



2013 2Q Earnings Release

July 29, 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



- Despite the service revenue increase, Revenues decreased by 0.9% YoY and 3.4% QoQ due to decrease in handset revenue
- Service Revenue increased by 10.6% YoY and 4.7% QoQ due to increase in wireless and wireline service revenue
- Operating Income turned black YoY and increased by 17.6% QoQ due to service revenue growth and marketing expense decrease, recording KRW 144.8 billion

(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY		QoQ	
Revenues	2,787.7	2,859.7	2,763.4	(24.3)	-0.9%	(96.3)	-3.4%
Service Revenue	1,749.7	1,848.3	1,935.1	185.4	10.6%	86.8	4.7%
Handset Revenue	1,035.1	1,006.3	824.1	(211.1)	-20.4%	(182.3)	-18.1%
Rental Revenue	2.8	5.0	4.2	1.4	49.8%	(0.7)	-14.7%
Expenses	2,789.2	2,736.5	2,618.6	(170.6)	-6.1%	(117.9)	-4.3%
Operating Income	(1.5)	123.2	144.8	146.4	Turn Black	21.7	17.6%
OP Margin ⁽¹⁾	-0.1%	6.7%	7.5%	-	7.6%p	-	0.8%p
Non-operating Income	30.0	31.2	28.7	(1.4)	-4.5%	(2.5)	-7.9%
Non-operating Expenses	79.9	66.1	83.2	3.3	4.2%	17.2	26.0%
Income Before Tax	(51.4)	88.2	90.3	141.7	Turn Black	2.0	2.3%
Income Tax	(19.3)	13.9	8.8	28.1	-145.6%	(5.1)	-36.9%
Net Income	(32.1)	74.3	81.5	113.6	Turn Black	7.2	9.6%
EBITDA	336.9	443.1	469.8	133.0	39.5%	26.7	6.0%
EBITDA Margin ⁽²⁾	19.3%	24.0%	24.3%	-	5.0%p	-	0.3%p
CAPEX	438.3	361.6	385.9	(52.4)	-12.0%	24.3	6.7%
Net Debt	4,290.4	4,003.5	4,041.2	(249.2)	-5.8%	37.7	0.9%
Total Shareholders' Equity	3,780.1	3,820.2	3,907.8	127.7	3.4%	87.6	2.3%
Net Debt to Equity Ratio	113.5%	104.8%	103.4%	-	-10.1%p	-	-1.4%p
Marketing Expenses	486.6	449.7	446.2	(40.5)	-8.3%	(3.5)	-0.8%
Marketing Exp/Service Revenue	27.8%	24.3%	23.1%	-	-4.8%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 18.6% YoY and 6.0% QoQ due to increased service revenue from LTE subscriber growth
- Wireless Service ARPU up by 13.1% YoY and 3.7% QoQ due to increased number of high value subscribers
- LTE Subscribers increased to 5.9 million, up by 128.9% YoY

(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Wireless Revenues	989.0	1,107.2	1,173.3	18.6%	6.0%
Service Revenue ⁽¹⁾	855.2	974.6	1,039.4	21.5%	6.7%
Interconnection	117.2	115.6	117.1	-0.1%	1.3%
Sign-up Fee	16.6	17.0	16.8	1.0%	-1.5%

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

(Unit: KRW)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Wireless ARPU ⁽¹⁾	34,592	37,063	38,200	10.4%	3.1%
Service ARPU ⁽²⁾	29,903	32,616	33,834	13.1%	3.7%

(1) LG Uplus subscribers only

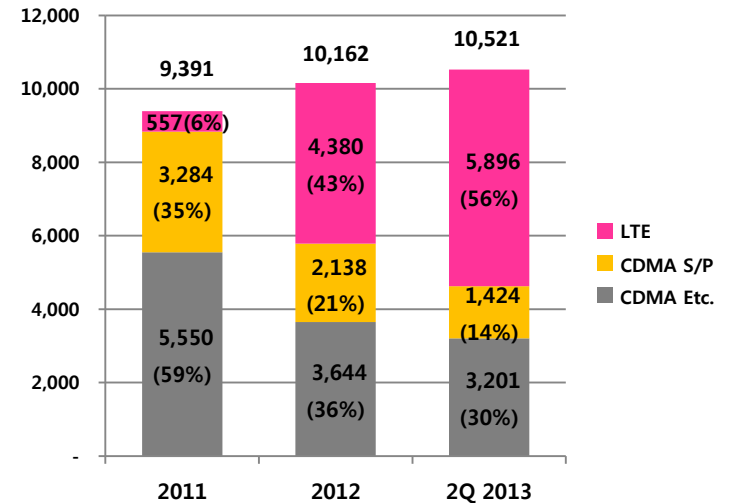
(2) Service ARPU : Excludes Interconnection & Sign-up fee from Wireless ARPU

