LTE Number 1

February 2013

Converged Home
Total Solution Provider

LG Uplus
IR Presentation

Personalized
Converged Service

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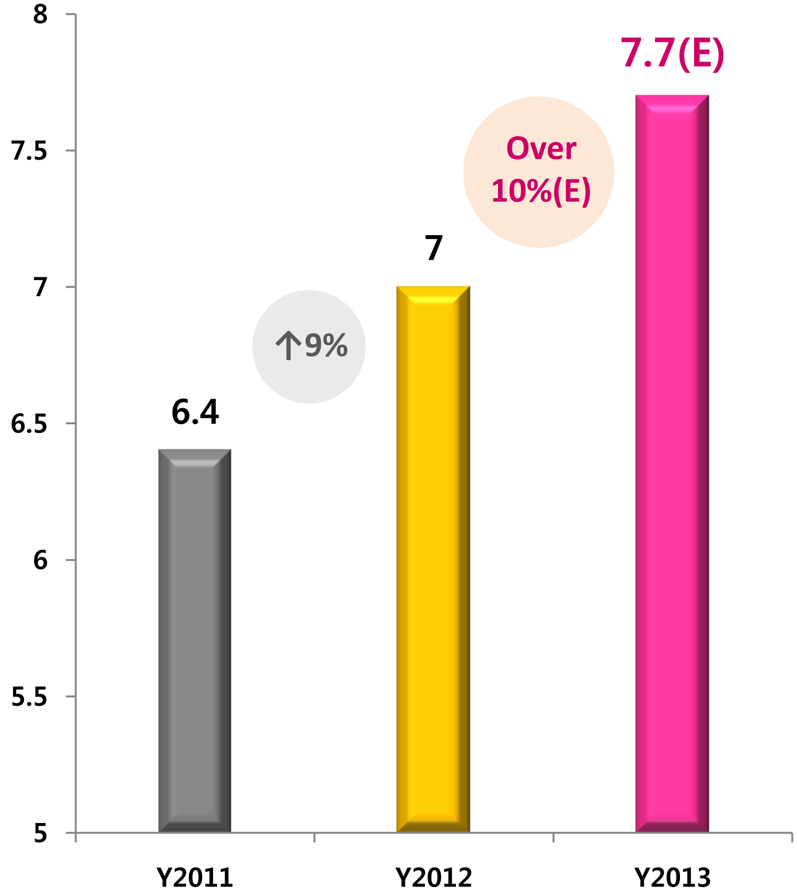
1 2013 Outlook

▪ 2013 Service Revenue guidance : Over KRW 7.7 trillion

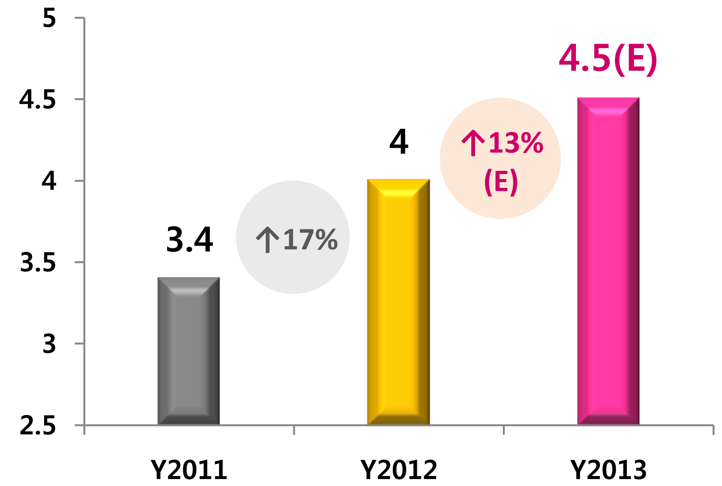
Total Service Revenue

(Unit: KRW in trillions)



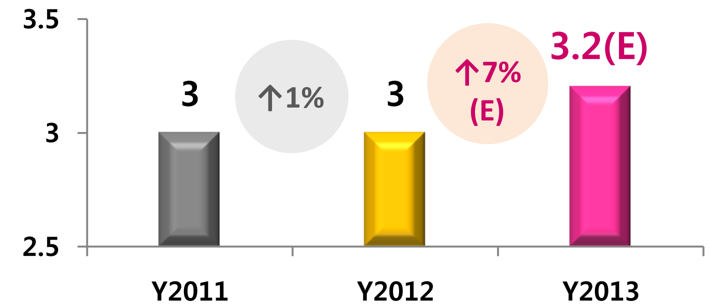
Wireless Service Revenue

(Unit: KRW in trillions)



Wireline Service Revenue

(Unit: KRW in trillions)

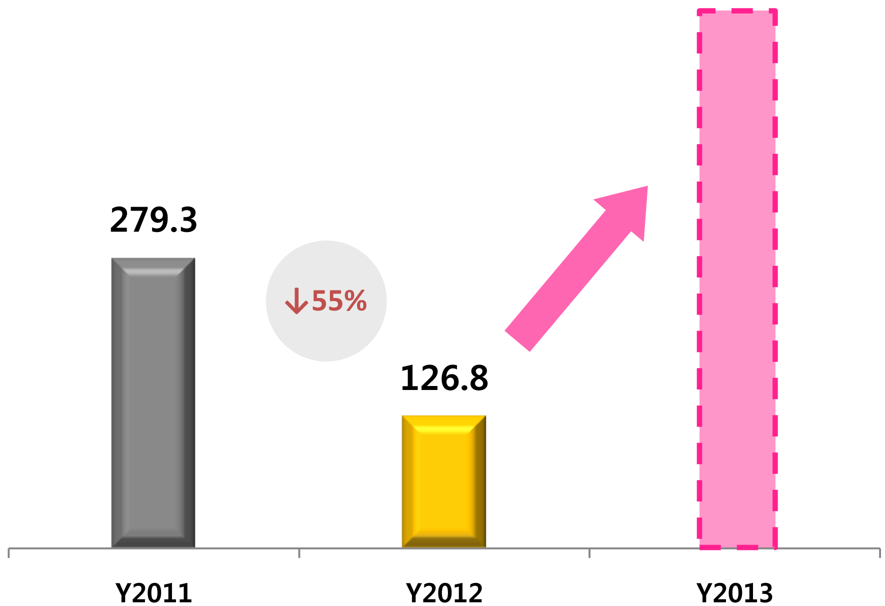


Operating Income

▪ Operating Income is expected to increase significantly in 2013 compare to 2012

Operating Income

(Unit: KRW in billions)



Service Revenue increase

KRW 7 trillion → KRW 7.7 trillion(E)

Cost Decrease

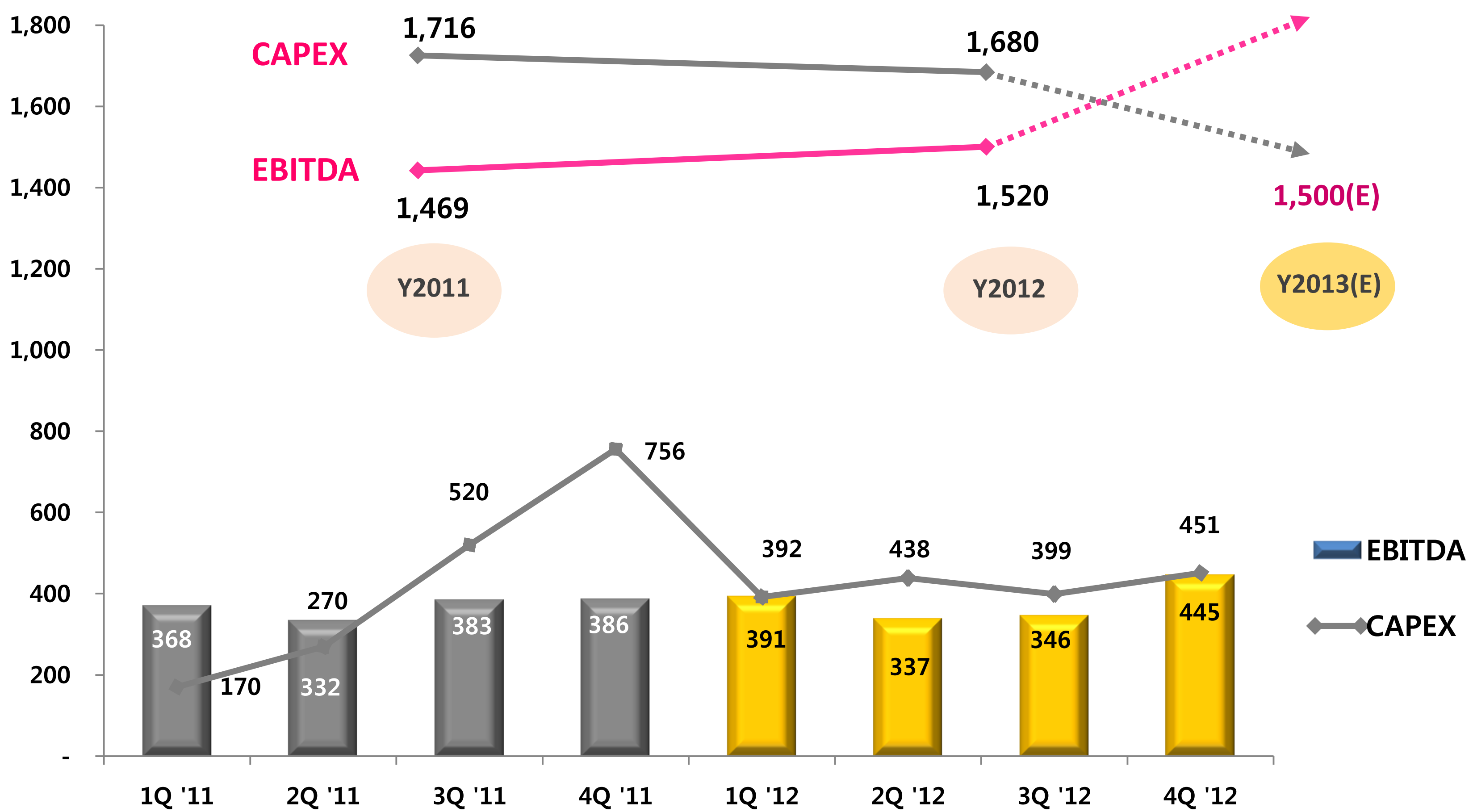
Customer Value related amortization of KRW 216 billion ended in 2012

