

LG Uplus IR Presentation



New Life Creator

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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, LG Uplus' actual future results may differ materially from those expressed or implied by such statements.

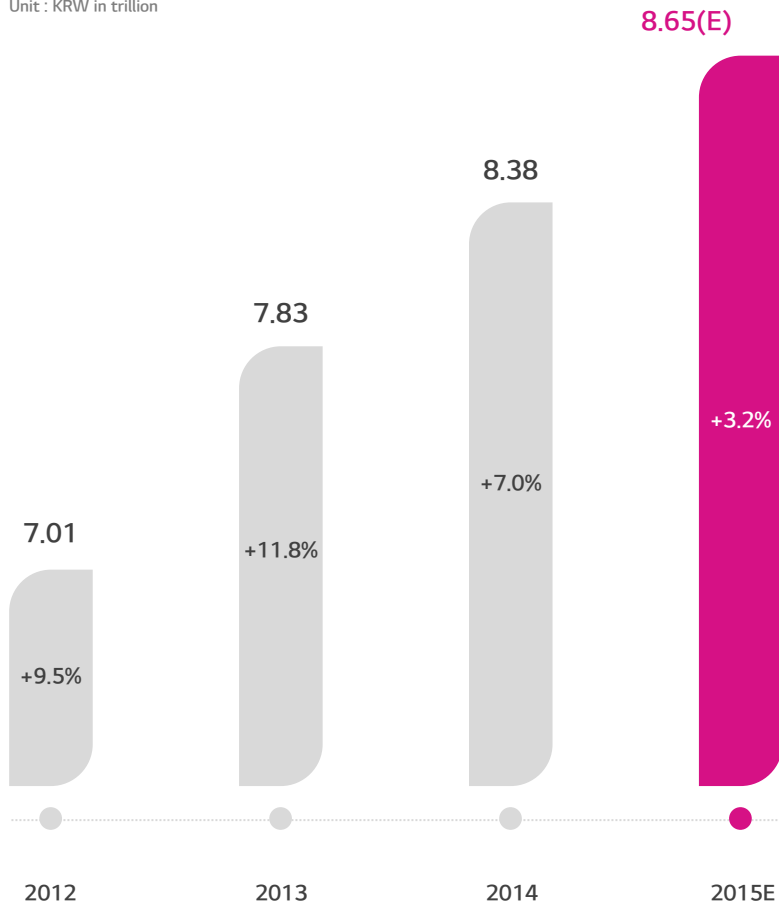
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Service Revenue

- KRW 8.65 trillion, up 3.2% YoY

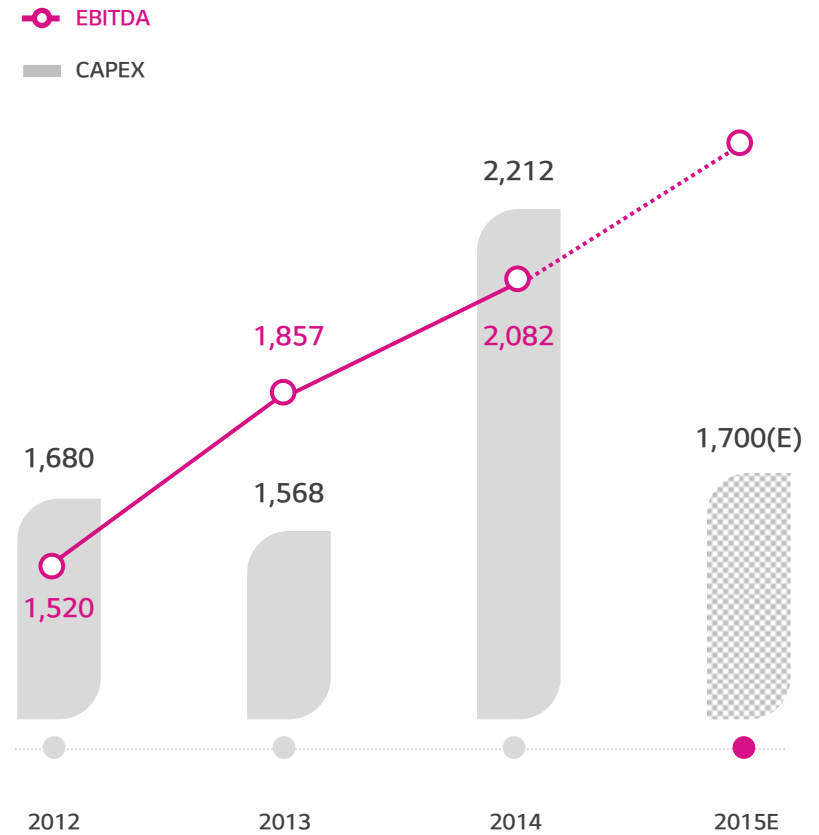
Unit : KRW in trillion



CAPEX / EBITDA

- CAPEX : KRW 1.7 trillion, down 23% YoY

Unit : KRW in billion

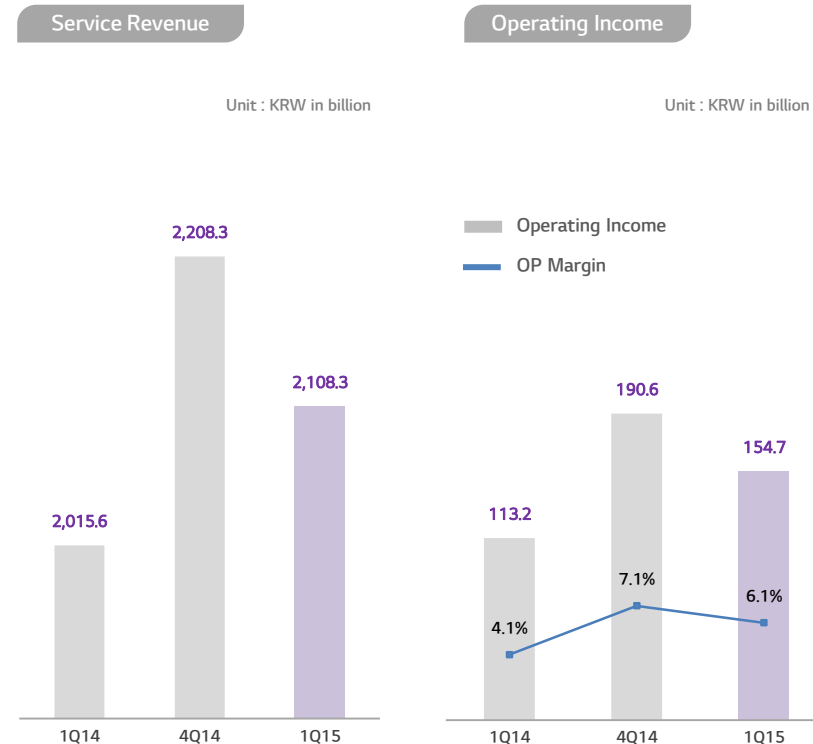


- Service Revenue recorded KRW 2.1 trillion, up 4.6% YoY
- Operating Income recorded KRW 154.7 billion, up 36.7% YoY

(Unit: KRW billion)

