



2013 3Q Earnings Release

October 28, 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.

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.

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1. Financial Highlights



- Revenues in 2013 3Q up by 2.1% YoY and 4.2% QoQ due to service revenue growth
- Service revenue increased by 10.3% YoY and 2.8% QoQ due to increase in wireless and wireline service revenue
- Operating Income turned black YoY and increased by 3.0% QoQ due to service revenue growth, recording KRW 149.2 billion

(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY		QoQ	
Revenues	2,821.2	2,763.4	2,879.2	58.0	2.1%	115.8	4.2%
Service Revenue	1,804.4	1,935.1	1,990.0	185.6	10.3%	54.9	2.8%
Handset Revenue	1,012.8	824.1	884.7	(128.0)	-12.6%	60.7	7.4%
Rental Revenue	4.0	4.2	4.4	.4	11.1%	0.2	4.7%
Expenses	2,831.5	2,618.6	2,730.0	(101.6)	-3.6%	111.4	4.3%
Operating Income	(10.3)	144.8	149.2	159.5	Turn Black	4.4	3.0%
OP Margin ⁽¹⁾	-0.6%	7.5%	7.5%	-	8.1%p	-	0.0%p
Non-operating Income	33.1	28.7	15.6	(17.5)	-52.9%	(13.1)	-45.7%
Non-operating Expenses	86.0	83.2	68.7	(17.3)	-20.1%	(14.6)	-17.5%
Income Before Tax	(63.2)	90.3	96.1	159.3	Turn Black	5.8	6.5%
Income Tax	(24.8)	8.8	20.5	45.3	-182.9%	11.7	133.5%
Net Income	(38.4)	81.5	75.6	114.0	Turn Black	(5.9)	-7.3%
EBITDA	346.3	469.8	478.4	132.1	38.1%	8.6	1.8%
EBITDA Margin ⁽²⁾	19.2%	24.3%	24.0%	-	4.8%p	-	-0.2%p
CAPEX	398.7	385.9	346.7	(51.9)	-13.0%	(39.2)	-10.2%
Net Debt	4,349.1	4,041.2	4,162.8	(186.3)	-4.3%	121.6	3.0%
Total Shareholders' Equity	3,730.1	3,907.8	3,981.7	251.6	6.7%	73.9	1.9%
Net Debt to Equity Ratio	116.6%	103.4%	104.5%	-	-12.0%p	-	1.1%p
Marketing Expenses	499.7	446.2	463.1	(36.6)	-7.3%	17.0	3.8%
Marketing Exp/Service Revenue	27.7%	23.1%	23.3%	-	-4.4%p	-	0.2%p

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

2. Wireless Business (LG Uplus Only)



- Wireless Revenues up by 15.2% YoY and 3.8% QoQ due to increased service revenue from LTE subscriber growth
- Wireless Service ARPU up by 10.5% YoY and 2.0% QoQ due to increased number of high value subscribers
- LTE Subscribers increased to 6.55 million, up by 83.8% YoY

(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Wireless Revenues	1,057.1	1,173.3	1,217.6	15.2%	3.8%
Service Revenue ⁽¹⁾	915.3	1,039.4	1,077.0	17.7%	3.6%
Interconnection	125.1	117.1	123.2	-1.5%	5.2%
Sign-up Fee	16.8	16.8	17.4	3.6%	3.6%

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

(Unit: KRW)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Wireless ARPU ⁽¹⁾	36,072	38,200	39,006	8.1%	2.1%
Service ARPU ⁽²⁾	31,224	33,834	34,495	10.5%	2.0%

