

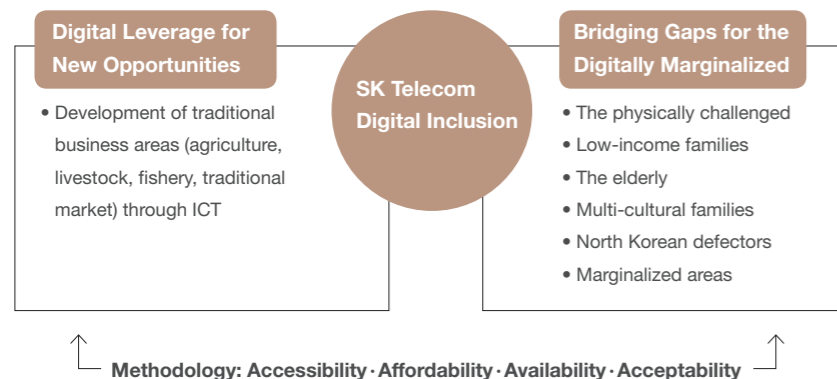
Digital Inclusion Initiative for Creating Shared Value

SK Management System (SKMS) specifically calls for the company to “contribute to the ‘Happiness of Mankind’”, and SK Telecom seeks to follow this principle by leveraging its ICT capability. Defining ICT as an essential tool to create innovation that puts people at the core, SK Telecom is fully leveraging its ICT capability to keep moving people forward and bring meaningful changes to their lives. Under the clearly defined policy direction, SK Telecom has adopted diverse methods to drive shared values across society, one of which is the unique program designed to bridge “digital divide” of society, the most talked but rarely addressed side effect of the rapidly changing ICT environment.

Adding much-needed social values through ICT, the programs also generate economic values for SK Telecom. Such win-win approach results in a virtuous cycle of value creation that helps the company build a more solid ICT infrastructure and a sustainable “ICT ecosystem” in the process.

1. Purpose

- SK Telecom defines “digital inclusion” as filling in the digital gap created among people due to (1) economic constraints, (2) limited access to products and services, (3) insufficient experience of new technologies in general, and (4) introduction of more advanced ICT.
- SK Telecom is making every effort to narrow down the digital/smart divide by improving the following 4As:
 - Accessibility(physical access)
 - Affordability(economic access)
 - Availability(development/provision of solutions/applications/contents)
 - Acceptability(education on how to use devices)



2. SK Telecom embraces its share of social responsibility to promote digital inclusion by taking on the following initiatives:

- 1) To enhance ICT accessibility and usability for customers
 - Expanding the range of digitally inclusive communities to include remote and rural areas on islands and in mountain regions by broadening network coverage
 - Improving ICT accessibility for the underserved including the physically challenged: Provision of special plans, services, and solutions
- 2) To address social issues through ICT and transform the social environment
 - Developing and operating mobile platforms for those acting in the public interest, helping NGOs better utilize ICT and generate greater value
 - Providing ICT support to improve the business efficiency and effectiveness of industries with historically low ICT usage rates, such as traditional markets, the agriculture, livestock and fishing industry, and the cleaning industry
 - Helping address potential social problems associated with digital exclusion by providing support for ICT access and use by the disadvantaged.
- 3) To enhance the company’s reputation and revenues through greater digital inclusion
 - Expanding the potential user base and the captive market of the company by improving ICT accessibility and usability of all members of society
 - Reinforcing SK Telecom’s corporate standing through activities that generate social value
 - Exerting its best efforts for digital inclusion by proactively bridging the digital divide that might be widened in the course of its business
- 4) To drive digital inclusion by implementing targeted programs for the underprivileged
 - Improving digital literacy: smart device tutorials for the physically challenged, for the disabled, for multi-cultural families, for North Korean defectors, and for the elderly
 - Developing new technologies for B2B/B2C and promoting the use of new solutions and services: Terminals and services for the physically challenged and the elderly

To achieve the above objectives, SK Telecom regularly reviews and reinforces its efforts to improve digital inclusion. By exerting efforts on all fronts, SK Telecom is leading the way in helping communities, businesses, and organizations grow and prosper through ICT.