

Data: Key is Innovative Pricing, Not Competition



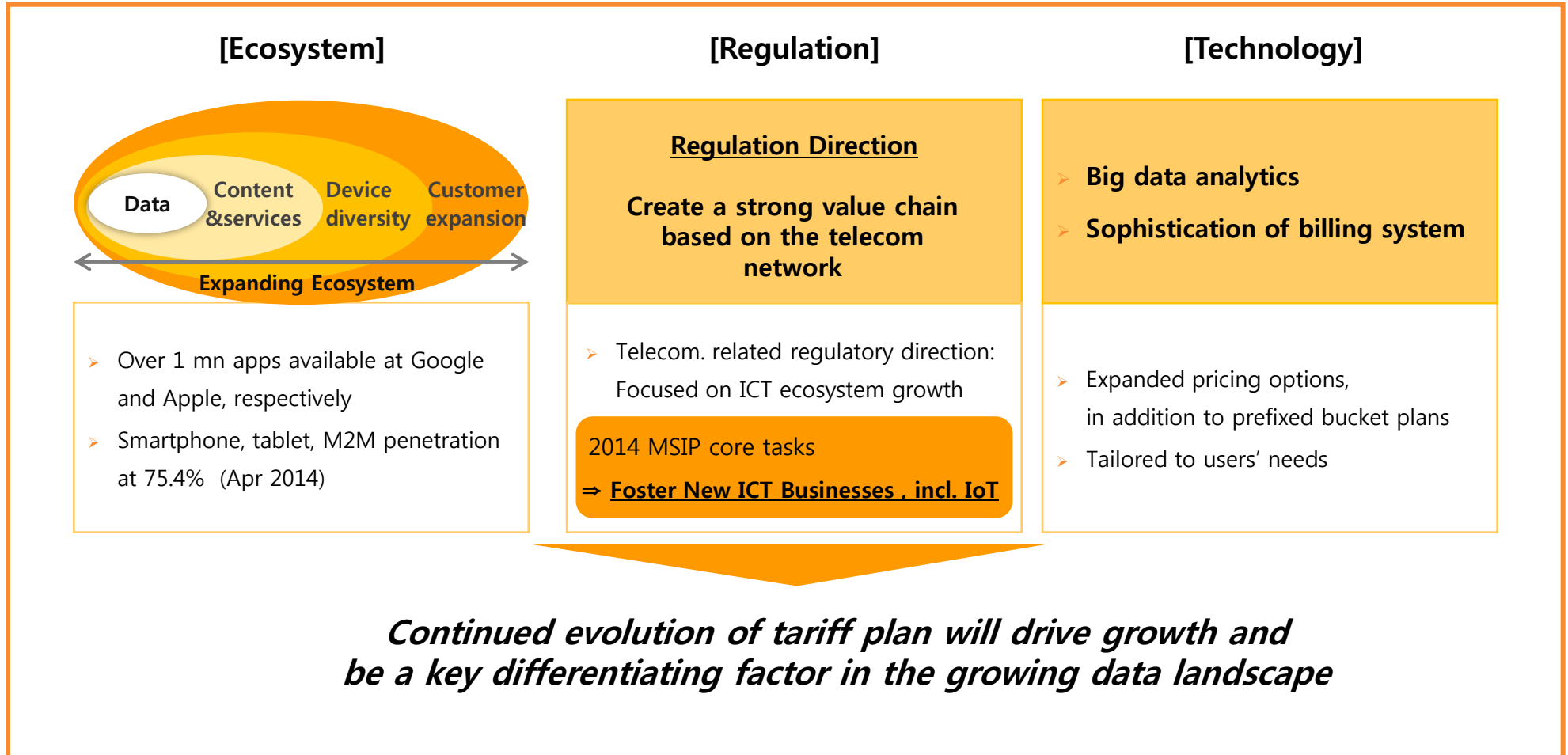
Disclaimer

This material contains forward-looking statements with respect to the financial condition, results of operations and business of SK Telecom and its subsidiaries (the "Company") and plans and objectives of the management of the Company. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results or performance of the Company to be materially different from any future results or performance expressed or implied by such forward-looking statements.

