

THE PURPOSE OF REACHLG

ReachLG is a unique learning management system and social network, run by LG and available exclusively to professional retail store associates. It offers the following features and benefits:

- Up-to-date information on LG's current products
- New trainings and certifications to offer information on LG's newest innovations
- Earn points for completing trainings, certifications as well as site activities
- Social networking with other professional RSAs to share best practices
- Leaderboards, both site-wide and within your store
- Redeem awarded points for eGift cards in the ReachLG Shop*

*Shop access is subject to your store's reward policy. Use of ReachLG is optional and in no way connected to a user's regular working hours. Use of ReachLG on one's own time does not guarantee shop access.

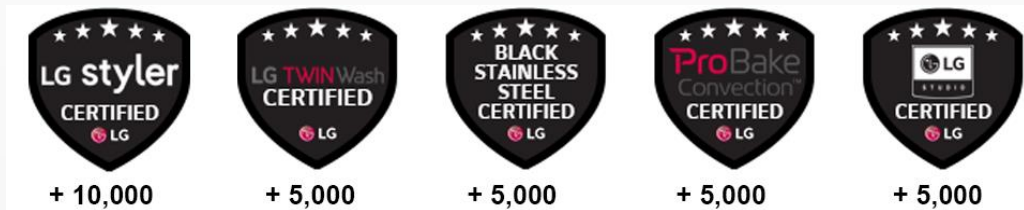
Take Trainings - Get Certified

Earn Points - Level Up - Move up the Leaderboard

Engaging Social Community - Share Best Practices - Read Best Practices

30,000 Points available for becoming Certified

30,000 points = \$30 in eGift Cards*



- Enhance your LG product knowledge with 45+ short training modules
- Earn points daily while checking your LG product knowledge with the Daily Questions

Redeem Earned Points for eGift Cards

Choose between \$10 Food and Entertainment eGift Cards



Get started: New to ReachLG? Simply go to www.ReachLG.com and register.
Set up your profile today and get started learning, earning and interacting!

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ReachLG

30 Ben ReachLG 44,835 points Search

HOME PRODUCTS TRAININGS CERTIFICATIONS SHOP RESOURCES PEOPLE PLACES CREATE +

ANNOUNCEMENT Take the New Super UHD TV Certification Show Details



Get **LG TWINWash™** CERTIFIED

Earn 5,000 Points!

Complete these trainings:

- LG Front Load Laundry
- LG SideKick™

How to Install SideKick™

Then post your favorite feature/benefit.

Innovation for a Better Life!

LG Life's Good

Daily Question

Answer correctly and earn **25 Points**

What does B.C.A.D. stand for?

- Perfect Blue, Perfect Concept, Perfect Articulation, Perfect Depth
- Perfect Bronze, Perfect Crimson, Perfect Altitude, Perfect Display
- Perfect Backhand, Perfect Crescendo, Perfect Anecdote, Perfect Delay
- Perfect Black Levels, Perfect Colors, Perfect Angles, Perfect Design

Submit

Daily Question Stats



Ben ReachLG
Community Manager
[Edit Profile](#)

Level

20

2440 points until Level 21

Lifetime Points: 44835

Available Points: 44185

This is the home page.

From here, you can see our newest trainings on the scrolling banner.

You can also take the Daily Quiz, worth 25 points for one correct answer. If you get it right, you can answer a second question for double or nothing!

WELCOME TO REACHLG



The home page also has several useful social tools.

First you can see your basic profile information, including your current points.

Below that, you can leave a status update, much like any other social network you've used.

We also show you a lineup of recent badges you have earned.

The screenshot displays a user profile for Ben ReachLG, a Community Manager. The profile includes a profile picture, a level indicator showing Level 34 with a progress bar and 150 points until Level 35, and a table of points. Below the points table is a status update section with a text input field, a 'Post' button, and a 'Cancel' button. At the bottom, there is a 'Recent Badges' section showing a row of seven badges, and a 'Quick Links' section with five links: Help & Feedback, Refer a Friend, Gift Points to Another User, Change Your Store, and Reports.

Level	34
Lifetime Points:	27350
Available Points:	26850

What's on your mind?

add:

[Post](#) [Cancel](#)

Recent Badges

Quick Links

- [Help & Feedback](#)
- [Refer a Friend](#)
- [Gift Points to Another User](#)
- [Change Your Store](#)
- [Reports](#)

Featured Places

[Missions](#) 

[Customer Support Videos](#) 

[How to Videos](#) 

Individual Leaders

1st		Allen Hug 97,931 Points
2nd		John Breig 90,810 Points
3rd		Gary Charles 88,560 Points
4th		David Cheshire 85,420 Points
5th		Lester Turner 84,950 Points
6th		Tony Hehly 84,710 Points
7th		Kimberly Trevino 84,020 Points
8th		Donny White 83,640 Points
9th		Nicholas Rymas 82,285 Points
10th		David Letcavage 81,135 Points
11th		BRAD HOBBS 80,690 Points
12th		THELMA KNIGHT 79,185 Points

We've also included some Featured Places below your social tools. We'll come back to those.