Marketing Expense is expected to decrease in 2013

- **2013 CAPEX Guidance : KRW 1.5 trillion**

CAPEX / EBITDA

(Unit: KRW in billions)

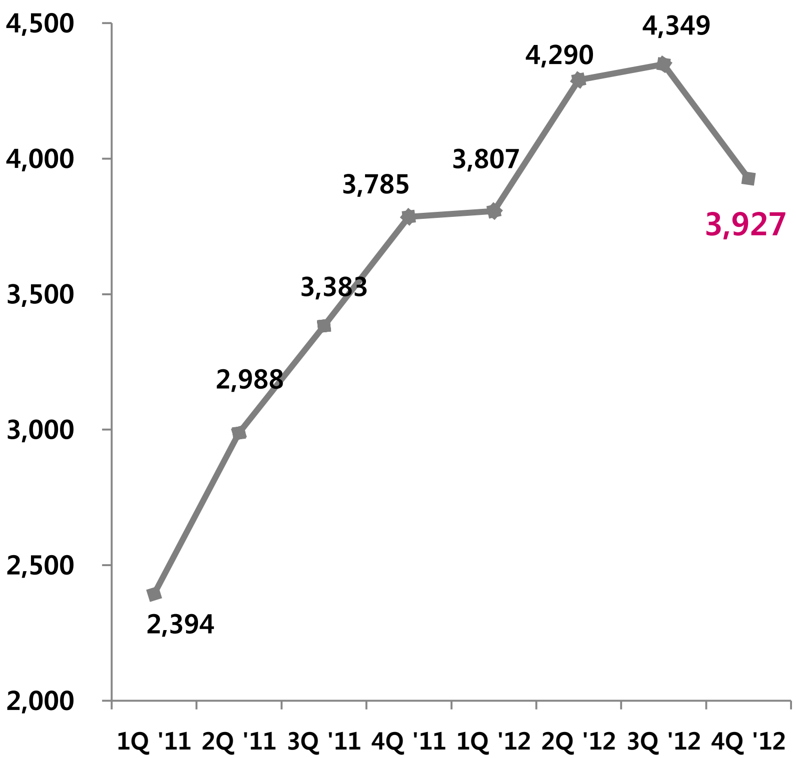


Net Debt & Dividend Policy

- Net Debt decreased by -9.7% QoQ

Net Debt

(Unit: KRW in billions)

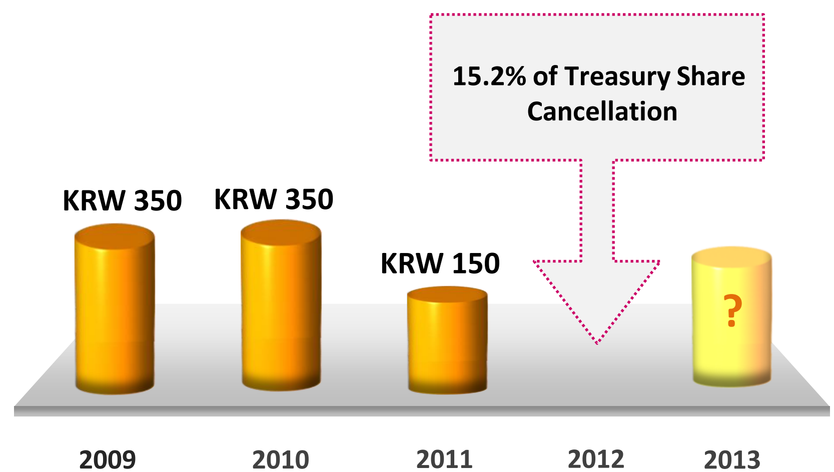


Dividend Policy

(Unit: KRW in billions)

Dividend payout policy in 2013

maintaining over 30% of net income

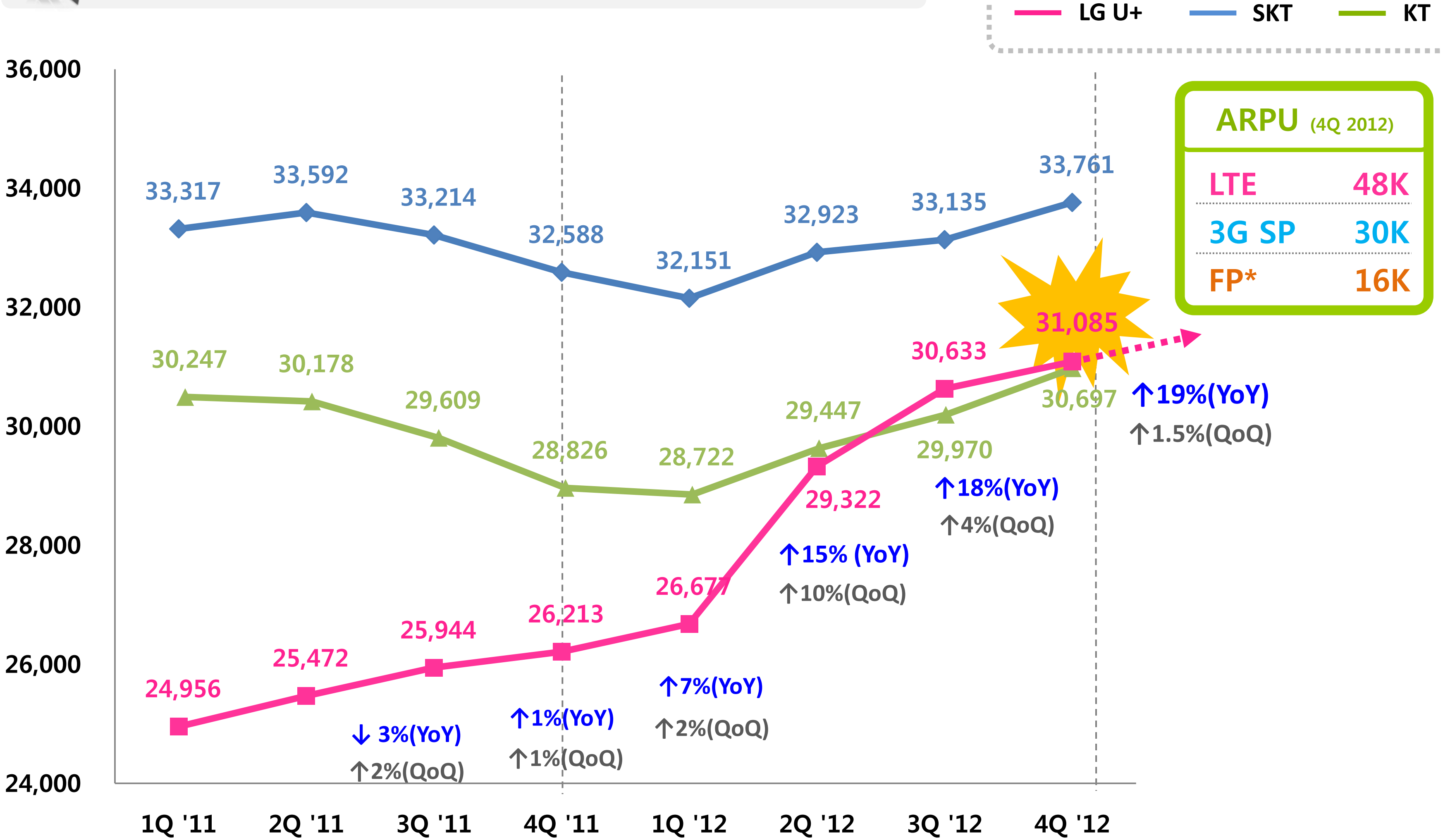


LG U+

ARPU Momentum

Service ARPU Comparison with Korean Telcos (Unit: KRW)