The Company does not make any representation or warranty, expressed or implied, as to the accuracy or completeness of the information contained in this management presentation, and nothing contained herein is, or shall be relied upon as, a promise or representation, whether as to the past or the future. Such forward-looking statements were based on current plans, estimates and projections of the Company and the political and economic environment in which the Company will operate in the future, and therefore you should not place undue reliance on them.

Forward-looking statements speak only as of the date they are made, and the Company undertakes no obligation to update publicly any of them in light of new information or future events. Additional information concerning these and other risk factors are contained in the Company's latest annual report on Form 20-F and in the Company's other filings with the U.S. Securities and Exchange Commission (SEC).

The LTE tariffs continue to reposition away from discount oriented plans in step with the growth of the data market. The constantly changing ecosystem, regulatory framework and technology are also contributing to the evolving LTE tariff structure



Tariffs in a data centric market

Accommodate personal needs

The advent of LTE, igniting a rapid transition to a data centric network, has opened the doors to innovation in tariffs with subscriber diversity increasing, the array of devices widening, and the demand for customized tariffs rising

[Prior to LTE]

Voice centric

Customers ⇒ Individuals

of devices ⇒ Voice centric feature/smartphone

Price plans ⇒ Preset allotment for voice/SMS

Mass target & Discrete

[LTE and Beyond]

Data centric

Customers ⇒ Diverse - service providers, corporates, and individuals...

of devices ⇒ Multiple - proliferation of smart devices (tablet, wearable, smartphone...)

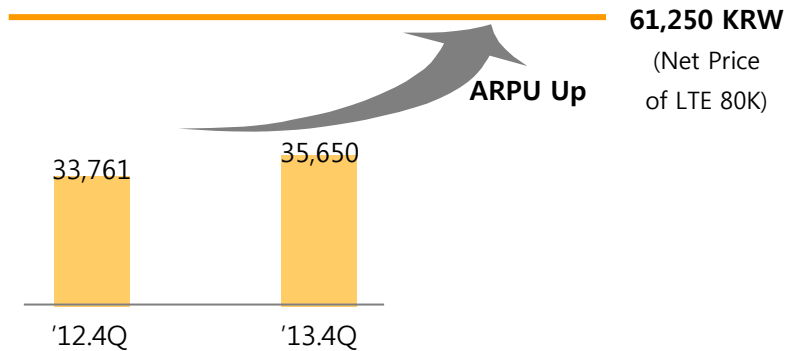
Price plans ⇒ Customized to data usage pattern

Customized & Seamless

Data centric tariff is the foundation for growth and the continued development of special-purpose option tariffs will increase the growth trajectory

[Data Centric Tariff]

	LTE 80K	LTE 85K	LTE 100K
Basic Data (Monthly)	8GB	12GB	16GB
Additional Data	After monthly allowance, 2GB/day (3 Mbps max. speed after daily allowance)		
Additional Benefits	Unlimited membership, Btv mobile	+ Melon, My Smart call...	



- 80% of the new and handset upgrading subscribers opting for new data tariffs

[Option Tariff]

TPO (Time, Place, Occasion)

- Time specific: Unlimited data during commuting hours, 24hr double data option
- Place (location) specific: Unlimited data on subways
- Planned – Occasion (device) specific

