

SK

2005.3

SK Telecom

Table of Contents

. ICT

. Convergence SVC

. Globalization

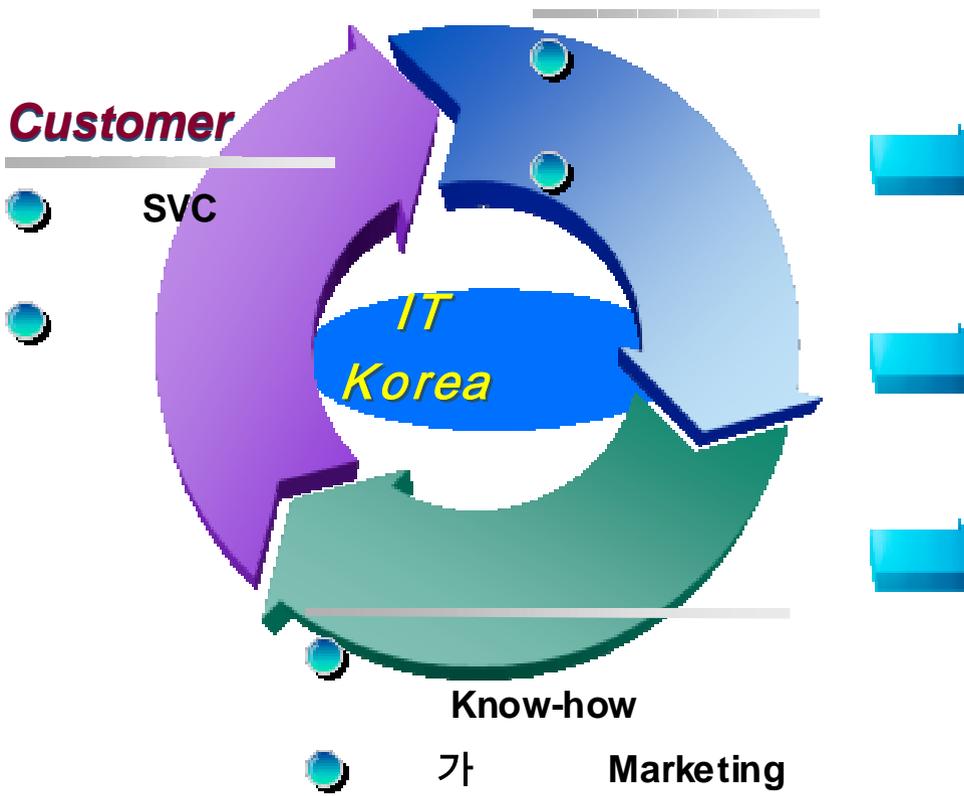
. ICT

1. IT

-Kore

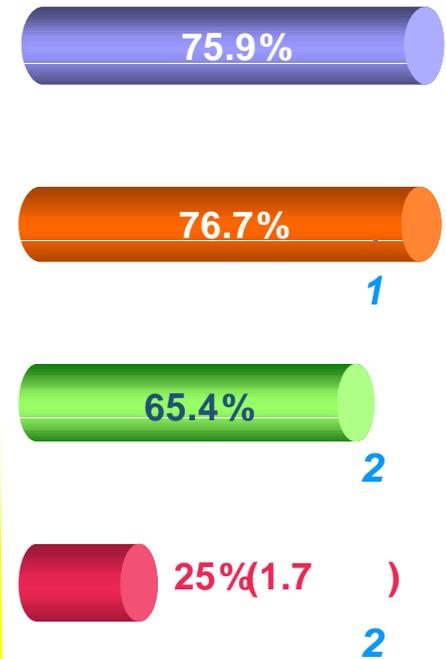
Infra

IMF



IT

('04)



Source : MIC,

('05.2)

