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LX Hausys Company Introduction



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LX Hausys

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CEO MESSAGE

“We will achieve the highest customer satisfaction through our innovative mindset and thorough business execution for our customers.”



Dear Valued Customers,

We would like to express our deepest gratitude to all our customers for their unwavering interest and support for LX Hausys.

LX Hausys is Korea's leading company for building & decorative materials as well as automotive materials & components, and industrial films. Since the spin off from LG Chem in 2009, LX Hausys has grown into a leader in the market as the number one company in the domestic building & decorative materials industry, with sales of KRW 3trillion.

Under our vision of “a leading space solution company that connects customers' lives to the future”, we're constantly challenging and innovating ourselves with “creation of customer value” as our top priority in business conduct. We've been establishing ourselves as a company that inspires and moves the hearts of our customers, by providing healthy, eco-friendly systems and solutions as well as products and materials that maximize energy efficiency.

In 2021, following the spin off of the LG holding company, we were incorporated as a company under LX Holdings, a newly established holding company. Starting on July 1, we have changed the company name for a fresh new start.

Now, we're about to make a fresh start as LX Hausys and make meaningful changes to take a new leap forward.

From now on, LX Hausys will focus its capabilities on the strategies of “growing the interior business and expanding high value-added product line-ups” to secure future growth sources and develop profitability-oriented businesses. Based on the premium brand value of “Z:IN” that's been accumulated for over 10 years, we'll continuously strive to maximize customer satisfaction and become a trustworthy and highly recognized company for our customers.

We'll achieve the highest customer satisfaction through our innovative mindset and thorough business execution for our customers.

Thank you.

A handwritten signature in black ink that reads "G. W. Kang". The signature is written in a cursive, slightly stylized font.

Kang Gye Woong,
President & CEO of LX Hausys

HISTORY

History of Living Space in Korea

Our journey taken together with customers represents Korea's history of living space evolution. Since 1947, LX Hausys has been supplying various interior materials that served to enhance the value of living spaces in Korea for the past 70 years. Now, LX Hausys has become the largest building & decorative materials company in Korea.

We will continue to establish ourselves as a company that delivers trust and satisfaction to our customers based on our market-leading products and advanced technology to supply healthy, eco-friendly products & materials, as well as systems and solutions that maximize energy efficiency.

Since 1947




<p>1947 Established Lak Hui Chemical Industrial Corp. (Currently LG Chem)</p> 	<p>1952 Introduced injection molding machine for the first time in Korea</p> 	<p>1957 Invented the vinyl flooring for the first time in Korea</p> 	<p>1976 Produced the first PVC window (HI-Sash) in Korea</p> 	<p>1984 Produced plastic automotive parts</p> 	<p>1995 Produced the acrylic solid surface HIMACS</p> 	<p>1996 Established a production corporation in Tianjin, China</p> 	<p>2005 Completed HIMACS plant in the U.S.</p> 	<p>2006 Launched Z:IN as a premium interior design brand</p> 	<p>2009 Launched LG Hausys (Spin-off of industrial materials business of LG Chem)</p> 	<p>2010 Produced ZEA Maru, the world's 1st PLA wood flooring</p> 	<p>2011 Completed an engineered stone plant in the U.S.</p> 	<p>2012 Completed the Korea's largest Low-E glass plant</p> 	<p>2013 Produced PF boards</p> 	<p>2014 Opened the flagship store "Z:IN Square"</p> 	<p>2015 Completed a plant in Wuxi, China</p> 	<p>2016 Completed an automotive interior leather plant in the U.S. (Atlanta)</p> 	<p>2017 Acquired majority stake in c2i, a Slovak automotive materials producer</p> 	<p>2018 Completed the 2nd PF insulation board plant</p> 	<p>2020 Completed expansion of the 3rd production line for engineered stone in the U.S.</p> 	<p>2021 Changed the company name to LX Hausys</p> 
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Vision and Management Strategy

Vision

LX Hausys presents the vision of “creating human-friendly, eco-conscious living spaces”. This represents our goal to provide eco-conscious and energy-efficient materials and products as a trendsetter in creating a future space realizing an aesthetically-pleasing and human-friendly design. This also shows our will to create living spaces that bring contentment to our customers by placing customer satisfaction as the top priority.

LX Hausys pursues the three customer values of Eco-Friendly, Energy Saving, and Human-Friendly. We provide eco-friendly materials through diversification of materials to pursue the value of Eco-friendliness, and we've been accomplishing Energy Saving by enhancing energy performance with windows and doors with outstanding insulating capability, high-performance insulation materials, and lightweight automotive parts. In addition, we are realizing the Human-Friendliness by raising the value of living through our human-friendly designs and innovation in distribution to expand the customer communication touchpoints.

 NATURE Turning Nature into Living Space	 HUMAN Embracing People	 SPACE Inspired Living Space
We deliver a healthy and flourishing life to our customers by designing spaces that harmonize with nature through eco-friendly and energy-efficient materials.	We improve the quality of life and establish future trends in living spaces through aesthetically-pleasing, emotional and human-friendly designs.	We help to create spaces that bring contentment to our customers.
Eco - friendly Shift to eco-friendly materials by improving diversity in material use (Expand eco-friendly products/materials)	Human - friendly Strengthen reliable and impressive contact points with customers (Reinforce brand power and innovation in distribution)	
Energy Saving Deliver systems & solutions that maximize energy efficiency (High-quality windows/green car materials)		




Core Values

LX Hausys shares the four core values of “sensitivity to customers”, “teamwork based on individual strength”, “world-class expertise”, and “challenge based on creativity and autonomy” with our stakeholders in order to fulfill its management philosophy and vision.

 Sensitivity to the voice of customers	 Teamwork based on individual strengths	 Expertise beyond world class standards	 Challenge based on creativity and autonomy
<ul style="list-style-type: none"> · Understanding customer needs and market changes · Realization of potential customer needs / wants 	<ul style="list-style-type: none"> · Self-confidence / Positive Thinking / Individuality · Creation of a pleasant work culture for young employees · Integration of their diverse individual strengths 	<ul style="list-style-type: none"> · Customer acknowledgement as the world's best · Competition with the world's best companies 	<ul style="list-style-type: none"> · Environment that fosters creativity based on expert knowledge · Establishing an environment where employees can take responsibilities for their actions and manage themselves to grow via personal development

Management Strategy

LX Hausys is conducting its business on the basis of the major strategic direction of “the advancement of the business portfolio and strengthening of business structure”. For the building & decorative materials business, LX Hausys has expanded its B2C business field in response to the growth of the domestic remodeling market and continues to expand sales of high value-added products, including insulation materials and engineered stones. For the businesses of automotive materials & components and industrial films, LX Hausys is focusing on improving profitability through strengthened competitiveness. LX Hausys aims to prepare for the market changes and accomplish solid growth in the market by focusing on strengthening its solutions for enhanced customer value, R&D based on market & customer needs, and activities for innovating manufacturing to achieve the highest level globally.

Direction of Strategy	Advancement of Business Portfolio and Continued Strengthening of Business Structure		
	Expansion of domestic B2C business and high value-added products for building & decorative materials business	Securing profitability through strengthened competitiveness in automotive materials & components and industrial film businesses	
Key Project	 Strengthening solutions to enhance customer value	 R&D based on market and customer needs	 Innovation for global top-level manufacturing

LX Hausys enters the B2C interior market with our ‘LX Z:IN Interior’ brand

LX Z:IN interior

‘LX Z:IN’ endeavors to become a total interior brand. Centered on reliable materials produced following long and thorough research conducted by experts, we’ll offer quality interior products that fit the lifestyles of our customers, in addition to offering unparalleled design and installation services. Rather than merely displaying and offering spaces, ‘LX Z:IN Interior’ is a brand that provides solutions that customers can directly apply to their lifestyle.