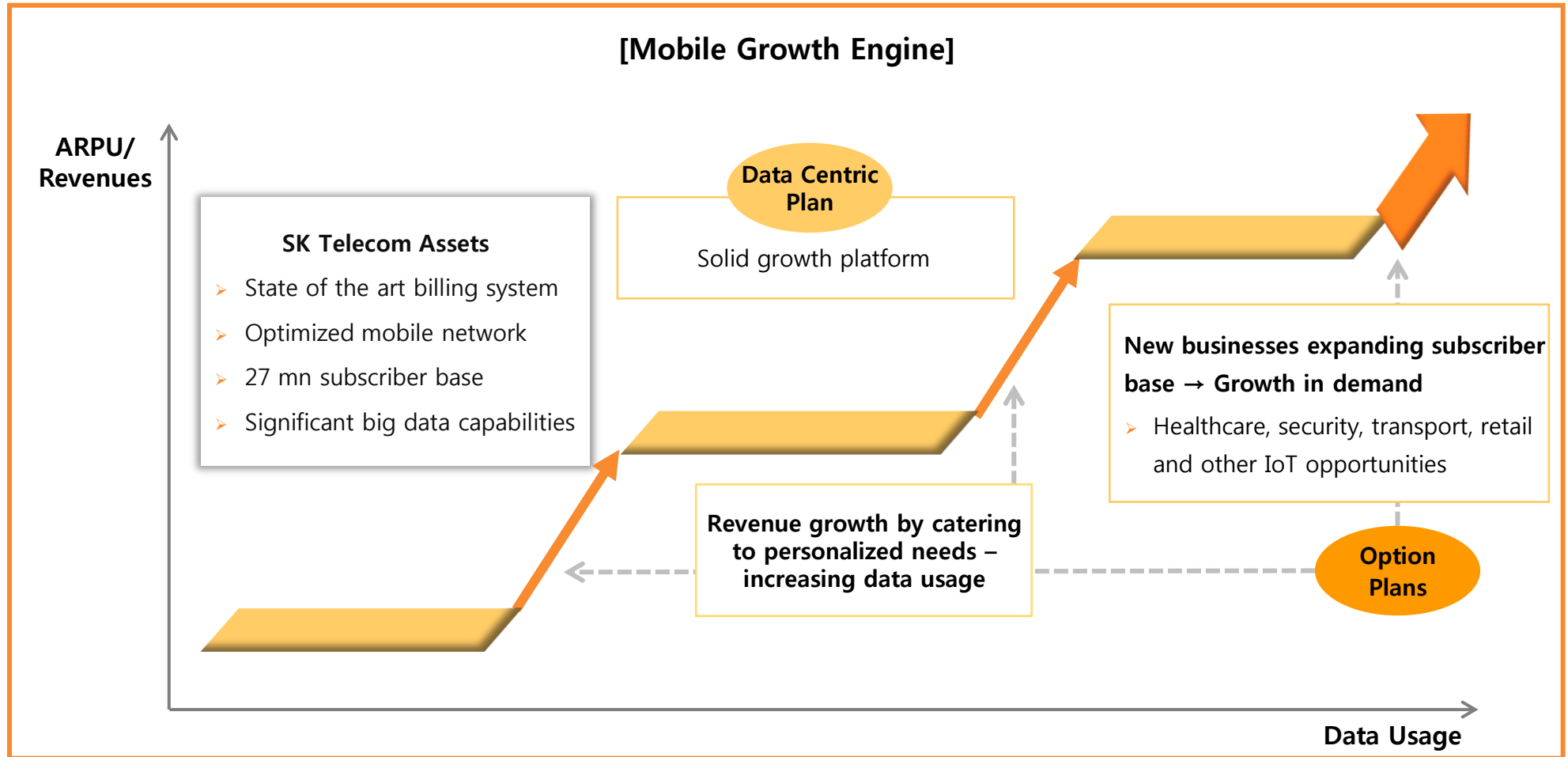
Bundled content and services

- Btv, T Sports, Lineage mobile game
- To expand tariff combinations with 3rd party providers, leveraging subscriber base and sophisticated billing solution

Sponsored & B2B

- Sponsored data – Third party (GS Home Shopping) billed for data incurred by customers' usage
- Developing tariffs for IoT solution

SK Telecom to show continued growth as new innovations in mobile tariffs fully sate subscribers' needs to increase data usage



