

Business Overview

To leap forward as a global AI Company, SK Telecom has established the AI Pyramid 2.0 strategy. Under this framework, the company is pursuing both self-reliance and cooperation across three key business areas-AI DC, AI B2B, and AI B2C-with the goal of becoming a leading platform in the AI field.

The first layer of the AI Pyramid, AI Data Center (AI DC), embodies the company's AI Infra Superhighway strategy. Built on four core business model lineups, SK Telecom has established a structure that enables flexible responses to a wide range of customer needs.

The second layer, AI B2B, is focused on actively expanding into the AIX (AI Transformation) market. In the third layer, AI B2C, SK Telecom will further advance its personalized AI assistant, A. (A.Dot), and introduce its global AI agent, Aster (A*), to broaden the reach of its AI services both domestically and internationally.

AI DC

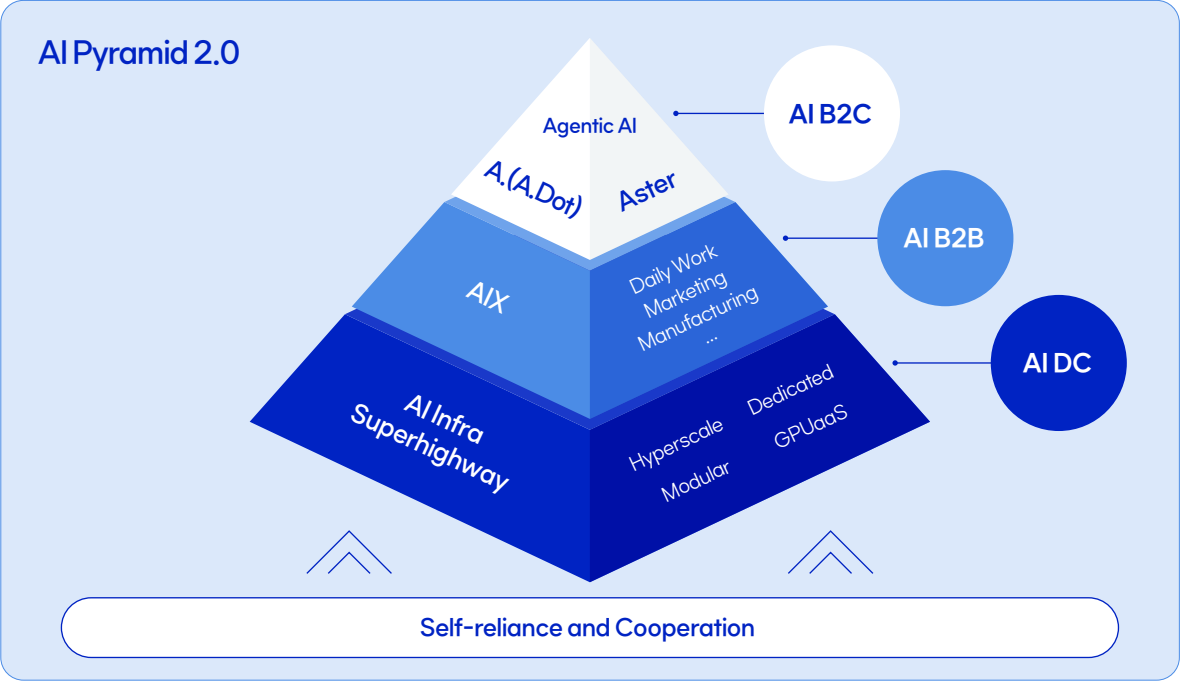
SK Telecom's AI Data Center is designed for deep learning and generative AI services that process and generate large volumes of data. In the global market, AI DCs are emerging as a key indicator of national AI competitiveness. To fulfill its role as essential infrastructure for the AI era in a demand-responsive manner, SK Telecom has established four business model lineups based on a la carte (customized offering). SK Telecom is actively developing its AI DC business to effectively serve as the Super Highway of AI infrastructure.

The subscription-based AI cloud service, GPUaaS (GPU-as-a-Service), allows users to subscribe to high-performance GPUs and utilize them for AI development and computation without the need for direct purchase. SK Telecom provides stable services by securing the latest GPU chips on a large scale, maintaining a power density approximately nine times higher than the domestic average, and operating its own AI data center infrastructure management (DCIM) system.

The Modular AI DC is a block-unit-type facility that offers a cost-effective solution for companies seeking to build data centers within a short time frame. SK Telecom, in partnership with specialized firms that possess mobile modular DC technology, provides data centers with high power efficiency at significantly lower costs. These centers can be constructed in approximately three months, offering a clear advantage in both speed and cost.

