lay the foundation for going ‘Beyond Telecom,’ then 2011 will be the period for us to emerge as a total telecommunications service provider. We plan to lead the industry in the transition toward next-generation network services by completing the KRW 1.70 trillion AP Centric Network(ACN), the world’s largest Wi-Fi network project, and the nationwide 4th generation Long-Term Evolution(LTE) mobile network. Competencies will also be focused on building infrastructure for the latest IT evolution, including cross-platform and cloud computing, which enable more affordable and faster access to diverse contents and services. The revenue target for 2011 has been set at KRW 8.7 trillion. One important step for achieving this ambitious goal will be to release the innovative U-convergence service targeting the entire Korean population of 50 million.

LG U+ expects to see further expansion of the wireless data market and fiercer competition in the mobile telecommunications segment. The number of smart phone users is estimated to reach 20 million in 2011, and LG U+ will increase the proportion of smart phone service subscribers in the customer base to at least 35% by securing a competitive product line-up centered on smart phones and tablet PCs. We are equipped with differentiated social network services(SNS), location-based services(LBS), cloud-computing-based services, mobile IPTV, and a smart phone application store, which will allow us to play a leading role in the growing smart mobile data market.

In the TPS area, we will reinforce our competitiveness in IPTV further with the “Smart 7” brand and strive to increase the number of subscribers. “U+ Box,” a personal cloud computing service, will also be a priority. LG U+ will increase the number of Wi-Fi home network APs from 1.0 million to 1.8 million. We will also raise the number of Wi-Fi zones to a total of 50,000 to form one of the world’s largest Wi-Fi networks. In this way, we will establish dominance in the wireless internet market ahead of the rest.

We foresee solid growth of the B2B mobile market fueled by the expansion of SME solutions, cloud-computing, convergence, and mobile B2B solutions segments. Accordingly, we will reinforce our offering of bundled products for SMEs, including software-as-a-service(SaaS) solutions, internet phone, internet, and electronic payment solutions. Emphasis will be placed on expanding the subscribership of our All-IP, B2B mobile and fixed-mobile convergence(FMC) services.

LG CNS Co., Ltd.

In 2011, LG CNS will remain on the same course as in 2010 in pursuit of the corporate vision. We will accelerate the promotion of new growth businesses with potential to offer new value to customers. The annual R&D budget will be increased to KRW 80 billion to support the growth of our new businesses. In 2010, we planned to secure solid sales and marketing bases through partnerships with top-tier companies based on different regions and solutions. These partnerships were formed to quickly establish our presence in overseas markets beyond Japan. Our strategic locations abroad will also be used to attract talented human resources.

In tandem with our expansion into new business items and markets, we will maintain robust growth in our conventional IT businesses with a revenue target of KRW 3.0 trillion in 2011. In addition, we will continue to instill a new corporate culture in our people, encouraging positive thinking, self-motivation, focus, and the willingness to take on challenges without fear of failure.

management's
discussion &
analysis

financial highlights of LG Corp.

Financial Highlights*

| | 2010 | 2009 |
|--|-------------------|-------------------|
| Assets | 13,778,868 | 12,004,006 |
| Current assets | 2,801,323 | 2,307,018 |
| Non-current Assets | 10,977,545 | 9,696,988 |
| Liabilities | 3,545,900 | 3,407,155 |
| Current liabilities | 2,594,147 | 2,228,678 |
| Non-current liabilities | 951,753 | 1,178,477 |
| Equity | 10,232,968 | 8,596,851 |
| Controlling interests | 9,864,017 | 8,297,700 |
| Capital stock | 879,359 | 879,359 |
| Capital surplus | 2,368,235 | 2,348,510 |
| Other capital items | (2,779) | (14,377) |
| Accumulated other comprehensive income(loss) | (31,891) | (396,085) |
| Retained earnings | 6,651,093 | 5,480,293 |
| Non-controlling interests | 368,951 | 299,151 |
| Sales | 9,480,342 | 7,999,808 |
| Cost of sales | 7,168,979 | 5,870,192 |
| Gross profit | 2,311,363 | 2,129,616 |
| Selling and administrative expenses | 382,269 | 336,862 |
| Other operating income & expenses | (82,770) | (4,820) |
| Operating income | 1,846,324 | 1,787,934 |
| Non-operating expenses | (67,012) | (45,280) |
| Profit before tax | 1,779,312 | 1,742,654 |
| Income tax expense | 177,751 | 159,677 |
| Profit for the year | 1,601,561 | 1,582,977 |
| Controlling interests | 1,528,812 | 1,597,684 |
| Non-controlling interests | 72,749 | (14,707) |

(*)based on the consolidated financial statements of LG Corp.

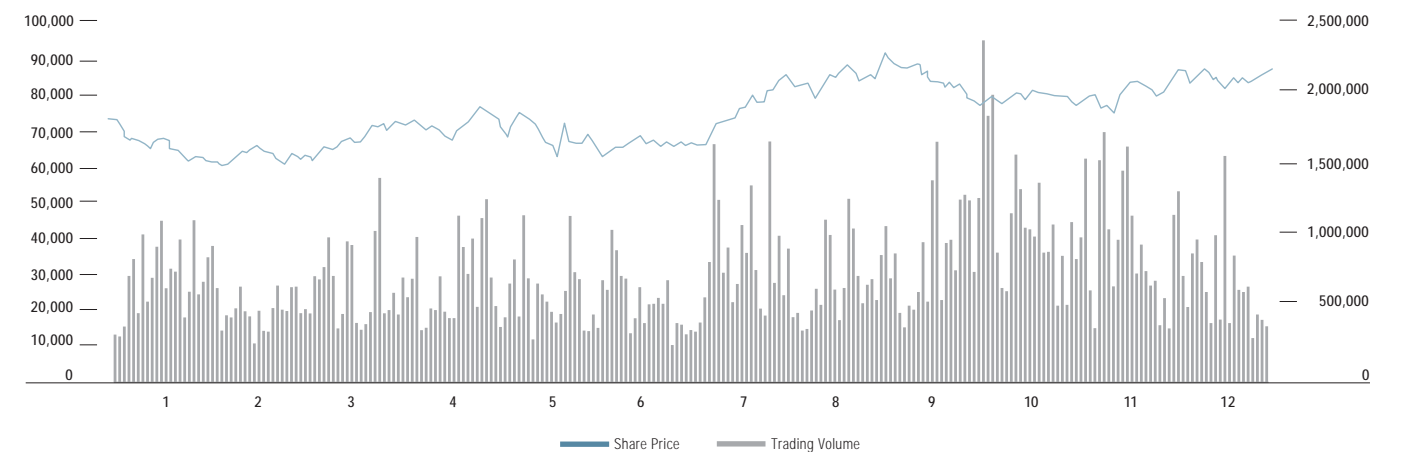
Stock Information

| | | 2010 | 2009 |
|-------------------------|---------------------------|-------------|-------------|
| Share Price | Common Stock, Highest | 94,300 | 82,300 |
| | Common Stock, Lowest | 59,300 | 36,550 |
| | Preferred Stock, Highest | 34,950 | 36,000 |
| | Preferred Stock, Lowest | 24,750 | 13,700 |
| | Common Stock, Year-End | 87,300 | 72,600 |
| | Preferred Stock, Year-End | 33,000 | 29,750 |
| Number of Shares Issued | Common Stock | 172,557,131 | 172,557,131 |
| | Preferred Stock | 3,314,677 | 3,314,677 |

