COMPANY UPDATE

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LG Uplus (032640)

Profits becoming more resilient

- LG Uplus' 3Q consolidated operating profit missed consensus on one-off cost related to a voluntary early retirement program. Barring this expense, operating profit would have expanded 26.7% y-y.
- The telco has been striving to reinforce its service competitiveness to boost growth potential and profitability. We reiterate BUY rating.

WHAT'S THE STORY?

3Q review: LG Uplus reported 3Q consolidated sales of KRW4.1t (up 5.5% y-y) and operating profit of KRW161.7b (down 34.3% y-y; missing consensus). The results reflected one-off cost of around KRW150b for a voluntary early retirement program involving about 600 employees (6% of total workforce). Barring this expense, operating profit would have risen 26.7% y-y to KRW311.7b, demonstrating continued earnings improvement. Mobile revenue grew 5.2% y-y on subscriber additions, marking the highest growth rate since 2021. We attribute this to a 2.2% y-y rise in the MNO operation's handset ARPU. Sales from the smart home operation expanded y-y, backed by increasing sales from internet service. Earnings at the corporate infrastructure business improved y-y as AI data center sales grew 5% y-y thanks to rising utilization rates at the second data center in Pyeongchon and increasing design-build-operate (DBO) sales at the Gasan IDC.

(Continued on the next page)

AT A GLANCE

BUY

Target price	KRW17,500	16.9%
Current price	**KRW14,970**	
Market cap	KRW6.4t/USD4.4b	
Shares (float)	429,828,355 (61.2%)	
52-week high/low	KRW15,400/KRW9,870	
Avg daily trading value (60-day)	KRW14.4b/ USD9.9m	

ONE-YEAR PERFORMANCE

	1M	6M	12M
LG Uplus (%)	-1.5	22.8	48.1
Vs Kospi (%pts)	-12.7	-21.5	-4.7

KEY CHANGES

(KRW)	New	Old	Diff
Recommend.	BUY	BUY	
Target price	17,500	17,500	0.0%
2025E EPS	1,320	1,619	-18.5%
2026E EPS	1,817	1,826	-0.5%

SAMSUNG vs THE STREET

No of estimates	16
Target price	17,769
Recommendation	3.9

※ Rating: 4 < → BUY, 3 = HOLD, 2 > → SELL

SUMMARY FINANCIAL DATA

(KRWb)	2024	2025E	2026E	2027E
Revenue	14,625	15,511	15,635	15,941
Operating profit	863	954	1,159	1,229
Net profit (adj)	315	564	763	807
EPS (adj) (KRW)	858	1,320	1,817	1,926
EPS (adj) growth (% y-y)	-39.9	53.9	37.7	6.0
EBITDA margin (%)	24.1	19.9	18.4	16.4
ROE (%)	4.4	6.6	8.6	8.6
P/E (adj) (x)	12.0	11.3	8.2	7.8
P/B (x)	0.5	0.7	0.7	0.6
EV/EBITDA (x)	3.1	3.1	2.6	2.1
Dividend yield (%)	6.3	4.5	4.8	5.1

Source: Company data, Samsung Securities estimates

Strengthening growth potential and profitability: LG Uplus has been striving to reinforce its service competitiveness. While the AI data center sales should keep growing on rising utilization at existing data centers, the DBO operation should add to growth momentum—the telco signed a contract in 3Q to operate the Gasan internet data center. The company has enjoyed stable topline growth and improved operational efficiency via restructuring on non-core businesses. It should also benefit from labor cost reduction in 2026.

Solid fundamentals: The telco canceled 6.78m shares (representing 1.55% of outstanding shares; worth KRW100b) on Aug 5 and has been spending KRW80b for an additional buyback from Aug 4, 2025 to Aug 3, 2026. Its 2025 DPS should come in at KRW420. We forecast its 2026 operating profit will rise 21.5% y-y to KRW1.15t and the telco will increase shareholder returns gradually.

Table 1. Quarterly results and forecasts

(KRWb)	3Q24	2Q24	3Q25	Chg (% q-q)	Chg (% y-y)	Consensus	Diff (%)
Sales	3,801.3	3,844.4	4,010.8	4.3	5.5	3,900.6	2.8
Operating profit	246.0	304.5	161.7	-46.9	-34.3	183.7	-12.0
Operating margin (%)	6.5	7.9	4.0	-3.9	-2.4	4.7	-0.7
Pre-tax profit	196.0	272.3	104.8	-61.5	-46.5	133.3	-21.4
Net profit (controlling)	137.5	219.5	49.7	-77.4	-63.9	97.3	-48.9