The Dedicated (customized) AI DC is a fully tailored solution designed, constructed, and operated according to the specific needs of a single customer. This integrated offering simultaneously addresses key bottlenecks in building AI data centers, including securing GPU chips, ensuring a stable power supply, constructing facilities, and operating systems.

The Hyperscale AI Data Center is designed to meet the demands of global big tech companies for ultra-large-scale, high-performance infrastructure. These data centers must satisfy requirements such as large-capacity processing, rapid construction, cost efficiency, and high-quality networking. SK Telecom plans to build AI data centers that meet these criteria at strategic domestic locations, and ultimately aims to become an AI data center hub in the Asia-Pacific region.



AI B2B

SK Telecom's AI B2B business helps enterprise clients transform their business operations more efficiently through the use of AI technology. With advancements in AI, rapid market growth is anticipated, and SK Telecom is promoting its B2B business in three main areas: (1) Enterprise AI, (2) AI Cloud, and (3) AI Use Cases.

Enterprise AI involves the development and provision of services such as generative AI, AI Contact Center (AICC), AI Vision (AI surveillance), and AI robots, utilizing SK Telecom's proprietary AI technologies.

AI Cloud combines the infrastructure of global cloud providers with SK Telecom's AI technologies to deliver Managed Service Provider (MSP) offerings. The company provides tailored services for cloud adoption-including migration,¹⁾ operations management, and security solutions-aiming for sustained, high-level growth.

The AI Use Case business seeks to drive fundamental transformation (AI Transformation) in how companies operate by applying AI across a broad range of operations, from general document processing to manufacturing.

A. (A.Dot) Biz is a service designed to improve work efficiency by using AI to handle routine office tasks such as drafting reports, managing schedules, and retrieving information. A. (A.Dot) Biz Professional offers AI-powered functions that support specialized professional roles in areas such as legal, tax, HR, and PR. By applying AI to tasks requiring a high degree of expertise-such as legal texts and precedents searches,

assisting with recruitment, and drafting press releases-the service maximizes job productivity.

Marketing AI drives significant innovation across marketing operations by automating customer consultations and enhancing the analysis of financial and market trends.

Manufacturing AI is a solution that simultaneously improves productivity and quality at manufacturing sites by leveraging Physical AI²⁾ technologies such as factory automation and digital twins. SK Telecom is collaborating with manufacturing affiliates within the SK Group to advance robotics and process optimization technologies.

SK Telecom plans to begin applying AI Use Case services to SK Group member companies in 2025 and subsequently expand and commercialize these services to external enterprises based on validated cases within the group.



AI B2C

The AI B2C business focuses on providing AI agent services³⁾ for individual customers, automating routine tasks and enhancing convenience in daily life through AI technology. SK Telecom aims to deliver agentic AI services that go beyond simple question-and-answer interactions by understanding user intent, reasoning independently, and taking autonomous action. The company is pursuing a two-track strategy with the domestic A. (A.Dot) and the global Aster (A*).

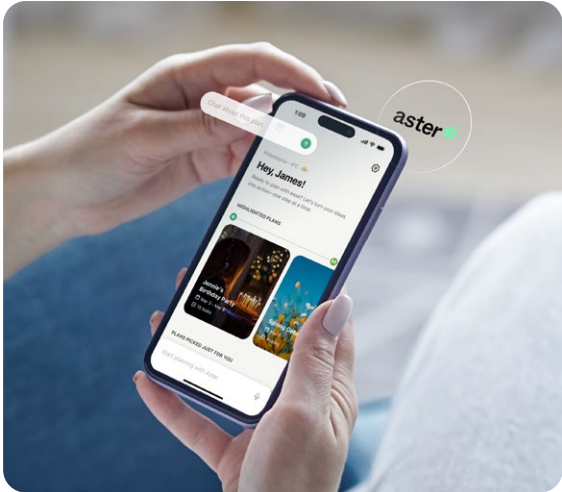
A. (A.Dot), launched by SK Telecom in September 2023, enables users to easily perform commonly used functions in daily life-such as managing schedules, recommending music, and recording and summarizing calls-through voice commands. It also offers personalized features based on each user's usage patterns. As of February 2025, A. (A.Dot) has become Korea's leading AI agent service, with approximately 9 million subscribers and 7.4 million monthly active users (MAU).

