

FOR IMMEDIATE RELEASE

LG TO UNVEIL NEW MINIMALIST-DESIGN APPLIANCES AT CES 2023

*Embracing a Timeless Aesthetic and Sustainability,
New Appliances Stick to the Essentials to Deliver New Customer Value*

SEOUL, Jan. 4, 2022 — LG Electronics (LG) is set to introduce a new line of minimalist-design appliances, including a washer and dryer, at CES 2023. Taking a ‘back to basics’ approach, the new range focuses on the essence of each appliance, removing all unnecessary design elements to deliver a timeless, minimalist aesthetic. The distinctive, durable products also reflect LG’s strong commitment to sustainability, featuring recycled materials inside and out, and requiring fewer parts and less energy to make than conventional appliances.

Refreshingly unadorned, LG’s minimalist appliances match with any kind of décor, colour scheme, or interior trend. The lineup’s achromatic colour palette and lack of decorative embellishment offers a modern yet classic look that allows the products to blend in seamlessly with their surroundings. In addition to a clean, simple design language, LG’s appliances boast an elegantly clear control experience that users will find effortlessly easy to get to grips with.

Aligned with LG’s goal to continuously reduce environmental impact across all areas of operations, the stylish, new products have been designed with sustainability in mind. By lowering the number of components and printed elements used, LG’s minimalist-design appliances take less time, use fewer resources, and require less energy to manufacture. Each model in the new range also features internal and external parts – and ships in packaging – made from recyclable materials.

The new range, which includes a refrigerator, washing machine, dryer, oven range and dishwasher, is also a part of LG's innovative upgradable appliance lineup, meaning users can add new features to the products via the Upgrade Centre in the LG ThinQ™ app.

“Sustainable, stylish and simple to use, our minimalist-design appliances deliver new customer value,” said Lyu Jae-cheol, President of LG Electronics Home Appliance & Air Solution Company. “We will continue to provide advanced, thoughtfully-designed solutions incorporating our innovative technologies and reflecting our commitment to environmental responsibility.”

Visitors to LG's booth (#15501, Las Vegas Convention Centre, Las Vegas) at CES 2023 from 5 to 8 January can experience all of the company's latest innovations, including the new minimalist-design appliance lineup.

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About LG Electronics Inc.

LG Electronics is a global innovator in technology and consumer electronics with a presence in almost every country and an international workforce of more than 75,000. LG's four companies – Home Appliance & Air Solution, Home Entertainment, Vehicle component Solutions and Business Solutions – combined for global sales of over USD 63 billion in 2021. LG is a leading manufacturer of consumer and commercial products ranging from TVs, home appliances, air solutions, monitors, service robots, automotive components and its premium LG SIGNATURE and intelligent LG ThinQ brands are familiar names world over. Visit www.LGnewsroom.com for the latest news.

About LG Electronics Home Appliance & Air Solution Company

The LG Home Appliance & Air Solution Company is a global leader in home appliances, smart home solutions, air solutions as well as visionary products featuring LG ThinQ AI. The company is creating various solutions with its industry leading core technologies and is committed to making life better and healthier for consumers by developing thoughtfully designed kitchen appliances, living appliances, HVAC and air purification solutions. Together, these products deliver enhanced convenience, superb performance, efficient operation and compelling health benefits. For more news on LG, visit www.LGnewsroom.com.

About LG Electronics Singapore Pte Ltd

LG Electronics Singapore Pte Ltd (LG Electronics Singapore) is a fully-owned subsidiary of LG Electronics Inc., the pioneer and market leader of the Korean electronics industry. LG Electronics Singapore operates four business units locally – Home Entertainment, Home Appliance, Air Solutions and Business Solutions. In recognition of its vision to enrich people's life with smart technologies and innovative design, LG Electronics Singapore has been recognized with prominent local and international accolades, such as the CNET Asia Editor's and Readers' Choice Awards, HWM+HardwareZone.com Tech Awards, Red Dot Design, and GfK No. 1 Awards. For more information, please visit www.lg.com/sg.

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