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LG U+ was established on July 11, 1996 and has been transforming the lives of its customers ever since. The company has about 9,000 employees and strives to develop telecommunications services, high-speed internet, VoIP and IPTV services as well as other data services. LG U+ was the first in the world to establish a nationwide LTE network with super high-speed services of the highest quality. Continuing into the era of 5G and IoT, LG U+ continues to create higher standards of service and enhance its customers' satisfaction.

**Sector / industry:** Mobile Communication Service, Voice Service, Data Service, Supplementary Communication, Terminal Wholesale and Retail, etc.

**Key products / services:** 5G for all, Convenient Mobile Life Anytime, Anywhere, Convenient Roaming Services at Reasonable Prices Home A.I., IoT@Home, Home Service, Smart Drones, SOHO Package, Smart Work, etc,

**Key markets / references:** Korea (Shinil Industrial Co, MOLIT, Shinhan Financial Group), China, Japan, USA, Russia (FIFA World Cup), Launched the IoT-applied smart bathroom service, U+tv Kid's World gains more than 1 million cumulative users, U+tv produces a film introduction program to differentiate its content, first in Korea to launch a data roaming plan with no concerns of speed or capacity, first telecommunication service provider to distribute technical requirements for 5G devices, launched the golf broadcasting platform, U+ Golf, developed an NB-IoT-based smart fire hydrant, reprogrammed the U+ Pro Baseball services, provided AI speakers to 500 households with a hearing impaired member, LG U+ wins 6 service awards at the iF Design Awards