

2015 1Q Earnings Release

April 28, 2015



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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.

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Summary (Consolidated)

- Service Revenue recorded KRW 2.11 trillion, up 4.6% YoY and down 4.5% QoQ
- Operating Income recorded KRW 154.7 billion, up 36.7% YoY and down 18.8% QoQ

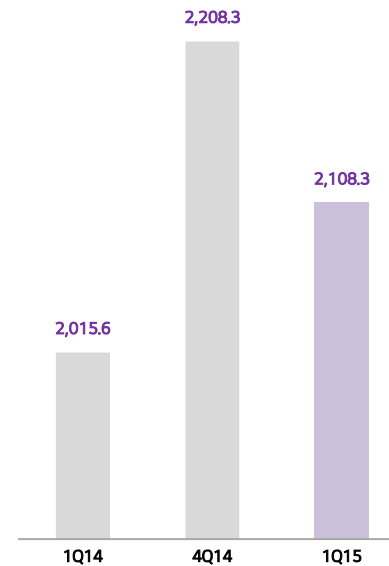
(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Revenue	2,780.4	2,683.7	2,556.0	-8.1%	-4.8%
Service Revenue	2,015.6	2,208.3	2,108.3	4.6%	-4.5%
Handset Revenue	760.3	470.7	443.2	-41.7%	-5.9%
Expenses	2,667.2	2,493.0	2,401.2	-10.0%	-3.7%
Operating Income	113.2	190.6	154.7	36.7%	-18.8%
OP Margin⁽¹⁾	4.1%	7.1%	6.1%	2.0%p	-1.0%p
Non-operating Balance	(55.9)	(71.7)	(44.4)	-20.5%	-38.0%
Income Before Tax	57.3	118.9	110.3	92.4%	-7.3%
Income Tax	30.5	33.6	28.0	-8.0%	-16.7%
Net Income	26.8	85.3	82.2	206.4%	-3.6%
EBITDA	465.6	590.5	547.1	17.5%	-7.4%
EBITDA Margin⁽²⁾	16.7%	22.0%	21.4%	4.7%p	-0.6%p

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

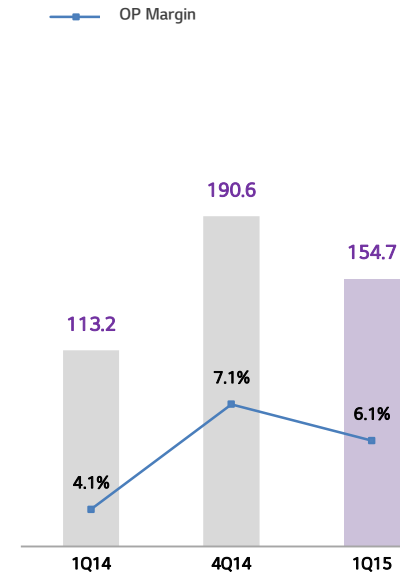
Service Revenue

(Unit : KRW in billion)



Operating Income

(Unit : KRW in billion)



Operating Expense / Marketing Expense (Consolidated)

- Operating Expense down 10.0% YoY and 3.7% QoQ from lower Sales Commission and Cost of Handset Sold

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Operating Expense	2,667.2	2,493.0	2,401.2	-10.0%	-3.7%
Wages	184.0	197.3	209.9	14.1%	6.4%
Depreciation	310.3	356.6	349.0	12.4%	-2.1%
Amortization	42.1	43.3	43.4	3.1%	0.1%
Telecom Circuit Rent	68.9	89.7	67.1	-2.6%	-25.1%
Rental	78.3	82.0	82.2	5.0%	0.2%
Outsourcing	75.4	81.5	94.6	25.5%	16.2%
Electricity Fee	42.8	44.1	46.9	9.7%	6.5%
Interconnection	142.3	187.5	139.8	-1.8%	-25.4%
Settlement	38.8	38.2	35.4	-9.0%	-7.5%
Sales Commission	682.2	358.0	341.9	-49.9%	-4.5%
Advertising	64.4	92.7	79.7	23.6%	-14.0%
Cost of Handset Sold	583.1	561.6	534.8	-8.3%	-4.8%
Others	354.5	360.6	376.7	6.3%	4.5%

- Marketing Expense down 8.6% YoY and 2.8% QoQ due to lower SAC

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Total Marketing Expense	551.1	518.2	503.8	-8.6%	-2.8%
Mkt. Exp./Service Revenue	27.3%	23.5%	23.9%	-3.4%p	0.4%p

