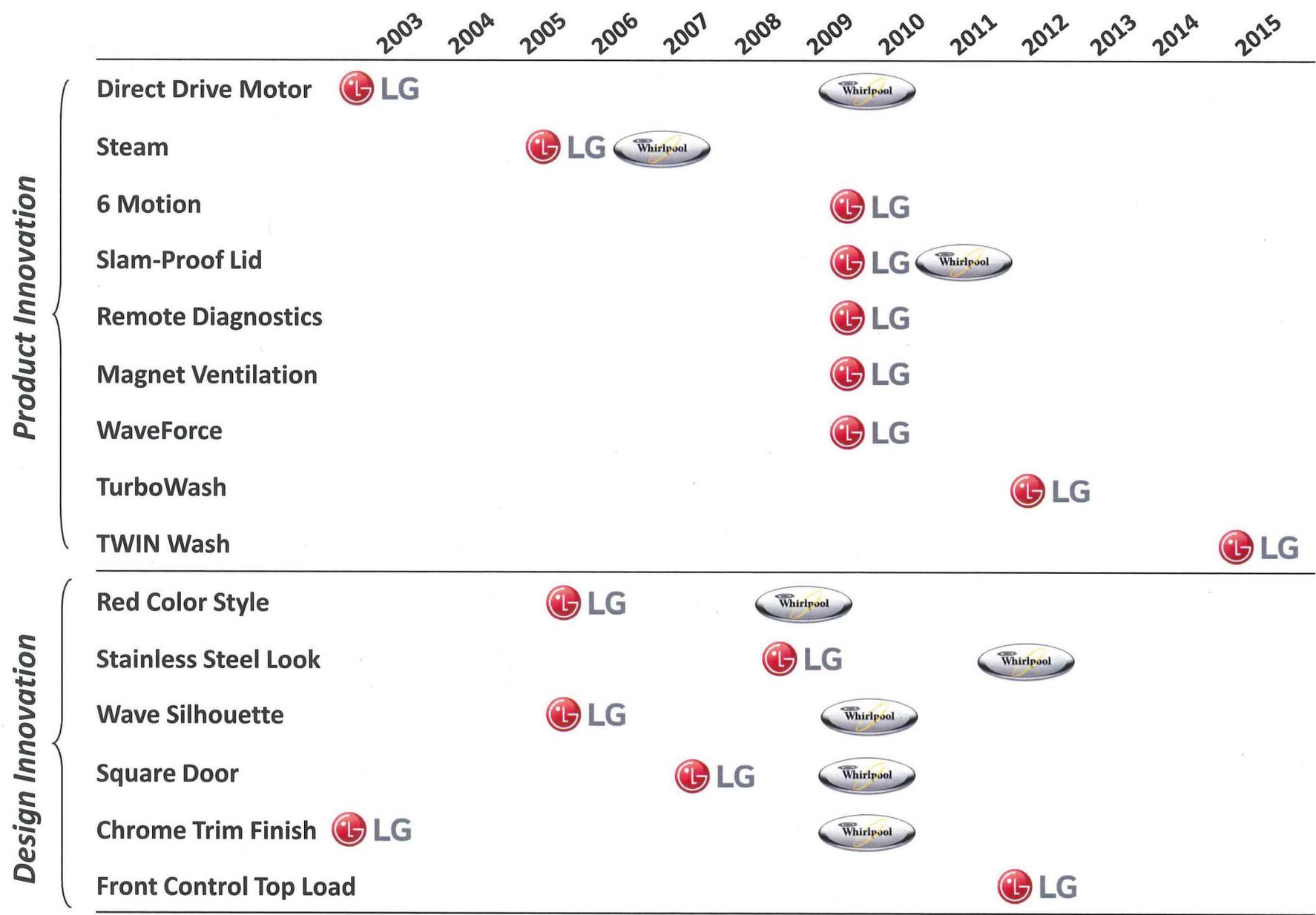


John Herring / LG

Washer Innovation: Product & Design



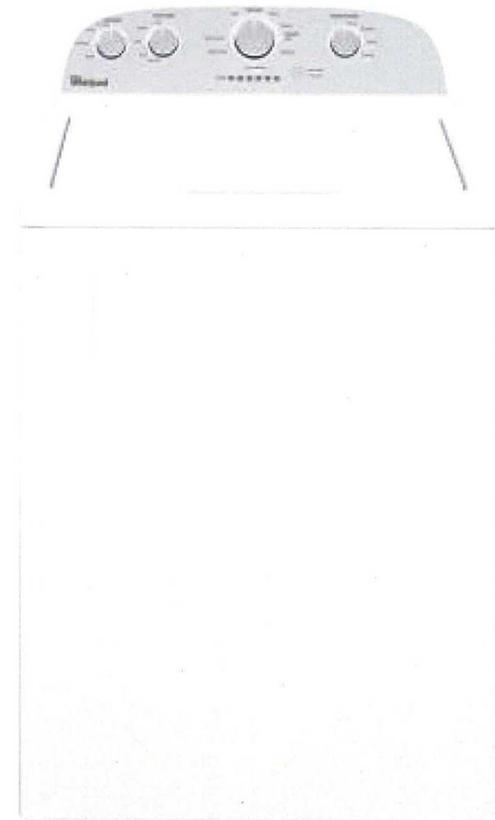
Washer Innovation: Front Control Top Load

Revolutionary Spin on Laundry



More intuitive and functional design

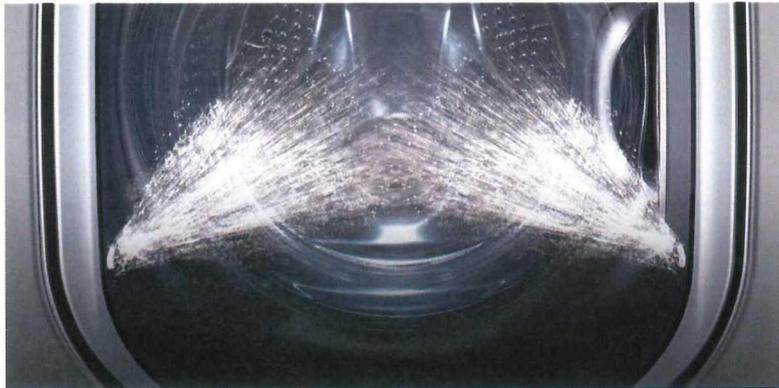
Buttons and display are easier to read and use



Conventional

Washer Innovation: TurboWash

Laundry At the Speed of Life



SAVE 20 MINUTES AND GET OUTSTANDING CLEANING – EVEN ON LARGER LOADS*

Washer Type	Duration
LG TurboWash	40 min.
Conventional	60 min.

