NEW DOOR TO THE FUTURE

SK telecom

CONTENTS

NEW DOOR TO THE FUTURE

What is SK Telecom's vision for the future?
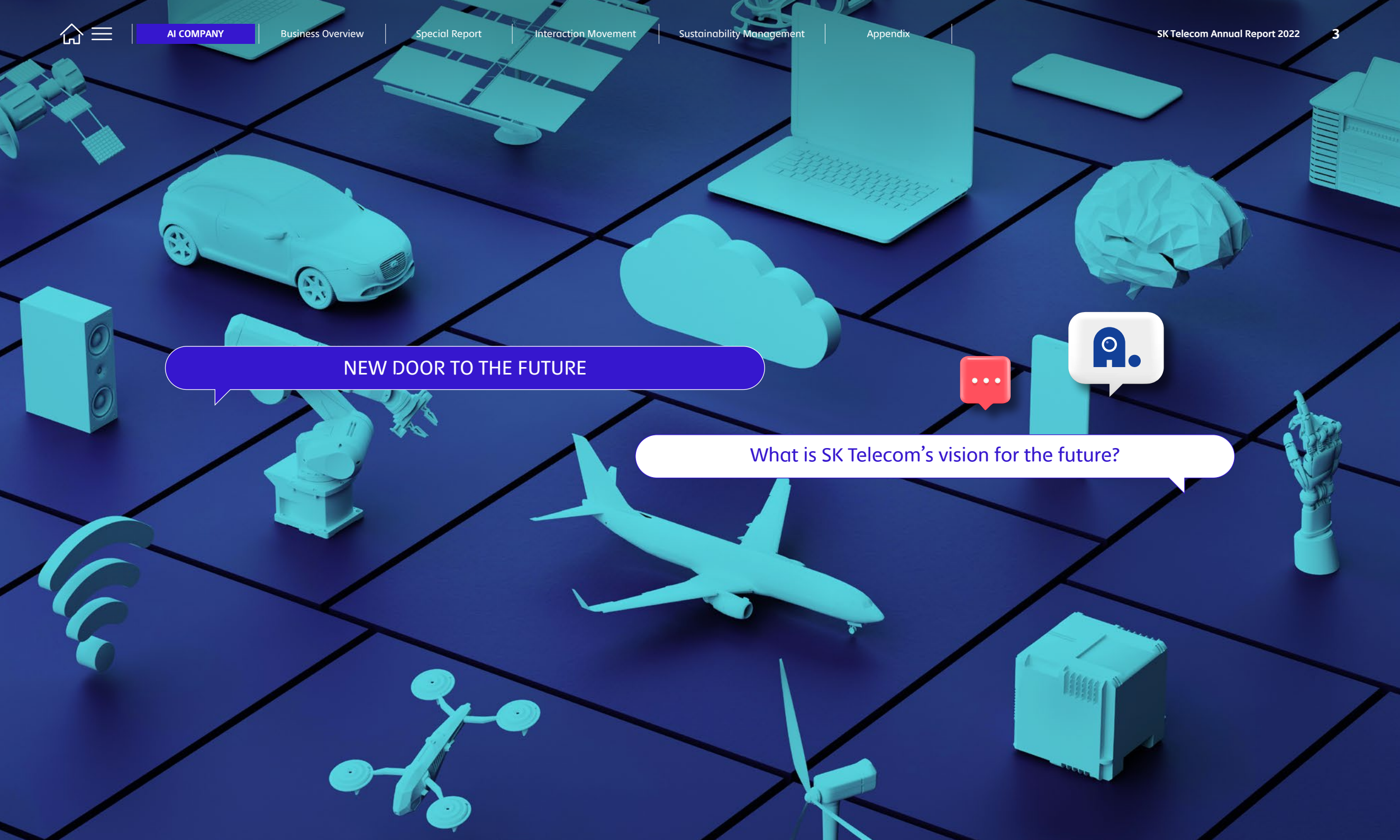
AI to Everywhere

