

## Press Release

### LG Innotek expands its market share for LED lighting module business

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LG Innotek (CEO: Ung-Beom Lee) expands its market share for LED Lighting modules businesses for the global market.

The company has announced that it will target the advanced markets such as Europe, North America and Japan based on its competitiveness in the LED lighting industry obtained through continuous R&D and investment efforts.

It intends to become an LED market leader by expanding the light module business in the global LED market where competition is fierce.

LG Innotek has seen a six-fold growth in its LED light sales over the past two years. The ratio of its lighting sales in the LED division is 26% as of Q3 and will exceed 30% in Q4.

LG Innotek plans to offer competitive price, which comes from the economy of scale, to target the global market.

Given that price is the most important element in expanding the LED lighting market, price competition is expected to be more intense in 2014. Many countries will begin to encourage the use of LED lights while restricting the use of incandescent bulb, resulting in companies competing for control of the market.

LG Innotek has completely vertical integration for its LED light module from light sources such as LED chips. It has packaged and semi-finished products, such as the module, and has been equipped with the mass production capabilities. Its light module production capacity is 4 million sets per month.

The company can make improvements in terms of production time, cost, and customer responses by applying its own high-performance LED packages to the light modules.

In 2010, LG Innotek built the world's largest LED factory and R&D center in Paju, Gyeonggi Province. They are the core bases for LED light modules and next-generation LED developments.

In addition, LG Innotek will combine its leading electronic components with LED light source technologies to **expand the light module lineups**.

The strategy is to obtain competitive edge in customer response and satisfaction by producing new products that meet the requirements of customers. The company's technology in power circuit design and wireless communication is deemed as one of the world's best.

Last September, LG Innotek exported its new-concept wireless control solution for LED lighting products to Japan. Composed of power control components and a wireless control system, this new control system demonstrates the LG Innotek's competitive LED light applications.

LG Innotek has been a global leader in the RF area for more than 10 years, producing TV tuners, wireless routers and wireless models.

Even in the power circuit design area, the company has provided power supplies for electronic products for 10 years, with its light power control device lineups including about 100 models.

“The rumor that we will transfer the LED light module businesses is not true at all,” said Seok-Hwan Kang, director of LED light business. “On the contrary, we are targeting the global LED light module market based on the customer bases that we have established for years and our competitive edge obtained from vertical integration,” he added.