Source: Company data, FnGuide, Samsung Securities

Table 2. Results and forecasts

(KRWb)	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25E	2024	2025E	2026E
Revenue	**3,541.3**	**3,429.3**	**3,581.1**	**3,820.9**	**3,577.0**	**3,493.7**	**3,801.3**	**3,753.2**	**3,748.1**	**3,844.4**	**4,010.8**	**3,907.5**	**14,625.2**	**15,510.8**	**15,635.5**
Sales	2,616.4	2,680.1	2,688.2	2,794.8	2,686.7	2,732.9	2,786.3	2,799.3	2,736.0	2,803.1	2,897.2	2,972.5	11,005.2	11,408.8	11,813.7
Mobile	1,561.1	1,576.1	1,587.1	1,584.2	1,580.7	1,593.1	1,620.4	1,633.3	1,612.2	1,654.2	1,711.4	1,723.3	6,427.5	6,701.1	6,892.8
Smart home	594.2	603.0	607.2	594.3	615.5	620.1	650.9	619.4	630.5	636.6	673.3	660.0	2,505.9	2,600.4	2,728.2
Phone	92.7	91.6	89.9	92.5	89.2	90.6	86.5	91.9	83.6	84.6	84.6	89.4	358.2	342.2	338.8
B2B	368.4	409.4	404.0	523.8	401.3	429.1	428.5	454.7	409.7	427.7	427.9	499.7	1,713.6	1,765.0	1,853.8
Product	717.0	532.3	675.9	811.1	683.1	549.8	810.9	738.0	809.2	828.0	894.2	715.8	2,781.8	3,247.2	2,974.5
LG HelloVision	277.6	286.7	288.7	337.3	267.2	283.6	323.3	322.3	313.5	354.1	298.5	364.9	1,196.4	1,331.0	1,339.1
SG&A costs	3,281.1	3,141.3	3,326.8	3,625.4	3,356.0	3,239.7	3,555.3	3,611.0	3,492.7	3,539.9	3,849.2	3,675.2	13,762.1	14,556.9	14,476.3
Labor	449.3	441.1	461.0	472.3	487.0	493.9	481.9	516.3	490.7	486.7	631.2	528.7	1,979.2	2,137.3	2,003.4
Depreciation	520.3	528.8	535.4	549.5	543.6	547.0	551.9	537.7	542.0	550.7	549.2	550.1	2,180.1	2,192.0	2,154.2
Amortization	99.1	100.0	108.9	129.2	122.8	119.2	122.7	118.9	123.9	121.9	120.5	119.9	483.6	486.2	479.1
Marketing	534.3	539.7	553.2	537.4	546.7	521.7	556.1	584.6	555.8	540.1	585.2	605.9	2,209.1	2,287.0	2,512.0
Operating profit	**260.2**	**288.0**	**254.3**	**195.5**	**220.9**	**254.0**	**246.0**	**142.2**	**255.4**	**304.5**	**161.7**	**232.4**	**863.1**	**954.0**	**1,159.1**
Operating margin (%)	7.3	8.4	7.1	5.1	6.2	7.3	6.5	3.8	6.8	7.9	4.0	5.9	5.9	6.2	7.4
Pre-tax profit	211.0	247.1	194.0	118.8	165.8	204.5	196.0	-115.7	200.5	272.3	104.8	172.0	450.6	749.6	980.9
Net profit (controlling)	**151.8**	**213.1**	**157.0**	**100.9**	**131.1**	**163.6**	**137.5**	**-57.8**	**165.7**	**219.5**	**49.7**	**137.6**	**374.5**	**572.5**	**780.9**
Growth (% y-y)															
Revenue	**3.9**	**1.3**	**2.3**	**5.8**	**1.0**	**1.9**	**6.2**	**-1.8**	**4.8**	**10.0**	**5.5**	**4.1**	**1.8**	**6.1**	**0.8**
Sales	2.3	2.1	3.1	3.0	2.7	2.0	3.6	0.2	1.8	2.6	4.0	6.2	2.1	3.7	3.5
Mobile	3.0	2.1	2.7	0.6	1.3	1.1	2.1	3.0	2.0	3.8	5.6	5.5	1.9	4.3	2.9
Smart home	2.2	4.0	2.8	0.2	3.6	2.8	5.6	3.3	2.4	2.7	3.4	6.6	3.9	3.8	4.9
Phone	-5.7	-7.8	-5.8	-9.0	-3.8	-1.1	-3.8	-0.6	-6.3	-6.6	-2.2	-2.7	-2.3	-4.5	-1.0
B2B	1.7	1.5	7.9	18.1	8.9	4.8	8.6	-12.1	2.1	-0.3	-0.1	9.9	1.4	3.0	5.0
Product	12.8	-0.3	2.2	22.0	-4.7	3.3	20.0	-9.0	18.5	50.6	10.3	-3.0	1.7	16.7	-8.4
LG HelloVision	-2.8	4.7	-11.4	19.4	-3.7	-1.1	12.0	-4.5	17.3	24.9	-7.7	13.2	0.5	11.2	0.6
SG&A costs	4.2	0.2	3.4	9.1	2.3	3.1	6.9	-0.4	4.1	9.3	8.3	1.8	2.9	5.8	-0.6
Labor	9.3	-7.0	8.9	19.0	8.4	12.0	4.5	9.3	0.7	-1.4	31.0	2.4	8.5	8.0	-6.3
Depreciation	-1.2	1.3	2.9	4.4	4.5	3.4	3.1	-2.1	-0.3	0.7	-0.5	2.3	2.2	0.5	-1.7
Amortization	18.1	14.5	21.6	35.5	23.9	19.3	12.6	-8.0	0.9	2.3	-1.8	0.8	10.6	0.5	-1.5
Marketing	-9.2	-1.9	-2.1	-6.2	2.3	-3.3	0.5	8.8	1.7	3.5	5.2	3.6	2.1	3.5	9.8
Operating profit	**-0.4**	**16.0**	**-10.8**	**-31.8**	**-15.1**	**-11.8**	**-3.2**	**-27.3**	**15.6**	**19.9**	**-34.3**	**63.4**	**-13.5**	**10.5**	**21.5**
Operating margin (%pts)	-0.3	1.1	-1.0	-2.8	-1.2	-1.1	-0.6	-1.3	0.6	0.7	-2.4	2.2	-1.0	0.2	1.3
Pre-tax profit	-7.9	15.5	-12.9	-37.8	-21.4	-17.2	1.0	na	21.0	33.1	-46.5	na	-41.6	66.4	30.9
Net profit (controlling)	**-10.6**	**31.7**	**-6.1**	**-38.5**	**-13.6**	**-23.2**	**-12.4**	**na**	**26.4**	**34.1**	**-63.9**	**na**	**-39.9**	**52.9**	**36.4**