(Unit: Subscribers in thousands)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Wireless Subscribers	9,852	10,363	10,521	6.8%	1.5%
LTE	2,576	5,202	5,896	128.9%	13.3%
CDMA	7,276	5,161	4,626	-36.4%	-10.4%
New Subscribers	1,139	1,003	954	-16.2%	-4.8%
Churn-outs	842	802	797	-5.4%	-0.6%
Churn Rate	2.9%	2.6%	2.5%	-0.3%p	-0.1%p
Net Additions	298	201	158	-47.0%	-21.6%
Average Subscribers	9,719	10,163	10,447	7.5%	2.8%

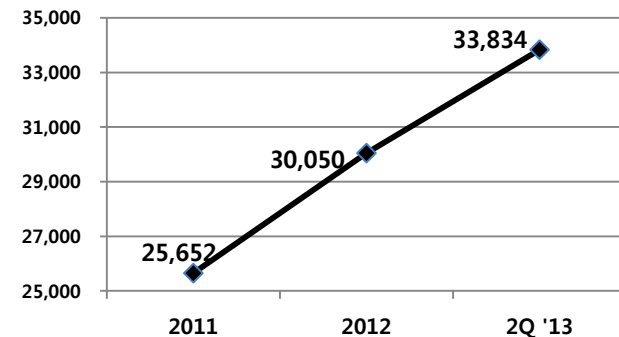
Wireless Subscriber Trend

(Unit: subscribers in thousands)



Service ARPU Trend

(Unit: KRW)



3. Wireline Business (LG Uplus Only)



- Wireline Revenues up by 0.3% YoY and 3.2% QoQ due to increase in data revenue
- TPS Revenue down by 1.0% YoY due to decrease in broadband ARPU; however, up by 1.7% QoQ due to subscriber growth
- Data Revenue up by 3.5% YoY and 4.1% QoQ due to increase in IDC and e-Biz revenue
- Telephony Revenue down by 5.4% YoY due to decreased telephony usage; however, up by 4.0% QoQ due to value-added telephony revenue

(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Wireline Revenues	759.7	738.7	762.0	0.3%	3.2%
TPS Revenue	299.8	291.9	296.9	-1.0%	1.7%
IPTV	48.7	55.8	59.9	22.9%	7.3%
VoIP	70.5	72.6	71.5	1.5%	-1.5%
Broadband	180.6	163.5	165.4	-8.4%	1.2%
Data Revenue	337.1	335.1	349.0	3.5%	4.1%
e-Biz ⁽¹⁾	107.6	114.3	119.8	11.3%	4.8%
IDC	36.1	35.3	42.5	17.7%	20.4%
Leased Line Solution	183.6	180.2	182.4	-0.6%	1.2%
Telephony Revenue	122.8	111.7	116.2	-5.4%	4.0%
Value-Added	36.2	37.7	40.6	12.3%	7.9%
Domestic	27.7	28.0	27.5	-0.7%	-1.6%
International	58.9	46.1	48.0	-18.5%	4.3%

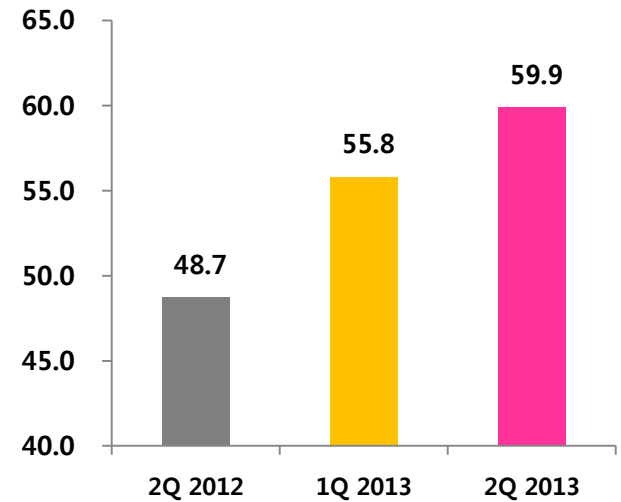
(1) e-Biz : Webhard, e-Credit(Payment solution), SMS & Digital Signage, etc.