. ICT

2. Market Saturation

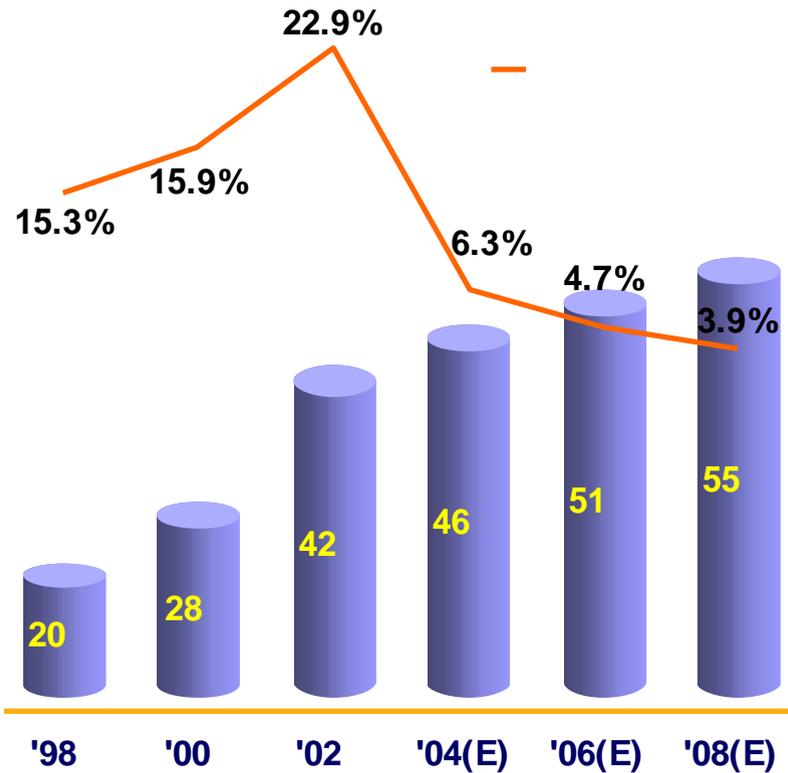
IT

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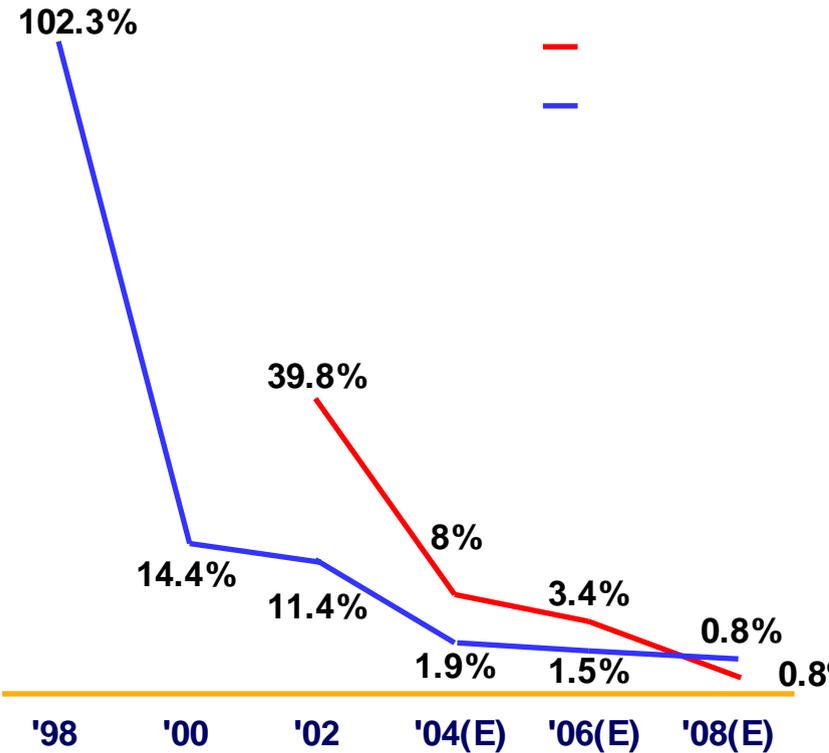
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SVC



SVC 가

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Biz Convergence
Globalization **Market Size**