Note: This table reflects revised revenue figures for the mobile, smart home, and B2B divisions for past periods

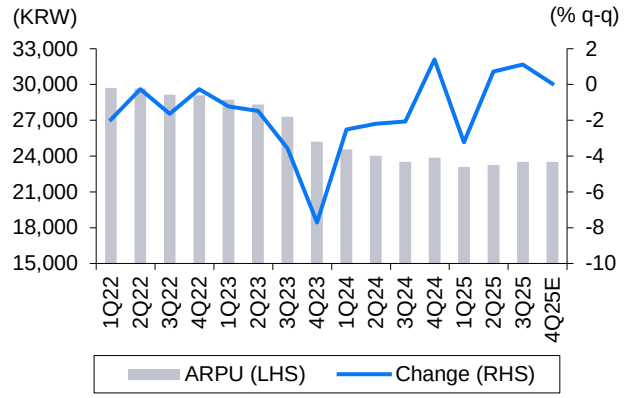
Source: Company data, Samsung Securities estimates

Table 3. Key operating metrics

('000 people)	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25E	2024	2025E	2026E
Mobile subscribers	**20,555**	**21,677**	**23,820**	**25,097**	**26,265**	**27,223**	**27,873**	**28,515**	**29,075**	**29,917**	**30,259**	**30,531**	**28,515**	**30,531**	**32,150**
Net additions (q-q)	659	1,122	2,143	1,277	1,168	958	650	642	560	842	342	272	3,418	2,016	1,619
LTE	9,811	10,179	4,210	3,923	3,759	3,532	3,261	2,988	2,425	2,251	2,021	1,728	2,988	1,728	933
5G	6,351	6,603	6,534	7,020	7,187	7,413	7,686	7,952	8,196	8,930	9,155	9,312	7,952	9,312	9,925
Fixed-line service subscribers	**14,453**	**14,505**	**14,397**	**14,373**	**14,419**	**14,449**	**14,487**	**14,482**	**14,547**	**14,704**	**14,773**	**14,822**	**14,482**	**14,822**	**15,060**
IPTV	5,368	5,392	5,432	5,445	5,479	5,518	5,554	5,576	5,611	5,699	5,739	5,748	5,576	5,748	5,792
Broadband	5,168	5,237	5,112	5,161	5,218	5,269	5,313	5,353	5,396	5,479	5,541	5,597	5,353	5,597	5,836
PSTN+VoIP	3,917	3,876	3,853	3,767	3,722	3,662	3,620	3,553	3,540	3,526	3,493	3,477	3,553	3,477	3,431
ARPU (KRW)	28,734	28,311	27,300	25,195	24,563	24,023	23,526	23,855	23,085	23,253	23,511	23,523	23,992	23,343	23,537
Chg (% q-q, % y-y)	-1.2	-1.5	-3.6	-7.7	-2.5	-2.2	-2.1	1.4	-3.2	0.7	1.1	0.0	-12.4	-2.7	0.8

