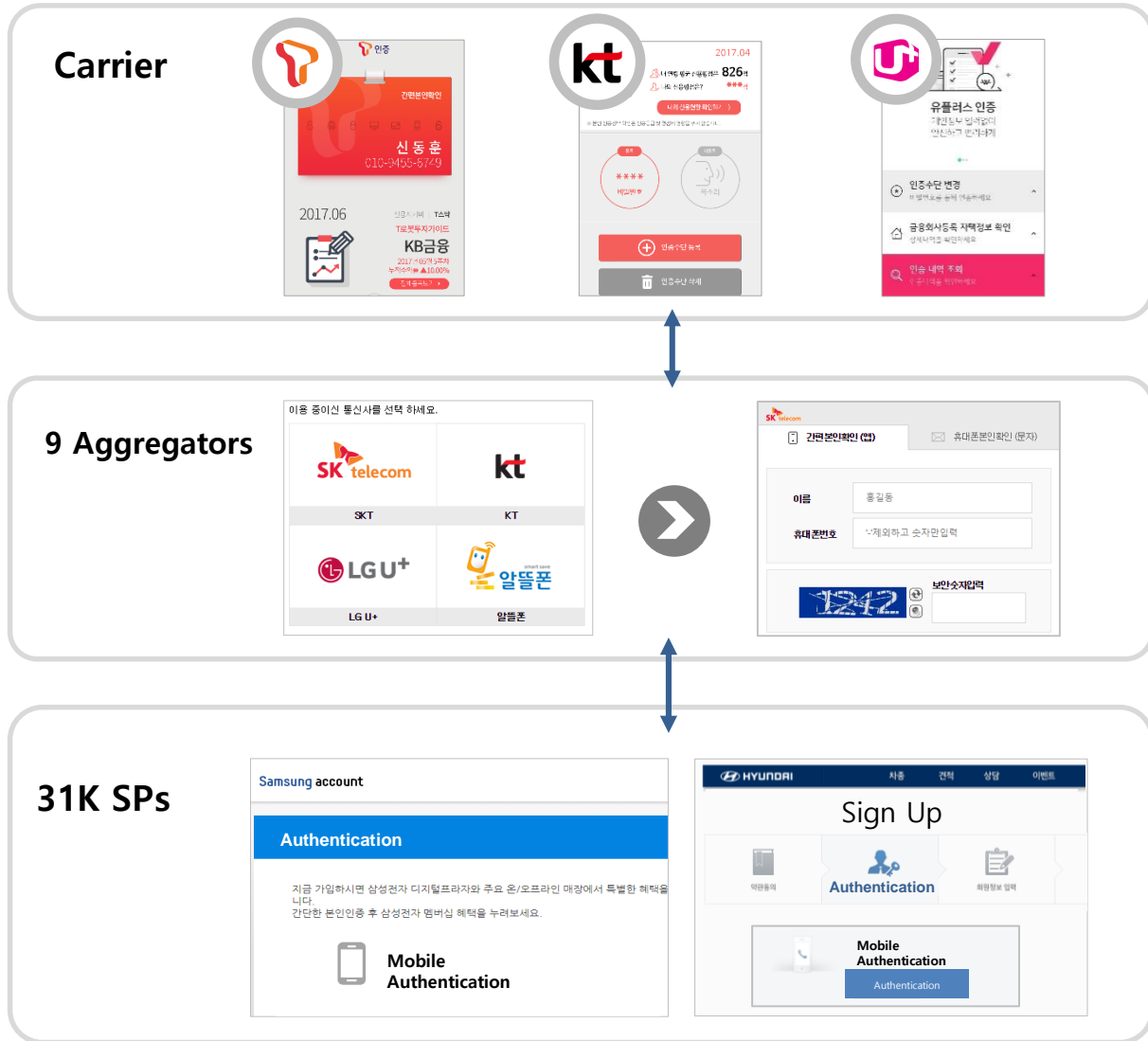




T-Authentication by SK Telecom

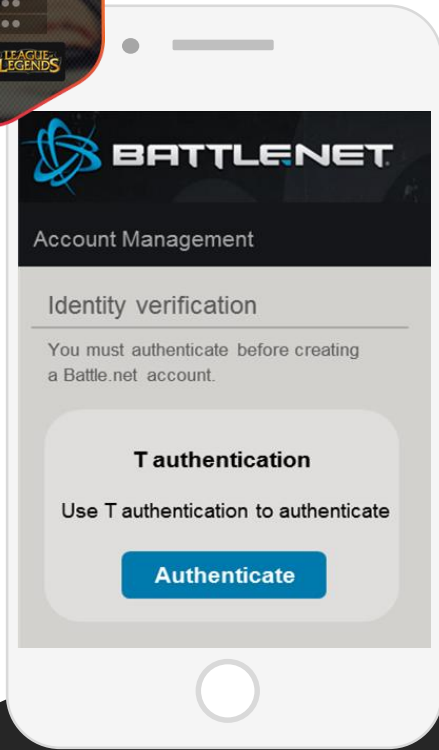
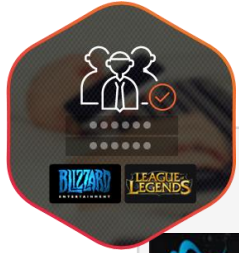
Current authentication market in Korea