Biz Convergence



IT

: Over The Telephony Industry



Market Size



Portfolio

Synergy

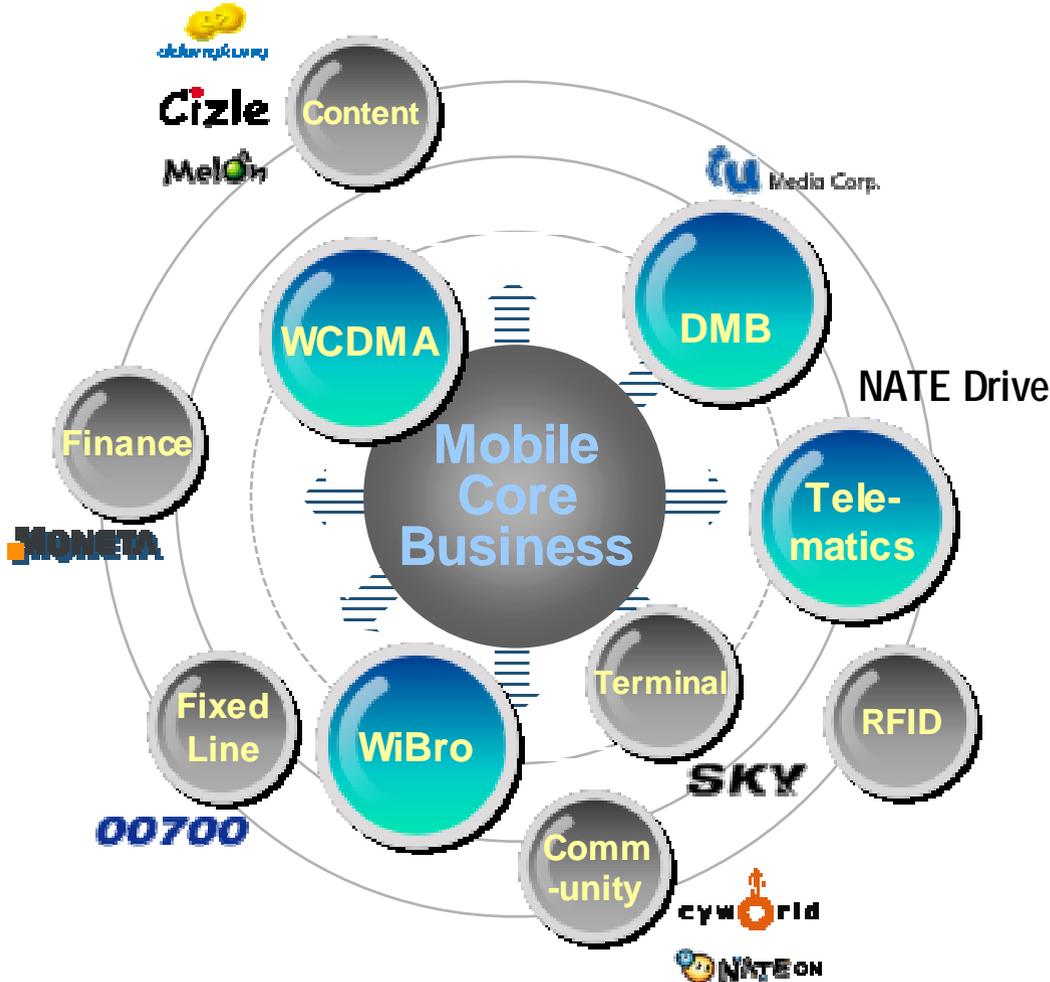
SVC

Globalization



SK

Convergent Biz Model



New Biz

- Convergence Biz Model
- New Technology Convergence

Mobile Core Biz

-
- High Service Accessibility



WCDMA

● 2GHz

IMT-2000 SVC

SVC가 가

● 1x EVDO

N/W

Coverage

DBDM

▪ '05

SVC

6

● WCDMA SVC Feature

- Messaging
- Data 가 Multi-Access
- Roaming Coverage
- Smart Card - SVC

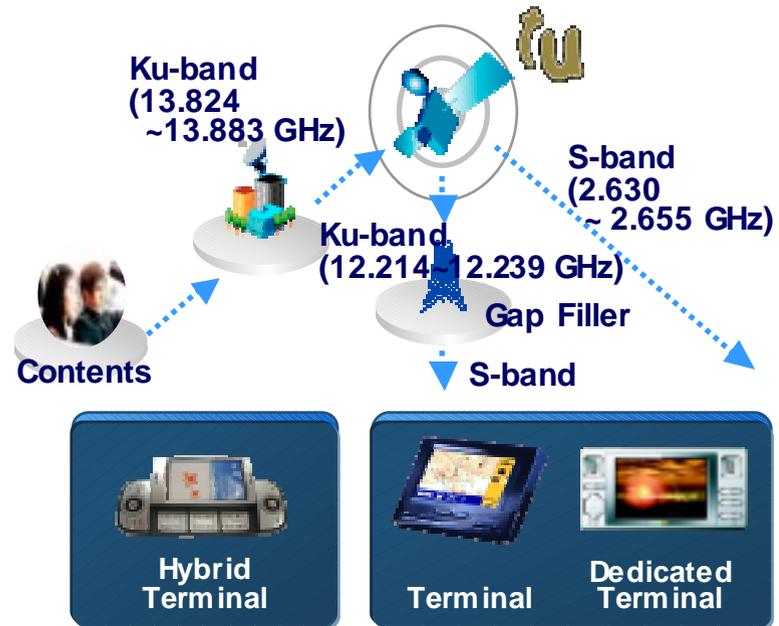




Satellite Digital Multimedia Broadcasting SVC

- 12 Video, 22 Audio, 2 Premium Channel SVC
- DMB, TU SVC
- Win-Win 가

- '03.3 : DMB