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
TPS Subscribers	7,102	7,793	8,134	14.5%	4.4%
IPTV ⁽¹⁾	938	1,183	1,321	40.9%	11.7%
VoIP	3,409	3,808	3,949	15.8%	3.7%
Broadband	2,755	2,802	2,864	3.9%	2.2%
PSTN Subscribers	455	502	499	9.6%	-0.6%

(1) B2B IPTV subscribers are included

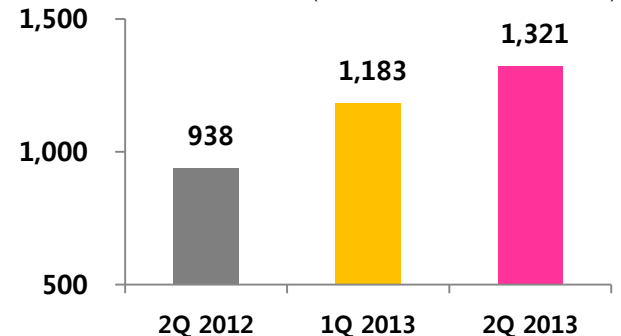
■ IPTV Revenue Trend

(Unit: KRW billion)



■ IPTV Subscriber Trend

(Unit: subscribers in thousands)



4. Expense Breakdown



(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Operating Expenses	2,789.2	2,736.5	2,618.6	-6.1%	-4.3%
Wages	157.3	167.9	179.7	14.3%	7.1%
Depreciation	269.8	293.7	299.2	10.9%	1.9%
Amortization	68.6	26.2	25.8	-62.4%	-1.7%
Telecom Circuit Rent	68.8	67.1	69.8	1.5%	4.0%
Rental	71.7	75.1	75.8	5.7%	0.9%
Outsourcing	65.0	75.4	75.3	15.8%	-0.1%
Electricity Fee	26.8	39.0	34.8	29.6%	-10.9%
Repair Expense	26.3	23.8	27.4	4.0%	14.9%
Interconnection	163.9	149.2	157.7	-3.8%	5.7%
Settlement	43.9	43.3	47.0	7.1%	8.7%
Fees & Charges	232.1	252.7	258.1	11.2%	2.1%
Sales Commission*	626.5	604.8	533.3	-14.9%	-11.8%
Advertising*	68.2	54.4	68.4	0.3%	25.7%
Cost of Handsets Sold	841.3	810.5	695.2	-17.4%	-14.2%
Handset Purchase*	827.0	796.8	668.6	-19.2%	-16.1%
Etc	14.3	13.7	26.7	86.2%	95.3%
Ordinary R&D Expense	18.6	13.8	8.0	-57.2%	-42.3%
Taxes & Dues	2.9	4.0	8.5	191.3%	110.8%
Others	37.3	35.6	54.6	46.4%	53.5%

* Marketing Expense items

■ Operating Expenses

Down by 6.1% YoY and 4.3% QoQ from decreased cost of handsets sold, sales commission and depreciation, etc.

- Wages
- Up by 14.3% YoY and 7.1% QoQ due to increased personnel and wage, etc.
- Depreciation
- Up by 10.9% YoY and 1.9% QoQ due to LTE network deployment
- Amortization
- Down by 62.4% YoY due to completed customer value related amortization which occurred from the merger, etc.
- Electricity Fee
- Up by 29.6% YoY due to increased electricity fee and number of LTE base stations
- Fees & Charges
- Up by 11.2% YoY and 2.1% QoQ due to increased e-credit commissions
- Sales Commission
- Down by 14.9% YoY and 11.8% QoQ due to decrease in wireless handsets sold
- Cost of Handsets Sold
- Down by 17.4% YoY and 14.2% QoQ due to decrease in wireless handsets sold
- Others
- Up by 46.4% YoY and 53.5% QoQ due to increased one-off bad debt expense

(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Total Marketing Expenses	486.6	449.7	446.2	-8.3%	-0.8%
Sales Commission	626.5	604.8	533.3	-14.9%	-11.8%
Advertising	68.2	54.4	68.4	0.3%	25.7%
Gross Profit from Handset Sales	(208.1)	(209.5)	(155.5)	-25.3%	-25.8%
Mkt. Exp. / Service Revenue	27.8%	24.3%	23.1%	-4.8%p	-1.3%p

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

■ Marketing Expenses

Down by 8.3% YoY and 0.8% QoQ due to decrease in total sales of handsets and subsidy for acquiring LTE subscribers, etc.