SK Telecom, leveraging its powerful subscriber asset to bundled services, will continue to strengthen its competitive advantage as synergy from bundling with data centric plans magnify

[Bundle Plans]

All-Family "Muryo (free)"

(Oct. 2010)

- Provides fixed-line service benefits based on number of mobile subscriptions
- **Took the initiative in fixed-mobile convergence competition**

No. of lines	Fixed-line benefits
2	250 min free on home phone or broadband internet discount
3	Free broadband Internet
4	250 min free on home phone and broadband internet discount or discounts on two broadband internet lines

All-Family Free

(Sep. 2012)

- Provides both mobile- and fixed-line service benefits based on number of mobile subscriptions
- **Effective in expanding base of small-sized family subscriptions**

No. of lines	Mobile Benefits	Fixed-line benefits
1	Data safe option or 500MB	KRW 3,000
2	+ Free voice and SMS among family	KRW 4,000
3	+ Unlimited on-net calls/ and SMS to one family member	KRW 5,000

Good Family Discount

(May 2014)

- Data discounts based on number of mobile subscriptions
- **Promotes new subscriptions leveraging SK Telecom's 27 mn subscribers**

No. of lines	Monthly mobile discount
2	KRW 3,000 * LTE 75 plan or higher
3	KRW 5,000 * For new/ handset upgrading/ re-signing subscribers
5	KRW 10,000

- **Maximize subscriber network**
- **Transition to mobile and data focused bundling**
- **Positive subscriber retention impact (churn rate approx. 1% pt. lower than average)**

Technology migration to LTE has vastly improved the efficiency and flexibility of the network. Furthermore, there are significant supply of spectrums to develop the ICT industry

[Network Technology]

Network characteristics

- All IP packet network
- Equipment standardization, increased use of software

Technology progression

- Application of MIMO*, OFDM* technology
- Advancement in modulation techniques
- Aggregation, operation and virtualization technologies

Network related technologies

- Development of cloud, big data and billing system technologies

- ✓ **Increased efficiency and flexibility in network construction, expansion, upgrades, application and management**
- ✓ **Improved accuracy in data demand forecasts**

* **MIMO**(Multiple Input & Output: use of multiple antennas to transmit and receiver signals to improve communication performance), **OFDM**(Orthogonal Frequency Division Multiplexing: methodology to encode digital data on to multiple carrier frequencies)

[Supply of Frequency]

Mobile Gwanggaeto Plan 2.0

"secure at least 1190MHz, in addition to the current 390MHz"

Stage 1 ~2015 170MHz
(700MHz, 2.1GHz, 2.5GHz, 2.6GHz spectrum)