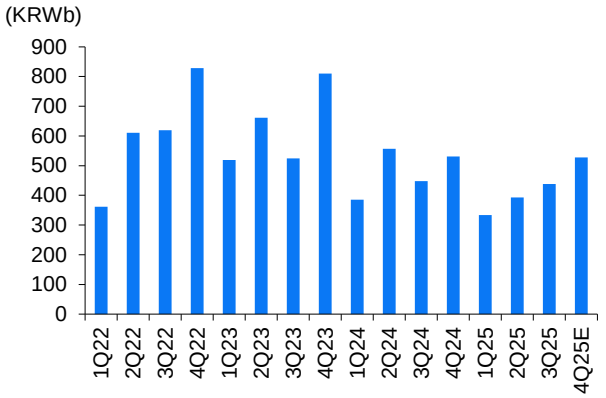
Source: Company data, Samsung Securities estimates

Chart 1. Mobile ARPU



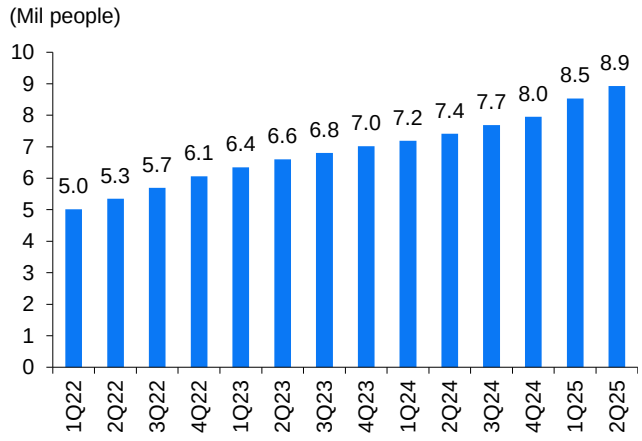
Source: Company data, Samsung Securities

Chart 2. Capex and forecasts



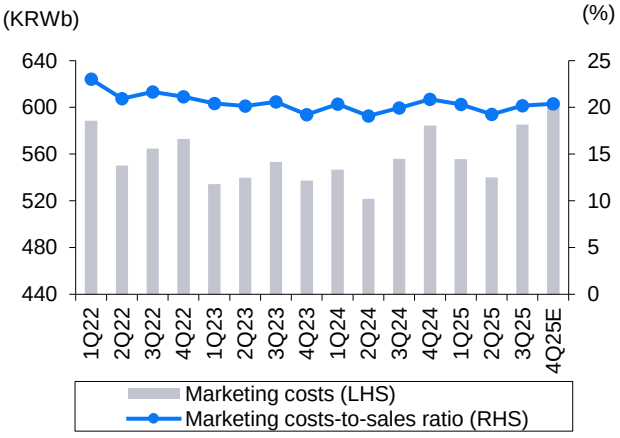
Source: Company data, Samsung Securities

Chart 3. Number of 5G subscribers



Source: Company data, Samsung Securities

Chart 4. Marketing costs vs marketing costs-to-sales ratio



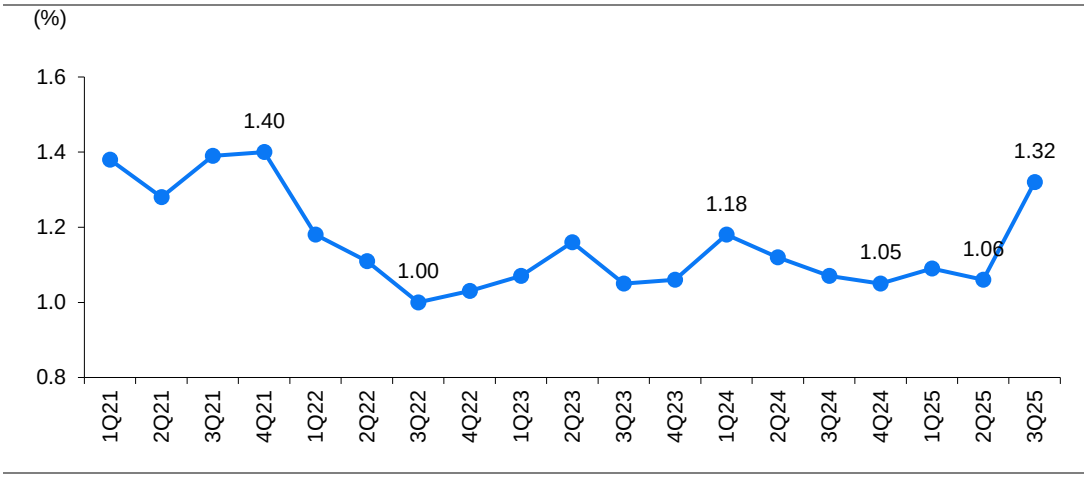
Source: Company data, Samsung Securities