* Mkt. Exp. = Sales Commission + Adv. - Gross Profit from Handset Sales

Operating Expense

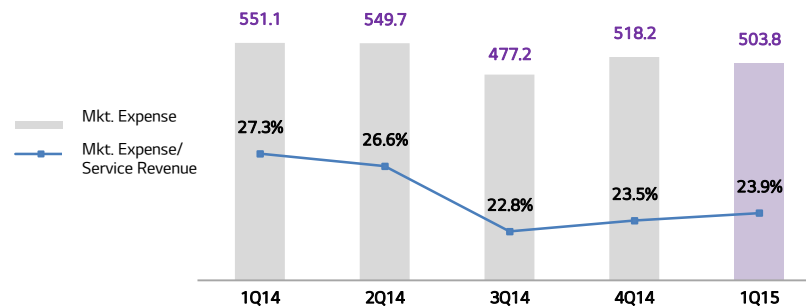
- Wage : Up 14.1% YoY and 6.4% QoQ from increased personnel and wage
- Depreciation : Up 12.4% YoY, Down 2.1% QoQ from Wideband LTE-A N/W
- Telecom Circuit Rent : Down 25.1% QoQ from 4Q settlement
- Outsourcing : Up 25.5% YoY and 16.2% QoQ from increased wage and expense
- Electricity Fee : Up 9.7% YoY and 6.5% QoQ from N/W investment
- Interconnection : Down 1.8% YoY and 25.4% QoQ from 4Q settlement

Marketing Expense

- Sales Commission : Down 49.9% YoY and 4.5% QoQ from change in accounting method related to subsidy (Sales Commission→Handset Revenue Discount) and lower Subscriber Acquisition Cost (SAC)
- Advertising : Up 23.6% YoY and down 14.0% QoQ from changes in advertisement
- Cost of Handset Sold : Down 8.3% YoY and 4.8% QoQ

Marketing Expense

(Unit : KRW in billion)



1. Financial Highlights

Non-operating Balance / CAPEX

Non-operating Balance / CAPEX (Consolidated)

- Non-operating Balance down 20.5% YoY and 38.0% QoQ

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Non-operating Income	21.0	32.0	18.6	-11.5%	-41.9%
Interest Income	12.8	7.2	9.1	-28.4%	26.3%
Others	8.2	24.7	9.4	14.7%	-61.9%
Non-operating Expense	76.9	103.7	63.0	-18.0%	-39.2%
Interest Expense	49.0	53.1	45.8	-6.6%	-13.8%
Loss on A/R sold	8.6	14.8	9.1	6.3%	-38.7%
Loss on impairment/disposal of tangible asset	7.2	7.9	3.8	-47.9%	-52.0%
Others	12.0	27.8	4.4	-63.7%	-84.3%
Non-operating Balance	(55.9)	(71.7)	(44.4)	-20.5%	-38.0%

- CAPEX down 60.1% YoY and 49.6% QoQ from completion of Wideband LTE-A N/W

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
CAPEX⁽¹⁾	597.7	473.0	238.2	-60.1%	-49.6%
Wireless Network	432.9	156.2	43.5	-90.0%	-72.2%
Wireline Network	139.6	241.3	177.6	27.2%	-26.4%
Others (IT, etc)	25.2	75.4	17.1	-32.2%	-77.4%
CAPEX/Revenue	21.5%	17.6%	9.3%	-12.2%p	-8.3%p

(1) Capital Expenditure includes Construction in Progress

Non-operating Income & Expense

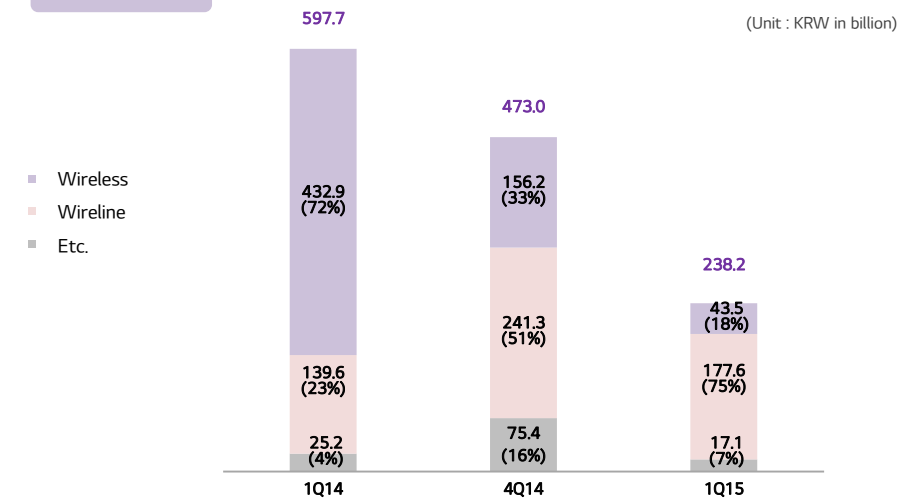
Non-operating Income : Down 11.5% YoY and 41.9% QoQ

