



# 2013 1Q Earnings Release

---

April 30, 2013



**As of January 1, 2010 we adopted the Korean International Financial Reporting Standards (K-IFRS).**

**All financial information contained in this document is based on K-IFRS.**

**In addition, this document has been restated as part of the items in the Comparative Income Statement for current period (Year 2012) and prior period (Year 2011) are restated as non-operating Income/Expenses, according to the amendment to financial accounting standards 1001, Presentation of Financial Statements (Disclosure of Operating Income), announced in October 17, 2012. (Restatement will not result any changes on the prior Net Income or Net Assets)**

**The aforementioned forward-looking statements are influenced by changes in the management environment and relative events, and by their nature, these statements refer to uncertain circumstances. Consequently, due to these uncertainties, the Company's actual future results may differ materially from those expressed or implied by such statements.**

**The information contained herein should not be utilized for any legal purposes in regards to investors' investment results. The Company hereby expressly disclaims any and all liability for any loss or damage resulting from the investors' reliance on the information contained herein.**

**In addition, the information contained herein has been prepared in advance, prior to being audited by external auditors, solely for the convenience of investors of the Company, and is subject to change in the process of final auditing by external auditors.**

# 1. Financial Highlights

- In 1Q 2013, Revenues increased by 12.6% YoY and 3.8% QoQ due to increase in service revenue
- Service Revenue increased by 12.1% YoY and 2.1% QoQ due to increase in wireless revenue
- Operating Income increased by 85.1% YoY and 70.8% QoQ due to decrease in amortization cost and recorded KRW 123.2 billion

(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY		QoQ	
Revenues	2,540.6	2,755.2	2,859.7	319.1	12.6%	104.5	3.8%
Service Revenue	1,648.3	1,810.6	1,848.3	200.1	12.1%	37.7	2.1%
Handset Revenue	889.3	940.3	1,006.3	117.0	13.2%	66.0	7.0%
Rental Revenue	3.0	4.3	5.0	2.0	67.1%	0.7	16.9%
Expenses	2,474.0	2,683.1	2,736.5	262.5	10.6%	53.4	2.0%
Operating Income	66.5	72.1	123.2	56.6	85.1%	51.1	70.8%
OP Margin <sup>(1)</sup>	4.0%	4.0%	6.7%	-	2.6%p	-	2.7%p
Non-operating Income	31.3	33.5	31.2	(0.1)	-0.3%	(2.3)	-6.8%
Non-operating Expenses	96.8	121.1	66.1	(30.8)	-31.8%	(55.1)	-45.5%
Income Before Tax	0.9	(15.6)	88.2	87.3	9198.3%	103.8	Turn Black
Income Tax	(21.1)	(4.4)	13.9	35.1	-166.0%	18.3	-417.4%
Net Income	22.1	(11.2)	74.3	52.2	236.6%	85.5	Turn Black
EBITDA	391.3	445.3	443.1	51.7	13.2%	(2.2)	-0.5%
EBITDA Margin <sup>(2)</sup>	23.7%	24.6%	24.0%	-	0.2%p	-	-0.6%p
CAPEX	392.0	450.7	361.6	(30.3)	-7.7%	(89.1)	-19.8%
Net Debt	3,807.2	3,927.1	4,003.5	196.2	5.2%	76.3	1.9%
Total Shareholders' Equity	3,817.1	3,748.5	3,820.2	3.1	0.1%	71.7	1.9%
Net Debt to Equity Ratio	99.7%	104.8%	104.8%	-	5.1%p	-	0.0%p
Marketing Expenses	350.6	417.5	449.7	99.1	28.3%	32.2	7.7%
Marketing Exp/Service Revenue	21.3%	23.1%	24.3%	-	3.1%p	-	1.3%p

(1) OP Margin : Operating Income/Service Revenue (2) EBITDA Margin : EBITDA/Service Revenue

