



KTF

2005. 3. 22



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Part I : KTF

Part II : Trend

Part III : KTF



# Part I : KTF



: KTF

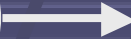
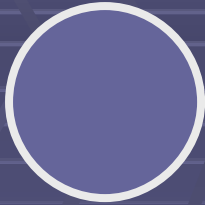
1997 10 7 가 1170 , 4.6

1997 1998 1999 2000 2001 2002 2003 2004

, '016' (8 ) 500 가 (5 ) 1,000 가 Kticom K-bank  
 (1 ) 100 가 (4 ) ( -5 ) magic FIFA 가 (1 ) (NCSI)  
 'PCS016' (5 ) 'Persnet' (9 ) (6 ) (7 )  
 2 (10 ) 'Na' (5 ) (5 ) WCDMA (4 )  
 가 200 MS, CDPQ , Na가 100 IMT-2000 fimm  
 (10 ) (10 ) (11 ) 'KTF' (5 ) (10 ) (4 )  
 (12 ) Business week 3  
 (12 ) magic IT 大賞  
 (11 ) Telecom 1 (6 ) (11 )



가



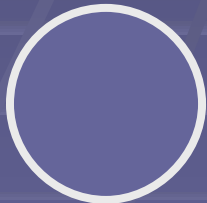
- , ,
- , ,



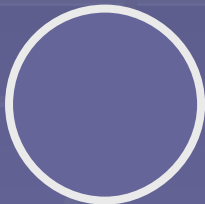
- , VOD, MOD, MMS
- Fimm, magicn, mulipack