Unit : KRW

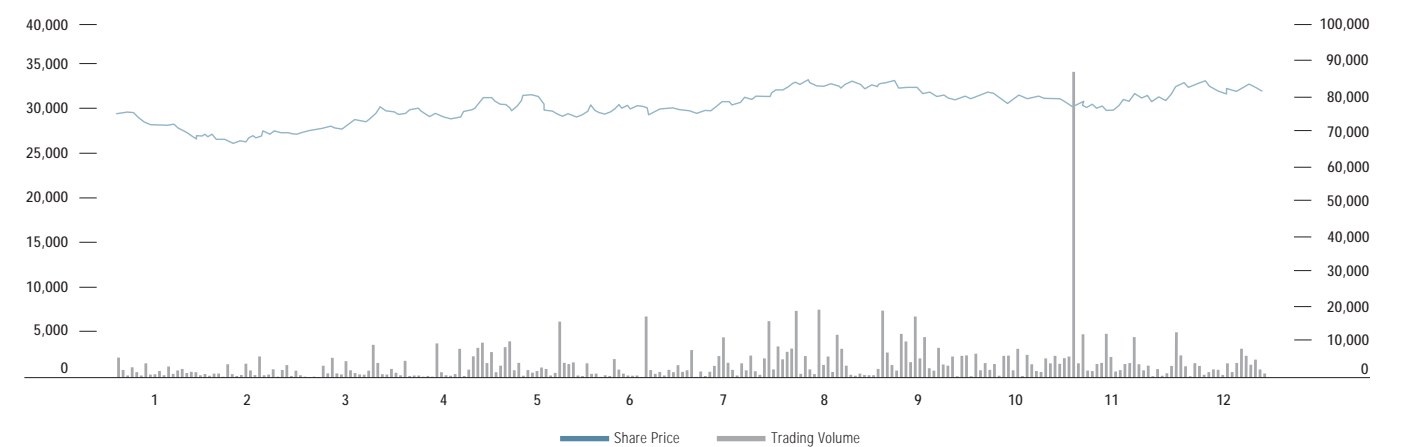
Common Stock

Price : KRW



Preferred Stock

Price : KRW



Management’s Discussion & Analysis

Management’s Discussion & Analysis (continued)

This Management’s Discussion & Analysis is prepared based on the consolidated financial statements of LG Corp.

In 2010, LG Corp. reported KRW 9.48 trillion in revenue, a 18.5% year-on-year increase, and KRW 1.85 trillion in operating income, 3.3% higher than in 2009. These solid results were driven by the growth of LG CNS, LG Siltron, and other subsidiaries.

1. Sales and Profit before tax of subsidiaries

| Unit : KRW one million | | | | | | |
|---|-----------|-----------|-------|-------------------|---------|--------|
| Company | Sales | | | Profit before tax | | |
| | 2010 | 2009 | YoY | 2010 | 2009 | YoY |
| LG Corp.(*1) | 590,658 | 455,297 | 29.7% | 477,440 | 299,251 | 59.5% |
| Serveone Co., Ltd. (*2) | 3,847,765 | 2,744,083 | 40.2% | 169,230 | 104,177 | 62.4% |
| LG Siltron Inc. (*2) | 1,027,040 | 806,891 | 27.3% | 108,174 | -70,522 | N/A |
| LG CNS Co., Ltd. (*2) | 2,806,743 | 2,526,806 | 11.1% | 154,367 | 157,931 | -2.3% |
| Lusem Co., Ltd. (*2) | 396,745 | 329,749 | 20.3% | 29,248 | 17,956 | 62.9% |
| LG Management Development Institute(*2) | 65,807 | 55,322 | 19.0% | 11,021 | -1,177 | N/A |
| LG Sports Ltd. (*2) | 35,004 | 34,815 | 0.5% | -165 | -386 | 57.3% |
| LG Solar Energy Inc. (*2) | 2,245 | 1,987 | 13.0% | 532 | 943 | -43.6% |

(*1) based on the separate statements of income

(*2) based on the consolidated statements of income

Serveone sustained balanced growth over the entire business portfolio to report KRW 3.8 trillion in revenues in 2010. Awareness of the maintenance, repair & operation(MRO) unit, the core business area of Serveone, has increased, and a growing number of companies are seriously considering our MRO services to cut costs. Accordingly, MRO service revenues are rising progressively. The facility management(FM) and construction management(CM) units have also shown steady growth.

LG Siltron managed to increase revenues by 27.3% year-on-year to KRW 1.27 trillion, thanks to an upturn in the semiconductor industry from the fourth quarter of 2009. R&D activities are being stepped up in response to the sophisticating specifications of silicon wafers for semiconductor manufacturing. We will increase production capacity by expanding into the solar wafer business. Our experience in silicon wafer production will also be leveraged to develop new technologies for lighting, display components, and industrial materials.

In the wake of the global financial crisis, companies have been conservative in making new investments in IT systems, slowing down the growth rate of the overall IT industry.

However, LG CNS managed to return to profitability in 2010, reporting revenue of KRW 2.81 trillion, which was 11.1% higher than in 2009. Our “Vision 2010” has clearly set the future direction for LG CNS to follow. We have also promoted a paradigm shift in our way of doing business through large-scale R&D projects and more. At the same time, the business foundation has been strengthened by winning a number of significant large-scale contracts and overseas projects.

2. Gain(Loss) valuation of equity method

| Unit : KRW one million | | | |
|----------------------------------|-----------|-----------|---------|
| Company | 2010 | 2009 | YoY |
| LG Chem Ltd. | 645,165 | 451,350 | 42.9% |
| LG Household & Health Care, Ltd. | 69,637 | 46,564 | 49.6% |
| LG Electronics Inc. | 381,958 | 699,544 | -45.4% |
| LG Uplus Corp. | 56,191 | 109,686 | -48.8% |
| LG Dacom Corporation | | 52,601 | N/A |
| LG Life Sciences, Ltd. | 3,688 | 7,456 | -50.5% |
| LG Hitachi Co., Ltd. | (128) | (384) | -66.7% |
| GIIR Inc. | 3,423 | 437 | 683.3% |
| LG Hausys, Ltd. | 11,759 | 6,686 | 75.9% |
| LG MMA Corp. | 49,015 | 27,551 | 77.9% |
| Others | 8,090 | 366 | 2110.4% |
| Total | 1,228,798 | 1,401,857 | -12.3% |

3. Other revenue

| Unit : KRW one million | | | |
|------------------------|---------|---------|--------|
| Account | 2010 | 2009 | YoY |
| Brand royalty income | 252,761 | 223,757 | 13.0% |
| Rental Income | 59,132 | 50,195 | 17.8% |
| Others | 21,018 | 46,182 | -54.5% |
| Total | 332,911 | 320,134 | 4.0% |

1) Brand royalty income

LG Corp. reserves the legal rights over the brand “LG.” The value of a brand is determined separately from intellectual property rights such as patent rights and a brand constitutes an important competitiveness-enhancing factor that contributes to increasing a company's cash flows in the future. Brand value has a material impact on sales by working as a factor to add image and credibility to the fundamental competitiveness of a company's products.

As such, LG Corp. set the vision and core values of the “LG” brand, and charged royalty from 2005 to users of the brand for enhancing the brand value through systematic brand management and strategic action plan. The company plans to reinvest part of the brand royalty income with the aim of elevating it into the global No. 1 brand, thereby creating a virtuous circle of positive contribution to the brand users.

Basic terms of the brand license agreements are as provided in the following:

- License fee = (Consolidated sales - Consolidated advertising expenses) X 0.2%
- Payable monthly
- 3-year term contract
- Adjustment factors applicable depending upon the specific form of usage of the brand (whether used by a joint venture, whether logos are used, etc.)

Brand license fees are calculated and charged monthly based on the amounts of consolidated sales and consolidated advertising expenses as reported on the user’s financial statements for the prior period. When the user’s performance for the relevant period is fixed in the following year, then the fees are ultimately reconciled based on the relevant year’s actual figures.

As of the end of 2010, LG Corp. posted brand royalty income of KRW 252,761 million and concluded brand contracts with 22 companies.

2) Rental income

LG Corp. recorded rental income of KRW 59,132 million in 2010, a 17.8% increase from the previous year. Such an increase was mainly due to the completion of Kasan DMC in April, 2009, and Kwanghwamoon office in October, 2010. LG Twin Towers which have generated most of the rental income is now under renovation that will be completed within 2011.