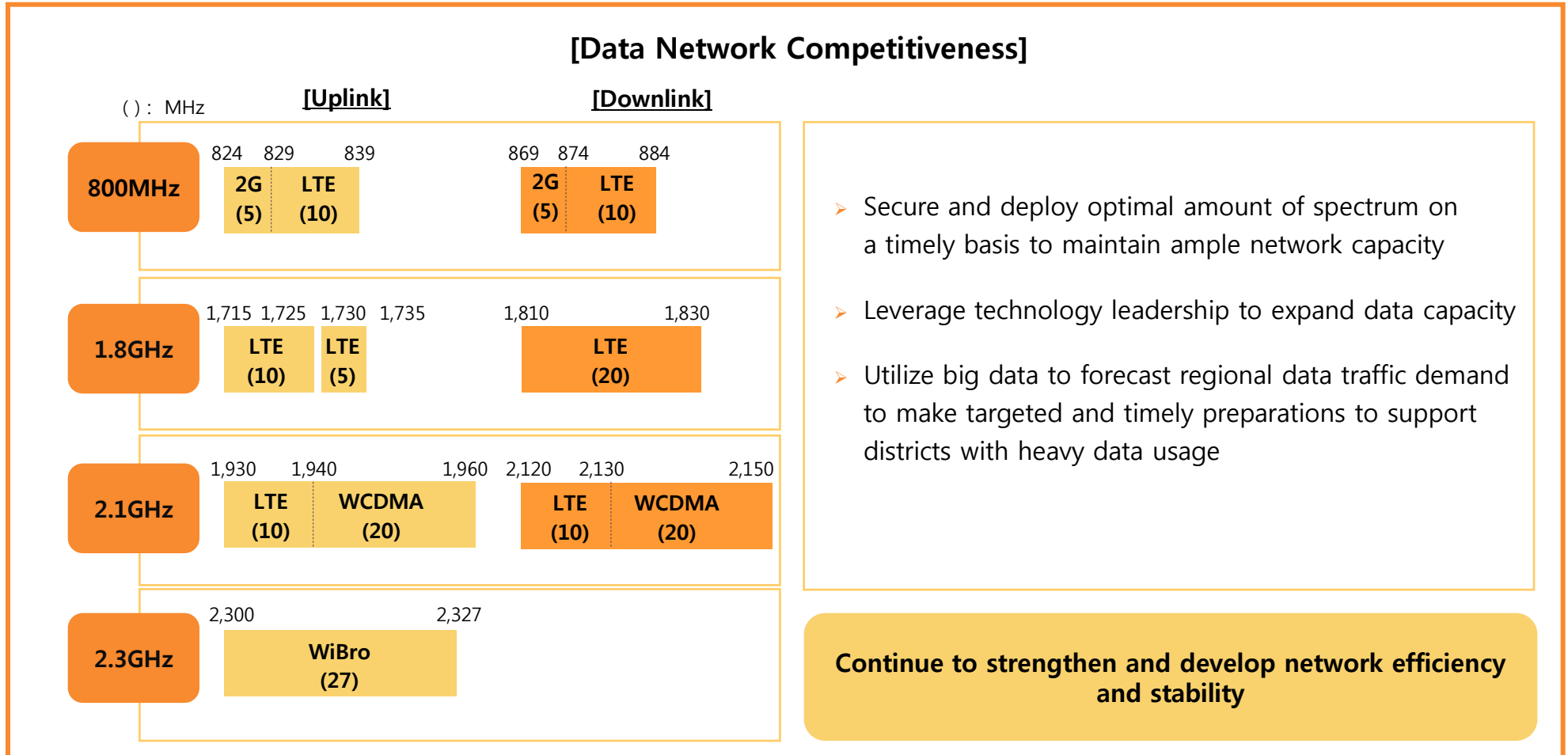
Stage 2 ~2018 290MHz
(2.0GHz, 2.1GHz, 2.3GHz, 3.5GHz spectrum)

Stage 3 ~2020 220MHz
(1.8GHz, below 6GHz spectrum)

Stage 4 ~2023 510MHz
(2.6GHz, above 6GHz spectrum)

✓ **Ample supply of spectrum to grow the data market**

SK Telecom has a network infrastructure optimized for subscribers' data usage and will continue to extend its network leadership to deliver high quality and high efficiency data network



SK Telecom's network technology leadership in 4G will continue on to 5G

[Network Technology Leadership]

Cost reduction

- Equipment standardization in progress
- Hardware ↓, software ↑, site size ↓
- Cost of processing 1GB of data: 1/9 of 3G

Enhancing efficiency and superiority

- **Aggregation Technology:** Superior speed and efficiency through CA¹ leadership (world's first launch of 225Mbps)
- Optimizing frequency resources with world-class **Super Cell Technology** (No handover and SON²)
- World's first demonstration of **CoMP**³ and **eICIC**⁴ technology, focusing efforts on **4Rx** antenna (expected to evolve into Massive MIMO in 5G), **CPRI I/Q**⁵ to enhance network efficiency and stability