(1) LG Uplus subscribers only

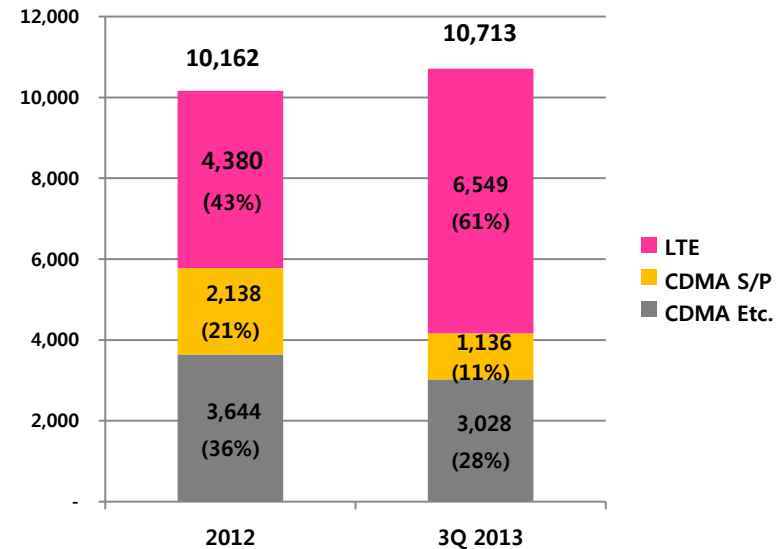
(2) Service ARPU : Excludes Interconnection & Sign-up fee from Wireless ARPU

(Unit: Subscribers in thousands)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Wireless Subscribers	10,020	10,521	10,713	6.9%	1.8%
LTE	3,564	5,896	6,549	83.8%	11.1%
CDMA	6,457	4,626	4,164	-35.5%	-10.0%
New Subscribers	1,162	954	978	-15.9%	2.4%
Churn-outs	994	797	786	-20.9%	-1.4%
Churn Rate	3.32%	2.54%	2.47%	-0.9%p	-0.1%p
Net Additions	168	158	192	14.0%	21.6%
Average Subscribers	9,960	10,447	10,619	6.6%	1.6%

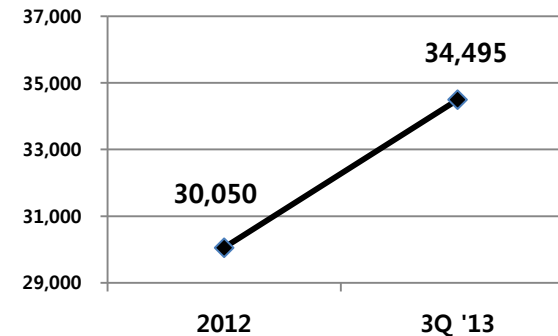
Wireless Subscriber Trend

(Unit: subscribers in thousands)



Service ARPU Trend

(Unit: KRW)



3. Wireline Business (LG Uplus Only)



- Wireline Revenues up by 3.1% YoY and 1.3% QoQ due to increase in TPS and Data Revenue
- TPS Revenue up by 5.6% YoY and 2.3% QoQ due to increase in IPTV revenue
- Data Revenue up by 4.9% YoY and 1.8% QoQ due to increase in e-Biz revenue
- Telephony Revenue down by 7.5% YoY and 2.8% QoQ due to decreased telephony usage

(Unit: KRW billion)

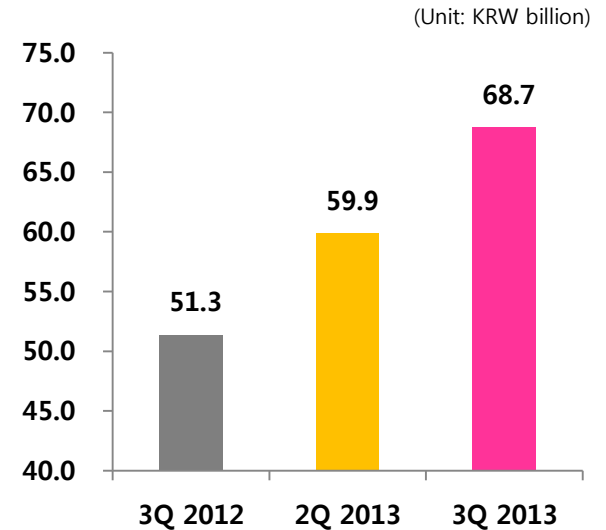
Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Wireline Revenues	748.3	762.0	771.8	3.1%	1.3%
TPS Revenue	287.8	296.9	303.8	5.6%	2.3%
IPTV	51.3	59.9	68.7	33.8%	14.7%
VoIP	68.4	71.5	68.6	0.3%	-4.1%
Broadband	168.0	165.4	166.5	-0.9%	0.6%
Data Revenue	338.5	349.0	355.1	4.9%	1.8%
e-Biz ⁽¹⁾	111.1	119.8	126.0	13.4%	5.2%
IDC	34.7	42.5	40.2	15.6%	-5.6%
Leased Line	185.3	182.4	180.8	-2.4%	-0.9%
Solution	7.3	4.2	8.1	10.7%	91.8%
Telephony Revenue	122.0	116.2	112.9	-7.5%	-2.8%
Value-Added	39.1	40.6	39.0	-0.2%	-4.1%
Domestic	27.7	27.5	26.1	-5.7%	-5.2%
International	55.3	48.0	47.8	-13.5%	-0.4%