Management’s Discussion & Analysis

Management's Discussion & Analysis (continued)

Dividends received

Unit : KRW one million

| Company | 2010 | 2009 | YoY |
|----------------------------------|----------------|----------------|--------------|
| LG Chem Ltd. | 77,768 | 63,065 | 23.3% |
| LG Uplus Corp. | 36,265 | 45,742 | -20.7% |
| LG CNS Co., Ltd. | 25,927 | 19,820 | 30.8% |
| LG Electronics Inc. | 88,098 | 17,620 | 400.0% |
| LG Household & Health Care, Ltd. | 13,289 | 10,631 | 25.0% |
| Serveone Co., Ltd. | 25,000 | 10,000 | 150.0% |
| LG MMA Corp. | 8,400 | 6,000 | 40.0% |
| LG Hausys, Ltd. | 3,007 | - | |
| Lusem Co., Ltd. | 700 | 1,400 | -50.0% |
| GIIR Inc. | 290 | 5,915 | -95.1% |
| Others | 868 | 1,804 | -51.8% |
| Total | 279,612 | 181,997 | 53.6% |

4. Investmtns in associates for the years ended December 31, 2010 and 2009

Unit : KRW one million

| Company | Beginning balance | Acquisition | Dividends received | Gain(Loss) valuation of equity method | Gain from valuation recognized in accumulated other comprehensive income | Others | Ending balance |
|----------------------------------|-------------------|-------------|--------------------|---------------------------------------|--|-----------------|------------------|
| LG Chem Ltd. | 1,732,066 | - | -77,768 | 645,165 | -1,877 | - | 2,297,586 |
| LG Household & Health Care, Ltd. | 180,198 | - | -13,289 | 69,637 | -1,176 | - | 235,370 |
| LG Electronics Inc. | 3,640,989 | - | -88,098 | 381,958 | -43,781 | - | 3,891,068 |
| LG Uplus Corp. | 723,476 | - | -36,265 | 56,191 | -46 | 445,337 | 1,188,693 |
| LG Dacom Corporation(*1) | 301,395 | - | - | - | 246,532 | -547,927 | - |
| LG Life Sciences, Ltd. | 70,267 | - | - | 3,688 | -582 | - | 73,373 |
| LG Hitachi Co., Ltd. | 13,485 | - | - | -128 | 240 | - | 13,597 |
| GIIR Corporation | 33,830 | - | -290 | 3,423 | -503 | - | 36,460 |
| LG Hausys, Ltd. | 199,702 | - | -3,007 | 11,759 | -2,206 | - | 206,248 |
| LG MMA Corp. | 140,401 | - | -8,400 | 49,015 | -20 | - | 180,996 |
| Others | 35,341 | 532 | 0 | 8,090 | -2 | 0 | 43,961 |
| Total | 7,071,150 | 532 | -227,117 | 1,228,798 | 196,579 | -102,590 | 8,167,352 |

(*1) LG Uplus Corp., an associate, merged with LG Dacom Corporation as of January 1, 2010

5. Property, plants and equipment, net

Unit : KRW one million

| Account | Beginning balance | Acquisition | Disposals | Depreciation | Transfers | Others | Ending balance |
|--------------------------|-------------------|----------------|---------------|-----------------|----------------|-----------|------------------|
| Land | 242,140 | 9,784 | -165 | - | 75,472 | 0 | 327,231 |
| Buildings | 657,640 | 6,046 | -3,007 | -25,172 | 60,121 | 0 | 695,628 |
| Structures | 159,110 | 188 | -150 | -8,190 | 4,508 | 1,128 | 156,594 |
| Machinery | 521,657 | 34,021 | -387 | -187,647 | 93,432 | -141 | 460,935 |
| Construction in progress | 39,015 | 246,494 | - | - | -115,381 | -61 | 170,067 |
| Others | 226,838 | 78,015 | -3,336 | -48,604 | 388 | -929 | 252,372 |
| Total | 1,846,400 | 374,548 | -7,045 | -269,613 | 118,540 | -3 | 2,062,827 |

6. Investment property

Unit : KRW one million

| Account | Beginning balance | Acquisition | Depreciation | Transfers | Others | Ending balance |
|--------------------------|-------------------|---------------|---------------|-----------------|-----------|----------------|
| Land | 208,805 | 3 | - | -61,095 | - | 147,713 |
| Buildings | 158,870 | - | -8,804 | 45,871 | - | 195,937 |
| Structures | 5,747 | - | -651 | 502 | - | 5,598 |
| Construction in progress | 34,175 | 89,921 | - | -103,818 | 12 | 20,290 |
| Total | 407,597 | 89,924 | -9,455 | -118,540 | 12 | 369,538 |

Detail of valuation to fair value of investment property as of December 31, 2010 is as follows.

Unit : KRW one million

| Properties | Date of revaluation | Land | Buildings and Structures | Total |
|----------------------|---------------------|----------------|--------------------------|------------------|
| Twin Towers | 2009-03-11 | 444,600 | 335,400 | 780,000 |
| Gasandong building | 2009-04-21 | 50,966 | 110,104 | 161,070 |
| Gwanghwamun building | 2010-09-30 | 145,452 | 84,548 | 230,000 |
| Total | | 641,018 | 530,052 | 1,171,070 |

7. DEBENTURES AND BORROWINGS

1) Short-term borrowings

Unit : KRW one million

| Account | December 31, 2010 | December 31, 2009 | YoY |
|-----------------------|-------------------|-------------------|--------|
| Short-term borrowings | 112,552 | 151,329 | -25.6% |

Management’s Discussion & Analysis

Management's Discussion & Analysis (continued)

2) Long-term borrowings

Unit : KRW one million

| Account | December 31, 2010 | | December 31, 2009 | |
|---------------------------------------|-------------------|-------------|-------------------|-------------|
| | Current | Non-current | Current | Non-current |
| Korean currency long-term borrowings | 72,483 | 112,168 | 37,466 | 139,034 |
| Foreign currency long-term borrowings | 138,548 | 86,014 | 124,393 | 132,592 |
| Debentures in Won | 190,000 | 170,000 | 260,000 | 360,000 |
| Discount on debentures | -162 | -387 | -230 | -967 |
| Present value discount account | -142 | -583 | -140 | -736 |
| Total | 400,727 | 367,212 | 421,489 | 629,923 |

3) Debentures as of December 31, 2010 and 2009

Unit : KRW one million

| Company | Description | Issue date | Maturity date | Annual interest rate(%) | December 31, 2010 | December 31, 2009 |
|------------------------|------------------------|------------|---------------|-------------------------|-------------------|-------------------|
| LG Corp. | 15th public offering | 2007-05-08 | 2010-05-08 | 5.31 | - | 150,000 |
| | 16-1st public offering | 2008-12-26 | 2010-12-26 | 7.68 | - | 50,000 |
| | 16-2nd public offering | 2008-12-26 | 2011-12-26 | 8.14 | 100,000 | 100,000 |
| LG CNS Co., Ltd. | 2nd public offering | 2009-12-21 | 2012-12-21 | 6.1 | 40,000 | 40,000 |
| | 3rd public offering | 2009-03-13 | 2012-03-13 | 5.3 | 40,000 | 40,000 |
| Serveone Co., Ltd. | 1st public offering | 2009-02-19 | 2012-02-19 | 6.8 | 30,000 | 30,000 |
| LG Siltron Inc. | 21st public offering | 2006-03-17 | 2009-03-17 | 5.6 | - | - |
| | 22nd public offering | 2006-03-29 | 2009-03-29 | 5.6 | - | - |
| | 23rd public offering | 2006-08-31 | 2009-08-31 | 4.95 | - | - |
| | 24th public offering | 2007-03-20 | 2010-03-20 | 5.11 | - | 40,000 |
| | 25th public offering | 2008-11-21 | 2010-11-21 | 8.39 | - | 10,000 |
| | 26th public offering | 2008-12-18 | 2009-12-18 | 6.72 | - | - |
| | 27th public offering | 2008-12-26 | 2009-12-26 | 6.04 | - | - |
| | 28th public offering | 2009-01-23 | 2012-01-23 | 7.4 | 60,000 | 60,000 |
| | 29th public offering | 2009-02-26 | 2011-02-26 | 6.31 | 50,000 | 50,000 |
| | 30th public offering | 2009-03-17 | 2011-03-17 | 6.44 | 20,000 | 20,000 |
| | 31st public offering | 2009-03-30 | 2011-03-30 | 6.41 | 10,000 | 10,000 |
| | 32nd public offering | 2009-04-28 | 2011-04-28 | 5.86 | 10,000 | 10,000 |
| | 33rd public offering | 2009-12-18 | 2010-12-18 | 5.18 | - | 10,000 |
| Subtotal | | | | | 360,000 | 620,000 |
| Discount on debentures | | | | | -549 | -1,197 |
| Current debentures | | | | | -189,838 | -259,770 |
| Total | | | | | 169,613 | 359,033 |

8. ISSUED CAPITAL

Details of issued capital as of December 31, 2010 are as follows.