For now, scroll down a little more and check out the Leader Board. It doesn't take much to find yourself among the Top 20, so take your Certifications and complete all of the trainings to get in range.

Back to the Featured Places box, you'll notice that button for "Missions." Let's click that!

WELCOME TO REACHLG - CERTIFICATIONS

The “Certifications” tab has all of our appliance and electronics certification courses. Completing these modules will award you extra points, usually 10,000!

Dark badges signify completion, and gray badges still need to be finished.

LG TWIN Wash Certification



+500



+1000



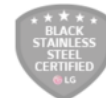
+500



+500

+5000 completion bonus
You will earn 5,000 total points by completing this certification.

Black Stainless Steel Certification



+1000



+500



+500

+5000 completion bonus
You will earn 5,000 total points by completing the necessary trainings within this certification as well as the points you are awarded by completing this certification.

LG ProBake Certification



+500



+100

+5000 completion bonus
You will earn 5,000 total points by completing the necessary trainings within this certification as well as the points you are awarded by completing this certification.

LG Studio Certification



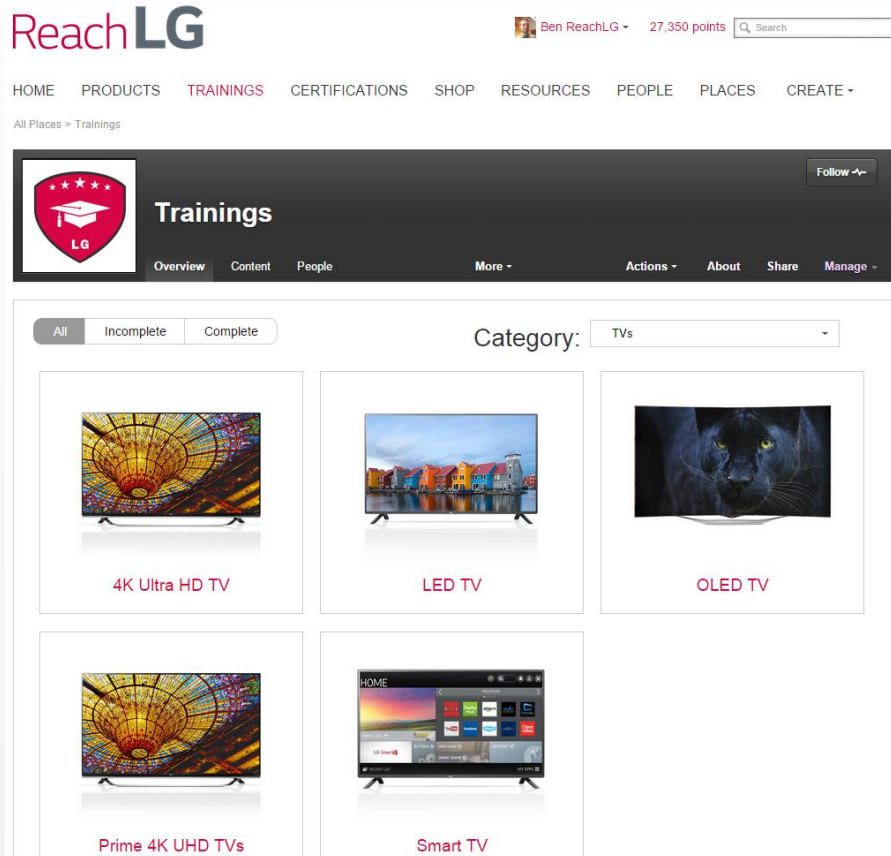
+500



+100

+5000 completion bonus
You will earn 5,000 total points by completing the necessary trainings within this certification as well as the points you are awarded by completing this certification.

WELCOME TO REACHLG - TRAININGS



If you're looking for a specific training course, go to the Trainings tab.

From there, you can narrow your search by category. Here, I've narrowed my results down to TVs, but I can dive deeper to get even more courses.

You can also filter your trainings by their completion, so you aren't taking the same courses multiple times.

WELCOME TO REACHLG - MISSIONS



The Missions page allows you to quickly and easily filter your trainings and determine what you want to take next.

You can filter by social or learning badges, as well as complete or incomplete courses.

Incomplete courses appear desaturated or greyed out, while completed trainings are vibrant and dark.

