## LG U+ <br> 2015 4Q Earnings Release

## Disclaimer

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.

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.

## Contents

1 Financial Highlights

2 Business Overview

3 Appendix

## 1. Financial Highlights

## Summary (Consolidated)

- Service Revenue recorded KRW 2.22 trillion, up 0.3\% YoY and 2.6\% QoQ
- Operating Income recorded KRW 113.1 billion, down $40.7 \%$ YoY and $34.3 \%$ QoQ

| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 2,683.7 | 2,716.8 | 2,861.1 | 6.6\% | 5.3\% | 10,999.8 | 10,795.2 | -1.9\% |
| Service Revenue | 2,212.9 | 2,162.4 | 2,218.9 | 0.3\% | 2.6\% | 8,397.6 | 8,654.1 | 3.1\% |
| Handset Revenue | 470.7 | 554.4 | 642.1 | 36.4\% | 15.8\% | 2,602.2 | 2,141.2 | -17.7\% |
| Expenses | 2,493.0 | 2,544.6 | 2,748.0 | 10.2\% | 8.0\% | 10,423.5 | 10,162.9 | -2.5\% |
| Operating Income | 190.6 | 172.1 | 113.1 | -40.7\% | -34.3\% | 576.3 | 632.3 | 9.7\% |
| OP Margin ${ }^{(1)}$ | 7.1\% | 6.3\% | 4.0\% | -3.1\%p | -2.4\%p | 5.2\% | 5.9\% | 0.6\%p |
| Non-operating Balance | (71.7) | (24.7) | (54.0) | -24.7\% | 118.2\% | (256.2) | (166.4) | -35.1\% |
| Income Before Tax | 118.9 | 147.4 | 59.1 | -50.3\% | -59.9\% | 320.1 | 465.9 | 45.6\% |
| Income Tax | 33.6 | 33.8 | 19.6 | -41.8\% | -42.1\% | 92.4 | 114.7 | 24.2\% |
| Net Income | 85.3 | 113.6 | 39.6 | -53.6\% | -65.2\% | 227.7 | 351.2 | 54.2\% |
| EBITDA | 590.5 | 576.6 | 524.2 | -11.2\% | -9.1\% | 2,081.7 | 2,241.3 | 7.7\% |
| EBITDA Margin ${ }^{(2)}$ | 22.0\% | 21.2\% | 18.3\% | -3.7\%p | -2.9\%p | 18.9\% | 20.8\% | 1.8\%p |

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


## 1. Financial Highlights

## Operating Expense (Consolidated)

- Operating Expense up 10.2\% YoY and 8.0\% QoQ from increase in fees \& charges and wage

| Classification | 4Q14 | 3Q15 | 4Q15 | Yoy | QoQ | 2014 | 2015 | Yoy |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Operating Expense | 2,493.0 | 2,544.6 | 2,748.0 | 10.2\% | 8.0\% | 10,423.5 | 10,162.9 | -2.5\% |
| Wages | 197.3 | 197.6 | 230.9 | 17.0\% | 16.9\% | 772.3 | 851.3 | 10.2\% |
| Depreciation | 356.6 | 360.7 | 366.9 | 2.9\% | 1.7\% | 1,334.4 | 1,434.1 | 7.5\% |
| Amortization | 43.3 | 43.8 | 44.2 | 2.0\% | 1.0\% | 171.0 | 174.8 | 2.2\% |
| Electricity Fee | 44.1 | 53.9 | 44.3 | 0.6\% | -17.9\% | 181.5 | 186.3 | 2.6\% |
| Interconnection | 187.5 | 144.4 | 153.0 | -18.4\% | 6.0\% | 616.4 | 582.4 | -5.5\% |
| Fees \& Charges | 272.1 | 314.7 | 326.5 | 20.0\% | 3.8\% | 1,102.9 | 1,247.4 | 13.1\% |
| Sales Commission | 358.0 | 346.8 | 350.1 | -2.2\% | 1.0\% | 2,144.3 | 1,353.2 | -36.9\% |
| Advertising | 92.7 | 87.7 | 100.7 | 8.7\% | 14.8\% | 299.6 | 350.6 | 17.1\% |
| Cost of Handset Sold | 561.6 | 622.7 | 751.7 | 33.8\% | 20.7\% | 2,332.3 | 2,500.6 | 7.2\% |
| Others | 379.9 | 372.4 | 379.5 | -0.1\% | 1.9\% | 1,468.9 | 1,482.1 | 0.9\% |

## Marketing Expense (Consolidated)

- Marketing Expense up 2.1\% YoY and 7.9\% QoQ from increased handset sales and advertising cost

| Classification | 4Q14 | 3 Q 15 | 4Q15 | Yoy | QoQ | 2014 | 2015 | Yoy |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total Marketing Expense | 518.2 | 490.1 | 529.0 | 2.1\% | 7.9\% | 2,096.2 | 1,998.7 | -4.7\% |
| Mkt. Exp./Service Revenue | 23.4\% | 22.7\% | 23.8\% | 0.4\%p | 1.2\%p | 25.0\% | 23.1\% | -1.9\%p |