- '04.12 : DMB
- '05.1 : SVC Launching (14 Video, 22 Audio)
- '05.5 : SVC Launching





WiBro



WiBro

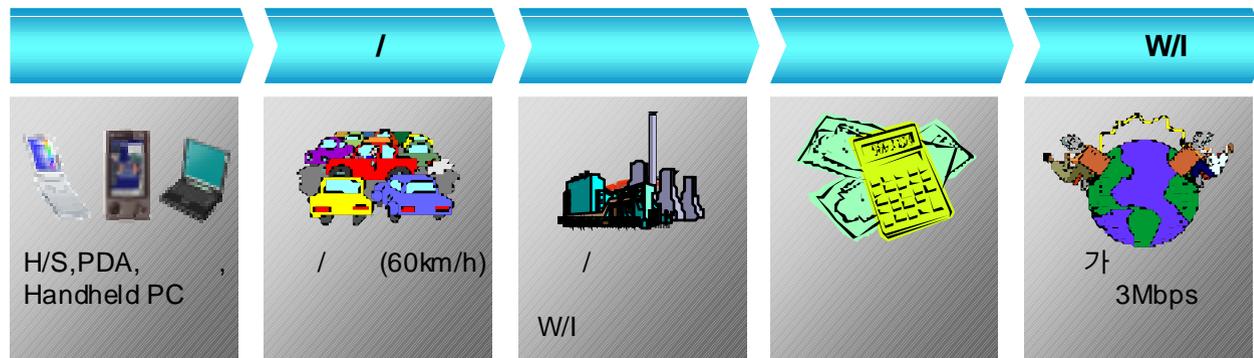
兩

Synergy



Positioning

- '05.1 : WiBro
- '05 ~ : Testbed R&D
- '06.6 ~ : SVC Launching



WCDMA

DMB

WiBro

Telematics

NATE Drive

- Navigation SVC

()

- SVC

 - '05.1 가 26

 - Telematics ('04.12~)



. Globalization

1.

Biz Model(Local Operation, Export) ,
Risk Mgt.

Target Market Portfolio
Globalization



Biz Portfolio

- Network Operation Biz : MNO, MVNO
- Terminal, ASP BM
- Content Biz

Regional Portfolio

- Emerging Market
High Growth Potential
Low Country Risk

Risk Mgt.

