

Company Overview

Since its foundation in 1947, under the vision to become 'a top lifestyle company actualizing the beauty and dreams of its consumers', LG H&H has permeated every aspect of daily life and helped consumers live beautiful, healthy, and refreshing lives. Based in our Gwanghwamun Headquarters in Seoul, Korea, our subsidiaries are located in China, Japan, Vietnam, Taiwan, the United States, and Canada. We strive to provide distinct values across our entire business scope ranging from product manufacturing, packaging and the way we conduct our tasks to marketing strategies and sales methods.

Company Profile

Company Name	LG Household & Health Care Ltd.
Address	LG Gwanghwamun Building, 58, Saemunan-ro, Jongno-gu, Seoul, South Korea
Foundation	January 1947
CEO	Suk Cha
Business Type	Cosmetics, Household Goods, Beverages
Number of Employees	8,002

Global Network

We are growing into a global company of cosmetics, household goods, and beverages businesses by providing high-quality products to our customers.

Major Domestic and Overseas Subsidiaries

(Unit: %)

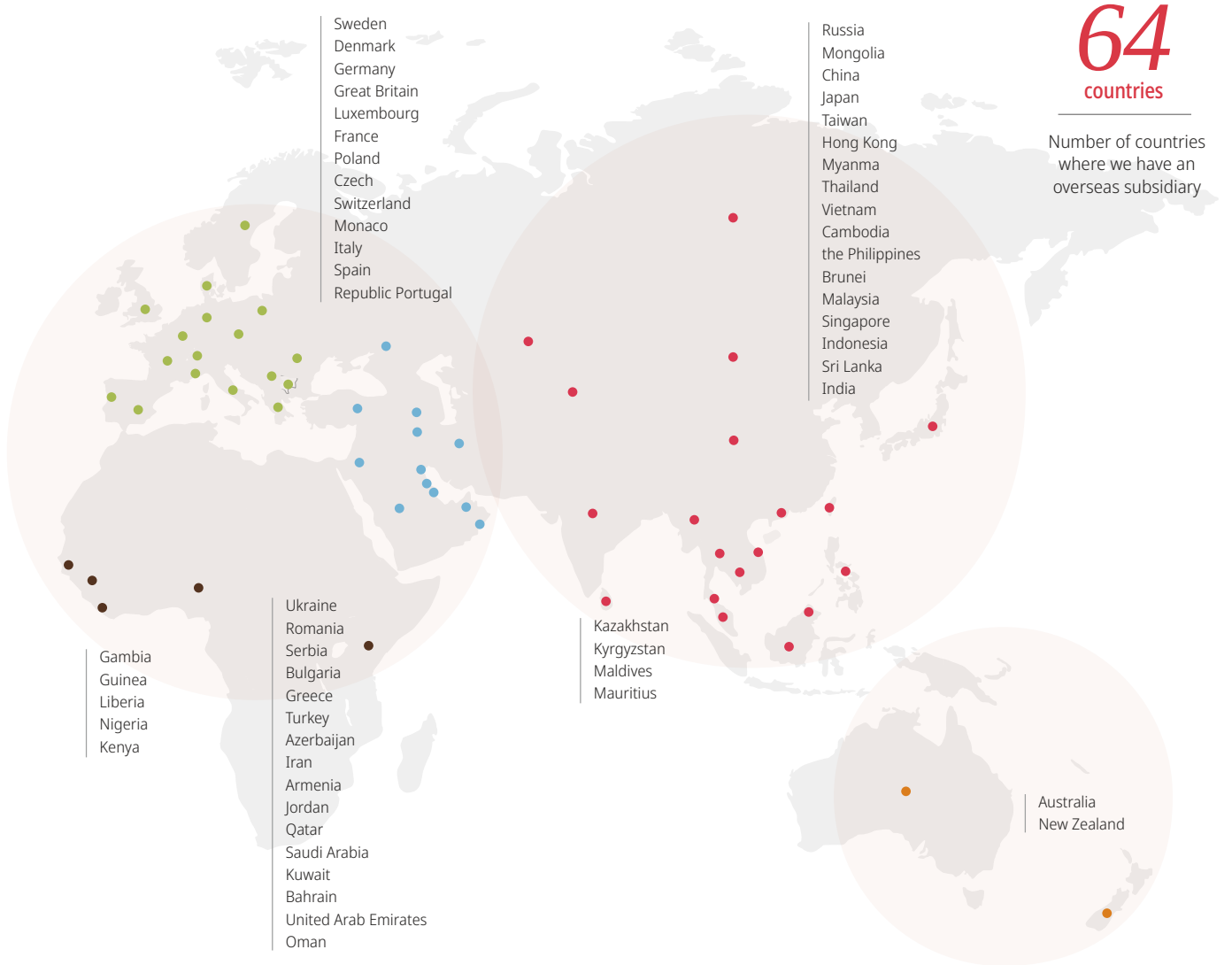
Domestic Subsidiaries	Location (HQ)	Share	Domestic Subsidiaries	Location (HQ)	Share
Coca-Cola Beverage	Yangsan, Korea	90	Bright World	Cheongju, Korea	100
THE FACE SHOP	Seoul, Korea	100	OBM LAB	Daejeon, Korea	70
HAITAI htb	Seoul, Korea	100	LG Farouk Co.	Seoul, Korea	50
Hankook Beverage	Namwon, Korea	100	Tai Guk Pharm Co., Ltd.	Buyeo, Chungcheong-nam-do, Korea	92.7
CNP Cosmetics	Seoul, Korea	100	Rucipello	Seoul, Korea	76
K&I	Seoul, Korea	100	Ulleung Saemmul	Seoul, Korea	87
FMG	Chuncheon, Korea	77.2			