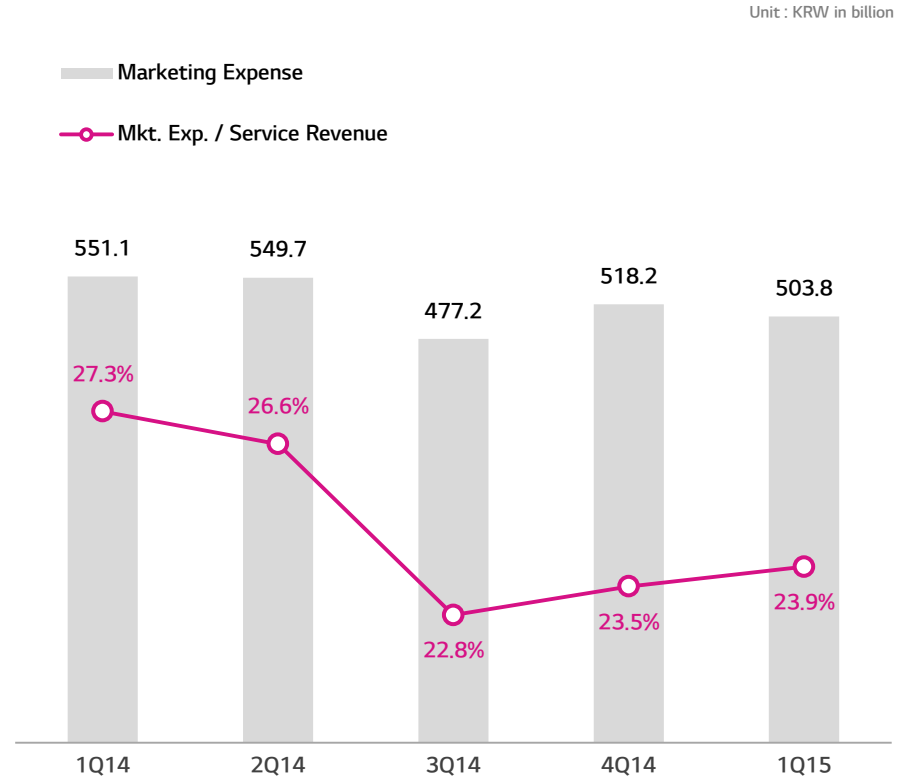
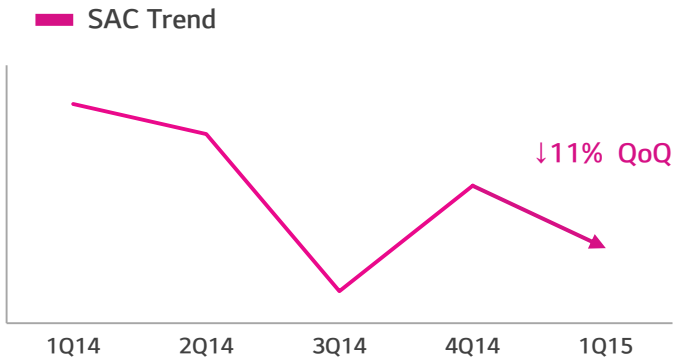
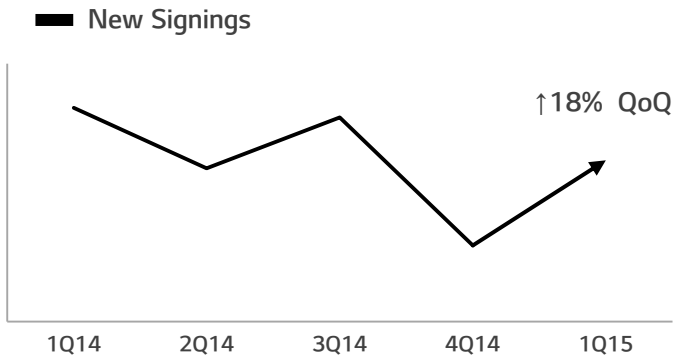
Classification	1Q14	4Q14	1Q15	YoY	QoQ
Revenue	2,780.4	2,683.7	2,556.0	-8.1%	-4.8%
Service Revenue	2,015.6	2,208.3	2,108.3	4.6%	-4.5%
Handset Revenue	760.3	470.7	443.2	-41.7%	-5.9%
Expenses	2,667.2	2,493.0	2,401.2	-10.0%	-3.7%
Operating Income	113.2	190.6	154.7	36.7%	-18.8%
OP Margin⁽¹⁾	4.1%	7.1%	6.1%	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



Marketing Expense

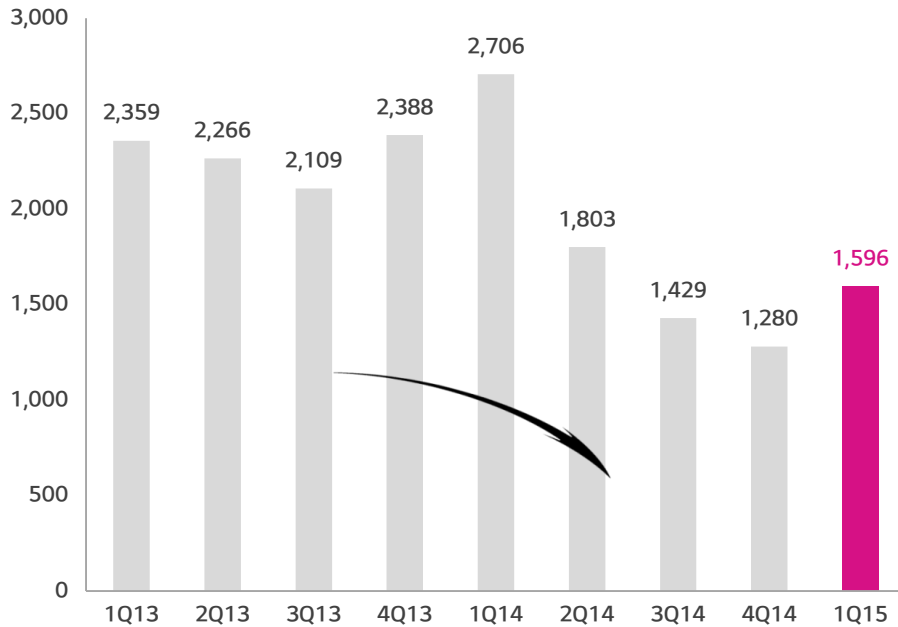
- 1Q Marketing Expense recorded KRW 503.8 billion, down 8.6% YoY and 2.8% QoQ



MNP Figure

- Changes in regulation stabilizing MNP market

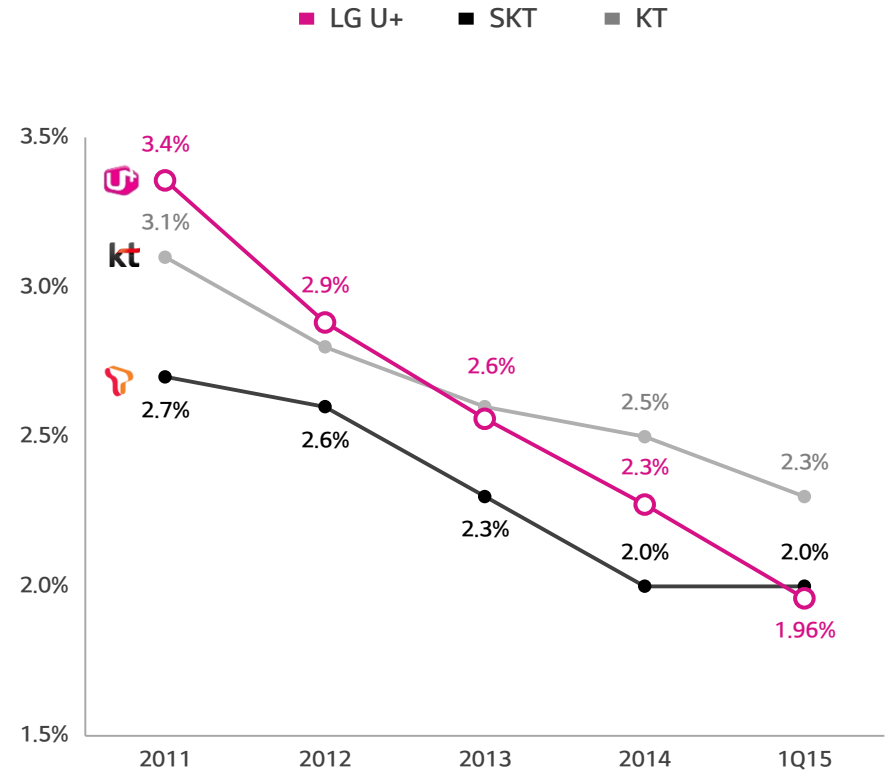
Unit : in thousand



Source : Korea Telecommunications Operators Association (KTOA)

