

Changing Your Life



# LGU<sup>+</sup> COMPANY PROFILE

# LG U<sup>+</sup> Makes Your Life Better

Core Value

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Our transformations always began with our customers.

At LG U<sup>+</sup>, we focus on making your lives more convenient and your time more valuable.

LG U<sup>+</sup> stands at the forefront of the telecommunication industry.

We launched the world's first commercial 5G network, and we are exporting 5G content including cutting-edge AR/VR services and solutions to customers around the globe.

Experience the next level, life-changing 5G services that only LG U<sup>+</sup> can provide.

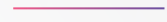
Feel the difference, share your experiences and soon you will find yourself a lifelong fan of LG U<sup>+</sup>.

LG U<sup>+</sup> makes your life better.

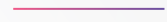
# WHO WE ARE



**About LG U+**



**At a Glance 2020**



**Network Roadmap**

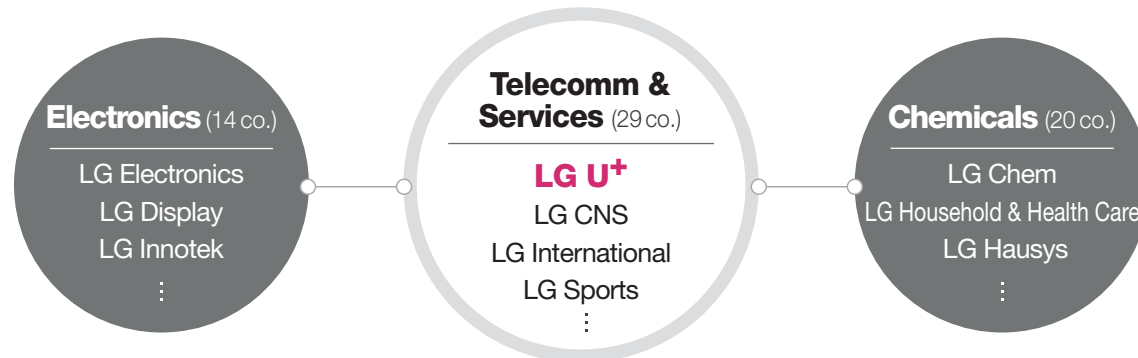
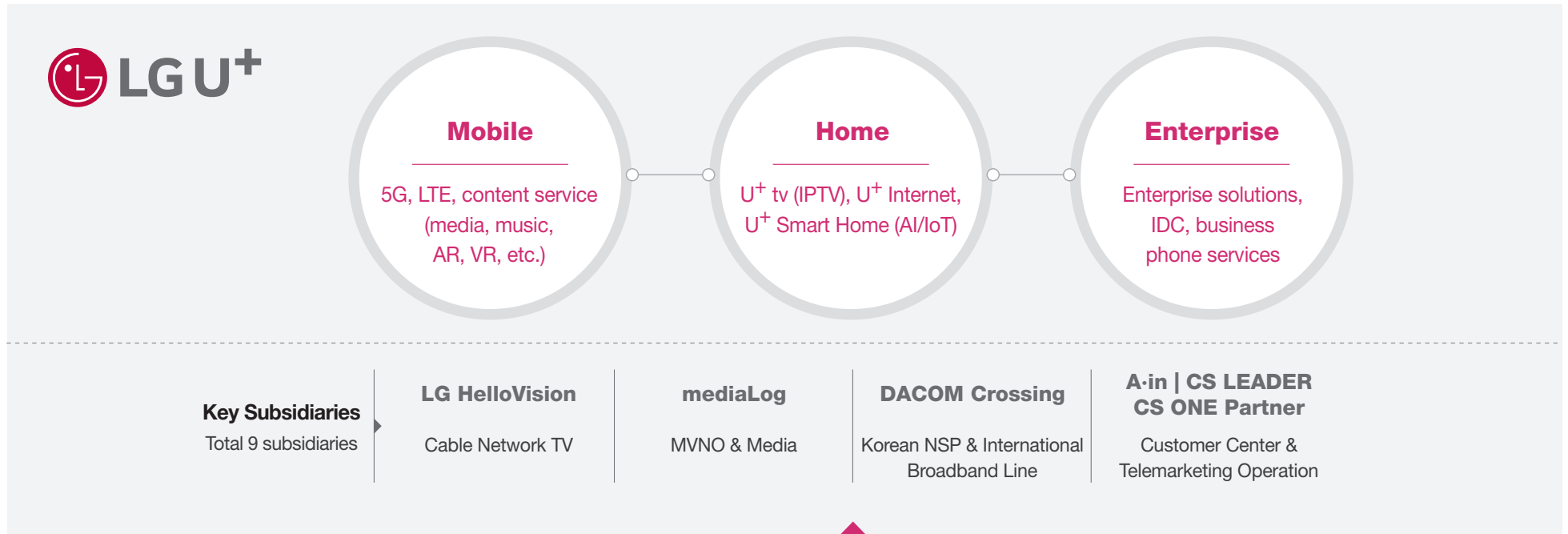


**Financial Highlights 2020**

# We deliver communication and media services that add value to our customer's lives

About LG U+

LG U+ leverages LG Group's networks and capabilities to provide life-changing services for our customers. Experience next-level mobile, home and enterprise services with our superlative network quality.



# We lead the market through outstanding technology and extensive know-how

At a Glance 2020

LG U+ became the first Korean telecommunications operator to export \$22 million in 5G content and solutions.