In addition to enhancing its call summary function, SK Telecom is continuously introducing new features to strengthen the competitiveness of the service. Going forward, the company plans to evolve A. (A.Dot) into a fully autonomous AI agent capable of completing tasks such as search, reservations, and information delivery based on users' behavioral patterns.

Furthermore, through partnerships with global AI companies, SK Telecom is enhancing the model performance and capabilities of A.(A.Dot). The company is also expanding its service domains beyond communication and media to include mobility, commerce, and other areas, with the goal of firmly establishing A.(A.Dot) as Korea's leading AI service.


Aster (A*) is an AI agent service designed for the global market. Following beta testing in North America beginning in March 2025, SK Telecom plans to officially launch the service in the second half of the year. To drive Aster's global expansion, SK Telecom will actively collaborate with international telecommunications companies-including the Global Telco AI Alliance (GTAA)-to explore opportunities for sharing customer bases and membership benefits, and will work closely with regional service providers.

- 1) The process of transitioning from one computer operating system to a superior or new one.
- 2) AI embedded in physical hardware such as robots or autonomous vehicles.
- 3) An autonomous intelligent system capable of performing specific tasks without human intervention.



Business Model

SK Telecom is positioning itself as a global AI leader by driving innovation across industries and everyday life through the three core pillars of its AI Pyramid 2.0 strategy: AI DC, AI B2B, and AI B2C. The company is committed to executing this strategy through ongoing efforts in self-reliance its proprietary AI technologies and service capabilities to build stronger customer relationships-as well as collaborating with global telecom operators and AI specialists. In parallel, SK Telecom is dedicated to generating social value by leveraging cutting-edge AI technologies and services, and aims to achieve sustainable growth through mutual prosperity with all stakeholders.