- 2013 ARPU expected to increase by 10% YoY

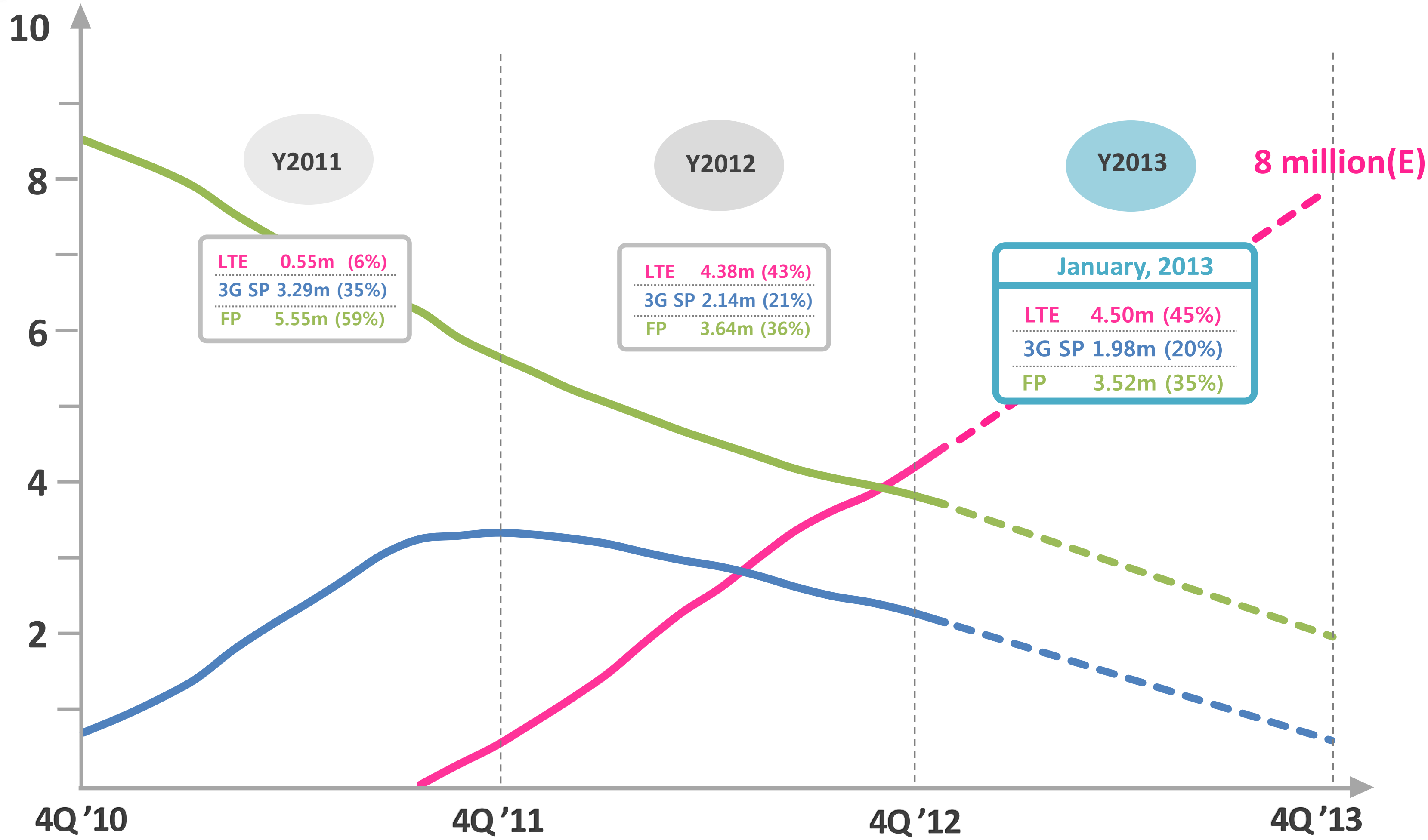


*Feature phone ARPU: Includes PPS, M2M etc.

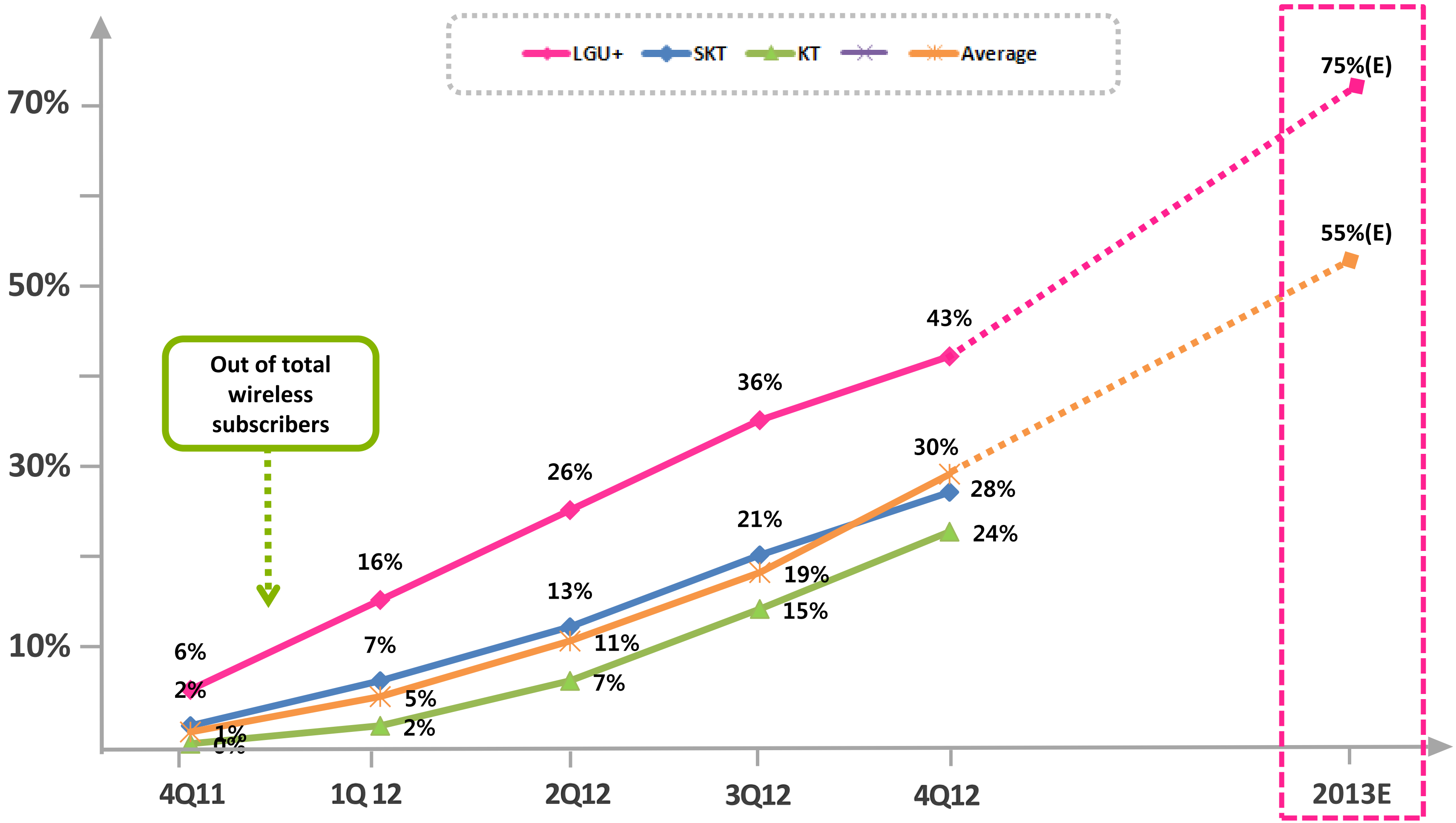
LG U+ Subscriber Mix Trend

(Unit: subscribers in millions)

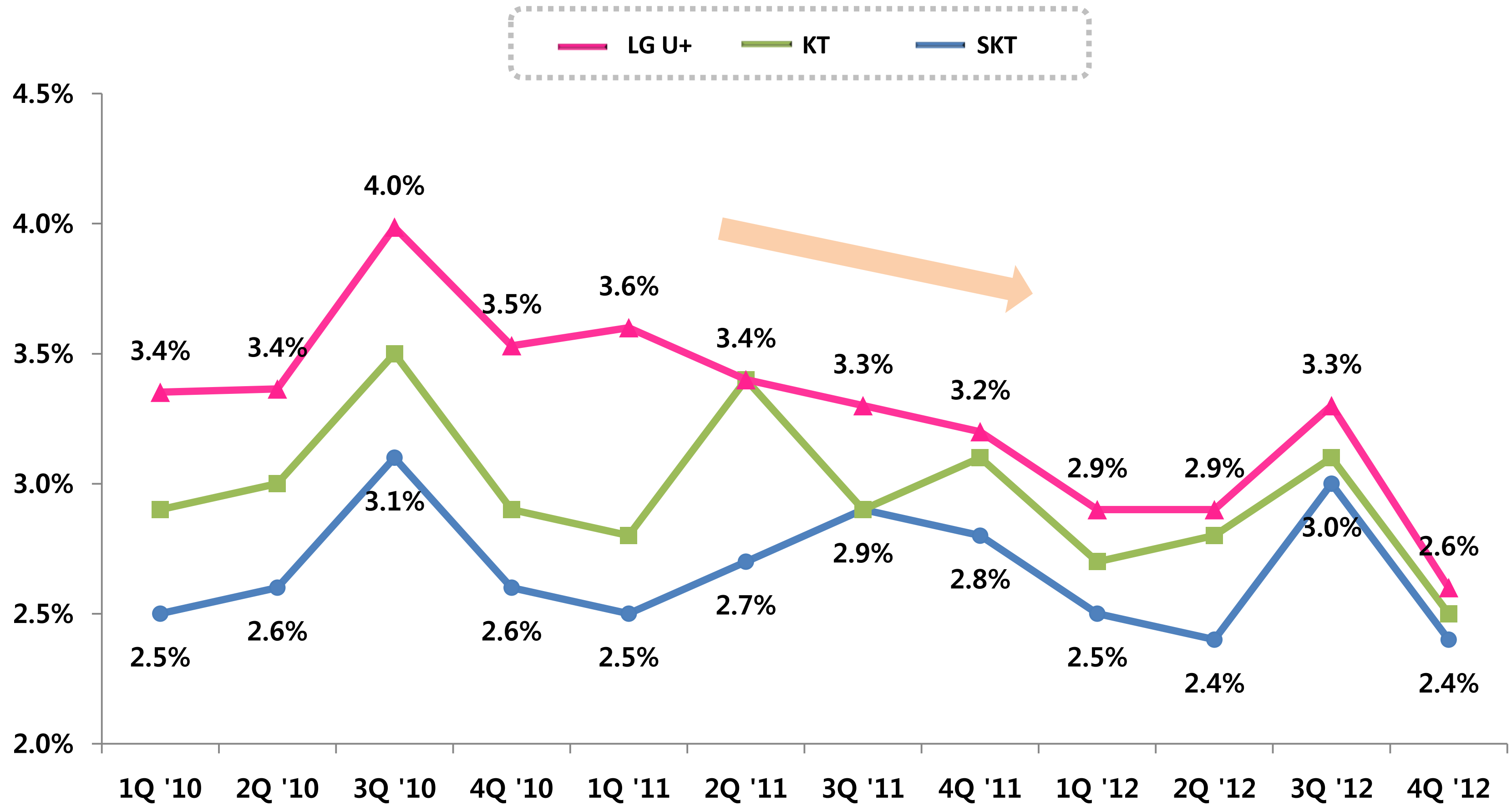
▪ 2013 LTE Subscriber target : 8 million