Key Performance

(Based on consolidated data as of the end of 2020)

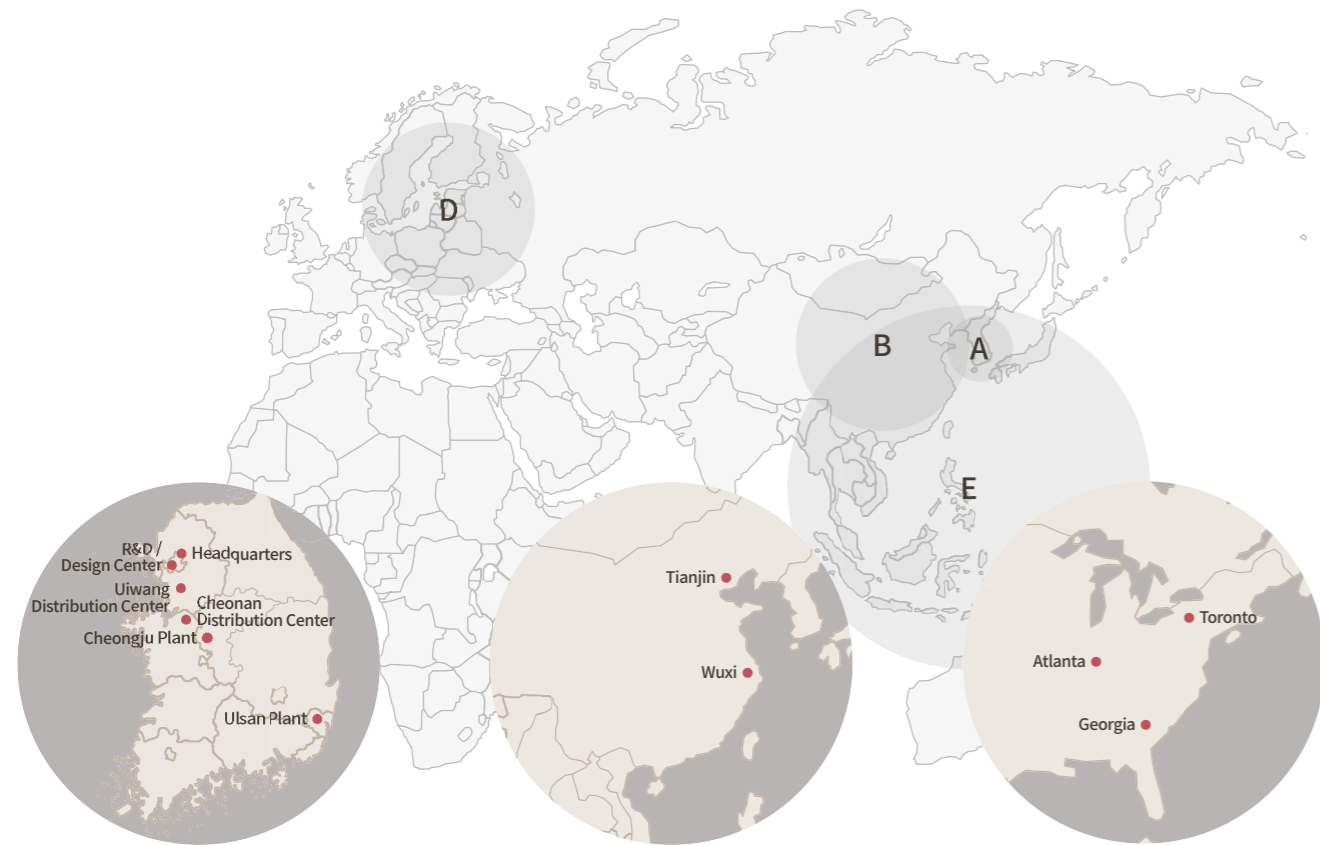
Sales	Operating Profit	Domestic Employees	Overseas Sales	% of Overseas Sales	Overseas Employees
30,380 <small>(KRW 100 million)</small>	710 <small>(KRW 100 million)</small>	3,223 persons	7,953 <small>(KRW 100 million)</small>	26 %	1,343 persons

GLOBAL NETWORK

Global Market Expansion

LX Hausys operates 7 overseas sales corporations, 4 overseas manufacturing corporations, and 5 overseas representative offices, mainly in the U.S., China, and Europe, as well as the domestic headquarters and manufacturing plants.

We are pursuing a customer-oriented marketing strategy in the key markets including the U.S., China, and Europe. We are focusing on expanding our global network by localizing our products with the manufacturing and sales bases located in the U.S. and China.



A

S. Korea

Our two manufacturing plants in Ulsan and Cheongju are producing world-class products. Also, we are leading the market across the globe as well as in Korea by operating a Design Center that sets the trend in design and an R&D Center to respond to future needs.

B

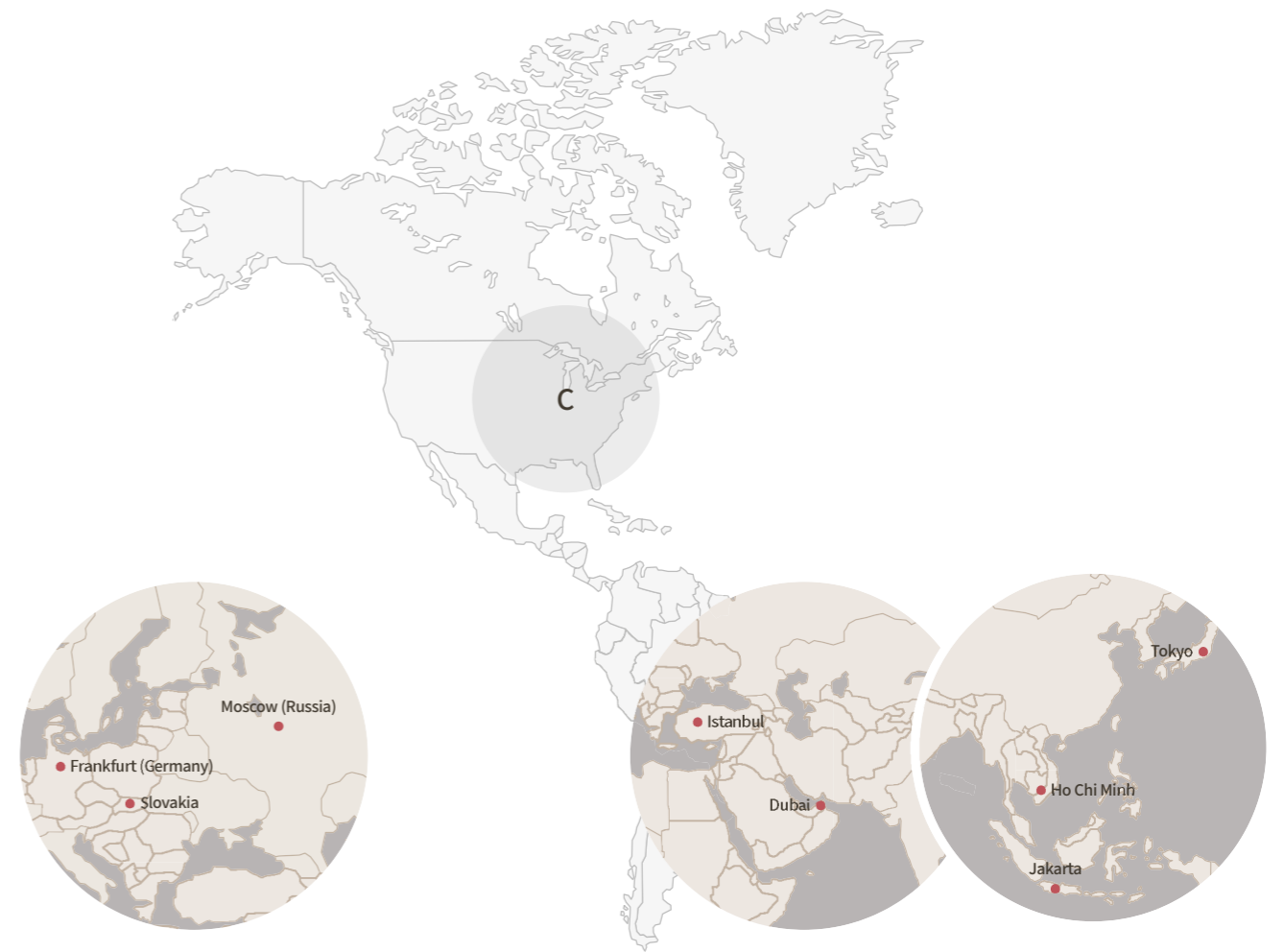
China

In China, we are conducting our business centered on flooring, industrial films, and automotive materials & components. Tiles, sheet-type flooring, and high-gloss films for home appliances occupy a high market share, which is expected to continue to grow in the future. Through the manufacturing plants located in Tianjin and Wuxi, we are providing products and services that are localized across the production to distribution, and are practicing environment and safety management by continuously improving the related systems and facilities in response to the increasingly stricter environment and safety regulations.

C

North America

North America represents the world's largest decorative and automotive materials market, and thus our localization strategy focuses on acrylic solid surface & engineered stone, and automotive interior leather. Our manufacturing plant for acrylic solid surface, engineered stone and automotive interior leather is based in Georgia. In 2017, we established a sales corporation in Canada to solidify our growth momentum all throughout the North American market. In 2020, the expansion of the 3rd production line for engineered stone was completed for the improved production capacity and differentiated product development. Based on this, it is expected that LX Hausys will continue its rapid growth in the U.S. engineered stone market.



D

Europe

In Europe, we've laid the foundation for our business focusing on acrylic solid surface and furniture film. In particular, we've increased our market share by reinforcing the market for commercial acrylic solid surface to boost growth. We plan to grow further, with the successfully launched PVC flooring as a driving force in the years to come.