 FAST FORWARD YOUR LAUNDRY

Washer Innovation: TWIN Wash

WASH TWO LOADS AT THE SAME TIME

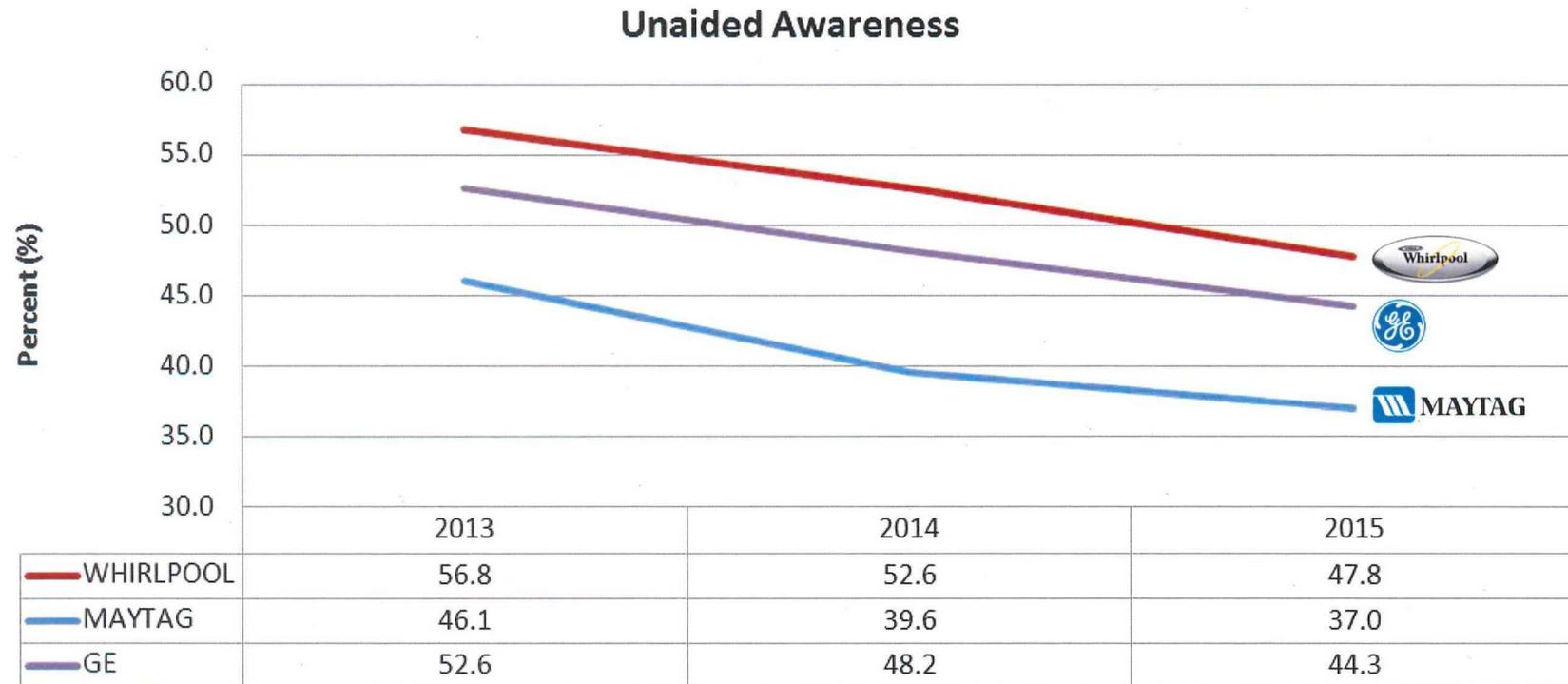


LG TWIN Wash™

◀ **BIG LOADS ABOVE**—including