

## Vision & Strategy

LG Chem took a giant step towards specialization by becoming independent from other business activities on April 1, 2001. The company appointed a new CEO and Corporate Operating Committee (COC) and by doing so forged a new path in managerial culture centered on factual evaluation and decision making by the COC. Additionally, in announcing a new corporate vision, the company began to affect sweeping changes in across-the-board managerial policies and corporate organization. The new vision is taking sure-fire aim at advanced technology, managerial reliability and global corporate positioning as it establishes a solid reputation for overall excellence.

### Vision

LG Chem's vision for the world of tomorrow is to exceed client expectations through advanced technologies, innovative solutions, and outstanding products, and to solidify our credibility with shareholders.



### Global Leader

- LG Chem plans to become a global leader and specialist through world-class business operations as the finest firm in the industry
- fostering strategic high-performance, high value-added business areas to lead the global market
- providing consistently superior value to domestic and overseas investors

### Advanced Technologies & Innovative Solutions

- LG Chem will continue to offer outstanding technologies, products and solutions through relentless innovation
- The company will also exceed client expectations by defining their needs in advance and offering them the finest value possible

### Credibility for Shareholders, Employee Enthusiasm

- By affecting totally transparent operations, LG Chem aims to provide clients, shareholders and employees

total credibility as a trusted partner.

- LG Chem is fostering new employee enthusiasm through respect for all personnel and efforts to actualize an ideal work environment

### Core Values

#### The Client Comes First

- We anticipate client needs in advance to provide satisfaction beyond expectations

#### Innovation

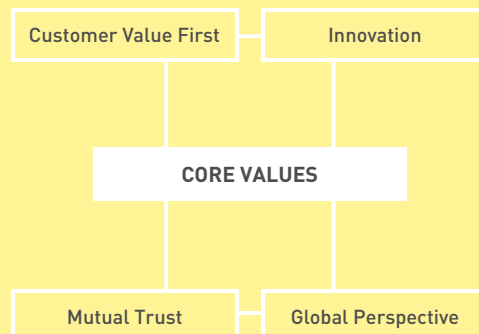
- LG Chem challenges the unlimited possibilities of product and technological development by flexing its innovation-oriented mentality.

#### Mutual Trust

- LG Chem builds trust and reliability by fulfilling commitments to clients, shareholders, and personnel with total integrity and ethical standards.

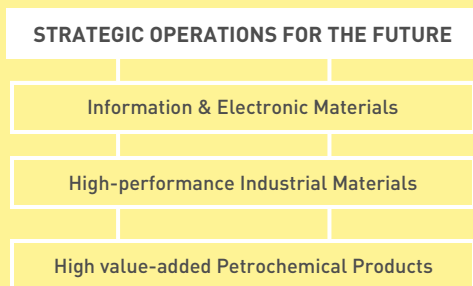
#### Global Perspective

- LG Chem conducts operations by cherishing and actualizing a totally global perspective.



During 2002, LG Chem augmented its basic vision and operational framework with the goal of becoming a global leader. This means that LG Chem is developing a top-rate, completely open corporate culture to serve as a springboard for developing the finest world-class standards through strength, diligence, and the determination to succeed. Initially, the company expects to progress into the ranks of Asia's top three specialty firms through efforts in three facets of operations:

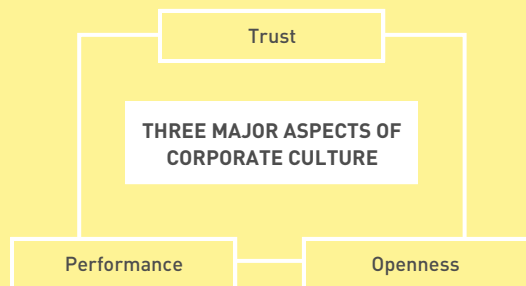
First, we will strategically maintain a specialty portfolio in our four major areas of operations. Currently our operations in Petrochemicals and Performance Polymers are solidly enduring; our Industrial Materials feature high profitability; and our Information & Electronics Materials feature high-speed growth. Thus we will be able to offer clients, shareholders and personnel steady profits while simultaneously offering them full potential for future growth with LG Chem by fostering and concentrating on strategic high-performance, high value-added business operations for the future.



Second, we will forge into the global market by concentrating on strategic, futuristic business operations. By 2010, LG Chem expects to reap more than 50% of total sales from overseas markets. To achieve this, we will focus our strategies on high value-added products. These strategies will feature superior technology, superior value and superior marketing.



Third, we are developing strategies to become a global leader in each field of business operations. To achieve this, we will conduct impressive organizational restructuring and M&A activities while also making epochal investments in strategic R&D areas. We will continue to increase R&D investments to match our requirements for fostering futuristic operations and global strategies. To increase our supply of outstanding human resources, we will provide work environments, rewards and incentives that guarantee exceptional performance for a first-rate organizational culture. This corporate culture will feature three major aspects: trust, openness, and performance.



Thus, by actualizing its visions and core values, LG Chem will provide true value for clients and affect a managerial atmosphere based on respect for all. And with increased product competitiveness, we will spring into position as a truly world-class business entity.