## 2. Wireless Business (LG Uplus Only)



- Wireless Revenue up by 23.7% YoY and by 6.6% QoQ due to increased service revenue from LTE subscriber growth
- Wireless Service ARPU up by 19.8% YoY and 2.8% QoQ due to increased number of high value subscribers
- LTE Subscribers increased to 5.2 million, up by 250.4% YoY

(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
Wireless Revenues	895.0	1,039.0	1,107.2	23.7%	6.6%
Service Revenue <sup>(1)</sup>	757.1	940.8	974.5	28.7%	3.6%
Interconnection	121.1	81.5	115.6	-4.6%	41.8%
Sign-up Fee	16.8	16.7	17.0	1.6%	2.1%

(1) Service Revenue : Monthly fee+Usage Charges+VAS+Revenue Discount+Data

(Unit: KRW)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
Wireless ARPU	31,536	34,329	36,313	15.1%	5.8%
Service ARPU <sup>(2)</sup>	26,677	31,085	31,963	19.8%	2.8%

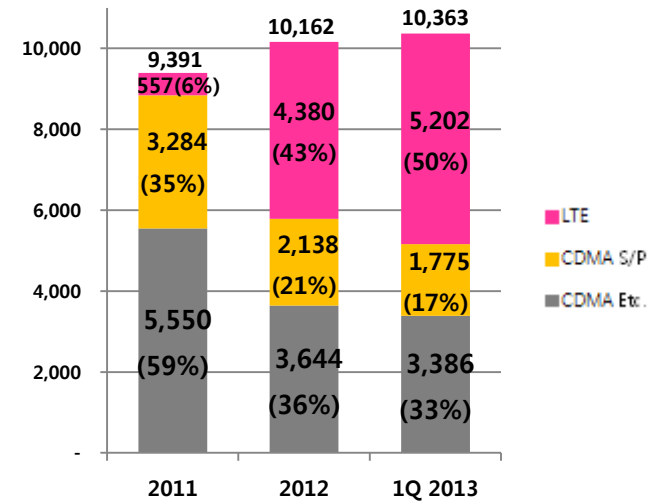
(2) Service ARPU : Excludes Interconnection & Sign-up fee from Wireless ARPU

(Unit: Subscribers in thousands)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
Wireless Subscribers	9,554	10,162	10,363	8.5%	2.0%
LTE	1,484	4,380	5,202	250.4%	18.8%
CDMA	8,070	5,782	5,161	-36.0%	-10.7%
New Subscribers	997	915	1,003	0.6%	9.6%
Churn-outs	834	774	802	-3.9%	3.6%
Churn Rate	2.9%	2.6%	2.6%	-0.3%p	0.1%p
Net Additions	163	141	201	23.4%	42.5%
Average Subscribers	9,460	10,088	10,163	7.4%	0.7%

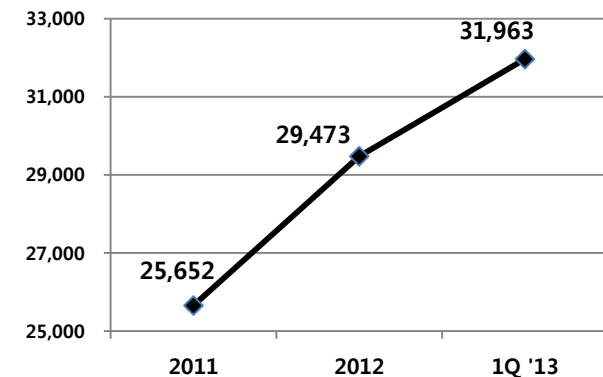
### Wireless Subscriber Trend

(Unit: subscriber in thousands)



### Service ARPU Trend

(Unit: KRW)



### 3. Wireline Business (LG Uplus Only)



- Wireline Revenues down by 1.3% YoY and 4.2% QoQ due to decrease in TPS and Telephony revenue
- TPS Revenue down by 2.3% YoY due to decrease in broadband ARPU, etc.
- Data Revenue up by 2.3% YoY due to increase in IDC and e-Biz revenue and down by 8.1% QoQ due to decrease in solution revenue
- Telephony Revenue down by 8.6% YoY and 2.4% QoQ due to decreased telephony usage