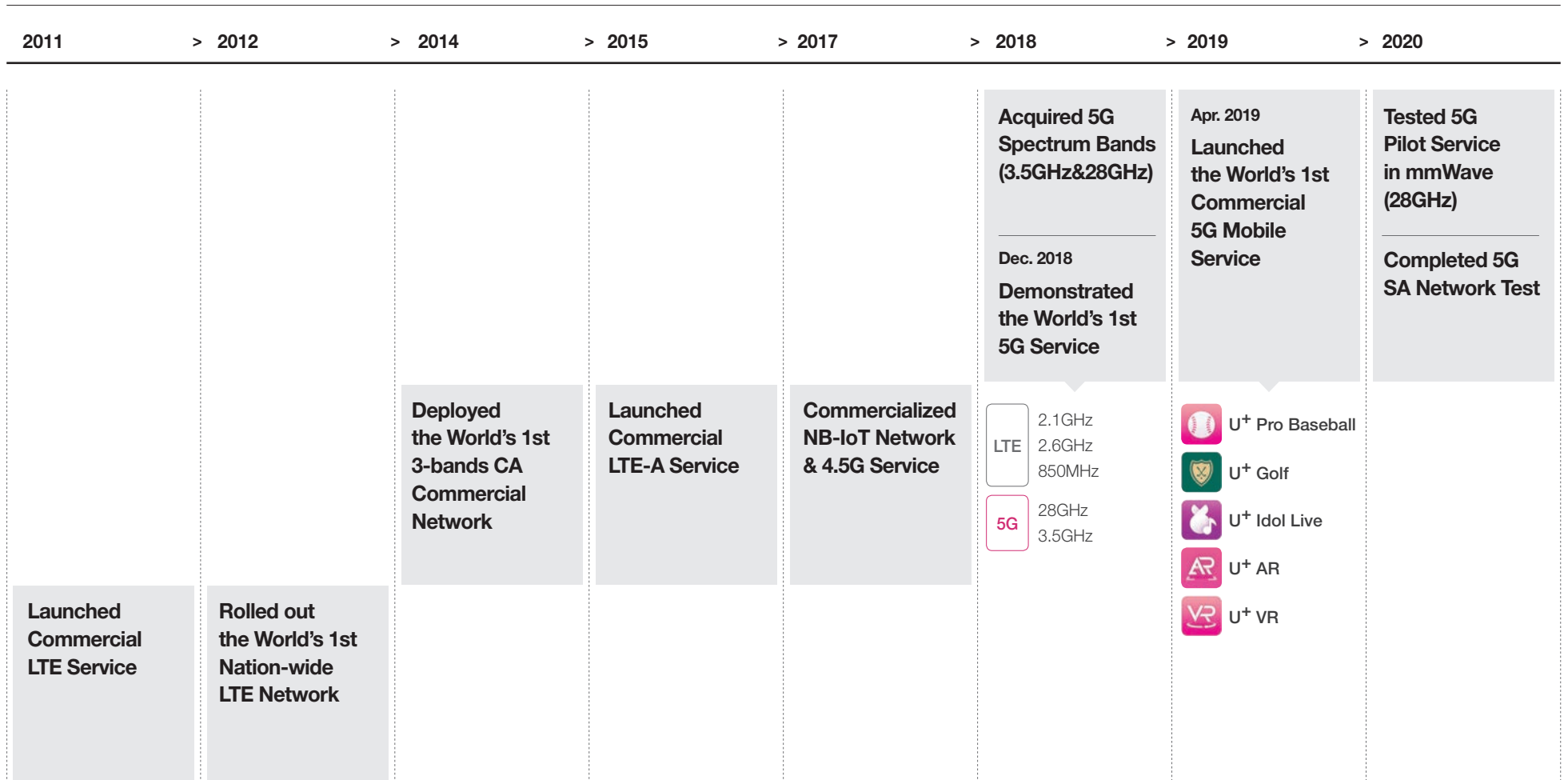
Our acquisition of LG HelloVision further bolstered our media business portfolio as we continue to deliver top content and win customer trust.

<h3>5G Global Leadership</h3>	<p>World's 1st commercial 5G service</p> <h2>No.1 in 5G Speed &amp; Availability</h2> <p>LG U+ was ranked first among global mobile operators (RootMetrics, 5G Performance Test / Oct. 2020) * in Seoul, New York, London and Zurich</p> 	<p>5G AR/VR content and solutions</p> <h2>\$22M in Exports</h2> <p>We signed export contracts and strategic agreements with telcos in North America, China, Japan, Hong Kong, Taiwan and more countries</p> 	<p>World's 1st 5G content alliance</p> <h2>Global XR Content Telco Alliance</h2> <p>LG U+ chairs the alliance to drive XR content and service development</p> 		
<h3>Business Performance</h3>	<p>Oct. 2020</p> <h2>Over 16M Mobile Subscribers</h2> 	<p>2020</p> <h2>Highest Net Increase in Mobile, Internet and IPTV Subscribers</h2> 	<p>U+ tv Core Service</p> <h2>U+ Kids Ranked No.1 in Customer Satisfaction for 4 Consecutive Years</h2> 		
<h3>Business Growth</h3>	<p>No. 1 Cable TV</p> <h2>Acquisition of LG HelloVision</h2> <p>With our newest acquisition, LG U+ further strengthened our media business portfolio</p> 	<p>Dec. 2020</p> <h2>Demoed World's 1st 5G Autonomous Parking</h2> <p>Team LG Synergy was founded to accelerate our entry into the mobility industry</p> 	<h3>CSR</h3>	<p>Nominated as the leading telco in "Carbon Management Sector Honors"</p> <h2>6 Consecutive Years</h2> 	<h2>UN75 Partner</h2> <p>We partnered with UN75 to contribute to social change</p> 

# We launched the world's first 5G network and have consistently provided high-quality services Network Roadmap

LG U<sup>+</sup> demonstrated the world's first 5G service in December, 2018 and launched the world's first commercial 5G service in April, 2019. We plan to deploy a nation-wide 5G network with 3.5GHz and commercialize mmWave and 5G SA.

## Evolution of Mobile Network



## We focused on core strengths and enhanced efficiency to achieve strong financial performance Financial Highlights 2020

LG U<sup>+</sup> ranked first in revenue growth rate among all Korean telcos in 2020.

With the growth of the 5G and IPTV businesses, operating income increased by 29.1% year-over-year.