a king-size comforter and full set of king bedding

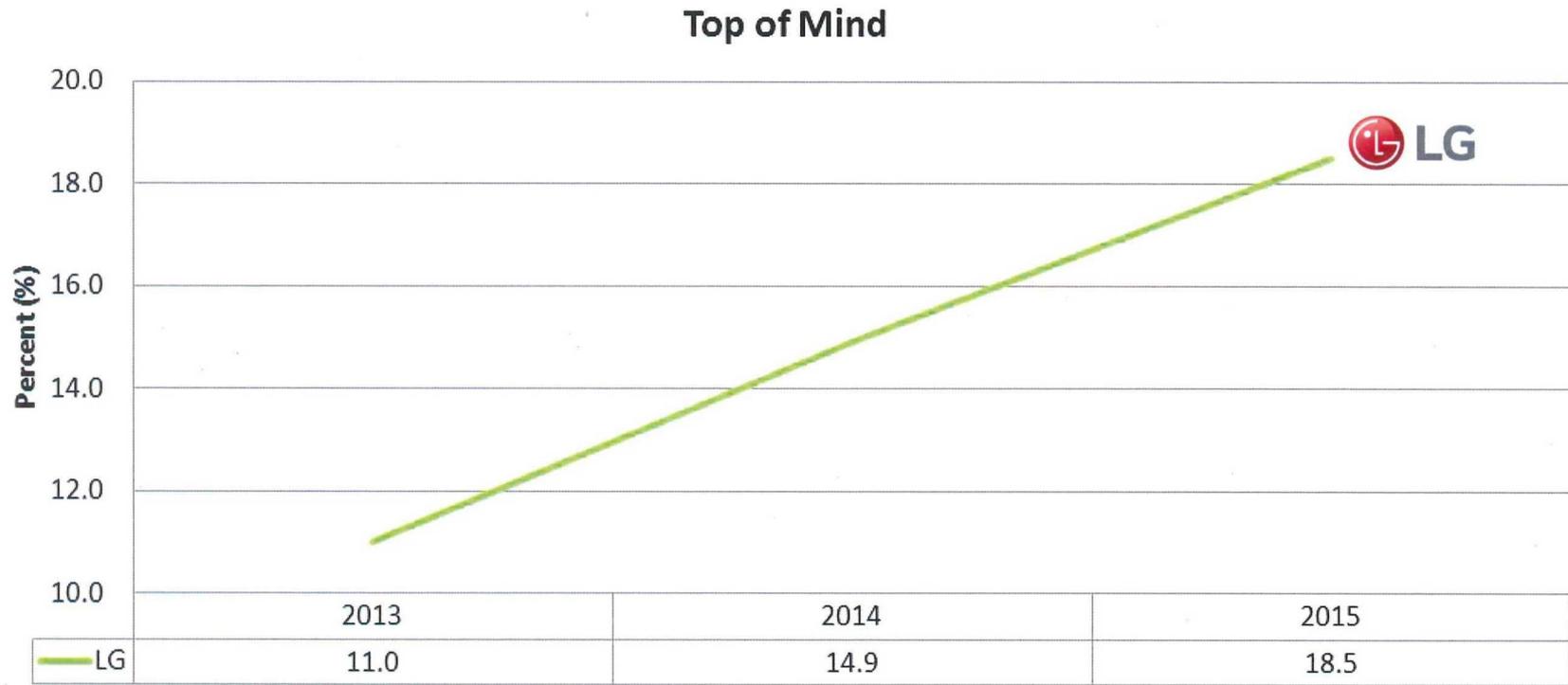
◀ **SMALLER OR SPECIAL-CARE LOADS BELOW**—in the one-of-a-kind SideKick™ pedestal washer