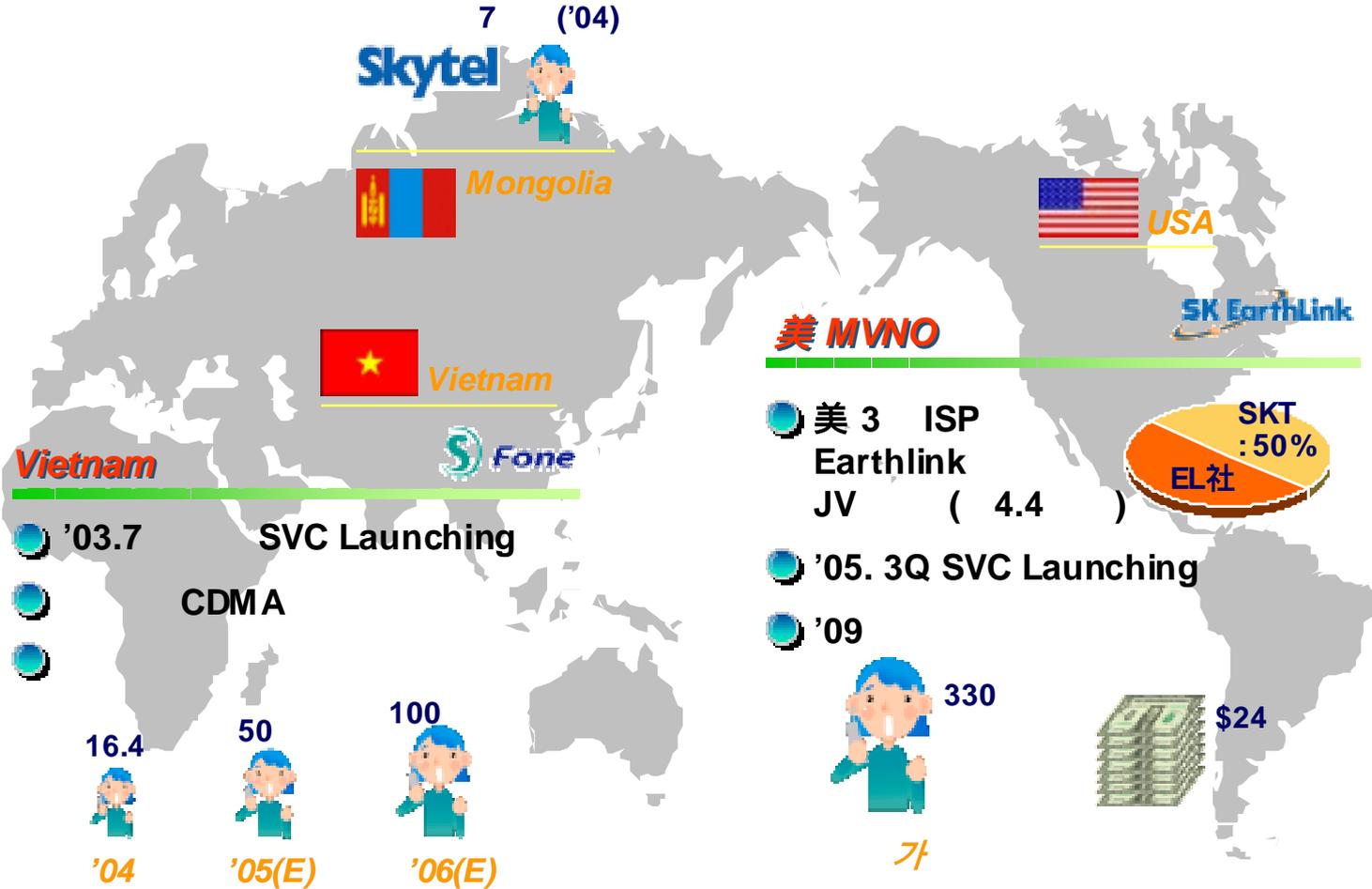
- BM, R&C
- Governance
- Entry Cost

. Globalization

2. Network Operatio

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MVNO



. Globalization

3. Terminal B

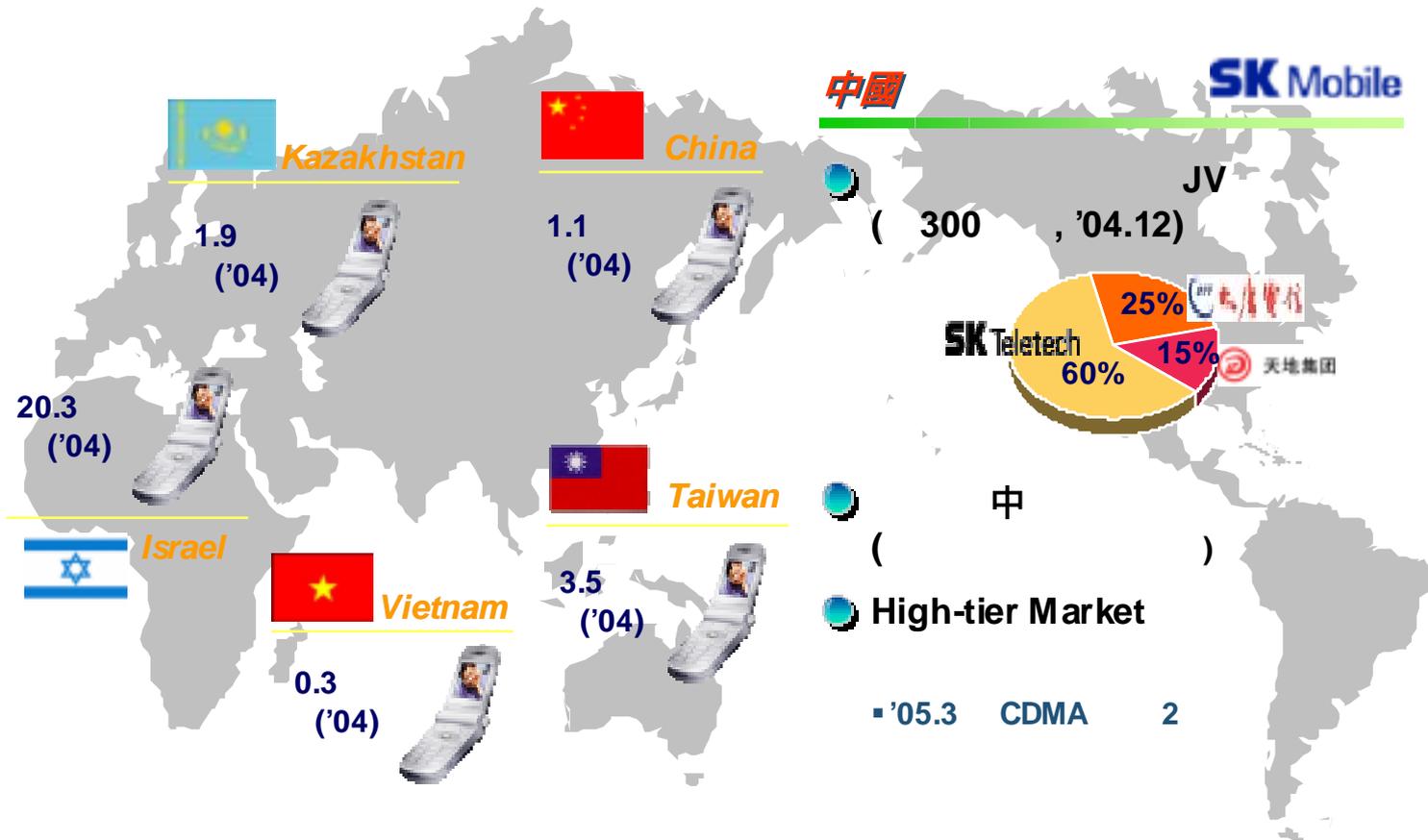