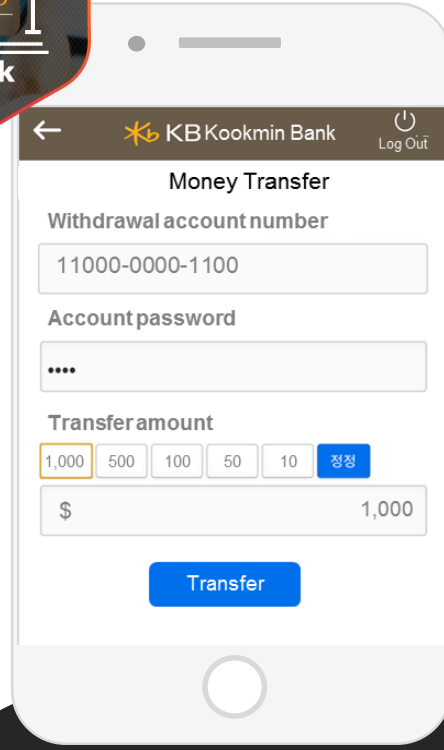
모든 통신사 인증앱 제공
 인증 UI, 개발규격 표준화
 모든 SP의 휴대폰본인인증 이용

연간 휴대폰인증 이용자:
 연간 휴대폰인증 건수 :
 전체 SP : 31000개

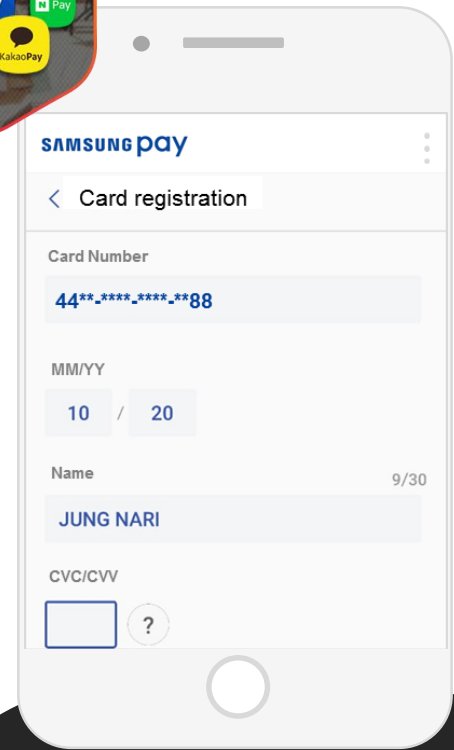
Segmentation of the authentication market



Log in(Sign Up)






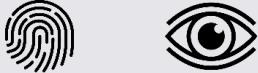
Money Transfer

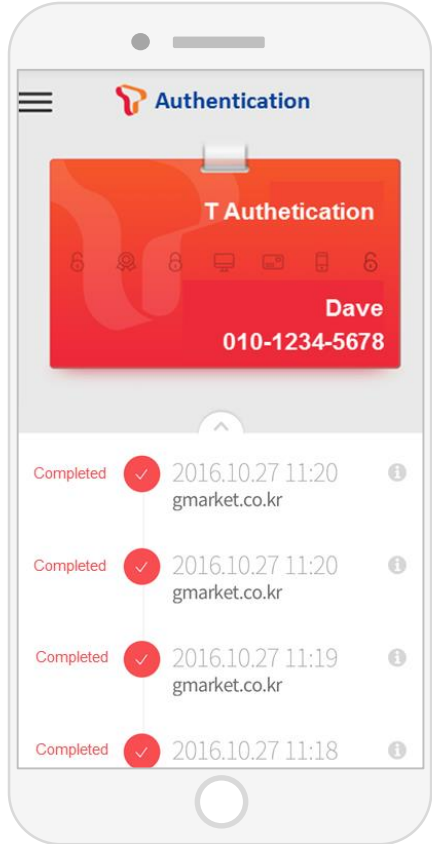


Payment

Brief introduction of the T-authentication

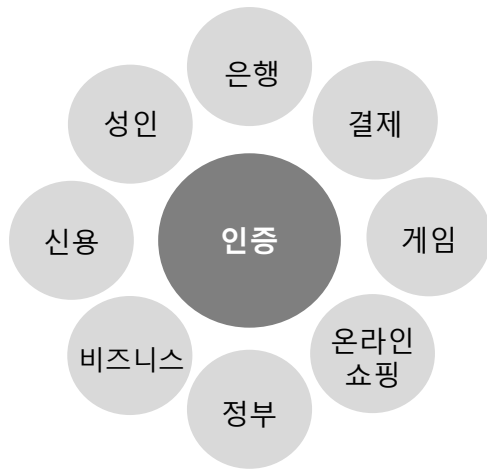
Identity authentication application with mobile phone numbers, providing easy, safe and reliable services to end users and corporate customers.

