



# SK텔레콤 제40기 정기주주총회

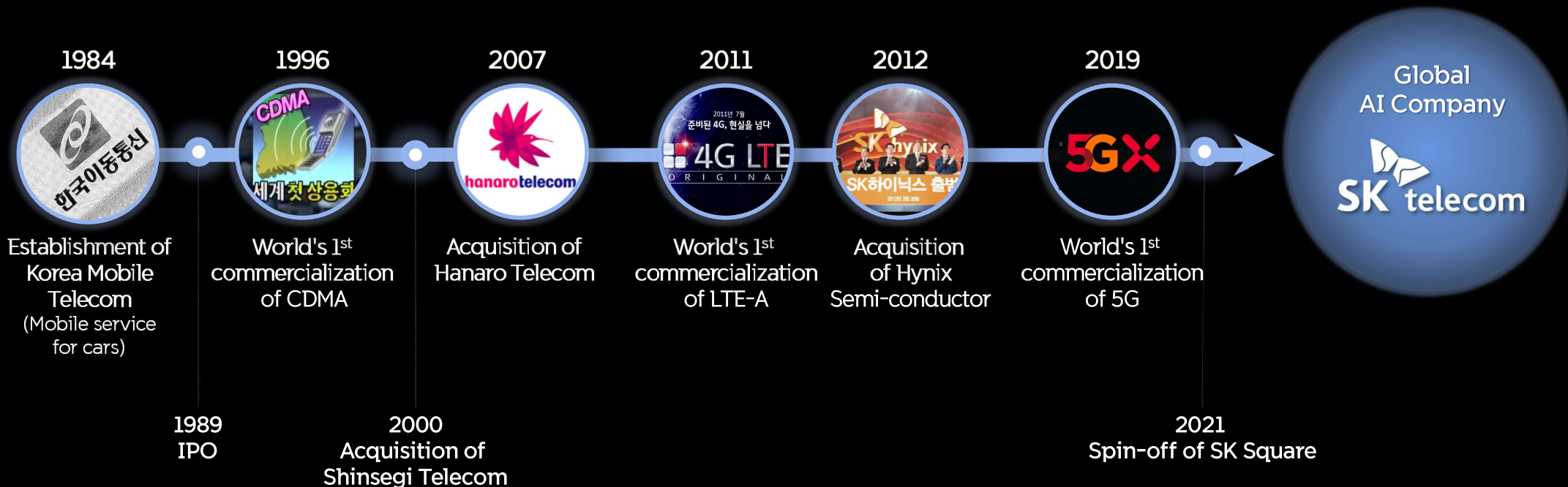
40th Annual General Meeting



AI로 대한민국을 새롭게 하는 힘

# 40<sup>th</sup> Anniversary

**SK Telecom's 40 years of writing the history of ICT Korea  
with constant challenge and innovation**

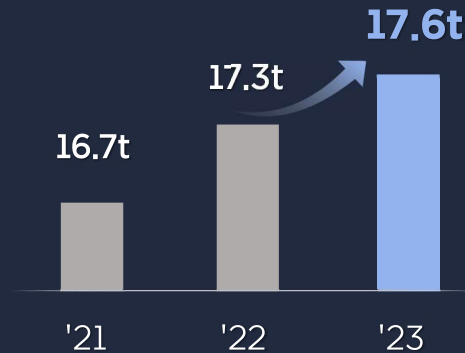


# 2023 Financial Highlights

**Stable earnings of fixed and mobile business combined with  
strong growth of new businesses including DC and Cloud**  
**Solid growth of core business revenue and operating profit**