[^0]
## Operating Expense

- Wage : Up 17.0\% YoY and 16.9\% QoQ from increased personnel and incentives
- Depreciation : Up 2.9\% YoY and 1.7\% QoQ from Wideband LTE-A N/W investments
- Electricity Fee : Up 0.6\% YoY and down 17.9\% QoQ from seasonality
- Interconnection : Down 18.4\% YoY and up 6.0\% QoQ from settlement of 2014 interconnection rate and seasonality
- Fees \& Charges : Up 20.0\% YoY and 3.8\% QoQ from increased PG and contents fees


## Marketing Expense

- Sales Commission : Down 2.2\% YoY and up 1.0\% QoQ from reduced volatility of sales commission
- Advertising : Up 8.7\% YoY and 14.8\% QoQ from IPTV, loT advertisements and increased membership benefit
- Cost of Handset Sold: Up 33.8\% YoY and 20.7\% QoQ due to increased handset sales volume from new handset launch


## Marketing Expense

(Unit : KRW in billion)


## 1. Financial Highlights

## Non-operating Balance / CAPEX (Consolidated)

- Non-operating Balance down 24.7\% YoY and up 118.2\% QoQ

| (Unit KRW in billion) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | Yoy | QoQ | 2014 | 2015 | Yoy |
| Non-operating Income | 32.0 | 51.0 | 32.5 | 1.8\% | -36.2\% | 115.7 | 131.2 | 13.3\% |
| Interest Income | 7.2 | 8.6 | 10.3 | 42.3\% | 19.1\% | 39.3 | 37.3 | -5.1\% |
| Others | 24.7 | 42.4 | 22.3 | -10.0\% | -47.5\% | 76.4 | 93.8 | 22.8\% |
| Non-operating Expense | 103.7 | 75.7 | 86.5 | -16.5\% | 14.2\% | 372.0 | 297.5 | -20.0\% |
| Interest Expense | 53.1 | 48.1 | 41.9 | -21.1\% | -12.8\% | 210.1 | 187.9 | -10.5\% |
| Loss on A/R sold | 14.8 | 7.5 | 4.7 | -68.4\% | -37.9\% | 48.6 | 24.2 | -50.2\% |
| Loss on impairment/disposal of tangible asset | 7.9 | 4.3 | 19.1 | 142.6\% | 346.4\% | 51.7 | 35.1 | -32.1\% |
| Others | 27.8 | 15.8 | 20.8 | -25.3\% | 31.4\% | 61.6 | 50.3 | -18.4\% |
| Non-operating Balance | (71.7) | (24.7) | (54.0) | -24.7\% | 118.2\% | (256.2) | (166.4) | -35.1\% |

## Non-operating Balance

Non-operating Income: Up 1.8\% YoY and down 36.2\% QoQ

- Others : Down 10.0\% YoY and 47.5\% QoQ from reversal of impairment loss from NW equipment in the previous quarter


## Non-operating Expense : Down 16.5\% YoY and up 14.2\% QoQ

- Interest Expense : Down 21.1\% YoY and 12.8\% QoQ from decreased debt \& cost of debt
- Loss on A/R Sold : Down 68.4\% YoY and 37.9\% QoQ from decreased factoring of handset receivables
- Loss on Impairment/disposal of Tangible Asset : Up 142.6\% YoY and 346.4\% from disposal of obsolete CDMA equipment and reallocation of overhead lines, etc.


## CAPEX

- CAPEX up 11.3\% YoY and 61.9\% QoQ from completion of Wideband LTE-A N/W Investment


[^1]
## 2,211.9



## 1. Financial Highlights

## Statements of Financial Position

## Statements of Financial Position (Consolidated)

|  |  |  |  | (Unit: KRW in billion) |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 2014.12 | 2015.09 | 2015.12 | YoY | QoQ |
| Total Assets | 12,012.7 | 11,798.6 | 11,951.0 | -0.5\% | 1.3\% |
| Current Assets | 2,489.9 | 2,544.4 | 2,599.2 | 4.4\% | 2.2\% |
| Cash \& Cash Equivalents ${ }^{(1)}$ | 444.6 | 271.2 | 313.3 | -29.5\% | 15.5\% |
| Non-current Assets | 9,522.8 | 9,254.3 | 9,351.8 | -1.8\% | 1.1\% |
| Property, Plant and Equipmer | 7,254.4 | 7,124.2 | 7,223.8 | -0.4\% | 1.4\% |
| Intangible Assets | 1,116.5 | 1,004.7 | 966.6 | -13.4\% | -3.8\% |
| Total Liabilities | 7,834.8 | 7,375.3 | 7,502.6 | -4.2\% | 1.7\% |
| Current Liabilities | 3,485.7 | 2,975.4 | 3,354.2 | -3.8\% | 12.7\% |
| Current Portion of LT Debt | 1,113.5 | 696.7 | 928.8 | -16.6\% | 33.3\% |
| Non-current Liabilities | 4,349.2 | 4,399.8 | 4,148.4 | -4.6\% | -5.7\% |
| Corporate Bond etc. ${ }^{(2)}$ | 3,787.1 | 3,865.6 | 3,631.3 | -4.1\% | -6.1\% |
| Total Shareholders' Equity | 4,177.8 | 4,423.4 | 4,448.4 | 6.5\% | 0.6\% |
| Retained Earnings | 764.4 | 1,010.4 | 1,035.8 | 35.5\% | 2.5\% |
| Net Debt | 4,471.1 | 4,306.1 | 4,261.9 | -4.7\% | -1.0\% |
| Net Debt to Equity Ratio ${ }^{(3)}$ | 107.0\% | 97.3\% | 95.8\% | -11.2\%p | -1.5\%p |
| Debt to Equity Ratio ${ }^{(4)}$ | 187.5\% | 166.7\% | 168.7\% | -18.9\%p | 1.9\%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 Ratio improved from decreased Net Debt and increased R/E Debt to Equity Ratio slightly went up from increased A/P in the year-end