- Interest Income : Down 28.4% YoY and up 26.3% QoQ from increased factoring of handset receivables
- Others : Up 14.7% YoY and down 61.9% QoQ due to changes in gain from foreign currency and miscellaneous profit

Non-operating Expense : Down 18.0% YoY, and 39.2% QoQ

- Interest Expense : Down 6.6% YoY and 13.8% QoQ due to decrease in required rate of return on debt
- Loss on A/R Sold : Down 38.7% QoQ due to decreased factoring of handset receivables
- Loss on Impairment/disposal of Tangible Asset : Down 47.9% YoY and 52.0% QoQ due to reduction in sales of unused assets
- Others : Down 63.7% YoY and 84.3% QoQ due to decrease in gain from foreign currency and miscellaneous profit

CAPEX



Statements of Financial Position (Consolidated)

(Unit: KRW billion)

Classification	2014.03	2014.12	2015.03	YoY	QoQ
Total Assets	11,961.0	12,012.7	11,803.5	-1.3%	-1.7%
Current Assets	2,607.2	2,489.9	2,465.5	-5.4%	-1.0%
Cash & Cash Equivalents ⁽¹⁾	276.5	444.6	261.2	-5.5%	-41.2%
Non-current Assets	9,353.8	9,522.8	9,338.0	-0.2%	-1.9%
Property, Plant and Equipment	6,665.7	7,254.4	7,147.3	7.2%	-1.5%
Intangible Assets	1,228.0	1,116.5	1,078.7	-12.2%	-3.4%
Total Liabilities	7,977.4	7,834.8	7,607.4	-4.6%	-2.9%
Current Liabilities	3,895.1	3,485.7	3,244.3	-16.7%	-6.9%
Current Portion of LT Debt	1,276.2	1,113.5	1,097.7	-14.0%	-1.4%
Non-current Liabilities	4,082.3	4,349.2	4,363.1	6.9%	0.3%
Corporate Bond etc. ⁽²⁾	3,507.9	3,787.1	3,848.3	9.7%	1.6%
Total Shareholders' Equity	3,983.6	4,177.8	4,196.1	5.3%	0.4%
Retained Earnings	578.7	764.4	781.0	35.0%	2.2%
Net Debt	4,507.6	4,471.1	4,699.9	4.3%	5.1%
Net Debt to Equity Ratio ⁽³⁾	113.2%	107.0%	112.0%	-1.1%p	5.0%p
Debt to Equity Ratio ⁽⁴⁾	200.3%	187.5%	181.3%	-19.0%p	-6.2%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

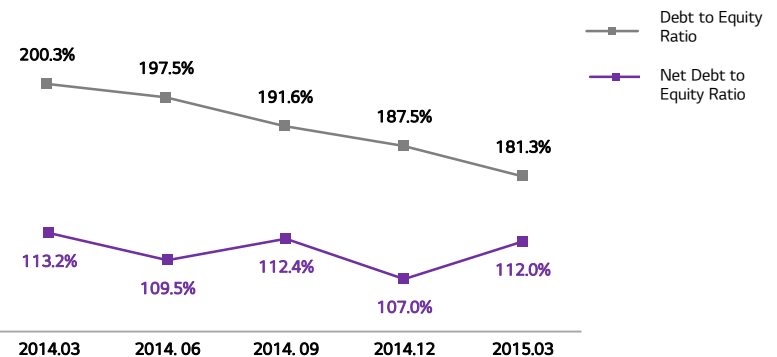
Statements of Financial Position

Net Debt up YoY due to completion of Wideband LTE-A N/W

Debt to Equity Ratio improved YoY and QoQ from Retained Earnings improvement and lower Debt level