Unit : KRW one million

| Type of stock | Number of authorized shares | Number of issued shares | Number of shares owned by related party | Par value (in Won) | Amount of issued capital | Amount of capital surplus |
|---------------------|-----------------------------|-------------------------|---|--------------------|--------------------------|---------------------------|
| Common stock | 700,000,000 | 172,557,131 | 83,839,432 | 5,000 | 862,786 | 898,266 |
| Preferred stock(*1) | - | 3,314,677 | - | 5,000 | 16,573 | - |

(*1) Preferred stocks are stocks without voting rights that are eligible for additional 1 % based on face value of the stock compared to common stocks when receiving cash dividends. The company had 109,389 shares of common stock and 6,810 shares of preferred stock as of December 31, 2010, 575,389 shares of common stock and 6,810 shares of preferred stock as of December 31, 2009

9. RETAINED EARNINGS AND DIVIDENDS

Changes in retained earnings for the years ended December 31, 2010 and 2009 are as follows.

Unit : KRW one million

| Account | December 31, 2010 | December 31, 2009 |
|--|-------------------|-------------------|
| Beginning balance | 5,480,293 | 4,030,884 |
| Profit for the year | 1,528,812 | 1,597,684 |
| Dividends | (175,455) | (131,606) |
| Actuarial gains and losses | (14,625) | (4,568) |
| Changes of equity method retained earnings | (167,932) | (12,101) |
| Ending balance | 6,651,093 | 5,480,293 |

Dividends and dividend per share as of December 31, 2010, that has been resolved to be paid, are as follows.

Unit : KRW one million

| Type of stock | Number of issued shares | Number of treasury stock | Number of dividend shares | Dividend per share (in Won) | Total dividends |
|-----------------|-------------------------|--------------------------|---------------------------|-----------------------------|-----------------|
| Common stock | 172,557,131 | 109,389 | 172,447,742 | 1,000 | 172,448 |
| Preferred stock | 3,314,677 | 6,810 | 3,307,867 | 1,050 | 3,473 |

10. TRANSITION TO K-IFRS

The change in the scope of consolidation is followed

Scope of consolidation under K-GAAP

LG Corp.
LG Electronics Inc. and 106 subsidiaries
LG Chem Ltd. and 20 subsidiaries
LG CNS Co., Ltd. and 4 subsidiaries
LG Household & Health Care, Ltd. and 5 subsidiaries
LG Dacom Corporation and 3 subsidiaries
GIIR Inc. and 5 subsidiaries
Serveone Co., Ltd. and a subsidiary
LG Siltron Inc. and a subsidiary
LG Uplus Corp. (formerly LG Telecom, Ltd.)
LG Life Sciences Co., Ltd., LG MMA Corp.
Lusem Co., Ltd., LG Management Development Institute
LG Sports Ltd., LG Solar Energy Inc.
(161 companies in total)

Scope of consolidation under K-IFRS

LG Corp.
Serveone Co., Ltd. and a subsidiary
LG Siltron Inc. and a subsidiary
LG CNS Co., Ltd. and 16 subsidiaries
Lusem Co., Ltd., LG Management Development Institute
LG Sports Ltd., LG Solar Energy Inc.
(26 companies in total)

audit report

Independent Auditors’ Audit Report

LG Corp.
CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS OF DECEMBER 31, 2010, 2009 AND JANUARY 1, 2009

Unit : KRW one million

English Translation of the Report Originally Issued in Korean

To the Shareholders and Board of Directors of LG Corp.

We have audited the accompanying consolidated statement of the financial position of LG Corp. and its subsidiaries (the “Group”) as of December 31, 2010, and the related consolidated statements of income, comprehensive income, changes in equity and cash flows for the year ended December 31, 2010, all expressed in Korean won. These consolidated financial statements are the responsibility of the Group’s management. Our responsibility is to issue a report on these consolidated financial statements based on our audit.

We have also audited the consolidated financial statements of the Group as of December 31, 2009 and for the year ended December 31, 2009, dated March 29, 2010, we expressed an unqualified opinion on those statements. However, those statements did not incorporate the transitions to Korean International Financial Reporting Standards(“K-IFRS”) adjustments as discussed in Note 3 in the accompanying financial statements. While the consolidated financial statements as of and for the year ended December 31, 2009, presented for comparative purposes in the accompanying financial statements are inclusive of such Transition to K-IFRS adjustments.

We did not audit the financial statements of certain consolidated associates and joint ventures, including LG Electronics Inc. whose statements reflect 50.33% and 50.07% (before elimination of intercompany transactions) of the consolidated total assets as of December 31, 2010 and 2009, and 12.28% and 15.49% (before elimination of intercompany transactions) of the consolidated total sales for the years ended December 31, 2010 and 2009. Those financial statements were audited by other auditors whose reports have been furnished to us, and our opinion, insofar as it relates to the amounts included for these associates and joint ventures, is based solely on the reports of the other auditors.

We conducted our audit in accordance with the auditing standards generally accepted in the Republic of Korea. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessment of the accounting principles used and significant estimates made by management, as well as evaluating the overall consolidated financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of the company and its subsidiaries as of December 31, 2010, and the results of their operations, comprehensive income and their stockholders’ equity, and their cash flows for the year ended December 31, 2010, in accordance with K-IFRS.

Accounting principles and auditing standards and their application in practice vary among countries. The accompanying financial statements are not intended to present the financial position, results of operations, results of comprehensive income, changes in stockholders’ equity and cash flows in accordance with accounting principles and practices generally accepted in countries other than the Republic of Korea. In addition, the procedures and practices utilized in the Republic of Korea to audit such financial statements may differ from those generally accepted and applied in other countries. Accordingly, this report and the accompanying financial statements are for use by those knowledgeable about Korean accounting principles and auditing standards and their application in practice.

March 16, 2011

Deloitte Anjin LLC

Notice to Readers

This report is effective as of March 16, 2011, the auditors’ audit report date. Certain subsequent events or circumstances may have occurred between this audit report date and the time the auditors’ audit report is read. Such events or circumstances could significantly affect the accompanying consolidated financial statements and may result in modifications to the auditors’ audit report.

| | December 31, 2010 | December 31, 2009 | January 1, 2009 |
|--|----------------------|----------------------|--------------------|
| ASSETS | | | |
| CURRENT ASSETS : | | | |
| Cash and cash equivalents | 349,973 | 382,340 | 539,069 |
| Financial institution deposits | 155,882 | 162,306 | 149,660 |
| Derivatives assets | 3,710 | 100 | 4,354 |
| Available-for-sale financial assets | - | 977 | 1,810 |
| Held-to-maturity financial assets | - | - | 2 |
| Trade receivables, net | 1,639,322 | 1,322,389 | 965,873 |
| Other receivables, net | 61,746 | 61,434 | 74,471 |
| Income tax refund receivables | 1,524 | 1,991 | 1,210 |
| Other assets | 343,513 | 188,239 | 178,074 |
| Inventories, net | 245,653 | 187,242 | 210,090 |
| Total current assets | 2,801,323 | 2,307,018 | 2,124,613 |
| NON-CURRENT ASSETS: | | | |
| Financial institution deposits | 9 | 112 | 842 |
| Derivatives assets | - | 9,118 | 12,062 |
| Available-for-sale financial assets | 124,685 | 131,800 | 94,629 |
| Trade receivables, net | 9,797 | 10,553 | 17,972 |
| Other receivables, net | 13,728 | 16,480 | 19,912 |
| Investments in associates and joint ventures | 8,167,352 | 7,071,150 | 6,121,098 |
| Deferred tax assets, net | 102,166 | 84,396 | 97,456 |
| Other assets | 20,965 | 22,551 | 15,407 |
| Property, plants, and equipment, net | 2,062,827 | 1,846,400 | 1,879,520 |
| Investment property, net | 369,538 | 407,597 | 388,987 |
| Intangible assets | 106,478 | 96,831 | 64,307 |
| Total non-current assets | 10,977,545 | 9,696,988 | 8,712,192 |
| TOTAL ASSETS | 13,778,868 | 12,004,006 | 10,836,805 |