(Unit: KRW billion)

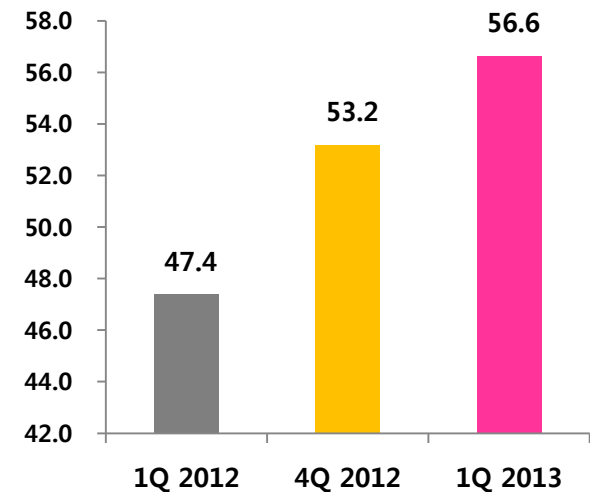
Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
Wireline Revenues	749.6	771.8	739.6	-1.3%	-4.2%
TPS Revenue	299.8	292.7	292.8	-2.3%	0.0%
IPTV	47.4	53.2	56.6	19.5%	6.5%
VoIP	73.1	72.0	72.6	-0.7%	0.9%
Broadband	179.3	167.5	163.5	-8.8%	-2.4%
Data Revenue	327.7	364.7	335.1	2.3%	-8.1%
e-Biz <sup>(1)</sup>	103.3	115.9	114.3	10.7%	-1.4%
IDC	33.1	34.7	35.3	6.8%	1.7%
Leased Line	188.0	186.9	180.2	-4.1%	-3.6%
Solution	3.3	27.2	5.2	56.6%	-80.8%
Telephony Revenue	122.2	114.5	111.7	-8.6%	-2.4%
Value-Added	36.1	38.5	37.7	4.4%	-2.3%
Domestic	30.0	26.2	28.0	-6.7%	6.8%
International	56.2	49.7	46.1	-18.0%	-7.4%

(1) e-Biz : Webhard, e-Credit(Payment solution), SMS & Digital Signage, etc.

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
TPS Subscribers	6,957	7,414	7,790	12.0%	5.1%
IPTV	893	1,054	1,179	32.1%	11.9%
VoIP	3,299	3,617	3,808	15.4%	5.3%
Broadband	2,765	2,743	2,802	1.3%	2.1%
PSTN Subscribers	451	491	502	11.2%	2.3%

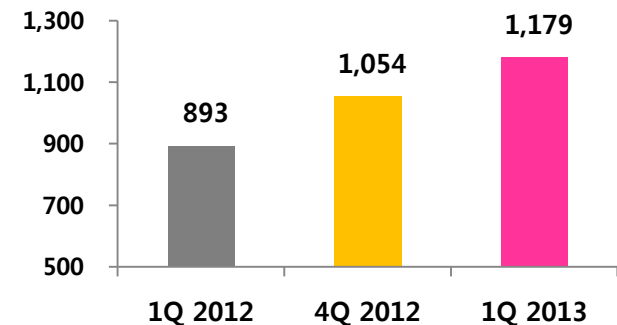
■ IPTV Revenue Trend

(Unit: KRW billion)



■ IPTV Subscriber Trend

(Unit: subscriber in thousands)