E

Other Regions

In emerging countries in the Middle East and Southeast Asia, acrylic solid surface, flooring, and industrial film businesses are growing in the market. LX Hausys provides products that meet the needs of various markets through differentiated marketing activities for each country.

R&D

Strengthening Growth Momentum through R&D

LX Hausys continues to accomplish differentiated customer satisfaction and develop eco-conscious products in the fields of interior materials, windows, decorative materials, surface materials, and automotive materials & components, and is extending its R&D scope into eco-conscious and energy-saving products while using diverse materials.

In particular, we focus on R&D by selecting main areas for future growth with high potential, including kitchen and bathroom products and next-generation building & decorative materials based on our own core technologies such as surface treatment, composite material / equipment design & processing, and analysis & reliability research.

In addition, we will lead the market by developing products that can proactively respond to market changes, including the strengthened domestic and international regulations while developing innovative products that realize customer value in response to global technology trends.

R&D

LX Hausys' R&D organization consists of a R&D Center and a Design Center. The R&D Center continues to strive to develop new products through continuous R&D investment, source & base technology, and cooperative work between affiliates. The Design Center conducts research on customized design solutions by predicting changes in design trends.

Certificates and Awards in Korea and Abroad

28

(As of July 2021)

2018

Automotive Interior Leather for dashboard, Ergonomic Design Award

2019

Hidden Display Handle, CES Innovation Award

2021

PF Insulation, 24th Energy Winner of the Year Award

Certificates

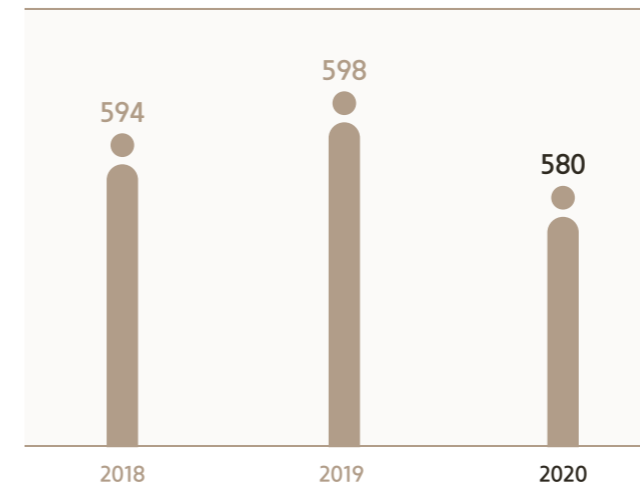
2020

Acquired Laboratory Safety Management Excellence Laboratory Certification

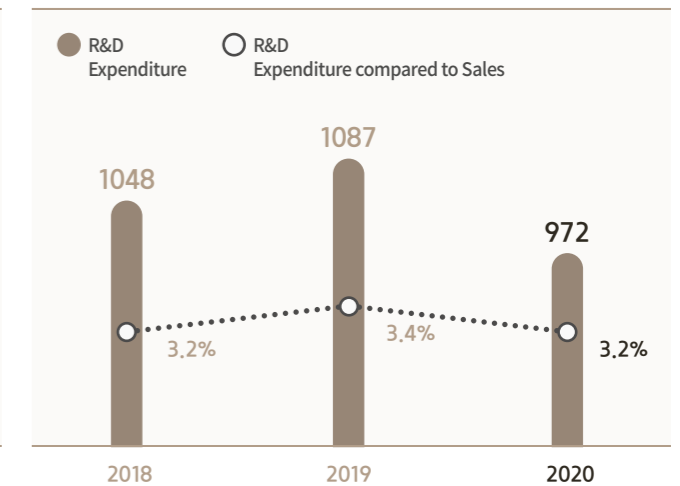


LX Hausys R&D Center has acquired a certificate for its excellent management of a safe R&D environment in the Safety Environment System field held by Science & Technology Information Korea 2020.

R&D Workforce (Unit: No. of persons)



R&D Activity (Unit: KRW 100 million)



Product Research Field

Eco-Friendly		Energy Saving	
Building & decorative materials <ul style="list-style-type: none"> Develop building & decorative materials that minimize indoor air pollution Expand low-carbon products that consider the Earth and environment Expand eco-friendly materials using plant-derived ingredients 	Automotive interior leather, eco-friendly materials & parts <ul style="list-style-type: none"> Develop eco-friendly fabrics using plant-based bio raw materials and recycled materials Develop interior parts for automobiles using various eco-friendly materials such as rice husk and wood flour, and recycled raw materials 	Energy-efficient windows/insulation <ul style="list-style-type: none"> Maximize energy saving effect of the building and the insulation performance of windows 	Lightweight plastics and composites <ul style="list-style-type: none"> Contribute to improving mileage and fuel efficiency of eco-friendly vehicles and vehicles with internal combustion engine through research on lightweight composite materials
Human-Friendly			
Customer-friendly building & decorative materials <ul style="list-style-type: none"> Development of flooring materials to minimize impact sound and maximize shock absorption Development of HP top grade certified flooring 	Building & decorative materials with strengthened fire safety <ul style="list-style-type: none"> Development of finishing materials for walls using semi-non-combustible materials 	Automotive interior leather with low impact on the human body <ul style="list-style-type: none"> Development of fabrics that have little impact on human body, with no use of harmful ingredients such as phthalate plasticizers and halogen flame retardants 	Kitchen · Bath Interior <ul style="list-style-type: none"> Development for providing value to customers by designing a space that considers and fits the user's lifestyle

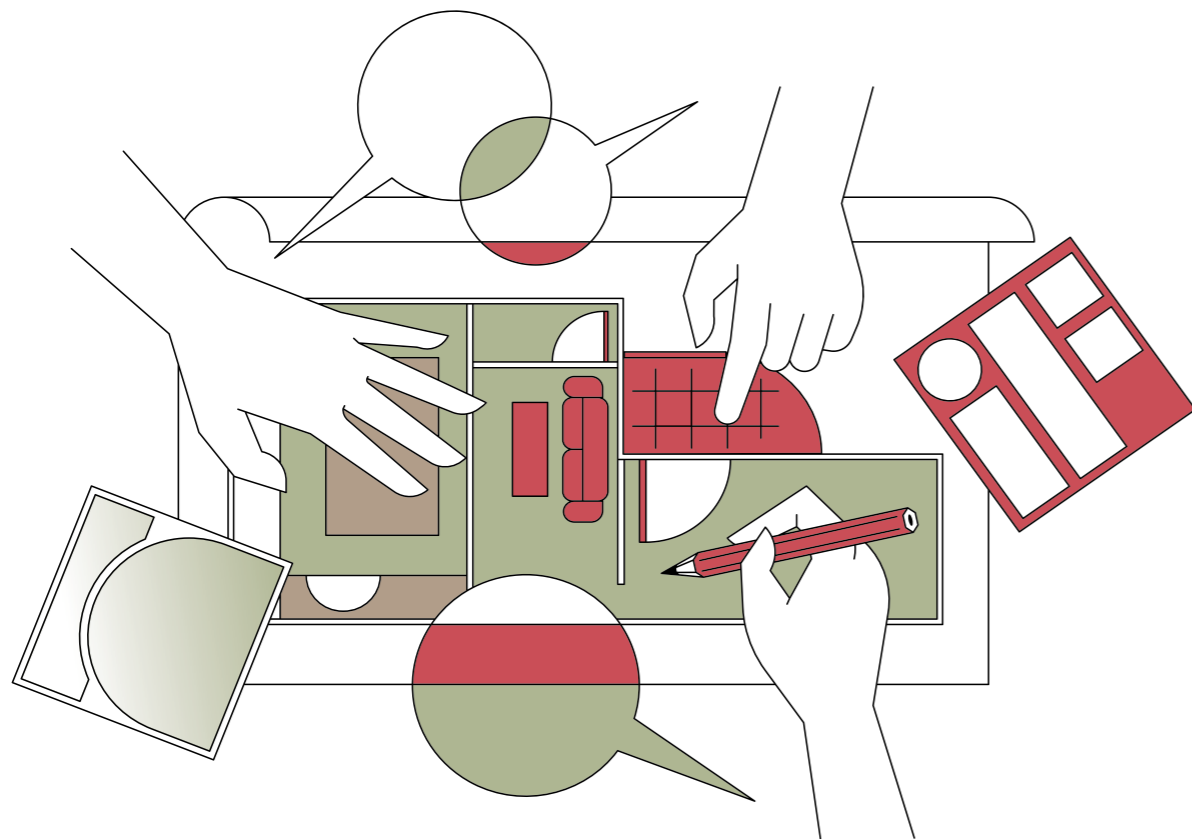
DESIGN

Ensuring Global Design Competitiveness

At LX Hausys, we take the customer's perspective on understanding market trends and designing products that customers most desire. We are building our own design capabilities in our Design Center, which is the largest in size in the domestic building & decorative materials industry, presenting globally competitive designs.