Overseas Subsidiaries	Location (HQ)	Share
LG Household & Health Care Trading (Shanghai)	Shanghai, China	100
Beijing LG Household Chemical	Beijing, China	78
Hangzhou LG Cosmetics	Hangzhou, China	100
LG Household & Health Care Cosmetics R&D (Shanghai) Co., Ltd.	Shanghai, China	100
THE FACE SHOP (Shanghai) Co., Ltd	Shanghai, China	100
Ginza Stefany Inc.	Tokyo, Japan	100
Everlife Co., Ltd.	Fukuoka, Japan	100
Toiletry Japan Inc.	Osaka, Japan	70
LG Vina Cosmetics Company Limited	Ho Chi Minh, Vietnam	60
LG Household & Health Care America Inc.	New Jersey, United States	100
LG Household & Health Care (Taiwan) Ltd	Taipei, Taiwan	100
LG H&H HK LIMITED	Hong Kong	80
TFS Singapore Private Limited	Singapore	100
FRUITS & PASSION BOUTIQUES INC.	Quebec, Canada	100
LG HOUSEHOLD & HEALTH CARE MALAYSIA SDN. BHD.	Malaysia	100
NewAvon Company	New Jersey, United States	100
FMG & Mission Co.Ltd	Yokohama, Japan	100



- Canada
- The United States
- Guatemala
- Dominican Republic
- Brazil
- Bolivia
- Argentina

Domestic Business Sites			
LG H&H	Headquarters in Seoul	HAITAI htb	Business site in Cheorwon
	Business site in Cheongju		Business site in Pyeongchang
	R&D campus in Daejeon		Business site in Cheonan
	Business site in Naju		Business site in Iksan
	Business site in Ulsan	THE FACE SHOP	Business site in Incheon
	Business site in Onsan		
Coca-Cola Beverage	Magok LG Science park	FMG	Business site in Chuncheon
	Business site in Yeosu	Hankook Beverage	Business site in Namwon
	Business site in Gwangju		Beverage
	Business site in Yangsan	Tai Guk Pharm Co., Ltd.	Business site in Buyeo
			Business site in Hyangnam
		Business site in Gochang	



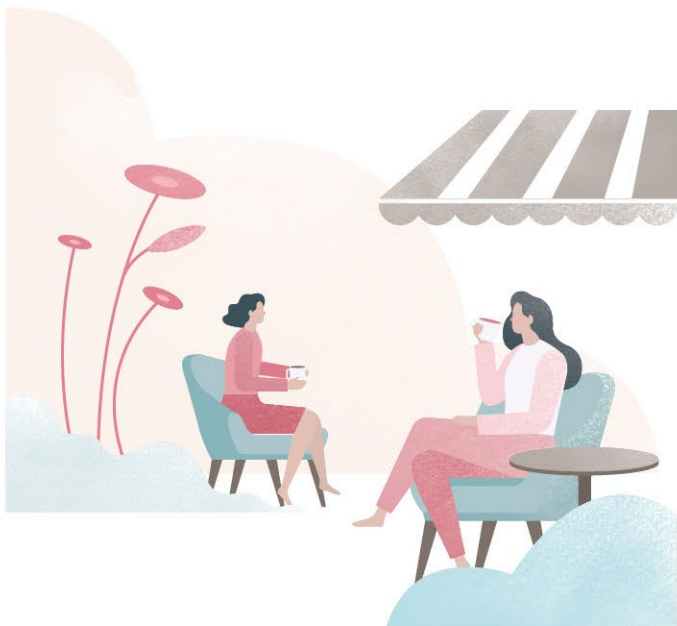
Business Overview

Beauty Division

BEAUTIFUL

LG H&H pursues the realization of a beautiful life and develops products that meet the needs of customers.

