



January 28th 2021

KT establishes “kt studiogenie” a Professional Contents Company

For the concentration of media contents competency and synergy expansion within the KT group, KT established “kt studiogenie” on January 28th.

Currently the KT group leads domestic No.1 media platform business (12 million subscribers) with IPTV, satellite TV, etc., as well as various contents businesses such as “Storywiz”, a web novel/webtoon specialized company, Sky TV (MPP channel), Seezn (OTT Service), and Genie Music (Music Streaming Platform).

The newly established kt studiogenie will promote synergy between the KT group owned media platforms and contents. It will also generally lead the group contents business from contents planning, investment, production, to distribution.

First of all, kt studiogenie will focus on expanding production of original contents using the IP(Intellectual Property) secured by Storywiz. It will also secure well-made contents through joint investments. All the acquired contents will be transmitted through kt group’s pay TV platforms and MPP channel. Consequently, competitiveness of KT MPP channel is expected to grow fundamentally. kt studiogenie is also planning to actively drive alliances with not only domestic media contents companies but also global media contents companies.

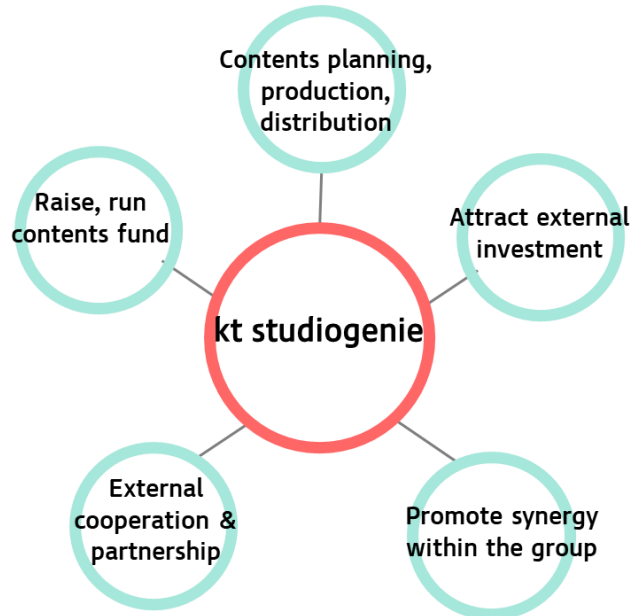
After undergoing the preparation process for running the corporation and business alignment within the group, kt studiogenie will launch the business within the 1st half of this year. Also, it is actively recruiting professionals to strengthen the expertise of contents planning and production.

As kt studiogenie develops into one of the best domestic contents business operator, KT plans to grow into Media Contents Company that comprises all the business value chain.

From now on, we will actively share the operation progress of kt studiogenie, KT’s new growth engine.

[kt studiogenie Overview]

CEO	Shareholder Composition	Founded
Yoon Yong-Phil (Sky TV CEO, concurrent office)	KT 100%	January 28 th 2021



[KT Media/Contents Subsidiaries]

Classification	Corporation	Field of Business
Platform	KT (Olleh tv)	IPTV operator
Platform	KT Skylife	Satellite TV operator
Platform	KT (Seezn)	Online video service
Platform	Genie Music	Online music streaming service
IP Rights	Storywiz	Production, distribution, platform operation of web novel/webtoon
Contents production	SkyTV	Production of contents, MPP
Contents distribution	KTH	T-commerce, contents distribution
Advertisement	Nasmedia	Online Media Representative
Advertisement	PlayD	Digital AD agent

Disclaimer

Such forward-looking statements are based upon current expectations and involve risks and uncertainties. Actual results may differ materially from those stated in any forward-looking statement based on a number of important factors and risks. In no way does KT assume any responsibility for any investment or other decisions made based upon the information provided on this transcript.