SK Telecom will lead the transition to a new era by connecting AI to the entire world, focusing on five areas: customer and technology, time and space, industry(AIX), core business model, and ESG.
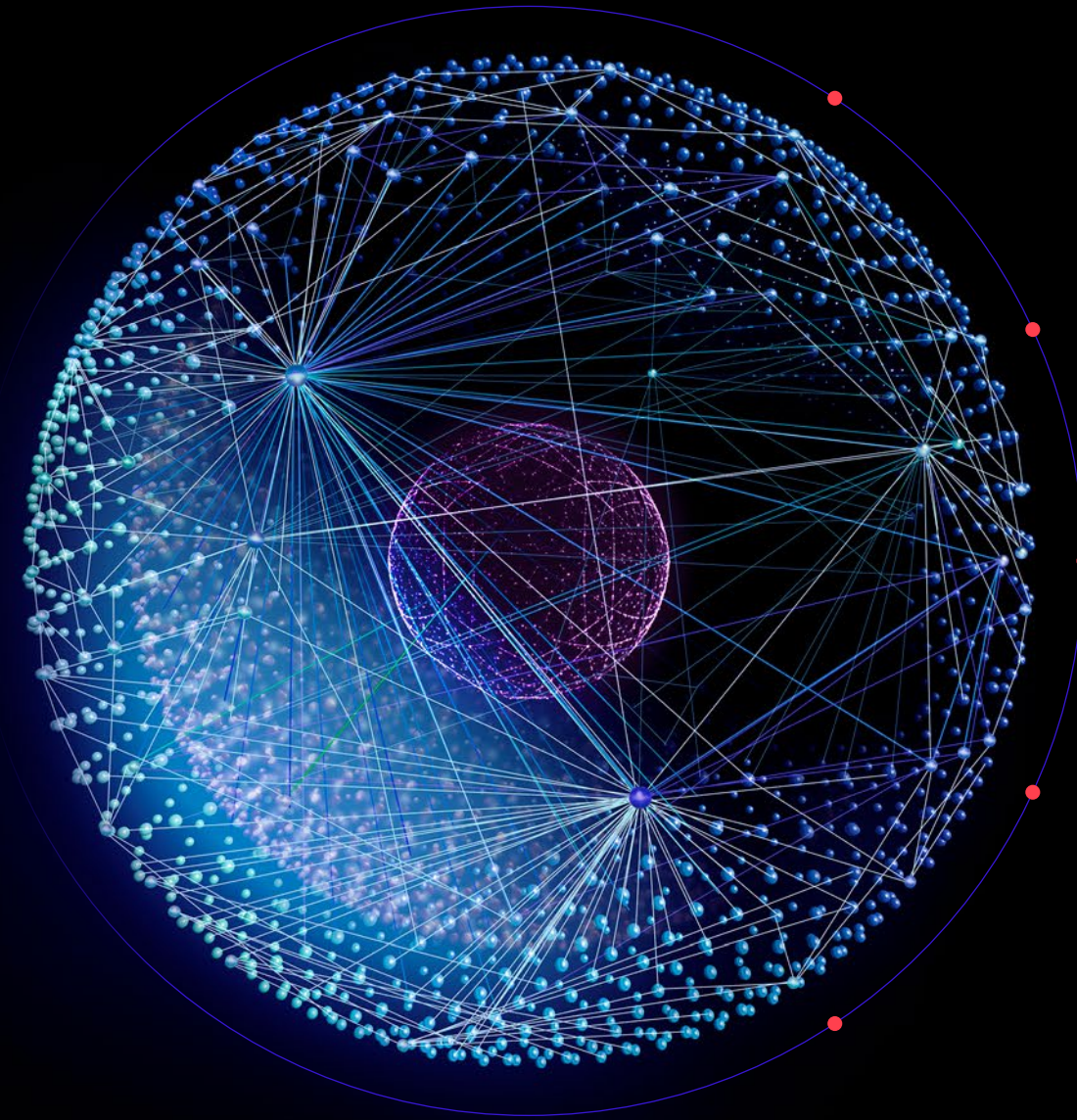
Customer and Technology