<p>Use case</p>	 <p>Log in Log in, Sign-Up Reset Password</p>	 <p>Money Transfer Online banking (e.g., transfer, loan exchange)</p>	 <p>Payment Used for authentication of Samsung pay, Kakao pay, Naver pay etc.</p>
<p>Technology</p>	<p>mobile connect</p> <p>LoA 2, 3, 4 Identity GateWay</p>		<p>Biometrics Authentication</p> 
<p>Status</p>	<p>Handing 8.5M Authentications per Month</p>	<p>T Authentication App Users 7.6M</p>	<p>31,000 partner companies</p>



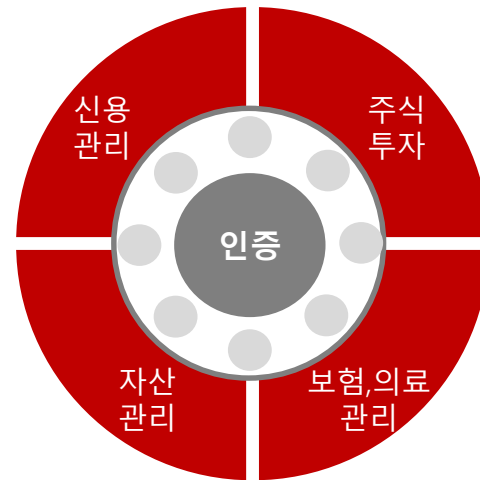
Development of the authentication market

Stage1(~2015)



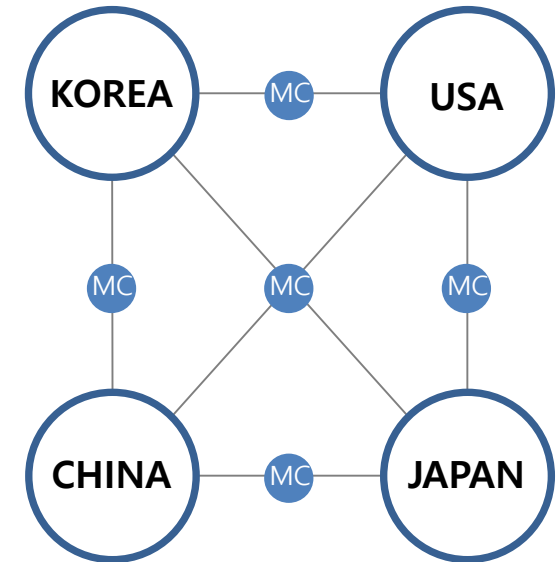
휴대폰본인확인의 시장안착,
이용 카테고리 확대

Stage2(2016~17)



앱을 통한 플랫폼 확장 및
부가서비스 제공

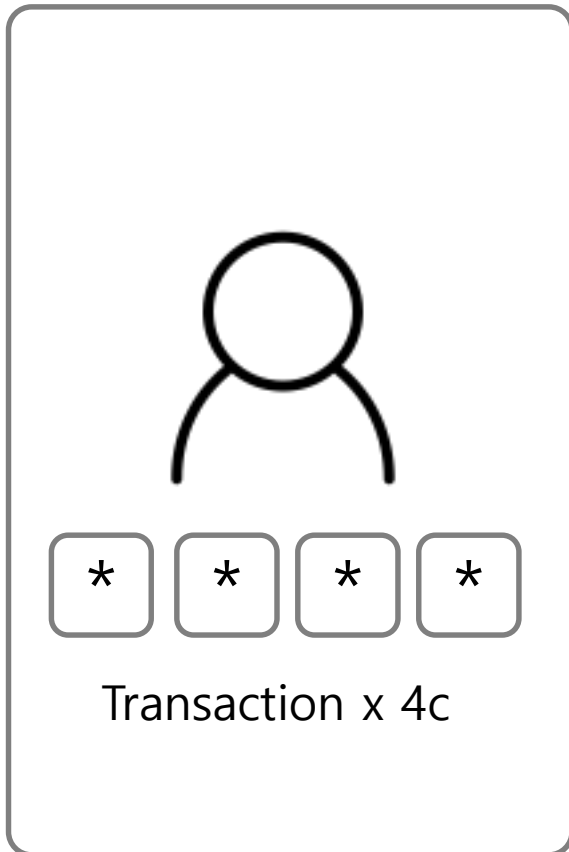
Stage2(2018~)