# 4. Expense Breakdown



(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
<b>Operating Expenses</b>	<b>2,474.0</b>	<b>2,683.1</b>	<b>2,736.5</b>	<b>10.6%</b>	<b>2.0%</b>
Wages	156.9	164.3	167.9	7.0%	2.2%
Depreciation	256.0	291.9	293.7	14.7%	0.6%
Amortization	68.8	81.3	26.2	-61.8%	-67.7%
Telecom Circuit Rent	68.6	76.3	67.1	-2.1%	-12.0%
Rental	70.8	77.4	75.1	6.1%	-2.9%
Outsourcing	67.6	79.4	75.4	11.6%	-5.0%
Electricity Fee	33.1	38.2	39.0	17.8%	2.3%
Repair Expense	19.6	28.6	23.8	21.2%	-16.7%
Interconnection	162.4	115.1	149.2	-8.1%	29.7%
Settlement	43.0	41.1	43.3	0.6%	5.4%
Fees & Charges	215.5	241.3	252.7	17.3%	4.7%
Sales Commission*	433.9	478.5	604.8	39.4%	26.4%
Advertising*	50.2	80.1	54.4	8.4%	-32.1%
Cost of Handsets Sold	764.6	835.9	810.5	6.0%	-3.0%
Handset Purchase*	755.8	799.2	796.8	5.4%	-0.3%
Etc	8.7	36.7	13.7	56.3%	-62.7%
Ordinary R&D Expense	16.7	18.7	13.8	-17.2%	-26.4%
Taxes & Dues	9.4	9.6	4.0	-57.0%	-58.0%
Others	37.0	25.6	35.6	-3.9%	39.1%

\* Marketing Expense items

(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
<b>Total Marketing Expenses</b>	<b>350.6</b>	<b>417.5</b>	<b>449.7</b>	<b>28.3%</b>	<b>7.7%</b>
Sales Commission	433.9	478.5	604.8	39.4%	26.4%
Advertising	50.2	80.1	54.4	8.4%	-32.1%
Gross Profit from Handset Sales	(133.5)	(141.1)	(209.5)	57.0%	48.5%
<b>Mkt. Exp. / Service Revenue</b>	<b>21.3%</b>	<b>23.1%</b>	<b>24.3%</b>	<b>3.1%p</b>	<b>1.3%p</b>

(1) Gross Profit from Handset Sales = Handset Revenue - Handset Purchase

## ■ Operating Expenses

Up by 10.6% YoY and 2.0% QoQ due to increase in sales commission, fees & charges and depreciation, etc.

- Wages  
- Up by 7.0% YoY and 2.2% QoQ due to increased personnel and wage, etc.
- Depreciation  
- Up by 14.7% YoY and 0.6% QoQ due to LTE network deployment
- Amortization  
- Down by 61.8% YoY and 67.7% QoQ due to completed customer value related amortization which occurred from the merger, etc.
- Electricity Fee  
- Up by 17.8% YoY and 2.3% QoQ due to increased electricity fee and number of LTE base stations
- Fees & Charges  
- Up by 17.3% YoY and 4.7% QoQ due to increased e-credit commissions
- Sales Commission  
- Up by 39.4% YoY and 26.4% QoQ due to increase in wireless handsets sold
- Cost of Handsets Sold  
- Up by 6.0% YoY due to increase in wireless handsets sold

## ■ Marketing Expenses

Up by 28.3% YoY and 7.7% QoQ due to increase in total size of newly acquired LTE subscribers and LTE related commissions

- Gross Profit from Handset Sales  
- Up by 57.0% YoY and 48.5% QoQ due to increased number of LTE handsets sold leading to higher gross profit handset sales

# 5. Non-operating Income & Expenses / CAPEX



(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
<b>Non-operating Income</b>	31.3	33.5	31.2	-0.3%	-6.8%
Interest Income	18.9	14.8	20.0	5.6%	35.0%
Others	12.3	18.7	11.2	-9.3%	-40.0%
<b>Non-operating Expenses</b>	96.8	121.1	66.1	-31.8%	-45.5%
Interest Expense	48.6	56.7	49.5	1.8%	-12.7%
Loss on A/R sold	37.5	19.0	7.5	-79.9%	-60.2%
Loss on impairment/disposal of tangible Asset	2.0	31.5	1.9	-8.3%	-94.1%
Others	8.7	14.0	7.2	-17.1%	-48.8%
<b>Non-operating Balance</b>	(65.6)	(87.7)	(34.9)	-46.8%	-60.2%