CDMA

Terminal

Joint Venture

Network
Operation

Terminal



. Globalization

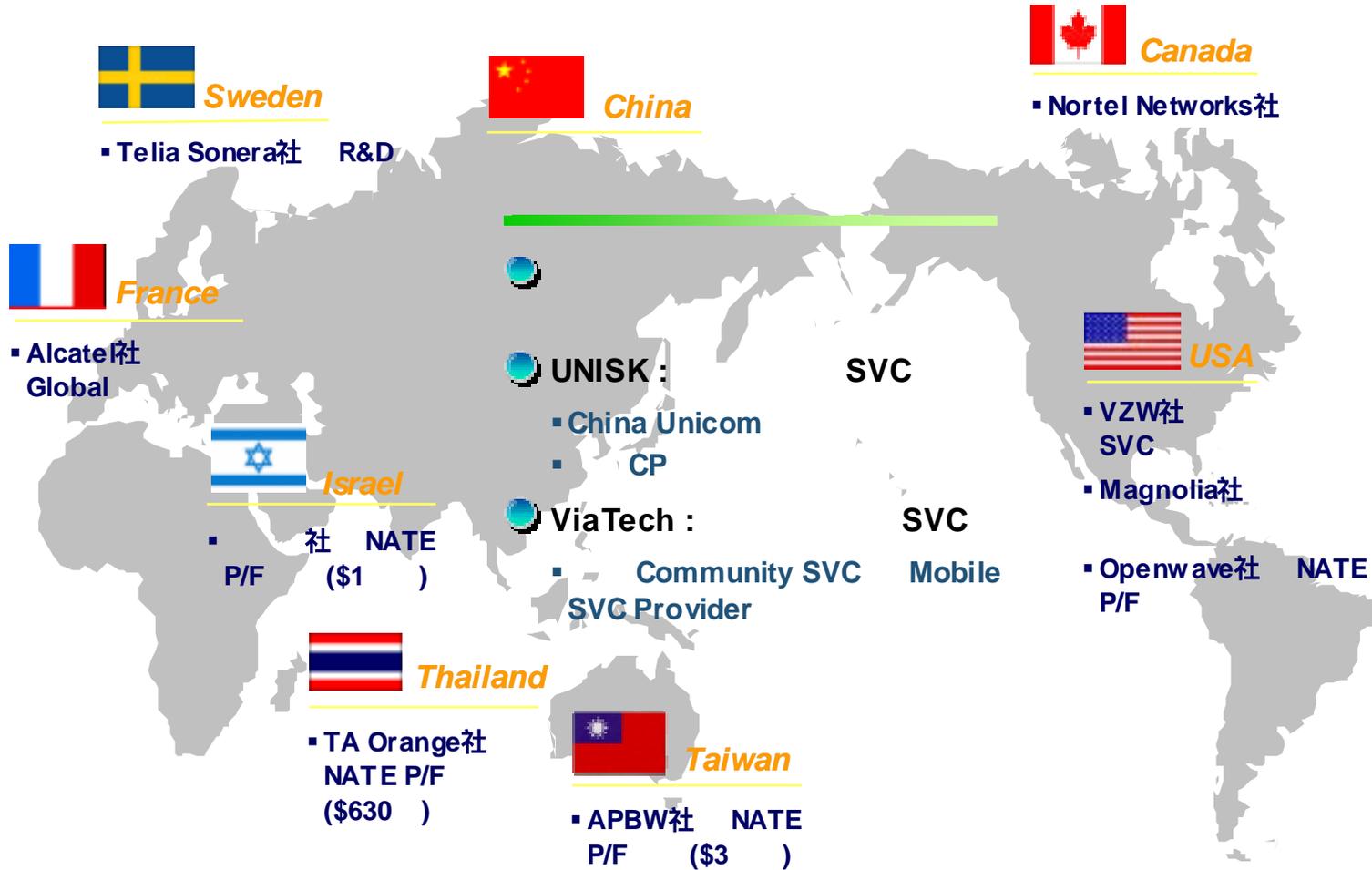
Technology Leadership
Global Major Player

Wireless Data Platform

Network
Operation

Terminal

WI ASP
外





Thank You!

www.sktelecom.com

SKTelecom

Questions & Recommendations

Most Valuable Company with Innovation

'96 CDMA

'00 CDMA2000 1x

'02 CDMA2000 1x EV-DO

'04 DMB

Convergence & Ubiquitous Leader

Ubiquitous Service Provider

Win-Win Partnership

Corporate Citizenship