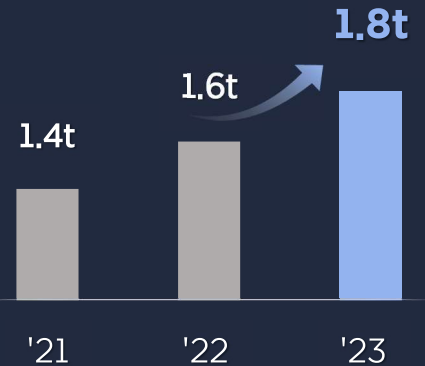
## Revenue

**+1.8%**



## Operating profit

**+8.8%**

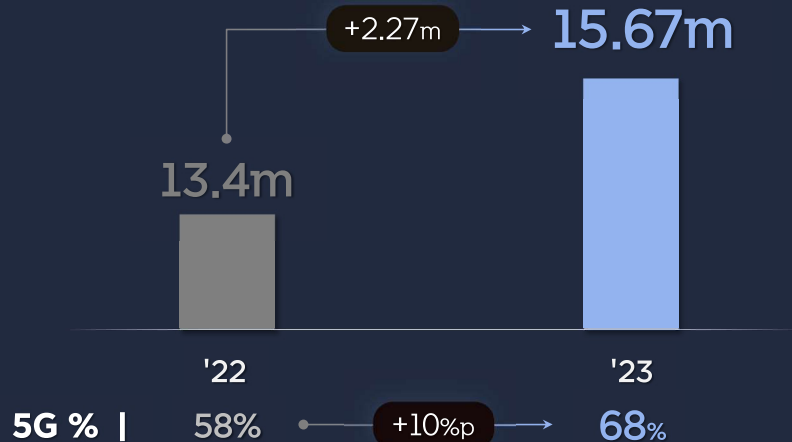


# 2023 Business Highlights | Fixed & mobile and Pay tv business

**Solid growth of 5G subscribers, continued net adds of broadband and pay tv**

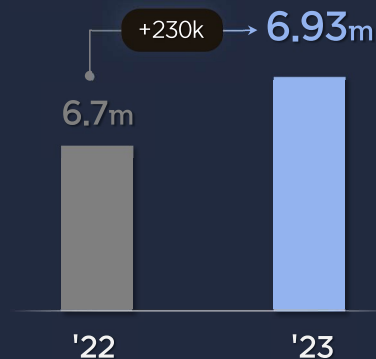
## | Mobile |

**Stable growth of 5G subscribers**

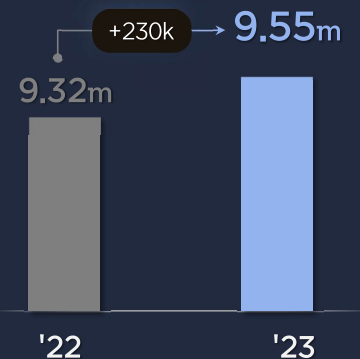


## | Broadband & Pay tv |

**Continued growth of broadband**



**No. 1 net adds of pay tv**



# 2023 Business Highlights | Enterprise

## Enterprise revenue growth with ongoing expansion of DC and Cloud business

### | Enterprise revenue

|

+8%

1.63t

1.51t

'22

'23



DC

Revenue up 30% with increased utilization of new Data Centers



Cloud

Revenue up 37% with growth of orders centered on MSPs



IoT/solution/  
leased line

Revenue up 3% with increase in larger orders

# 2024 Business Environment

## Growing macro risks



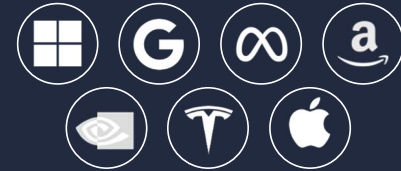
Geopolitical risks and concerns over economic recession