Winning Design Awards

Our Design Center is dedicated to R&D endeavors that deliver novel value to customers. As a result, our exceptional design capacity is being recognized by reputable international design awards including iF, Red Dot, and IDEA.



Achievements at Design Awards

56

(As of July 2021)



iF Design Awards

34



Red Dot Design Awards

14



IDEA Design Awards

8

Design Trend Seminar

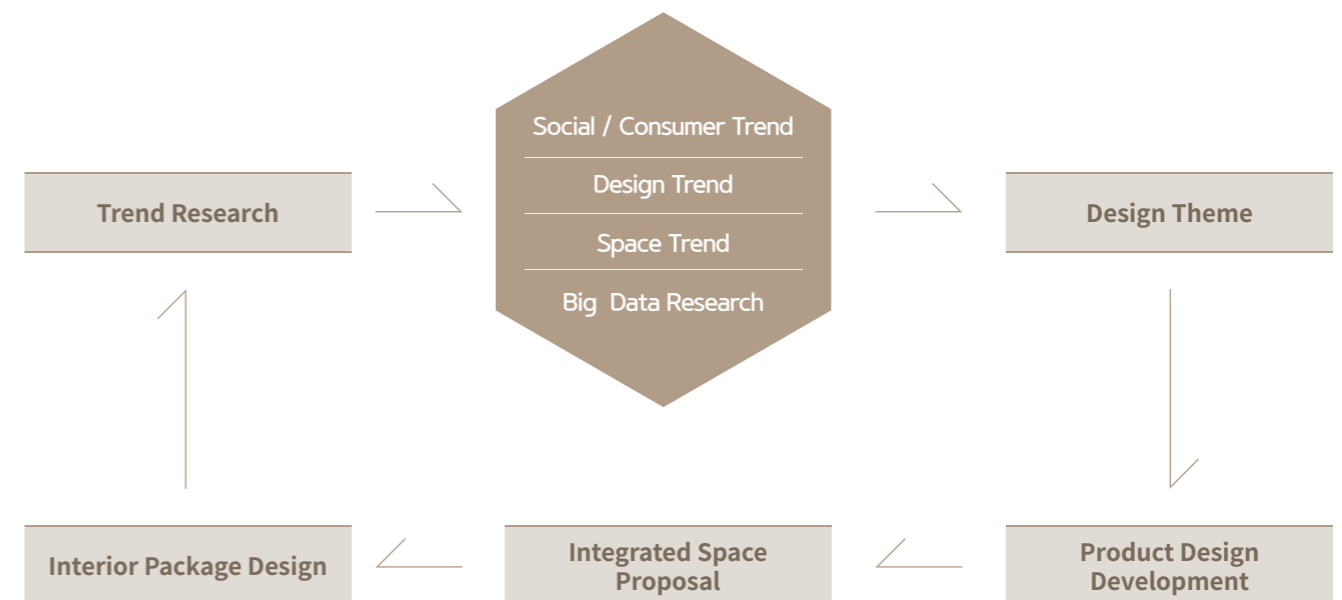
Our annual Design Trend Seminar is attended by many architects and interior design experts to share information on domestic and international socio-cultural issues, consumer lifestyles, and global design trends so as to forecast future design trends. With this seminar initiated by LX Hausys for the first time in the industry, we aim to identify changing conditions and trends and integrate them into our design to exert even broader influence in the industry.



Proposal of a "stay at home" lifestyle in the COVID-19 era

Product Development Based on Design Trends

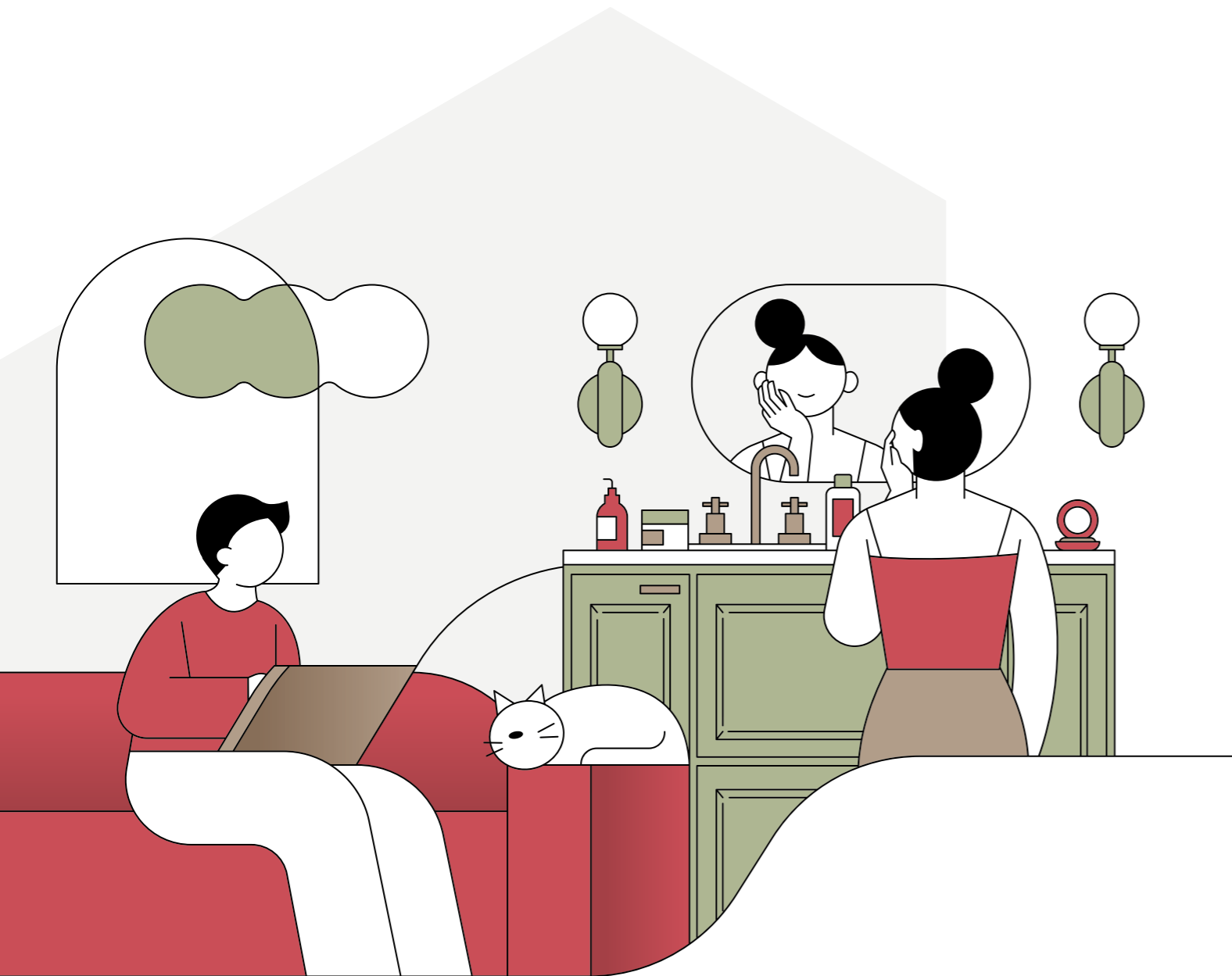
LX Hausys makes a great effort into analyzing spaces desired by our customers. We analyze the causes and flows of design changes from diversified perspectives while considering domestic and foreign design conditions and consumer needs, and reflect them in the development of new product designs and contents.



BUSINESS DOMAIN

Pursuing Customer-Oriented Products

LX Hausys provides a variety of solutions that can revitalize a space through its business in the fields of building & decorative materials, industrial films, and automotive materials & components. With our commitment to creating value-added spaces where humans and nature exist in harmony, we strive to present innovative products that cater to the taste, interest, and lifestyle of our customers.



Building & Decorative Materials

Kitchens and bathrooms that reflect different lifestyles of various customers, windows and coated glass that deliver remarkable insulation and durability performance, comfortable, and safe eco-friendly flooring and wallcovering, insulation products that boast exceptional insulation, acrylic solid surface and engineered stone most sought after by world-renowned architects, interior films and deco foils and doors with sensuous design and functions, these are all products that we supply to create healthy and safe spaces.

Industrial Films

We create the special finishing touches to space by delivering home appliance films and sign & graphic materials with outstanding designs. Based on our material processing and surface treatment technology, we have successfully materialized various designs, providing excellent quality in the fields of stain and scratch resistance.

Automotive Materials & Components

We provide lightweight parts that contribute to the enhancement of fuel efficiency by reducing the weight of automobiles, as well as a diversified interior design for automobiles. We materialize a safe and comfortable driving space through automotive interior leather and interior parts that have been well acknowledged as eco-friendly products.