## ■ Non-operating Income & Expenses

**Non-operating balance improved YoY and QoQ due to improved interest balance and decreased loss on impairment and disposal of tangible asset**

- Net Interest Expense
  - Improved YoY and QoQ due to increase in interest income from account receivables , etc.
- Loss on impairment and disposal of tangible asset
  - Down by 79.9% YoY and 60.2% QoQ due to decrease in size of handset receivables factored

(Unit: KRW billion)

Classification	1Q '12	4Q '12	1Q '13	YoY	QoQ
<b>Capital Expenditure<sup>(1)</sup></b>	392.0	450.7	361.6	-7.7%	-19.8%
Wireless Network	275.0	322.0	265.3	-3.5%	-17.6%
Wireline Network	75.3	106.1	63.0	-16.4%	-40.6%
Other (IT, etc)	41.6	22.6	33.3	-19.9%	47.3%
<b>Capital Expenditure/Service Revenue</b>	23.8%	24.9%	19.6%	-4.2%p	-5.3%p

## ■ Capital Expenditure

**Down by 7.7% YoY and 19.8% QoQ due to decrease in wireline/wireless network investments**

- Wireless Network
  - Down by 3.5% YoY and 17.6% QoQ due to decrease in LTE network deployment

(1) Capital Expenditure includes Construction in Progress

# 6. Consolidated Statements of Financial Position



(Unit: KRW billion)

Classification	2012. 3	2012. 12	2013. 3	YoY	QoQ
<b>Total Assets</b>	11,296.7	11,088.7	11,716.2	3.7%	5.7%
<b>Current Assets</b>	2,884.4	2,572.9	3,051.9	5.8%	18.6%
Cash & Cash Equivalents <sup>(1)</sup>	265.7	365.6	413.2	55.5%	13.0%
<b>Non-current Assets</b>	8,412.2	8,515.8	8,664.2	3.0%	1.7%
Property, Plant and Equipment	5,765.5	6,078.8	6,139.1	6.5%	1.0%
Intangible Assets	1,094.0	890.8	866.0	-20.8%	-2.8%
<b>Total Liabilities</b>	7,479.6	7,340.2	7,896.0	5.6%	7.6%
<b>Current Liabilities</b>	3,668.5	3,537.5	4,089.0	11.5%	15.6%
Short-term Borrowings	220.0	50.0	0.0	-100.0%	-100.0%
Current Portion of Long-term Debt	546.6	971.8	1,048.7	91.9%	7.9%
<b>Non-current Liabilities</b>	3,811.1	3,802.7	3,806.9	-0.1%	0.1%
Corporate Bond etc. <sup>(2)</sup>	3,306.4	3,270.9	3,368.0	1.9%	3.0%
<b>Total Shareholders' Equity</b>	3,817.1	3,748.5	3,820.2	0.1%	1.9%
Retained Earnings	1,118.5	347.4	417.7	-62.7%	20.3%
<b>Net Debt</b>	3,807.2	3,927.1	4,003.5	5.2%	1.9%
<b>Net Debt to Equity Ratio<sup>(3)</sup></b>	99.7%	104.8%	104.8%	5.1%p	0.0%p
<b>Debt to Equity Ratio<sup>(4)</sup></b>	196.0%	195.8%	206.7%	10.7%p	10.9%p

## ■ Assets

- Current Assets
  - Up by 5.8% YoY and 18.6% QoQ due to increase in cash & cash equivalents, etc
- Non-current Assets
  - Up by 3.0% YoY and 1.7% QoQ due to increased property, plant and equipment from LTE network investments

## ■ Liabilities

- Current Liabilities
  - Up by 11.5% YoY and 15.6% QoQ due to increase in current portion of long-term debt
- Non-current Liabilities
  - Up by 0.1% QoQ due to increase in borrowings

## ■ Shareholders' Equity

- Retained Earnings
  - Down by 62.7% YoY due to treasury shares cancellation and up by 20.3% QoQ due to net income turning black