Churn Trend

- Churn at its lowest after the enactment of HDA



Source : Company Information

Wireless Revenue

- 1Q Wireless Revenue recorded KRW 1.3 trillion, up 4.0% YoY, down 6.6% QoQ

(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

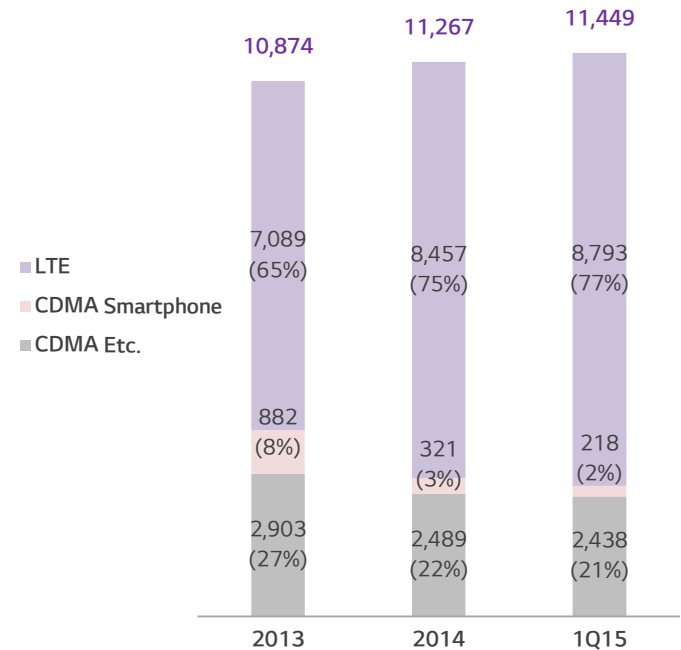
(4) LG Uplus MVNO Subscribers included

(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%

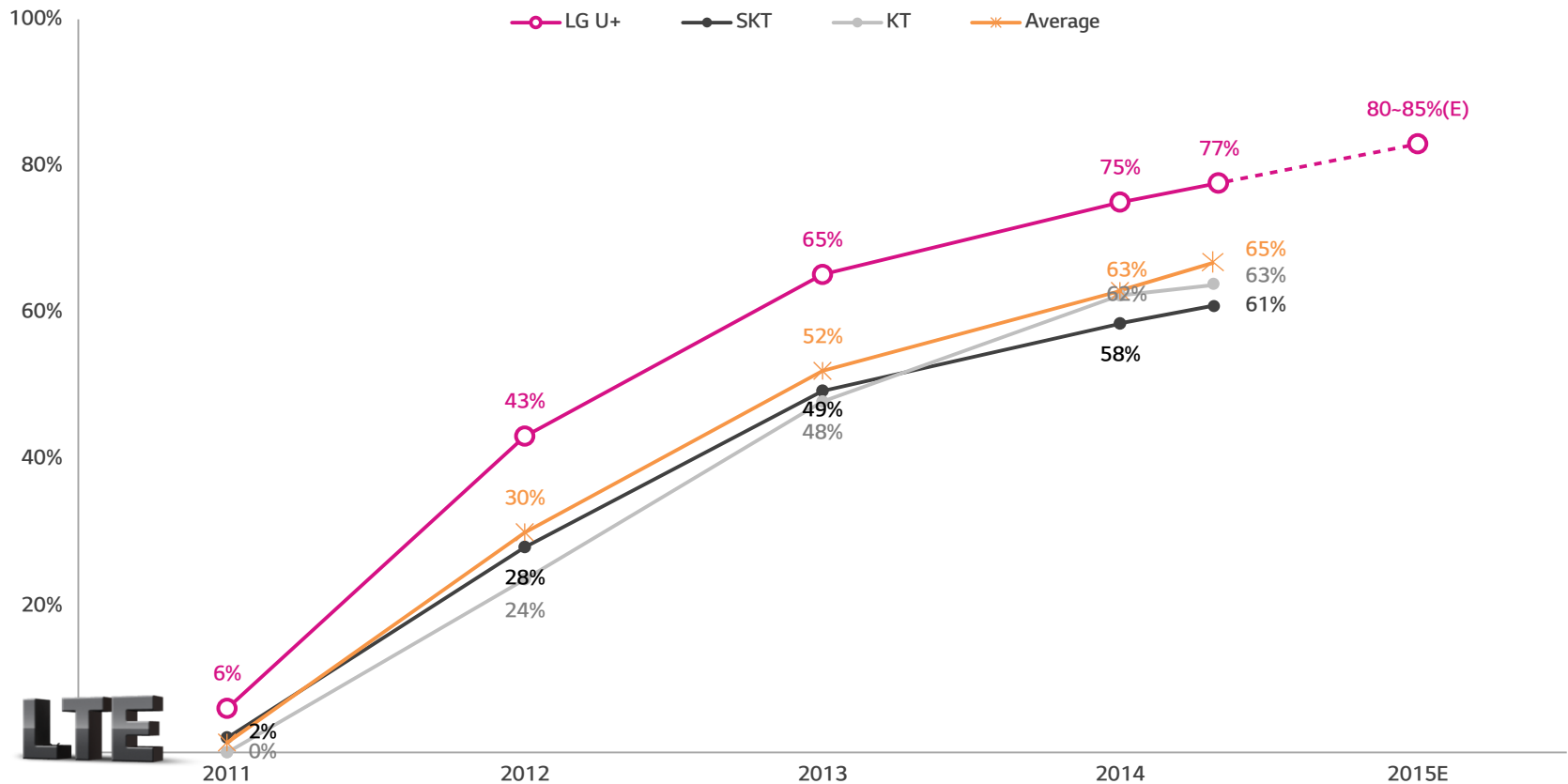
Wireless Subscriber

Unit : subscriber in thousand



LTE Penetration

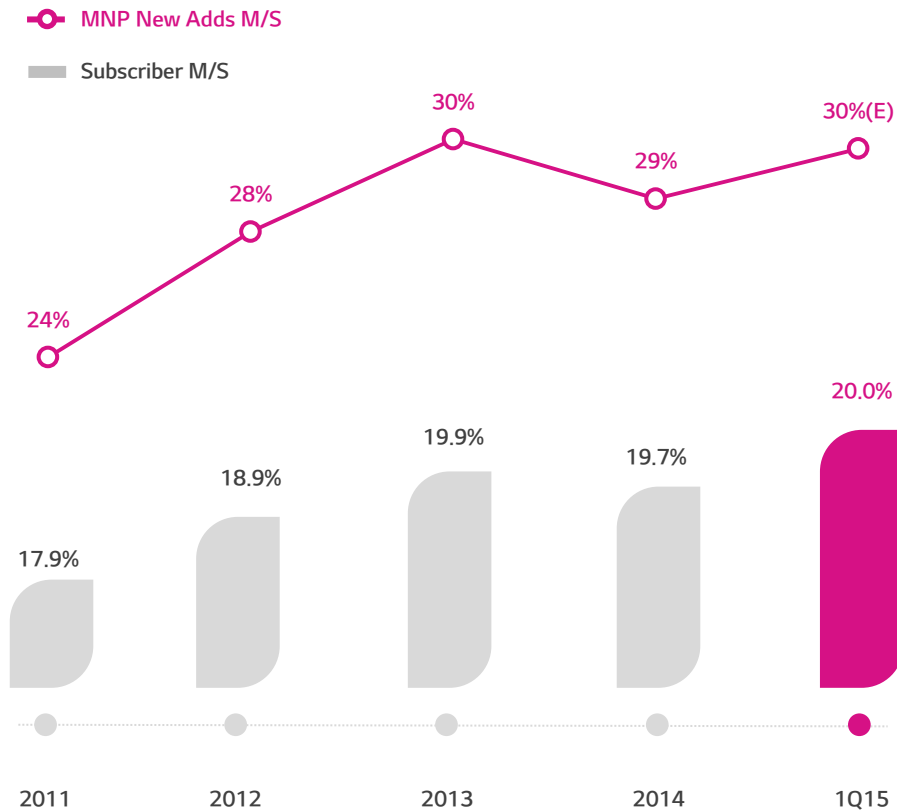
- LTE subscriber portion expected to be the highest among Korean MNO, targeting more than 80% by year end



Source : Ministry of Science, ITC and Future Planning (MSIP)