BUILDING & DECORATIVE MATERIALS

Kitchen / Bath / Window / Functional Glass /
Interior Door & Door / Flooring / Wallcovering /
Acrylic Solid Surface & Engineered Stone /
Interior Film & Deco Foil / Insulation Materials for Buildings



Kitchen

Premium kitchen reflecting customers' diverse lifestyles

- Differentiated design
- Outstanding quality
- Easy to use

Key Products

· High-end Kitchen "Zenith9"

· Contemporary Kitchen "SELEXION 3·5·7"



The **SELEXION Series** that displays the latest trend in kitchen design and the high-end **Zenith9 Series** not only creates kitchen spaces with a variety of interior atmospheres, but also provides differentiated usability and diverse functions for convenience.



1, 2 - Zenith9 Chef Dining
3 - SELEXION 7 Home Bistro

Bath

Hygienic, functional baths with luxurious design

- Practicality and convenience
- Luxurious design
- Safety

Key Products

- High-end Bath “Zenith9”
- Contemporary Bath “SELEXION 3·5·7”



The **SELEXION Bath** creates a fresh and practical bathroom with its trendy colors and designs.

Zenith9 Bath, which is a premium product, creates a luxurious bathroom by applying large porcelain tiles and the finest washbasin, faucet, and accessories.



1 - SELEXION 7 Urban Unit
2 - SELEXION 7 Classic Round
3 - Zenith9 Urban Suite

Window

Window adding a final touch of luxury to living spaces

- Outstanding effects in blocking noises and providing extra insulation
- Easy and convenient to use
- Differentiated premium design

Key Products

- LONCHEL W700 · 600 · 500 · 400 · 300
- Euro System 9 Lift & Slide E9-PLS200, Tilt & Turn E9-ATT80
- Super Save 3·5·7, Power Save
- LX Z:IN Window Ventilation System



Its outstanding performance aims to save energy and amplifies the use of space by being compatible with the overall interior.

Through continued R&D endeavors to promote a pleasant and luxurious space, LX Hausys attempts to provide a window ventilation system that offers purified air quality via HEPA Filter of the level H13, maintaining the room temperature, in addition to providing an alarm handle for all coming in and going out activities, full glass/wood LONCHEL series, ultimately meeting the various needs of lifestyles of each customer.

1 - Super Save 7
2 - Euro System 9



Insulated Glass Coated Glass

High-functional glass with unmatched insulation and shielding performance

- Industry-leading insulation performance
- Excellent solar heat shielding performance
- Differentiated building exterior design with various colors

Key Products

- Insulated glass (TPS applied): Insulated Super Low-E, Insulated Super Double Low-E, Super-Light Triple Glass, etc.

- Coated glass
 - ① For residential use: Superplus series, UNA160 (Double Low-E for residential use)
 - ② For commercial use: UNT160 (light blue), UGT144 (gray), PST159 (silver)



Insulated glass is a glass that improves thermal insulation performance by creating an air layer between two or more layers of glass. However, there is a limit to improving the insulation performance through only the air layer, so a coated glass is also used for improved performance.

Coated glass is a glass that blocks the movement of indoor/outdoor thermal energy by coating the glass with silver (Ag) and non-metallic materials using the state-of-the-art sputtering method. In particular, the Double Low-E has two layers of silver (Ag) coating that not only reflects heat energy that escapes outdoors to the inside during the winter season, but also blocks the solar heat from entering in the summer.



1 - Insulated Super Low-E
 2 - Insulated Super Double Low-E
 3 - Netmarble G-Square with the application of UGT144
 4 - LG U+ Yongsan office building with the application of PST159

Interior Door & Door

Interior door & door with trendy design and great practicality

- A sense of maximized space with a trendy, slim design
- Easy-open handle (3SD) for greater convenience
- Providing a 10-year-guarantee for the first time in the industry

Key interior door products : Interior Door 3·5·7

Interior Door

Interior door not only divides space but also blocks outside air, improves heating and cooling efficiency, and protects privacy.

The LX Z:IN Interior Door, which considers various tastes and ease of use, applies a durable aluminum frame to the entire door frame and leaf, and introduces a slim design to create a cool feeling of openness.

In the past, interior door products were installed in the entrance hall, but they are gradually being installed for the purpose of dividing the space.



- Smooth opening and closing
- Reduced noise
- Luxurious design and excellent safety features

Key door products :
 Design door, Glass door, Safety door

Door

Designed to fit into a variety of interior spaces, LX Z:IN Door is a door product equipped with safety and design.

In addition, it is the first ABS door to be applied with 3-layer honeycomb in Korea to improve noise blocking performance.



1 - Interior Door 7
 2 - Design Door Urban

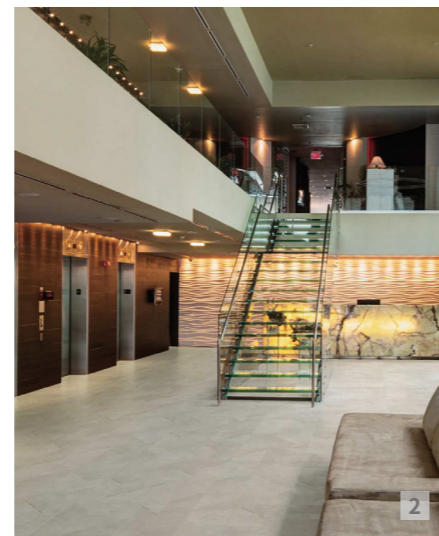
Flooring

Flooring that adds value to the space with green materials and diverse designs

- Market leading green products
- Customized designs for each space
- Various functions and product features

Key Products

- Floor: ZEA MARU SOLID WOOD, GANGGREEN, GANGGREEN SUPER, FORTE
- Tile: ZEA MARU STYLE, HOUSE
- Deck: WOOZEN REAL EASY
- Sheet: X-COMFORT, ZEA SORIJAM, ZEA SARANGAE, ZEA JAYEONAE, EUNHAENGMOK, NEW CHEONGMAEK
- Mat: LX Z:IN ANSIM-MAT
- Commercial: PRESTG, DECOTILE, OA TILE



We apply plant-derived substances to the product surface layer and use phthalate-free plasticizers to create safe spaces for our customers.

Our wide spectrum of product line-ups allows us to provide optimal flooring options for both residential and commercial spaces, including healthcare, hospitality, educational and sports facilities.



1 - X-COMFORT
2 - PRESTG ARTISTRY
3 - ANSIM-MAT

Wallcovering

Eco-friendly, premium wallcovering that enhance spaces by adding art to the wall

- Global design power
- Outstanding safety and eco-friendliness

Key Products

- Premium: DIAMANT
- Eco-friendly: ZEA Fresh, ZEA Fabric
- Design: BESTIE, THERAPY
- Functional 'Flame-resistant Wallcovering', Full-width 'Mural Wallcovering'
- Commercial: Gracia TEX



LX Hausys' wallcoverings add value to spaces based on eco-friendly materials such as wallcovering coated with plant-derived ingredients on the product surface layer and Sum Tile made from natural soil, with differentiated design and functionality. Our products, certified through international quality standards, serve as Korea's trend-setter in product safety.



1, 3 - BESTIE
2 - DIAMANT

Acrylic Solid Surface & Engineered Stone

- Trendy design
- Durability and hygienic qualities
- Flexible processability

Acrylic solid surface & engineered stone, ultra-premium finishing materials that enhance the value of living space

Key Products

- HIMACS: Aurora, Concrete, Marmo, Volcanics, Aster, Lucia, Granite, Solid, Lucent
- Porcelain (for top): Marble Look, Stone Look
- Viatera: Luxury, Flora, Royal, Noble, Mono, Mirror, Multi, Pure, Lonchel



Our acrylic solid surface “HIMACS” that delivers flexible processability and superb hygienic qualities on top of the beauty of natural marble, is a globally recognized interior/exterior material.

Engineered stone (E-stone), **Viatera**, which contains more than 90% of the strongest quartz (Mohs hardness level of 6) among the natural minerals that exist in the world, dramatically improves the shortcomings of natural stones and embodies the beautiful design of high-quality natural stone even more beautifully.

As the most popular material for kitchen tops, this material is in the limelight of American/European consumers, the leaders of the interior trends.



1, 2 - HIMACS Aurora
3 - Viatera Calacatta

Interior Film & Deco Foil

- Environmentally friendly
- Broad design spectrum
- Excellent functionality

Interior film & deco foil to create a safe and environmentally friendly space

Key Products

- Interior Film: Solid, Metal, Classic Wood, Big Wood, Premium Wood, Wood, Big Marble, Marble & Stone, Fancy / Leather, Outdoor
- Deco Foil: Furniture Foil, Architectural Deco Foil, Exterior Foil



Interior Film is an interior surface finishing material for interior designs in which its backside has been finished with a sticky surface to be easily attached on various walls of commercial spaces, including hotels, hospitals, and department stores, in addition to kitchen furniture, doors, and other living spaces.