### Revenue (unit: USD)

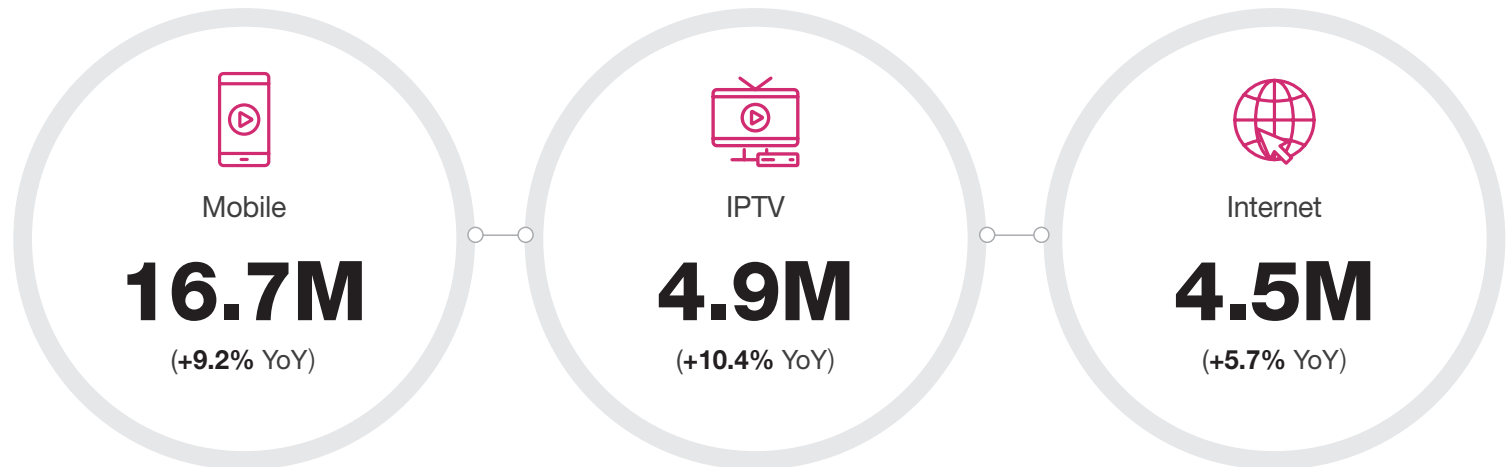


### Operating Income (unit: USD)



\* Service Revenue: \$9.7B  
(Mobile 58.8%, Smart Home 21.7%, Enterprise 14.6%, Telephony 4.9%)

### | Subscribers by Service



# WHAT WE DO

- **Mobile**
- **Home**
- **Enterprise**

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# Mobile

The world's first Global XR Content Telco Alliance was formed under the leadership of LG U<sup>+</sup>, another powerful step in our commitment to creating innovative and immersive media content.



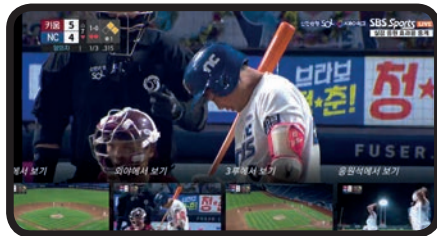
# Mobile Key Mobile Services

Media	Sports	Music	AR/VR	Cloud Gaming	Edu / Life	Roaming
U+ Mobile tv Netflix YouTube Premium	U+ Pro Baseball <b>5G</b> U+ Golf <b>5G</b> Smart Home Workout <b>5G</b>	U+ Idol Live <b>5G</b> Genie Music (Music streaming)	U+ AR <b>5G</b> U+ VR <b>5G</b> U+ AR Shopping <b>5G</b>	GeForce Now <b>5G</b>	U+ Kids U+ Kids AR Library U+ Elementary World	Unlimited data in more than 200 countries

## 5G Services Transforming your life with 5G



**Sports** **Multi-View**  
Watch the games from any angle you want

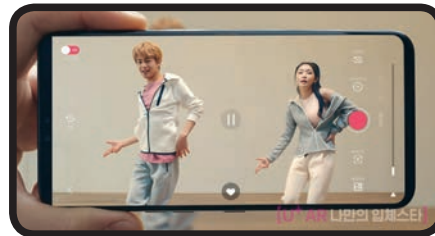


**U+ Pro Baseball** View by position

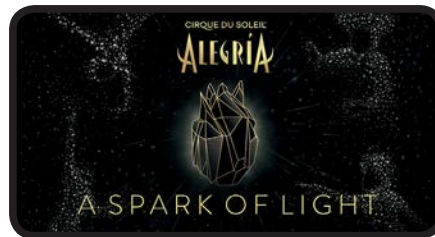


**U+ Golf** Exclusive broadcast of top pro golfers

**AR/VR** **Immersive**  
Experience high resolution image and AR characters in 360 °



**U+ AR** Create dance videos with AR characters



**U+ VR** "Cirque du Soleil", Webcomic, VR travel

**Cloud gaming** **Cloud**  
Enjoy AAA titles anytime, anywhere across mobile, PC and TV



**GeForce Now** Cloud gaming service

**Edu / Life** **Education**  
Most popular educational content for elementary students



**U+ Elementary World**

Diverse educational content including content from the Educational Broadcasting System, English books, newspapers, math learning program and U+ Children's Live Library

# Mobile 5G Mobile Services at a Glance

-  Multi-View
-  Immersive
-  Cloud

## U+ Pro Baseball



- View by position
- Rotate the batting moment with the Time Slice feature
- Zoom in & out in 4K

## U+ Golf



- Swipe the swing moment with the Time Slice feature
- Enjoy exclusive broadcast of KLPGA tournaments
- Watch lessons by level

## U+ Idol Live



- Watch exclusive K-pop content in 4K
- VR videos
- Close-up videos by member

## U+ AR



- Touch and rotate AR characters in 360°
- Shoot dance videos with AR artists

## U+ VR



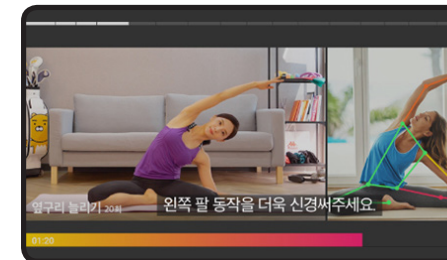
- Enjoy 3D VR K-POP performances
- Watch premium VR content: Star Date, Cirque du Soleil, etc.