- / / / /
- K-bank , K-ways, K-merce, Nespot swing



- 
- Zone Networking, Mobile Office



- CDMA , , JV
- ,



: ARPU, 가

가

가

가가

ARPU

가

ARPU

< : >

< : >

8,416

9,591

10,333

10,442

11,728

37,404

40,238

39,626

38,688

39,420

2000

2001

2002

2003

2004

2000

2001

2002

2003

2004

•ARPU : ARPU (CP , , 가 )  
2003

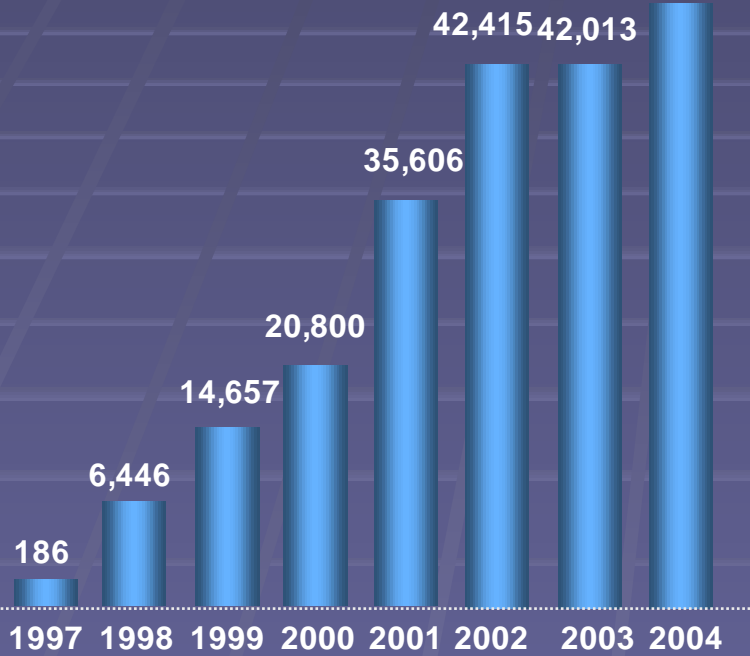


가 ARPU 가 4 6 ,



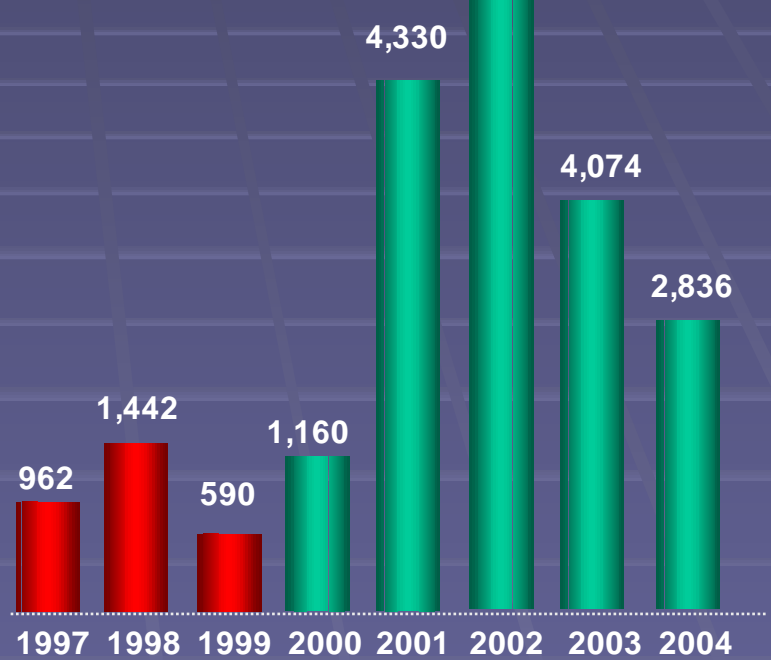
< : >

45,892



< : >

5,322



Part II :

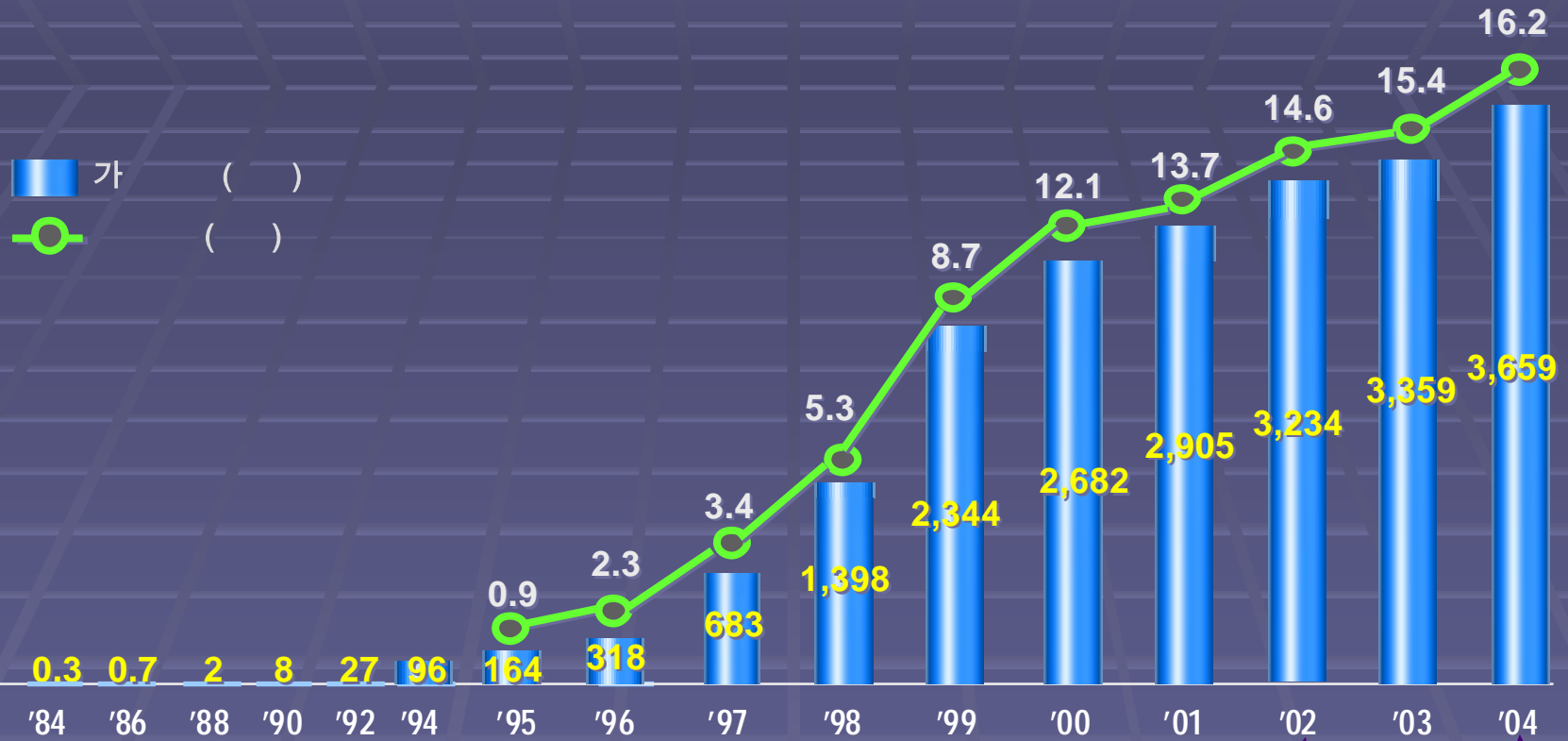
Trend

(Convergence)