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

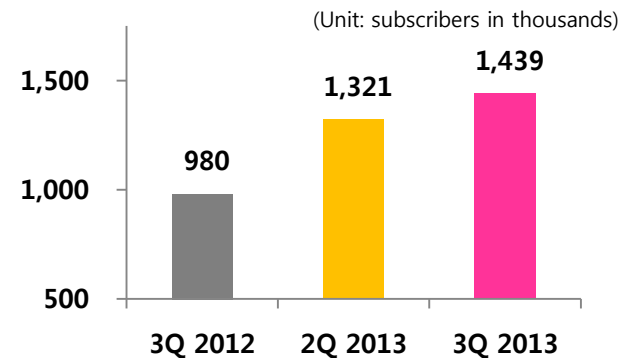
Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
TPS Subscribers	7,225	8,134	8,382	16.0%	3.0%
IPTV ⁽¹⁾	980	1,321	1,439	46.8%	8.9%
VoIP	3,509	3,949	4,042	15.2%	2.3%
Broadband	2,736	2,864	2,901	6.1%	1.3%
PSTN Subscribers	469	499	491	4.6%	-1.7%

(1) B2B IPTV subscribers are included

■ IPTV Revenue Trend



■ IPTV Subscriber Trend



4. Expense Breakdown



(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Operating Expenses	2,831.5	2,618.6	2,730.0	-3.6%	4.3%
Wages	158.9	179.7	182.4	14.8%	1.5%
Depreciation	279.5	299.2	302.1	8.1%	1.0%
Amortization	77.2	25.8	27.1	-64.9%	5.0%
Telecom Circuit Rent	70.5	69.8	67.7	-4.0%	-3.0%
Rental	74.5	75.8	77.2	3.6%	1.8%
Outsourcing	65.5	75.3	72.3	10.3%	-4.0%
Electricity Fee	39.9	34.8	45.5	14.0%	30.8%
Repair Expense	25.3	27.4	28.0	10.3%	2.2%
Interconnection	166.9	157.7	163.7	-1.9%	3.8%
Settlement	43.7	47.0	44.5	1.9%	-5.3%
Fees & Charges	233.4	258.1	286.2	22.6%	10.9%
Sales Commission*	612.8	533.3	580.9	-5.2%	8.9%
Advertising*	61.9	68.4	80.1	29.4%	17.1%
Cost of Handsets Sold	852.8	695.2	706.9	-17.1%	1.7%
Handset Purchase*	837.9	668.6	686.9	-18.0%	2.7%
Etc	14.9	26.7	20.0	33.8%	-25.2%
Ordinary R&D Expense	17.1	8.0	17.7	3.6%	122.4%
Taxes & Dues	9.1	8.5	8.3	-8.0%	-1.6%
Others	42.6	54.6	39.3	-7.6%	-28.0%

* Marketing Expense items

(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Total Marketing Expenses	499.7	446.2	463.1	-7.3%	3.8%
Sales Commission	612.8	533.3	580.9	-5.2%	8.9%
Advertising	61.9	68.4	80.1	29.4%	17.1%
Gross Profit from Handset Sales	(174.9)	(155.5)	(197.8)	13.1%	27.2%
Mkt. Exp. / Service Revenue	27.7%	23.1%	23.3%	-4.4%p	0.2%p

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

■ Operating Expenses

Down by 3.6% YoY from decreased cost of handsets sold and depreciation, up by 4.3% QoQ from increased sales commission

- Wages
- Up by 14.8% YoY and 1.5% QoQ due to increased personnel and wage, etc.
- Depreciation
- Up by 8.1% YoY and 1.0% QoQ due to LTE network deployment
- Amortization
- Down by 64.9% YoY due to completed customer value related amortization which occurred from the merger, etc.
- Electricity Fee
- Up by 14.0% YoY and 30.8% QoQ due to increased electricity fee and number of LTE base stations
- Fees & Charges
- Up by 22.6% YoY and 10.9% QoQ due to increased e-credit commissions
- Sales Commission
- Down by 5.2% YoY due to decrease in wireless handsets sales, up by 8.9% QoQ from increase in handsets sales
- Cost of Handsets Sold
- Down by 17.1% YoY due to decrease in wireless handsets sales and unit cost, up by 1.7% QoQ due to increase in handsets sales
- Others
- Down by 28% QoQ due to the one-off bad debt expense recognized in 2nd quarter