Time and space — UAM, Autonomous driving, ifland

AIX — AI Semiconductor, Cloud, AdTech, Vision AI, Productivity

Core BM — MNO, Media, T Universe

ESG — AI Care, AI Call

AI to Everywhere 1

Customer and Technology

We aim to get closer to our customers with differentiated AI services

In May 2022, SK Telecom commercialized the world's first AI agent service A. based on a Korean giant language model utilizing AI capabilities accumulated in the fields of service, technology, and data. With its strengths of personalized characters, natural conversation, and service connections, it s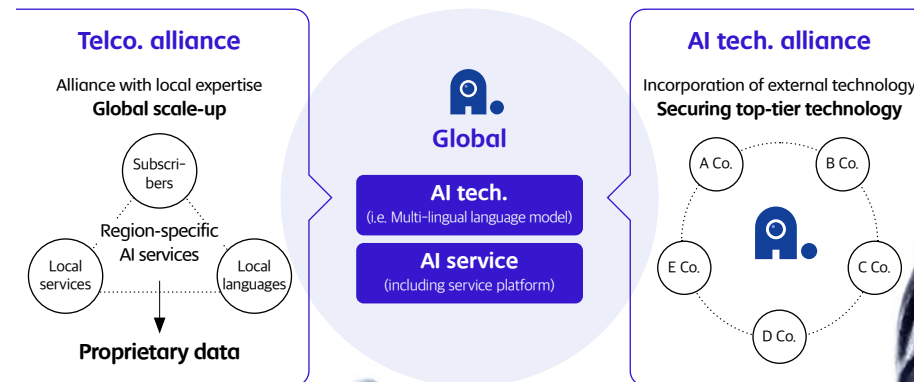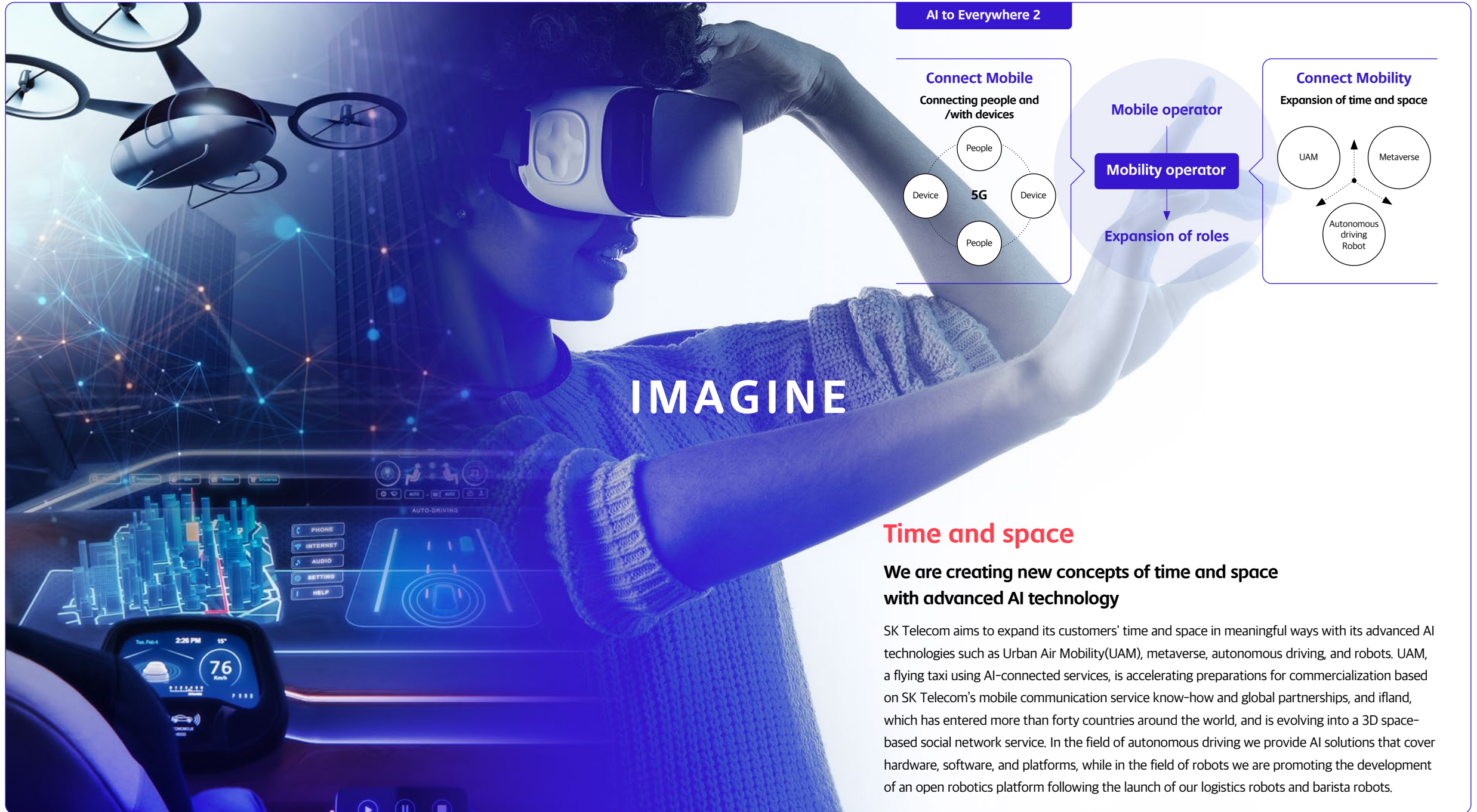urpassed one million subscribers within nine months of its launch. A. is constantly advancing and getting closer to customers' daily lives through knowledge conversation, emotional conversation, and strengthened service links. In the future, we plan to provide more differentiated AI services by integrating the services and technological competencies of the global alliance in the fields of telecommunication and AI technology.