## U+ AR Shopping



- Automatically recognize product info during live TV home shopping broadcasts
- Check product details through 3D AR

## Smart Home Workout



- Get coaching from an AI fitness trainer
- Work out from home with a variety of programs
- Do workout challenges
- 'AI meal plan feature' that counts calories when you take a photo of a meal

## GeForce Now



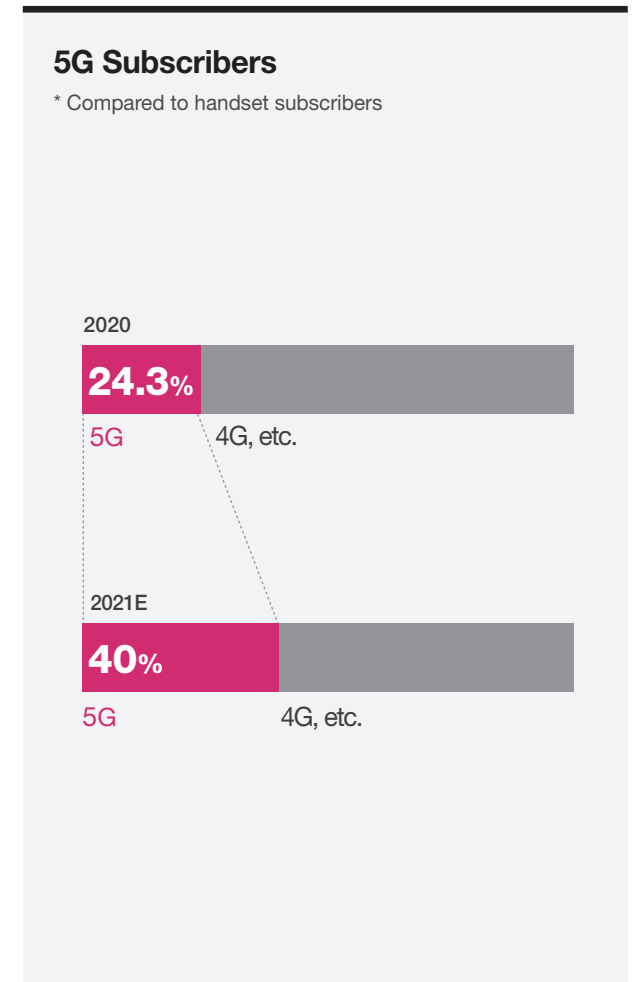
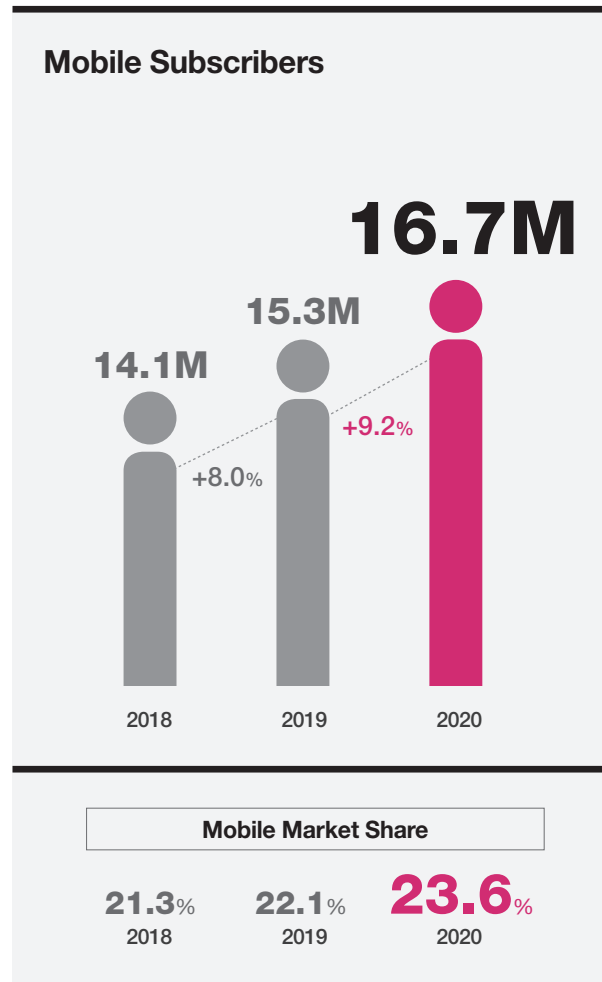
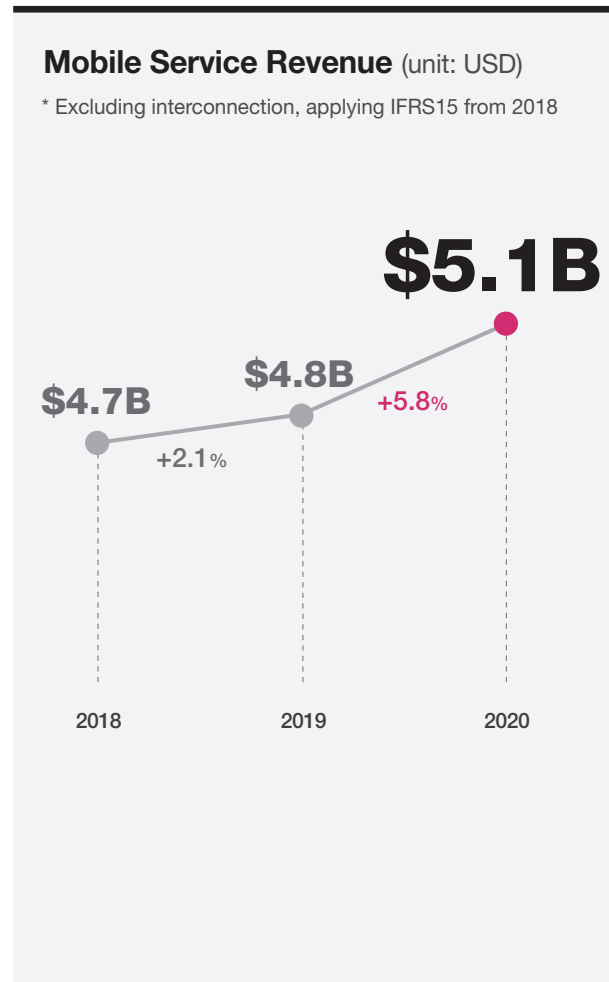
- Experience over 400 top-rated and latest games