Unaided Brand Awareness



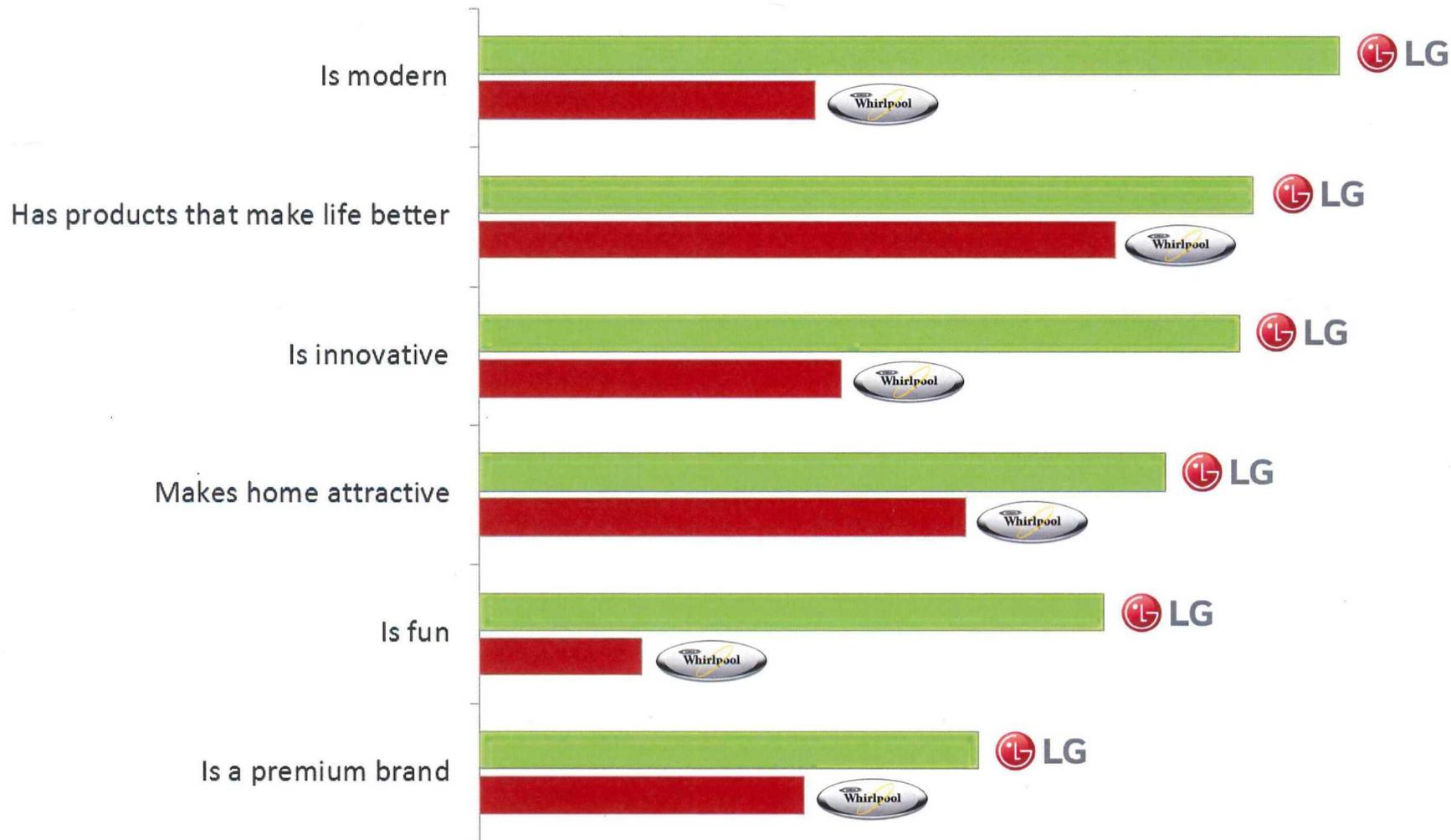
Source: Brand Competitive Research; US Adults ages 15-49 in five metro areas; Washing Machines