LTE subscriber mix comparison with Korean Telcos

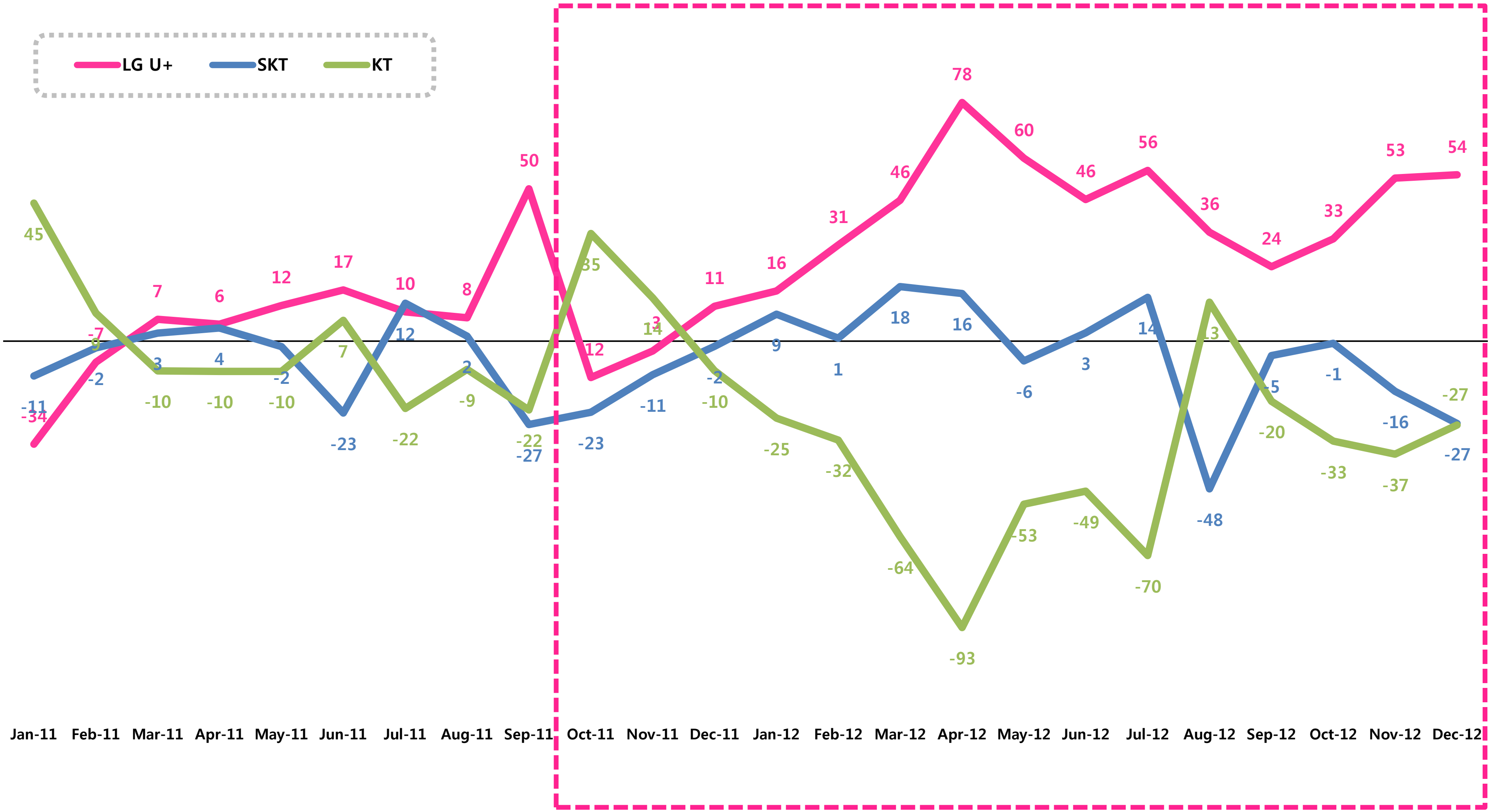


Churn out trend comparison with Korean Telcos



Monthly MNP Net Addition Trend

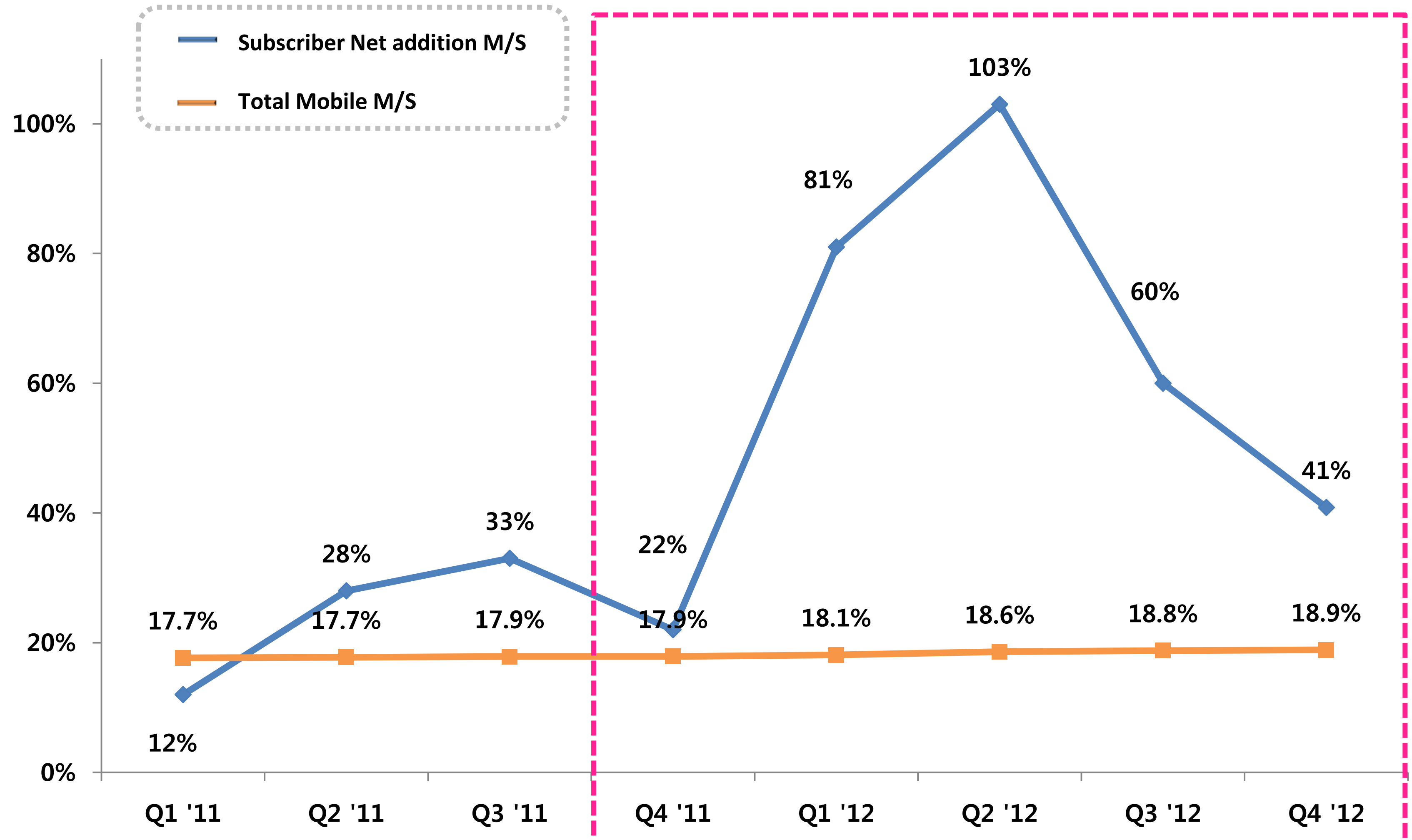
(Unit: subscribers in thousands)