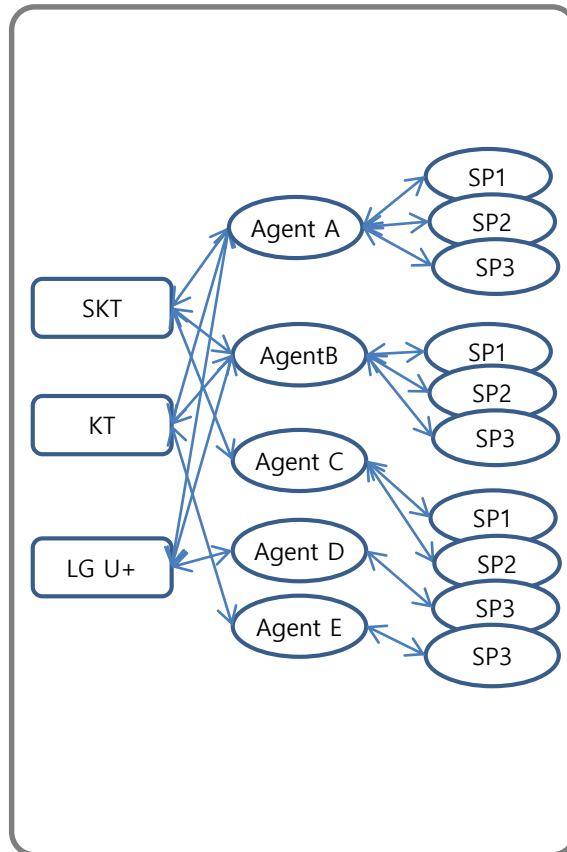
MC통한 국가간 인증 지원
및 인증 시장 확대

Pain Points while the business has been somewhat successful

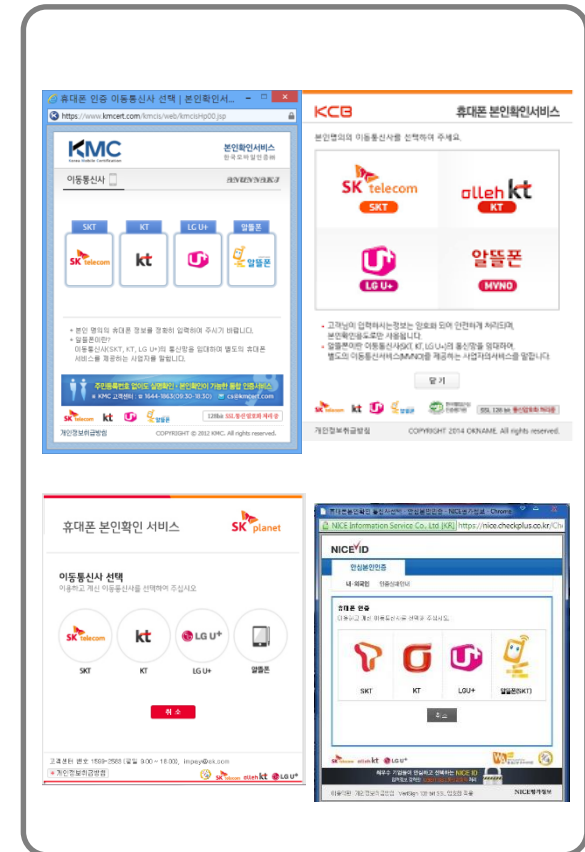