## U+ Kids AR Library



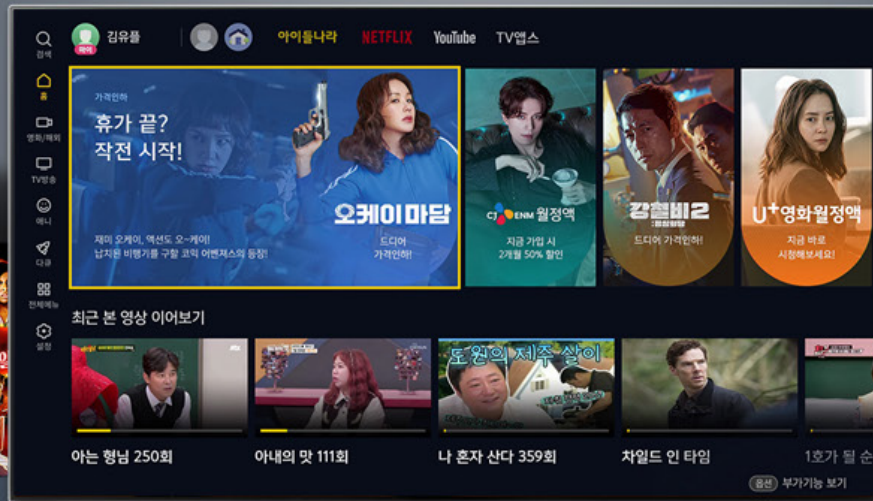
- Read English books from leading global publishers
- 3D AR books
- Game activities

# Mobile Financial Performance



# Home

LG U+ has become a trusted brand in home services with outstanding media services from education for children to entertainment for all ages.



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Entertainment & Edutainment  
**U+ tv (IPTV)**

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Fast & Reliable Internet  
**U+ Internet**

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Voice and Touch Control  
**U+ Smart Home (AI/IoT)**

# Home

Key Home Services

## U+ tv

Entertainment & Edutainment with IPTV Service



For kindergarten and elementary students

### U+ Kids

Ranked No. 1 in Customer Satisfaction  
for 4 Consecutive Years

Korea's first tailored edutainment service



- **English Kindergarten**

Effective English home schooling program developed together with a professional English academic institution (Chung Dahm Learning)

- **Book Narration on TV**

Over 600 award-winning and best-selling children's books, narrated by professional storytellers

- **PlayPen (U+ Pen)**

Dedicated U+ Kids remote control for interactive video-book learning and indoor physical activities



For all ages

### YouTube NETFLIX

Stream movies and TV shows on the big screen with U+ tv



## U+ Internet

Fast & Reliable Internet



Internet service with speeds **up to 10Gbps** to stream the latest and biggest content without interruption



## U+ Smart Home

Voice and Touch Control



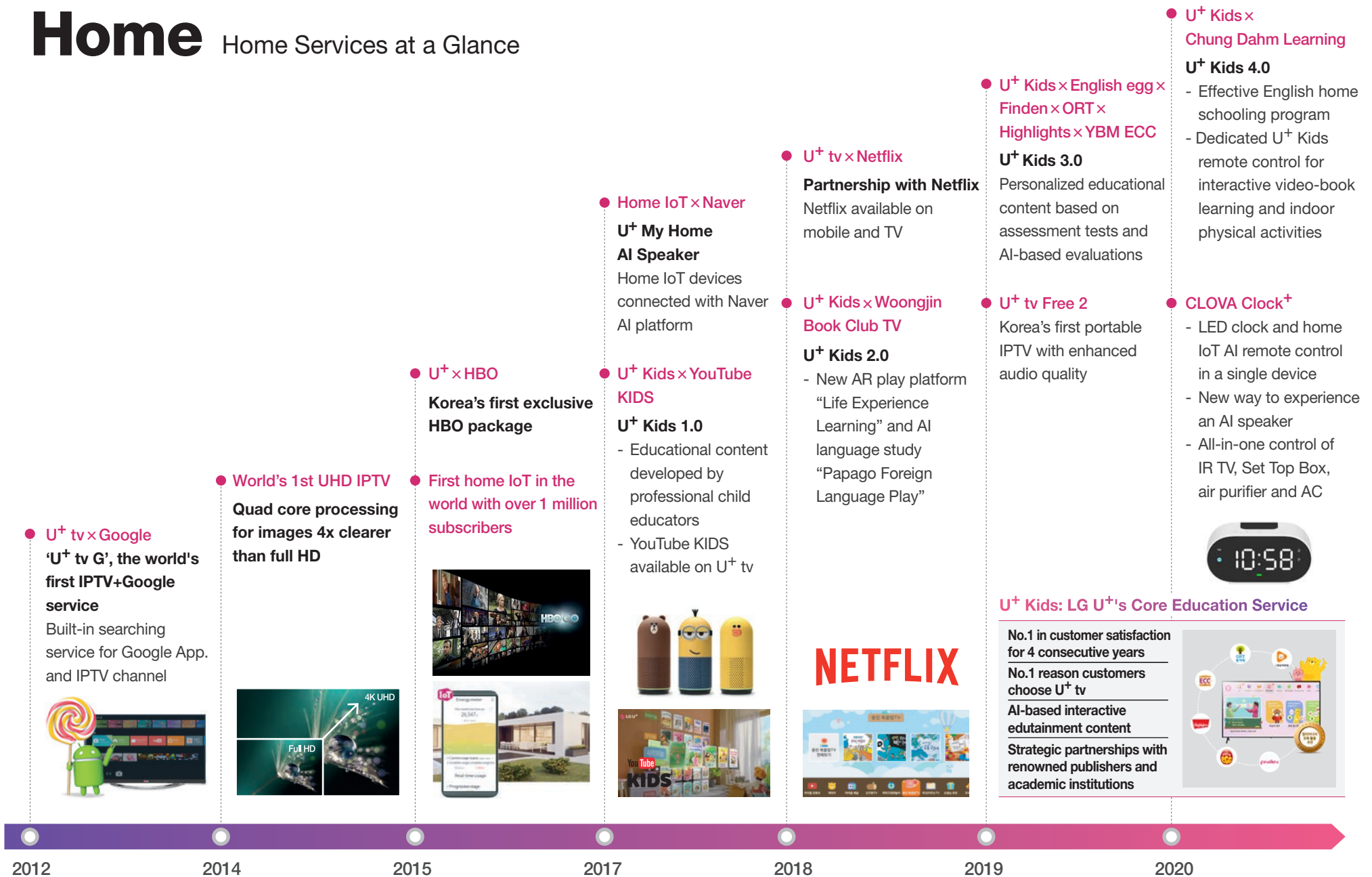
+ Exclusive Insurance



- **Pet Care** keeps your pets safe at home
- **Home Keeper** protects your home from break-ins and thefts with exclusive insurance coverage