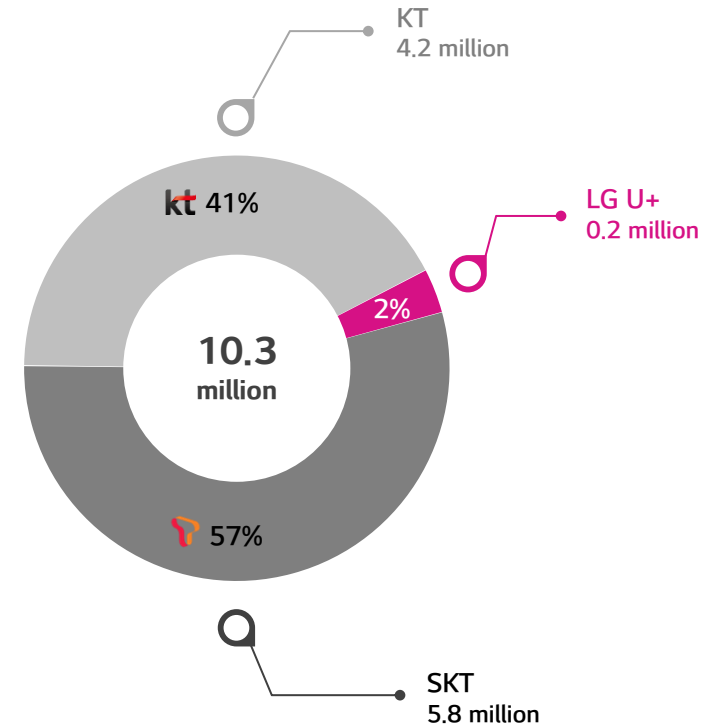
MNP New Addition Trend

- Sustaining qualitative subscriber growth in MNP market



3G Market Share

- 10.3 million 3G users remained as of 1Q 2015

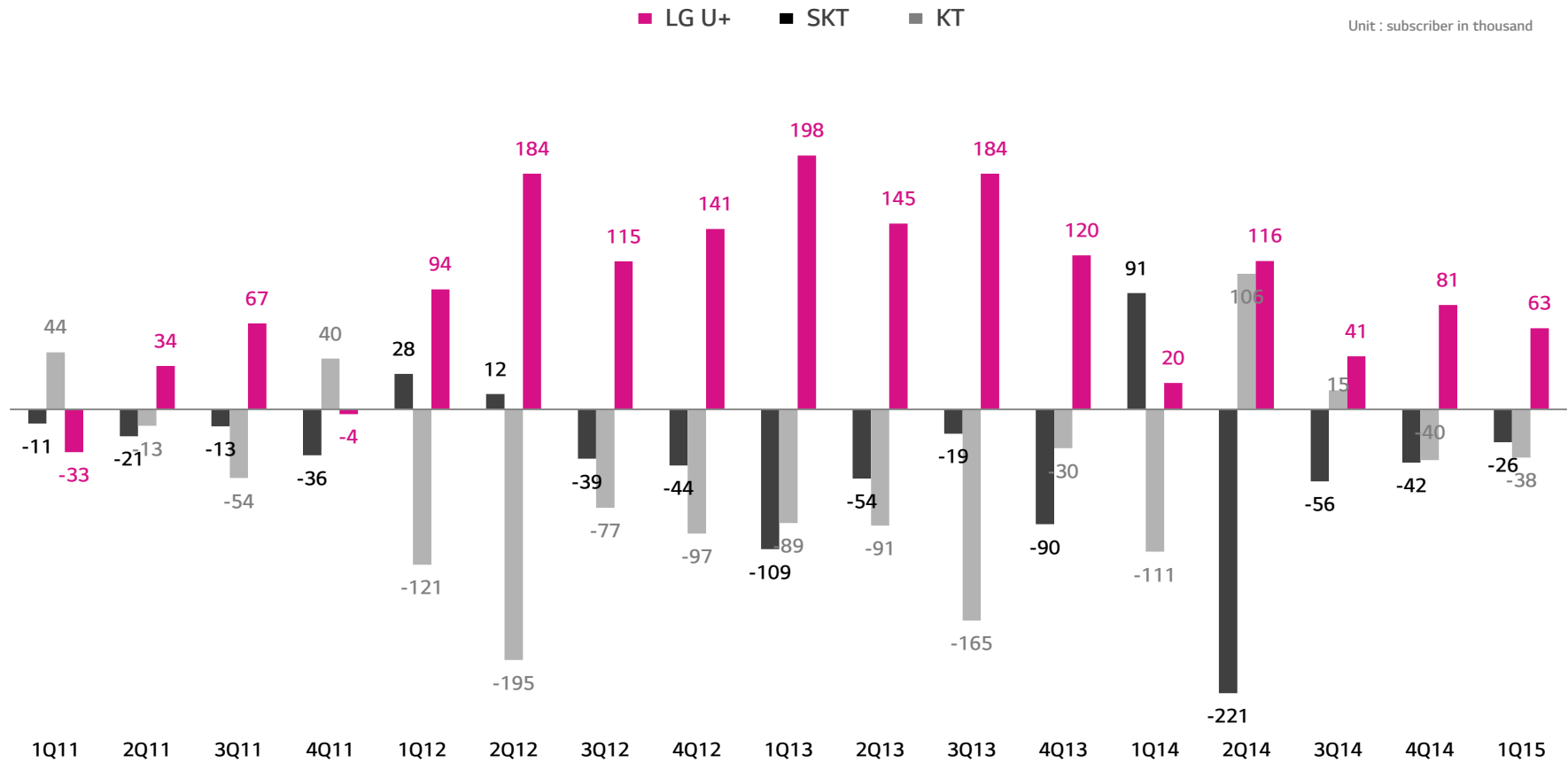


*MNO WCDMA Subscribers

Source : Ministry of Science, ITC and Future Planning (MSIP), as of March 2015

Quarterly MNP Net Adds

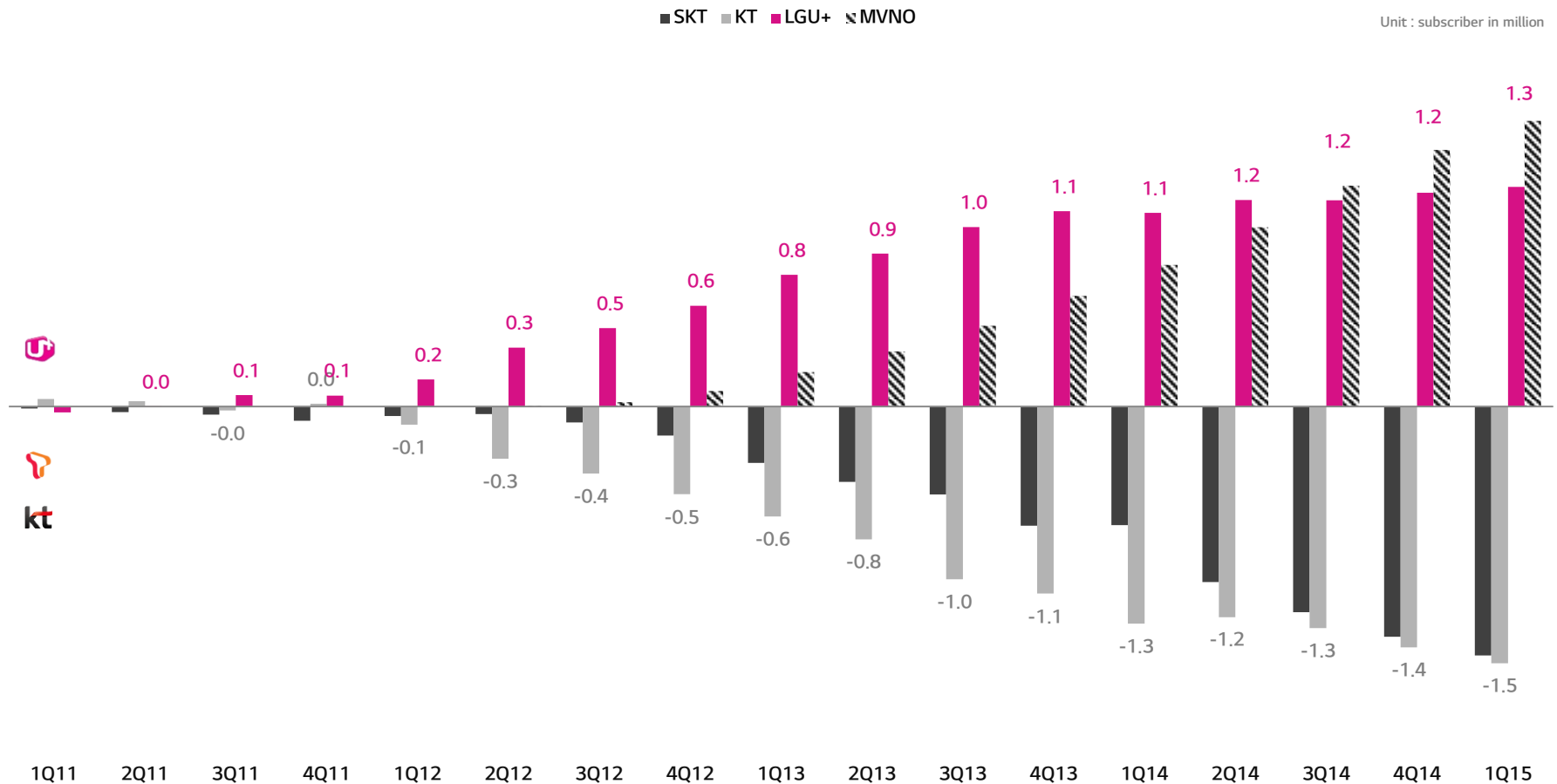
- Continuously drive qualitative and quantitative subscriber growth in the MNP market