- Cash \& Cash Equivalents : Down 29.5\% YoY and up 15.5\% QoQ
- Net Debt: Down 4.7\% YoY and 1.0\% QoQ
- Net Debt to Equity Ratio : 95.8\%, down 11.2\%p YoY and 1.5\%p QoQ
- Debt to Equity Ratio : 168.7\%, down 18.9\%p YoY and up 1.9\%p QoQ


## Debt Ratio



- Debt to Equity
- Net Debt to Equity



## 2. Business Overview

## Wireless (Consolidated)

- Wireless Service Revenue up 0.0\% YoY and 0.9\% QoQ from wireless subscriber growth

| (Unit: KRW in billion, KRW) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| Wireless Revenue ${ }^{(1)}$ | 1,393.6 | 1,333.3 | 1,349.9 | -3.1\% | 1.2\% | 5,210.8 | 5,297.8 | 1.7\% |
| Service Revenue | 1,226.4 | 1,216.5 | 1,227.0 | 0.0\% | 0.9\% | 4,674.3 | 4,822.2 | 3.2\% |
| Interconnection | 153.8 | 109.6 | 116.3 | -24.4\% | 6.1\% | 473.9 | 440.4 | -7.1\% |
| Sign-up Fee | 13.4 | 7.2 | 6.7 | -50.2\% | -7.5\% | 62.5 | 35.1 | -43.8\% |
| Wireless ARPU ${ }^{(2)}$ | 40,063 | 39,822 | 39,853 | -0.5\% | 0.1\% | 40,810 | 39,930 | -2.2\% |
| Service ARPU ${ }^{(3)}$ | 37,906 | 36,294 | 36,204 | -4.5\% | -0.2\% | 36,601 | 36,333 | -0.7\% |
| Service ARPU (MVNO Incl.) ${ }^{(4)}$ | 36,959 | 35,306 | 35,320 | -4.4\% | 0.0\% | 35,732 | 35,383 | -1.0\% |

(1) Wireless Revenue : Subsidiary MVNO revenue adjusted

Service Revenue : Monthly fee+Usage Charges+VAS+Revenue Discount+Data
(2) RASS(Repeater Air Surveillance System) and MVNO subscribers excluded
(3) Interconnection \& Sign-up fee excluded from Wireless ARPU, (4) (3)+MVNO

| (Unit: subscriber in thousand) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| Wireless Subscribers * | 11,381 | 11,794 | 11,949 | 5.0\% | 1.3\% | 11,381 | 11,949 | 5.0\% |
| MNO Subscribers | 11,017 | 11,343 | 11,492 | 4.3\% | 1.3\% | 11,017 | 11,492 | 4.3\% |
| MVNO Subscribers | 364 | 451 | 457 | 25.7\% | 1.4\% | 364 | 457 | 25.7\% |

[^2]
## Wireless Subscriber



## 2. Business Overview

## TPS (Consolidated)

- TPS Revenue up 8.6\% YoY and 3.0\% QoQ from IPTV subscriber and ARPU growth

|  |  |  |  |  |  |  | (Unit. KRW in billion) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| TPS Revenue | 343.0 | 361.7 | 372.5 | 8.6\% | 3.0\% | 1,333.2 | 1,443.3 | 8.3\% |
| IPTV | 108.3 | 126.4 | 136.5 | 26.1\% | 8.0\% | 384.5 | 496.8 | 29.2\% |
| Broadband | 168.2 | 170.7 | 171.9 | 2.2\% | 0.7\% | 674.2 | 682.5 | 1.2\% |
| VolP | 66.6 | 64.6 | 64.1 | -3.7\% | -0.8\% | 274.5 | 264.0 | -3.8\% |


| (Unit: subscriber in thousand) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| TPS Subscribers | 9,387 | 10,164 | 10,304 | 9.8\% | 1.4\% | 9,387 | 10,304 | 9.8\% |
| IPTV ${ }^{(1)}$ | 1,949 | 2,199 | 2,280 | 17.0\% | 3.7\% | 1,949 | 2,280 | 17.0\% |
| Broadband ${ }^{(2)}$ | 3,014 | 3,445 | 3,483 | 15.6\% | 1.1\% | 3,014 | 3,483 | 15.6\% |
| VolP | 4,424 | 4,520 | 4,540 | 2.6\% | 0.5\% | 4,424 | 4,540 | 2.6\% |