(1) Cash & Cash Equivalents = Cash & Cash Equivalents + Short term AFS financial assets + Financial Institution Deposits

(2) Corporate Bond etc. : Corporate Bond + Long-term borrowings + Capital Lease

(3) Net Debt to Equity Ratio : Net Debt/Total Shareholders' Equity

(4) Debt to Equity Ratio : Total Liabilities/Total Shareholders' Equity



# 7. Consolidated Statements of Income / Financial Position

(Unit: KRW billion)

Consolidated Statements of Income	1Q '12	4Q '12	1Q '13	YoY	QoQ	Consolidated Statements of Financial position	2012. 03	2012. 12	2013. 03	YoY	QoQ
<b>Revenues</b>	<b>2,540.6</b>	<b>2,755.2</b>	<b>2,859.7</b>	<b>12.6%</b>	<b>3.8%</b>	<b>Current Assets</b>	<b>2,884.4</b>	<b>2,572.9</b>	<b>3,051.9</b>	<b>5.8%</b>	<b>18.6%</b>
Service Revenue	1,648.3	1,810.6	1,848.3	12.1%	2.1%	Cash and Cash Equivalents	249.6	341.4	387.0	55.1%	13.4%
Handset Revenue	889.3	940.3	1,006.3	13.2%	7.0%	Short-term Loans & Accounts Receivables	1,960.5	1,772.8	1,920.9	-2.0%	8.4%
Rental Revenue	3.0	4.3	5.0	67.1%	16.9%	Inventories	561.9	346.4	628.3	11.8%	81.4%
<b>Expenses</b>	<b>2,474.0</b>	<b>2,683.1</b>	<b>2,736.5</b>	<b>10.6%</b>	<b>2.0%</b>	Other Current Assets	112.5	112.3	115.8	2.9%	3.1%
Operating Expenses	2,474.0	2,683.1	2,736.5	10.6%	2.0%	<b>Non Current Assets</b>	<b>8,412.2</b>	<b>8,515.8</b>	<b>8,664.2</b>	<b>3.0%</b>	<b>1.7%</b>
Wages	156.9	164.3	167.9	7.0%	2.2%	Available for Sales Securities	72.4	84.6	81.4	12.5%	-3.8%
Depreciation	256.0	291.9	293.7	14.7%	0.6%	Property, Plant and Equipment	5,765.5	6,078.8	6,139.1	6.5%	1.0%
Amortization	68.8	81.3	26.2	-61.8%	-67.7%	Intangible Assets	1,094.0	890.8	866.0	-20.8%	-2.8%
Telecom Circuit Rent	68.6	76.3	67.1	-2.1%	-12.0%	Long-term Loans & Long Trade Receivables	979.8	866.5	978.0	-0.2%	12.9%
Rental	70.8	77.4	75.1	6.1%	-2.9%	Investment in Properties	32.1	92.5	96.6	201.5%	4.5%
Outsourcing	67.6	79.4	75.4	11.6%	-5.0%	Other Non-current Assets	468.6	502.6	503.0	7.3%	0.1%
Electricity Fee	33.1	38.2	39.0	17.8%	2.3%	<b>Total Assets</b>	<b>11,296.7</b>	<b>11,088.7</b>	<b>11,716.2</b>	<b>3.7%</b>	<b>5.7%</b>
Repair Expense	19.6	28.6	23.8	21.2%	-16.7%	<b>Current Liabilities</b>	<b>3,668.5</b>	<b>3,537.5</b>	<b>4,089.0</b>	<b>11.5%</b>	<b>15.6%</b>