Deco Foil is an eco-conscious product that can be used safely in our living spaces. It has been certified with the “Eco-Label” and recognized as “Environmental Building Material” for its excellent design and functionality.



1 - Interior Film Big Wood
2 - Interior Film Big Marble
3 - Deco Foil for furniture

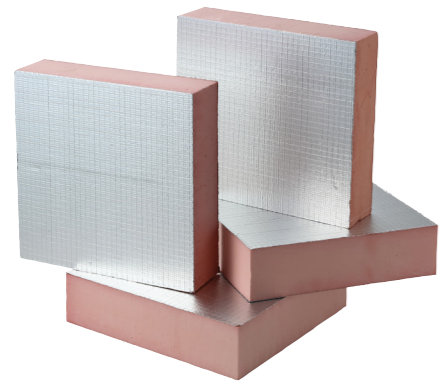
Insulation Materials for Buildings

- High level of insulation performance
- Fire safety
- Eco-friendliness

Semi-non-combustible building insulation materials with high insulation performance and fire safety

Key Products

- PF Board



1



2

PF Board offers a high level of insulation performance that satisfies the energy-saving design standard with a thickness that is about 1/2 thinner than that of conventional insulation materials. With the semi-non-combustible performance that minimizes the generation of toxic gas in case of fire, it provides excellent fire safety.

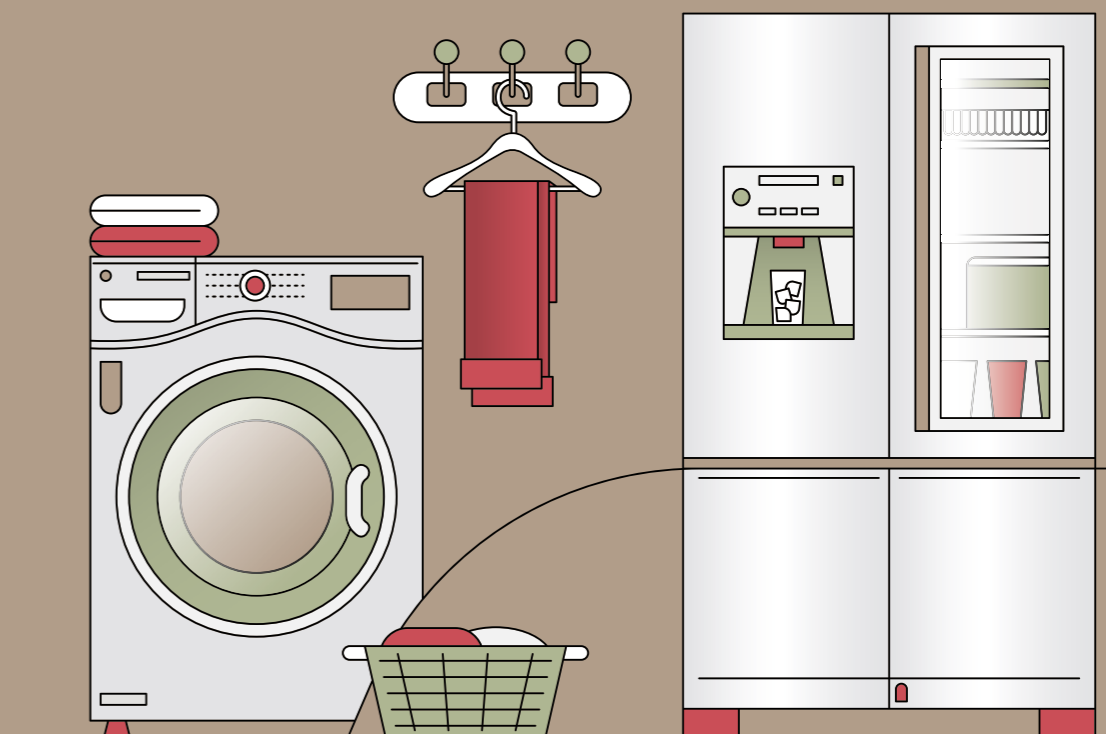


3

- 1 - PF Board
- 2 - Image of a building with PF Board applied
- 3 - Production of PF insulation

INDUSTRIAL FILMS

Home Appliance Materials /
Sign & Graphic Materials



Home Appliance Materials

- Realization of diverse exterior effects
- Selected by global home appliances brands

Films with excellent design and technology for home appliance surfaces

Key Products

- Metallic Film : Metalon, SUS Film
- Pearl&Patterned Film : Eco PET, Hi-Gloss, Galaxy



Applied to the surface of home appliances such as refrigerators, washing machines, and TVs, our film products create added value to these home electronics for their artistic design and outstanding technology. Through continued R&D endeavors, we bring innovation to the materials that we use and set the trend in electronics design based on thorough market research.



- 1 - Film for home appliances
- 2 - Image of a dryer with home appliance film applied
- 3 - Image of a refrigerator and dishwasher with home appliance film applied

Sign & Graphics

- Vivid colors and designs
- Wide spectrum of product line-ups

Sign & graphic films with optimum printability and durability

Key Products

- Signboard Solution
- DPM Solution
- Window Solution
- Vehicle Solution



Applied with LX Hausys' proprietary Air-Free technology, our sign & graphics materials with easy constructability and world-class quality competitiveness are used for the presentation of corporate and brand identity, outdoor/indoor displays, automotive advertisements & tuning, and other wide-ranging applications.

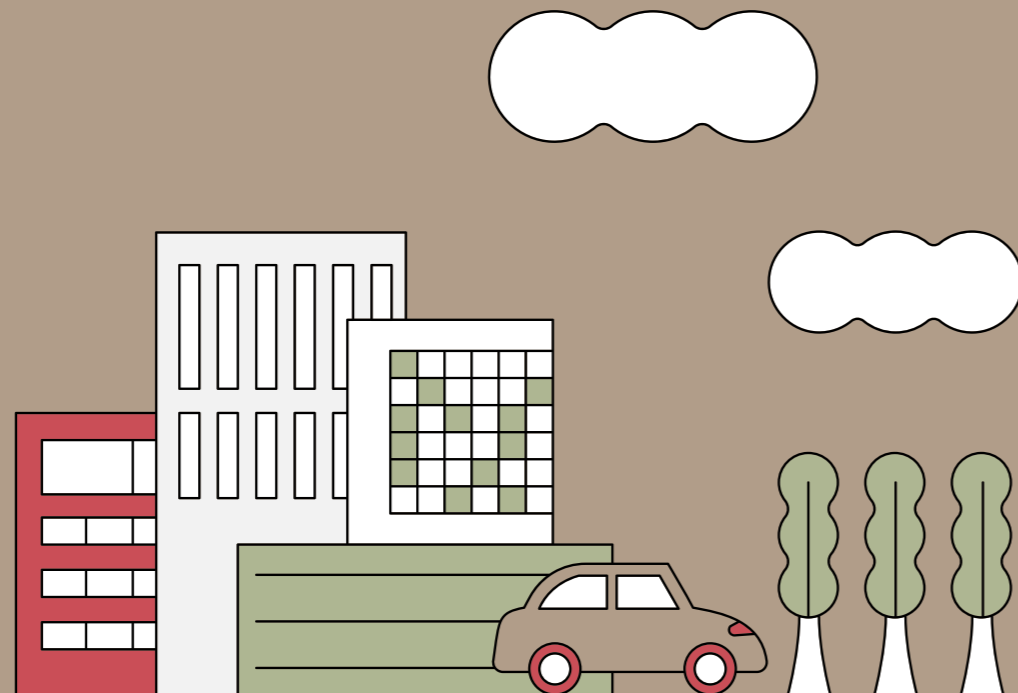
With the diverse product line-ups and consistent quality products, we are recognized by numerous customers around the world for the high quality and technology.