We will increase our competitiveness in the cosmetics business to promote global premium brands and accelerate the successful expansion of business in the overseas markets with a safe landing in the Americas, thereby becoming a global company beyond Asia.



The History of Whoo

Premium royal brand that combines the secret royal court beauty formula for the queen and modern science

2.5 trillion in annual sales

First Korean brand to achieve KRW 2.5 trillion in annual sales

No. 1 nine consecutive years

Ranked No. 1 in the domestic anti-wrinkle functional essence category for nine consecutive years (Bichup Self-Generating Anti-Aging Essence)



OUR BRANDS

The history of



su:m 37°

O HUI

belif
believe in truth

THE FACE SHOP
NATURAL STORY

ISA KNOX

VONIN



PASSION &
BEYOND

CNP COSMETICS
차앤박화장품

VDI
VDIVOV

VDL



tuneage
esthetic



The saga of



CODE
BIOCOLOR

LACVERT

Smgt

Sum37°

A cosmetic product with naturally fermented ingredients made with time and effort to fundamentally revitalize your skin

2019 Brand Top at the 56th Trade Day

Organized by the Ministry of Trade, Industry and Energy, Hosted by the Korea International Trade Association

2019 Best of Best Cosmetics by Singles Magazine

National Award Skincare Category at 2019 Marie Claire Prix d'Excellence de la Beauté Beauty Awards

Losec Summa Elixir Essence Secrétá



**LIVE
YOUR DREAM
CHANGE
YOUR LIFE**



O HUI

A science-based cosmetic brand that constantly conducts creative R&D to achieve absolute beauty

2019 Cosmo Editor's Pick

2019 Marie Claire Editor's Pick

Ranked No. 1 in the essence category at Dong-A Ilbo Golden Girl Beauty Awards in 2018-2019

Achieved the perfect score (5 points) in 2018 in YOKA, the largest beauty community in China

A product that met the needs of **97.5%** Asian female respondents

Survey data from Research & Research, in which 20 Korean women and 20 Chinese women in their 30-50s used the product for two weeks



Belif

True herbal cosmetic brand based on traditional British herbal beauty formulas with integrity and truth

No. 1 in the premium moisturizing cream market for 3 consecutive years

Survey data from Kantar; Sep 12, 2016, to Sep 8, 2019



Business Overview

Home and Personal Care Division

HEALTHY

LG H&H pursues the realization of a healthy life and prioritizes the quality and safety of products to build trust with customers. We also strive to obtain a new growth engine by developing an integrated premium brand of household products with distinctive concepts.



PERIOE

A leading national total oral health care brand in Korea

No. 1 for 29 consecutive years

Survey data from Nielsen, domestic market



FOR YOUR HEALTHY LIFE

OUR BRANDS



TECH

Top laundry detergent brand in the Korean market that provides the best laundry solution

No. 1 for 11 consecutive years

Survey data from Nielsen, domestic market



Elastine

"Elastine brings the benefits of skincare to your hair" – Total haircare brand

No. 1 for 16 consecutive years

Survey data from Nielsen, domestic market



ON:THE BODY

Tone up your skin simply by showering – Functional body skincare brand

No. 1 in the body wash category for 19 consecutive years

Survey data from Nielsen, domestic market



Dr. Groot

The specialized hair loss care brand boasting the highest repurchase rate, which provides customized solutions for various hair loss problems

No. 1 for the repurchase rate in the hair loss care shampoo category

Panel survey data from Nielsen (3,000 households across the country participating as respondents; data from panels constantly participating from May 2017 to Apr 2019; based on hair loss care shampoo and conditioner)

No. 1 in sales in the hair loss care shampoo category for 19 consecutive years

Survey data from Nielsen, package products included



Business Overview

Refreshment Division

REFRESHING

LG H&H is committed to adding vitality to our customers' lives with a variety of beverage brands including Coca-Cola Beverage, Minute Maid, and Powerade.