Top of Mind Brand Awareness



Source: Brand Competitive Research; US Adults ages 15-49 in five metro areas; Washing Machines

Brand Image



Source: Mesh Shopper Tracking H1 2015

John Toohey / LG

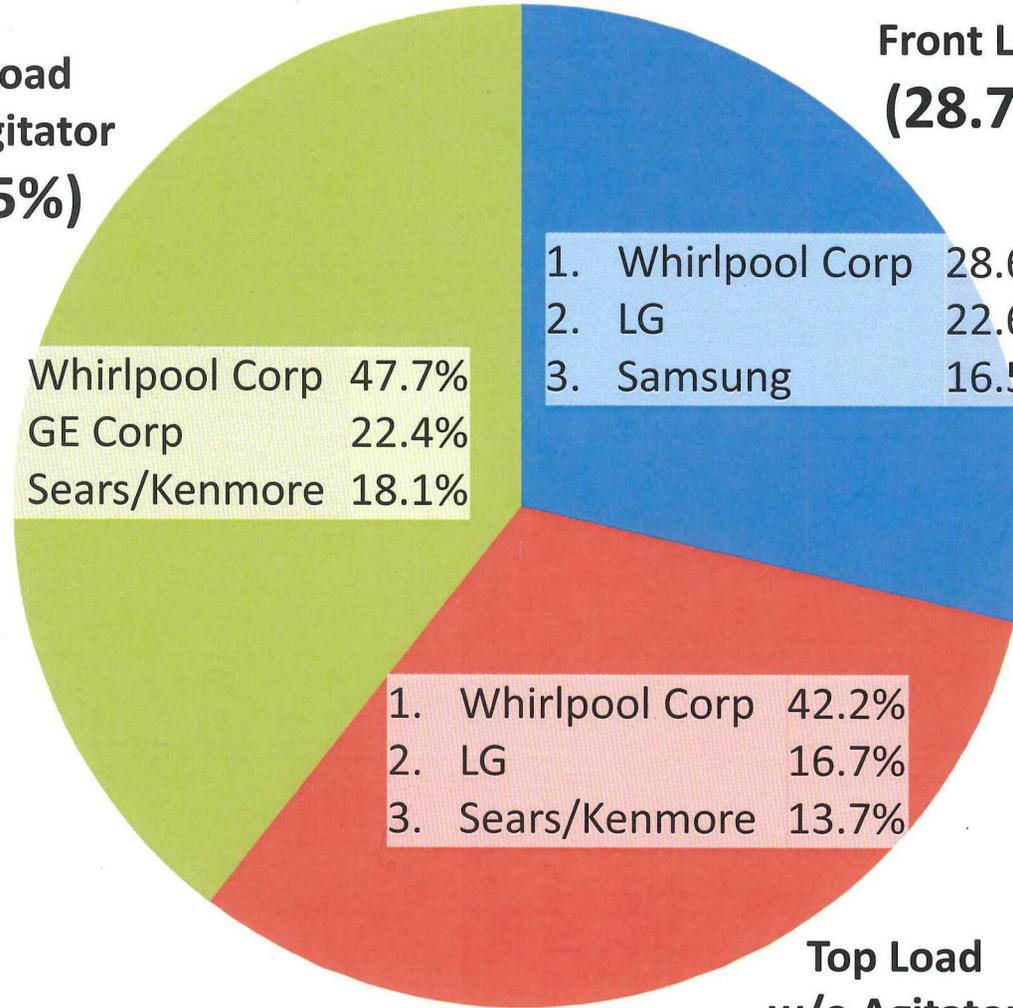
US Washer Market Segmentation



ASP \$453

**Top Load
with Agitator
(39.5%)**

1. Whirlpool Corp 47.7%
2. GE Corp 22.4%
3. Sears/Kenmore 18.1%