■ Marketing Expenses

Down by 7.3% YoY due to decrease in total sales of wireless handsets and subsidy for acquiring LTE subscribers, up by 3.8% QoQ due to increase in advertising and handset sales

- Gross Profit from Handset Sales
- Up by 27.2% QoQ due to handset revenue increase from increased handset sales

5. Non-operating Income & Expenses / CAPEX



(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Non-operating Income	33.1	28.7	15.6	-52.9%	-45.7%
Interest Income	17.9	16.1	9.6	-46.2%	-40.3%
Others	15.2	12.6	6.0	-60.9%	-52.7%
Non-operating Expenses	86.0	83.2	68.7	-20.1%	-17.5%
Interest Expense	55.8	53.4	52.4	-6.1%	-1.8%
Loss on A/R sold	18.7	12.9	6.0	-67.8%	-53.2%
Loss on impairment/disposal of tangible Asset	3.1	6.3	3.1	-1.6%	-50.9%
Others	8.3	10.7	7.2	-13.7%	-33.0%
Non-operating Balance	(52.9)	(54.5)	(53.1)	0.5%	-2.6%

(Unit: KRW billion)

Classification	3Q '12	2Q '13	3Q '13	YoY	QoQ
Capital Expenditure⁽¹⁾	398.7	385.9	346.7	-13.0%	-10.2%
Wireless Network	292.0	256.0	222.5	-23.8%	-13.1%
Wireline Network	88.6	96.6	108.4	22.3%	12.2%
Other (IT, etc)	18.0	33.4	15.8	-12.1%	-52.6%
Capital Expenditure/Service Revenue	22.1%	19.9%	17.4%	-4.7%p	-2.5%p

(1) Capital Expenditure includes Construction in Progress

■ Non-operating Income & Expenses

Non-operating balance down YoY due to reflection of penalty from KCC, up QoQ due to decreased loss on A/R sold

- Net Interest Expense
 - Up YoY and QoQ due to decreased interest income from account receivables, etc.
- Loss on Account Receivables Sold
 - Down by 67.8% YoY and 53.2% QoQ due to decrease in size of handset receivables factored

■ CAPEX

Down by 13.0% YoY and 10.2% QoQ due to decreased wireless network investments

- Wireless Network
 - Down by 23.8% YoY and 13.1% QoQ due to decrease in LTE network deployment

6. Consolidated Statements of Financial Position



(Unit: KRW billion)

Classification	2012. 9	2013. 6	2013. 9	YoY	QoQ
Total Assets	11,259.7	11,099.5	11,354.4	0.8%	2.3%
Current Assets	2,611.2	2,600.5	2,723.9	4.3%	4.7%
Cash & Cash Equivalents ⁽¹⁾	161.2	318.4	311.4	93.2%	-2.2%
Non-current Assets	8,648.5	8,498.9	8,630.5	-0.2%	1.5%
Property, Plant and Equipment	5,979.8	6,222.3	6,258.5	4.7%	0.6%
Intangible Assets	966.2	844.6	827.0	-14.4%	-2.1%
Total Liabilities	7,529.6	7,191.7	7,372.7	-2.1%	2.5%
Current Liabilities	3,370.4	3,471.9	3,618.1	7.3%	4.2%
Short-term Borrowings	120.0	0.0	0.0	-100.0%	
Current Portion of Long-term Debt	783.9	1,084.9	1,172.0	49.5%	8.0%
Non-current Liabilities	4,159.2	3,719.7	3,754.6	-9.7%	0.9%
Corporate Bond etc. ⁽²⁾	3,606.4	3,274.7	3,302.2	-8.4%	0.8%
Total Shareholders' Equity	3,730.1	3,907.8	3,981.7	6.7%	1.9%
Retained Earnings	365.3	499.3	574.9	57.4%	15.1%
Net Debt	4,349.1	4,041.2	4,162.8	-4.3%	3.0%
Net Debt to Equity Ratio⁽³⁾	116.6%	103.4%	104.5%	-12.0%p	1.1%p
Debt to Equity Ratio⁽⁴⁾	201.9%	184.0%	185.2%	-16.7%p	1.1%p