Source : Korea Telecommunications Operators Association (KTOA)

Quarterly MNP Net Adds (Accumulated)

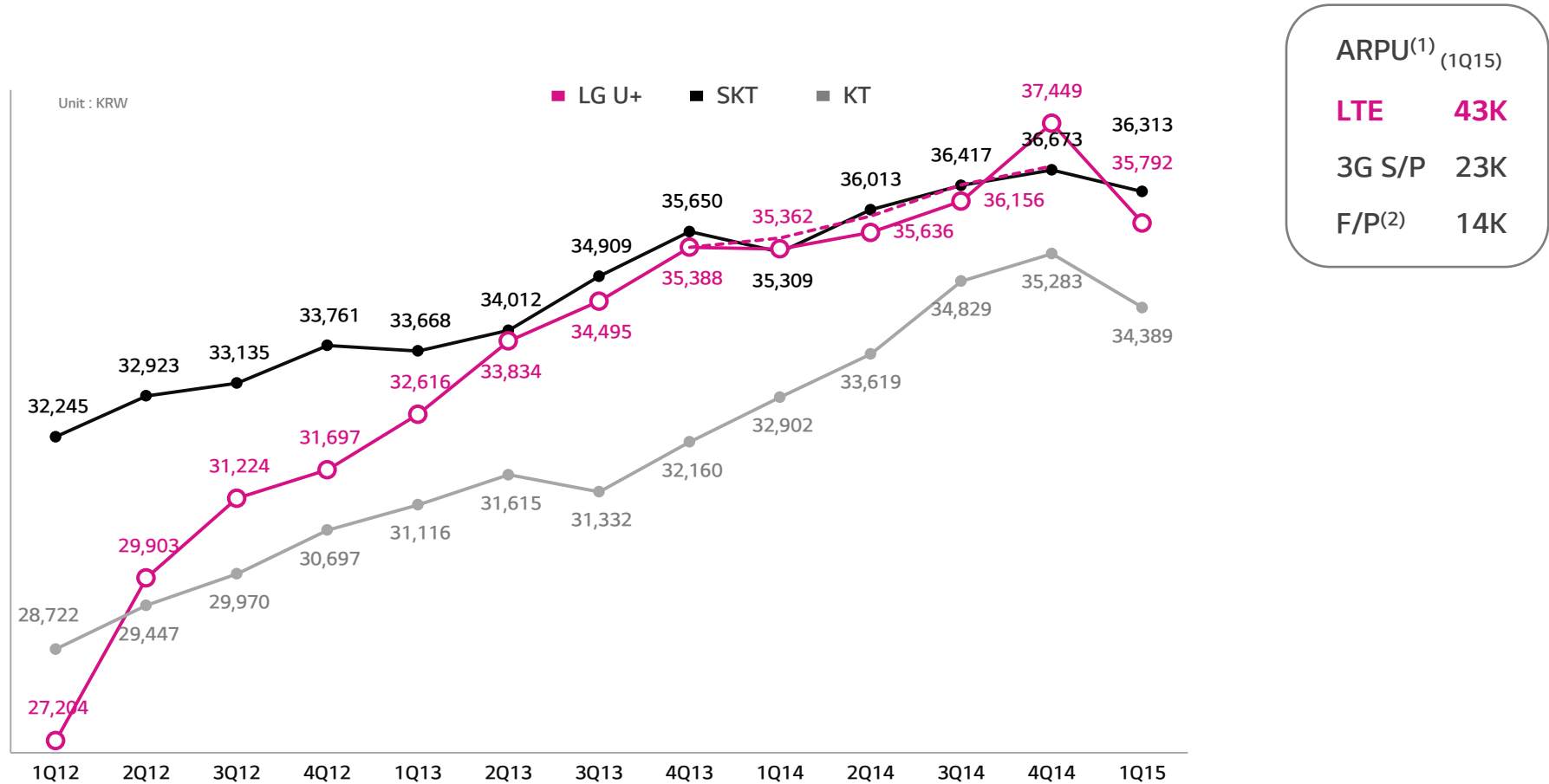
- LG Uplus & MVNO showing robust subscriber growth in the MNP market



Source : Korea Telecommunications Operators Association (KTOA)

Service ARPU

- Service ARPU recorded KRW 35,792, up 4.5% YoY with LTE subscriber mix increase

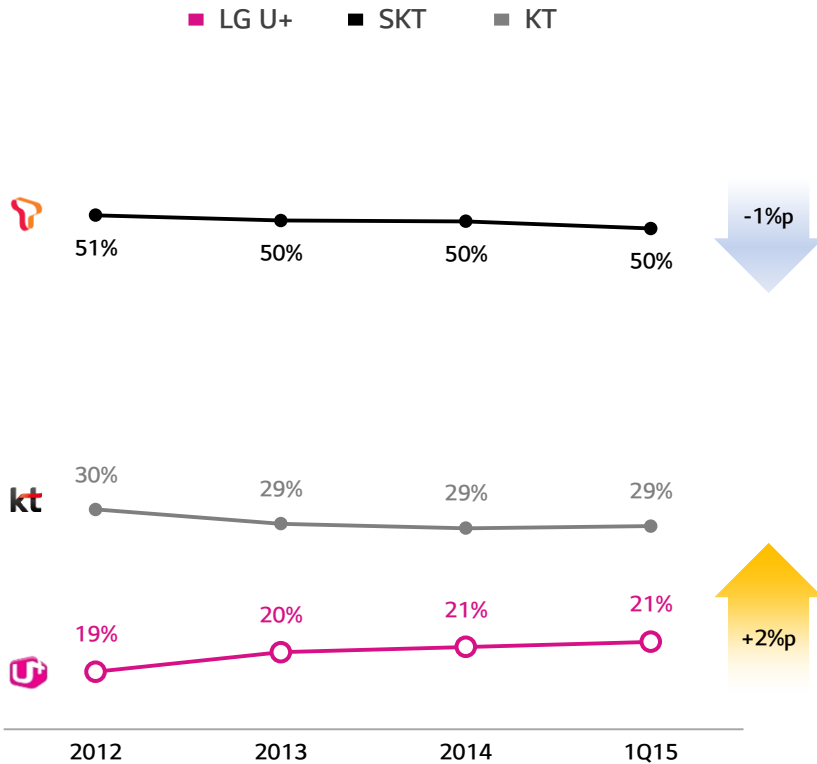


(1) LG Uplus subscriber only, excluding MVNO subscribers from 2012; (2) Feature Phone ARPU includes PPS, M2M, etc.

Source : Company Information

MNO Subscriber M/S

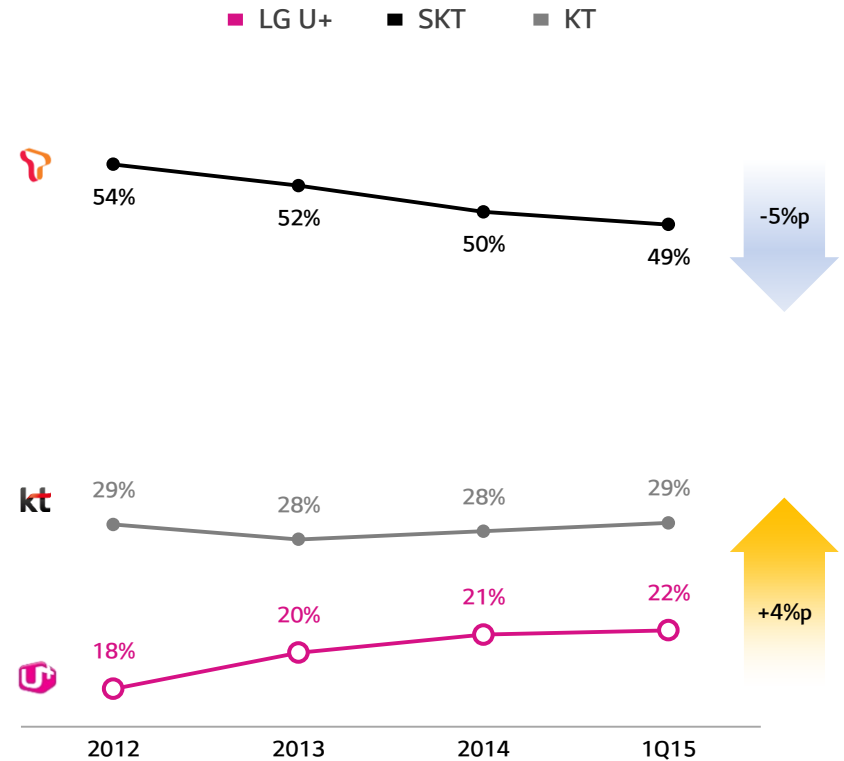
- Acquiring MNO subscribers in the market