Interconnection	162.4	115.1	149.2	-8.1%	29.7%	Accounts Payable and Other Payables	3,352.9	3,285.3	3,789.4	13.0%	15.3%
Settlement	43.0	41.1	43.3	0.6%	5.4%	Other Current Liabilities	315.6	252.2	299.7	-5.0%	18.8%
Fees & Charges	215.5	241.3	252.7	17.3%	4.7%	<b>Non-current Liabilities</b>	<b>3,811.1</b>	<b>3,802.7</b>	<b>3,806.9</b>	<b>-0.1%</b>	<b>0.1%</b>
Sales Commission	433.9	478.5	604.8	39.4%	26.4%	Non-current Accounts Payable & Other Payables	3,717.0	3,681.4	3,674.2	-1.2%	-0.2%
Advertising	50.2	80.1	54.4	8.4%	-32.1%	Other Non-current Liabilities	94.1	116.6	127.5	35.4%	9.4%
Cost of Handsets Sold	764.6	835.9	810.5	6.0%	-3.0%	Others	0.0	4.8	5.3		
Handset purchase	755.8	799.2	796.8	5.4%	-0.3%	<b>Total Liabilities</b>	<b>7,479.6</b>	<b>7,340.2</b>	<b>7,896.0</b>	<b>5.6%</b>	<b>7.6%</b>
Etc	8.7	36.7	13.7	56.3%	-62.7%	<b>Shareholders' Equity</b>	<b>3,815.4</b>	<b>3,746.8</b>	<b>3,818.7</b>	<b>0.1%</b>	<b>1.9%</b>
Ordinary R&D Expense	16.7	18.7	13.8	-17.2%	-26.4%	Capital Stock	2,574.0	2,574.0	2,574.0	0.0%	0.0%
Taxes & Dues	9.4	9.6	4.0	-57.0%	-58.0%	Capital Surplus	836.6	836.6	836.6	0.0%	0.0%
Others	37.0	25.6	35.6	-3.9%	39.1%	Retained Earnings	1,118.5	347.4	417.7	-62.7%	20.3%
<b>Operating Income</b>	<b>66.5</b>	<b>72.1</b>	<b>123.2</b>	<b>85.1%</b>	<b>70.8%</b>	Accumulated Other Comprehensive Income	(9.7)	(7.0)	(9.6)	-1.5%	37.6%
<b>Non-operating Income</b>	<b>31.3</b>	<b>33.5</b>	<b>31.2</b>	<b>-0.3%</b>	<b>-6.8%</b>	Other Shareholders' Equity	(703.9)	(4.1)	0.0	-100.0%	-100.0%
<b>Non-operating Expenses</b>	<b>96.8</b>	<b>121.1</b>	<b>66.1</b>	<b>-31.8%</b>	<b>-45.5%</b>	<b>Non-controlling Interest</b>	<b>1.7</b>	<b>1.7</b>	<b>1.5</b>	<b>-8.9%</b>	<b>-9.5%</b>
<b>Income Before Tax</b>	<b>0.9</b>	<b>(15.6)</b>	<b>88.2</b>	<b>9198.3%</b>	<b>Turn Black</b>	<b>Total Shareholders' Equity</b>	<b>3,817.1</b>	<b>3,748.5</b>	<b>3,820.2</b>	<b>0.1%</b>	<b>1.9%</b>
Income Tax	(21.1)	(4.4)	13.9	-166.0%	-417.4%	<b>Total Liabilities and Shareholders' Equity</b>	<b>11,296.7</b>	<b>11,088.7</b>	<b>11,716.2</b>	<b>3.7%</b>	<b>5.7%</b>
<b>Net Income</b>	<b>22.1</b>	<b>(11.2)</b>	<b>74.3</b>	<b>236.6%</b>	<b>Turn Black</b>						