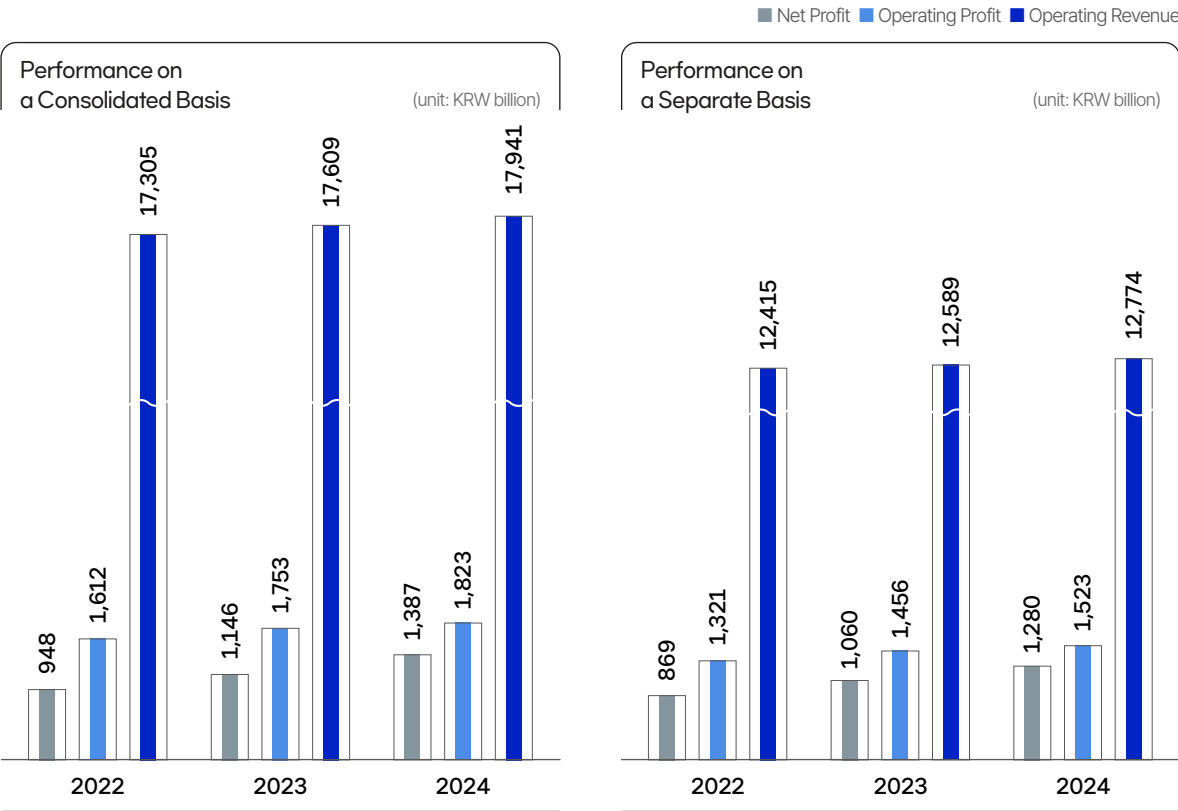
Capital Input		Value Creation Activities & Mid- to Long-term Strategy		Capital Output	
Financial	<ul style="list-style-type: none">Listed on the Korea Exchange and the New York Stock ExchangePursuing a virtuous cycle between growth investment and shareholder returnsMaximizing stakeholder value	<div>AI DC</div> <div></div>	<div>Subscription-based AI Cloud GPUaaS</div> <ul style="list-style-type: none">Securing the latest GPU chips on a large scaleAchieving power density nearly nine times higher than the domestic DC average to maximize chip efficiencyEasily and quickly optimizing GPU operations using ... <div>Modular AI DC</div> <ul style="list-style-type: none">Providing optimized services for customers requiring smaller capacity and rapid constructionCollaborating with specialized partners possessing Korea's best mobile modular DC technologyEnabling monetization in a short period through rapid construction <div>Dedicated AI DC</div> <ul style="list-style-type: none">Exclusive AI DC optimized for single clientsProviding a customized all-in-one solution from design and construction to optimization, based on core competencies and partnerships <div>Hyperscale AI DC</div> <ul style="list-style-type: none">Planning to build the largest single AI DC with GPUs at major domestic hubsAiming to become the APAC (Asia-Pacific) AI DC hub	Financial	<ul style="list-style-type: none">Establishing a foundation for sustainable growth through revenue and profit generationContributing to GDP growth (indirect economic value)
Human	<ul style="list-style-type: none">Implementing diverse policies to attract and retain talentLeveraging core talent to drive business innovation and performance			Human	<ul style="list-style-type: none">Direct and indirect job creationFostering ICT professionals and enhancing human capital
Intellectual	<ul style="list-style-type: none">Utilizing the organization's intellectual property, know-how, and other knowledge-based intangible assets as core capitalCreating collective intellectual value and enhancing efficiency through a shared ICT infrastructure ecosystem			Intellectual	<ul style="list-style-type: none">Advancing technology and building an ecosystem through R&DPromoting social development by applying innovative technologies
Infrastructure	<ul style="list-style-type: none">Physical infrastructure assets for product manufacturing and service deliveryMaintaining network stability and sustainability through efficient investment		<div>AI B2B</div> <div></div>	Infrastructure	<ul style="list-style-type: none">Contributing to improved productivity for individual and corporate customersLeading the Fourth Industrial Revolution with core ICT and AI & digital infrastructure
Social	<ul style="list-style-type: none">Building strong, trust-based relationships with a wide range of stakeholders, including partners, local communities, government, customers, and NGOsGenerating social value through ICT capabilities		<div>AI B2C</div> <div></div>	Social	<ul style="list-style-type: none">Addressing social issues through shared infrastructureImproving the quality of life for members of society through products and servicesProviding ICT-based solutions for climate change response
Environment	<ul style="list-style-type: none">Providing ICT-based environmental solutions to minimize the environmental impact of nationwide network and office operationsSeeking to improve the efficiency of environmental capital in delivering products and services			Environment	<ul style="list-style-type: none">Reducing greenhouse gas emissions across society through ICTProviding ICT-based solutions to address climate change

Creating Economic Value

Financial Highlights & Outlook

2024 Financial Highlights

SK Telecom, as a growing AI company, has demonstrated visible results and secured growth momentum, embarking on a new 40-year journey with AI. The company restructured its previous five business groups into AI DC, AI B2B, and AI B2C in line with its AI Pyramid strategy and further clarified the execution strategies for the three areas to drive growth within each area and synergy between them. As a result, based on consolidated financial statements under Korean International Financial Reporting Standards (K-IFRS), SK Telecom recorded revenue of KRW 17,940.6 billion in 2024, a 1.9% increase from the previous year, and operating profit of KRW 1,823.4 billion, up 4% year-on-year.



2025 Outlook

In 2025, SK Telecom will focus on expanding operational innovation across all areas to strengthen its core competitiveness. The company will also invest the resulting resources into AI Transformation (AT) to create a virtuous cycle of additional cost savings and AI business growth. While maintaining the self-enhancement and collaboration framework of the existing AI Pyramid, the AI Pyramid 2.0 strategy focuses on selection and concentration in the business domains of each layer to deliver tangible results. Through this strategy, SK Telecom aims to enhance profitability and drive new growth as an AI provider, thereby maximizing its corporate value.