- Cash & Cash Equivalents : Down 5.5% YoY, 41.2% QoQ
- Net Debt : Up 4.3% YoY, 5.1% QoQ
 - Net Debt to Equity Ratio : 112.0%, Down 1.1%p YoY and up 5.0%p QoQ
- Debt to Equity Ratio : 181.3%, Down 19.0%p YoY and 6.2%p QoQ

Debt Ratio



Wireless (Consolidated)

- Wireless Revenue up 4.0% YoY and down 6.6% from LTE subscriber mix improvement and exclusion of one-time revenue settlement in 4Q

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Wireless Revenue	1,248.5	1,390.9	1,298.6	4.0%	-6.6%
Service Revenue ⁽¹⁾	1,131.5	1,223.7	1,182.8	4.5%	-3.3%
Interconnection	99.4	153.8	104.0	4.6%	-32.4%
Sign-up Fee	17.5	13.4	11.8	-32.8%	-12.2%
Wireless ARPU⁽²⁾	39,021	42,584	39,311	0.7%	-7.7%
Service ARPU ⁽³⁾	35,362	37,449	35,792	1.2%	-4.4%
Service ARPU (MVNO Incl.) ⁽⁴⁾	34,588	36,526	34,872	0.8%	-4.5%

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

(2) LG Uplus subscribers only (3) Service ARPU : Excludes Interconnection & Sign-up fee from Wireless ARPU

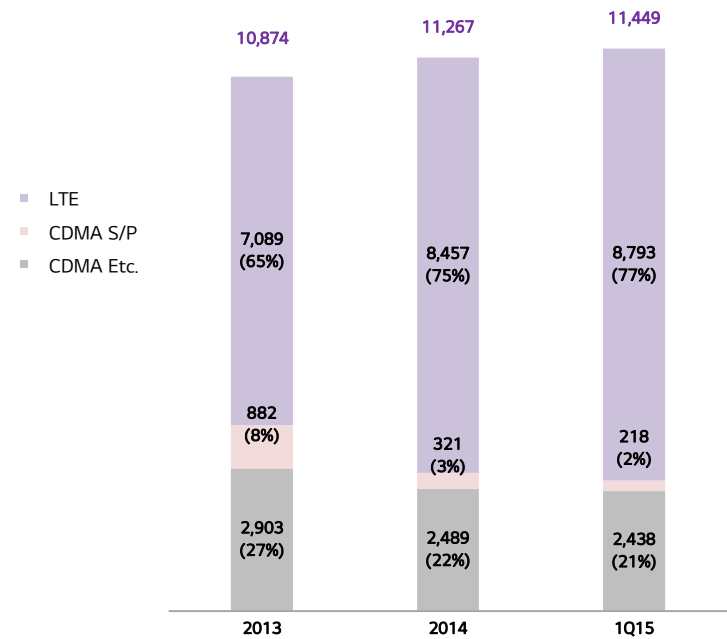
(4) LG Uplus MVNO Subscribers included

(Unit: subscribers in thousands)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Wireless Subscribers	10,875	11,267	11,449	5.3%	1.6%
MNO Subscribers	10,618	10,903	11,039	4.0%	1.2%
MVNO Subscribers	257	364	410	59.5%	12.7%

Wireless Subscriber

(Unit : subscriber in thousand)



TPS (Consolidated)

- TPS Revenue up 8.0% YoY and 2.0% QoQ from IPTV subscriber and ARPU growth

(Unit: KRW billion)

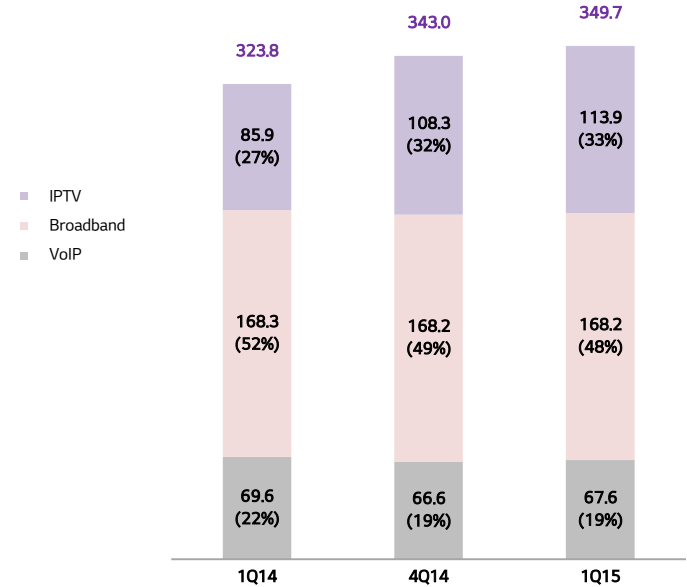
Classification	1Q14	4Q14	1Q15	YoY	QoQ
TPS Revenue	323.8	343.0	349.7	8.0%	2.0%
IPTV	85.9	108.3	113.9	32.6%	5.2%
Broadband	168.3	168.2	168.2	0.0%	0.0%
VoIP	69.6	66.6	67.6	-2.8%	1.6%