Source : Ministry of Science, ITC and Future Planning (MSIP)

Wireless Service Revenue M/S

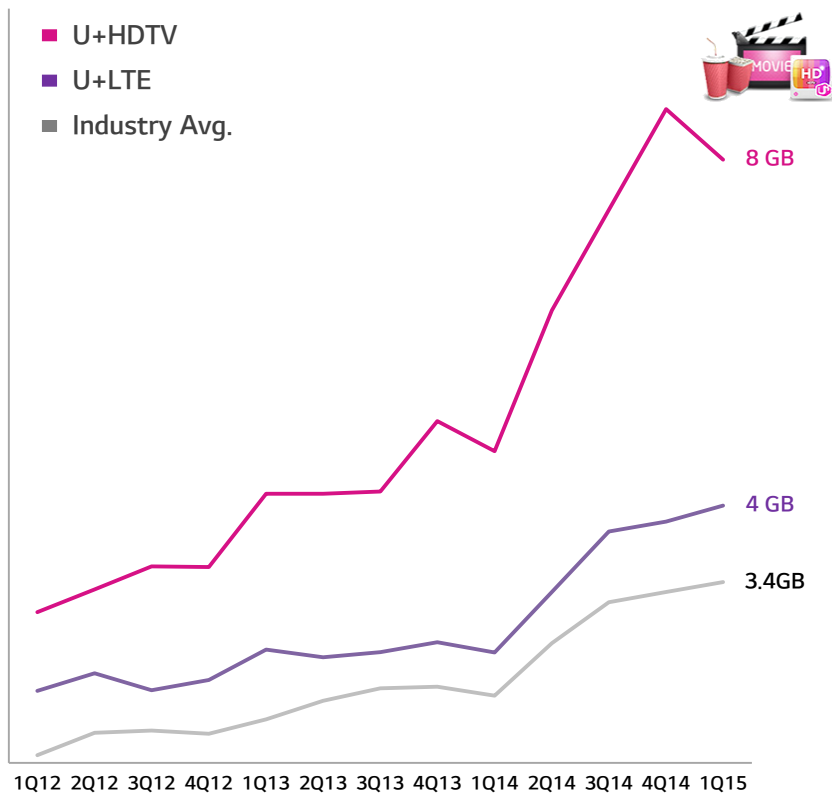
- Focusing on high-end LTE users in the market



Source : Company Information
*Wireless Service Revenue excluding Interconnection Fee)

Average Usage

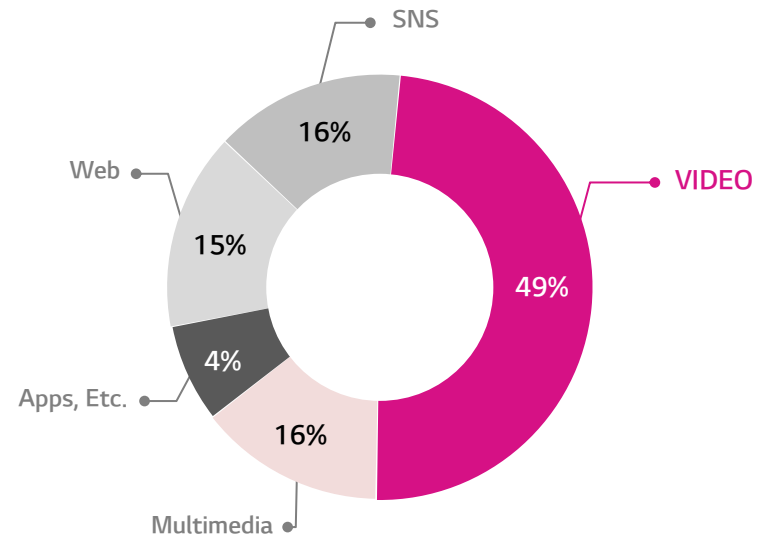
- VIDEO LTE contributing to higher avg. data consumption



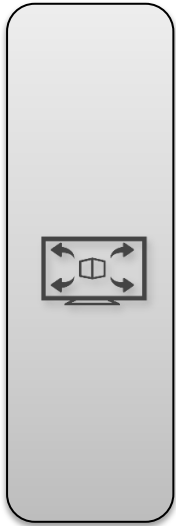
Source : Company Information, Ministry of Science, ITC and Future Planning (MSIP)

Data Usage

- VIDEO is the most popular content in LTE



Source : Ministry of Science, ITC and Future Planning (MSIP), as of April 2015



Uflix^{Movie}

Personalized mobile theatre

- **OFFERING HBO CONTENTS**
- The largest movie library in Korea
- More than 18,000 movie selections
- From classic to most recent hits



U+HDTV

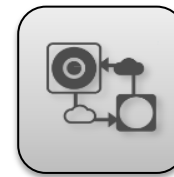
*No. 1 Mobile IPTV in Korea,
with 7.4 million users*

- 4 channel multi-view & Pop-up play
- 90 live channels & 70,000+ PPV contents
- Real time replay and slow motion
- Full HD & Fastest zapping speed



U+Navi^{LTE}

Cloud based navigation system for real time traffic info & direction



U+Share^{Live}

Watch, share, and personal broadcast live during calls/chats



Uwa

Multi-tasking UX for ultimate LTE user experience

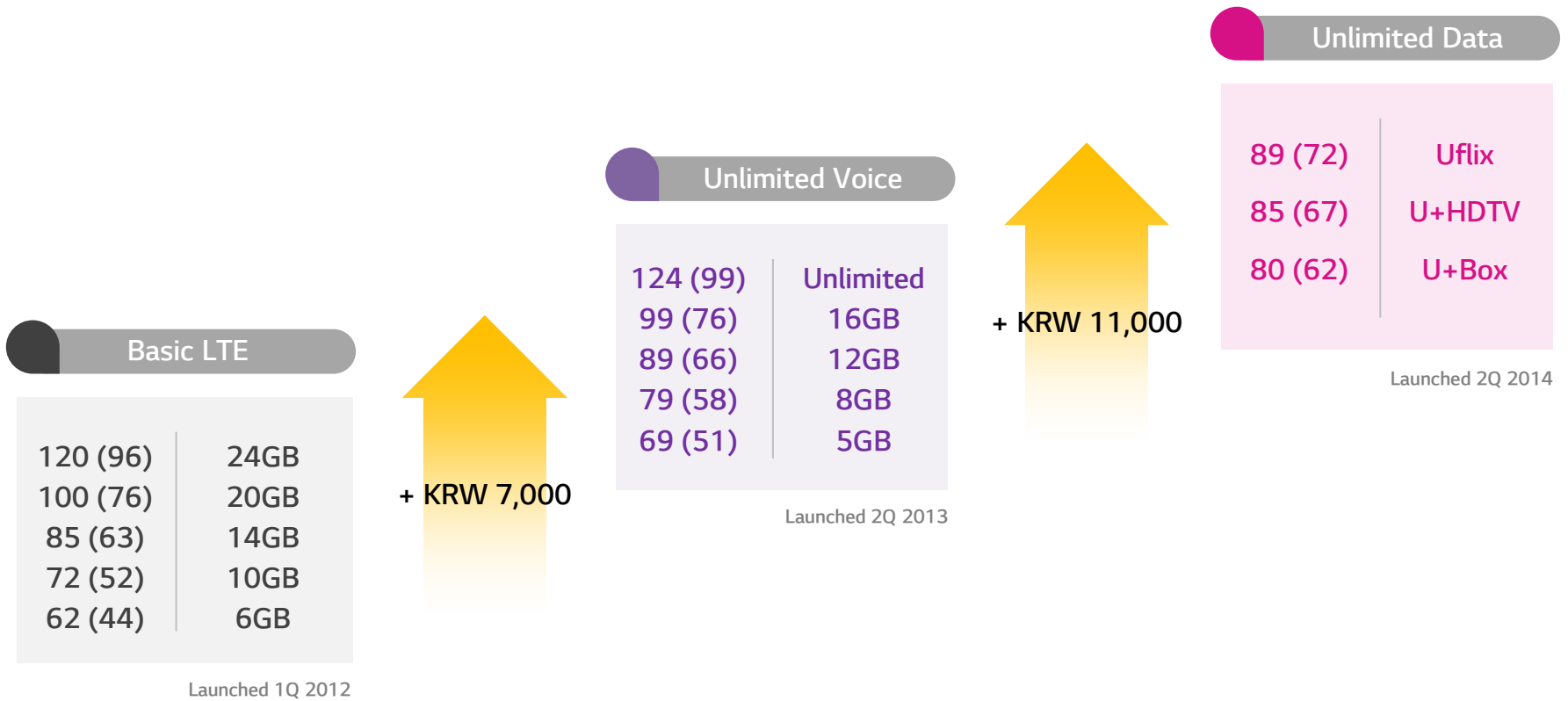


U Health

Remote diagnosis & monitor heart rate, temperature, blood pressure

Tariff Schemes

- Offering various different monthly plans with differentiated LTE Value Added Services (VAS)