No Additional Revenue



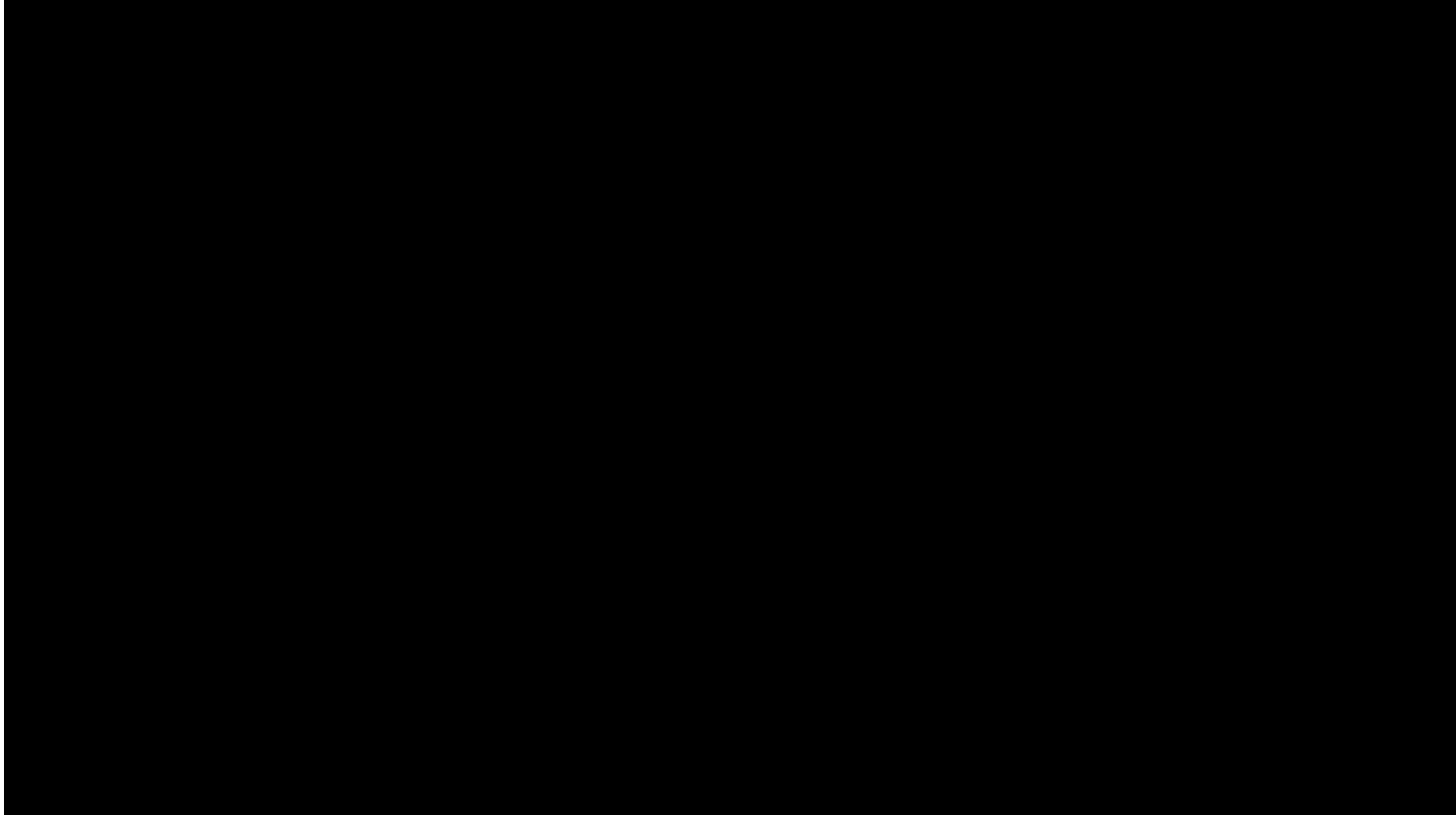
Three different Platform



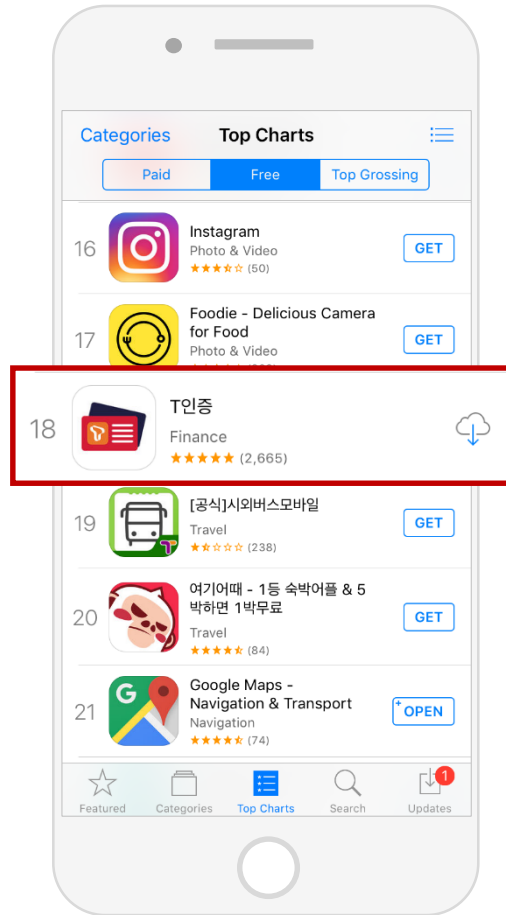
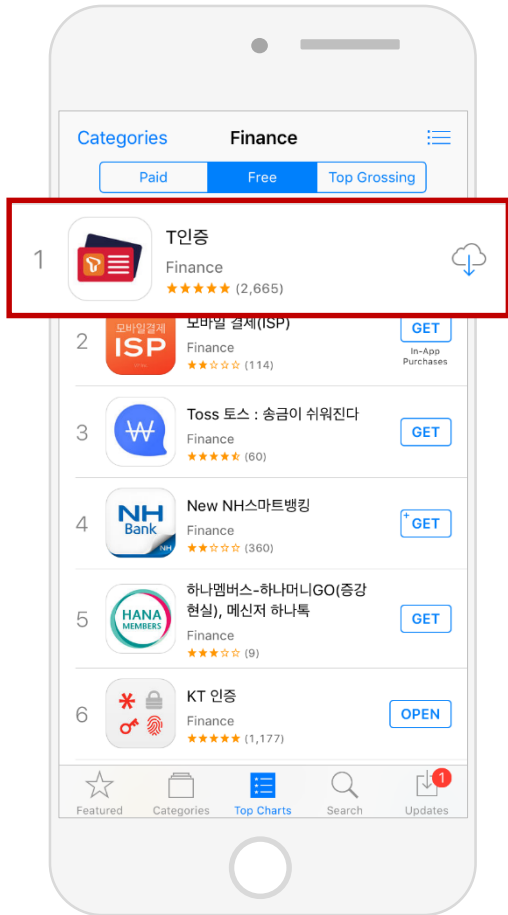
Cumbersome UX