1. Carrier Aggregation
2. Self-Organizing Network: Automate base station management and optimization
3. Coordinated Multiple Point: Reduce signal interference
4. Enhanced Inter-Cell Interference Coordination: Improving efficiency between macro and small cells
5. Data compression technology between base station RU and DU

Intelligent Network

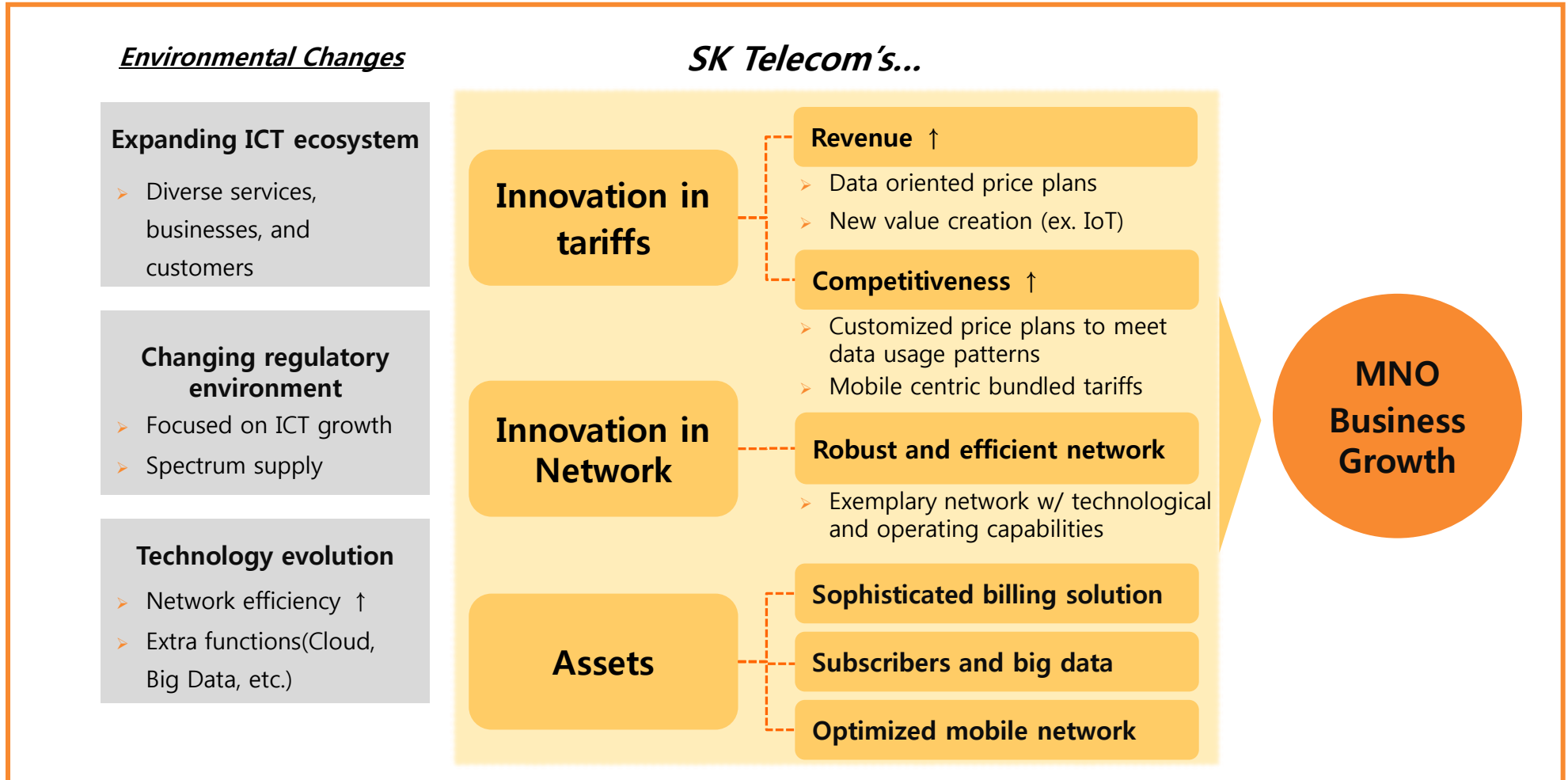
- Analyze data usage patterns to forecast and respond to data demand
- Service Aware RAN (Radio Access Network): Integrate IT with base stations to provide regional cloud, game and LBS ad services
- Intelligent network management through software based virtualization technologies, including SDN⁶ and NFV⁷