- Basic LTE : 34/42/52 plans available with 160/200/250 voice min. respectively. 62/72/85/100/120 plans come with 350/500/750/1,200/1,500 voice min. respectively
- Unlimited Voice : 34/42/52 also available with 110/140/195 external voice min. respectively, and unlimited intra calls
- Unlimited Data : Speed reduced to 3Mbps after exceeding 2GB/day. Additional VAS include U+Baseball, U+NavilTE, U+zone, mVoIP, Caller Ring

TPS (Consolidated)

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

(Unit: KRW billion)

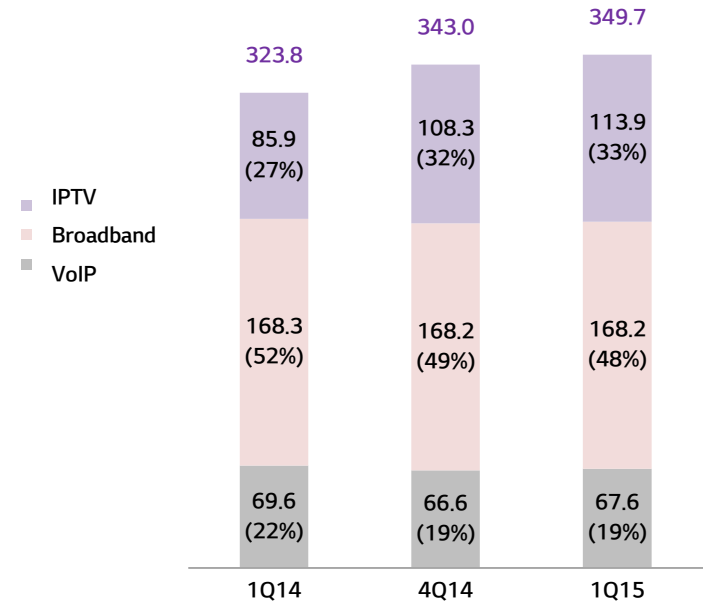
Classification	1Q14	4Q14	1Q15	YoY	QoQ
TPS Revenue	323.8	343.0	349.7	8.0%	2.0%
IPTV	85.9	108.3	113.9	32.6%	5.2%
Broadband	168.3	168.2	168.2	0.0%	0.0%
VoIP	69.6	66.6	67.6	-2.8%	1.6%

(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

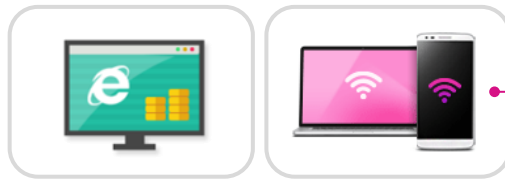
Unit : KRW in billion



IoT @ Home

- Expanding IoT experience within the boundary of home going forward

Converged Home Services

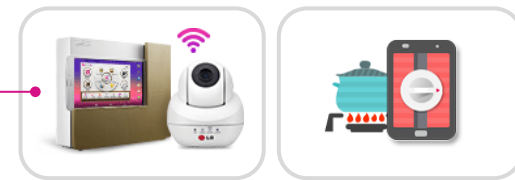


Home Bundling

Giga Wi-Fi

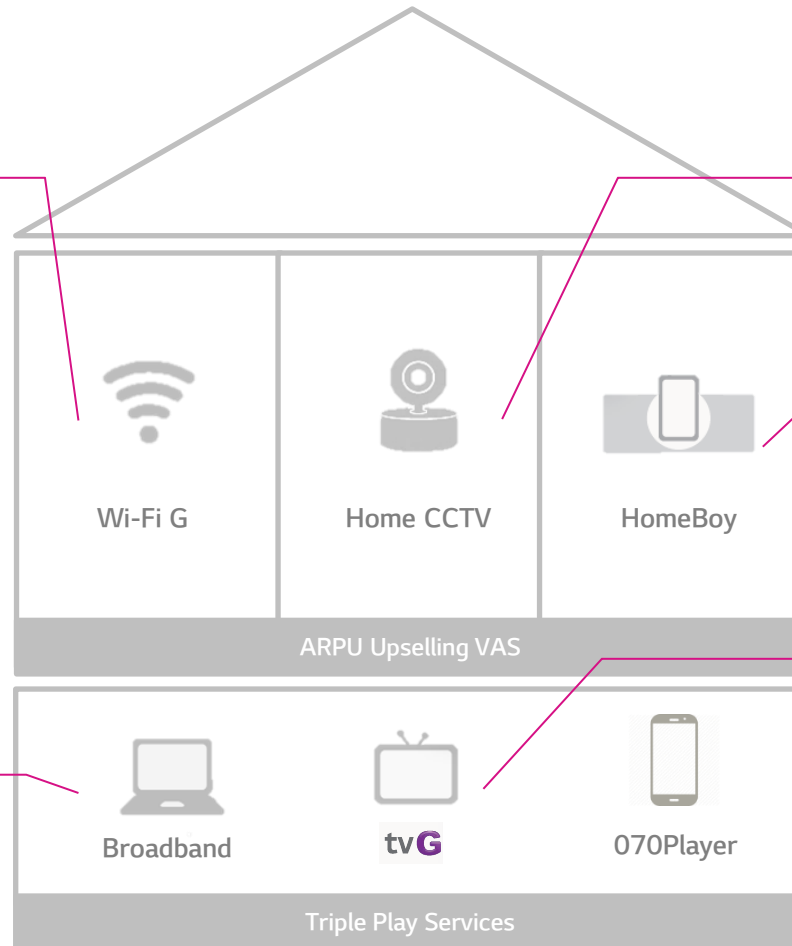


Communication & Home Security



CCTV MomCA

U+ Gas Lock



Wi-Fi G

Home CCTV

HomeBoy

ARPU Upselling VAS

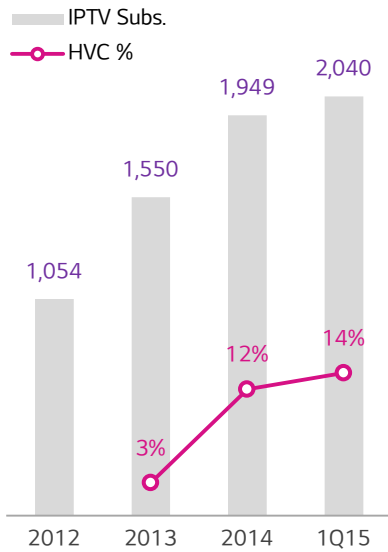
Broadband

tvG

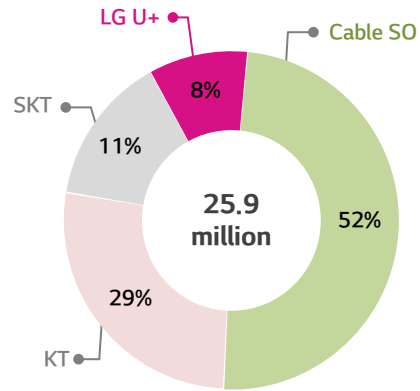
O70Player

Triple Play Services

IPTV



■ Paid TV M/S (as of March 2015)



U+ tv G

Plan	Channel	TV	tv G 4K UHD installment	tv G woofer installment
tv G	128	9,900	3,000	10,000
tv G 14	151	14,000	1,000	8,000