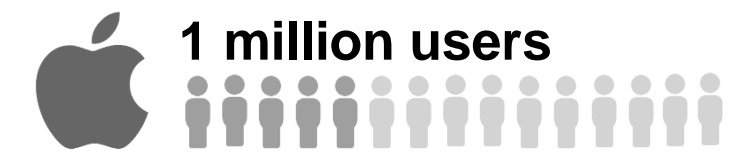
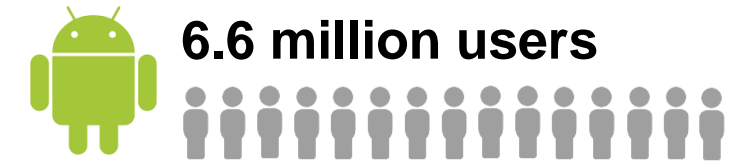
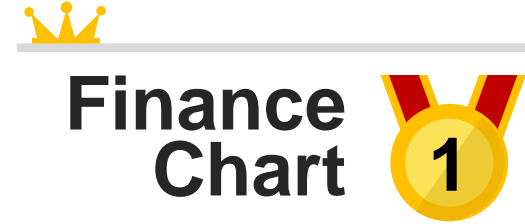
Video – T authentication



Current status of the T Auth.



South Korea App Store

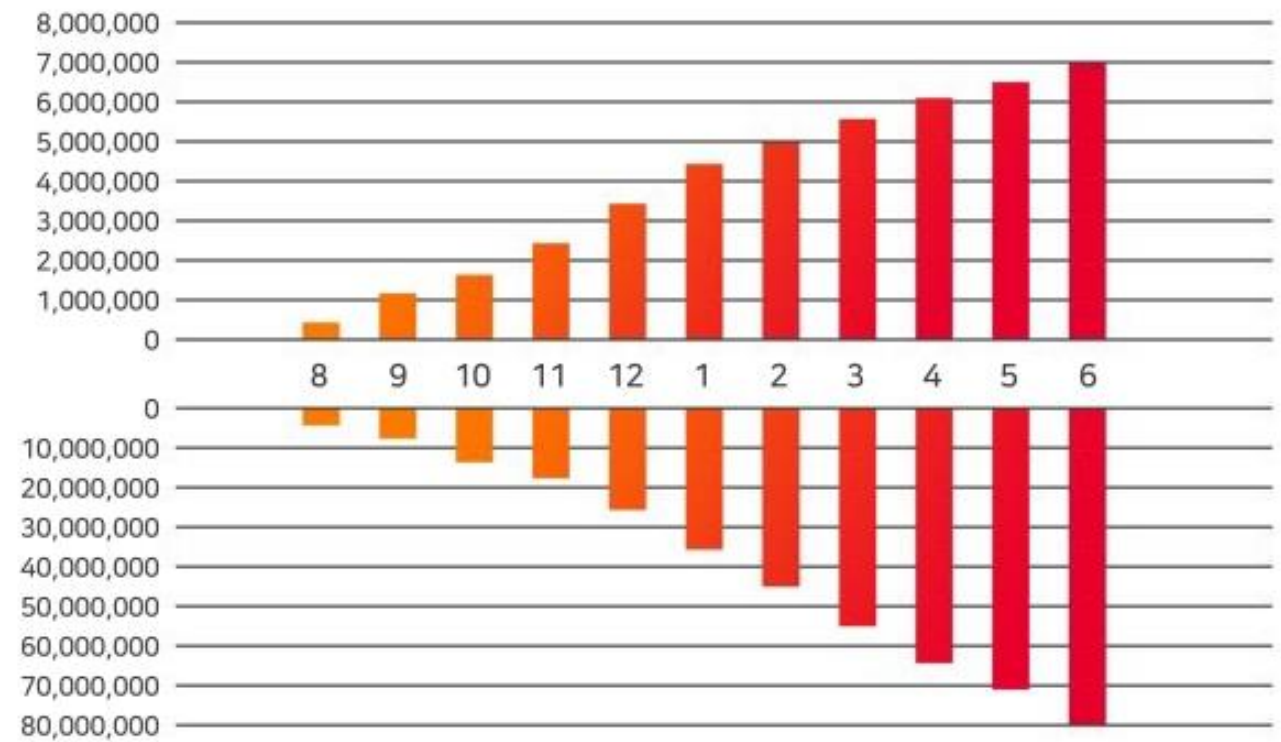


Current status of the T Auth.

- T인증 누적이용자 및 누적인증건수

7.6M
누적이용자

80M
누적인증건



SKT and Mobile Connect

N STORE
🛒 MY

e북
장르소설
만화
영화
방송

런닝맨
2010.07.
(총 431회)
감독 이현
주연 유재
60분 | 12

HD 소장

모바일 전용

♡ 792
💬 10
☆ 관심
🔗 공유

🛒 담기
\$12

N STORE
🛒 MY

e북
장르소설
만화
영화
방송

EXO's Show Time
2013.11.28. ~ 2014.02.13. 중영
(총 12회)
주연 EXO
60분 | 15세관람가

HD 소장

♡ 249
💬 38
☆ 관심
🔗 공유

🛒 담기
\$12

아이템 구매

체력
방어
✕

	체력 회복물약 20개	0.99 \$	BUY
	방어 회복물약 20개	0.99 \$	BUY
	회복물약세트 60개	1.99 \$	BUY
	스페이드 + 5개	1.99 \$	BUY

체력 회복물약

체력 회복스킬 게이지를 자동으로 채워 주는 물약으로 사용 시 스킬을 더욱 자주 사용할 수 있습니다.

