

## SK Telecom Announces 2Q 2025 Results

- ***SK Telecom announces consolidated revenue of KRW 4.3388 trillion, operating income of KRW 338.3 billion, and net income of KRW 83.2 billion***
- ***Artificial intelligence data center (AIDC) and AI transformation (AIX) businesses maintain double-digit growth, targeting annual sales of KRW 1 trillion in AIDC by 2030***
- ***Launches 'Accountability and Commitment Program' focused on regaining customer trust through enhanced customer protection and information security***

**SEOUL, August 6, 2025** – SK Telecom (NYSE: SKM) today announced its earnings for the second quarter of 2025 based on a Korean International Financial Reporting Standards (K-IFRS) on a consolidated basis: revenue of KRW 4.3388 trillion, operating income of KRW 338.3 billion, and net income of KRW 83.2 billion.

The decrease in operating income and net income, down 37.1% and 76.2% year-over-year (YoY), respectively, was attributed to one-time costs, including customer SIM card replacements and retail stores' loss compensation. On a non-consolidated basis, the company reported revenue of KRW 3.1351 trillion, with operating income of KRW 250.9 billion and net income of KRW 36.9 billion.

### **AI business recorded a 13.9% growth, long-term growth to be powered by new AIDC**

SK Telecom's artificial intelligence (AI) business grew 13.9% year-over-year (YoY), driving Q2 results. The AI data center (AIDC) business posted revenue of KRW 108.7 billion, up 13.3% from the same period last year, driven by improved utilization. The AI Transformation (AIX) business grew 15.3% to KRW 46.8 billion in revenue, bolstered by expanding B2B solutions sales.

In June, SK Telecom announced a joint plan with Amazon Web Services (AWS) and SK Group affiliates to build a data center in Ulsan, South Korea for a new AWS AI Zone. The Ulsan AIDC, set to begin operations in 2027, will leverage SK Groups' capabilities and serve as a key hub in the 'AI Infrastructure Superhighway,' SK Telecom's plan for establishing AI infrastructure to become an AI hub in Asia Pacific region.



Once in operation, the Ulsan AIDC, in conjunction with the Guro DC in Seoul, will bring SK Telecom's total data center capacity to over 300 MW. SK Telecom expects to achieve an annual revenue of more than KRW 1 trillion from AIDC business by 2030.

### **'Accountability and Commitment Program' boosts customer data protection**

In response to the recent cybersecurity incident, SK Telecom has launched the 'Accountability and Commitment Program,' which focuses on rebuilding customer trust through enhanced customer protection and information security measures.

The program includes the 'Customer Assurance Package' to prevent customer damage, a KRW 700 billion investment over the next five years to enhance the information protection system, and the 'Customer Appreciation Package' to acknowledge and thank customers for loyalty.

As part of the Customer Assurance Package, SK Telecom has completed the enrollment of all customers in the SIM card protection service and is offering free SIM card replacements. Additionally, the Fraud Detection System (FDS) has been upgraded to its highest level.

In addition, SK Telecom is introducing a 'Cybersecurity Compensation Guarantee System' to support the compensation process for customer damage caused by SIM cloning. The company will also provide ZIMPERIUM, a top-tier global mobile device security solution, free of charge for all customers for one year.

SK Telecom also unveiled its 'Information Protection Innovation Plan,' aiming to build a world-class information security system based on Zero Trust, a comprehensive security model that continuously verifies all access and grants the least amount of access. SK Telecom plans to invest KRW 700 billion in information protection over the next five years.

To express gratitude and rebuild customer trust, SK Telecom launched the Customer Appreciation Package, offering a range of benefits, including a 50% discount on the monthly bill for August 2025, an additional 50 GB of data every month until the end of the year, and enhance the discount benefits with various T Membership partners. This package is totaled at KRW 500 billion in value.



Additionally, the company plans to enhance customer satisfaction by introducing a policy that reinstates customers' original benefits — including years of service and membership status — if they rejoin SK Telecom within six months. Those who do not rejoin within this period may apply for the restoration program on the T World website, with benefits restored if they rejoin within three years of application.

SK Telecom emphasized rebuilding customer trust as its highest priority. The company is closely reflecting customer feedback as well as recommendations from both the Customer Trust Committee and the Information Security Innovation Committee. Based on this foundation, SK Telecom plans to not only reinforce its core telecommunication business but also steadily advance its monetization of AI.

"We are taking a hard look at the cybersecurity incident and are committed to rebuild our business thoroughly and transparently," said Kim Yang-seob, CFO of SK Telecom. "We ask for our customers' continued support and trust as we move forward with changes in rebuilding SK Telecom."

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## About SK Telecom

SK Telecom has been leading the growth of the mobile industry since 1984. Now, it is taking customer experience to new heights by extending beyond connectivity. By placing AI at the core of its business, SK Telecom is rapidly transforming into an AI company with a strong global presence. It is focusing on driving innovations in areas of AI Infrastructure, AI Transformation (AIX) and AI Service to deliver greater value for industry, society, and life.

For more information, please contact [skt\\_press@sk.com](mailto:skt_press@sk.com) or visit our LinkedIn page [www.linkedin.com/company/sk-telecom](http://www.linkedin.com/company/sk-telecom).

### ※ Attachment 1. Summary of Consolidated Income Statement (Unit: KRW billion)

Type	25.2Q	24.2Q	YoY	25.1Q	QoQ
Revenue	4,339	4,422	△1.9%	4,454	△2.6%
Operating Income	338	538	△37.1%	567	△40.4%
Net Income	83	350	△76.2%	362	△77.0%

### ※ Attachment 2. Summary of Non-Consolidated Income Statement (Unit: KRW billion)

Type	25.2Q	24.2Q	YoY	25.1Q	QoQ
Revenue	3,135	3,192	△1.8%	3,167	△1.0%

<b>Operating Income</b>	<b>251</b>	<b>450</b>	<b>△44.3%</b>	<b>482</b>	<b>△48.0%</b>
<b>Net Income</b>	<b>37</b>	<b>280</b>	<b>△86.8%</b>	<b>475</b>	<b>△92.2%</b>