

## **LG Hausys reorganizes leadership, appoints Kang Gye Woong as a CEO**

Our company recently announced a list of new executives appointed in anticipation of 2020. This latest round of appointments included a new CEO, two executives promoted as Executive Directors, two newly appointed Managing Directors, and four transferring executives.

Most notably, our company appointed Vice-President Kang Gye Woong, previously the Head of the Domestic Sales Division, as its new CEO.



CEO Kang Gye Woong

Vice-President Kang Gye Woong began his career at LG when he joined GoldStar in 1988. He has dedicated more than 30 years at LG Electronics, and has served as the Team Manager for the Domestic Business Management Team, CEO of HI PLAZA, and Director of the B2C Group at the Domestic Sales Headquarters. In 2019, he transferred to LG Hausys as the Head of Domestic Sales.

In particular, upon his appointment as the CEO of HI PLAZA in December 2012, Vice-President Kang Gye Woong helped turn the ailing retailer around in a highly competitive electronics retail market. Under his leadership, HI PLAZA soon became the leading electronics retailer in the country. His work at LG Electronics' Domestic Sales Headquarters, which he started in July 2016 as the Director of the B2C Group, boosted the company's overall sales performance in Korea. Overall, Vice-President Kang Gye Woong is widely regarded as the best B2C (business-to-consumer) sales expert in Korea.

His appointment as the Head of the Domestic Sales Division earlier this year brought some critical changes to LG Hausys as well. He created space to sell LG Z:IN products at LG Electronics' Best Shop stores, bringing a form of innovation totally unseen in the Korean interior materials market and distribution system. CEO Kang Gye Woong established a sales system that prioritized profitability and customer value above all else. Due in large part to his leadership, LG Hausys improved its operating profit last year despite some extremely difficult market conditions.

LG Hausys also promoted Managing Directors Kang In Sik (CFO) and Park Ki bong (Head of the Decorative Materials Business Division) as Executive Directors. Directors Lim Seong-il and Chang Cheol-ho were newly appointed as Managing Directors.



Managing Directors  
Kang In sik (CFO)



Park Ki bong (Head of the Decorative  
Materials Business Division)

Meanwhile, our company welcomed a few new faces into its leadership - Managing Directors Kim Kyeong-ho (SNI), Choi Yeon-il (LG Electronics), Kim Hee-seon (LG Household and Health Care), and Han Joon-sik (LG Household and Healthcare) transferred into LG Hausys.

In regards to the new round of appointments, one company official stated, "This year, we focused on appointing and promoting younger executives based on growth potential, past performance, and leadership style that conforms with the 'LG Way.' We hope to accelerate the change and innovation that has been taken place within LG Hausys in recent years to stimulate new growth, strengthen our business portfolio, and improve our corporate structure."

## LG Hausys relocates headquarters to the LG Seoul Station Building



Our company recently relocated its headquarters from the IFC Building in Yeouido, Seoul, to the LG Seoul Station Building in Jung-gu, Seoul.

Previously, our company had moved into the IFC Building in December 2011. With the leasehold contract expiring on December 31, 2019, our company decided not to renew the contract and move to a new location.

Our company will move out from the IFC Building and move into the LG Seoul Station Building between December 20 (day of the end-of-year ceremony) and December 31 to make sure work can resume as soon as the calendar turns to January 2020.

The move is expected to improve our company's access to production plants in Ulsan and Cheongju as well as sales offices across the country. Seoul Station has plenty of readily available transportation options to most parts of the country, thus help our company cut down on the extra travel time it took for staff to get in and out of Yeouido.

## The “Z:IN” brand begins new life as “LG Z:IN”

**LG Z:IN** interior

**LG Z:IN** window

**LG Z:IN** square

**LG Z:IN** mall

Our company has renamed its premium interior material brand “Z:IN” to “LG Z:IN” in an attempt to accelerate its growth in the B2C market. Our company launched the new brand “LG Z:IN” - a combination of the interior material brand “Z:IN” and LG Group's “LG” - last October.

Over the past decade or so, our company has been the leading brand in the domestic interior market thanks to its Z: IN, which originally launched in 2006. The decision to rename the brand LG Z:IN is the first major change in 14 years.

Moving forward, our company will use the LG Z:IN branding on interior products such as windows, glass, flooring, wall coverings, interior stone, and interior film products.

With this rebranding initiative, our company plans to accelerate its penetration into the B2C market by adding leveraging the expertise Z:IN brand has been able to build as a premium interior material brand, and the trust and awareness towards the LG brand.

Vice President Kang Kye-woong (Domestic Sales Division) said, “This rebranding effort is more than just a name change. It is an expression of our willingness to provide consumers with the best customer value the LG brand hopes to create.” He added, “We will develop great products and services our competitors cannot copy for the LG Z:IN to make it a brand which customers can trust and love.”

## LG Hausys hosts the Tech Fair and Design Jump for the 2nd-half of 2019

Our company hosted its "Tech Fair" and "Design Jump" event on November 21 at the Hausys Research Institute (LG Science Park). Key members of the leadership and Heads of each business division, the Research Institute, and Design Center were all in attendance to see and evaluate new ideas from across the company.



### **2019 Tech Fair, an opportunity to take a glimpse into Hausys' future technology!**

During the morning session, our company hosted the 2019 Tech Fair inside the Conference Hall (3F, Research Institute). The Tech Fair is a venue for LG Hausys staff to promote and exchange information on new technologies.