[^3]
## TPS Revenue



## 2. Business Overview

## Data / Telephony (Consolidated)

- Data Revenue up 5.5\% YoY and 8.7\% QoQ from e-Biz and NI revenue growth
- Telephony Revenue down 1.5\% YoY and up 1.3\% QoQ due to seasonality in Value-Added and Domestic Telephony

| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Data Revenue | 367.9 | 356.8 | 388.1 | 5.5\% | 8.7\% | 1,401.3 | 1,445.7 | 3.2\% |
| e-Biz ${ }^{(1)}$ | 145.3 | 147.2 | 159.6 | 9.9\% | 8.5\% | 531.5 | 592.6 | 11.5\% |
| IDC | 36.8 | 34.7 | 36.8 | -0.2\% | 6.0\% | 147.3 | 140.8 | -4.4\% |
| Leased Line | 174.9 | 168.9 | 175.3 | 0.2\% | 3.8\% | 695.7 | 679.7 | -2.3\% |
| $\mathrm{N} \mathbf{1}^{(2)}$ | 10.8 | 6.1 | 16.4 | 52.0\% | 170.5\% | 26.8 | 32.5 | 21.1\% |
| Telephony Revenue | 106.2 | 103.2 | 104.6 | -1.5\% | 1.3\% | 422.9 | 414.5 | -2.0\% |
| Value-Added | 43.8 | 43.4 | 44.9 | 2.5\% | 3.6\% | 168.0 | 174.1 | 3.6\% |
| Domestic | 25.4 | 25.8 | 28.0 | 10.2\% | 8.6\% | 103.8 | 104.9 | 1.1\% |
| International | 37.0 | 34.1 | 31.7 | -14.3\% | -7.0\% | 151.2 | 135.4 | -10.4\% |

(1) e-Biz: Payment, SMS \& Webhard, etc.
(2) NI: Network Integration (Previous 'Solution Revenue')

## Data

Telephony
e-Biz

- IDC
- Leased Line
- N


Value-Added
Domestic
■ International
(Unit : KRW in billion)