Broadband



KRW 19,000 → **KRW 25,000 / 30,000**

Up to 1Gbps
Giga Speed

IoT Bundle
Plan

Home IoT
Services

Korea's First
Giga Wi-Fi

VoIP

homeBoy



ARPU_(1Q15)

homeBoy 11K

VoIP 4K

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

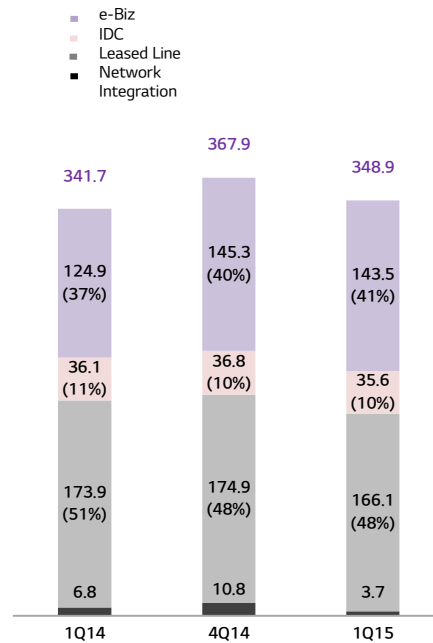
(Unit: KRW billion)

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.

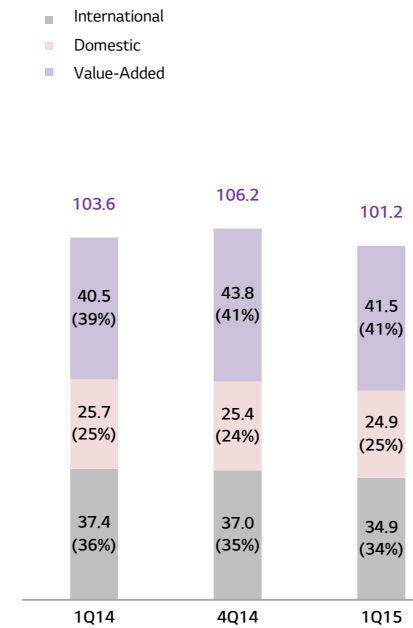
Data Revenue

Unit : KRW in billion



Telephony Revenue

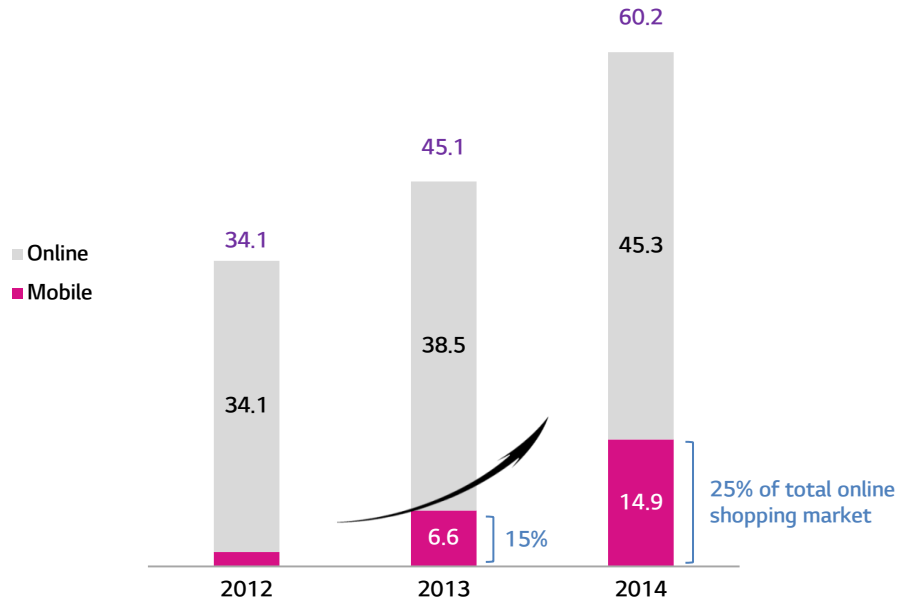
Unit : KRW in billion



- PAYNOW (one-click payment solution) with +100K merchants, on top of credit card/mobile phone payment, real time bank transfer is available supporting various modes of payments on PC & mobile platform

Online Shopping Market

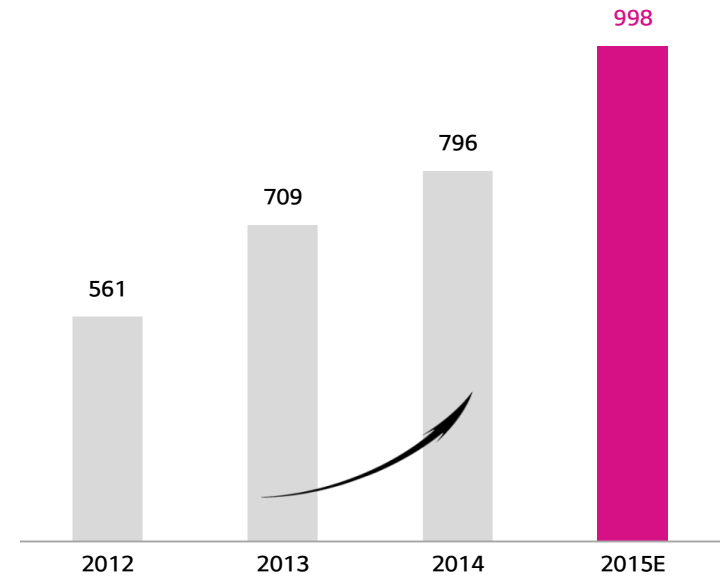
Unit : KRW in trillion



Source : Statistics Korea

PG Market

Unit : KRW in billion



Non-operating Balance / CAPEX (Consolidated)

- Non-operating Balance down by 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

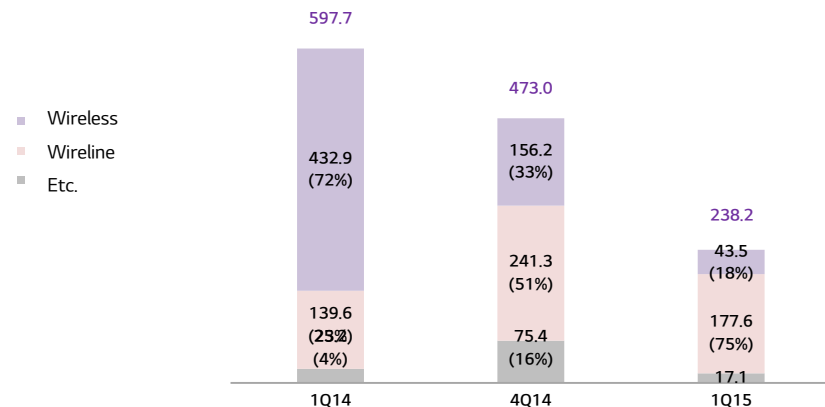
- Interest Income : Down 28.4% YoY and up 26.3% QoQ from increased factoring of handset receivables
- Others : Up 14.7% YoY and down 61.9% QoQ due to changes in gain from foreign currency and miscellaneous profit

Non-operating Expense : Down 18.0%, 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

(Unit: KRW in billion)



Statements of Financial Position (Consolidated)

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

(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%
Short-term Borrowings	0.0	15.0	15.0	#DIV/0!	-
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

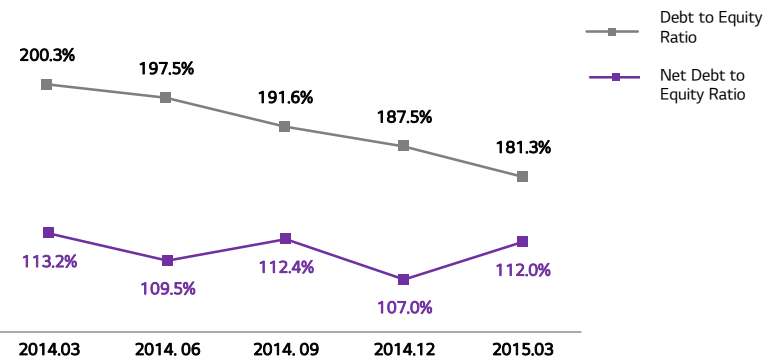
Statements of Financial Position

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

Debt Ratio



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	-	-
Capitall 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%
	-	-	-	0.0%	0.0%
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%

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	-	-
Capitall 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%

(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

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