Table 4. To exit various non-core businesses

Business	Details	Withdrawal date	Note
I-dol Plus	K-pop content platform	Jun 2024	Launched in Oct 2018
Home Training Now	Home training content	Sep 2024	Launched in Aug 2021
Cargo Connect	Cargo transport platform	Jan 2025	Launched in Oct 2023
U+ Smart Drone	Drone service	Jan 2025	Launched in 2017
U+ Elementary Nation	Home schooling service	Feb 2025	Launched in Sep 2020
U+ Family Keeper	Child safety	Mar 2025	KRW2,200/month
Spoky	Sport community platform	Mar 2025	Launched in Sep 2022
Metaslap and Uverse	Operation of Metaslap (a metaverse for office workers) has been discontinued, and Uverse (a metaverse for university students) is being scaled down	Mar 2025	
Money Me	Mydata for finance business	Apr 2025	Launched in Jul 2023
U+ Parentnara	Parenting education content platform	Jun 2025	Launched in Sep 2023
Podong	Pet care service platform	Jul 2025	Launched in Jul 2022
Dapda	Emotion-tracking journal & mental wellness platform	Aug 2025	Launched in Sep 2023

Source: Company data, Samsung Securities

Chart 5. MNO: Churn rate

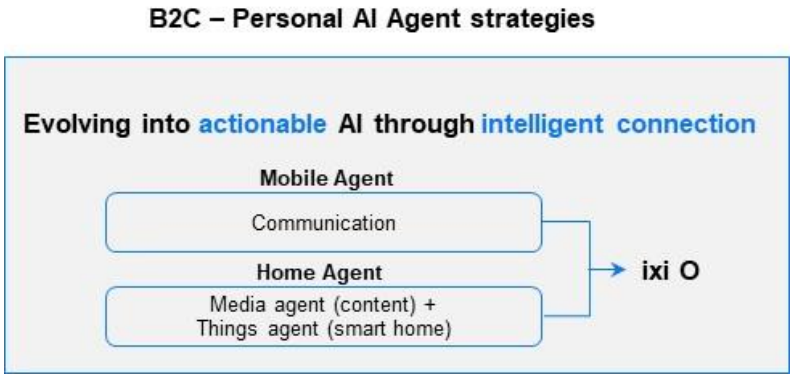


Source: Company data, Samsung Securities

Chart 6. LG AI Research among the top-5 Korean AI foundation model teams (Jul 4)

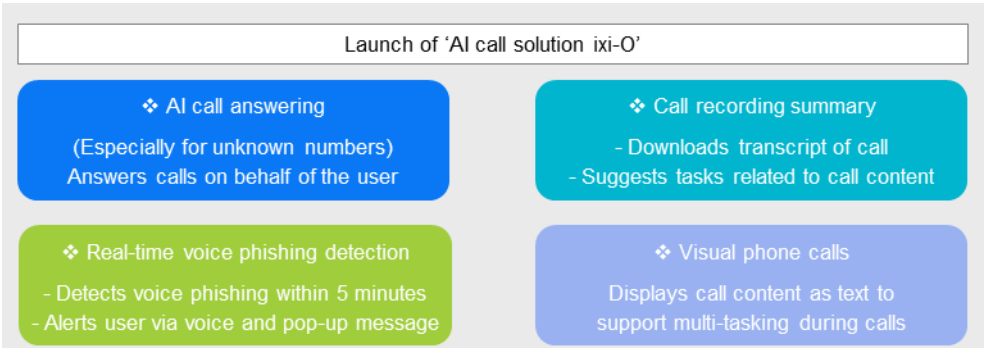
Note: The four other teams are Naver Cloud, Upstage, SK Telecom, and NC AI
Source: Company data, Samsung Securities

Chart 7. AI call solution 'ixi-O' (Oct 2024)



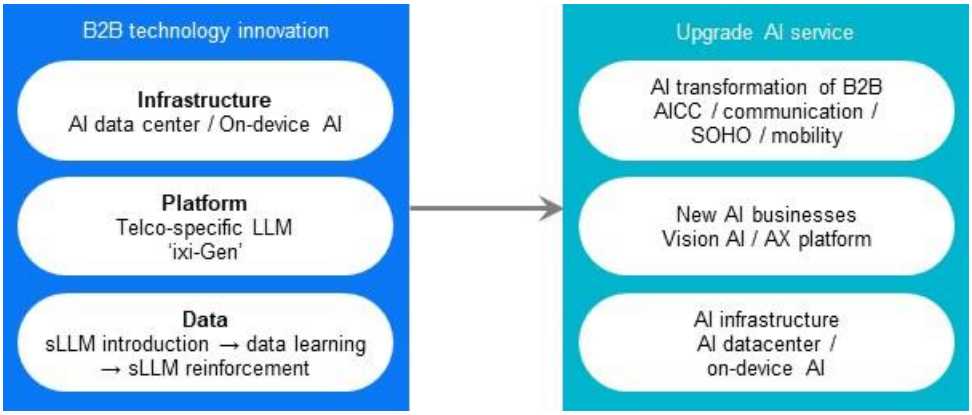
Source: Company data, Samsung Securities