LG U+

Subscriber Growth Momentum

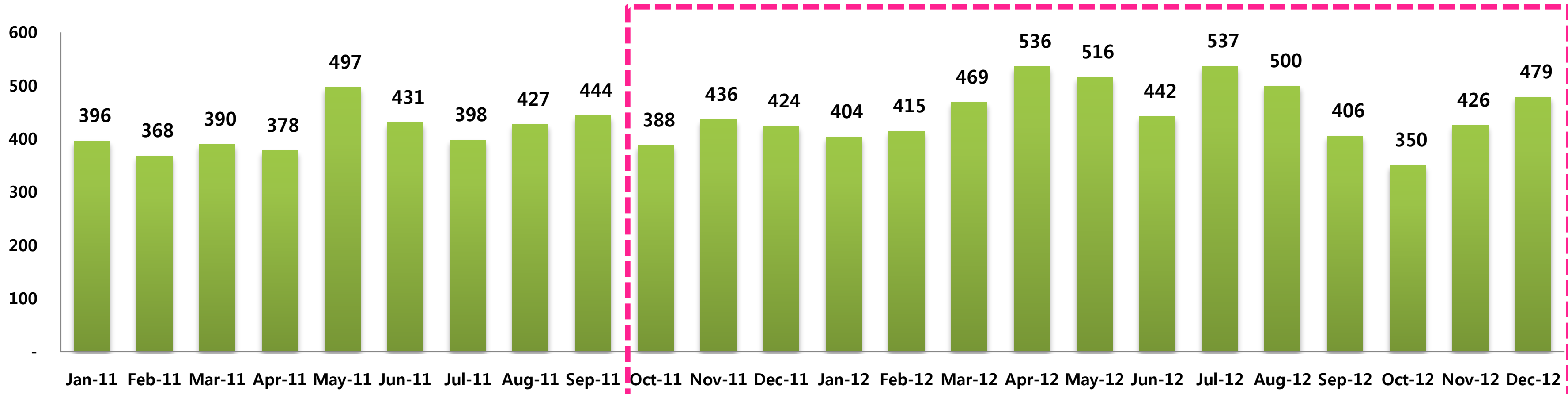
Subscriber Net addition & Total Mobile Market Share



Subscriber Growth Momentum

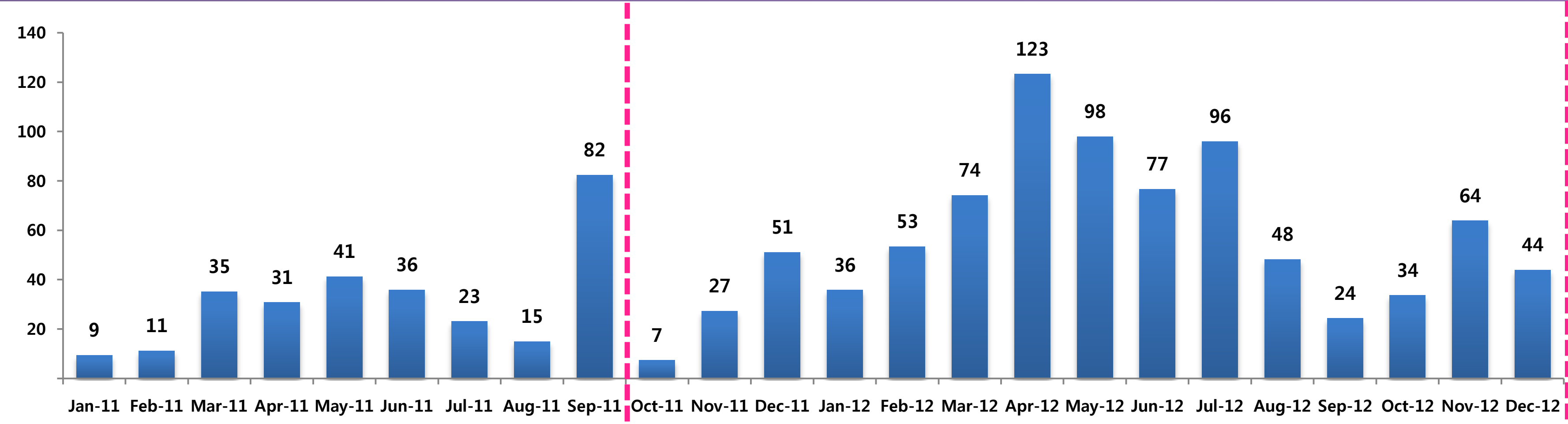
Monthly Handset Sales Trend

(Unit: subscribers in thousands)



Subscriber Net Addition Trend

(Unit: subscribers in thousands)

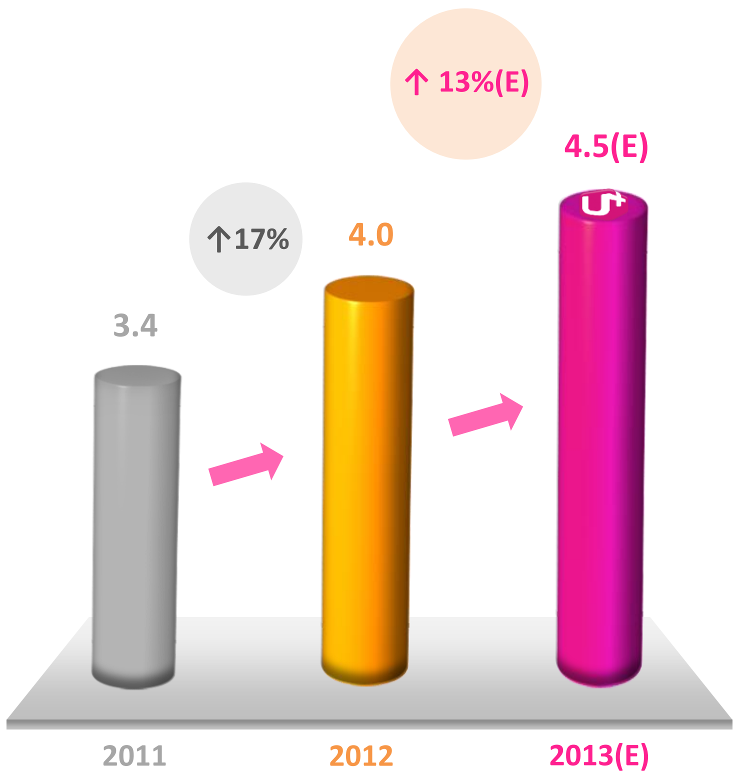


Revenue Momentum

Wireless Revenue & Subscriber Trend

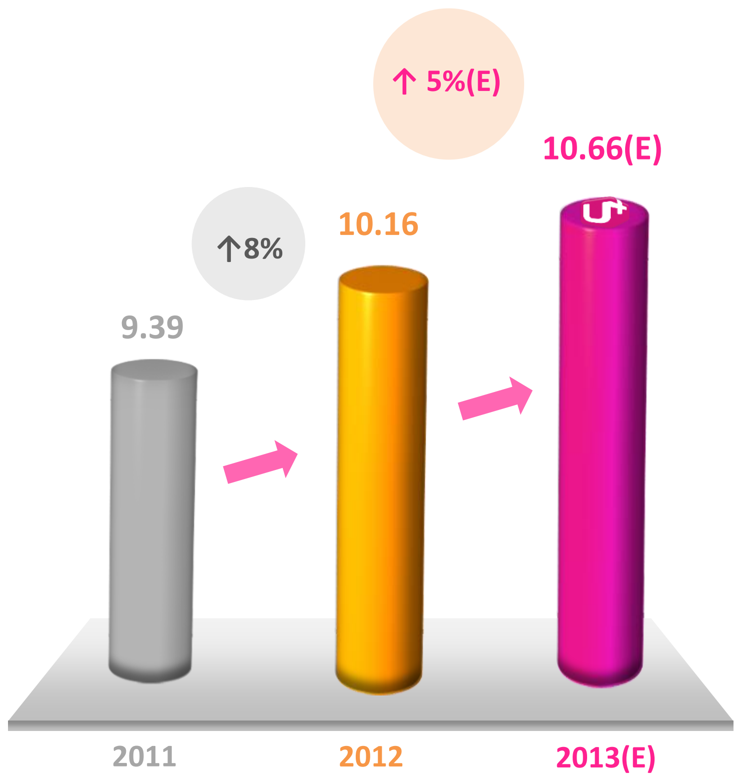
- 2012 Wireless Revenue Growth 17% YoY

(Unit: KRW in trillions)



- 2012 Wireless Subscriber Growth 8% YoY

(Unit: subscribers in millions)



LG U+

- Plan to adopt LTE-Advanced (Carrier Aggregation) in 3Q 2013
- Single mode LTE handsets to be released in 3Q 2013

LTE Network Roadmap

2.1 GHz
+
800 MHz

2012	2013
(75Mbps)	(150Mbps)
Nationwide LTE N/W → Multi-Carrier Technology	Carrier Aggregation
VoLTE Service Launch	LTE-Advanced

Latest Specification

- Full HD Display Over 5-inch
- Quad-core Over 1.5GHz
- 13-megapixel Camera

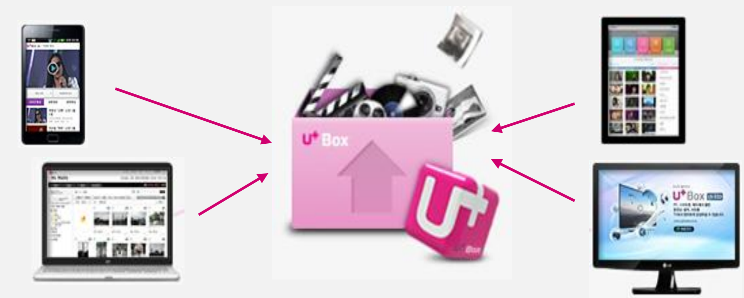
1H 2013: Full HD Display S/P, New Flagship Models — Galaxy S4, Optimus G Pro

