



Investor Briefing

Establishment of T Map Mobility
and Hyper-Collaboration with Uber

SK Telecom

2020. 10. 16

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□ SKT plans to establish T Map Mobility to position the business to be valued at over KRW 1 trillion and to form a strategic partnership with Uber (Oct. 16th 2020)

- SKT plans to hold an extraordinary general meeting of shareholders (Nov. 26th) to split-off the Mobility business and establish T Map Mobility^(TBC) as a 100% subsidiary of SKT.
- T Map Mobility will pursue the taxi e-hailing business jointly with Uber through a strategic partnership.

□ The businesses to be transferred from SKT to T Map Mobility is the entirety of mobility related businesses such as T Map, T Map Taxi and T Map AUTO

- T Map is the largest mobility platform in Korea with 13 million monthly active users.
- T Map Taxi is one of the two largest taxi e-hailing service providers in Korea with 200,000 registered drivers and 750,000 monthly users.

□ T Map Mobility will pursue the taxi e-hailing business by establishing Taxi JV with Uber, and also plans to attract investment from Uber based on pre-money valuation of US\$ 800 million

- 'T Map Taxi' and 'Uber Taxi' will be integrated as Taxi JV under T Map Mobility
- Uber is expected to invest over US\$ 150 million in T Map Mobility and Taxi JV.

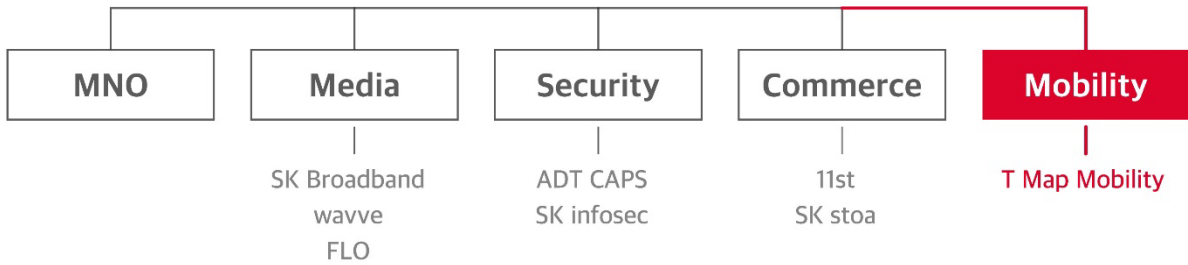
- **T Map Mobility to offer innovative, convenient, and safe services in 4 major areas of mobility ▲T Map platform ▲T Map AUTO ▲Mobility-On-Demand ▲All-In-One MaaS**
 - T Map platform(B2C): Platform businesses such as T Map-based parking, advertising, and UBI insurance linked products
 - T Map AUTO(B2B): Services for automobile such as IVI In-Vehicle Infotainment System and in-vehicle payment
 - Mobility-On-Demand: Mobility related services such as designated driver service and taxi e-hailing
 - All-In-One MaaS (Mobility as a Service): Offering a variety of transportation methods at a discounted price through subscription-based model

- **As a result, the Mobility business of SKT will be able to secure funding for growth and become an innovative Mobility company through strategic partnership with a global player**
 - T Map Mobility aims to grow into a KRW 4.5 trillion value company by 2025

Purpose

- Establish the Mobility business into SKT's fifth core business area valued at over **KRW 1 trillion**
 - The split-off company will be able to attract external funding for growth
 - Hyper-collaboration with global player, Uber, to help accelerate service innovation

Core Business Areas of SKT



Method

- SKT will hold 100% stake of the split-off company (T Map Mobility)

Businesses to be separated

- Mobility businesses operated by SKT including T Map and T Map Taxi and others

Split-Off Business

T Map	Navigation-oriented mobility service with Korea's largest user base
T Map Taxi	Second largest taxi e-hailing service in Korea with 200,000 registered drivers and 750,000 monthly active users
T Map Public Transportation	Offers information on public transportation based on T Map
T Map Parking	Helps users to find nearby parking lots based on T Map
T Map for Car	Supply T Map as preinstalled navigation of automobiles
Map Data Service	Offer map data components to business operators