(Unit: subscriber in thousand)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
TPS Subscribers	8,881	9,387	9,540	7.4%	1.6%
IPTV	1,672	1,949	2,040	22.0%	4.7%
Broadband	2,963	3,014	3,050	2.9%	1.2%
VoIP	4,246	4,424	4,450	4.8%	0.6%

TPS Revenue

(Unit : KRW in billion)



Data / Telephony (Consolidated)

- Data Revenue up 2.1% YoY and down 5.1% QoQ from e-Biz growth and decreased NI Revenue
- Telephony Revenue down 2.3% YoY and 4.7% QoQ due to decrease in Domestic/International Calls

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Data Revenue	341.7	367.9	348.9	2.1%	-5.1%
e-Biz ⁽¹⁾	124.9	145.3	143.5	14.9%	-1.3%
IDC	36.1	36.8	35.6	-1.3%	-3.3%
Leased Line	173.9	174.9	166.1	-4.5%	-5.0%
Network Integration	6.8	10.8	3.7	-45.4%	-65.5%
Telephony Revenue	103.6	106.2	101.2	-2.3%	-4.7%
Value-Added	40.5	43.8	41.5	2.4%	-5.4%
Domestic	25.7	25.4	24.9	-2.9%	-1.9%
International	37.4	37.0	34.9	-6.8%	-5.8%

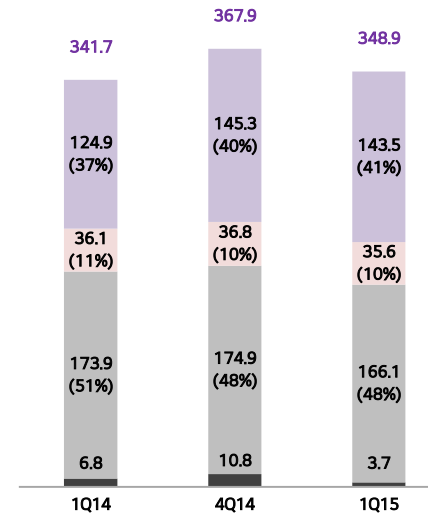
(1) e-Biz : Payment, SMS & Webhard, etc.

(2) Network Integration(ex "Solution" Revenue)

Data

(Unit : KRW in billion)

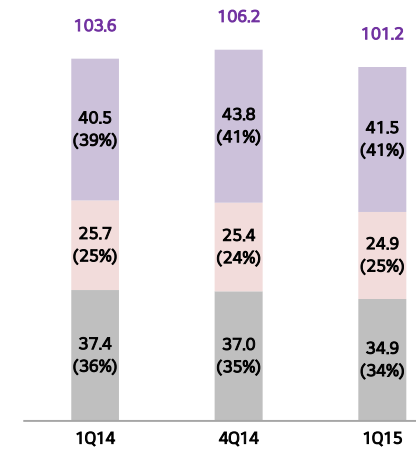
- e-Biz
- IDC
- Leased Line
- Network Integration



Telephony

(Unit : KRW in billion)

- International
- Domestic
- Value-Added



3. Appendix

Statements of Income / Financial Position (Consolidated)