# Home

## Home Services at a Glance

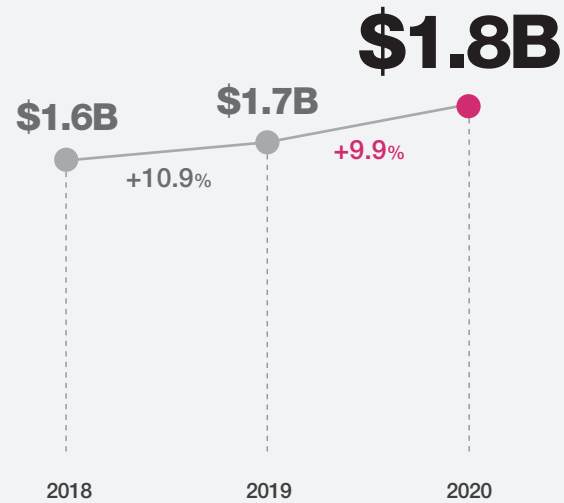


# Home Financial Performance

## Home Service Revenue (unit: USD)

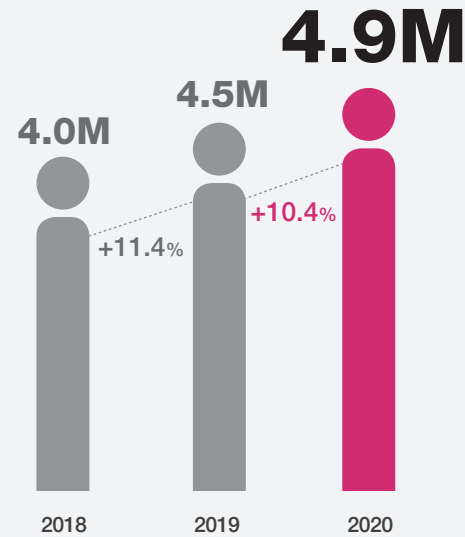
IPTV+Internet

\* IFRS15 standards applied from 2018

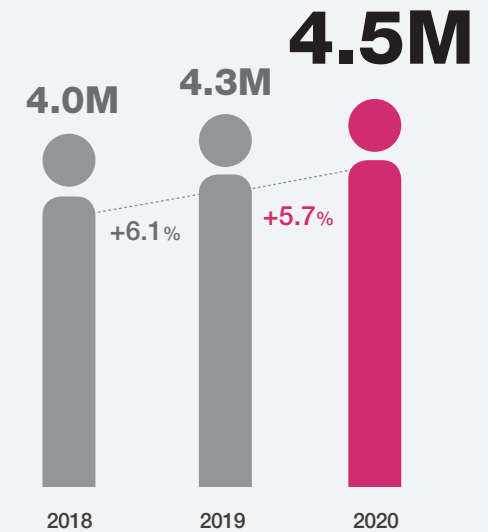


## U+ tv (IPTV) Subscribers

\* Based on no. of set top boxes



## U+ Internet Subscribers



## Pay-TV Market Share



A man in a dark suit and blue sweater is walking through a server room aisle, holding a laptop. The room is filled with rows of server racks, and the floor has a grid pattern. A bright blue light strip runs along the base of the server racks, and a glowing blue line extends from the racks towards the right side of the image. The overall atmosphere is futuristic and high-tech.

# Enterprise

LG U<sup>+</sup> provides smart solutions for businesses in rapidly changing environments by leveraging 5G, industrial IoT and AI technologies. As the frontrunner in the 5G market, we continue to deliver services that can take your business capabilities to the next level.

# Enterprise

## Key Enterprise Services

### 5G Service



5G enterprise services with enhanced security features

- 5G Network
- C-ITS
- Smart Drone
- Smart Factory
- Remote Operation
- Smart Surveillance Camera
- U+ Drive  
(Voice control navigation)
- 5G Innovation Lab



### SOHO



- **U+ My Shop Package**  
Total solution package for managing and promoting businesses and offices at discounted rates
- **SOHO Security**

### Communication



- Voice-call
- U+ VoIP
- Prefix # 050/080/060
- Mobile

### Payment / Finance



- Payment and Financial Management

### Data



- U+ Internet
- Wireless Internet
- U+ tv (Enterprise IPTV)
- Enterprise Line
- IDC  
12 IDCs across Korea including Asia's largest IDC 'LG U+ Pyeongchon Mega Center'



### Facility / Security



- Smart Sensor
- Video Solution
- Energy & Power

### Security



- Integrated Security Solution
- U+ Cloud Security
- U+ Cloud PC  
Seamless and secure access to a workplace desktop anywhere, anytime and on any device

### Marketing / Customer Management



- Messaging
- Customer Center
- Location-based Marketing Service

### Smart Work



- Online File Storage
- Biz Market (Integrated platform)
- Collaboration  
- U+ Video Conference  
Real-time video conferencing service with up to 1,000 users
- Administrative Support  
- U+ Time Management  
Employee attendance management solution
- U+ Our Company Package  
All-in-one package of enterprise products and solutions with attractive pricing

### IoT



- Industrial IoT
- Smart Emergency Vehicle Priority Signal System
- U+ IoT Apartments

# Enterprise 5G Services

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## Connected Car

AI-based voice control system for vehicle infotainment services including AVN (Audio, video and navigation)

- LG U+, SsangYong Motors and Naver co-developed and launched "Infoconn", a connected car system
- U+ Drive will be embedded in Toyota & Lexus vehicles (2022)

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## Smart Drone

Auto flight with real-time monitoring, video recording and data transmission via cloud-based control system without distance and location limitations

- Patrol drone service for provincial governments & public organizations (Gyeongbuk provincial government, Wando district office, etc)

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## Remote Operation

Video transmission solution enabling remote operation of on-site construction equipment that are hundreds of kilometers away from the control station

- Demo'ed remote operation of excavator with Doosan Infracore at BAUMA2019 and BAUMA2020
- Demo'ed remote operation of excavator with Volvo
- Demo'ed Air quality monitoring robot in Jeonju City
- Demo'ed remote operation of container crane with Seoho Electric