Chart 8. ixi-O's main features



Source: Company data, Samsung Securities

Chart 9. LG U+ B2B strategy: All in AI



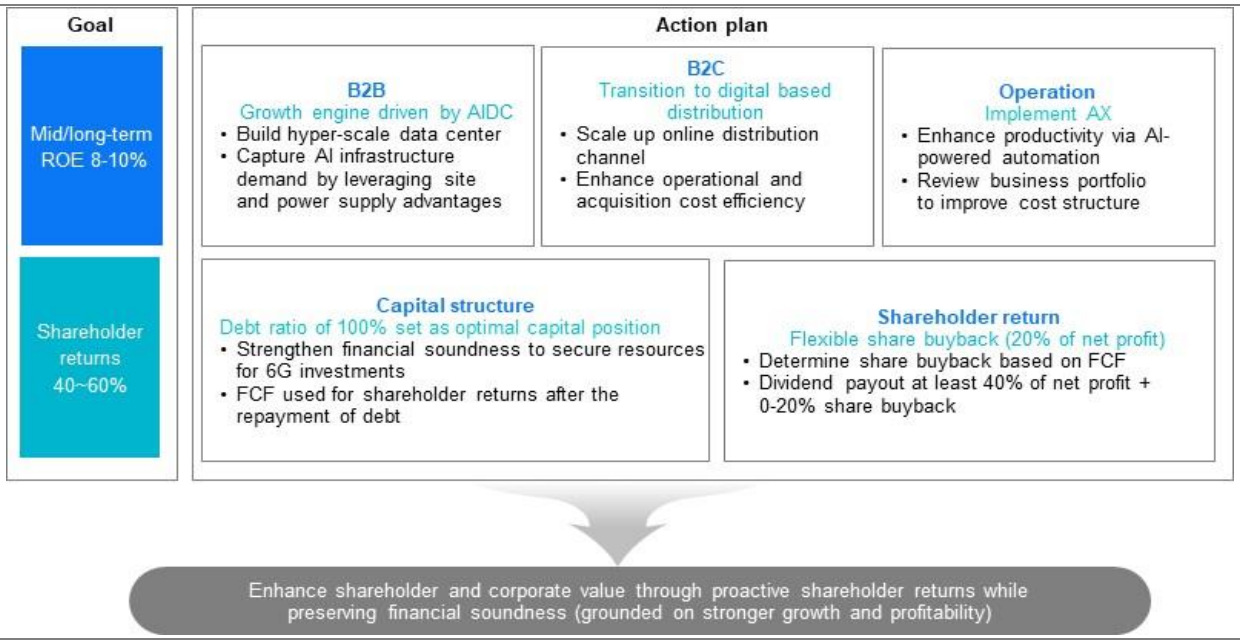
Source: Company data, Samsung Securities

Table 5. New facility investment

Category	Details
Investment type	New facility investment
Investment object	New construction (Paju AIDC)
Investment amount	KRW615.6b
Investment purpose	Building new AIDC to deal with growing customer demand
Investment period	May 7, 2025 – May 25, 2025

Note: Announced on Apr 29, 2025
Investment amount is set at 130% of the expected amount, in consideration of changes in prices and exchange rate
Source: Dart, Company data, Samsung Securities

Chart 10. LG Uplus' value-up plan



Source: Company data, Samsung Securities

Table 6. Retirement of treasury shares (around KRW100b)

Category	Details
Number of shares to be retired	6,783,006 (1.55%)
Par value of shares (KRW)	5,000
Estimated value of retired shares* (KRW)	99,999,991,150
Scheduled retirement date	Aug 5, 2025
Outstanding shares (old)	436,611,361
Outstanding shares (new)	429,828,355

Note: Retirement of all shares bought back in 2024
*Based on average acquisition price of KRW14,743/share
Source: Dart, company data, Samsung Securities

Table 7. Share buybacks (around KRW80b)

Category	Details
Contract amount	80,000,000,000
Contract period	Aug 4, 2025-Aug 3, 2026
Purpose of contract	Enhancing shareholder value
Number of shares to be acquired	5,336,891
Price at which shares will be acquired (KRW)	14,990

Note: First treasury stock acquisition since 2021;
In its corporate value enhancement plan (Nov 2024), LG Uplus said it would take a flexible approach to executing share buybacks, using between 0% and 20% of parent net profit
Source: Dart, Company data, Samsung Securities

Table 8. LG HelloVision's financial results

(KRWb)	1Q24	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	Chg (q-q)	Chg (y-y)	2022	2023	2024	Chg (y-y)
Sales	267.2	283.6	323.3	322.3	313.5	354.1	298.5	-15.7	-7.7	1,170.9	1,190.3	1,196.4	0.5
Operating profit	4.1	7.4	3.3	-1.3	7.1	10.5	9.0	-14.4	172.8	53.8	47.4	13.5	-71.5
Pre-tax profit	1.8	7.1	2.8	-139.4	4.5	9.5	3.6	-61.9	29.7	-13.7	-35.6	-127.7	na
Net income	1.5	5.1	2.2	-115.1	3.0	7.2	2.0	-72.1	-8.3	-26.1	-45.4	-106.2	na