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Revenue	2,780.4	2,683.7	2,556.0	-8.1%	-4.8%
Service Revenue	2,015.6	2,208.3	2,108.3	4.6%	-4.5%
Handset Revenue	760.3	470.7	443.2	-41.7%	-5.9%
Rental Revenue	4.5	4.6	4.5	-0.2%	-1.9%
Expense	2,667.2	2,493.0	2,401.2	-10.0%	-3.7%
Operating Expenses	2,667.2	2,493.0	2,401.2	-10.0%	-3.7%
Wages	184.0	197.3	209.9	14.1%	6.4%
Depreciation	310.3	356.6	349.0	12.4%	-2.1%
Amortization	42.1	43.3	43.4	3.1%	0.1%
Telecom Circuit Rent	68.9	89.7	67.1	-2.6%	-25.1%
Rental	78.3	82.0	82.2	5.0%	0.2%
Outsourcing	75.4	81.5	94.6	25.5%	16.2%
Electricity Fee	42.8	44.1	46.9	9.7%	6.5%
Repair Expense	24.2	37.4	28.6	18.0%	-23.6%
Interconnection	142.3	187.5	139.8	-1.8%	-25.4%
Settlement	38.8	38.2	35.4	-9.0%	-7.5%
Fees & Charges	268.9	272.1	295.0	9.7%	8.4%
Sales Comission	682.2	358.0	341.9	-49.9%	-4.5%
Advertising	64.4	92.7	79.7	23.6%	-14.0%
Cost of Handsets Sold	583.1	561.6	534.8	-8.3%	-4.8%
Handset purchase	564.8	538.2	525.5	-7.0%	-2.4%
Etc	18.4	23.4	9.3	-49.4%	-60.3%
Ordinary R&D Expense	14.4	11.7	11.3	-21.2%	-2.8%
Taxes & Dues	13.5	6.2	12.0	-11.1%	94.9%
Others	33.4	33.3	29.7	-11.0%	-10.7%
Operating Income	113.2	190.6	154.7	36.7%	-18.8%
Non-operating Income	21.0	32.0	18.6	-11.5%	-41.9%
Non-operating Expense	76.9	103.7	63.0	-18.0%	-39.2%
Income Before Tax	57.3	118.9	110.3	92.4%	-7.3%
Income Tax	30.5	33.6	28.0	-8.0%	-16.7%
Net Income	26.8	85.3	82.2	206.4%	-3.6%

Classification	2014.03	2014.12	2015.03	YoY	QoQ
Current Assets	2,607.2	2,489.9	2,465.5	-5.4%	-1.0%
Cash and Cash Equivalents	247.2	415.9	239.0	-3.3%	-42.5%
Short-term Loans & Accounts Receivables	1,723.6	1,675.4	1,777.4	3.1%	6.1%
Inventories	504.6	276.0	335.7	-33.5%	21.6%
Other Current Assets	131.8	122.5	113.4	-13.9%	-7.5%
Non Current Assets	9,353.8	9,522.8	9,338.0	-0.2%	-1.9%
Available for Sales Securities	80.8	74.1	76.9	-4.9%	3.8%
Property, Plant and Equipment	6,665.7	7,254.4	7,147.3	7.2%	-1.5%
Intangible Assets	1,228.0	1,116.5	1,078.7	-12.2%	-3.4%
Long-term Loans & Long Trade Receivables	821.7	560.2	487.0	-40.7%	-13.1%
Investment in Properties	94.5	36.7	36.4	-61.4%	-0.7%
Other Non-current Assets	463.2	481.0	511.8	10.5%	6.4%
Total Assets	11,961.0	12,012.7	11,803.5	-1.3%	-1.7%
Current Liabilities	3,895.1	3,485.7	3,244.3	-16.7%	-6.9%
Accounts Payable & Other Payables	3,514.7	3,199.3	2,843.6	-19.1%	-11.1%
Other Liabilities	378.3	285.9	400.8	5.9%	40.2%
Derivative liabilities	2.1	0.4	0.0	-100.0%	-100.0%
Non-current Liabilities	4,082.3	4,349.2	4,363.1	6.9%	0.3%
Accounts Payable & Other Payables	3,966.7	4,244.4	4,232.1	6.7%	-0.3%
Other Liabilities	115.6	104.7	131.0	13.3%	25.0%
Others	0.0	-	-	-100.0%	-
Total Liabilities	7,977.4	7,834.8	7,607.4	-4.6%	-2.9%
Shareholders' Equity	3,982.0	4,177.1	4,195.5	5.4%	0.4%
Capital Stock	2,574.0	2,574.0	2,574.0	-	-
Capitlal Surplus	836.6	837.0	837.0	0.1%	0.0%
Retained Earnings	578.7	764.4	781.0	35.0%	2.2%
Accumulated Other Comprehensive Income	(7.2)	1.7	3.5	-148.9%	102.9%
Non-controlling Interest	1.6	0.7	0.6	-64.6%	-13.5%
Total Shareholders' Equity	3,983.6	4,177.8	4,196.1	5.3%	0.4%
Total Liabilities and Shareholders' Equity	11,961.0	12,012.7	11,803.5	-1.3%	-1.7%

