



**Life's
Good.**



LG NOVA

The North American
Innovation Center for LG Electronics

LG Electronics



Companies

HS

Home Appliance
Solution

MS

Media
Entertainment
Solutions

VS

Vehicle Solutions

ES

Eco Solutions

Global CEO

- CTO
- Product Engineering Research
- Global Operations
- Corporate Design
- Customer eXperience
- CSO
 - **LG NOVA**
- CFO
- CHRO



Regional offices

Overseas Sales &
Marketing Company

- North America
- Latin America
- Europe
- Asia
- Middle East & Africa

Korea Sales &
Marketing Company

LG NOVA

We're working towards this mission by enabling greater cross industry collaboration with startups, entrepreneurs and innovators.

The Vision

Improve the quality of life by building new ventures that have a positive impact on the future of people and the planet.

The Mission

Fuel innovation for LG and its partners by creating and launching new ventures to be come the next growth engine for LG.

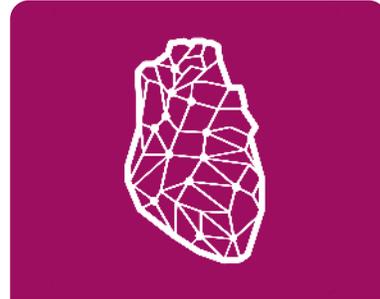




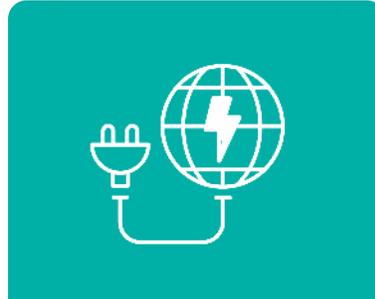
LG NOVA at-a-glance

- North American Innovation Center for LG Electronics based in Silicon Valley
- Ecosystem + Corporate Accelerator + Partnerships Structure
- Public and private sector expertise
- Team of entrepreneurs-in-residents and seasoned corporate partnership executives
- Engaged with **100+** startups
- **5000+** startup ecosystem
- **20+** Capital Alliance partners

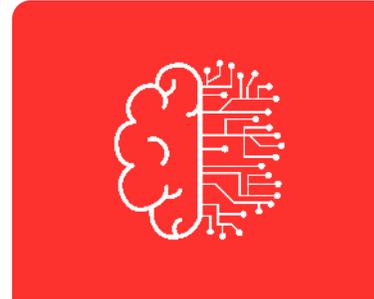
Collaborate with LG to Build New Businesses



Healthtech



Cleantech



AI

We're looking for businesses to come work with us to co-create new market opportunities and business ventures.

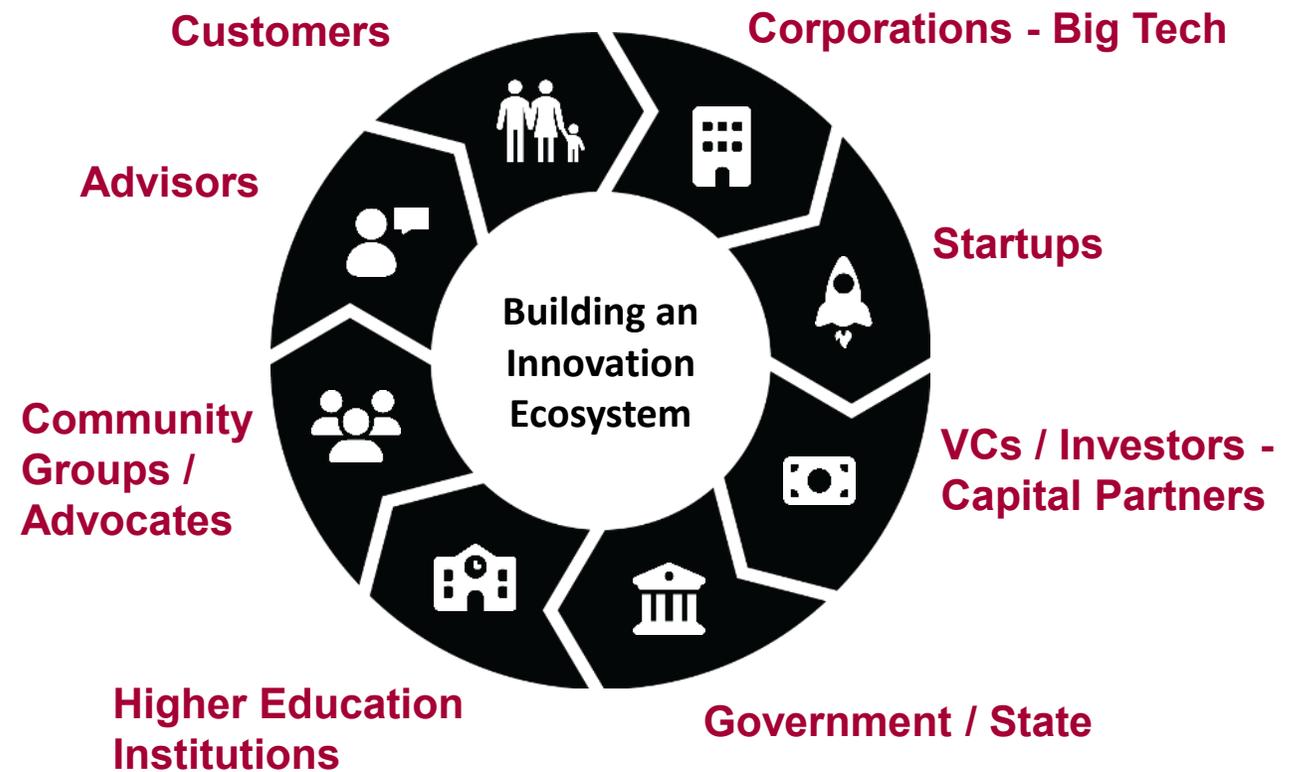
We're offering:

- Potential investment opportunities for selected companies
- Paid for development of POCs and/or joint product development
- Co-collaborate with LG for potential opportunities to develop NOVAcorn engagements as new businesses within LG's global innovation portfolio.

Building an Innovation Ecosystem to Support New Business Creation

Our methodology is to bring key stakeholders across the ecosystem together to:

- Address real-world problem
- Ensure solution fits the people it impacts
- Create mutual success and benefits for all involved
- Build for sustainable generational growth
- To solve for the future, not just for today



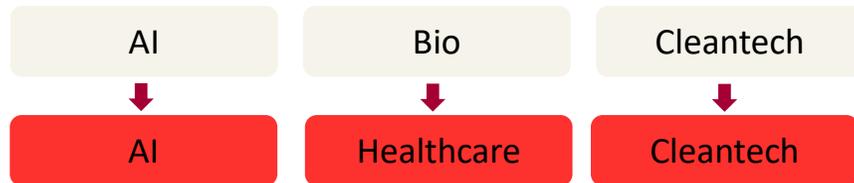
Finding Strategic Market Area Opportunities for Exploration

Determining real problem-solution fit for LG addressable market

- Brand value
- Customer Value
- Market Value
- Company Value

Life's Good.

Tech Sector Markets Matching LG's ABC Strategy



Alongside

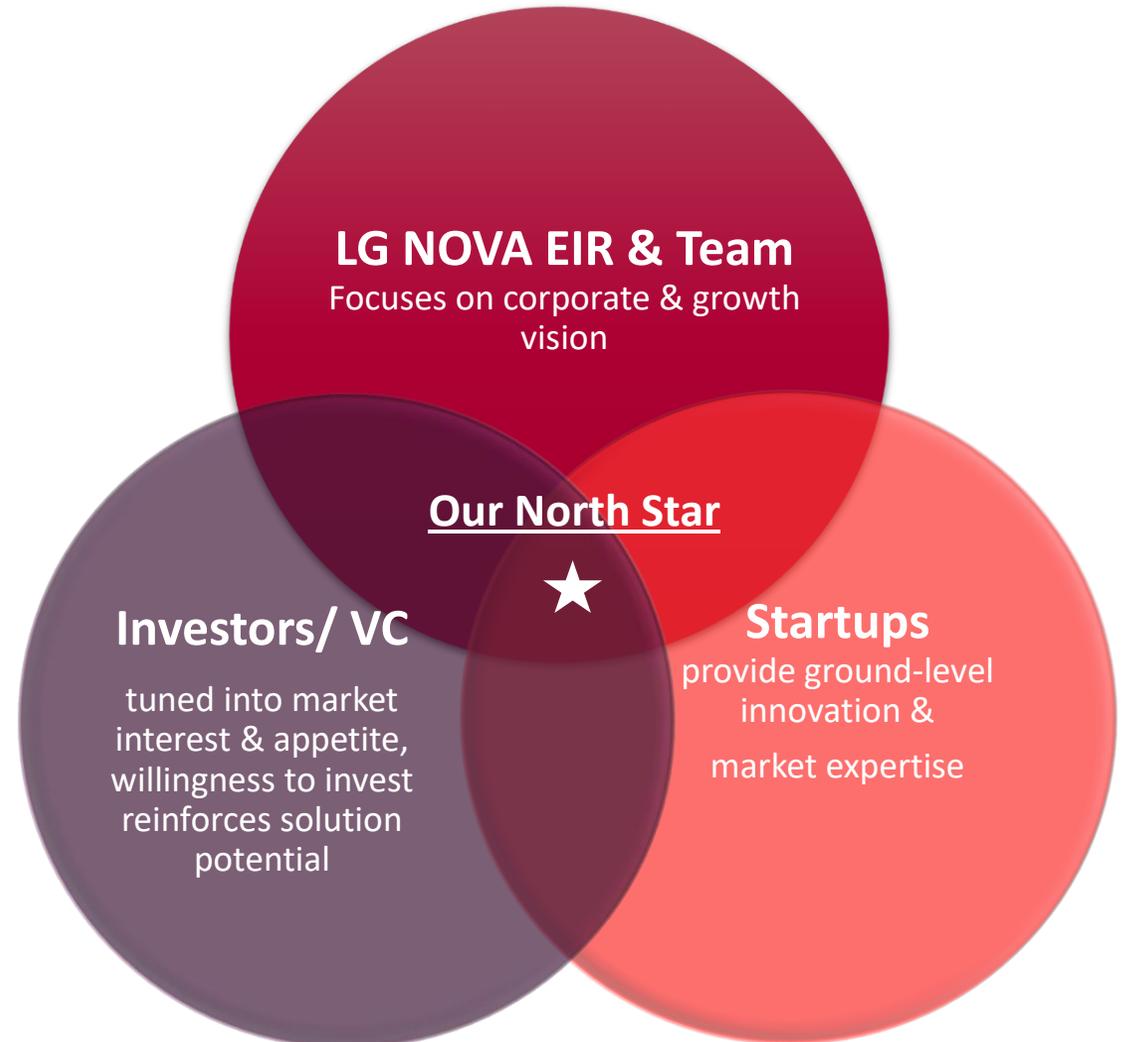
LG Resource & Assets

LG Vision

LG Business Portfolio

LG Market Success

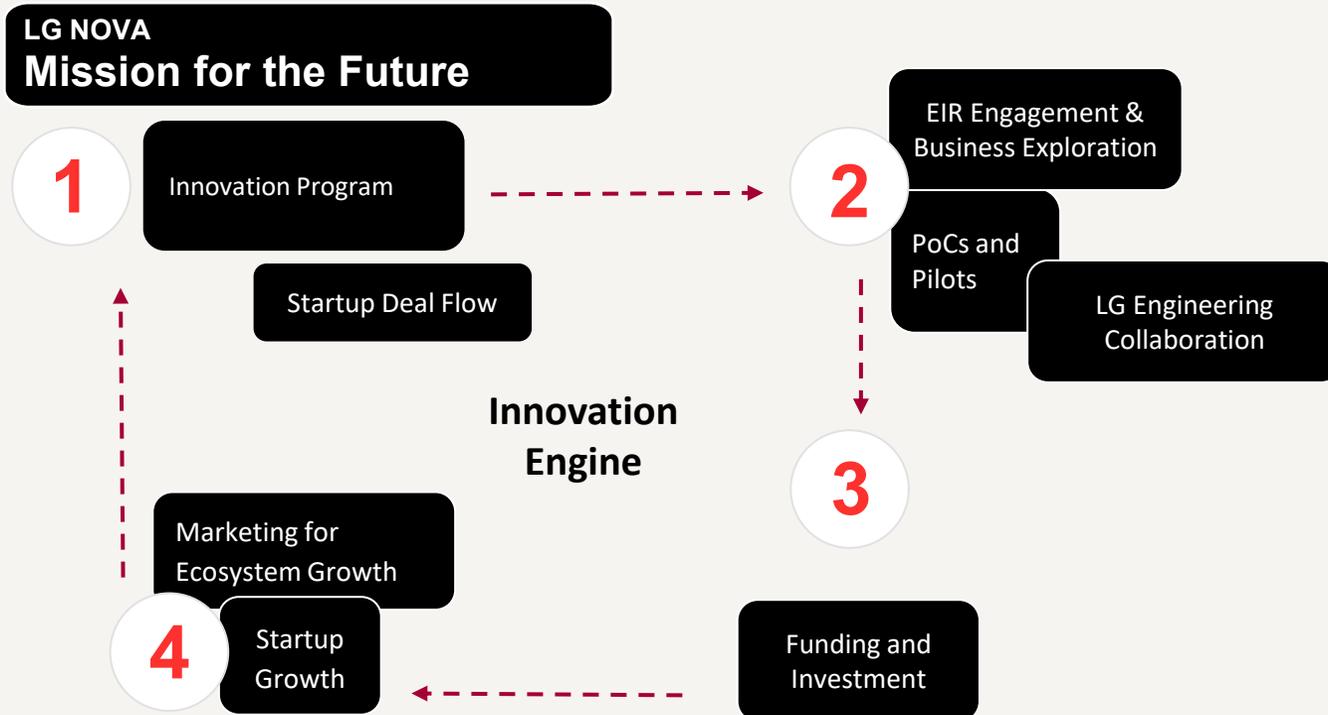
Combining best of two worlds



LG NOVA – An Outside-In Approach to Innovation



Collaborating with stakeholders and people passionate about creating change and impact

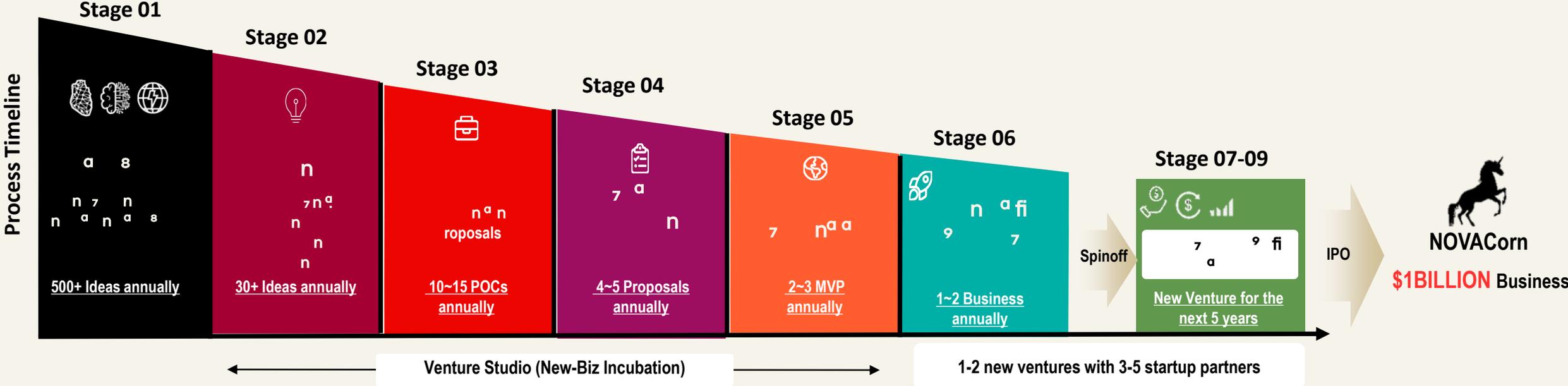


The LG NOVA Program partners with companies outside of LG to promote and grow future-forward innovation.

- Challenge program provides the opportunity for innovators to share their ideas with LG
- Ecosystem partnerships with universities, businesses, advisors, investors, industry leaders
- Coalition for Innovation community/ industry groups drives forward initiatives for a shared future vision in key market areas
- Incubation process ideates and create new business ventures

The Innovation Process at LG NOVA

20-25 business ideas, 10-15 PoC, 4-8 proposals/MVP, 1-2 CMBUs annually



Monthly review cycles bring in startup partners on an ongoing basis throughout the year

Startups in the program are filtered along the way for best fit with the business idea and LG goals for new business