Missions

OverviewContentPeopleMoreActionsAboutShareManage

Level **34**

Lifetime Available2735026850

Recently Completed

Filter Displayed Missions

Status

CompleteIncomplete

Types

TrainingMission

Tags

NoneTraining

Point Value

+5 Points+10 Points+25 Points+30 Points+45 Points+50 Points+100 Points+300 Points

+5

Liked(daily)

Get something liked daily

+5

Like it (daily)

But really, if you like it, tell us. Go like something daily

+30

What's on your

+100

LDS5774ST Premium Semi-Integrated Dishwasher (Mobile Version)

Training for the LDS5774ST Premium Semi-Integrated Dishwasher

+100

30" French Door Refrigerator (Desktop Version)

Training for LG 30" French Door Refrigerator

+100

LG LED TV (Desktop Version)

Training for LG LED TV

+100

LG LED TV (Mobile Version)

Training for LG LED TV

+100

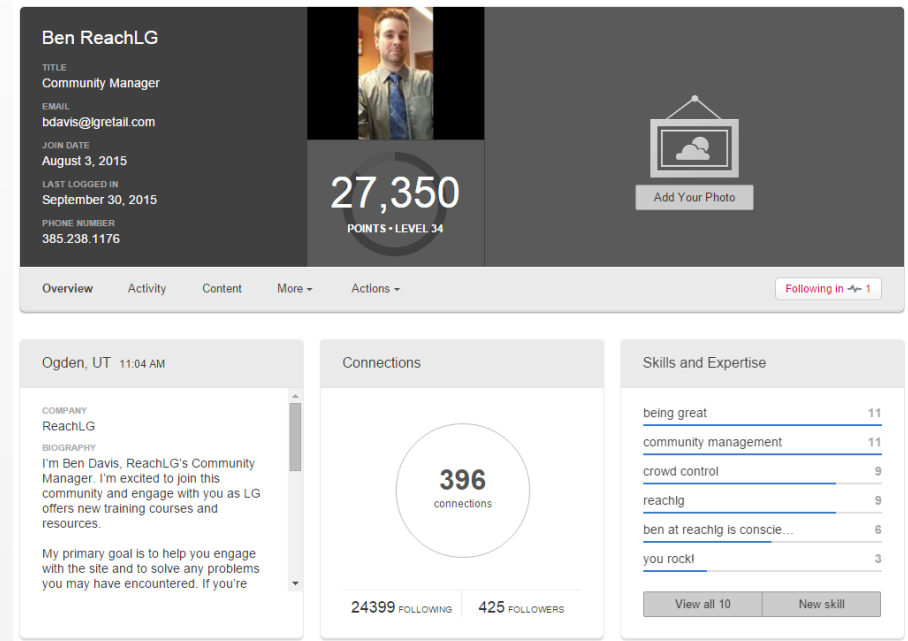
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10/12/2016

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If you have any questions, please contact our Community Manager Chris Allen:

- callens@lgretail.com
- 385-238-1176
- @Chris Allen Community Manager (on ReachLG)

A screenshot of a user profile on the ReachLG platform. The profile is for Ben ReachLG, a Community Manager. It includes a header with his name, title, email (bdavis@lgretail.com), join date (August 3, 2015), last logged in date (September 30, 2015), and phone number (385.238.1176). A profile picture of a man in a suit is shown. To the right of the picture is a large circular badge displaying '27,350' points and 'LEVEL 34'. Below the picture is a button that says 'Add Your Photo'. The profile has a navigation bar with tabs: Overview, Activity, Content, More, and Actions. Below the navigation bar, there are three main sections: 'Ogden, UT 11:04 AM' (a bio section), 'Connections' (showing 396 connections, 24399 following, and 425 followers), and 'Skills and Expertise' (a list of skills with counts).

Ben ReachLG
TITLE
Community Manager
EMAIL
bdavis@lgretail.com
JOIN DATE
August 3, 2015
LAST LOGGED IN
September 30, 2015
PHONE NUMBER
385.238.1176

27,350
POINTS • LEVEL 34

Add Your Photo

Overview Activity Content More Actions Following in 1

Ogden, UT 11:04 AM

COMPANY
ReachLG
BIOGRAPHY
I'm Ben Davis, ReachLG's Community Manager. I'm excited to join this community and engage with you as LG offers new training courses and resources.
My primary goal is to help you engage with the site and to solve any problems you may have encountered. If you're

Connections

396
connections

24399 FOLLOWING 425 FOLLOWERS

Skills and Expertise

being great	11
community management	11
crowd control	9
reachlg	9
ben at reachlg is conscie...	6
you rock!	3

View all 10 New skill