**Front Load
(28.7%)**



ASP \$739

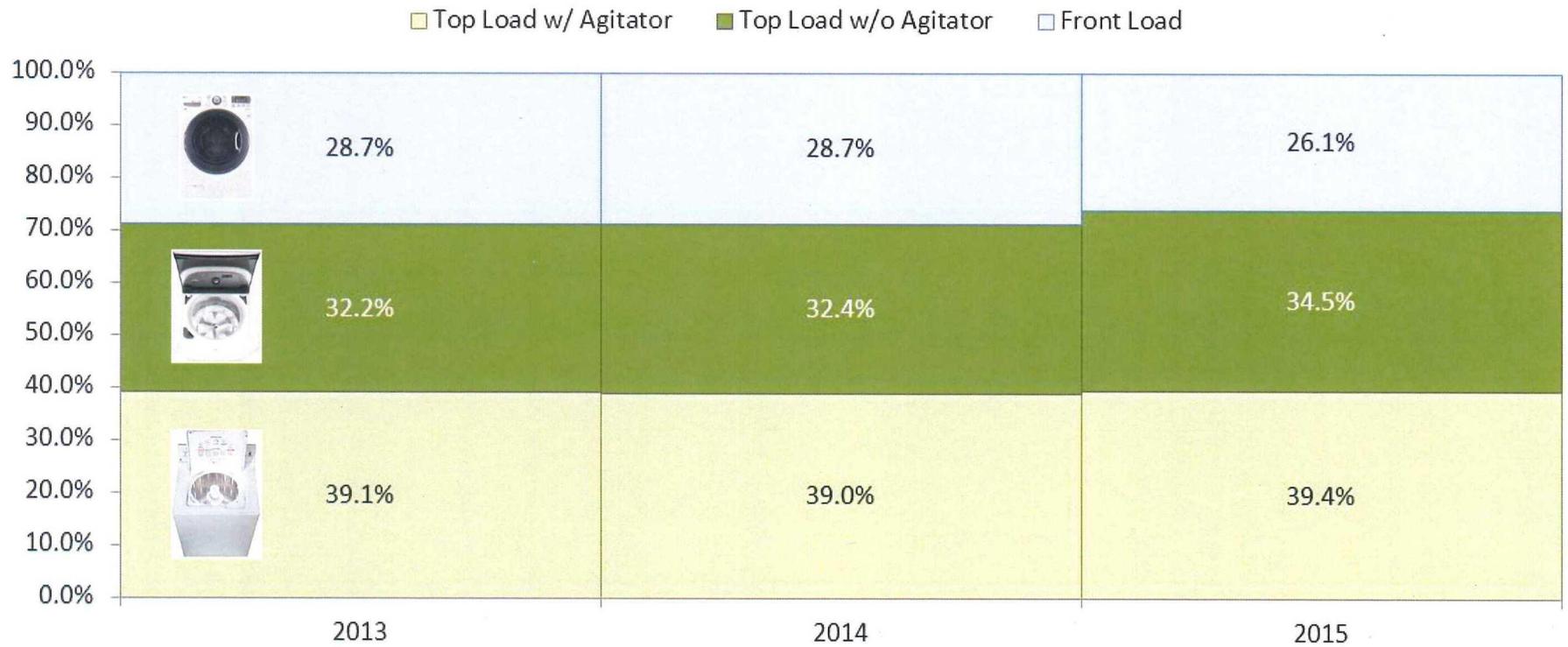
**Top Load
w/o Agitator
(31.8%)**



ASP \$598

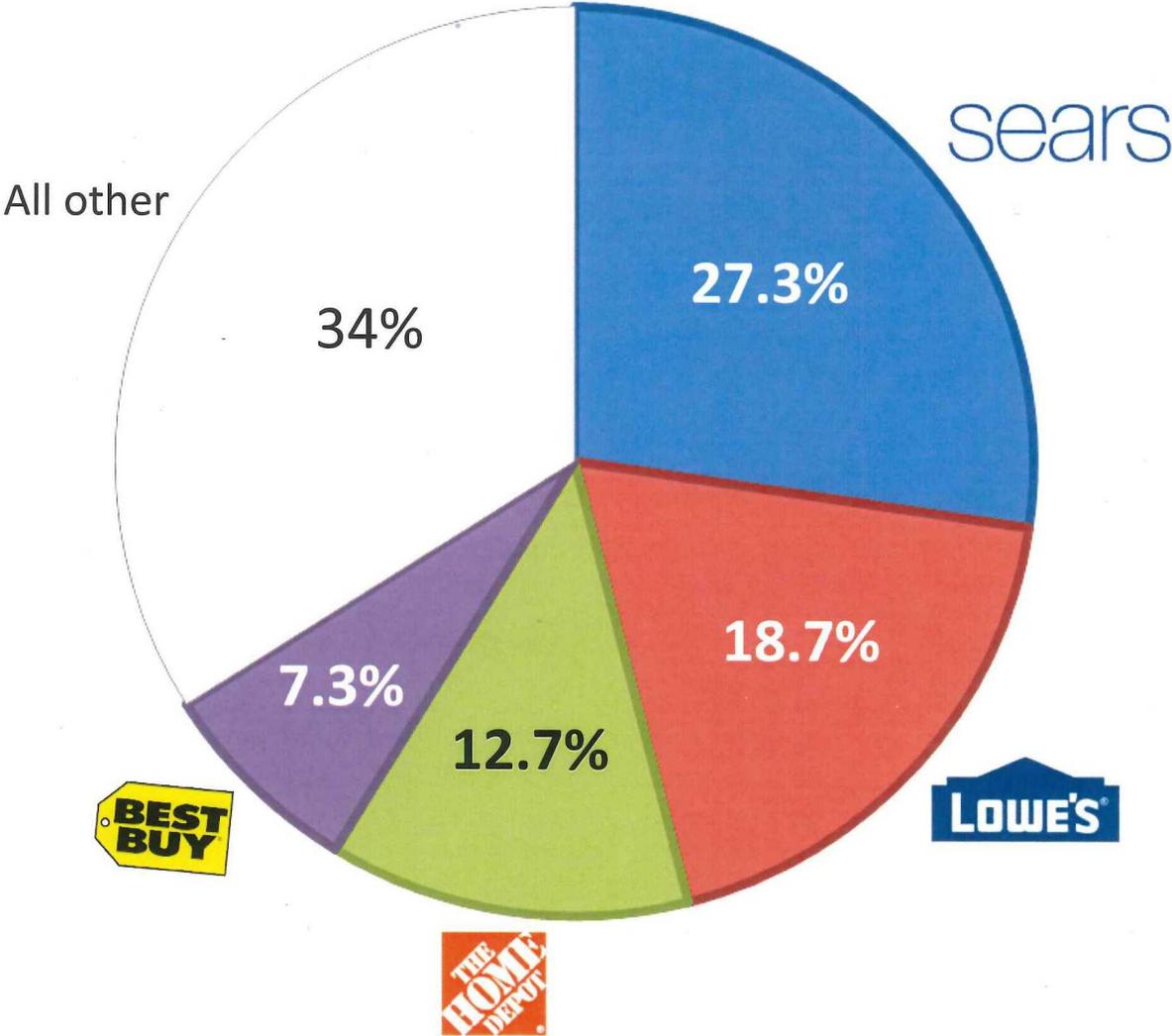
Source: TraQline (Q1 2012 - Q3 2015, units)