## 3. Appendix

| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY | Classification | 2014.12 | 2015.09 | 2015.12 | Yoy | QoQ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 2,683.7 | 2,716.8 | 2,861.1 | 6.6\% | 5.3\% | 10,999.8 | 10,795.2 | -1.9\% | Current Assets | 2,489.9 | 2,544.4 | 2,599.2 | 4.4\% | 2.2\% |
| Service Revenue | 2,212.9 | 2,162.4 | 2,218.9 | 0.3\% | 2.6\% | 8,397.6 | 8,654.1 | 3.1\% | Cash and Cash Equivalents | 415.9 | 250.0 | 292.1 | -29.8\% | 16.8\% |
| Other Revenue | 4.6 | 4.2 | 3.1 | -32.6\% | -26.9\% | 18.1 | 16.1 | -11.1\% | Short-term Loans \& Accounts Receivables | 1,675.4 | 1,875.8 | 1,751.3 | 4.5\% | -6.6\% |
| Handset Revenue | 470.7 | 554.4 | 642.1 | 36.4\% | 15.8\% | 2,602.2 | 2,141.2 | -17.7\% | Inventories | 276.0 | 301.2 | 364.8 | 32.2\% | 21.1\% |
| Expense | 2,493.0 | 2,544.6 | 2,748.0 | 10.2\% | 8.0\% | 10,423.5 | 10,162.9 | -2.5\% | Other Current Assets | 122.5 | 117.4 | 190.9 | 55.8\% | 62.6\% |
| Operating Expenses | 2,493.0 | 2,544.6 | 2,748.0 | 10.2\% | 8.0\% | 10,423.5 | 10,162.9 | -2.5\% | Non Current Assets | 9,522.8 | 9,254.3 | 9,351.8 | -1.8\% | 1.1\% |
| Wages | 197.3 | 197.6 | 230.9 | 17.0\% | 16.9\% | 772.3 | 851.3 | 10.2\% | Available for Sales Securities | 74.1 | 41.5 | 36.5 | -50.7\% | -12.0\% |
| Depreciation | 356.6 | 360.7 | 366.9 | 2.9\% | 1.7\% | 1,334.4 | 1,434.1 | 7.5\% | Property, Plant and Equipment | 7,254.4 | 7,124.2 | 7,223.8 | -0.4\% | 1.4\% |
| Amortization | 43.3 | 43.8 | 44.2 | 2.0\% | 1.0\% | 171.0 | 174.8 | 2.2\% | Intangible Assets | 1,116.5 | 1,004.7 | 966.6 | -13.4\% | -3.8\% |
| Telecom Circuit Rent | 89.7 | 73.0 | 58.7 | -34.5\% | -19.5\% | 294.5 | 267.0 | -9.3\% | Long-term Loans \& Long Trade Receivables | 560.2 | 558.5 | 660.5 | 17.9\% | 18.3\% |
| Rental | 82.0 | 83.2 | 83.0 | 1.2\% | -0.3\% | 320.8 | 331.6 | 3.3\% | Investment in Properties | 36.7 | 38.6 | 38.5 | 5.0\% | -0.1\% |
| Outsourcing | 81.5 | 84.3 | 112.4 | 38.0\% | 33.4\% | 331.4 | 383.0 | 15.6\% | Other Non-current Assets | 481.0 | 486.8 | 425.8 | -11.5\% | -12.5\% |
| Electricty Fee | 44.1 | 53.9 | 44.3 | 0.6\% | -17.9\% | 181.5 | 186.3 | 2.6\% | Total Assets | 12,012.7 | 11,798.6 | 11,951.0 | -0.5\% | 1.3\% |
| Repair Expense | 37.4 | 41.6 | 41.0 | 9.5\% | -1.5\% | 129.0 | 146.5 | 13.6\% |  |  |  |  |  |  |
| Interconnection | 187.5 | 144.4 | 153.0 | -18.4\% | 6.0\% | 616.4 | 582.4 | -5.5\% | Current Liabilities | 3,485.7 | 2,975.4 | 3,354.2 | -3.8\% | 12.7\% |
| Settlement | 38.2 | 35.0 | 33.4 | -12.6\% | -4.6\% | 151.4 | 134.9 | -10.9\% | Accounts Payable \& Other Payables | 3,199.3 | 2,643.4 | 2,990.6 | -6.5\% | 13.1\% |
| Fees \& Charges | 272.1 | 314.7 | 326.5 | 20.0\% | 3.8\% | 1,102.9 | 1,247.4 | 13.1\% | Other Liabilities | 285.9 | 332.1 | 363.5 | 27.1\% | 9.5\% |
| Sales Comission | 358.0 | 346.8 | 350.1 | -2.2\% | 1.0\% | 2,144.3 | 1,353.2 | -36.9\% | Derivative liabilities | 0.4 | 0.0 | 0.0 | -100.0\% | - |
| Advertising | 92.7 | 87.7 | 100.7 | 8.7\% | 14.8\% | 299.6 | 350.6 | 17.1\% | Non-current Liabilities | 4,349.2 | 4,399.8 | 4,148.4 | -4.6\% | -5.7\% |
| Cost of Handsets Sold | 561.6 | 622.7 | 751.7 | 33.8\% | 20.7\% | 2,332.3 | 2,500.6 | 7.2\% | Accounts Payable \& Other Payables | 4,244.4 | 4,250.0 | 4,008.2 | -5.6\% | -5.7\% |
| Handset purchase | 538.2 | 610.0 | 720.3 | 33.8\% | 18.1\% | 2,254.7 | 2,436.0 | 8.0\% | Other Liabilities | 104.7 | 149.8 | 140.2 | 33.9\% | -6.4\% |
| Etc | 23.4 | 12.7 | 31.4 | 34.0\% | 146.6\% | 77.6 | 64.7 | -16.7\% |  |  |  |  |  |  |
| Ordinary R\&D Expense | 11.7 | 17.1 | 15.4 | 32.3\% | -9.6\% | 51.4 | 59.5 | 15.7\% | Total Liabilities | 7,834.8 | 7,375.3 | 7,502.6 | -4.2\% | 1.7\% |
| Taxes \& Dues | 6.2 | 7.6 | 7.9 | 28.1\% | 4.0\% | 32.4 | 41.3 | 27.7\% |  |  |  |  |  |  |
| Others | 33.3 | 30.6 | 27.7 | -16.7\% | -9.4\% | 158.0 | 118.3 | -25.1\% | Shareholders' Equity | 4,177.1 | 4,422.9 | 4,448.0 | 6.5\% | 0.6\% |
|  |  |  |  |  |  |  |  |  | Capital Stock | 2,574.0 | 2,574.0 | 2,574.0 | 0.0\% | 0.0\% |
| Operating Income | 190.6 | 172.1 | 113.1 | -40.7\% | -34.3\% | 576.3 | 632.3 | 9.7\% | Captial Surplus | 837.0 | 837.0 | 837.0 | 0.0\% | 0.0\% |
|  |  |  |  |  |  |  |  |  | Retained Earnings | 764.4 | 1,010.4 | 1,035.8 | 35.5\% | 2.5\% |
| Non-operating Income | 32.0 | 51.0 | 32.5 | 1.8\% | -36.2\% | 115.7 | 131.2 | 13.3\% | Accumulated Other Comprehensive Income | 1.7 | 1.5 | 1.1 | -37.2\% | -26.9\% |
| Non-operating Expense | 103.7 | 75.7 | 86.5 | -16.5\% | 14.2\% | 372.0 | 297.5 | -20.0\% |  |  |  |  |  |  |
| Income Before Tax | 118.9 | 147.4 | 59.1 | -50.3\% | -59.9\% | 320.1 | 465.9 | 45.6\% | Non-controlling Interest | 0.7 | 0.5 | 0.5 | -32.9\% | -4.8\% |
| Income Tax | 33.6 | 33.8 | 19.6 | -41.8\% | -42.1\% | 92.4 | 114.7 | 24.2\% | Total Shareholders' Equity | 4,177.8 | 4,423.4 | 4,448.4 | 6.5\% | 0.6\% |
| Net Income | 85.3 | 113.6 | 39.6 | -53.6\% | -65.2\% | 227.7 | 351.2 | 54.2\% | Total Liabilities and Shareholders' Equity | 12,012.7 | 11,798.6 | 11,951.0 | -0.5\% | 1.3\% |