Telco. alliance

Alliance with local expertise
Global scale-up

Subscribers

Region-specific AI services

Local services — Local languages

Proprietary data

Global

AI tech.
(i.e. Multi-lingual language model)

AI service
(including service platform)

AI tech. alliance

Incorporation of external technology
Securing top-tier technology

A Co. · B Co. · C Co. · D Co. · E Co.

INSIGHT

AI to Everywhere 2

Connect Mobile
Connecting people and /with devices

People
Device — **5G** — Device
People
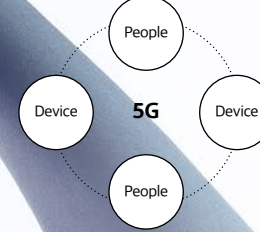
Mobile operator

Mobility operator

Expansion of roles

Connect Mobility
Expansion of time and space

UAM   Metaverse

Autonomous driving Robot
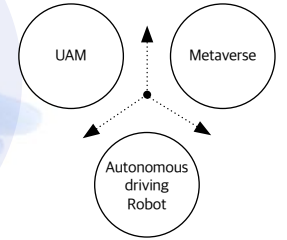
IMAGINE

Time and space

We are creating new concepts of time and space with advanced AI technology

SK Telecom aims to expand its customers' time and space in meaningful ways with its advanced AI technologies such as Urban Air Mobility(UAM), metaverse, autonomous driving, and robots. UAM, a flying taxi using AI-connected services, is accelerating preparations for commercialization based on SK Telecom's mobile communication service know-how and global partnerships, and ifland, which has entered more than forty countries around the world, and is evolving into a 3D space-based social network service. In the field of autonomous driving we provide AI solutions that cover hardware, software, and platforms, while in the field of robots we are promoting the development of an open robotics platform following the launch of our logistics robots and barista robots.
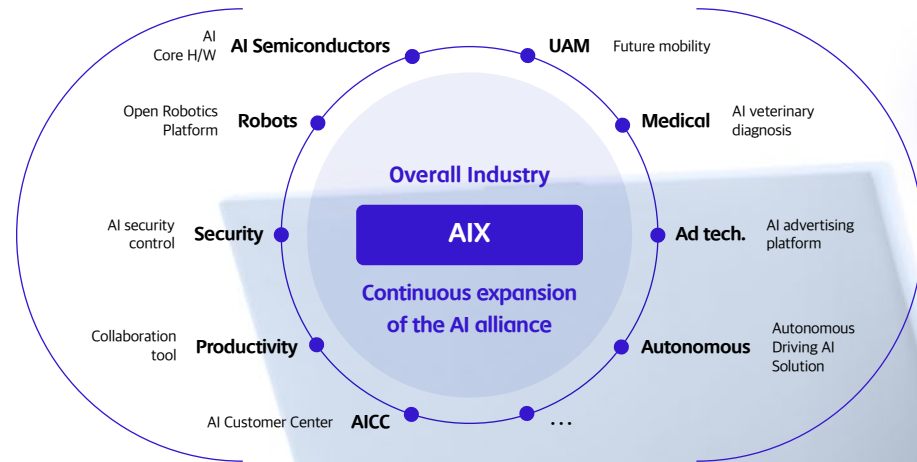
AI to Everywhere 3