3. Appendix

Statements of Income / Financial Position (Separate)

(Unit: KRW billion)

Classification	1Q14	4Q14	1Q15	YoY	QoQ
Revenue	2,785.0	2,688.4	2,550.2	-8.4%	-5.1%
Service Revenue	2,017.9	2,208.2	2,098.5	4.0%	-5.0%
Handset Revenue	760.3	473.2	444.8	-41.5%	-6.0%
Rental Revenue	6.8	7.0	6.9	1.4%	-1.2%
Expense	2,671.6	2,492.5	2,389.0	-10.6%	-4.2%
Operating Expenses	2,671.6	2,492.5	2,389.0	-10.6%	-4.2%
Wages	144.2	146.6	168.0	16.5%	14.6%
Depreciation	310.1	356.3	348.6	12.4%	-2.2%
Amortization	41.5	42.2	41.9	1.1%	-0.6%
Telecom Circuit Rent	69.0	89.7	67.2	-2.6%	-25.1%
Rental	78.0	82.0	81.9	4.9%	-0.2%
Outsourcing	122.7	141.4	137.5	12.1%	-2.8%
Electricity Fee	42.8	44.1	46.9	9.7%	6.5%
Repair Expense	24.2	37.3	28.5	18.0%	-23.6%
Interconnection	142.3	187.5	139.8	-1.8%	-25.4%
Settlement	38.8	38.2	35.4	-9.0%	-7.5%
Fees & Charges	269.2	302.0	296.1	10.0%	-1.9%
Sales Comission	682.2	319.2	333.6	-51.1%	4.5%
Advertising	64.7	92.8	78.9	22.1%	-14.9%
Cost of Handsets Sold	583.1	563.7	534.3	-8.4%	-5.2%
Handset purchase	564.8	540.3	525.0	-7.0%	-2.8%
Etc	18.4	23.4	9.3	-49.4%	-60.3%
Ordinary R&D Expense	14.7	13.5	11.6	-20.9%	-14.3%
Taxes & Dues	12.4	4.7	11.1	-10.6%	134.0%
Others	32.0	31.3	27.8	-12.9%	-11.1%
Operating Income	113.4	195.9	161.2	42.2%	-17.7%
Non-operating Income	20.5	31.6	18.3	-10.8%	-42.3%
Non-operating Expense	76.9	101.1	62.5	-18.7%	-38.2%
Income Before Tax	57.0	126.4	117.0	105.2%	-7.5%
Income Tax	30.5	37.6	28.2	-7.5%	-25.2%
Net Income	26.5	88.8	88.8	234.6%	0.0%

Classification	2014.03	2014.12	2015.03	YoY	QoQ
Current Assets	2,582.5	2,418.2	2,388.2	-7.5%	-1.2%
Cash and Cash Equivalents	225.5	368.4	187.7	-16.8%	-49.1%
Short-term Loans & Accounts Receivables	1,724.2	1,657.1	1,757.1	1.9%	6.0%
Inventories	504.6	272.5	333.1	-34.0%	22.3%
Other Current Assets	128.1	120.2	110.3	-13.9%	-8.2%
Non Current Assets	9,350.8	9,568.1	9,383.8	0.4%	-1.9%
Available for Sales Securities	80.8	74.0	76.0	-5.9%	2.7%
Property, Plant and Equipment	6,662.8	7,192.3	7,088.6	6.4%	-1.4%
Intangible Assets	1,219.1	1,108.9	1,072.5	-12.0%	-3.3%
Long-term Loans & Long Trade Receivables	821.4	559.6	486.3	-40.8%	-13.1%
Investment in Properties	94.5	95.6	91.9	-2.8%	-3.9%
Other Non-current Assets	472.3	537.7	568.4	20.4%	5.7%
Total Assets	11,933.3	11,986.3	11,772.0	-1.4%	-1.8%
Current Liabilities	3,885.1	3,458.0	3,207.5	-17.4%	-7.2%
Accounts Payable & Other Payables	3,507.4	3,174.5	2,809.6	-19.9%	-11.5%
Other Liabilities	375.6	283.2	397.9	5.9%	40.5%
Derivative liabilities	2.1	0.4	0.0	-100.0%	-100.0%
Non-current Liabilities	4,072.7	4,338.9	4,350.3	6.8%	0.3%
Accounts Payable & Other Payables	3,966.7	4,244.4	4,232.1	6.7%	-0.3%
Other Liabilities	106.0	94.5	118.2	11.5%	25.1%
Others	0.0	-	-	-100.0%	-
Total Liabilities	7,957.8	7,797.0	7,557.8	-5.0%	-3.1%
Shareholders' Equity	3,975.5	4,189.3	4,214.2	6.0%	0.6%
Capital Stock	2,574.0	2,574.0	2,574.0	-	-
Capital Surplus	836.6	836.6	836.6	0.0%	0.0%
Retained Earnings	571.8	777.1	800.1	39.9%	3.0%
Accumulated Other Comprehensive Income	(6.9)	1.8	3.6	-151.7%	102.9%
Total Shareholders' Equity	3,975.5	4,189.3	4,214.2	6.0%	0.6%
Total Liabilities and Shareholders' Equity	11,933.3	11,986.3	11,772.0	-1.4%	-1.8%