## Growth slowdown in telecom industry



Downward trend in telcos with 5G market saturation and population decline

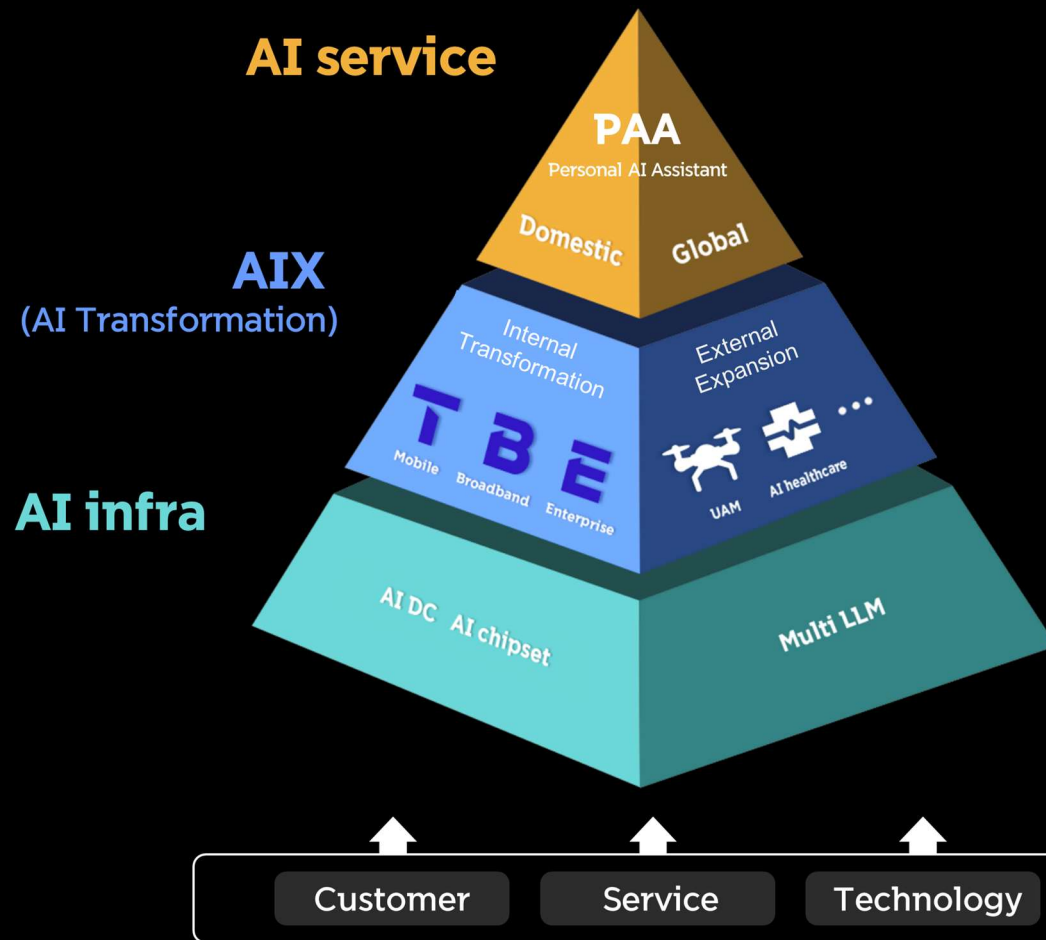
## Intensifying AI competition



AI race with major big tech companies

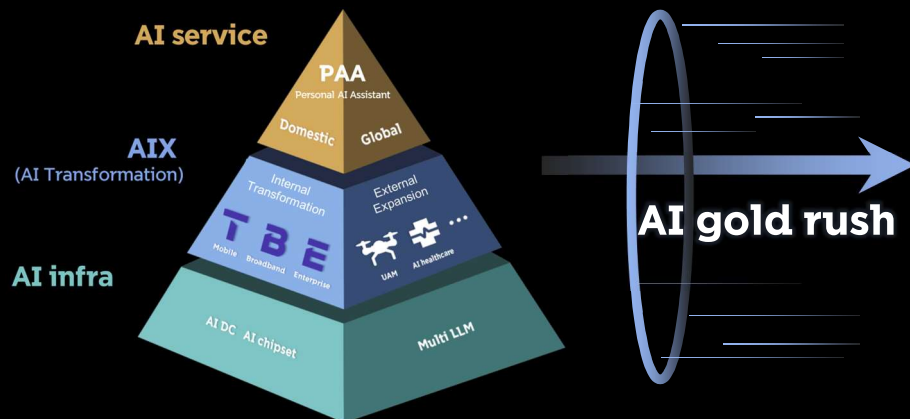
**Again, need for challenge and innovation of SK Telecom**