US Washer Share by Segment



Source: TraQline (Q1 2013 - Q3 2015, units)

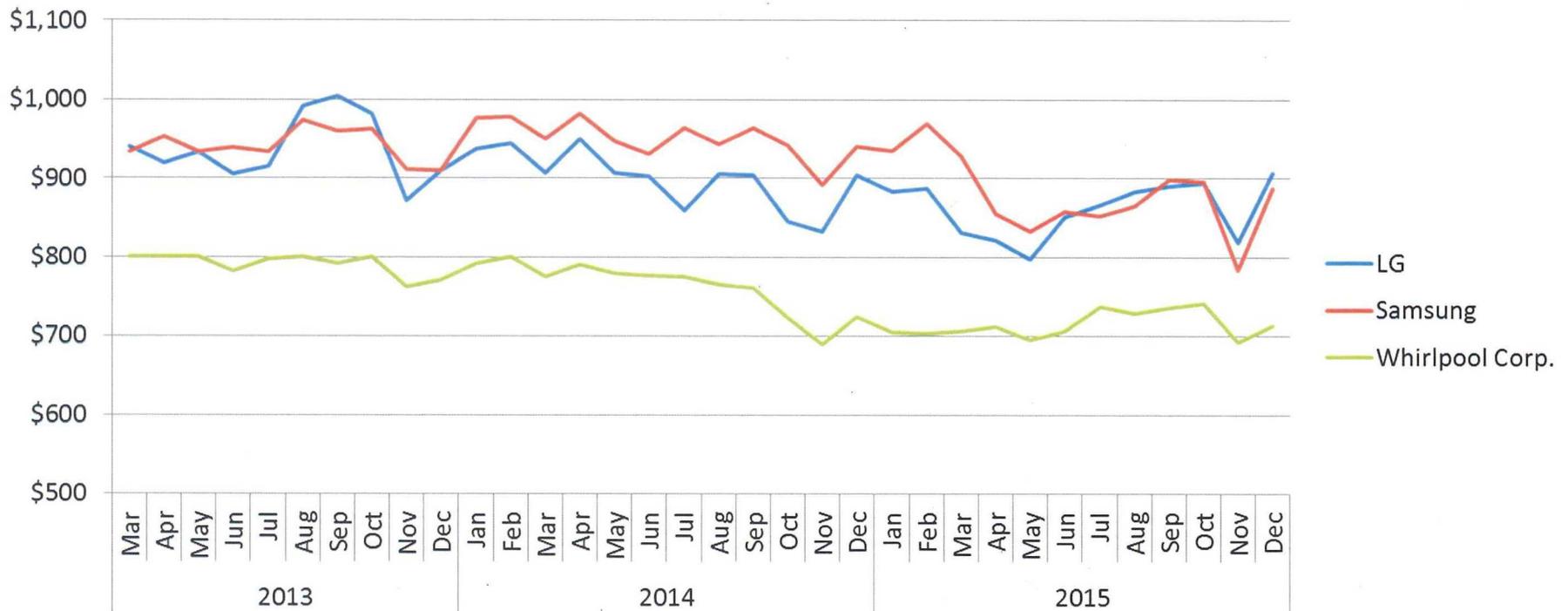
US Washer Outlet Share



Source: TraQline (Q1 2013 - Q3 2015, units)

Retail Price Trend – Lowe's Washers

Lowe's Avg. Retail Washer Prices by Mfg. - Front Load & Top-Load Washers w/o Agitators



Source: Gap Intelligence