Source: Dart, LG HelloVision, Samsung Securities

Table 9. Revisions to full-year forecasts

(KRWb)	2025E			2026E		
	Old	New	Chg (%)	Old	New	Chg (%)
Sales	15,329.7	15,510.8	1.2	15,585.2	15,635.5	0.3
Operating profit	1,058.1	954.0	-9.8	1,158.5	1,159.1	0.1
Operating margin (%, %pts)	6.9	6.2	-0.8	7.4	7.4	-0.0
Pre-tax profit	873.3	749.6	-14.2	985.5	980.9	-0.5
Net profit	702.6	572.5	-18.5	784.9	780.9	-0.5

Source: Samsung Securities

Income statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Sales	**14,373**	**14,625**	**15,511**	**15,635**	**15,941**
Cost of goods sold	0	0	0	0	0
Gross profit	**14,373**	**14,625**	**15,511**	**15,635**	**15,941**
Gross margin (%)	100.0	100.0	100.0	100.0	100.0
SG&A expenses	13,375	13,762	14,557	14,476	14,712
Operating profit	**998**	**863**	**954**	**1,159**	**1,229**
Operating margin (%)	6.9	5.9	6.2	7.4	7.7
Non-operating gains (losses)	**-227**	**-413**	**-204**	**-178**	**-187**
Financial profit	58	75	62	64	67
Financial costs	287	312	276	257	268
Equity-method gains (losses)	2	-2	-20	-20	-20
Other	0	-174	30	34	35
Pre-tax profit	**771**	**451**	**750**	**981**	**1,042**
Taxes	141	136	185	218	235
Effective tax rate (%)	18.3	30.2	24.7	22.2	22.6
Profit from continuing operations	630	315	564	763	807
Profit from discontinued operations	0	0	0	0	0
Net profit	**630**	**315**	**564**	**763**	**807**
Net margin (%)	4.4	2.2	3.6	4.9	5.1
Net profit (controlling interests)	623	374	573	781	828
Net profit (non-controlling interests)	7	-60	-8	-18	-21
EBITDA	3,569	3,527	3,092	2,876	2,609
EBITDA margin (%)	24.8	24.1	19.9	18.4	16.4
EPS (parent-based) (KRW)	1,426	858	1,320	1,817	1,926
EPS (consolidated) (KRW)	1,443	721	1,300	1,775	1,877
Adjusted EPS (KRW)*	1,426	858	1,320	1,817	1,926

Balance sheet

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Current assets	**4,964**	**5,264**	**8,741**	**10,683**	**12,660**
Cash & equivalents	560	896	4,161	6,152	8,107
Accounts receivable	1,744	1,694	1,766	1,724	1,714
Inventories	354	252	332	308	334
Other current assets	2,306	2,421	2,483	2,500	2,505
Fixed assets	**15,136**	**14,444**	**11,552**	**9,818**	**8,426**
Investment assets	314	335	345	342	344
Tangible assets	11,066	10,709	8,936	7,494	6,322
Intangible assets	2,166	1,805	1,440	1,165	957
Other long-term assets	1,590	1,595	832	817	804
Total assets	**20,101**	**19,708**	**20,293**	**20,502**	**21,087**
Current liabilities	**5,607**	**5,116**	**5,284**	**5,172**	**5,236**
Accounts payable	126	206	151	158	134
Short-term debt	130	0	0	0	0
Other current liabilities	5,350	4,910	5,133	5,014	5,101
Long-term liabilities	**5,737**	**5,823**	**5,962**	**5,805**	**5,839**
Bonds & long-term debt	4,046	4,489	4,489	4,489	4,489
Other long-term liabilities	1,691	1,334	1,473	1,316	1,349
Total liabilities	**11,344**	**10,939**	**11,246**	**10,978**	**11,074**
Owners of parent equity	**8,472**	**8,556**	**8,843**	**9,338**	**9,847**
Capital stock	2,574	2,574	2,574	2,574	2,574
Capital surplus	837	872	872	872	872
Retained earnings	5,168	5,204	5,498	5,992	6,501
Other	-106	-93	-100	-100	-100
Non-controlling interests' equity	**285**	**212**	**204**	**186**	**165**
Total equity	**8,757**	**8,768**	**9,047**	**9,524**	**10,012**
Net debt	6,708	6,168	2,925	757	-1,149