(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

■ Assets

- Current Assets
 - Up by 4.3% YoY due to increase in Cash & Cash Equivalents, up by 4.7% QoQ due to account receivables increase
- Non-current Assets
 - Up by 1.5% QoQ due to increase in account receivables

■ Liabilities

- Current Liabilities
 - Up by 7.3% YoY and 4.2% QoQ due to increase in current portion of long-term debt
- Non-current Liabilities
 - Down by 9.7% YoY due to decrease in borrowings including corporate bond

■ Shareholders' Equity

- Retained Earnings
 - Increased by 57.4% YoY, 15.1% QoQ due to net income turning black

7. Consolidated Statements of Income / Financial Position

(Unit: KRW billion)

Consolidated Statements of Income						Consolidated Statements of Financial position					
	3Q '12	2Q '13	3Q '13	YoY	QoQ	2012. 09	2013. 06	2013. 09	YoY	QoQ	
Revenues	2,821.2	2,763.4	2,879.2	2.1%	4.2%	Current Assets	2,611.2	2,600.5	2,723.9	4.3%	4.7%
Service Revenue	1,804.4	1,935.1	1,990.0	10.3%	2.8%	Cash and Cash Equivalents	144.2	290.2	276.1	91.5%	-4.9%
Handset Revenue	1,012.8	824.1	884.7	-12.6%	7.4%	Short-term Loans & Accounts Receivables	1,901.1	1,752.8	1,840.6	-3.2%	5.0%
Rental Revenue	4.0	4.2	4.4	11.1%	4.7%	Inventories	445.7	441.6	481.5	8.0%	9.0%
Expenses	2,831.5	2,618.6	2,730.0	-3.6%	4.3%	Other Current Assets	120.3	116.0	125.8	4.6%	8.4%
Operating Expenses	2,831.5	2,618.6	2,730.0	-3.6%	4.3%	Non Current Assets	8,648.5	8,498.9	8,630.5	-0.2%	1.5%
Wages	158.9	179.7	182.4	14.8%	1.5%	Available for Sales Securities	75.3	87.9	85.5	13.6%	-2.7%
Depreciation	279.5	299.2	302.1	8.1%	1.0%	Property, Plant and Equipment	5,979.8	6,222.3	6,258.5	4.7%	0.6%
Amortization	77.2	25.8	27.1	-64.9%	5.0%	Intangible Assets	966.2	844.6	827.0	-14.4%	-2.1%
Telecom Circuit Rent	70.5	69.8	67.7	-4.0%	-3.0%	Long-term Loans & Long Trade Receivables	1,036.2	751.8	867.2	-16.3%	15.3%
Rental	74.5	75.8	77.2	3.6%	1.8%	Investment in Properties	82.3	93.4	92.7	12.7%	-0.7%
Outsourcing	65.5	75.3	72.3	10.3%	-4.0%	Other Non-current Assets	508.7	498.9	499.6	-1.8%	0.1%
Electricity Fee	39.9	34.8	45.5	14.0%	30.8%	Total Assets	11,259.7	11,099.5	11,354.4	0.8%	2.3%
Repair Expense	25.3	27.4	28.0	10.3%	2.2%	Current Liabilities	3,370.4	3,471.9	3,618.1	7.3%	4.2%
Interconnection	166.9	157.7	163.7	-1.9%	3.8%	Accounts Payable & Other Payables	3,150.7	3,168.8	3,311.7	5.1%	4.5%
Settlement	43.7	47.0	44.5	1.9%	-5.3%	Other Liabilities	219.8	303.1	306.4	39.4%	1.1%
Fees & Charges	233.4	258.1	286.2	22.6%	10.9%	Non-current Liabilities	4,159.2	3,719.7	3,754.6	-9.7%	0.9%
Sales Comission	612.8	533.3	580.9	-5.2%	8.9%	Accounts Payable & Other Payables	4,016.7	3,580.6	3,608.1	-10.2%	0.8%
Advertising	61.9	68.4	80.1	29.4%	17.1%	Other Liabilities	136.8	135.5	143.3	4.8%	5.8%
Cost of Handsets Sold	852.8	695.2	706.9	-17.1%	1.7%	Others	5.6	3.6	3.2	-43.8%	-12.4%
Handset purchase	837.9	668.6	686.9	-18.0%	2.7%	Total Liabilities	7,529.6	7,191.7	7,372.7	-2.1%	2.5%
Etc	14.9	26.7	20.0	33.8%	-25.2%	Shareholders' Equity	3,728.5	3,906.3	3,980.1	6.7%	1.9%
Ordinary R&D Expense	17.1	8.0	17.7	3.6%	122.4%	Capital Stock	2,574.0	2,574.0	2,574.0	0.0%	0.0%
Taxes & Dues	9.1	8.5	8.3	-8.0%	-1.6%	Capitil Surplus	836.6	836.6	836.6	0.0%	0.0%
Others	42.6	54.6	39.3	-7.6%	-28.0%	Retained Earnings	365.3	499.3	574.9	57.4%	15.1%
Operating Income	(10.3)	144.8	149.2	Turn Black	3.0%	Accumulated Other Comprehensive Income	(12.2)	(3.5)	(5.3)	-56.5%	49.6%
Non-operating Income	33.1	28.7	15.6	-52.9%	-45.7%	Other Shareholders' Equity	(35.1)	0.0	0.0	-100.0%	
Non-operating Expenses	86.0	83.2	68.7	-20.1%	-17.5%	Non-controlling Interest	1.6	1.5	1.6	-2.8%	3.1%
Income Before Tax	(63.2)	90.3	96.1	Turn Black	6.5%	Total Shareholders' Equity	3,730.1	3,907.8	3,981.7	6.7%	1.9%
Income Tax	(24.8)	8.8	20.5	-182.9%	133.5%	Total Liabilities and Shareholders' Equity	11,259.7	11,099.5	11,354.4	0.8%	2.3%
Net Income	(38.4)	81.5	75.6	Turn Black	-7.3%						