2H 2013: Carrier Aggregation Smartphones — Single mode LTE S/P

- Providing video-based various services with high quality LTE network

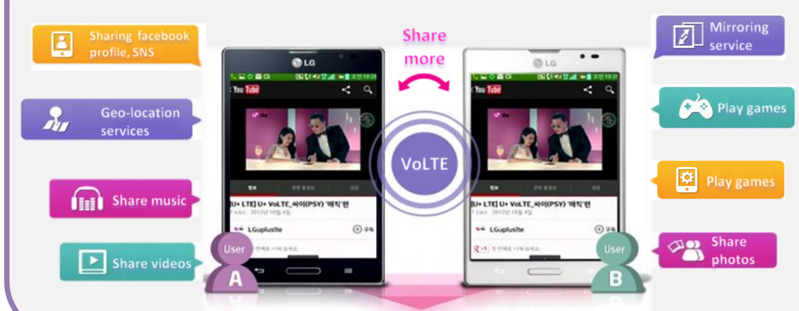
U+HDTV

U+Box



C-games

Rich Communication Suite



LTE tariff plan, LTE spectrum status

- **Extra KRW 3,000** for Data Relief instead of previous KRW 9,000 (for LTE52, LTE62, LTE72)
- Unlimited Freedom gives additional **3GB** per day when the original data allowance runs out

4G LTE Tariff Plan

Original LTE Tariff Plan	LTE Unlimited Freedom	LG Uplus		SKT	
		Voice (min.)	Data	Voice (min.)	Data
LTE 120	LTE 130	1,500	24GB		
LTE 100	LTE 110	1,200	20GB	1,050	18GB
LTE 85	LTE 95	750	14GB	650	13GB
	LTE Data Relief				
LTE 72	LTE 75	500	10GB	450	9GB
LTE 62	LTE 65	350	6GB	350	5GB
LTE 52	LTE 55	250	2.5GB	250	2GB
LTE 42		200	1.5GB	180	1.1GB
LTE 34		160	750MB	120	500MB
Providing unlimited mobile data with lower speed					

4G Spectrum Status

LG Uplus

800 MHz	20 MHz
2.1 GHz	20 MHz
1.8 GHz (CDMA)	20 MHz

SKT

800 MHz	20 MHz
1.8 GHz	20 MHz

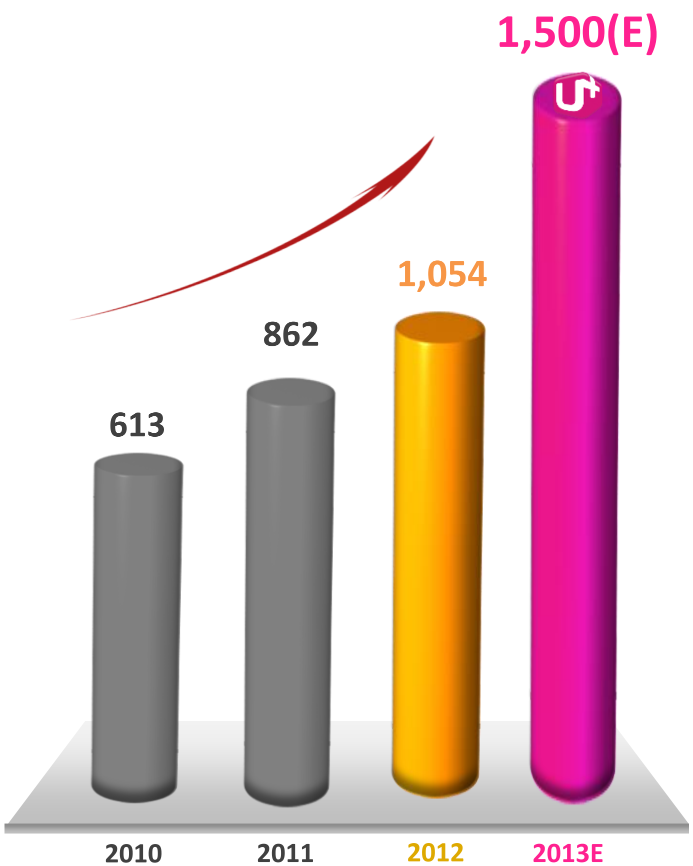
KT

900 MHz	20 MHz
1.8 GHz	20 MHz

- 2013 subscribers target : 1.5 million
- 2012 IPTV revenue up by 32% YoY

IPTV Subscriber Trend

(Unit: subscribers in thousands)



Main Features

- First operator to converge IPTV with Google TV
- Differentiating IPTV service with open platform strategy on Android OS
- 124 real time channels (83 Digital HD channels)
- Over 50 thousands VODs (HD, 3D) and Karaoke
- Internet Web surfing (YouTube, etc)
- Google Play Applications (Games, SNS, eBooks)
- Widget service, Cloud, NFC services

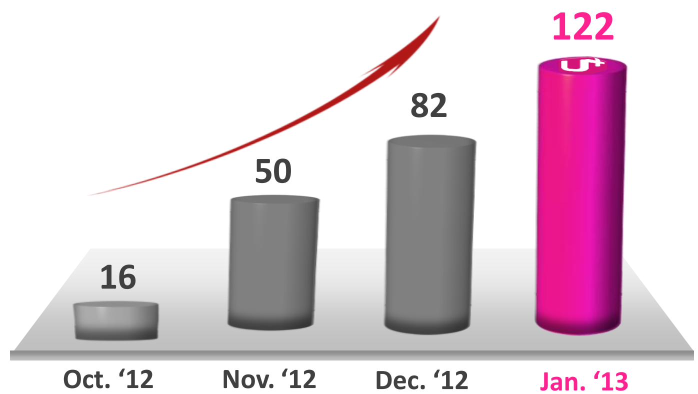
Revenue Trend

(Unit: KRW in billions)

- 2013 u+tv G subscribers target : 500 thousand

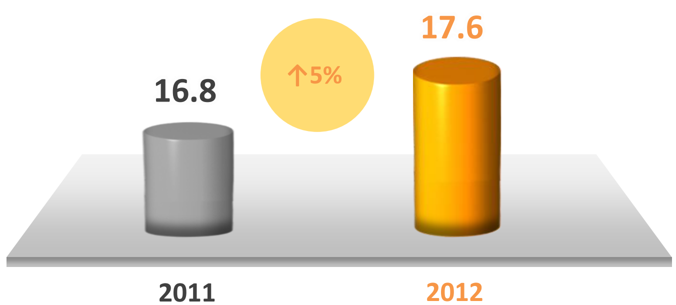
Subscriber Trend

(Unit: subscribers in thousands)

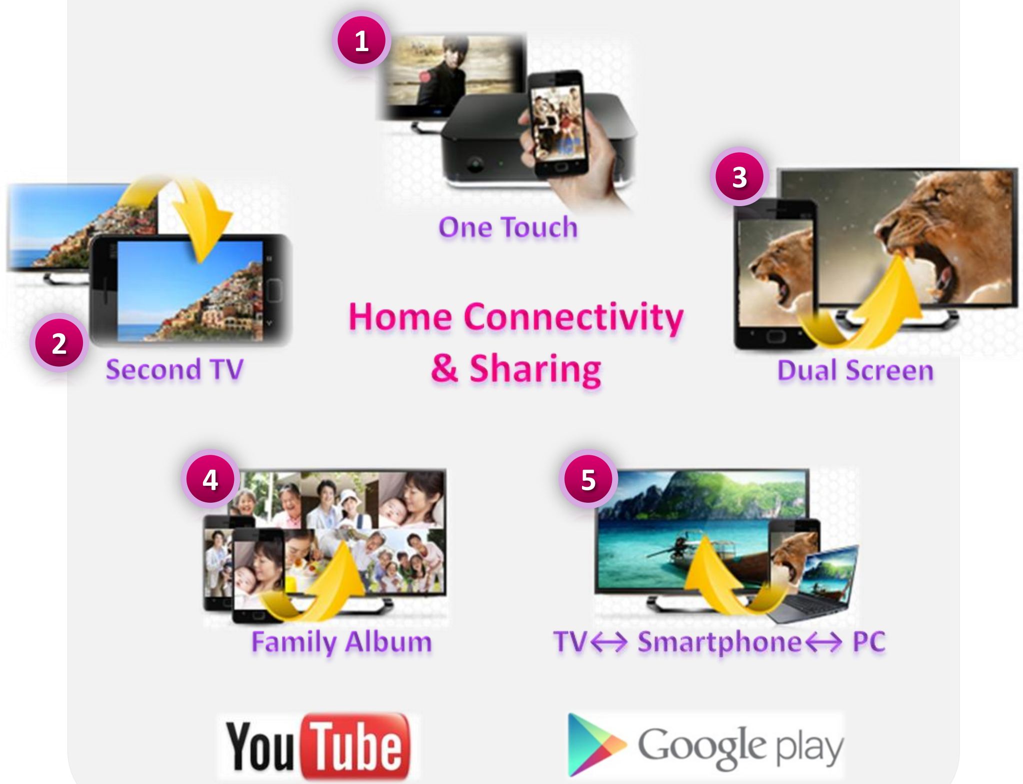


IPTV ARPU

(Unit: KRW in thousands)