AIX

We are leading the industry-wide AI transformation with our partners

We are leading the industry-wide AI transformation with our partners.
SK Telecom has formed the 'K-AI Alliance' with a number of globally-recognized Korean AI tech companies and is leading the AI transformation across the overall industrial sector. We have established the 'SKT AI Tech Framework' with our partners, and are actively collaborating with them in six areas: AI semiconductors, cloud, ad tech, AI technology, productivity, and vision AI. Through these, we plan to continuously expand our business areas to security, healthcare, advertising, smart factories, business solutions and so on. In addition, we plan to further expand our alliance with those partners armed with global competitiveness in order to promote successful AI innovation in various industries.

CONTROL

AI to Everywhere 4

Core BM

We aim to enhance the competitiveness of core businesses with AI innovation

SK Telecom is improving its growth and profitability by restructuring its core businesses, such as MNO, media, and subscription, through AI in line with changes in the digital industry environment. MNO is working to digitize customer experience based on AI and to provide hyper-personalized services and digital-specific benefits. In the media, we are introducing new items such as AI TV, AI commerce, and AI contents, and are tryign AI transformation across the customer experience and value chain. In addition, for subscription, we plan to introduce a variety of new products centered on the T universe, promote unconventional partnerships with top global brands, and launch an AI-based open subscription commerce platform.
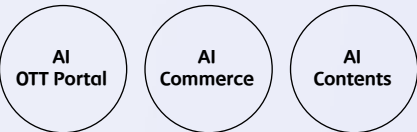
AI/DT innovation of MNO

Offline | T world | Customer Center

Extreme ease of use | **Hyper-personalized data connectivity** | **Structural costs innovation**

AI media evolution of Btv

AI OTT Portal | AI Commerce | AI Contents

volution of T Universe into the AI Subscription Platform

AI-based subscription commerce platform
products, customers, partners

+

Scale-up through partnerships with top global brands

SENSE

AI to Everywhere 5

ESG

We will create a better world by adding AI to ESG

SK Telecom aims to create a better world by effectively utilizing AI technology to solve social problems and create social values. By providing services like 'Sullivan Plus', an AI-based visual aid service for the visually impaired through converging AI technologies from ESG startups such as Language AI and Vision AI, we are exercising a positive influence on society and the environment. Also, we have contributed to saving valuable lives and rescued 400 people by providing AI care and call services to 50,000 households nationwide. Furthermore, we blocked more than 4 million cases of smishing in 2022 alone with our criminal text message blocking service, thereby preventing fraud damages.

Exerting a beneficial influence on society and the environment based on advanced AI technology

Language AI · Vision AI
Deep learning/Speech recognition/Text analytics/AI camera

Environmental

Green network
Integration of AI-based energy saving network equipment, development of high-efficiency communication equipment

Happy Habit
Reducing the use of disposable cups with Vision AI

Korea's leading ESG company recognized externally

Incorporated into DJSI World
(ranked in the top 5)

CDP Leadership A
(Top 1.6% in the world)

AA in MSCI ESG Rating

Social

AI Care/Call
emergency rescue of 450 people, 50,000 elderly people living alone

Blocking smishing
4.15 million cases in 2022

AI care for people with developmental disabilities
AI camera-based 24-hour monitoring

CARE