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## Smart City

- Selected as SPC for Sejong National Pilot Smart City (Zone 5-1)

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## Smart Factory

Efficient safety/environment/energy management solutions by leveraging IoT and AI technology across the entire production process

- Deployed smart factory services for 35 LG factories and 70 other production facilities

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## C-ITS/Autonomous Driving

Accident prevention and traffic management solution with real-time traffic information

- Developed autonomous driving big data control station and platform for the City of Sejong
- LG U+ selected as operator for autonomous mobility project of Korea Ministry of Land, Infrastructure and Transport

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## 5G Innovation Lab

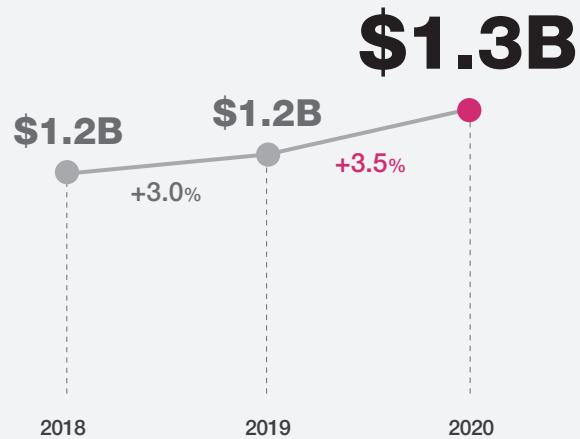
Discovering promising startups and exploring new 5G use cases

- Innovation Lab provides personnel and equipment support including 5G networks, infrastructures, devices and platforms for 5G ecosystem development and testing

# Enterprise Financial Performance

## Enterprise Service Revenue (unit: USD)

\* IFRS15 standard applied from 2018



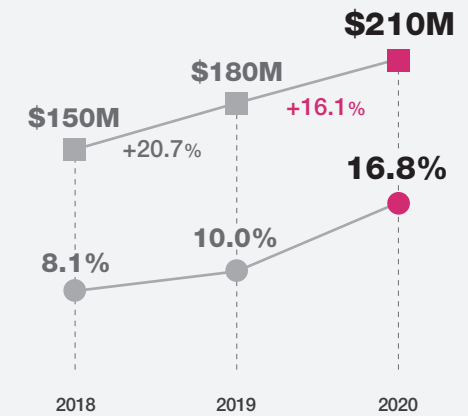
### 2020 Revenue Breakdown

Enterprise Line	52.9%	30.3%	16.8%
		Solution	IDC

## IDC Revenue (unit: USD)

### IDC Share of Enterprise Revenue

Continuous profitable growth in 12 IDCs across Korea including Asia's largest IDC 'LG U+ Pyeongchon Mega Center'



# HOW WE DO

- **Interactive Store**
- **Global Activity**
- **Strategic Partnership**

3

# We combine the customer experience with culture to deliver unique satisfaction

Hands-on experience zones and unique exhibitions enable engagement with our customers.  
 With increasing demand for online purchase, we are providing new channels to shop at LG U+.

## Interactive Store



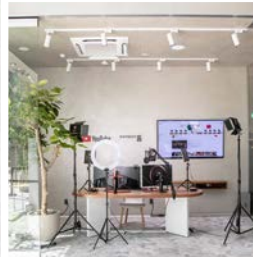
### TEUM



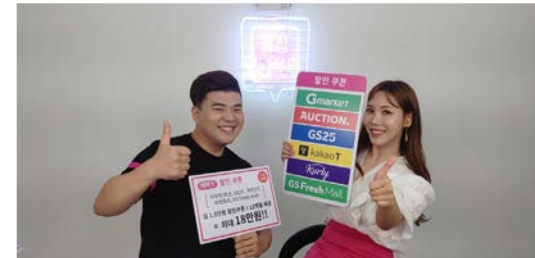
Multi complex cultural space at Gangnamdaero 426

#### <Floor Guide>

- 5F | Content Experience Zone
- 4F | Photo Studio, Exhibition
- 3F | Book Store, Book Lounge
- 2F | Relaxation Zone, Café
- 1F | Events, YouTube Studio
- B1 | Special Exhibition