- 1 - Automotive finishing film
- 2 - Indoor advertisement
- 3 - Outdoor advertisement

AUTOMOTIVE MATERIALS AND COMPONENTS

Automotive Interior Leather /
Automotive Lightweight Parts /
Automotive Parts



Automotive Interior Leather

- Differentiated materials and designs
- Chosen by global car makers
- A leader in eco-friendliness

Automotive interior leather that enhances the value of automobile space

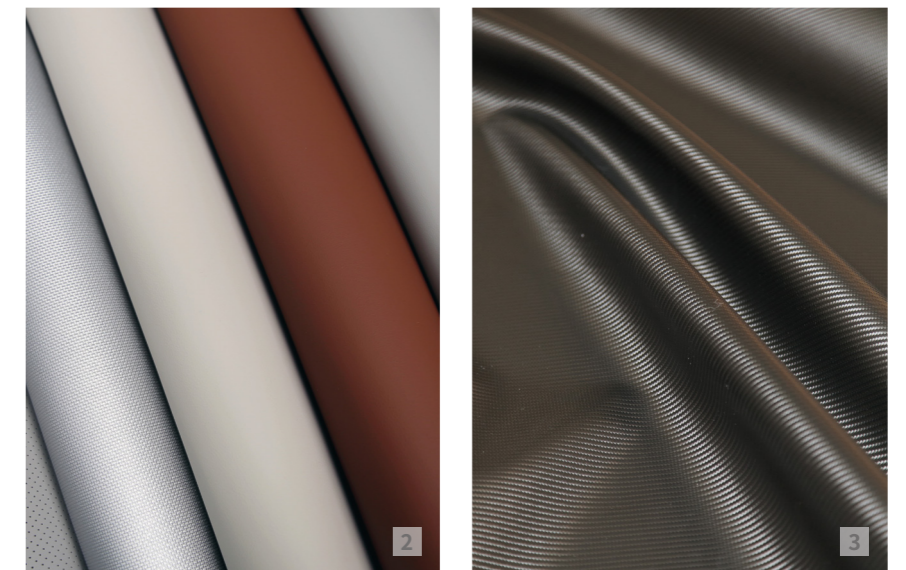
Key Products

- Fabric for car seats
- Fabric for automobile molding (door fabric, etc.)



We have acquired the top grade (the highest grade given only to products that can be safely used by children under the age of 3) in European textile product quality certification (OEKO-TEX® STANDARD 100) for the first time as a domestic automotive fabric company, proving that we are a leading eco-friendly fabric company in the global market.

In addition, based on the best-in-class technology, we are able to present solutions for high durability, which are ultimately required in each part of the car, and create a sensible indoor driving space with innovative design. We have been successful in applying them to global automobile brands by enhancing the value of automobile space by offering innovative materials and design development.



1 - Interior with the application of automotive fabric
2, 3 - Fabric for car seats

Automotive Lightweight Materials & Parts


Automotive lightweight materials and parts used for fuel efficiency and performance enhancement

Key Products

- Lightweight parts: Knee Bolster, Plastic Roof Rack, Bumper Beam, Seat Back, Battery Pack Bottom Panel, Lightweight Composite Panel
- Lightweight materials: LFT(Long Fiber Thermoplastic), CFT(Continuous Fiber Thermoplastic)


- **Independently-developed lightweight materials**
- **Excellent rigidity and cost-reducing features**
- **Provides various solutions with its excellent processing technology**

The sandwich panel structure using cutting-edge materials such as glass fiber reinforced plastics and carbon fiber reinforced plastics and polymer fibers contributes to creating eco-friendly products that enhance fuel efficiency by reducing the weight while maintaining the rigidity of the vehicle.




① Battery Pack Bottom Panel
(Parts exclusive for electric vehicles)

- About 30% lighter than aluminum
- Bottom panel protection for electric vehicle battery pack




② Bumper Beam

- About 25% lighter than steel
- Passenger protection in case of a rear-end collision through shock absorption




③ Seat Back

- About 30% lighter than steel
- Minimized number of assembly parts
- Protection of impact safety enhancer




④ Knee Bolster

- About 56% lighter than steel
- Protects the passenger's knees in the event of a crash



⑤ Plastic Roof Rack

- About 26% lighter than aluminum
- Integrated molding by injection process



Lightweight Composite Panel

- About 15% lighter than competing materials
- Parts for trailer walls



Automotive Parts


Automotive parts that prioritize safety beyond design

Key Products

- Automotive exterior parts: Structural Bumper System, Door Garnish
- Automotive interior parts: Real Wood, SRP (Superfine Real Printing), CID (Center Information Display) Cover Window
- Automotive engine parts: Cylinder Head Cover, Air Intake Manifold, Transmission Oil Pan


- **Exceptional safety performance and beautiful interior design**
- **Various product line-ups including engine parts, bumpers, interior parts, etc.**

We supply engine parts and bumpers that reduce the engine weight while improving vibration performance, which demonstrates our commitment to the safety of pedestrians as well as the comfort of vehicle riders. Our real wood material and SRP (Superfine Real Printing) parts using pad printing technique are used for crash pads, consoles, and armrests to maximize the luxurious looks inside the vehicle. Plastic CID Cover Window parts that have replaced glass can materialize various designs of display monitors.




A CID Cover Window
(Center Information Display)

- Glass replacing plastic cover
- Application of functional film and compression injection technology




B Structural Bumper System

- Front and rear bumper assemblies
- Satisfaction of pedestrian protection laws
- North American IIHS, European R-CAR Standard




C Door Garnish

- Car body protection
- Foam molding technology (electric injection)




D Cylinder Head Cover

- Aluminum replaced with plastic
- Oil leakage prevention
- A system separating the oil from air




E Air Intake Manifold

- Aluminum replaced with plastic
- Variable control function of air intake




F Transmission Oil Pan

- Steel replaced with plastic
- Oil leakage prevention
- Oil recirculation system



G Real Wood

- Use of natural sliced veneer material
- Applied as interior parts for high-end car models



H SRP
(Superfine Real Printing)

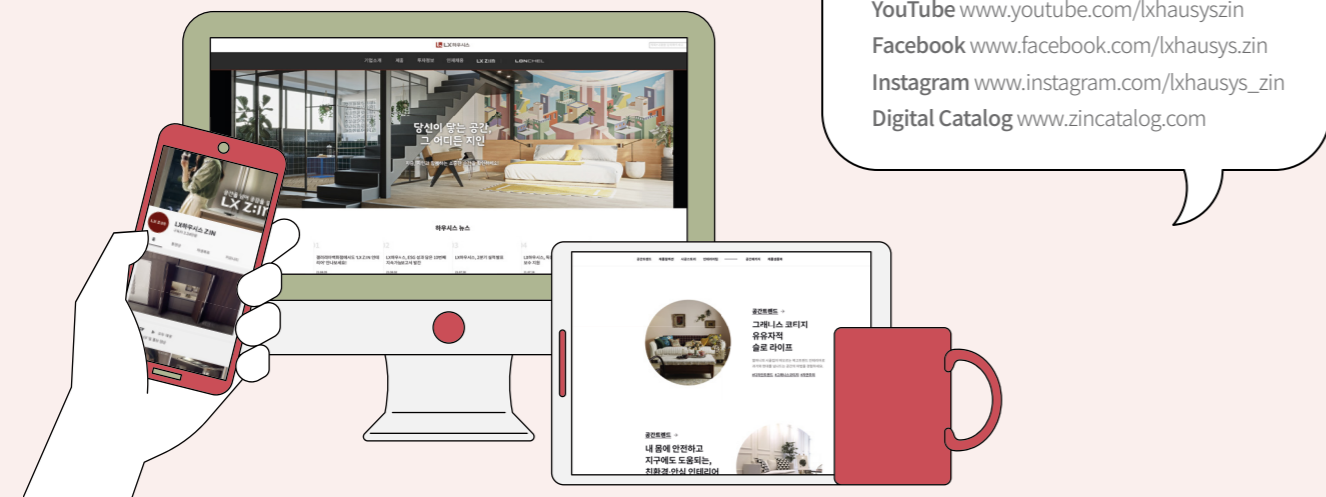
- Precision pad printing technique
- Implementing texture effects and reality

On/Offline Customer Communication Touchpoints

We operate various communication channels to enhance accessibility to online channels. We provide information on products and interior designs in various formats such as video clips and photo-news through channels such as LX Z:IN YouTube channel, social media, and digital catalogs. In addition, through our smart consultation system, you can easily check the details on your offline store consultation anytime, anywhere on the online LX Z:IN Website.

In addition, we operate “LX Z:IN Interior”, offline exhibitions & stores that allow customers to experience and purchase products in person. At the same time, we are expanding our stores to home appliance stores such as LG Electronics Best Shop and large distribution channels such as department stores and supermarkets to provide a one-stop shopping. This will allow us to reinforce our sales channels through which customers can conveniently shop in one-stop.

LX Z:IN Online Communication Channels



LX Z:IN Interior Exhibition Hall

A large exhibition hall where you can experience interior materials such as kitchen, bath, window, flooring, and wallcovering and seek professional advice.



