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LG TAKES LG SIGNATURE BRANDING WORLDWIDE WITH “LG SIGNATURE IN THE CITY” CAMPAIGN

Scheduled in LG SIGNATURE’s Massive Coming-Out Tour

SEOUL, Sep. 8, 2016 — LG Electronics is embarking on a global branding campaign with its first ultra-premium LG SIGNATURE brand across Europe and North America under the umbrella theme of *The Art of Essence* with other regions to follow next year. LG’s “LG SIGNATURE in The City” campaign grew out of the idea that the best designed consumer electronics and appliances have many similarities with beautiful architecture.

As part of the campaign, LG will unveil a new creative spot that compares the artistic qualities of LG SIGNATURE products with great works of architecture in four cities: New York, London, Paris and Stuttgart. LG SIGNATURE products and famous landmarks are featured together to illustrate technology and innovation alongside sophistication and class.

The campaign will also feature a series of high-profile events to be held in major cities across the globe with the aim of increasing brand awareness among cosmopolitan consumers. The campaign will include broadcast, social media, print and digital assets featuring LG SIGNATURE in contemporary, cosmopolitan environments. The campaign kicks off with an LG SIGNATURE art exhibition at IFA 2016 in Berlin this week.

“This is one of the largest marketing campaigns we have initiated in many years which illustrates how important LG SIGNATURE is to our future growth and strategy,” said Brian Na, global marketing officer at LG Electronics. “We’re excited and optimistic that LG is ready to evolve beyond mass tier consumer electronics and appliances and I think people are eager to engage a new high-end brand in this segment.”

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 77,000 people working in 125 locations around the world. With 2015 global sales of USD 48.8 billion (KRW 56.5 trillion), LG comprises four business units — Home Appliance & Air Solutions, Mobile Communications, Home Entertainment and Vehicle Components — and is one of the world's leading producers of flat panel TVs, mobile devices, air conditioners, washing machines and refrigerators. LG Electronics is a 2016 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

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