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	3Q '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	10,713	6.9%	1.8%
Net Addition	55	108	120	86	163	298	168	141	201	158	192	14.0%	21.6%
LTE Subscribers	-	-	-	557	1,484	2,576	3,564	4,380	5,202	5,896	6,549	83.8%	11.1%
Net Addition	-	-	-	557	927	1,091	988	816	822	694	653	-33.9%	-5.8%
LTE Penetration Rate (%)	-	-	-	5.9%	15.5%	26.1%	35.6%	43.1%	50.2%	56.0%	61.1%	25.6%p	5.1%p
Churn Rate (%)	3.57%	3.39%	3.27%	3.20%	2.94%	2.89%	3.33%	2.56%	2.63%	2.54%	2.47%	-0.9%p	-0.1%p
Wireless ARPU (KRW)	30,324	30,926	31,112	31,511	32,173	34,592	36,072	35,012	37,063	38,200	39,006	8.1%	2.1%
Service ARPU (KRW)	24,943	25,472	25,944	26,213	27,204	29,903	31,224	31,697	32,616	33,834	34,495	10.5%	2.0%

Classification	1Q '11	2Q '11	3Q '11	4Q '11	1Q '12	2Q '12	3Q '12	4Q '12	1Q '13	2Q '13	3Q '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	8,382	16.0%	3.0%
Net Addition	217	240	191	116	57	145	123	189	379	341	248	101.7%	-27.5%
IPTV⁽¹⁾	678	748	808	862	893	938	980	1,054	1,183	1,321	1,439	46.8%	8.9%
Net Addition	13	217	60	54	31	45	43	74	128	139	118	176.1%	-15.2%
VoIP⁽²⁾	2,888	3,026	3,143	3,228	3,299	3,409	3,509	3,617	3,808	3,949	4,042	15.2%	2.3%
Net Addition	138	138	117	85	71	110	100	108	192	141	92	-7.4%	-34.4%
Broadband	2,787	2,819	2,833	2,810	2,765	2,755	2,736	2,743	2,802	2,864	2,901	6.1%	1.3%
Net Addition	27	32	14	-23	-45	-10	-20	7	59	62	38	-292.1%	-39.3%
PSTN Subscribers⁽³⁾	410	436	465	454	451	455	469	491	502	499	491	4.6%	-1.7%
Net Addition	65	26	29	-11	-3	4	14	21	11	-3	-8	-159.2%	183.1%

(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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