Schedule

- **Establish T Map Mobility within the year through Extraordinary General Meeting of Shareholders on November 26th**

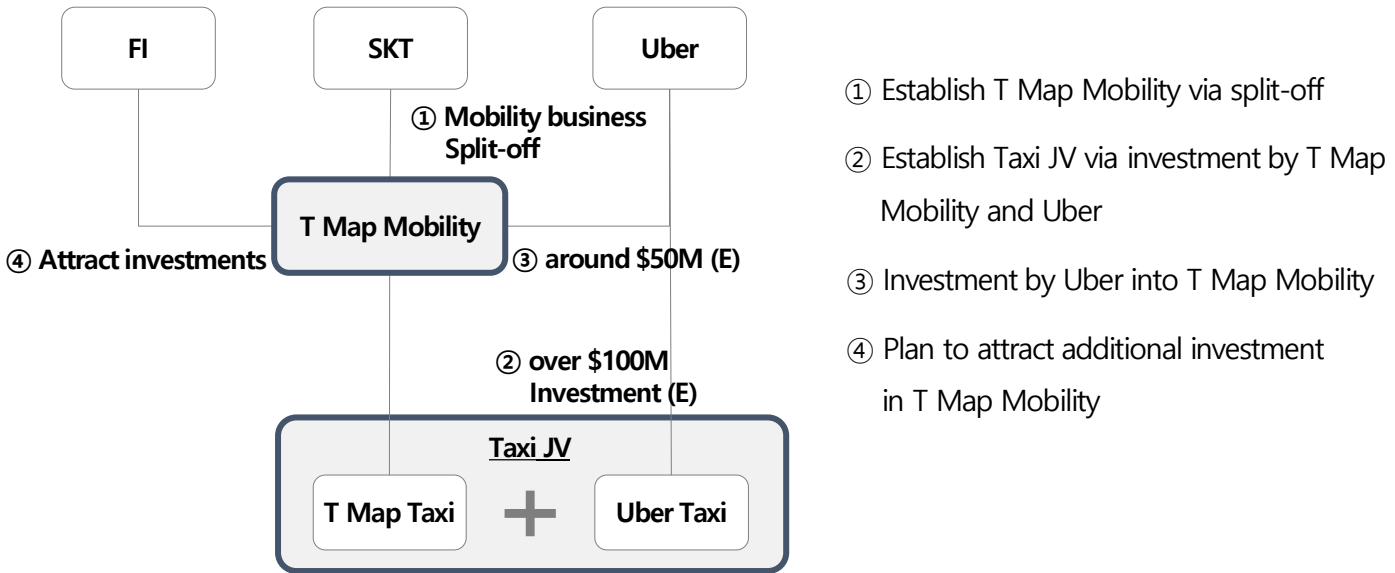
Split-Off Schedule

'20.10.15	BOD resolution to split-off the Mobility business and convene an Extraordinary General Meeting of Shareholders
'20.10.30	Record date for determination of shareholders for Extraordinary General Meeting of Shareholders
'20.11.09	Public notice of extraordinary General Meeting of Shareholders
'20.11.26	Extraordinary General Meeting of Shareholders
'20.12.29	T Map Mobility split-off effective date

□ Hyper-collaboration with global no. 1 player by establishing Taxi JV of Uber and T map as a subsidiary of T Map Mobility

- Launch innovative taxi hailing service that enhances the convenience of consumers combining T map’s mapping, traffic pattern analysis technology, and Uber’s ride hailing technology and global operations expertise