## 3. Appendix

Statements of Income / Financial Position (Separate)

|  |  |  |  |  |  |  |  |  | (Unit: KRW in billion) |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Classification | 4Q14 | 3Q15 | 4Q15 | YoY | QoQ | 2014 | 2015 | YoY | Classification | 2014.12 | 2015.09 | 2015.12 | YoY | QoQ |
| Revenue | 2,688.4 | 2,713.4 | 2,858.2 | 6.3\% | 5.3\% | 10,984.9 | 10,780.4 | -1.9\% | Current Assets | 2,418.2 | 2,486.2 | 2,547.2 | 5.3\% | 2.5\% |
| Service Revenue | 2,215.2 | 2,155.5 | 2,211.4 | -0.2\% | 2.6\% | 8,396.8 | 8,627.7 | 2.8\% | Cash and Cash Equivalents | 368.4 | 210.5 | 259.0 | -29.7\% | 23.0\% |
| Other Revenue | 7.0 | 6.7 | 5.6 | -19.9\% | -16.7\% | 27.5 | 26.0 | -5.5\% | Short-term Loans \& Accounts Receivables | 1,657.1 | 1,862.4 | 1,737.0 | 4.8\% | -6.7\% |
| Handset Revenue | 473.2 | 557.9 | 646.8 | 36.7\% | 15.9\% | 2,588.2 | 2,152.6 | -16.8\% | Inventories | 272.5 | 298.4 | 363.5 | 33.4\% | 21.8\% |
| Expense | 2,492.5 | 2,537.7 | 2,743.4 | 10.1\% | 8.1\% | 10,391.8 | 10,134.0 | -2.5\% | Other Current Assets | 120.2 | 115.0 | 187.8 | 56.2\% | 63.3\% |
| Operating Expenses | 2,492.5 | 2,537.7 | 2,743.4 | 10.1\% | 8.1\% | 10,391.8 | 10,134.0 | -2.5\% | Non Current Assets | 9,568.1 | 9,293.8 | 9,392.0 | -1.8\% | 1.1\% |
| Wages | 146.6 | 152.6 | 169.5 | 15.6\% | 11.0\% | 602.1 | 659.0 | 9.4\% | Available for Sales Securities | 74.0 | 40.0 | 33.7 | -54.4\% | -15.6\% |
| Depreciation | 356.3 | 360.5 | 366.6 | 2.9\% | 1.7\% | 1,333.4 | 1,433.1 | 7.5\% | Property, Plant and Equipment | 7,192.3 | 7,066.5 | 7,157.7 | -0.5\% | 1.3\% |
| Amortization | 42.2 | 42.5 | 42.5 | 0.7\% | -0.1\% | 166.5 | 169.2 | 1.6\% | Intangible Assets | 1,108.9 | 995.7 | 957.6 | -13.6\% | -3.8\% |
| Telecom Circuit Rent | 89.7 | 73.0 | 58.8 | -34.5\% | -19.5\% | 294.7 | 267.2 | -9.3\% | Long-term Loans \& Long Trade Receivables | 559.6 | 557.6 | 659.2 | 17.8\% | 18.2\% |
| Rental | 82.0 | 82.8 | 82.6 | 0.7\% | -0.3\% | 319.9 | 330.0 | 3.2\% | Investment in Properties | 95.6 | 93.1 | 101.4 | 6.0\% | 8.9\% |
| Outsourcing | 141.4 | 136.6 | 172.2 | 21.7\% | 26.1\% | 518.0 | 588.4 | 13.6\% | Other Non-current Assets | 537.7 | 541.0 | 482.3 | -10.3\% | -10.8\% |
| Electricty Fee | 44.1 | 53.9 | 44.3 | 0.6\% | -17.9\% | 181.5 | 186.3 | 2.6\% | Total Assets | 11,986.3 | $11,780.1$ | 11,939.2 | -0.4\% | 1.4\% |
| Repair Expense | 37.3 | 41.5 | 40.8 | 9.4\% | -1.6\% | 128.7 | 146.1 | 13.6\% |  |  |  |  |  |  |
| Interconnection | 187.5 | 144.4 | 153.0 | -18.4\% | 6.0\% | 616.4 | 582.4 | -5.5\% | Current Liabilities | 3,458.0 | 2,949.6 | 3,327.8 | -3.8\% | 12.8\% |