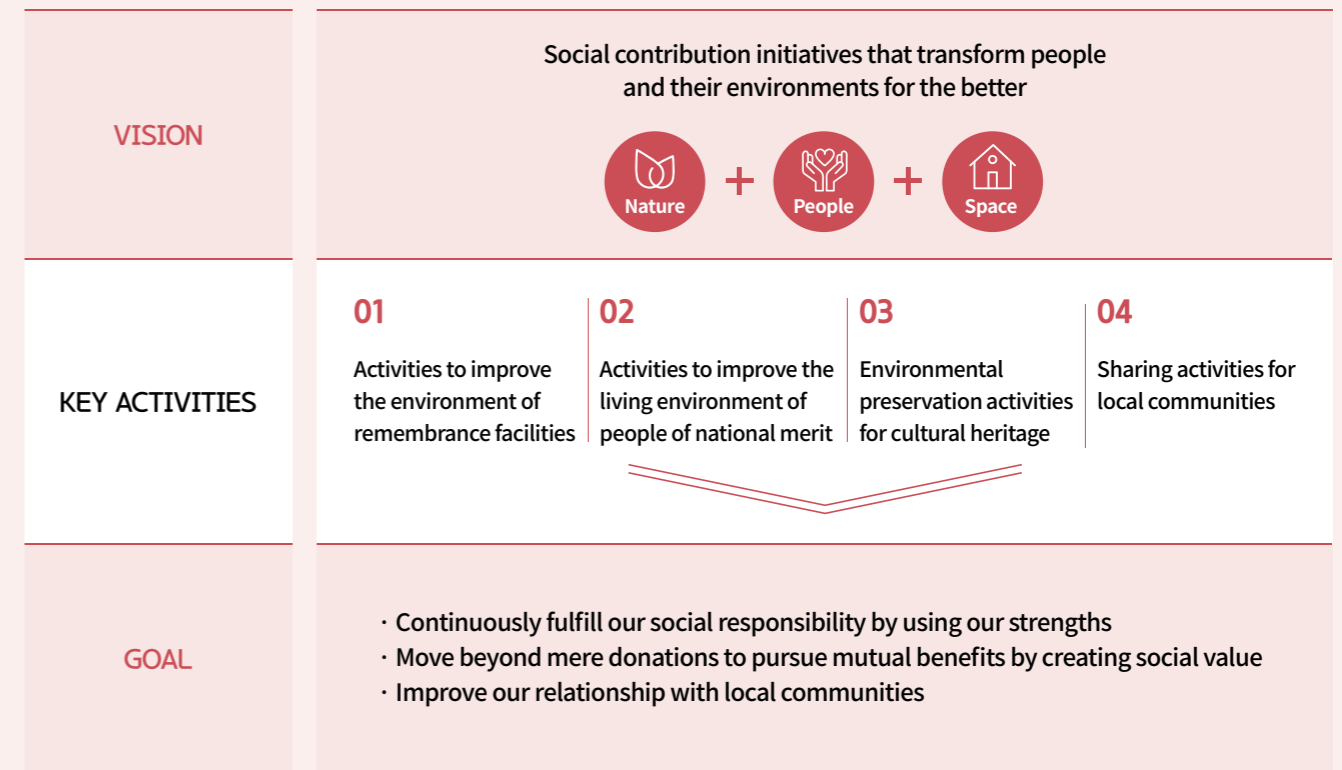
LX Z:IN Interior Z:IN Square

LX Z:IN Flagship Exhibition Hall. A space where customers can experience various products and obtain information on products and construction cases

134, Hakdong-ro, Gangnam-gu, Seoul, Korea / T. +82-2-6910-9200 Open 10am - Close 7pm / Open all year
 ※ Information on LX Z:IN Interior exhibitions and stores nationwide can be found on the LX Z:IN website (www.lxhausys.co.kr/zin).

Social Contribution Activities

At LX Hausys, we undertake social contribution initiatives by utilizing the capabilities of the company and its employees with the goal of mutually-beneficial growth with the local community. We are bringing changes for the better to our society through various activities such as improving the environment of remembrance facilities, improving the living environment of people of national merit, preserving the environment of cultural heritage, and sharing activities with the local community.



Renovating remembrance facilities and improving residence for people of national merit

We supported the renovation of the environment of facilities dedicated to veterans in Korea and abroad by utilizing our excellent products such as windows and flooring materials. Also, since 2015, we have been conducting a residential environment improvement project for people of national merit.
 (Completion ceremony of Korean War veterans' residential environment improvement project)



Community Sharing Activities

We are carrying out activities that contribute to regional development, such as improving social welfare facilities for youth, improving facilities at local children's centers, purifying and supporting facilities around each business site in Korea and abroad, and recovering flood-damaged areas.
 (Creating a pleasant space together with employees)



Creation of community value through public-private partnership

We are taking the lead in creating values for the local community by working in cooperation with the Ministry of Land, Infrastructure and Transport and the Ministry of Environment in the green remodeling project, residential environment improvement project for the socially vulnerable, indoor environment diagnosis/improvement support, indoor environment improvement project for green daycare centers, LX Z:IN safety door campaign, etc.
 (Business agreement with the Ministry of Environment to improve the indoor environment for vulnerable social groups)

KOREA

Headquarters	Fl. 18-23, 98 Huam-ro, Jung-gu, Seoul, 04637 Korea Contact Number: +82-2-6924-3114 Customer Service: +82-80-005-4000
R&D Center	30, Magogjungang 10-ro, Gangseo-gu, Seoul, Korea LX Hausys R&D Center (E4)
Design Center	30, Magogjungang 10-ro, Gangseo-gu, Seoul, Korea LX Hausys Design Center (E4)
Cheonan Distribution Center	387, Yeongok-gil, Ipjang-myeon, Seobuk-gu, Cheonan City, South Chungcheong Province, Korea
Uiwang Distribution Center	10, Daeansa-gil, Uiwang-si, Gyeonggi-do, Korea
Cheongju Plant	9, Oksansandan 3-ro, Oksan-myeon, Heungdeok-gu, Cheongju City, North Chungcheong Province, Korea
Ulsan Plant	275, Deokmang-ro, Onyang-eup, Ulju-gun, Ulsan, Korea



www.lxhausys.com

OVERSEAS

Manufacturing Corporations

U.S. (Atlanta)

LX Hausys America, Inc.
900 Circle 75 Parkway, Suite 1500 Atlanta, GA 30339
Tel. 1-678-486-8220

CHINA (Tianjin)

LX Hausys Tianjin Co., Ltd.
12, Quanfa Road, Wuqing DEV AREA, Tianjin, China
Tel. 86-22-8212-5558

CHINA (Wuxi)

LX Hausys (Wuxi) Co., Ltd.
13F Building C, Huirong Plaza, Hefeng Road 26, New District Wuxi, China
Tel. 86-510-6668-6888

SLOVAKIA (Dunajska Streda)

c2i s.r.o.
Kracanska cesta 1251/51, 929 01 Dunajska Streda, Slovakia
Tel. 421-908-317-610

Sales Corporations

U.S. (Atlanta)

LX Hausys America, Inc.
900 Circle 75 Parkway, Suite 1500 Atlanta, GA 30339
Tel. 1-678-486-8220

CANADA (Toronto)

LX Hausys Canada, Inc.
20 Norelco Drive, North York, Ontario, M9L 2X6, Canada
Tel. 1-905-660-4746

CHINA (Wuxi)

LX Hausys (Wuxi) Co., Ltd.
13F Building C, Huirong Plaza, Hefeng Road 26, New District Wuxi, China
Tel. 86-510-6668-6888

SLOVAKIA (Dunajska Streda)

c2i s.r.o.
Kracanska cesta 1251/51, 929 01 Dunajska Streda, Slovakia
Tel. 421-908-317-610

RUSSIA (Moscow)

LX Hausys Rus, LLC
Lesnaya Plaza 8th floor, 4, 4th Lesnoy pereulok, Moscow, 125047, Russia
Tel. 7-495-663-39-58

INDIA (Gurgaon)

LX Hausys India Private Limited
7F, Emmar MGF Digital Green, Tower B, Golf Course Ext. Road, Sector 61, Gurgaon-122009, Haryana, India
Tel. 91-124-421-2590

Representative Offices

TURKEY (Istanbul)

LX Hausys, Ltd. Istanbul Office
Kempinski Residences Astoria Buyukdere Cad. No:127 A
Kule Kat:7 P.K. 34394 Esentepe, Sisli / Istanbul, Turkey
Tel. 90-212-285-1101

U.A.E. (Dubai)

LX Hausys, Middle East Office
Dubai Internet City Building @3, Dubai, United Arab Emirates
Tel. 971-4-553-1452

INDONESIA (Jakarta)

LX Hausys, Ltd. Jakarta Office
Tower One at The City Center (TCC) Batavia 18th Floor, Unit 2B KH. Mas. Mansyur Kav. 126, Kel. Karet Tengsin, Kec. Tanah Abang, Jakarta Pusat - 10220, Indonesia
Tel. 62-21-2967-5043

VIETNAM (Ho Chi Minh)

LX Hausys, Ltd. Ho Chi Minh Office
9F Vincom Building, 72 Le Thanh Ton, Dist 1, Ho chi minh, Vietnam
Tel. 84-28-3915-8909

JAPAN (Tokyo)

LX Hausys Tokyo Branch
100-0004 Tokyo Sankei Building 25F, 1-7-2 Otemachi, Chiyoda-ku, Tokyo, Japan
Tel. 81-3-5299-4533