- Gross Profit from Handset Sales
- Down by 25.3% YoY and 25.8% QoQ due to decrease in handsets sales and costs led to lower handset revenue

5. Non-operating Income & Expenses / CAPEX



(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Non-operating Income	30.0	31.2	28.7	-4.5%	-7.9%
Interest Income	18.1	20.0	16.1	-11.2%	-19.3%
Others	11.9	11.2	12.6	5.7%	12.4%
Non-operating Expenses	79.9	66.1	83.2	4.2%	26.0%
Interest Expense	51.6	49.5	53.4	3.6%	7.9%
Loss on A/R sold	19.3	7.5	12.9	-33.5%	70.5%
Loss on impairment/disposal of tangible Asset	3.8	1.9	6.3	66.2%	236.5%
Others	5.2	7.2	10.7	104.4%	49.2%
Non-operating Balance	(49.9)	(34.9)	(54.5)	9.4%	56.2%

(Unit: KRW billion)

Classification	2Q '12	1Q '13	2Q '13	YoY	QoQ
Capital Expenditure⁽¹⁾	438.3	361.6	385.9	-12.0%	6.7%
Wireless Network	307.4	265.3	256.0	-16.7%	-3.5%
Wireline Network	88.2	63.0	96.6	9.5%	53.3%
Other (IT, etc)	42.7	33.3	33.4	-21.8%	0.2%
Capital Expenditure/Service Revenue	25.1%	19.6%	19.9%	-5.1%p	0.4%p

(1) Capital Expenditure includes Construction in Progress

■ Non-operating Income & Expenses

Non-operating balance down YoY and QoQ due to increased loss on accounts receivable sold and loss on impairment/disposal of tangible asset

- Net Interest Expense
- Up YoY and QoQ due to decreased interest income from account receivables, etc.
- Loss on Account Receivables Sold
- Up by 70.5% QoQ due to increase in size of handset receivables factored

■ CAPEX

Down by 12.0% YoY due to decreased wireless network investments and up by 6.7% QoQ due to increased wireline network investments

- Wireless Network
- Down by 16.7% YoY and 3.5% QoQ due to decrease in LTE network deployment

6. Consolidated Statements of Financial Position



(Unit: KRW billion)

Classification	2012. 6	2013. 3	2013. 6	YoY	QoQ
Total Assets	11,371.6	11,716.2	11,099.5	-2.4%	-5.3%
Current Assets	2,713.5	3,051.9	2,600.5	-4.2%	-14.8%
Cash & Cash Equivalents ⁽¹⁾	169.7	413.2	318.4	87.6%	-22.9%
Non-current Assets	8,658.1	8,664.2	8,498.9	-1.8%	-1.9%
Property, Plant and Equipment	5,930.6	6,139.1	6,222.3	4.9%	1.4%
Intangible Assets	1,034.9	866.0	844.6	-18.4%	-2.5%
Total Liabilities	7,591.5	7,896.0	7,191.7	-5.3%	-8.9%
Current Liabilities	3,579.9	4,089.0	3,471.9	-3.0%	-15.1%
Short-term Borrowings	270.0	0.0	0.0	-100.0%	
Current Portion of Long-term Debt	697.2	1,048.7	1,084.9	55.6%	3.5%
Non-current Liabilities	4,011.5	3,806.9	3,719.7	-7.3%	-2.3%
Corporate Bond etc. ⁽²⁾	3,493.0	3,368.0	3,274.7	-6.2%	-2.8%
Total Shareholders' Equity	3,780.1	3,820.2	3,907.8	3.4%	2.3%
Retained Earnings	1,086.6	417.7	499.3	-54.0%	19.5%
Net Debt	4,290.4	4,003.5	4,041.2	-5.8%	0.9%
Net Debt to Equity Ratio⁽³⁾	113.5%	104.8%	103.4%	-10.1%p	-1.4%p
Debt to Equity Ratio⁽⁴⁾	200.8%	206.7%	184.0%	-16.8%p	-22.7%p