# AI Pyramid Strategy



# 2024 Management Direction

## | AI Pyramid Strategy in 2023 |



## | Tangible results as an AI company in 2024 |

### A new beginning of 40 years with AI



**Pursue both sustainability and growth**

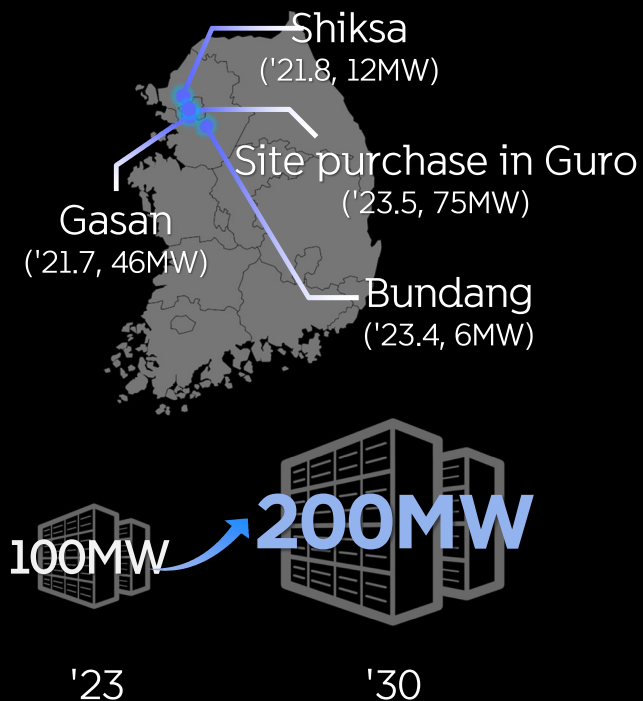




# AI DC

AI infra

## Domestic DC Scale-up



## AI DC Global Packages



SK telecom SAPEON SK hynix

AI chipset



SK enmove

AI immersion cooling



SK telecom SK broadband

AI DCIM\*

\* Data Center Infrastructure Management



# Fixed & Mobile Infra | AI infra

## Advance the fixed & mobile infrastructure based on AI

### Digital Transformation

Business data accumulation  
Customer experience data  
Enterprise-wide data feeding



### AI Transformation

Efficient capex & design  
Maintenance and quality control  
AI literacy reinforcement

'100-1=0' Maximum reliability  
Greater productivity through AI

## AI assisted infrastructure

Better efficiency

Smart No. 1

## Evolve into AI infrastructure

### Edge AI

Add GPUs to the fixed & mobile network  
Share GPU computing resources  
between telecommunication and AI



AI fixed & mobile  
infrastructure

Minimum latency & maximum security

# GPU as a Service



AI DC



On-Device AI

Apply AI (GPU) to the networks as well as DC  
and Device to improve the value of the  
infrastructure



# Multi LLM

AI infra

## General LLM

Internal strength

LLM



Claude 2

ANTHROPIC

ChatGPT4



## Fine-Tuning



Business knowledge



Service usage data



Customer contact data



LLM test data

## Telco LLM

TSL



TelClaude

ANTHROPIC

Tel GPT



Multi-lingual  
telco data



Telco service Data  
(Consulting, marketing, etc)



Telco-specific  
German Data



Telco-specific  
Arabic Data

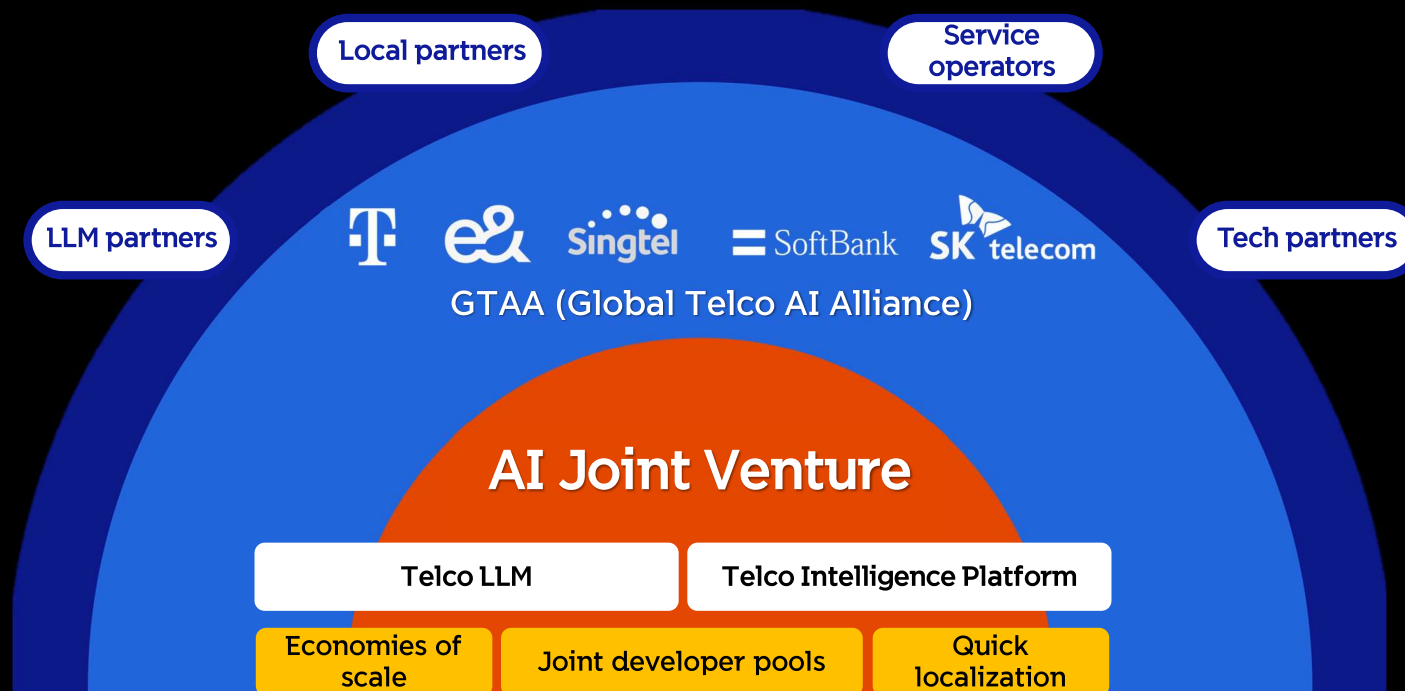
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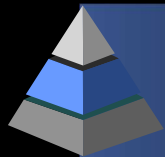