Main Features

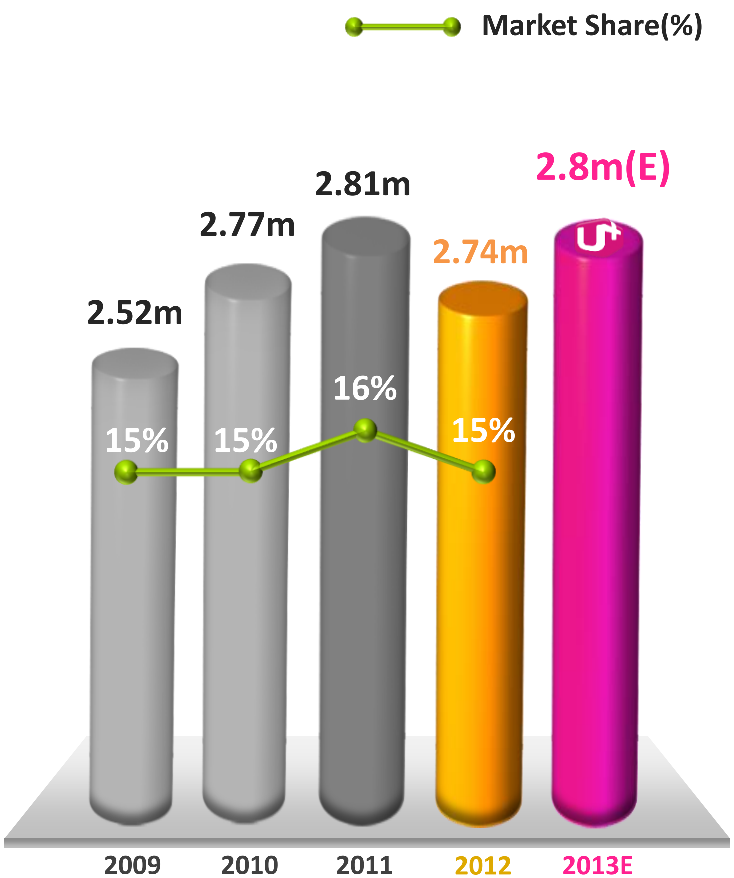


LG U+

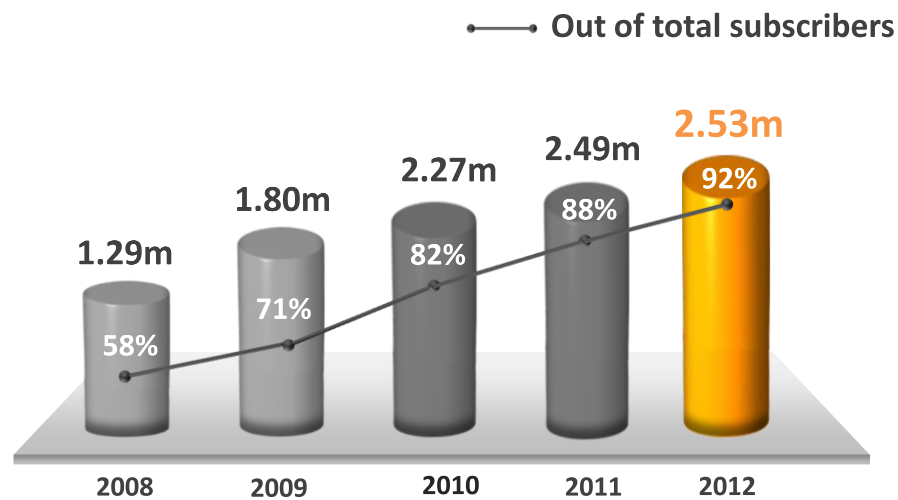
Broadband

- 2013 subscribers target : 2.8 million
- 100Mbps subscriber portion : 92%

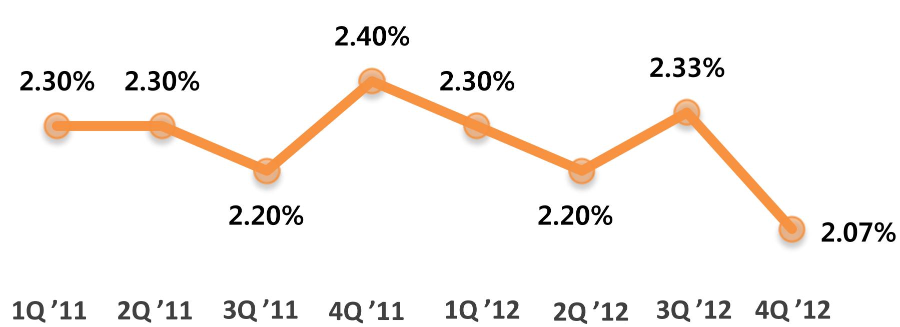
Broadband Subscriber Trend



100Mbps Subscriber Trend



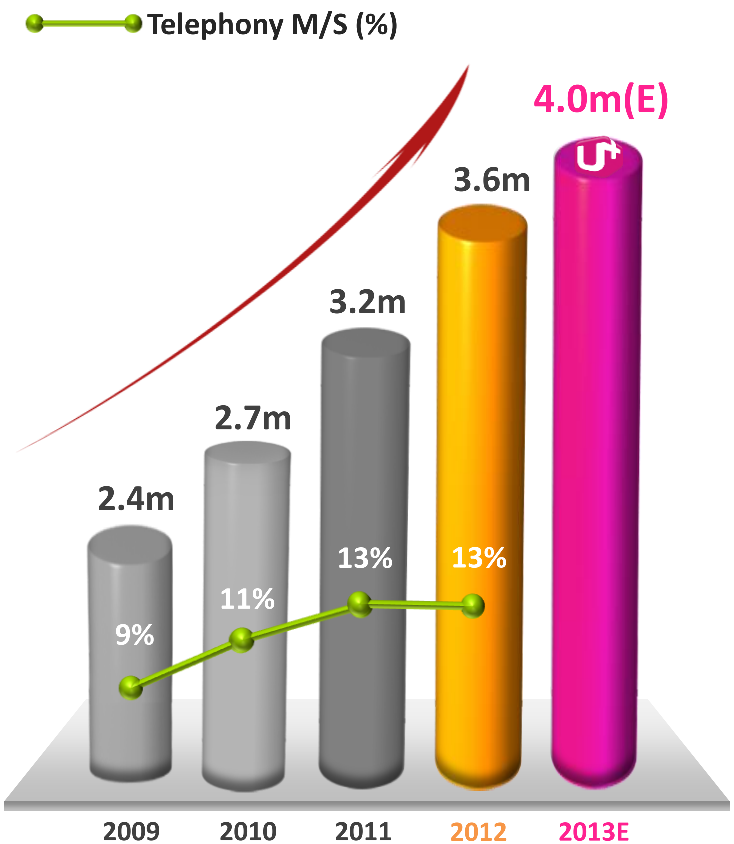
Quarterly Churn Rate Trend



- 2013 subscribers target : 4 million (VoIP)
- VoIP ARPU up by 4.8% QoQ

VoIP Subscriber Trend

(Unit: subscribers in millions)

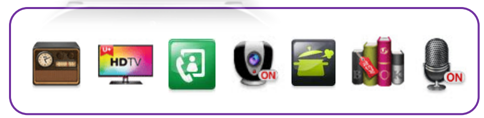


Galaxy 070 Player

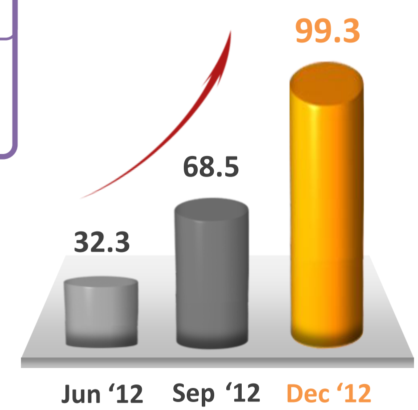
(Unit: KRW)

ARPU (4Q 2012)

070 player	17.5K
VoIP	6.3K



(Unit: subscribers in thousands)



U+ WiFi100 Subscriber Trend

100Mbps

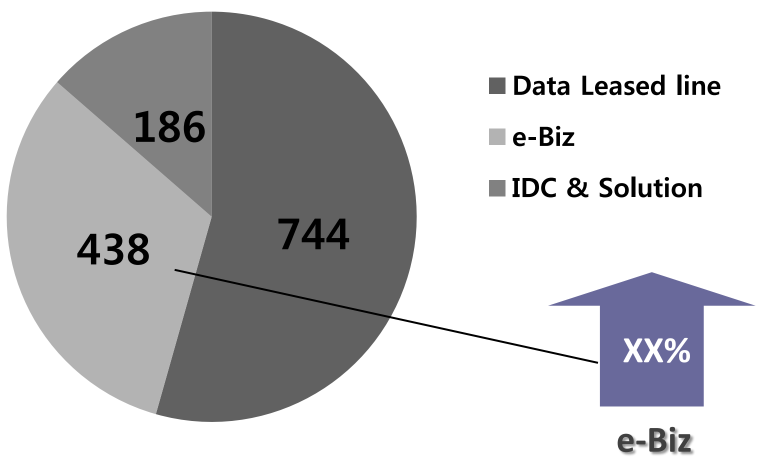
U+ WiFi100

(Unit: subscribers in millions)

- 2012 Data total revenue : KRW 1,368 billion
- 2012 Telephony revenue : KRW 482 billion

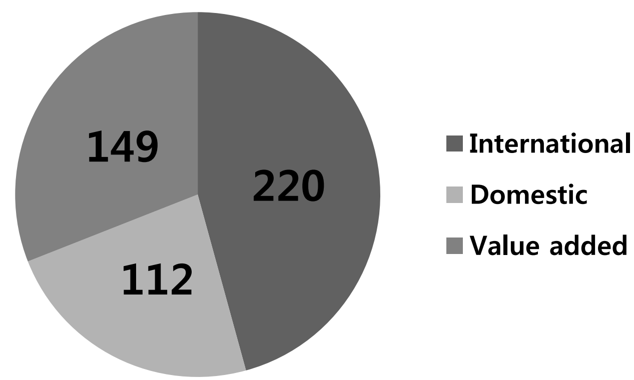
Data Revenue

(Unit: KRW in billions)



Telephony Revenue

(Unit: KRW in billions)



Growth Strategy

✓ Focusing on e-payment solution and other businesses (U+ AD, Digital Signage, Cloud, etc.)