가 3 8 , 16 20

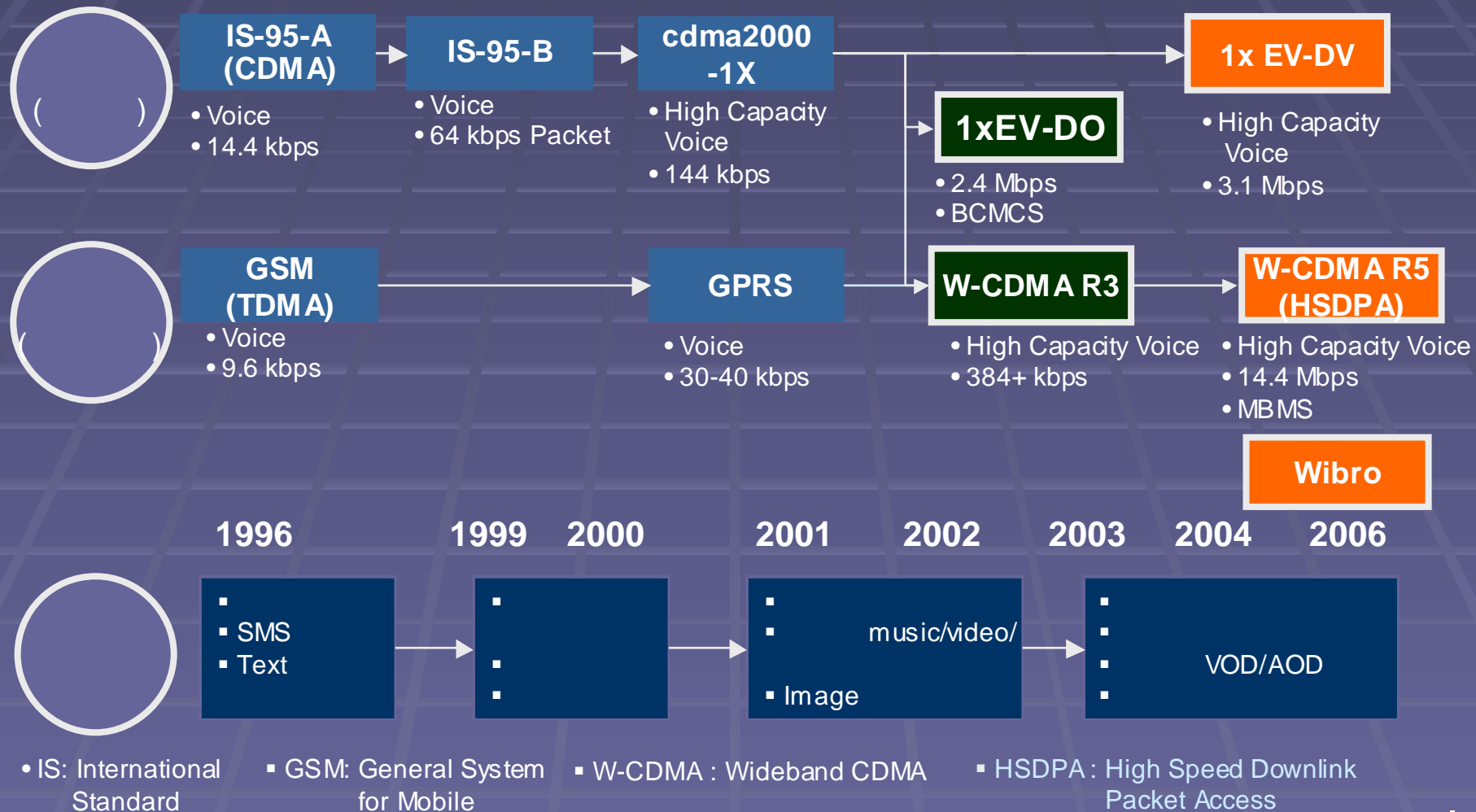


'84 '86 '88 '90 '92 '94 '95 '96 '97 '98 '99 '00 '01 '02 '03 '04

SK KMT CDMA (STI) PCS 3 KTF-KTM SKT-STI 010

# Network

# 가 가



KTF

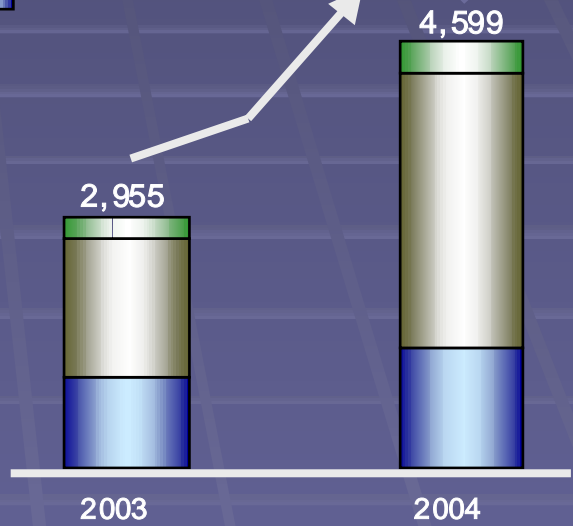