(Continued)

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
 CONSOLIDATED STATEMENT OF FINANCIAL POSITION(CONTINUED)
 AS OF DECEMBER 31, 2010, 2009 AND JANUARY 1, 2009

| | December 30, 2010 | December 31, 2009 | January 1, 2009 |
|--|----------------------|----------------------|--------------------|
| LIABILITIES AND SHAREHOLDERS' EQUITY | | | |
| CURRENT LIABILITIES: | | | |
| Derivative liabilities | 1,422 | 1,508 | 7,858 |
| Trade payables | 1,288,103 | 996,037 | 775,634 |
| Other payables | 566,104 | 468,838 | 530,941 |
| Short-term borrowings | 112,552 | 151,329 | 401,726 |
| Current portion of debentures and long-term borrowings | 400,727 | 421,489 | 213,853 |
| Other financial liability | - | 25 | - |
| Current tax liabilities | 99,843 | 52,074 | 118,804 |
| Provisions | 15,697 | 10,639 | 7,298 |
| Other liabilities | 101,824 | 114,749 | 136,276 |
| Finance lease liabilities | 7,875 | 11,990 | 9,400 |
| Total current liabilities | 2,594,147 | 2,228,678 | 2,201,790 |
| NON-CURRENT LIABILITIES: | | | |
| Derivative liabilities | 2,447 | 1,391 | 6,349 |
| Trade payables | - | 994 | - |
| Other payables | 187,937 | 184,985 | 163,734 |
| Long-term borrowings | 367,212 | 629,923 | 723,440 |
| Retirement benefit obligation | 51,451 | 42,272 | 28,404 |
| Deferred tax liability | 237,371 | 198,300 | 153,088 |
| Provisions | 4,949 | 5,856 | 1,652 |
| Other liabilities | 96,394 | 102,736 | 100,352 |
| Finance lease liabilities | 3,992 | 12,020 | 13,929 |
| Total non-current liabilities | 951,753 | 1,178,477 | 1,190,948 |
| TOTAL LIABILITIES | 3,545,900 | 3,407,155 | 3,392,738 |
| EQUITY: | | | |
| Issued capital | 879,359 | 879,359 | 879,359 |
| Capital surplus | 2,368,235 | 2,348,510 | 2,358,067 |
| Other capital items | (2,779) | (14,377) | (15,258) |
| Accumulated other comprehensive income(loss) | (31,891) | (396,085) | (131,325) |
| Retained earnings | 6,651,093 | 5,480,293 | 4,030,884 |
| Non-controlling interests | 368,951 | 299,151 | 322,340 |
| TOTAL EQUITY | 10,232,968 | 8,596,851 | 7,444,067 |
| TOTAL LIABILITIES AND EQUITY | 13,778,868 | 12,004,006 | 10,836,805 |

Unit : KRW one million

LG Corp.
 CONSOLIDATED STATEMENT OF INCOME
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Year ended December 31, 2010 | Year ended December 31, 2009 |
|---|------------------------------------|------------------------------------|
| Sales | 9,480,342 | 7,999,808 |
| Sales of finished goods and merchandise | 4,868,655 | 3,907,002 |
| Service revenue | 1,444,400 | 1,260,682 |
| Construction revenue | 1,605,578 | 1,110,133 |
| Gain(Loss) valuation of equity method | 1,228,798 | 1,401,857 |
| Other revenue | 332,911 | 320,134 |
| Cost of sales | 7,168,979 | 5,870,192 |
| Gross profit | 2,311,363 | 2,129,616 |
| Selling and administrative expenses | 382,269 | 336,862 |
| Impairment losses on assets | (282) | 3,577 |
| Other operating income | 59,178 | 58,723 |
| Other operating expenses | 142,230 | 59,966 |
| Operating income | 1,846,324 | 1,787,934 |
| Financial income | 26,266 | 54,977 |
| Financial expenses | 91,671 | 98,051 |
| Other non-operating expenses | (1,607) | (2,206) |
| Profit before tax | 1,779,312 | 1,742,654 |
| Income tax expense | 177,751 | 159,677 |
| Profit for the year | 1,601,561 | 1,582,977 |
| Profit for the year attributable to : | | |
| Owners of the Company | 1,528,812 | 1,597,684 |
| Non-controlling interests | 72,749 | (14,707) |
| Profit for the year per share (In Korean Won) : | | |
| Basic income per share | 8,715 | 9,115 |
| Diluted income per share | 8,715 | 9,115 |

Unit : KRW one million

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
 CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Unit : KRW one million | |
|---|------------------------------------|------------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| Profit for the year | 1,601,561 | 1,582,977 |
| Other comprehensive income(loss): | | |
| Net gain(loss) on available-for-sale financial assets | (5,072) | 28,105 |
| Net gain(loss) on valuation of equity method investments | 370,175 | (295,821) |
| Decrease in retained earnings of equity method investments | (167,932) | (12,101) |
| Net gain on hedging instruments entered into for cash flow hedges | (1,076) | 5,766 |
| Actuarial losses on defined benefit plans | (15,711) | (5,872) |
| Overseas operation translation | (23) | (2,685) |
| Total comprehensive income for the year | 1,781,922 | 1,300,369 |
| Total comprehensive income attributable to : | | |
| Owners of the Company | 1,710,449 | 1,316,255 |
| Non-controlling interests | 71,473 | (15,886) |

LG Corp.
 CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Unit : KRW one million | | | | | | |
|---|------------------------|-----------------|---------------------|---|-------------------|------------------------|------------|
| | Issued capital | Capital surplus | Other capital items | Accumulated other comprehensive income (loss) | Retained earnings | Non-controlling shares | Total |
| Balance on January 1, 2009 | 879,359 | 2,358,067 | (15,258) | (131,325) | 4,030,884 | 322,340 | 7,444,067 |
| Profit for the year | | | | | 1,597,684 | (14,707) | 1,582,977 |
| Annual dividends | | | | | (131,606) | (4,913) | (136,519) |
| Net gain on available-for-sale financial assets | | | | 27,937 | | 168 | 28,105 |
| Valuation gain(loss) through equity method | | | | (295,843) | (12,101) | 22 | (307,922) |
| Net gain on hedging instruments entered into for cash flow hedges | | | | 5,396 | | 370 | 5,766 |
| Actuarial losses | | | | | (4,568) | (1,304) | (5,872) |
| Translation loss on overseas business translation | | | | (2,250) | | (435) | (2,685) |
| Changes in the shares of subsidiaries | | (10,849) | | | | (2,390) | (13,239) |
| Disposal of treasury shares | | 1,292 | 881 | | | | 2,173 |
| Balance on December 31, 2009 | 879,359 | 2,348,510 | (14,377) | (396,085) | 5,480,293 | 299,151 | 8,596,851 |
| Balance on January 1, 2010 | 879,359 | 2,348,510 | (14,377) | (396,085) | 5,480,293 | 299,151 | 8,596,851 |
| Profit for the year | | | | | 1,528,812 | 72,749 | 1,601,561 |
| Annual dividends | | | | | (175,455) | (4,965) | (180,420) |
| Net loss on available-for-sale financial assets | | | | (4,965) | | (111) | (5,072) |
| Valuation gain(loss) through equity method | | | | 370,175 | (167,932) | | 202,243 |
| Net loss on hedging instruments entered into for cash flow hedges | | | | (1,055) | | (21) | (1,076) |
| Actuarial losses | | | | | (14,625) | (1,086) | (15,711) |
| Translation gain(loss) on overseas business translation | | | | 35 | | (58) | (23) |
| Changes in the shares of subsidiaries | | (34) | | | | 3,292 | 3,258 |
| Disposal of treasury shares | | 19,759 | 11,598 | | | | 31,357 |
| Balance on December 31, 2010 | 879,359 | 2,368,235 | (2,779) | (31,891) | 6,651,093 | 368,951 | 10,232,968 |