6. Software Defined Network: Control network with software, instead of hardware
7. Network Function Virtualization: Substitute hardware components with software

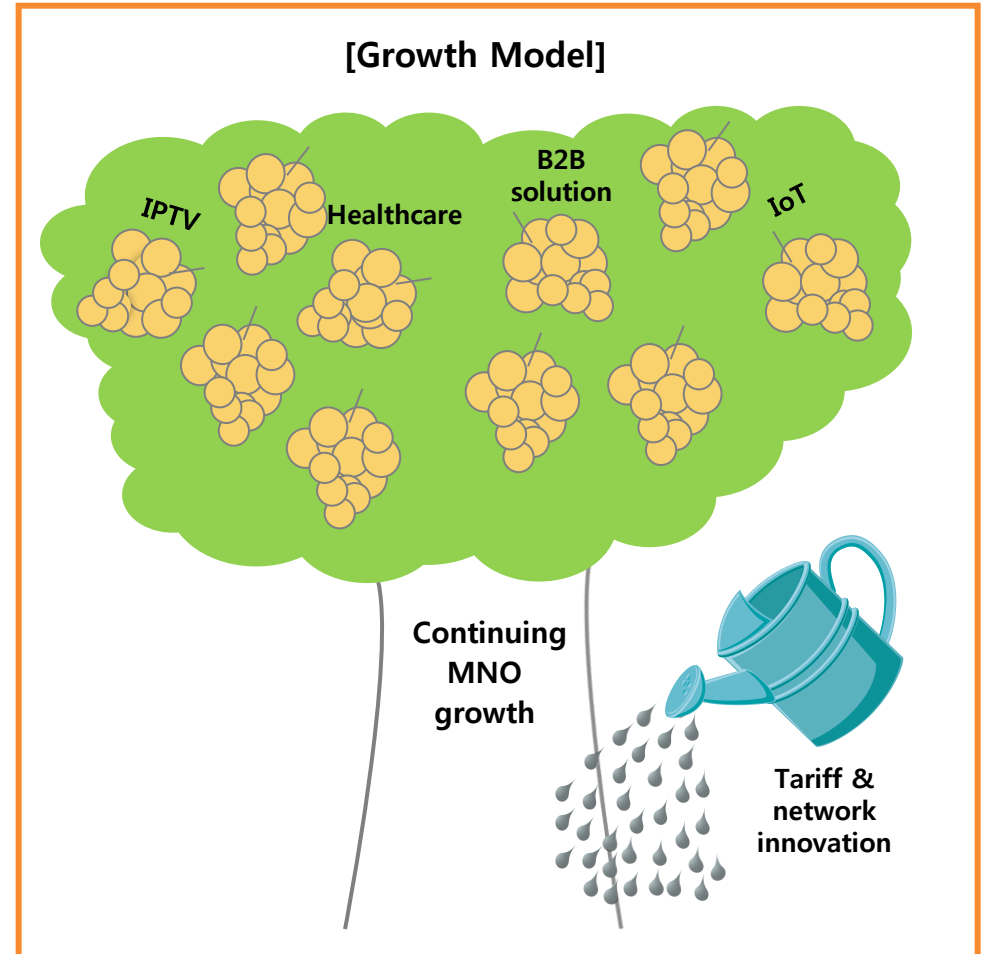
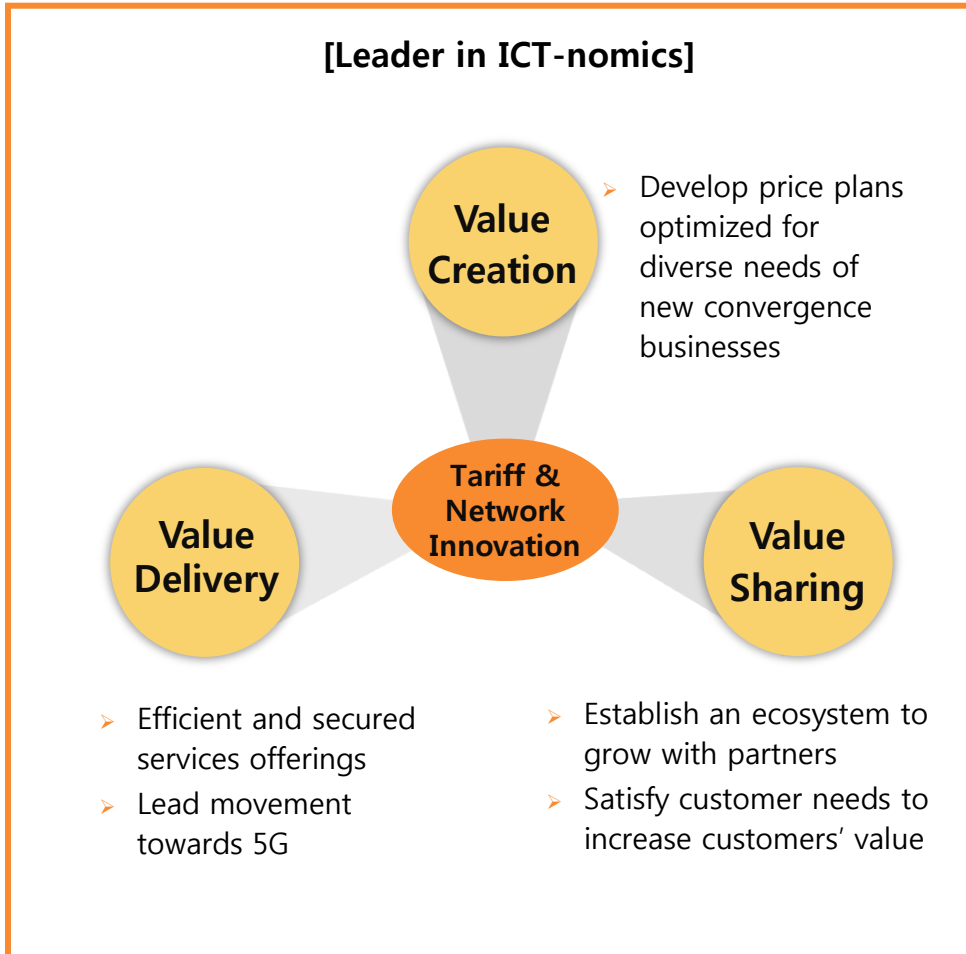
Evolution towards 5G

- 5G is expected to be conglomeration of currently developing 4G technologies, rather than an entirely new set of technologies
- SK Telecom will further its technology leadership in 4G to stay at the crest of 5G development (5G demonstration in 2018 and commercialization in 2020, expected)

Innovative pricing and network leadership will continue to drive SK Telecom's mobile growth



As adoption of LTE expands, driving SK Telecom's MNO business, SK Telecom will also transition into an ICT company, creating new business opportunities to maintain long-term growth



Contact Info.

IR Contacts	Tel No.	e-mail
Hong Kyu Park	82-2-6100-4509	hongkyupark@sk.com
Jeong Hwan (Jack) Choi	82-2-6100-7203	jack.choi@sk.com
Tae Hee Kim	82-2-6100-1580	taehee@sk.com
Jae Bum Park	82-2-6100-1660	jb.park@sk.com
Jung Hyun Kim	82-2-6100-1582	jane.kim@sk.com