| Settlement | 38.2 | 35.0 | 33.4 | -12.6\% | -4.6\% | 151.4 | 134.9 | -10.9\% | Accounts Payable \& Other Payables | 3,174.5 | 2,620.1 | 2,963.5 | -6.6\% | 13.1\% |
| Fees \& Charges | 302.0 | 308.1 | 332.6 | 10.2\% | 8.0\% | 1,132.1 | 1,247.1 | 10.2\% | Other Liabilities | 283.2 | 329.5 | 364.3 | 28.6\% | 10.6\% |
| Sales Comission | 319.2 | 341.6 | 343.9 | 7.7\% | 0.7\% | 2,077.2 | 1,326.8 | -36.1\% | Derivative liabilities | 0.4 | 0.0 | 0.0 | -100.0\% | - |
| Advertising | 92.8 | 87.5 | 100.3 | 8.1\% | 14.6\% | 300.2 | 349.4 | 16.4\% | Non-current Liabilities | 4,338.9 | 4,383.0 | 4,133.9 | -4.7\% | -5.7\% |
| Cost of Handsets Sold | 563.7 | 625.1 | 754.5 | 33.9\% | 20.7\% | 2,336.6 | 2,505.1 | 7.2\% | Accounts Payable \& Other Payables | 4,244.4 | 4,250.0 | 4,008.2 | -5.6\% | -5.7\% |
| Handset purchase | 540.3 | 612.4 | 723.1 | 33.8\% | 18.1\% | 2,259.0 | 2,440.4 | 8.0\% | Other Liabilities | 94.5 | 133.1 | 125.7 | 33.0\% | -5.6\% |
| Etc | 23.4 | 12.7 | 31.4 | 34.0\% | 146.6\% | 77.6 | 64.7 | -16.7\% |  |  |  |  |  |  |
| Ordinary R\&D Expense | 13.5 | 17.2 | 15.7 | 16.0\% | -8.7\% | 54.3 | 60.4 | 11.3\% | Total Liabilities | 7,797.0 | 7,332.6 | 7,461.7 | -4.3\% | 1.8\% |
| Taxes \& Dues | 4.7 | 6.6 | 6.8 | 44.2\% | 4.0\% | 27.4 | 37.2 | 35.8\% |  |  |  |  |  |  |
| Others | 31.3 | 28.8 | 25.9 | -17.2\% | -9.8\% | 151.4 | 111.3 | -26.4\% | Shareholders' Equity | 4,189.3 | 4,447.5 | 4,477.6 | 6.9\% | 0.7\% |
|  |  |  |  |  |  |  |  |  | Capital Stock | 2,574.0 | 2,574.0 | 2,574.0 | 0.0\% | 0.0\% |
| Operating Income | 195.9 | 175.6 | 114.8 | -41.4\% | -34.6\% | 593.1 | 646.3 | 9.0\% | Captial Surplus | 836.6 | 836.6 | 836.6 | 0.0\% | 0.0\% |
|  |  |  |  |  |  |  |  |  | Retained Earnings | 777.1 | 1,035.1 | 1,065.7 | 37.1\% | 3.0\% |
| Non-operating Income | 31.6 | 50.7 | 32.6 | 3.0\% | -35.7\% | 116.9 | 130.2 | 11.4\% | Accumulated Other Comprehensive Income | 1.8 | 1.8 | 1.3 | -24.6\% | -26.2\% |
| Non-operating Expense | 101.1 | 75.4 | 85.2 | -15.8\% | 12.9\% | 369.4 | 295.0 | -20.1\% |  |  |  |  |  |  |
| Income Before Tax | 126.4 | 150.9 | 62.2 | -50.8\% | -58.8\% | 340.6 | 481.6 | 41.4\% |  |  |  |  |  |  |
| Income Tax | 37.6 | 33.8 | 19.0 | -49.6\% | -43.9\% | 96.6 | 114.3 | 18.3\% | Total Shareholders' Equity | 4,189.3 | 4,447.5 | 4,477.6 | 6.9\% | 0.7\% |
| Net Income | 88.8 | 117.1 | 43.3 | -51.3\% | -63.1\% | 244.0 | 367.3 | 50.5\% | Total Liabilities and Shareholders' Equity | 11,986.3 | 11,780.1 | 11,939.2 | -0.4\% | 1.4\% |