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
CONSOLIDATED STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW one million | | |
|---|---------------------------------|---------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| CASH FLOWS FROM OPERATING ACTIVITIES: | | |
| Profit for the year | 1,601,561 | 1,582,977 |
| Additions of expenses not involving cash outflows: | 725,983 | 666,605 |
| Depreciation | 279,069 | 302,030 |
| Amortization of intangible assets | 16,644 | 12,777 |
| Retirement benefits | 24,514 | 24,173 |
| Salaries and bonuses | 758 | 710 |
| Bad debt expenses | 474 | 16,840 |
| Interest expenses | 67,446 | 84,961 |
| Income tax expense | 177,751 | 159,677 |
| Loss on foreign currency translation | 14,956 | 6,882 |
| Loss on transactions of derivatives | 1,023 | 1,252 |
| Loss on valuation of derivatives | 1,068 | 3,655 |
| Loss on disposal of available-for-sale financial assets | 281 | 157 |
| Loss on disposal of investments in associates | 102,590 | - |
| Loss on disposal of property, plants, and equipment | 4,049 | 4,351 |
| Impairment loss of property, plants, and equipment | - | 2,009 |
| Loss on disposal of intangible assets | 18 | 1,207 |
| Impairment loss of intangible assets | - | 1,628 |
| Loss on valuation of inventories | 9,266 | 8,551 |
| Accrual of provision | 18,084 | 17,867 |
| Share-based payments | 6,658 | 14,233 |
| Others | 1,334 | 3,645 |
| Deduction of items not involving cash inflows: | (1,270,999) | (1,467,380) |
| Interest income | 14,308 | 18,469 |
| Dividend income | 954 | 1,870 |
| Reversal of allowance for doubtful accounts | 992 | 5,148 |
| Gain on foreign currency translation | 6,779 | 27,985 |
| Gain on transactions of derivatives | 249 | 2,292 |
| Gain on valuation of derivatives | 116 | 804 |
| Gain on disposal of available-for-sale financial assets | 46 | - |
| Gain on disposal of investments in associates | - | 1,304 |
| Gain on equity method valuation | 1,228,798 | 1,404,857 |
| Gain on disposal of property, plant and equipment | 1,140 | 776 |
| Gain on disposal of intangible assets | 3 | 21 |
| Reversal of impairment loss on intangible assets | 290 | - |
| Reversal of impairment loss on inventories | 8,235 | 1,802 |
| Reversal of impairment loss on other non-financial assets | - | 60 |
| Reversal of provisions | 8,258 | 1,201 |
| Others | 804 | 3,791 |

(Continued)

LG Corp.
CONSOLIDATED STATEMENTS OF CASH FLOWS(CONTINUED)
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW one million | | |
|---|---------------------------------|---------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| Movements in working capital: | (233,325) | (257,517) |
| Derivative assets | (217) | (2,602) |
| Trade receivables | (321,168) | (377,806) |
| Other receivables | 1,519 | 10,584 |
| Inventories | (49,440) | 18,971 |
| Loans to employees | 542 | 326 |
| Plan asset | (42) | - |
| Non-current trade receivable | (1,823) | (216) |
| Non-current other receivable | (1,310) | (685) |
| Trade payables | 300,072 | 229,848 |
| Other payables | 78,036 | (56,821) |
| Provisions | (11,728) | (6,429) |
| Non-current trade payables | (991) | (1,236) |
| Non-current other payables | 302 | (744) |
| Retirement benefit obligation | (37,674) | (18,356) |
| Other operating assets and liabilities | (189,403) | (52,351) |
| Interest income received | 13,925 | 19,746 |
| Dividend income received | 230,100 | 148,839 |
| Income tax refund | 626 | 6 |
| Interest expense paid | (55,977) | (75,337) |
| Income taxes paid | (101,734) | (176,263) |
| Net cash provided by operating activities | 910,160 | 441,676 |
| CASH FLOWS FROM INVESTING ACTIVITIES: | | |
| Cash inflows from investing activities: | 638,267 | 676,161 |
| Decrease in financial institution deposits | 613,784 | 620,983 |
| Disposal of derivative instruments | 3,832 | 8,042 |
| Decrease in other receivables | 8,814 | 11,559 |
| Disposal of non-current available-for-sale financial assets | 1,027 | 13 |
| Disposal of available-for-sale financial assets | 4,402 | 2,713 |
| Disposal of held-to-maturity financial assets | - | 2 |
| Decrease in non-current other receivables | 1,913 | 15,550 |
| Disposal of investments in associates | - | 246 |
| Disposal of property, plants, and equipment | 4,136 | 12,869 |
| Purchase of investments in subsidiaries | - | 843 |
| Disposal of investment properties | - | 1,137 |
| Disposal of intangible assets | 359 | 2,204 |

(Continued)

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
 CONSOLIDATED STATEMENTS OF CASH FLOWS(CONTINUED)
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Year ended December 31, 2010 | Year ended December 31, 2009 |
|--|---------------------------------|---------------------------------|
| Cash outflows from investing activities: | (1,097,873) | (1,005,225) |
| Increase in financial institution deposits | 607,186 | 629,339 |
| Acquisition of derivative instruments | 263 | 4,415 |
| Increase in other receivables | 6,315 | 8,137 |
| Purchase of available-for-sale financial assets | 123 | - |
| Purchase of non-current available-for-sale financial assets | 4,014 | 14,292 |
| Increase in non-current other receivables | 3,099 | 19,915 |
| Increase in other non-current assets | 41 | - |
| Purchase of investments in associates | 508 | 17,604 |
| Acquisition of property, plants, and equipment | 374,179 | 197,982 |
| Acquisition of investment property | 76,249 | 91,526 |
| Acquisition of intangible assets | 25,896 | 22,015 |
| Net cash used in investing activities | (459,606) | (329,064) |
| CASH FLOWS FROM FINANCING ACTIVITIES: | | |
| Cash inflows from financing activities: | 769,023 | 928,676 |
| Proceeds from short-term borrowings | 586,301 | 569,366 |
| Proceeds from long-term borrowings | 138,170 | 84,659 |
| Disposal of hedge derivatives | - | 4 |
| Cash inflow from consolidation capital transaction | 5 | - |
| Issuance of debentures | - | 269,170 |
| Increase in government subsidy | 3,582 | 2,891 |
| Issuance of stocks | 3,300 | - |
| Disposal of treasury stock | 37,665 | 2,586 |
| Cash outflows from financing activities: | (1,251,841) | (1,194,667) |
| Redemption of short-term borrowings | 626,220 | 813,111 |
| Redemption of current portion of long-term financial lease liabilities | 12,358 | 390 |
| Redemption of current portion of long-term borrowings | 169,475 | 1,790 |
| Redemption of long-term borrowings | 1,284 | 146,176 |
| Purchase of investments in subsidiaries | 43 | 20,625 |
| Redemption of debentures | 260,000 | 70,000 |
| Payment of dividends | 182,450 | 134,489 |
| Redemption of financial lease liabilities | - | 7,727 |
| Others | 11 | 359 |

(Continued)

LG Corp.
 CONSOLIDATED STATEMENTS OF CASH FLOWS(CONTINUED)
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Year ended December 31, 2010 | Year ended December 31, 2009 |
|--|---------------------------------|---------------------------------|
| Net cash (used in) provided by financing activities | (482,818) | (265,991) |
| Net decrease in cash and cash equivalents | (32,264) | (153,379) |
| Cash and cash equivalents at beginning of year | 382,340 | 539,069 |
| Effects of exchange rate changes on the balance of cash held in foreign currencies | (103) | (3,350) |
| Cash and cash equivalents at end of year | 349,973 | 382,340 |