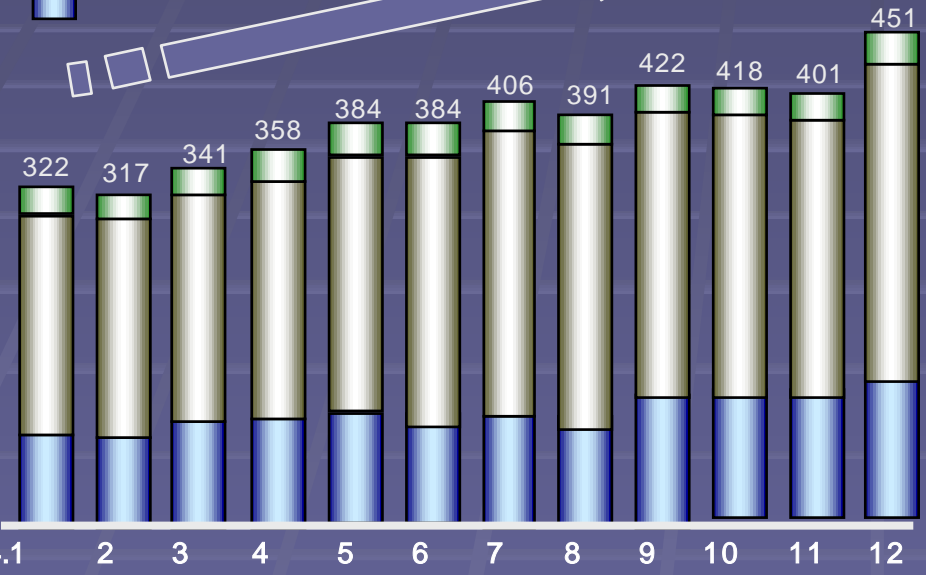
55.6%

'04



40%

55.6%



) 12 Data  
- Bigi

98.9%, 60.1%



가

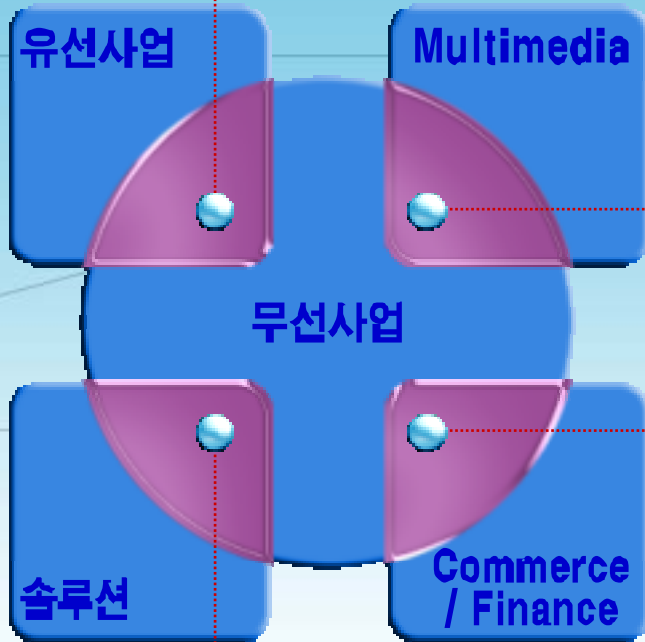


1997 ~  
:

1999 ~  
:  
/ ,  
;

2002 ~  
:  
VOD, ,  
;