## 3. Appendix

## Subscriber Trend

(Unit: subscribers in thousands)

| Classification | 1Q14 | 2Q14 | 3Q14 | 4Q14 | 2014 | 1Q15 | 2Q15 | 3Q15 | 4Q15 | 2015 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wireless Subscribers ${ }^{(1)}$ | 10,982 | 11,117 | 11,271 | 11,381 | 11,381 | 11,566 | 11,690 | 11,794 | 11,949 | 11,949 |
| Net Addition | 108 | 135 | 154 | 110 | 507 | 185 | 125 | 104 | 155 | 568 |
| LTE Subscribers | 7,811 | 8,117 | 8,304 | 8,570 | 8,570 | 8,906 | 9,216 | 9,512 | 9,879 | 9,879 |
| Net Addition | 722 | 306 | 187 | 266 | 1,482 | 336 | 310 | 296 | 366 | 1,308 |
| LTE Penetration Rate (\%) | 71.1\% | 73.0\% | 73.7\% | 75.3\% | 75.3\% | 77.0\% | 78.8\% | 80.7\% | 82.7\% | 82.7\% |
| CDMA | 3,171 | 3,000 | 2,967 | 2,810 | 2,810 | 2,659 | 2,474 | 2,282 | 2,070 | 2,070 |
| Churn Rate (\%) | 2.8\% | 2.1\% | 2.3\% | 1.8\% | 2.3\% | 1.9\% | 1.7\% | 1.8\% | 1.8\% | 1.9\% |
| New adds | 934 | 841 | 920 | 720 | 3,415 | 852 | 721 | 750 | 838 | 3,161 |
| Churn | 931 | 706 | 766 | 610 | 3,013 | 667 | 596 | 646 | 684 | 2,593 |
| Wireless ARPU (KRW) ${ }^{(2)}$ | 39,506 | 40,141 | 40,454 | 43,104 | 40,810 | 39,788 | 40,258 | 39,822 | 39,853 | 39,930 |
| Service ARPU ${ }^{(3)}$ | 35,362 | 35,636 | 36,600 | 37,906 | 36,601 | 36,226 | 36,606 | 36,294 | 36,204 | 36,333 |
| Service ARPU (MVNO Incl. ${ }^{(4)}$ | 34,588 | 34,787 | 35,735 | 36,959 | 35,732 | 35,278 | 35,626 | 35,306 | 35,320 | 35,383 |

(1) Subscribers : MSIP's new subscriber disclosure basis, "line-based subscriber number" including RASS (Adjusted from 1Q14)
(2) Wireless ARPU : Interconnection, sign-up fee included, excluding RASS and MVNO (3) Service ARPU : Excluding Interconnection, sign-up fee, and RASS. (4) (3) + MVNO

| Classification | 1Q14 | 2Q14 | 3Q14 | 4Q14 | 2014 | 1Q15 | 2Q15 | 3Q15 | 4Q15 | 2015 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TPS Subscribers | 8,881 | 9,120 | 9,247 | 9,387 | 9,387 | 9,540 | 9,715 | 10,164 | 10,304 | 10,304 |
| Net Addition | 282 | 240 | 127 | 140 | 789 | 153 | 175 | 449 | 140 | 916 |
| IPTV ${ }^{(1)}$ | 1,672 | 1,784 | 1,875 | 1,949 | 1,949 | 2,040 | 2,123 | 2,199 | 2,280 | 2,280 |
| Net Addition | 122 | 112 | 91 | 74 | 400 | 91 | 83 | 76 | 81 | 331 |
| Volp ${ }^{(2)}$ | 4,246 | 4,343 | 4,362 | 4,424 | 4,424 | 4,450 | 4,506 | 4,520 | 4,540 | 4,540 |
| Net Addition | 125 | 97 | 19 | 62 | 303 | 27 | 55 | 14 | 21 | 116 |
| Broadband ${ }^{(3)}$ | 2,963 | 2,993 | 3,010 | 3,014 | 3,014 | 3,050 | 3,087 | 3,445 | 3,483 | 3,483 |
| Net Addition | 35 | 30 | 17 | 4 | 86 | 36 | 37 | 358 | 38 | 469 |
| PSTN Subscribers ${ }^{(4)}$ | 512 | 509 | 499 | 495 | 495 | 495 | 505 | 507 | 505 | 505 |
| Net Addition | -5 | -2 | -11 | -4 | -22 | 0 | 10 | 2 | -2 | 10 |

(1) IPTV subscribers : Retail + Corporate subscribers (2) VolP subscribers : Retail +Corporate
(3) Broadband : Retail + Corporate subscribers (Including corporate subscribers from 3Q15) (4) PSTN Subscribers : Retail(Retail VoIP callforwarding) + Corporate subscribers

## 3. Appendix

## ir@lguplus.co.kr

| JK Park | $+82-70-4080-6915$ |
| :--- | :--- |
| Inhoi Yoo | $+82-70-4080-4104$ |
| Daniel Choe | $+82-70-4080-1620$ |
| Irene Huh | $+82-70-4080-3037$ |


[^0]:    * Mkt. Exp. = Sales Commission + Adv. - Gross Profit from Handset Sales

[^1]:    Capital Expenditure includes Construction in Progress

[^2]:    * Subscribers : MSIP's new subscriber disclosure basis, "line-based subscriber number" including RASS (Adjusted from 1Q14)

[^3]:    (1) IPTV : subscriber base (2) Broadband : Including corporate subscirbers from 3Q1 5