# Multi LLM

AI infra

## Global cooperation strategy through AI joint venture





**T/B/E**

AIX internal



## AI for Telco

### AI contact center

Telco LLM (w/Anthropic)



Contact data  
summary



Quality needs  
prediction



Real-time  
assist



LLM based  
call bot, chat bot



MNO working practice  
evolution with AI

AI co-worker

Infra Chat-GPT



## AI TV evolution



### AI curation

Hyper-  
personalization



### AI shop+edu

PPL shopping,  
interactive learning



### AI agent

Interactive search, Btv A.



## AI Enterprise reinforcement

### AI based biz expansion

Generative AI

AI vision

AI robot

AI CC

AI marketing

AI data

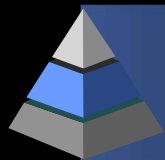
Enterprise AI market



ANTHROPIC



OpenAI ...



# UAM & X Caliber

AIX external

## Exclusive rights to Global No 1. UAM aircraft



### AI/ data based technologies secured

Telecommunication, operation, control, site analysis, etc.



### Use cases developed with local gov'ts

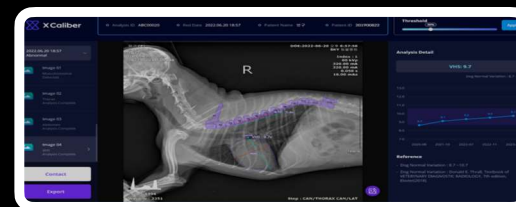
Jeju '22.9, Daegu '22.10, Gyeongnam '23.5, Busan '23.2



### Competitive partnerships

Joby, KAC, Hanwha System, T map, ...

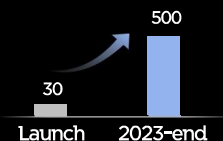
## Fast and accurate AI diagnosis, X Caliber



### Growing vet clinic partnerships

Korean M/S current

17%



17x  
Scale-up

### Product competitiveness

'22

7 types

'23

47 types

(34 of dog, 13 of cat)