Monster Energy

Energy drink brand that was launched in the United States and is growing across the world

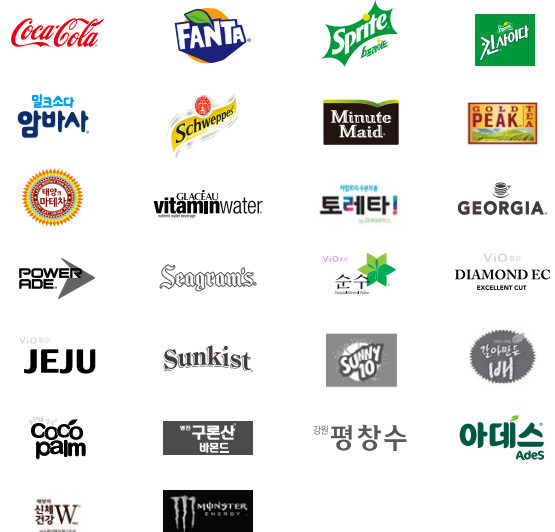
No. 1 in energy drink sales in the United States

Sales data from Nielsen, as of 2018



FOR YOUR REFRESHING LIFE

OUR BRANDS



GangWon PyeongChangSoo

Mineral water brand that offers the true purity of water

Official mineral water of the 2018 PyeongChang Winter Olympics



POWERADE & TORETA

Sports drink with electrolytes for good health and quick hydration

A low-calorie sports drink with electrolytes for good health and immediate hydration



Coca-Cola

The most-loved carbonated drink brand for over 130 years across the globe

No. 1 in the global market

Category of carbonated soft drinks, sales data from Nielsen as of 2018

5th most influential brand in the global market

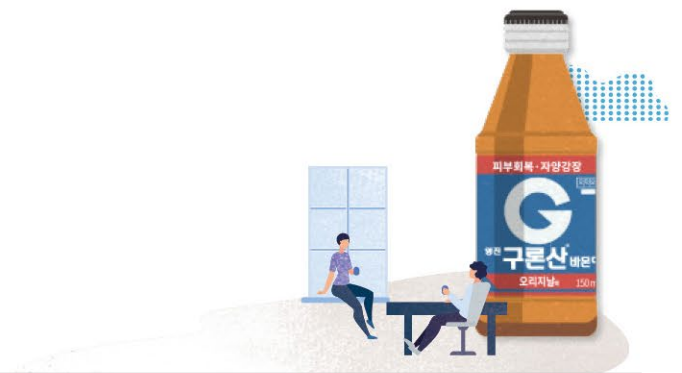
Brand value worth USD 63.4 billion based on 2019 Interbrand data



Guronsan Vermont

Invigorating drink brand with 56 years of tradition

since **1964**



Economic Value Creation

Financial Performance

Financial Highlights

Thanks to the expansion of business, especially with cosmetic brands and the satisfactory performance of the home and personal care and beverage business, we enjoyed KRW 7.6 trillion in sales, 14% up from the previous year, and the record-high operating profits of KRW 1.1 trillion, a 13% year-on-year rise.

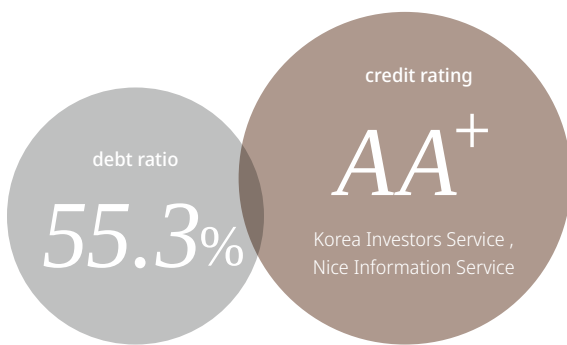
Sales

KRW **7.6** trillion

Operating Profits

KRW **1.1** trillion

Debt Ratio and Credit Rating (As of December 2019)



2019 Business Performance

By strengthening capacity in the overseas market and duty-free shops, The History of Whoo achieved over KRW 2.5 trillion in global sales, becoming an unparalleled brand both in the domestic and overseas markets. In the overseas business, in particular, the brand recorded a 50% increase in sales to over KRW 800 billion in China and a 20% increase in sales in Japan.

Beauty Division

2019 Business Performance

By strengthening capacity in the overseas market and duty-free shops, 'The History of Whoo' achieved over KRW 2.5 trillion in global sales, becoming an unparalleled brand both in the domestic and overseas markets. In the overseas business, in particular, the brand recorded a 50% increase in sales to over KRW 800 billion in China and a 20% increase in sales in Japan.