3. Appendix

Subscriber Trend

(Unit: subscribers in thousands, KRW)

Classification	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	1Q15
Wireless Subscribers	9,554	9,852	10,020	10,162	10,363	10,521	10,713	10,874	10,875	11,008	11,159	11,267	11,449
Net Addition	163	298	168	141	201	158	192	161	1	132	151	108	182
LTE Subscribers	1,484	2,576	3,564	4,380	5,202	5,896	6,549	7,089	7,462	7,813	8,182	8,457	8,793
Net Addition	927	1,091	988	816	822	694	653	540	373	351	369	274	336
LTE Penetration Rate (%)	15.5%	26.1%	35.6%	43.1%	50.2%	56.0%	61.1%	65.2%	68.6%	71.0%	73.3%	75.1%	76.8%
CDMA Smartphone	3,133	2,852	2,473	2,137	1,775	1,424	1,134	854	679	542	417	321	218
CDMA Etc.	4,937	4,424	3,984	3,644	3,386	3,201	3,031	2,932	2,735	2,652	2,560	2,489	2,438
Churn Rate(%)	2.94%	2.89%	3.33%	2.56%	2.63%	2.54%	2.47%	2.60%	2.84%	2.14%	2.30%	1.82%	1.96%
New adds	997	1,139	1,162	915	1,003	954	978	1,004	931	838	917	718	849
Churn	834	842	994	774	802	797	786	843	930	706	765	610	667
Wireless ARPU (KRW)	32,173	34,592	36,072	35,012	37,063	38,200	39,006	40,063	39,021	39,651	39,967	42,584	39,311
Service ARPU	27,204	29,903	31,224	31,697	32,616	33,834	34,495	35,388	35,362	35,636	36,159	37,449	35,792
Service ARPU (MVNO Incl.)	26,677	29,332	30,633	31,085	31,965	33,165	33,808	34,650	34,588	34,787	35,313	36,526	34,872

Classification	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	1Q15
TPS Subscribers	6,957	7,102	7,225	7,414	7,793	8,134	8,402	8,599	8,881	9,120	9,247	9,387	9,540
Net Addition	57	145	123	189	379	341	268	197	282	240	127	140	153
IPTV⁽¹⁾	893	938	980	1,054	1,183	1,321	1,439	1,550	1,672	1,784	1,875	1,949	2,040
Net Addition	31	45	43	74	128	139	118	111	122	112	91	74	91
VoIP⁽²⁾	3,299	3,409	3,509	3,617	3,808	3,949	4,062	4,121	4,246	4,343	4,362	4,424	4,450
Net Addition	71	110	100	108	192	141	112	59	125	97	19	62	27
Broadband	2,765	2,755	2,736	2,743	2,802	2,864	2,901	2,928	2,963	2,993	3,010	3,014	3,050
Net Addition	-45	-10	-20	7	59	62	38	27	35	30	17	4	36
PSTN Subscribers⁽³⁾	451	455	469	491	502	499	491	516	512	509	499	495	495
Net Addition	-3	4	14	21	11	-3	-8	26	-5	-2	-11	-4	0

(1) IPTV subscribers : Retail + B2B subscribers (2) VoIP subscribers : Corporate +Retail subscribers

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

3. Appendix

ir@lguplus.co.kr

Jay Park	070-4080-6915	imgill@lguplus.co.kr
Claire Park	070-4080-8058	pminyoung86@lguplus.co.kr
Daniel Choe	070-4080-1620	danielchoe@lguplus.co.kr
Irene Huh	070-4080-3037	hyeree1223@lguplus.co.kr