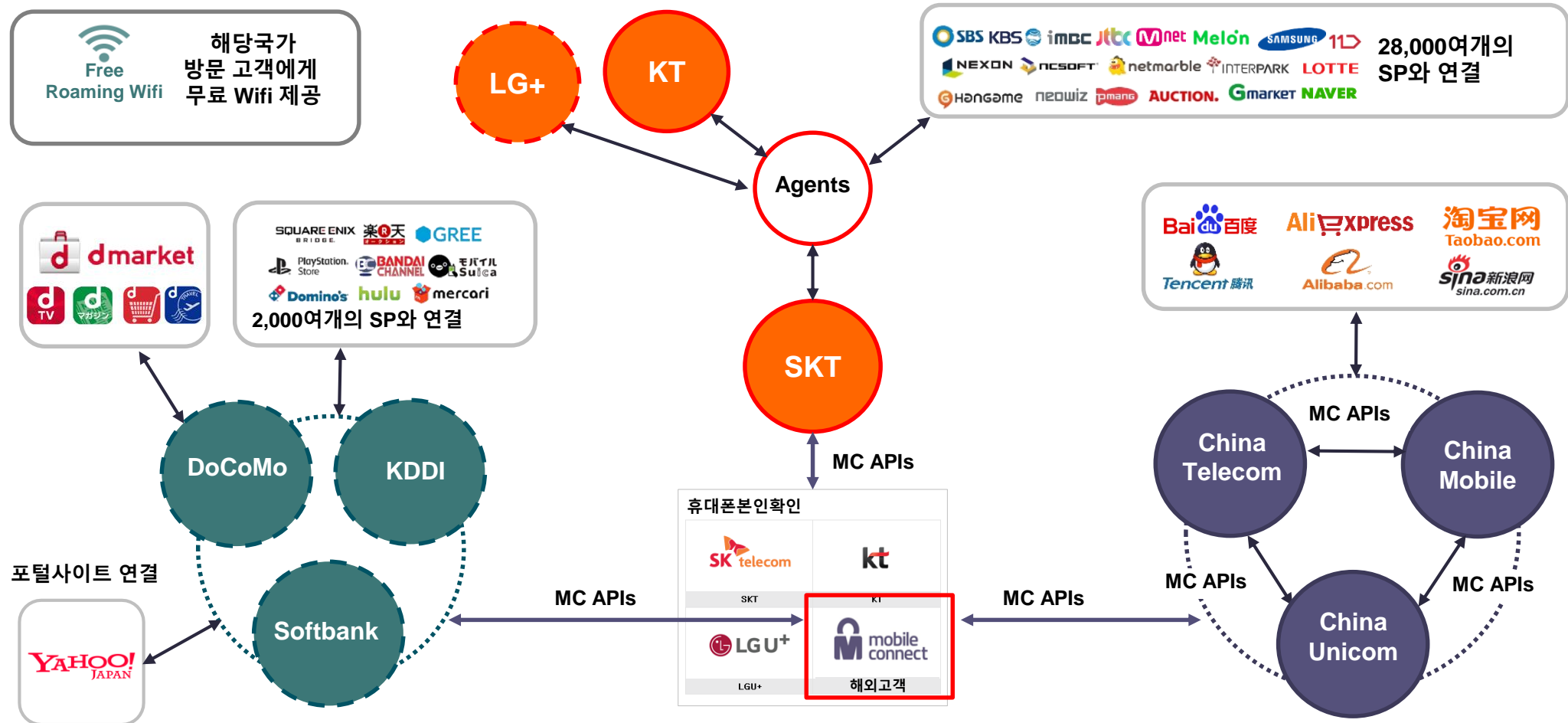
사용방법

게이지가 0%가 되면
아이템 1개 자동 사용
후 100% 회복

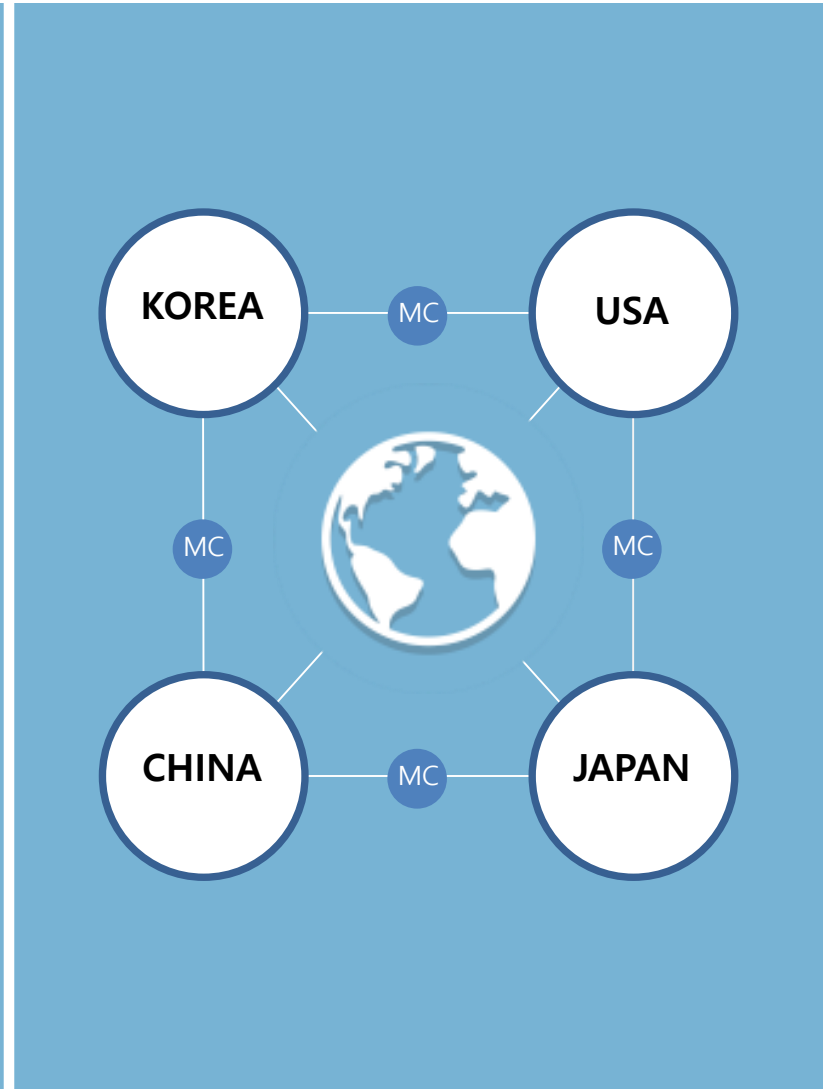
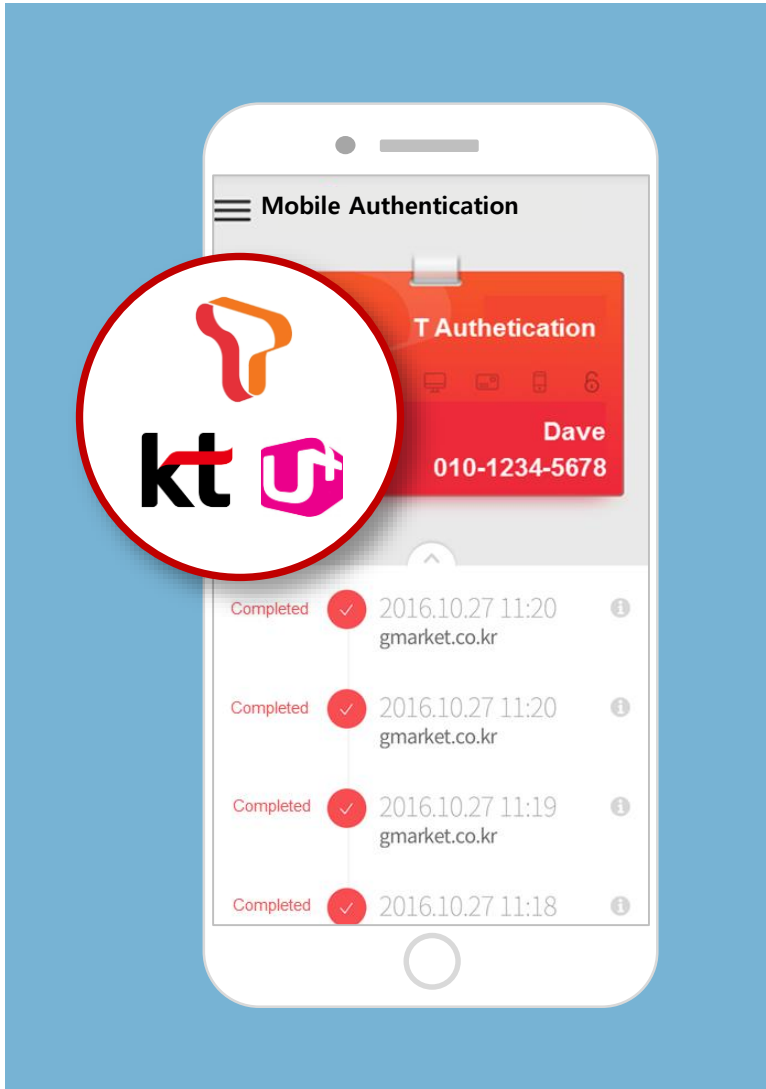
아이템 사용 안함

모든 물약 아이템은 동시 적용됩니다.

Why T authentication was built based on the Mobile Connect standard?



Further business plan



Contact

Data Business Division SVP



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ianhuh@sk.com

T auth. Product Manager



Doyoung Kim
82+10-8954-0072
antidy@sk.com

Thanks !