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
 SEPARATE STATEMENT OF FINANCIAL POSITION
 AS OF DECEMBER 31, 2010, 2009 AND JANUARY 1, 2009

| | December 31, 2010 | December 31, 2009 | January 1, 2009 |
|--|--------------------------|--------------------------|--------------------------|
| ASSETS | | | |
| CURRENT ASSETS: | | | |
| Cash and cash equivalents | 60,549,554,867 | 77,257,210,374 | 173,917,290,055 |
| Financial institution deposits | 115,000,000,000 | 110,000,000,000 | 121,800,000,000 |
| Available-for-sale financial assets | - | 64,713,108 | 1,796,520,000 |
| Other receivables, net | 26,625,331,724 | 35,707,172,848 | 30,297,725,116 |
| Other assets | 148,402,632 | 145,422,716 | 5,462,745,189 |
| Total current assets | 202,323,289,223 | 223,174,519,046 | 333,274,280,360 |
| NON-CURRENT ASSETS: | | | |
| Available-for-sale financial assets | 109,846,335,432 | 119,808,748,430 | 85,314,224,414 |
| Other receivables, net | 505,769,000 | 505,769,000 | 5,769,000 |
| Investments in subsidiaries | 867,836,546,101 | 867,836,546,101 | 847,232,030,852 |
| Investments in associates and joint ventures | 5,576,981,874,282 | 5,565,360,840,361 | 5,565,360,943,271 |
| Other assets | 1,851,027,365 | 1,385,658,037 | 1,201,484,923 |
| Property, plants, and equipment, net | 13,154,938,820 | 13,181,156,628 | 14,177,212,551 |
| Investment property, net | 560,521,218,459 | 475,569,427,035 | 407,228,779,329 |
| Intangible assets | 6,562,705,102 | 6,327,168,050 | 6,532,553,697 |
| Total non-current assets | 7,137,260,414,561 | 7,049,975,313,642 | 6,927,052,998,037 |
| TOTAL ASSETS | 7,339,583,703,784 | 7,273,149,832,688 | 7,260,327,278,397 |

(Continued)

LG Corp.
 SEPARATE STATEMENT OF FINANCIAL POSITION(CONTINUED)
 AS OF DECEMBER 31, 2010, 2009 AND JANUARY 1, 2009

| | December 31, 2010 | December 31, 2009 | January 1, 2009 |
|--|--------------------------|--------------------------|--------------------------|
| LIABILITIES AND SHAREHOLDERS' EQUITY | | | |
| CURRENT LIABILITIES: | | | |
| Other payables | 71,970,306,353 | 90,394,338,378 | 83,536,300,320 |
| Short-term borrowings | - | - | 155,200,000,000 |
| Current portion of debentures and long-term borrowings | 99,838,202,669 | 199,785,901,085 | - |
| Current tax liabilities | 35,982,870,771 | 27,460,110,393 | 43,825,567,284 |
| Other liabilities | 2,287,145,106 | 3,547,004,476 | 1,234,621,320 |
| Total current liabilities | 210,078,524,899 | 321,187,354,332 | 283,796,488,924 |
| NON-CURRENT LIABILITIES: | | | |
| Other payables | 8,553,510,257 | 8,418,523,988 | - |
| Long-term borrowings | - | 99,687,113,173 | 298,978,631,719 |
| Retirement benefit obligation | 5,985,816,160 | 5,920,459,934 | 5,298,288,788 |
| Deferred tax liability | 133,515,591,759 | 129,556,770,297 | 132,704,793,637 |
| Other liabilities | 8,082,181,643 | 6,701,919,312 | - |
| Total non-current liabilities | 156,137,099,819 | 250,284,786,704 | 436,981,714,144 |
| TOTAL LIABILITIES | 366,215,624,718 | 571,472,141,036 | 720,778,203,068 |
| EQUITY: | | | |
| Issued capital | 879,359,040,000 | 879,359,040,000 | 879,359,040,000 |
| Capital surplus | 2,408,305,121,093 | 2,388,546,405,479 | 2,387,254,013,292 |
| Other capital items | (2,773,370,729) | (14,371,298,059) | (15,252,342,552) |
| Accumulated other comprehensive income(loss) | 47,437,136,027 | 51,790,348,089 | 24,701,870,733 |
| Retained earnings | 3,641,040,152,675 | 3,396,353,196,143 | 3,263,486,493,856 |
| TOTAL EQUITY | 6,973,368,079,066 | 6,701,677,691,652 | 6,539,549,075,329 |
| TOTAL LIABILITIES AND EQUITY | 7,339,583,703,784 | 7,273,149,832,688 | 7,260,327,278,397 |

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
SEPARATE STATEMENT OF INCOME
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW | | |
|--------------------------------------|------------------------------------|------------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| Operating income | 590,657,764,258 | 455,296,625,551 |
| Dividends Income | 279,612,445,700 | 181,997,333,530 |
| Royalties revenue | 252,761,350,217 | 223,756,897,229 |
| Rental revenue | 58,283,968,341 | 49,542,394,792 |
| ----- | | |
| Operating expenses | 115,876,383,001 | 137,372,701,097 |
| Personnel expenses | 26,036,950,587 | 31,163,923,079 |
| Depreciation | 8,765,068,192 | 25,430,201,834 |
| Other operating expenses | 81,074,364,222 | 80,778,576,184 |
| ----- | | |
| Other operating income(expenses) | 12,459,841,702 | 96,758,596 |
| ----- | | |
| Operating income, net | 487,241,222,959 | 318,020,683,050 |
| | | |
| Financial income | 6,076,250,931 | 7,218,407,577 |
| Financial expenses | 15,527,581,082 | 25,887,139,252 |
| Other non-operating income(expenses) | (349,440,132) | (100,882,000) |
| ----- | | |
| Profit before tax | 477,440,452,676 | 299,251,069,375 |
| | | |
| Income tax expense | 56,325,862,526 | 34,726,890,282 |
| ----- | | |
| Profit for the year | 421,114,590,150 | 264,524,179,093 |

LG Corp.
SEPARATE STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW | | |
|---|------------------------------------|------------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| Profit for the year | 421,114,590,150 | 264,524,179,093 |
| | | |
| Other comprehensive income(loss): | | |
| Net gain(loss) on available-for-sale financial assets | (4,353,212,062) | 27,088,477,356 |
| Actuarial gains and losses on defined benefit plans | (972,631,268) | (51,426,706) |
| ----- | | |
| Total comprehensive income for the year | 415,788,746,820 | 291,561,229,743 |

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
SEPARATE STATEMENT OF CHANGES IN EQUITY
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW | | | | | | |
|---|-----------------|-------------------|---------------------|---|-------------------|-------------------|
| | Issued capital | Capital surplus | Other capital items | Accumulated other comprehensive income (loss) | Retained earnings | Total |
| Balance on January 1, 2009 | 879,359,040,000 | 2,387,254,013,292 | (15,252,342,552) | 24,701,870,733 | 3,263,486,493,856 | 6,539,549,075,329 |
| Annual dividends | | | | | (131,606,050,100) | (131,606,050,100) |
| Profit for the year | | | | | 264,524,179,093 | 264,524,179,093 |
| Disposal of treasury shares | | 1,292,392,187 | 881,044,493 | | | 2,173,436,680 |
| Actuarial losses | | | | | (51,426,706) | (51,426,706) |
| Net gain on available-for-sale financial assets | | | | 27,088,477,356 | | 27,088,477,356 |
| Balance on December 31, 2009 | 879,359,040,000 | 2,388,546,405,479 | (14,371,298,059) | 51,790,348,089 | 3,396,353,196,143 | 6,701,677,691,652 |
| Balance on January 1, 2010 | 879,359,040,000 | 2,388,546,405,479 | (14,371,298,059) | 51,790,348,089 | 3,396,353,196,143 | 6,701,677,691,652 |
| Annual dividends | | | | | (175,455,002,350) | (175,455,002,350) |
| Profit for the year | | | | | 421,114,590,150 | 421,114,590,150 |
| Disposal of treasury shares | | 19,758,715,614 | 11,597,927,330 | | | 31,356,642,944 |
| Actuarial losses | | | | | (972,631,268) | (972,631,268) |
| Net loss on available-for-sale financial assets | | | | (4,353,212,062) | | (4,353,212,062) |
| Balance on December 31, 2010 | 879,359,040,000 | 2,408,305,121,093 | (2,773,370,729) | 47,437,136,027 | 3,641,040,152,675 | 6,973,368,079,066 |