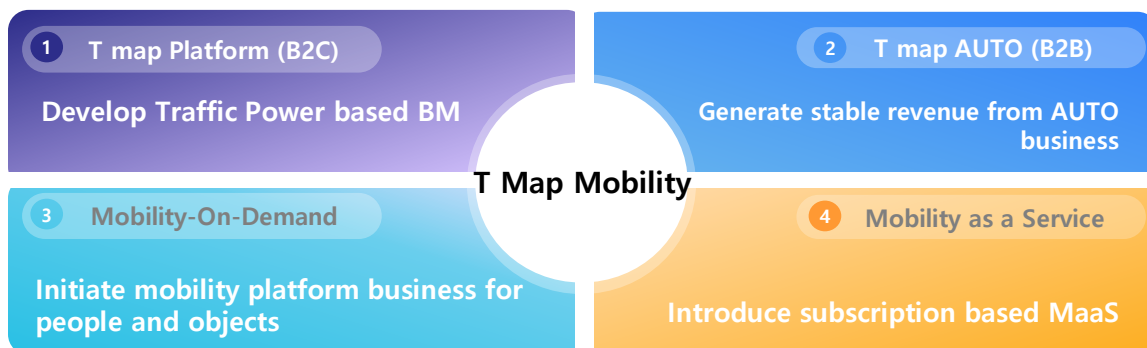
Mobility Business Cooperation Structure



□ Taxi JV will begin with innovative services based on membership taxis with plans to expand the business portfolio

- Provide differentiated services such as a single brand design, screened drivers, 100% taxi allocation
- Offer services such as Smart Hailing Service that increases probability of taxi allocation and convenient services for businesses in terms of issuing receipts and managing payment

- T Map Mobility plans to take advantage of the strengths of T map to propel growth in the 4 major areas of mobility



① T map Platform (B2C)

- T map Life : Subscription service that combines proprietary content such as T map and partnership services^{F&B and others}
- T map Parking : Parking service integrating search for parking space, parking fee discount and payment
- Advertising : Customized mobile advertising service leveraging new T map advertising inventory¹⁾
- UBI(Usage Based Insurance): Auto insurance with premiums based on driving habits²⁾
 - 1) Location-based voice advertising on T map, location-based restaurant recommendation, develop inventory for video advertisement during car stops
 - 2) Provide discount for auto insurance for low risk customers

② T map AUTO (B2B)

- T map navigation service operating on genuine infotainment environment of new cars
- Address the needs of finished car manufacturers by providing SK ICT Family Content including voice recognition^{NUGU}, music streaming^{FLO}, integrated log-in^{T ID}, and payment^{SK Pay}

③ Mobility-On-Demand

- Digitally transform the designated driver market by leveraging ICT technology^{voice recognition, SK Pay}, platform technology^{operation/allocation know-how} and mobility-linked services^{UBI insurance}
- Provide differentiated On-Demand services such as car wash, maintenance, transport to golf courses and hospitals

④ Mobility as a Service (MaaS)

- Integrate a wide spectrum of services including public transport, car sharing and parking
- Provide customized services using the mobility capacity of SK Group

[Appendix] Statement of Financial Position of Split-off

- As of June 30, 2020, the total assets and total equity of the split-off company records KRW 186bn and KRW 161bn respectively

(KRW bn)	Before split-off	After split-off	
		SK Telecom	Split-off company
Current assets	4,755	4,629	127
Cash and cash equivalents	379	258	121
Short-term financial instruments	291	291	-
Non-current assets	25,984	26,086	59
Total assets	30,739	30,715	186
Current liabilities	4,560	4,552	8
Current portion of long-term borrowings	14	14	-
Current bond payable	360	360	-
Non-current liabilities	8,705	8,689	16
Long-term borrowings	14	14	-
Non-current bond payable	6,458	6,458	-
Total liabilities	13,266	13,242	25
Capital stock	45	45	5
Total equity	17,473	17,473	161
Total liabilities and equity	30,739	30,715	186

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