Strategy

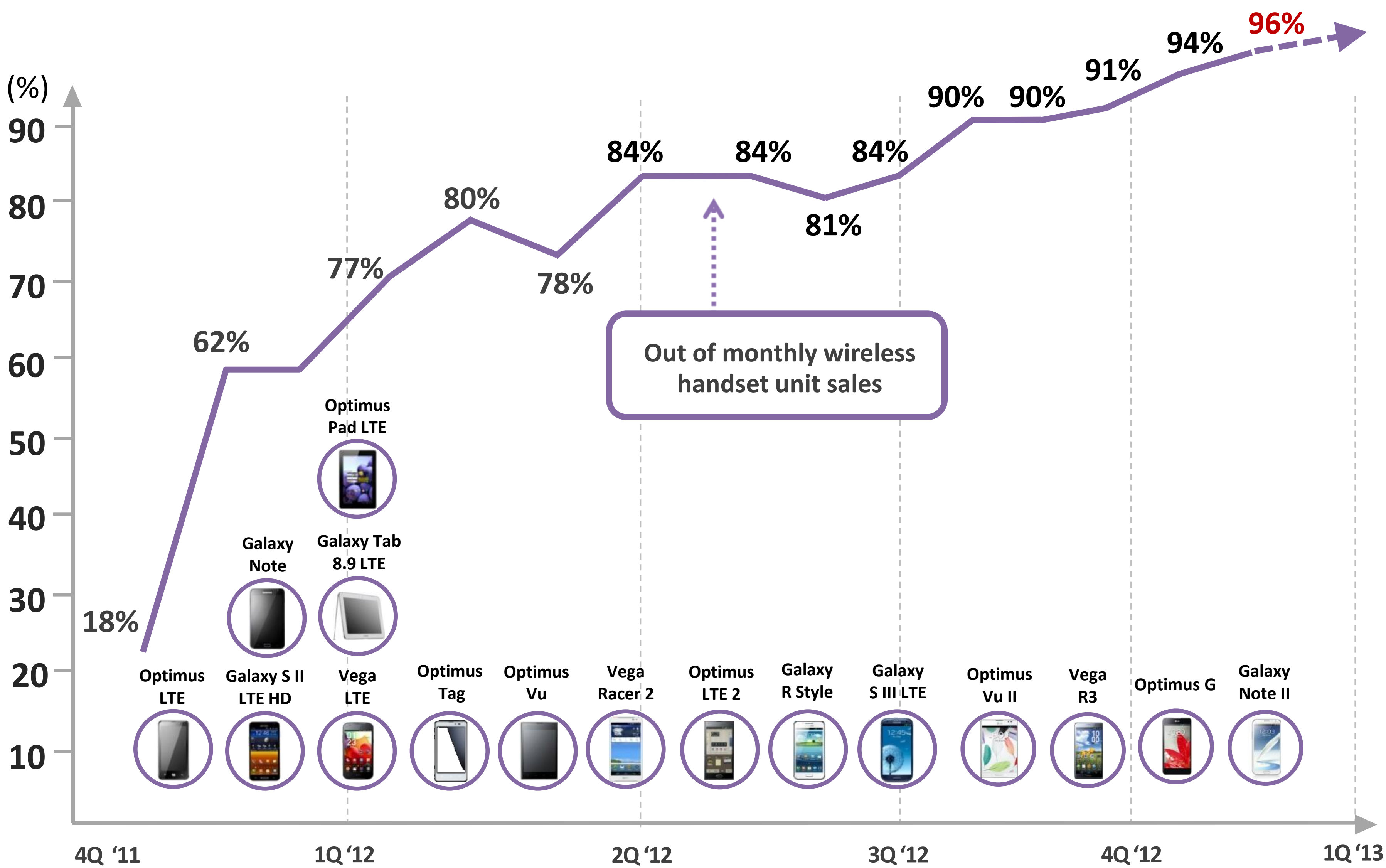
✓ Launching various smartphone related international call applications to increase international call traffics

4Q 2012 Earnings results

(Unit: KRW in billions)

	4Q '11	3Q '12	4Q '12	YoY	QoQ	2011	2012	YoY
Revenue	2,440	2,821	2,755	12.9%	-2.3%	9,186	10,905	18.7%
EBITDA	399	346	445	15.4%	28.6%	1,469	1,520	3.5%
Operating Income (Guidance)	66.9 (120.8)	-10.3 (43.6)	72.1 (126.1)	7.8% (4.3%)	Turn black (188.9%)	279.3 (495.2)	126.8 (342.6)	-56.4% (△30.8%)
Net Income	△64.2	△38.4	△11.2	-	-	84.7	△59.6	Turn red

LTE handset unit sales portion



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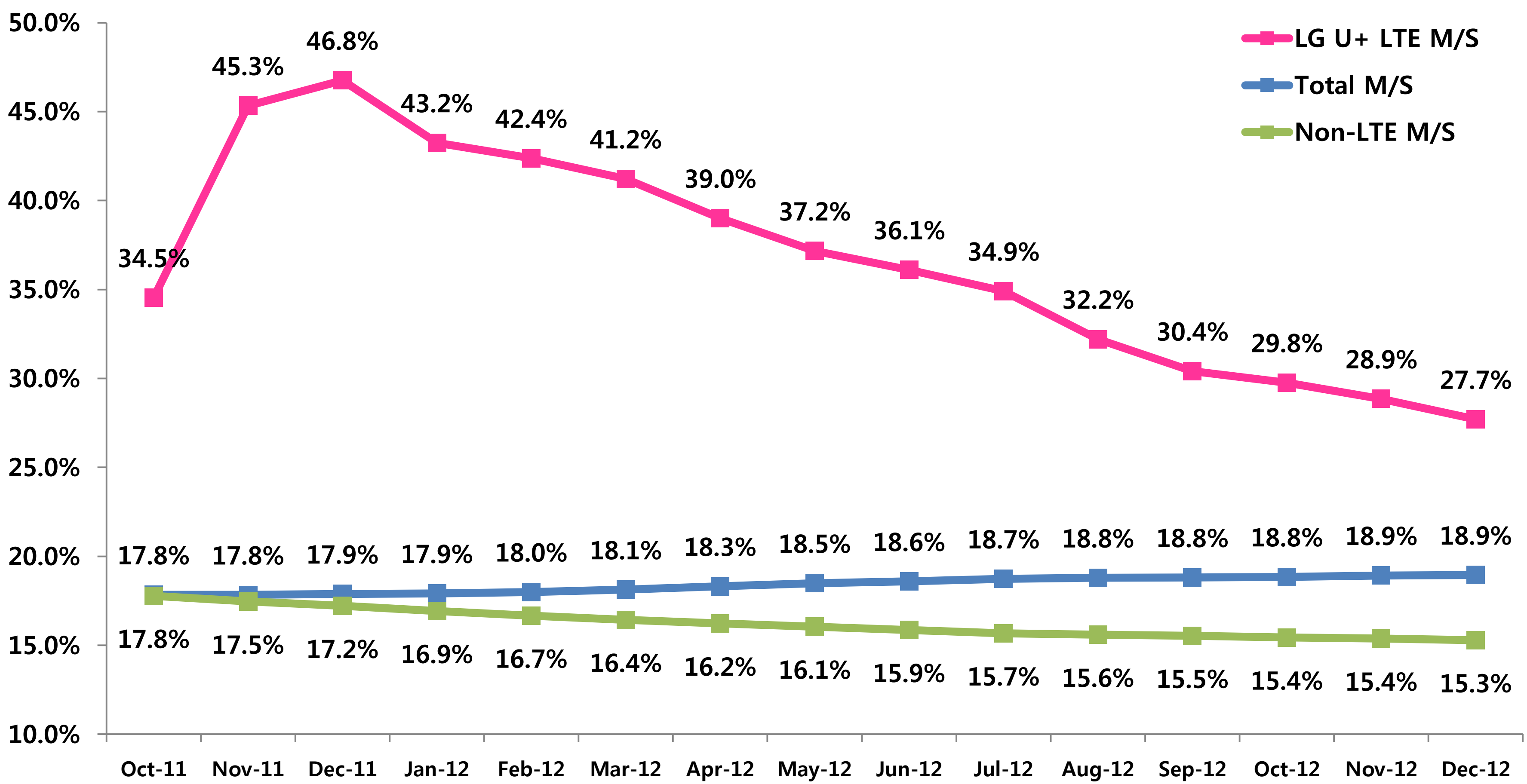
Market Share Momentum

Subscriber Market Share Trend



Thank You!

ir@lguplus.co.kr

Contacts	Number	E-mail
Daniel Kim	+82-2-6928-3051	ksm@lguplus.co.kr
Young Joo Kim	+82-2-6928-3050	youngjookim@lguplus.co.kr
Marc Hong	+82-2-6928-3053	nostalgia@lguplus.co.kr
Cathy Kim	+82-2-6928-3052	cathykim28@lguplus.co.kr
Daniel Choe	+82-2-6928-1097	danielchoe@lguplus.co.kr

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