LG Corp.
SEPARATE STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| Unit : KRW | | |
|---|---------------------------------|---------------------------------|
| | Year ended December 31, 2010 | Year ended December 31, 2009 |
| CASH FLOWS FROM OPERATING ACTIVITIES: | | |
| Profit for the year | 421,114,590,150 | 264,524,179,093 |
| | | |
| Additions of expenses not involving cash outflows: | 90,315,705,867 | 103,389,205,375 |
| Depreciation | 8,765,068,192 | 25,430,201,834 |
| Amortization of intangible assets | 853,351,827 | 1,017,794,049 |
| Retirement benefits | 1,896,550,088 | 2,001,310,158 |
| Interest expenses | 15,527,581,082 | 25,887,139,252 |
| Income tax expense | 56,325,862,526 | 34,726,890,282 |
| Share-based payments | 6,657,621,207 | 14,232,757,800 |
| Loss on disposal of available-for-sale financial assets | 227,309,495 | 93,112,000 |
| Loss on disposal of property, plant and equipment | 62,361,450 | - |
| | | |
| Deduction of items not involving cash inflows: | (297,692,310) | (192,905,777,276) |
| Interest income | 6,076,250,931 | 7,218,407,577 |
| Dividend income | 279,612,445,700 | 181,997,333,530 |
| Gain on disposal of investments in associates | 11,621,033,921 | - |
| Reversal of incentives | - | 3,527,472,000 |
| Gain on disposal of property, plants, and equipment | 65,967 | 12,831,015 |
| Other operating income | 382,538,791 | 149,733,154 |
| | | |
| Movements in working capital: | (32,615,602,471) | 9,881,092,617 |
| Other receivables | 9,122,564,114 | (6,374,579,768) |
| Other current assets | (2,979,916) | 5,317,322,473 |
| Other non-current assets | (992,658,207) | (811,215,516) |
| Other payables | (37,934,226,081) | (4,198,049,372) |
| Other current liabilities | (1,259,859,370) | 2,312,383,156 |
| Other non-current payables | 1,515,248,600 | 15,120,443,300 |
| Retirement benefit obligation | (3,063,691,611) | (1,485,211,656) |

(Continued)

Audit Report

AS OF DECEMBER 31, 2010

LG Corp.
 SEPARATE STATEMENTS OF CASH FLOWS(CONTINUED)
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Year ended December 31, 2010 | Year ended December 31, 2009 |
|--|---------------------------------|---------------------------------|
| Interest income received | 6,035,527,941 | 8,183,539,613 |
| Dividend income received | 279,612,445,700 | 181,997,333,530 |
| Interest expense paid | (15,973,020,547) | (25,243,023,559) |
| Income taxes paid | (48,664,776,689) | (62,238,675,043) |
| Net cash provided by operating activities | 402,132,534,641 | 287,587,874,350 |
| CASH FLOWS FROM INVESTING ACTIVITIES: | | |
| Cash inflows from investing activities: | 564,338,713,005 | 564,879,380,536 |
| Decrease in financial institution deposits | 560,000,000,000 | 561,800,000,000 |
| Disposal of available-for-sale financial assets | 4,218,775,505 | 1,885,408,000 |
| Disposal of property, plants, and equipment | 119,937,500 | 56,979,845 |
| Disposal of investment properties | - | 1,136,889,780 |
| Disposal of investments in associates | - | 102,911 |
| Cash outflows from investing activities: | (645,388,735,275) | (664,907,331,847) |
| Increase in financial institution deposits | 565,000,000,000 | 550,000,000,000 |
| Acquisition of available-for-sale financial assets | - | 12,420,000 |
| Purchase of investments in subsidiaries | - | 20,604,515,250 |
| Acquisition of property, plants, and equipment | 534,537,099 | 334,227,593 |
| Acquisition of intangible assets | 561,600,000 | 23,799,000 |
| Acquisition of investment properties | 79,292,598,176 | 93,432,370,004 |
| Increase in non-current other receivables | - | 500,000,000 |
| Net cash used in investing activities | (81,050,022,270) | (100,027,951,311) |

(Continued)

LG Corp.
 SEPARATE STATEMENTS OF CASH FLOWS(CONTINUED)
 FOR THE YEARS ENDED DECEMBER 31, 2010 AND 2009

| | Year ended December 31, 2010 | Year ended December 31, 2009 |
|--|---------------------------------|---------------------------------|
| CASH FLOWS FROM FINANCING ACTIVITIES: | | |
| Cash inflows from financing activities: | 60,475,753,883 | 23,400,995,304 |
| Proceeds from short-term borrowings | 22,810,919,411 | 20,814,947,924 |
| Disposal of treasury stocks | 37,664,834,472 | 2,586,047,380 |
| Cash outflows from financing activities: | (398,265,921,761) | (307,620,998,024) |
| Payment of dividends | 175,455,002,350 | 131,606,050,100 |
| Redemption of short-term borrowings | 22,810,919,411 | 176,014,947,924 |
| Redemption of debentures | 200,000,000,000 | - |
| Net cash used in financing activities | (337,790,167,878) | (284,220,002,720) |
| Net decrease in cash and cash equivalents | (16,707,655,507) | (96,660,079,681) |
| Cash and cash equivalents at beginning of year | 77,257,210,374 | 173,917,290,055 |
| Cash and cash equivalents at end of year | 60,549,554,867 | 77,257,210,374 |

Global Networks

The LG global network extends to more than 250 Companies in over 60 countries



Directory of Overseas Network

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U.S.A.

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Marketing

U.S.A.

LG Electronics Alabama Inc.
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Fax:1-256-772-6129
www.lg.com/us
SVC

U.S.A.

Zenith Electronics LLC
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Fax:1-847-941-8877
www.lg.com/us
R&D

U.S.A.

LG Electronics Mobilecomm U.S.A.,Inc.
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Fax:1-858-635-5225
www.lg.com/us
Marketing

U.S.A.

LG Electronics Mobile Research. U.S.A., L.L.C
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Fax:1-858-635-5225
www.lg.com/us
R&D

Canada

LG Electronics Canada, Inc.
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Fax:1-905-507-9149
www.lg.com/ca_en
Marketing

Mexico

LG Electronics Mexico S.A.DE C.V.
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Marketing

Asia Pacific

India

LG Electronics India Pvt. Ltd.
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M&P

Indonesia

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Fax:62-21-5797-3103
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M&P

Thailand

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Vietnam

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Marketing

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LG Electronics Taiwan Taipei Co.,Ltd.
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Fax:886-2-2627-4977
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Marketing

China

Nanjing LG-Panda Appliances Co., Ltd.
Tel:86-25-8770-6666
Fax:86-25-8487-2931
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Production

China

Taizhou LG Electronics Refrigeration Co.,Ltd.
Tel:86-523-666-5408
Fax:86-523-666-1729
www.lg.com/cn
Production

China

LG Electronics Tianjin Appliances Co., Ltd.
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Production

China

LG Electronics Qinhuangdao Inc.
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Production

China

LG Electronics(Hangzhou) Recording Media Co., Ltd.
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Fax:86-571-8672-9061
www.lg.com/cn
Production

China

LG Electronics Huizhou Ltd.
Tel:86-752-2600944
Fax:86-752-2600945
www.lg.com/cn
Production

China

LG Electronics Nanjing Display Co., Ltd.
Tel:86-25-8557-5570
Fax:86-25-8557-5799
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Production

China

Shanghai LG Electronics Co., Ltd.
Tel:86-21-5854-5500
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Production

China

LG Electronics Shenyang Inc.
Tel:86-24-3169-1003
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Production

China

LG Electronics(Kunshan) Computer Co., Ltd.
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Fax:86-512-5771-0880
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Production

China

Qingdao LG Inspur Digital Communication Co., Ltd.
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Production

China

Inspur LG Digital Mobile Communications Co., Ltd.
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Fax:86-535-693-9999
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Production

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R&D

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Marketing

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Logistics

The Netherlands

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Logistics/SVC

The Netherlands

LG Electronics European Shared Service Center B.V.
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SSC

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Poland

LG Electronics Wroclaw Sp. z o.o.
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Production

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LG Electronics Mobilecomm France
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R&D

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Marketing

Peru

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Fax:51-1-415-0084
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Marketing

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Fax:58-212-285-4814
Marketing

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M&P

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