



Samsung Electronics to jointly build SK Telecom's World- First Nationwide LoRaWAN Network Dedicated to Internet of Things

Network promises enhanced services for residents and new business opportunities for operators through improved connectivity

Seoul, Korea – May 24, 2016 – Samsung Electronics Co., Ltd. today announced a new contract with SK Telecom to deploy the world's first commercial Internet of Things (IoT)-dedicated nationwide LoRaWAN network.

The network will be deployed across Korea using the 900 MHz frequency band. The commercial service is scheduled to launch in Daegu, Korea's fourth largest city, next month and will be available nationwide by the middle of this year.

Daegu will serve as a test bed for the IoT network, and focus on setting up and adopting infrastructure for renewable energy solutions, cloud platforms and big data analytics of healthcare and medical services, as well as electric vehicle infrastructure for autonomous cars. For example, streetlights in the city will collect weather and traffic information using IoT sensors, enabling cost savings by automatically adjusting the lighting level and also sending air pollution status information.

"With the early deployment of a nationwide IoT network, SK Telecom will be able to maintain its position as pioneer in the field of telecommunications," said Lee Jong-bong, Executive Vice President and Head of Infra Division at SK Telecom. "SK Telecom will continue to work closely with partners including Samsung to deliver new value and convenience to both individual and enterprise customers over the IoT network."

"Now is a critical moment for ICT companies looking for new future business opportunities such as IoT services," said Youngky Kim, President and Head of Networks Business at Samsung Electronics. "We are very pleased to partner with SK Telecom for its pioneering IoT vision. Samsung will contribute in creating the ecosystem for enabling significant changes driven by new IoT services."

LoRaWAN IoT networks use an unlicensed, public spectrum called the Industrial Scientific and Medical (ISM) frequency band. To prevent degradation of other industrial communications already using the ISM band, the network will support the Listen Before Talk (LBT) function. A new service model, the Internet of Small Things (IoST), will also be introduced as a key facilitator for more business opportunities utilizing the Low Power Wide Area Network (LPWAN) like LoRaWAN. LPWAN is a group of technologies optimized to transmit small amounts of data at very low speeds of below 5Kbps.

Samsung's IoT strategy combines network technology and solutions with leadership across all business units, including consumer electronics and chipsets. This synergy makes Samsung unique, delivering successful IoT assets at an industry-leading pace.

** The LoRa® mark is a trademark of Semtech Corporation.*

About SK Telecom

SK Telecom (NYSE: SKM, KSE: 017670), established in 1984, is Korea's largest telecommunications company with more than 28.92 million mobile subscribers, accounting for around 50% of the market. The company reached KRW 17.137 trillion in revenue in 2015. As the world's first company to commercialize CDMA, CDMA 2000 1x, CDMA EV-DO and HSDPA networks, SK Telecom launched the nation's first LTE service in July 2011. SK Telecom also became the

world's first mobile carrier to commercialize 150Mbps LTE-Advanced in June 2013 and 225Mbps LTE-Advanced in June 2014 through Carrier Aggregation (CA). In line with its efforts to swiftly move towards the next-generation mobile network system, or 5G, it successfully commercialized 300Mbps tri-band LTE-A CA. As of the end of March 2016, the company has over 19.53 million LTE and LTE-Advanced subscribers. Based on its strength in network operations business, SK Telecom is seeking new growth engines through three innovative platforms namely Lifestyle Enhancement Platform, Advanced Media Platform and IoT Service Platform. For more information, please visit www.sktelecom.com/en or email to skt_press@sk.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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