■ Assets

- Current Assets
 - Down by 4.2% YoY and 14.8% QoQ due to decrease in inventories and account receivables, etc
- Non-current Assets
 - Down by 1.8% YoY and 1.9% QoQ due to decrease in account receivables

■ Liabilities

- Current Liabilities
 - Down by 3.0% YoY and 15.1% QoQ due to decrease in account payables
- Non-current Liabilities
 - Down by 7.3% YoY and 2.3% QoQ due to decrease in borrowings

■ Shareholders' Equity

- Retained Earnings
 - Decreased by 54.0% YoY due to treasury shares cancellation and increased by 19.5% 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	2Q '12	1Q '13	2Q '13	YoY	QoQ	Consolidated Statements of Financial position	2012. 06	2013. 03	2013. 06	YoY	QoQ
Revenues	2,787.7	2,859.7	2,763.4	-0.9%	-3.4%	Current Assets	2,713.5	3,051.9	2,600.5	-4.2%	-14.8%
Service Revenue	1,749.7	1,848.3	1,935.1	10.6%	4.7%	Cash and Cash Equivalents	153.6	387.0	290.2	88.9%	-25.0%
Handset Revenue	1,035.1	1,006.3	824.1	-20.4%	-18.1%	Short-term Loans & Accounts Receivables	1,902.5	1,920.9	1,752.8	-7.9%	-8.8%
Rental Revenue	2.8	5.0	4.2	49.8%	-14.7%	Inventories	540.1	628.3	441.6	-18.2%	-29.7%
Expenses	2,789.2	2,736.5	2,618.6	-6.1%	-4.3%	Other Current Assets	117.3	115.8	116.0	-1.1%	0.2%
Operating Expenses	2,789.2	2,736.5	2,618.6	-6.1%	-4.3%	Non Current Assets	8,658.1	8,664.2	8,498.9	-1.8%	-1.9%
Wages	157.3	167.9	179.7	14.3%	7.1%	Available for Sales Securities	68.7	81.4	87.9	28.0%	7.9%
Depreciation	269.8	293.7	299.2	10.9%	1.9%	Property, Plant and Equipment	5,930.6	6,139.1	6,222.3	4.9%	1.4%
Amortization	68.6	26.2	25.8	-62.4%	-1.7%	Intangible Assets	1,034.9	866.0	844.6	-18.4%	-2.5%
Telecom Circuit Rent	68.8	67.1	69.8	1.5%	4.0%	Long-term Loans & Long Trade Receivables	1,105.7	978.0	751.8	-32.0%	-23.1%
Rental	71.7	75.1	75.8	5.7%	0.9%	Investment in Properties	30.8	96.6	93.4	203.2%	-3.4%
Outsourcing	65.0	75.4	75.3	15.8%	-0.1%	Other Non-current Assets	487.5	503.0	498.9	2.4%	-0.8%
Electricity Fee	26.8	39.0	34.8	29.6%	-10.9%	Total Assets	11,371.6	11,716.2	11,099.5	-2.4%	-5.3%
Repair Expense	26.3	23.8	27.4	4.0%	14.9%	Current Liabilities	3,579.9	4,089.0	3,471.9	-3.0%	-15.1%
Interconnection	163.9	149.2	157.7	-3.8%	5.7%	Accounts Payable & Other Payables	3,326.5	3,789.4	3,168.8	-4.7%	-16.4%
Settlement	43.9	43.3	47.0	7.1%	8.7%	Other Liabilities	253.5	299.7	303.1	19.6%	1.1%
Fees & Charges	232.1	252.7	258.1	11.2%	2.1%	Non-current Liabilities	4,011.5	3,806.9	3,719.7	-7.3%	-2.3%
Sales Comission	626.5	604.8	533.3	-14.9%	-11.8%	Accounts Payable & Other Payables	3,903.8	3,674.2	3,580.6	-8.3%	-2.5%
Advertising	68.2	54.4	68.4	0.3%	25.7%	Other Liabilities	105.3	127.5	135.5	28.7%	6.3%
Cost of Handsets Sold	841.3	810.5	695.2	-17.4%	-14.2%	Others	2.4	5.3	3.6	49.2%	-31.2%
Handset purchase	827.0	796.8	668.6	-19.2%	-16.1%	Total Liabilities	7,591.5	7,896.0	7,191.7	-5.3%	-8.9%
Etc	14.3	13.7	26.7	86.2%	95.3%	Shareholders' Equity	3,778.4	3,818.7	3,906.3	3.4%	2.3%
Ordinary R&D Expense	18.6	13.8	8.0	-57.2%	-42.3%	Capital Stock	2,574.0	2,574.0	2,574.0	0.0%	0.0%
Taxes & Dues	2.9	4.0	8.5	191.3%	110.8%	Capitall Surplus	836.6	836.6	836.6	0.0%	0.0%
Others	37.3	35.6	54.6	46.4%	53.5%	Retained Earnings	1,086.6	417.7	499.3	-54.0%	19.5%
Operating Income	(1.5)	123.2	144.8	Turn Black	17.6%	Accumulated Other Comprehensive Income	(14.8)	(9.6)	(3.5)	-76.0%	-63.2%
Non-operating Income	30.0	31.2	28.7	-4.5%	-7.9%	Other Shareholders' Equity	(703.9)	0.0	0.0	-100.0%	
Non-operating Expenses	79.9	66.1	83.2	4.2%	26.0%	Non-controlling Interest	1.6	1.5	1.5	-8.2%	-1.5%
Income Before Tax	(51.4)	88.2	90.3	Turn Black	2.3%	Total Shareholders' Equity	3,780.1	3,820.2	3,907.8	3.4%	2.3%
Income Tax	(19.3)	13.9	8.8	-145.6%	-36.9%	Total Liabilities and Shareholders' Equity	11,371.6	11,716.2	11,099.5	-2.4%	-5.3%
Net Income	(32.1)	74.3	81.5	Turn Black	9.6%						