**First Unmanned Store 'U+ Un-tact Store'**  
 New contactless sales channel



**U+ Shop Live**  
 Live e-commerce  
 (First such service by a Korean telco)



**U+ 5G Playground at Eulji Medical Center**  
 5G AR/VR experience zone

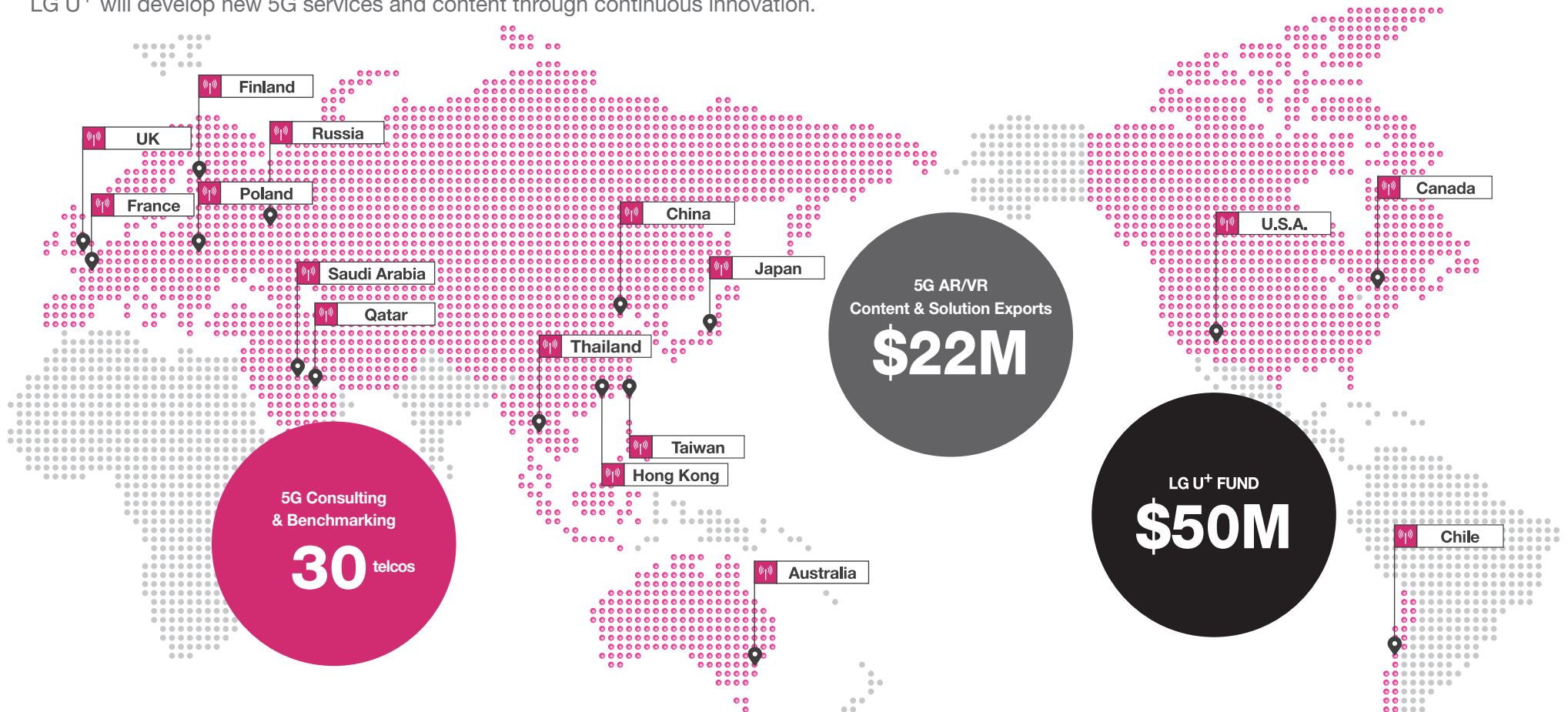


**Bundang Flagship Store**  
 Pet care specialty store  
 (First such service by a Korean telco)

# Our innovative 5G services span the globe to deliver value to our partners and customers

Global Activity

We work together with global companies in North America, Asia and Europe to invest in content and technologies. LG U+ will develop new 5G services and content through continuous innovation.



## 5G Consulting & Benchmarking

- LG U+ provides consulting and benchmarking services to 30 world-leading telcos
- We provide insights to numerous telcos around the world by sharing the success stories of our 5G journey

## 5G AR/VR Content & Solution Exports

- LG U+ reached \$22 million in AR/VR service exports
- We formed the world's first 5G content alliance 'Global XR Content Telco Alliance'
- We signed export contracts and strategic partnership agreements with telcos in the North Americas, China, Japan, Hong Kong and Taiwan and more countries

## LG U+ FUND

- LG U+ manages \$50 million investment fund
- We invested in six US startups (8i, 4D Replay, Spatial, Amaze VR, EyecandyLab, DataFleets)
- We partnered with Google for joint content funding for VR in 2019 and AR in 2020

# We work with great partners to create great services for our customers

Strategic Partnership

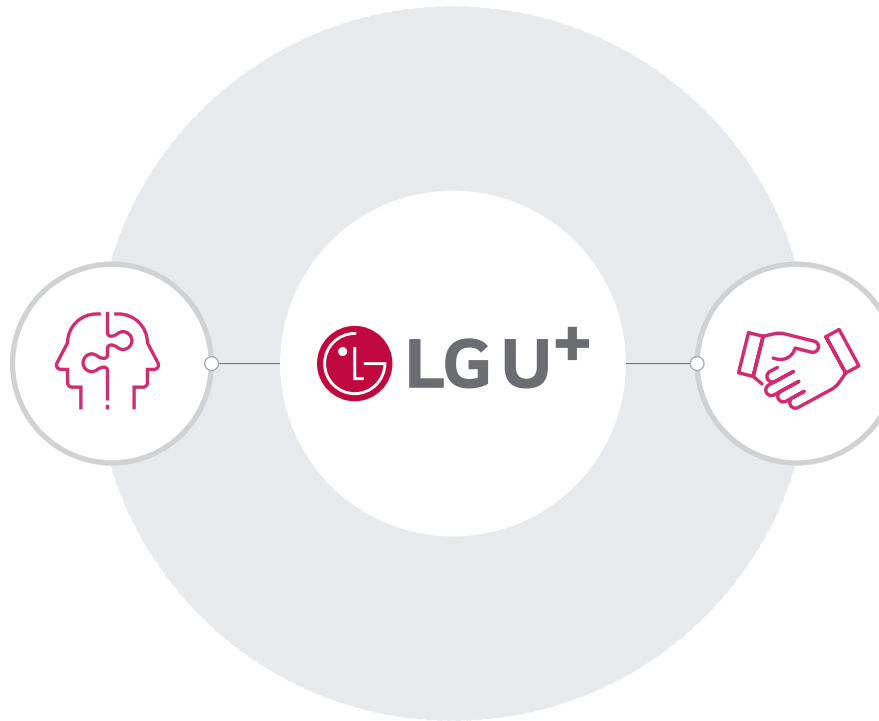
LG U+ partners with the top companies in each industry to bring the highest level of service to our customers.

## Team LG

We create synergy with LG Group companies through the Team LG Strategy

- LG Chem
- LG Electronics
- LG Display
- LG Household & Health Care
- LG CNS

LG creates synergy with LG Group manufacturing companies, including deploying smart factory services for 35 LG factories and 70 other production facilities



## Customer-centric Partnership

We partner with industry frontrunners

### Entertainment

- YouTube
- NETFLIX
- NVIDIA

### ICT

- Google
- NAVER

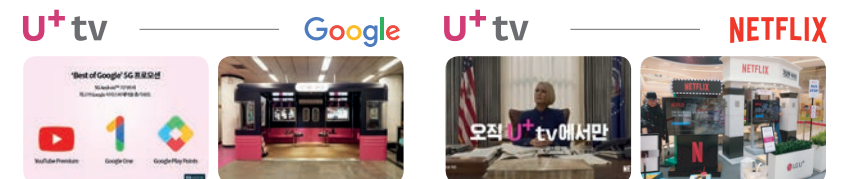
### Education

- EBS
- woongjin
- CHUNG DAHM

### Security

- S-1

Strategic partnerships with leading companies in content, technologies and services





**LG U+**

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