This year's Fair featured a Housing Trend Seminar, Poster Tour (Sample Exhibition), Podium (Technical Seminar) Session, and an awards ceremony.

To start the Tech Fair off, Kim Ji-hyeon, a project leader of the Housing Research-Soft Research and Life Soft Research (LSR) PJT, gave a presentation on the "Housing Trends for 2019-2020."

In regards to housing trends for this past year, Kim said, “In 2019, the construction industry took a dive. But a new pattern emerged with younger consumers looking for houses, and the market reorganizing itself to meet these demands. In particular, it seemed that the concept of a “House” was evolving into a “Home.” In other words, houses went from a physical concept to a more personal concept that represents the lifestyle of each inhabitant. Increasingly, the value is shifting from supplier-oriented architecture and interior design to customized architecture and interior designs that take into account each person’s lifestyle.”

Kim continued, “In order to keep up with rapidly changing architectural and interior trends driven by consumers in 2020, we must: 1) Create more points of contact with consumers to acquire more customer data; 2) Strengthen our networks leading companies in each industry; 3) Create a value chain that focuses on practicality to creates continuity in our products.”

Meanwhile, the Poster Tour exhibition showcased 15 projects that best represent our company's future. This year, new technologies with the potential to capture the latest trends and pioneer new markets, such as phenol foam core fire retardant technology, eco-friendly interior film, and highly sensual automotive fabric technology, earned plenty of attention.

In a Q&A session, executives discussed samples directly with researchers, answered questions, and assessed the technical capability and feasibility of certain technologies and products.

Among the entries, the phenol foam core flame retardant and semi-non-flammable technology for mass production proposed by the Insulation Materials PJT won the top award. The project will be inducted into the “Hall of Fame” located on the first floor of the LG Science Park building.

Meanwhile, the New Tile Project for improved tiled performance (Tile PJT), Transparent E-Stone Project (Future Surface Materials PJT), and New Appliance Film Project for better exterior design (Appliance and Decor Film PJT) won the second place awards.

## 2019 2H Design Jump - What designs and products will lead the market in the future?



Our company followed up the “Innovation Fair” in the morning with the “2019 2H Design Jump” in the afternoon. The Design Jump session featured presentations for Design Jump entries, sample evaluations, Q&A sessions, CMF design reports, Creative Air Awards, and Best Entry Awards.

During the presentation session for Design Jump entries, 11 projects incorporating the latest design trends and the feedback from construction companies/automobile vendors were introduced to the audience. This year, materials and design projects featuring interior stone materials with unique textures, interior films with natural wood grain or a fabric-like texture, and natural recycled materials garnered great attention from the crowd. The Gold Award, the top prize awarded to the best Design Jump entry, was awarded to “Neo Stone,” a new interior stone product that allows for any type of texturing and offers strong durability. The Silver Award was awarded to two interior film products - “Microfiber Solid Fabric” and “Painted Wood the SOOM.” Microfiber Solid Fabric received great marks for reproducing the feel and appearance of microfiber fabric with a special surface coating, while the Painted Wood The SOOM was rewarded for an “Open Pore” coating technique that created a natural wood-like texture. Finally, the Bronze Award went to three projects - “AL Systems,” “EcoPlex SRP,” and “Infinity Design.”

Meanwhile, the “Creative Air Award,” which is given to a design team that identifies and develops creative new ideas and channels them into practical designs, went to the Design Center-Window Chassis Team and the Design Center-Surface Materials TA Design Team.

## Research Institute earns KOLAS Accreditation for quantitative analysis of heavy metals and phthalates

Our Research Institute recently earned the KOLAS Accreditation from the Korea Laboratory Accreditation Scheme (KOLAS) for quantitative analysis of heavy metals and phthalates.

The “KOLAS Accreditation” is a system that determines whether a laboratory or research institute has the capacity to test certain materials in compliance with relevant quality systems and technical capabilities.

With government regulations on harmful substances tightening around the world, and customers' interest in eco-friendly products increasing every day, acquiring this accreditation will strengthen our company's image as an eco-friendly construction materials company. In addition, the accreditation is expected to strengthen our competitiveness in eco-friendly product development and hazardous substance analysis.



### ▲ Accreditation details for the Research Institute

- Accreditation No.: KT866
- Accredited Items: (1) KS C IEC 62321-4 (mercury)  
(2) KS C IEC 62321-5 (lead, cadmium, chromium)  
(3) KS M 1991 (phthalate)

To request an analysis of hazardous materials (e.g. Mercury, lead, cadmium, chromium, phthalate, etc.), please use the analysis request system IRIS+. Please contact the Research and Analysis PJT (Kim Eun-Kyeong, PL) [Phone: 02-6987-7361, e-Mail: [elinkim@lghausys.com](mailto:elinkim@lghausys.com) ] for more details or inquiries.



■ Access instructions for the hazardous materials analysis request system IRIS+  
Tip-Top 2.0 site map – Access the “Research Center IRIS+” under Science Park  
Select “Analysis Request Form” – Select notification type as “KOLAS,” enter required items, then save.

Our company's acquisition of this accreditation strengthens our competitiveness in the development of eco-friendly products and our ability to analyze hazardous substances. Furthermore, it allows our company to issue internationally accredited test reports containing information on the quantitative analysis of heavy metals and phthalates in addition to nine categories, including airtightness, water-tightness, and wind pressure resistance of windows, that are already included in the reports.