7x  
Diagnosis scope expansion

### Global expansion



No. 1 insurer, Anicom Group

No. 1 distributor, ATX Medical

No. 1 distributor, Smitech

Vetology, vet imaging leader

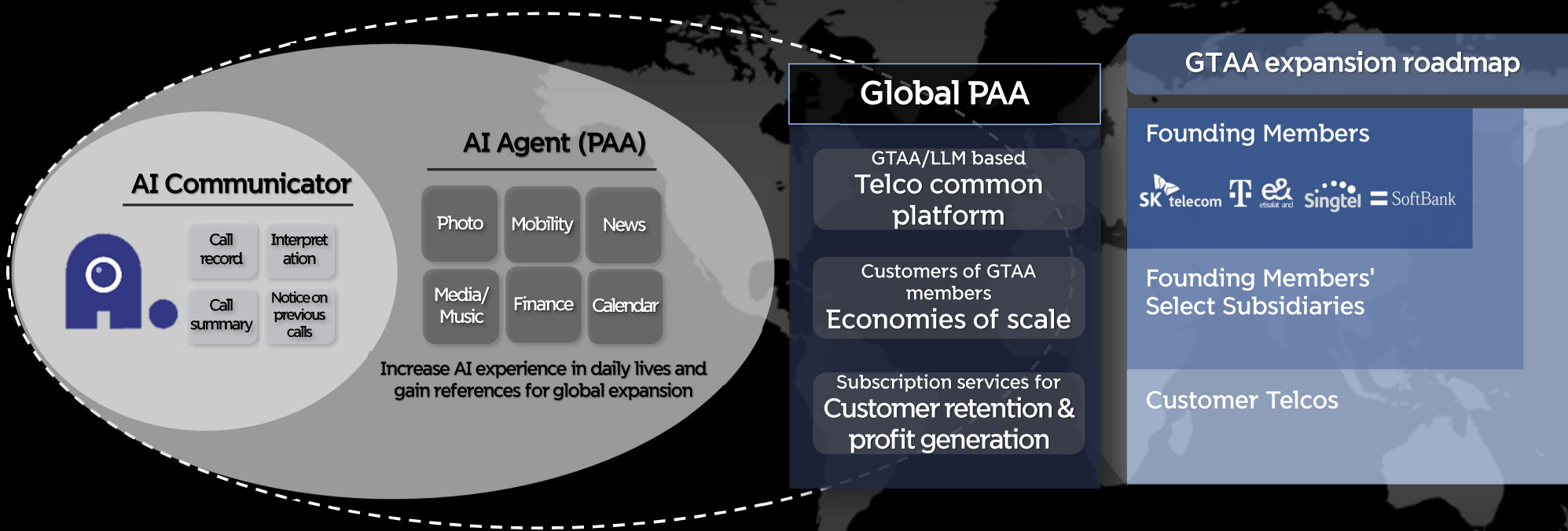
Global expansion through partnerships with

**Top Tiers**



Simultaneously pursue **evolution into PAA\*** through customers' daily experience innovation and **Global PAA** through GTAA\*

\* PAA (Personal AI Assistant), GTAA (Global Telco AI Alliance)



# ESG Highlights and Plans

## SKT growing together with customers and society through AI-based ESG management and projects

### Environmental

AI-based eco-friendly solutions



#### AI based Energy saving

Energy efficiency for base stations and cooling  
Build AI Data Centers



#### Vision AI Eco platform

Vision AI for better separation efficiency

### Social

Create social value using AI



#### AI Care

SOS rescue 778 cases (~2023)  
Vision AI based Life Care



#### Barrier Free AI

Company-wide AI accessibility  
Information accessibility for the visually impaired



### Governance

AI governance establishment



#### AI Charter, Decision-making process

Stronger execution of  
AI Pyramid Strategy



#### Momentum for global expansion

Lead GTAA





# AI Governance establishment

**Establish AI governance to promote change and innovation as well as reliability and credibility needed as a global AI company**

| Competitiveness as a global AI company |

Need to strengthen

Tech.