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	2Q '13	YoY	QoQ
Wireless Subscribers	9,077	9,185	9,305	9,391	9,554	9,852	10,020	10,162	10,363	10,521	6.8%	1.5%
Net Addition	55	108	120	86	163	298	168	141	201	158	-47.0%	-21.6%
LTE Subscribers	-	-	-	557	1,484	2,576	3,564	4,380	5,202	5,896	128.9%	13.3%
Net Addition	-	-	-	557	927	1,091	988	816	822	694	-36.4%	-15.6%
LTE Penetration Rate (%)	-	-	-	5.9%	15.5%	26.1%	35.6%	43.1%	50.2%	56.0%	29.9%p	5.8%p
Churn Rate (%)	3.6%	3.4%	3.3%	3.2%	2.9%	2.9%	3.3%	2.6%	2.6%	2.5%	-0.3%p	-0.1%p
Wireless ARPU (KRW)	30,336	30,926	31,112	31,511	32,173	34,592	36,072	35,012	37,063	38,200	10.4%	3.1%
Service ARPU* (KRW)	24,956	25,472	25,944	26,213	27,204	29,903	31,224	31,697	32,616	33,834	13.1%	3.7%

Classification	1Q '11	2Q '11	3Q '11	4Q '11	1Q '12	2Q '12	3Q '12	4Q '12	1Q '13	2Q '13	YoY	QoQ
TPS Subscribers	6,353	6,593	6,784	6,900	6,957	7,102	7,225	7,414	7,793	8,134	14.5%	4.4%
Net Addition	217	240	191	116	57	145	123	189	379	341	134.9%	-9.8%
IPTV⁽¹⁾	678	748	808	862	893	938	980	1,054	1,183	1,321	40.9%	11.7%
Net Addition	13	217	60	54	31	45	43	74	128	139	207.0%	8.0%
VoIP⁽²⁾	2,888	3,026	3,143	3,228	3,299	3,409	3,509	3,617	3,808	3,949	15.8%	3.7%
Net Addition	138	138	117	85	71	110	100	108	192	141	28.2%	-26.6%
Broadband	2,787	2,819	2,833	2,810	2,765	2,755	2,736	2,743	2,802	2,864	3.9%	2.2%
Net Addition	27	32	14	-23	-45	-10	-20	7	59	62	-743.6%	6.0%
PSTN Subscribers⁽³⁾	410	436	465	454	451	455	469	491	502	499	9.6%	-0.6%
Net Addition	65	26	29	-11	-3	4	14	21	11	-3	-178.8%	-126.1%

(1) IPTV subscribers : Retail + B2B subscribers

(2) VoIP subscribers : Corporate +Retail subscribers

(3) PSTN Subscribers : Corporate +Retail(Retail VoIP callforwarding) subscribers



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