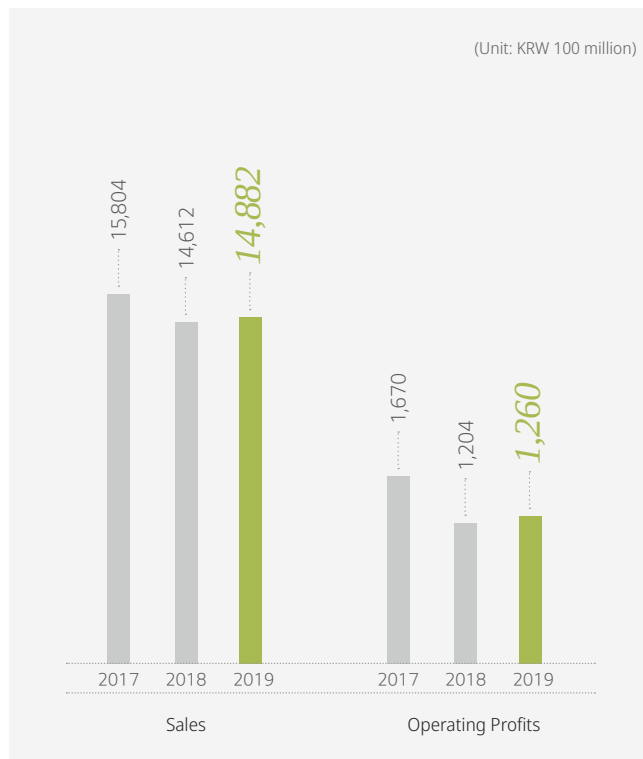
2020 Business Plan

We will keep up with the new trends of the millennials in establishing a brand portfolio and handling sales channels. We will also constantly expand business in Asia by connecting business bases in China, Japan and South Asia to become a global company. In addition, we plan to boost our business in the Americas with NewAvon, a company in North America that we acquired in 2019.

Home and Personal Care Division

2019 Business Performance

Despite the harsh environment where the offline distribution channels including large supermarkets were faced with a slump, we remained the top leading company in the market thanks to the rise in sales and operating profits. Dr. Groot and Himalaya Pink Salt, our premium hair loss treatment brands, which have both registered as the top repeat purchase rate, have constantly increased their market shares overseas, particularly in China.



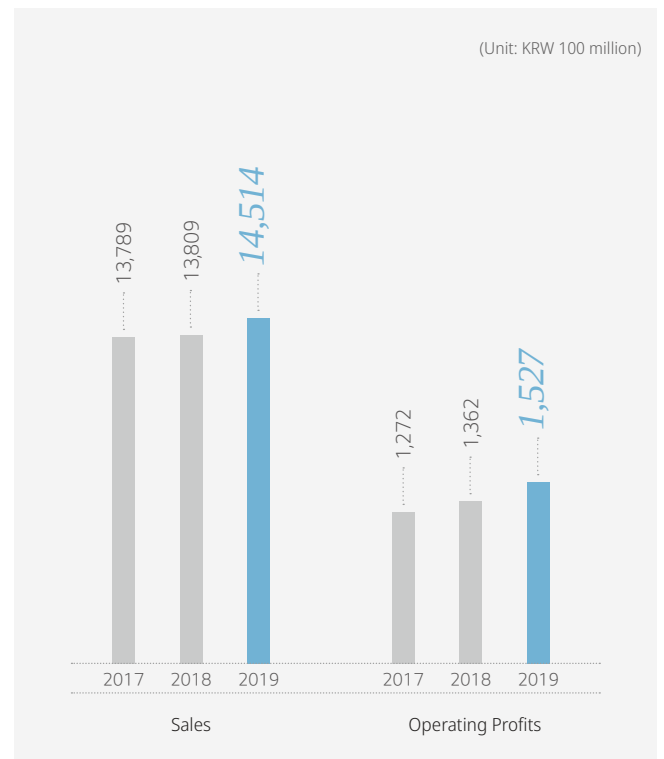
2020 Business Plan

We will launch new products with novel technologies and cultivate an integrated premium brand, distinguished from the previous ones, to respond to the rapidly changing market environment. We will also explore new business opportunities with high growth potential to lay the groundwork to expand our business scope and overseas sales.

Refreshment Division

2019 Business Performance

We launched a variety of new products of Coca-Cola Beverage and strengthened our brand power. With proactive marketing activities based on our efforts, we achieved KRW 1.4 trillion in sales, a 5% year-on-year rise, and over KRW 150 billion in operating profits, a 12% increase from the previous year, a record-high performance.



2020 Business Plan

LG H&H will utilize the solid competitive advantage of its brands to increase its market share, while constantly implementing strategies to cultivate new brands of each category. To ensure a stable and efficient supply system, we will improve the production and logistics structure to actively respond to the growing uncertainties in the market.