Cash flow statement

Year-end Dec 31 (KRWb)	2023	2024	2025E	2026E	2027E
Cash flow from operations	**2,975**	**3,335**	**2,773**	**2,433**	**2,211**
Net profit	630	315	564	763	807
Non-cash profit and expenses	5,501	5,760	2,521	2,123	1,808
Depreciation	2,134	2,180	1,773	1,442	1,172
Amortization	437	484	365	275	208
Other	2,930	3,097	383	406	428
Changes in A/L from operating activities	-2,704	-2,355	73	-43	26
Cash flow from investments	**-2,998**	**-2,391**	**-3**	**15**	**7**
Change in tangible assets	-2,518	-1,896	0	0	0
Change in financial assets	-28	11	-17	1	-6
Other	-452	-506	15	14	14
Cash flow from financing	**-252**	**-611**	**-246**	**-462**	**-264**
Change in debt	339	-206	33	-175	55
Change in equity	0	35	0	0	0
Dividends	-284	-284	-279	-286	-318
Other	-307	-155	0	-0	0
Change in cash	-275	337	3,265	1,991	1,955
Cash at beginning of year	835	560	896	4,161	6,152
Cash at end of year	560	896	4,161	6,152	8,107
Gross cash flow	**6,131**	**6,075**	**3,085**	**2,886**	**2,615**
Free cash flow	**439**	**1,420**	**2,773**	**2,433**	**2,211**

Financial ratios

Year-end Dec 31	2023	2024	2025E	2026E	2027E
Growth (%)					
Sales	3.4	1.8	6.1	0.8	2.0
Operating profit	-7.7	-13.5	10.5	21.5	6.0
Net profit	-4.9	-50.1	79.3	35.3	5.8
Adjusted EPS**	-6.1	-39.9	53.9	37.7	6.0
Per-share data (KRW)					
EPS (parent-based)	1,426	858	1,320	1,817	1,926
EPS (consolidated)	1,443	721	1,300	1,775	1,877
Adjusted EPS**	1,426	858	1,320	1,817	1,926
BVPS	19,711	19,906	20,686	21,843	23,034
DPS (common)	650	650	670	720	770
Valuations (x)					
P/E***	7.2	12.0	11.3	8.2	7.8
P/B***	0.5	0.5	0.7	0.7	0.6
EV/EBITDA	3.2	3.1	3.1	2.6	2.1
Ratios (%)					
ROE	7.5	4.4	6.6	8.6	8.6
ROA	3.2	1.6	2.8	3.7	3.9
ROIC	5.4	4.0	5.3	7.8	9.5
Payout ratio	27.6	45.9	50.0	39.4	39.8
Dividend yield (common)	6.4	6.3	4.5	4.8	5.1
Net debt to equity	76.6	70.3	32.3	8.0	-11.5
Interest coverage (x)	4.1	3.1	3.7	4.6	4.8

Note: *Excluding one-off items;
**Fully diluted, excluding one-off items;
***From companies subject to equity-method valuation

Source: Company data, Samsung Securities estimates

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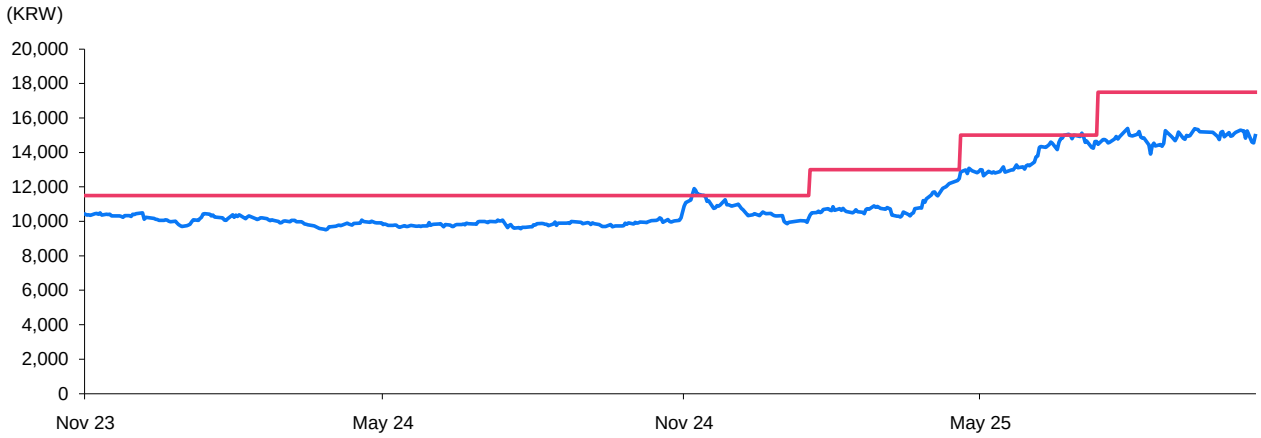
Target price changes in past two years



Rating changes over past two years (adjusted share prices)

Date	2023/7/18	11/8	2025/1/24	2/6	5/9	8/1
Recommendation	BUY	HOLD	BUY	BUY	BUY	BUY
Target price (KRW)	15000	11500	11500	13000	15000	17500
Gap* (average)	-31.53	-13.24	-12.61	-16.36	-8.10	
(max or min)**	-29.60	-8.70	-11.39	-3.92	0.80	

Note: * [(average, maximum, or minimum share price over duration of target price minus target price) / target price] x 100%
** Maximum/minimum share price if new target is higher/lower than market close on the business day prior to target price change

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Industry

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