Alliance

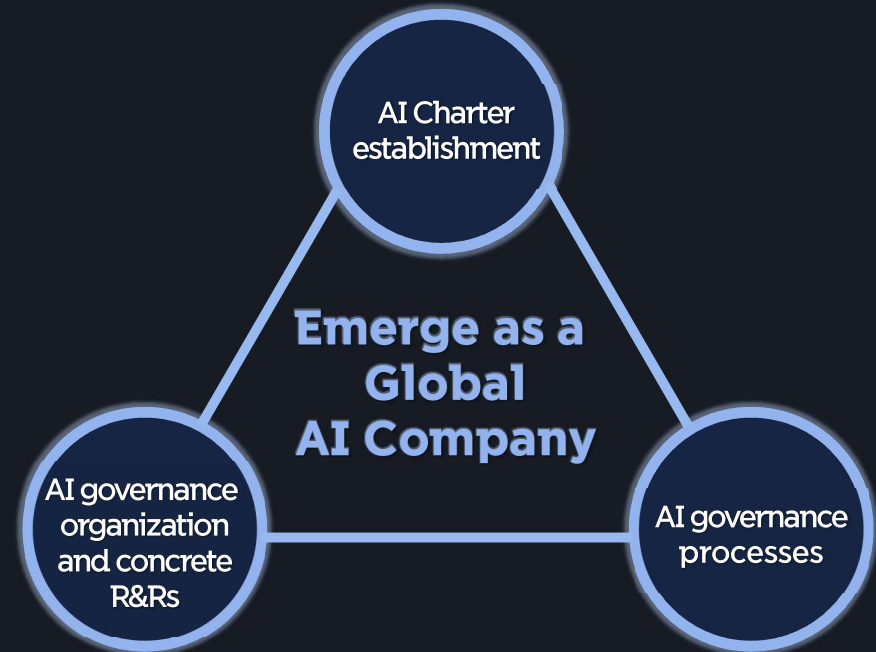
Service

AI Pyramid

+

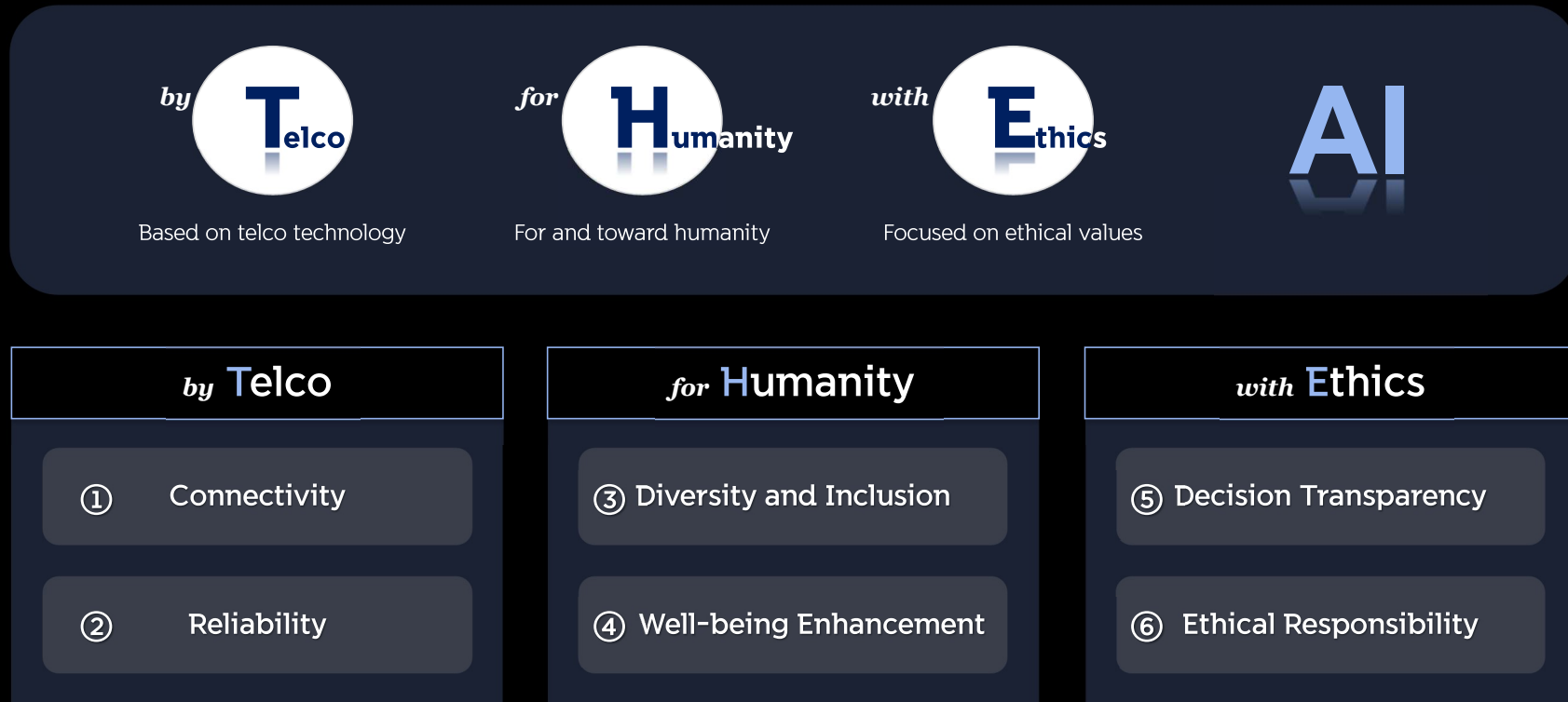
Need to add

AI  
governance

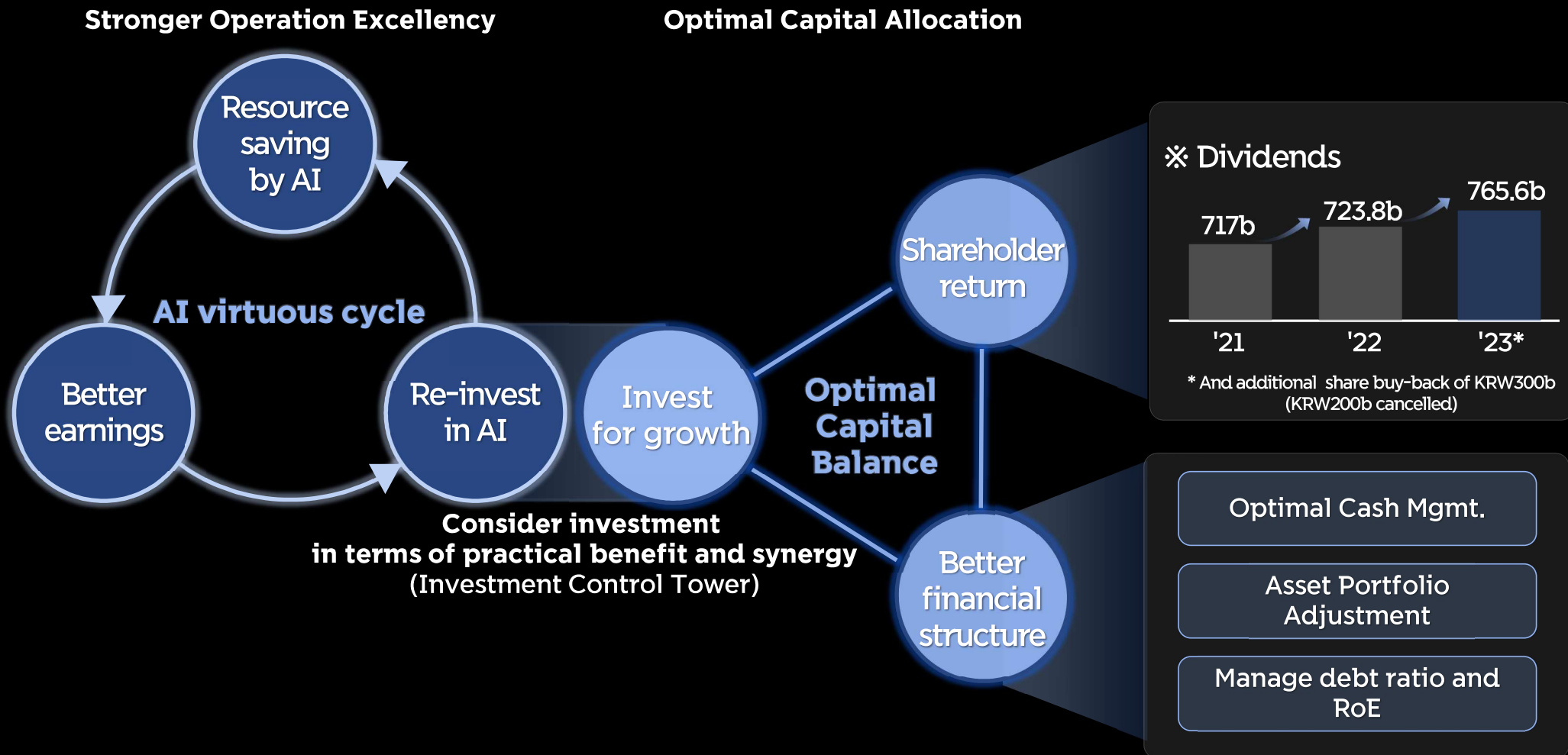


# AI Governance establishment

"**T.H.E AI**" represents SKT AI's nature <sup>Telco</sup>, goal <sup>Humanity</sup>, value <sup>Ethics</sup>  
and corresponding AI governance principles



# Improve business fundamentals and create an AI virtuous cycle



AI  
service

AIX

AI infra

# Global AI Company

**SK** telecom