## 8. Factsheet

(Unit: subscribers in thousands)

Classification	1Q '11	2Q '11	3Q '11	4Q '11	1Q '12	2Q '12	3Q '12	4Q '12	1Q '13	YoY	QoQ
<b>Wireless Subscribers</b>	<b>9,077</b>	<b>9,185</b>	<b>9,305</b>	<b>9,391</b>	<b>9,554</b>	<b>9,852</b>	<b>10,020</b>	<b>10,162</b>	<b>10,363</b>	<b>8.5%</b>	<b>2.0%</b>
Net Addition	55	108	120	86	163	298	168	141	201	23.4%	42.5%
<b>LTE Subscribers</b>	-	-	-	<b>557</b>	<b>1,484</b>	<b>2,576</b>	<b>3,564</b>	<b>4,380</b>	<b>5,202</b>	<b>250.4%</b>	<b>18.8%</b>
Net Addition	-	-	-	557	927	1,091	988	816	822	-11.4%	0.7%
LTE Penetration Rate (%)	-	-	-	5.9%	15.5%	26.1%	35.6%	43.1%	50.2%	34.7%p	7.1%p
<b>Churn Rate (%)</b>	<b>3.6%</b>	<b>3.4%</b>	<b>3.3%</b>	<b>3.2%</b>	<b>2.9%</b>	<b>2.9%</b>	<b>3.3%</b>	<b>2.6%</b>	<b>2.6%</b>	<b>-0.3%p</b>	<b>0.1%p</b>
<b>Wireless ARPU (KRW)</b>	<b>30,336</b>	<b>30,926</b>	<b>31,112</b>	<b>31,511</b>	<b>31,536</b>	<b>33,921</b>	<b>35,380</b>	<b>34,329</b>	<b>36,313</b>	<b>15.1%</b>	<b>5.8%</b>
<b>Service ARPU* (KRW)</b>	<b>24,956</b>	<b>25,472</b>	<b>25,944</b>	<b>26,213</b>	<b>26,677</b>	<b>29,332</b>	<b>30,633</b>	<b>31,085</b>	<b>31,963</b>	<b>19.8%</b>	<b>2.8%</b>

Classification	1Q '11	2Q '11	3Q '11	4Q '11	1Q '12	2Q '12	3Q '12	4Q '12	1Q '13	YoY	QoQ
<b>TPS Subscribers</b>	<b>6,353</b>	<b>6,593</b>	<b>6,784</b>	<b>6,900</b>	<b>6,957</b>	<b>7,102</b>	<b>7,225</b>	<b>7,414</b>	<b>7,790</b>	<b>12.0%</b>	<b>5.1%</b>
Net Addition	217	240	191	116	57	145	123	189	375	557.8%	98.3%
<b>IPTV</b>	<b>678</b>	<b>748</b>	<b>808</b>	<b>862</b>	<b>893</b>	<b>938</b>	<b>980</b>	<b>1,054</b>	<b>1,179</b>	<b>32.1%</b>	<b>11.9%</b>
Net Addition	13	217	60	54	31	45	43	74	125	309.5%	68.7%
<b>VoIP</b>	<b>2,888</b>	<b>3,026</b>	<b>3,143</b>	<b>3,228</b>	<b>3,299</b>	<b>3,409</b>	<b>3,509</b>	<b>3,617</b>	<b>3,808</b>	<b>15.4%</b>	<b>5.3%</b>
Net Addition	138	138	117	85	71	110	100	108	192	169.6%	77.8%
<b>Broadband</b>	<b>2,787</b>	<b>2,819</b>	<b>2,833</b>	<b>2,810</b>	<b>2,765</b>	<b>2,755</b>	<b>2,736</b>	<b>2,743</b>	<b>2,802</b>	<b>1.3%</b>	<b>2.1%</b>
Net Addition	27	32	14	-23	-45	-10	-20	7	59	-231.3%	702.5%
<b>PSTN Subscribers</b>	<b>410</b>	<b>436</b>	<b>465</b>	<b>454</b>	<b>451</b>	<b>455</b>	<b>469</b>	<b>491</b>	<b>502</b>	<b>11.2%</b>	<b>2.3%</b>
Net Addition	65	26	29	-11	-3	4	14	21	11	-511.9%	-47.4%

(1) VoIP subscriber : (Corporate +Retail) subscriber, (2) PSTN Subscriber : Corporate +Retail(Retail VoIP callforwarding) subscriber



IR Team	Contact	Email
Daniel Kim	+82-2-6928-3051	ksm@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