# (Convergence)



- Wi-Fi
- Onephone
- Mobile-IM

- Firm SKY Life
- DMB
- , VOD, MP3
- MMS

- m-Payment
- m-Finance
- m-Marketing
- m-Retail

- Telematics
- Home Networking
- m-Office
- M2M

이동단말을 중심으로  
정보화 사회 구현

# Part III : KTF



# : KTF Positioning

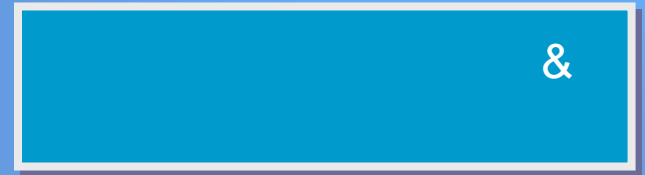
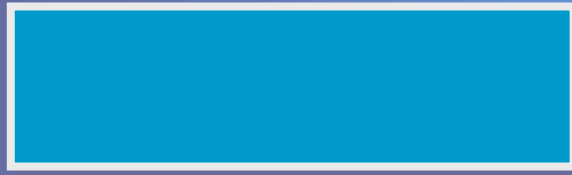
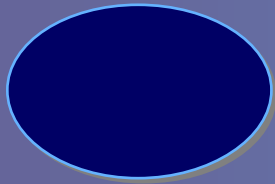
2007

가

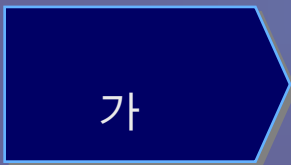
&



( '07 )



&



KTF 2007  
1.1 , EBITDA margin 40%

(EBIT)



( : )

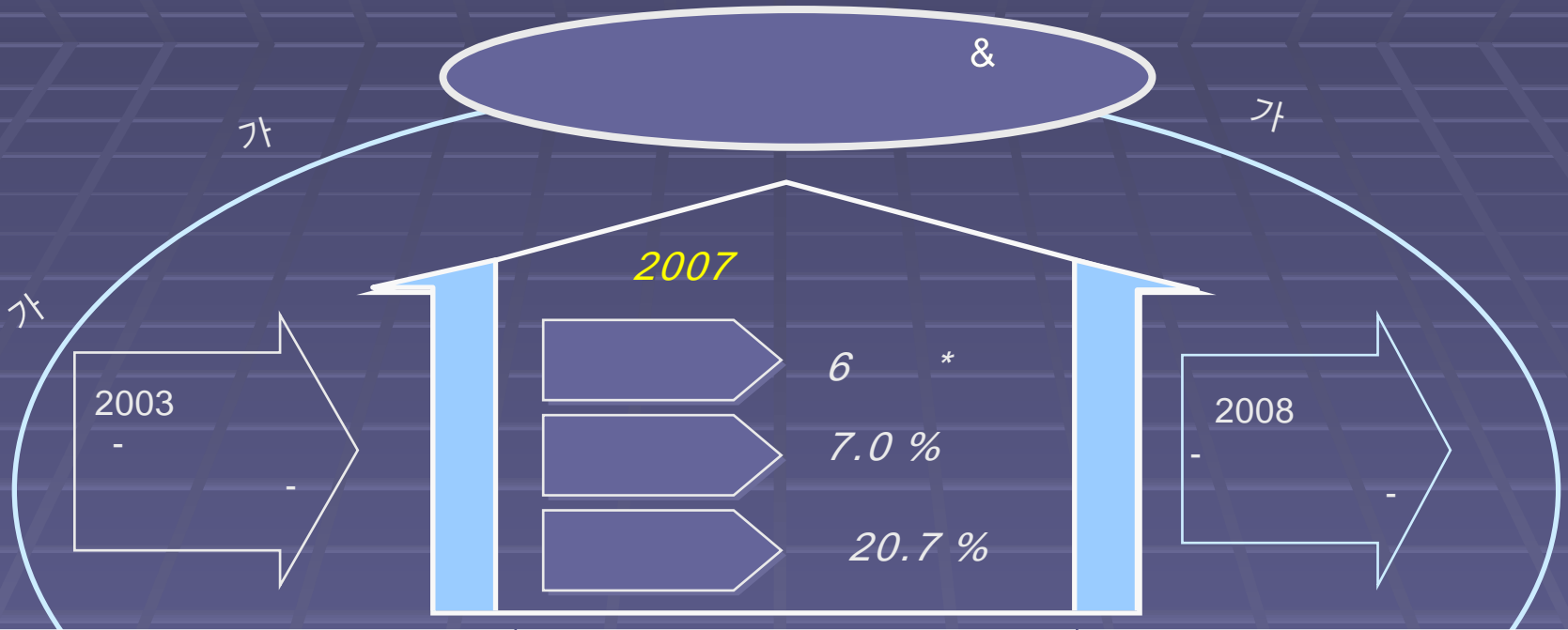


|  |      |      |      |      |
|--|------|------|------|------|
|  | 0.36 | 0.26 | 0.32 | 0.37 |
|--|------|------|------|------|





1 , 2 , 3  
&



| 1 | 2007 2   | 3   |
|---|----------|---|
|   | (1 1 2 ) | <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul> |

\* (KTFT)



Q & A