Ideas and proposal may include multiple startup partners

The LG NOVA Support Network for New Venture Creation

Customer discovery, outreach

Ecosystem Network

Gov partnerships customers, pilots

Extended Network of Support through NOVA Partners

Strategic Marketing

Business Funding and Networking

Investments/ Funds/ VC

Outside Accelerators / Incubator Programs

Capital Partners

Growth

Biz Dev Team

Corp Dev Team

Engineering

Infrastructure Support

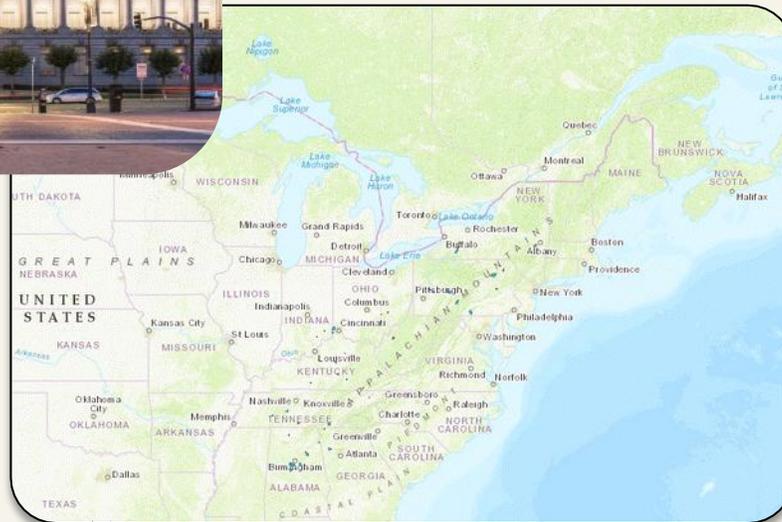
HR

Biz Support

CFO

LG NOVA in West Virginia:

Creating a Regional Innovation Technology Hub for Economic Growth



The Strategic Initiative

- LG NOVA & West Virginia strategic initiative to grow technology and engineering center, 275 jobs in 5 years in WV state
- Access to capital, pilots, ecosystem support, state run institutions for health, cleantech and training
- Foster high tech job growth through commercial activity, strategic partnerships

LG NOVA in West Virginia: A Self-Sustaining Innovation Ecosystem for Economical Growth in West Virginia in Healthtech, Cleantech and AI

With an open field of opportunities driven by partnerships with the government, universities and local businesses, we're working to create impactful, lasting change and a positive difference in West Virginia. Our plan is to:

Near-term

Find opportunities to partner with investor, financial institutions and corporate businesses and startups to create jobs, build infrastructure alongside LG

Growth

Launch LG NOVA business ventures, in partnership with startups, to create technology solutions in healthtech, cleantech and AI for West Virginia

Long-term

Grow technology businesses in WV to create a recurring driver of innovation, new venture creation, jobs, new industries and market areas, and economic development for WV and the Appalachia region.



Mission for the Future Opportunities for Startups



HealthTech



Artificial Intelligence

LG NOVA Innovation Program Collaboration

Ongoing collaboration opportunities with LG in market sectors and other LG organizations in:

HealthTech | CleanTech | AI | Mobility | Open Innovation



CleanTech



Open Innovation

Entrepreneurs & Startup Engagement

Mission Partner Network

Venture - Building

Venture / Investment Partner

Marketing & Promotional Opportunities

Marketing – Collaborations with LG NOVA marketing team on promotional opportunities

For Startups & Entrepreneurs:

- **Startup Launchpad** - Expert discussion series for startups
- **InnoFest** - LG NOVA's premiere event for startups, innovators & industry experts working on exploring technology solution for the future

For Mission Partner Network and beyond

- Startup opportunities to leverage Mission Partner Brand
- Marketing & startup story showcase – promoted by LG NOVA
- Join LG NOVA at industry events, including InnoFest, CES, and others

Partnership Opportunities

Partner Alliance Program - Curating partnership opportunities between corporate partners & **Venture Partners** and **startup investments**

- Introduction to partner network
- Deal-making for LG NOVA new ventures and partner startups
- Connect with other LG Business Units as relevant

Networking Opportunities

Ecosystem - Collaboration with startups and others from the broader LG NOVA Network

For Startups & Entrepreneurs:

- **Coalition for Innovation** – Working group for future mapping and technology exploration
- Startup to Startup Networking

For Mission Partner Network and beyond

- Founder Introductions to Industry connections
- Participation in relevant industry events such as CES, COP28, DAVOS
- Annual Investor Demo Day

Commercial Business Opportunities

Venture Building - Incubate new ideas, build ventures for LG

For Venture-Building:

- PoC project funding for solution building exploration
- Startup partner advocates – with investors, speaking & customers

For Venture Partners:

- Key partnerships that are mutually beneficial for new market opportunities
- Collaboration opportunities for startups to get to market faster
- Integrations and commercial contracts with LG NOVA ventures

Investment & Funding

Investor Network - Network of investors and VC interested in new businesses with a positive impact on people & the planet

For Mission Partner Network and Venture Building Partners

- NOVA Prime – Startup Investments
- Capital Alliance Network of Investors
- Broad Investor introductions
- Portfolio sharing, quarterly highlights to investors



Location of startups that have applied to the LG NOVA Program

Our global network of startups

5,330

Startup applications

140

Number of Countries

+100

Startup Engagements



Selected Startups for Business Collaboration

Health Tech

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-
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-
-
-
-

Clean Tech

- -
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**We're Building
a Brighter Tomorrow.**

THANK YOU!

Let's connect, visit lgnova.com.

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