

SK telecom Investor Presentation



Disclaimer

This presentation 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. The aforementioned forward-looking statements are influenced by unknown risks, uncertainties and other factors which may change the actual results or performance of the Company.

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.

Therefore, this presentation contained herein should not be utilized for any legal purposes in regards to investors' investment results. The Company hereby expressly disclaims any and all liability for any loss or damage resulting from the investors' reliance on the information contained herein.

This presentation only speaks the informations 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.



Table of Contents

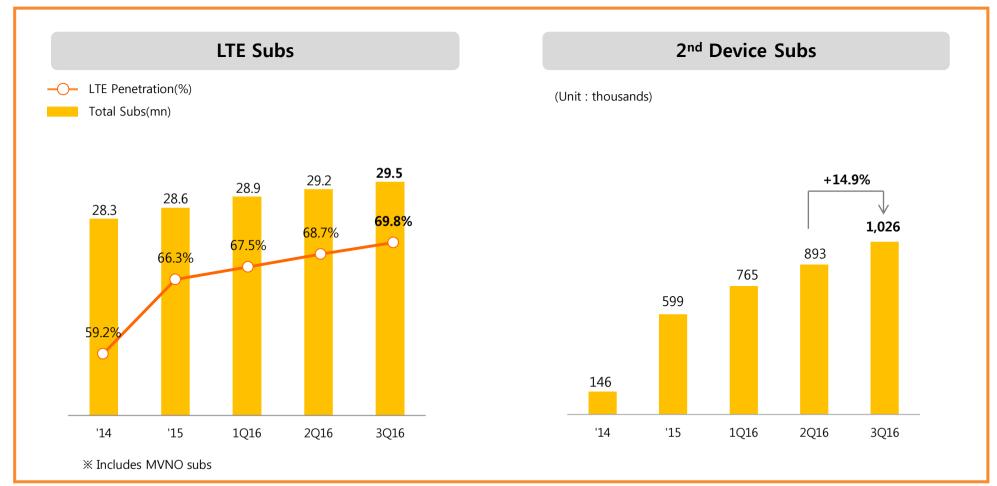
I.	Business			 			3
	- Telco		3	- Lifestyle I	Enhancement	8	
	- Media		9	- IoT		11	
	- e-Commerce		12				
Π.	Capital Manag	ement		 			13
ш.	Consolidated F	Results		 		•••	14
IV.	Non-consolida	ted Results		 			16
Аp	pendix			 			18



I . Business Telco - Subscribers

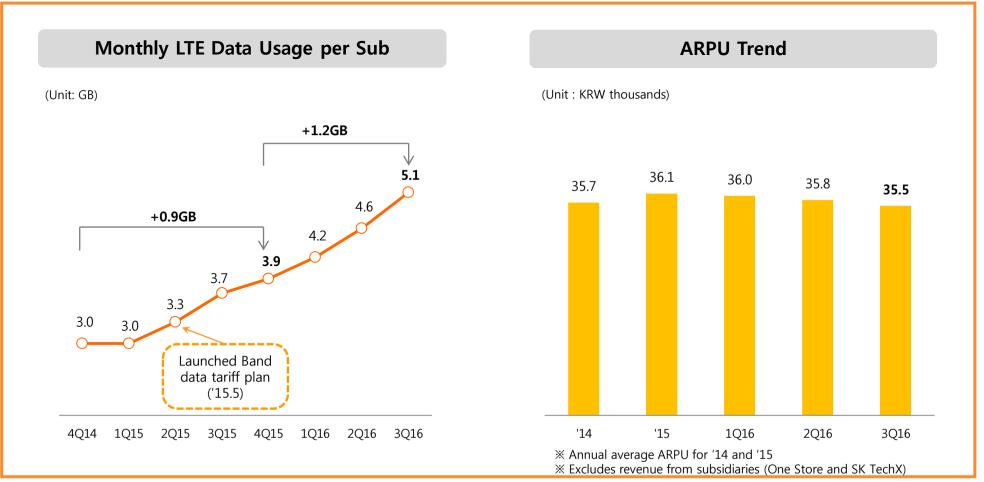
• Differentiated services and fundamental competitiveness continue to boost LTE expansion

• Creating new demand with 2nd devices

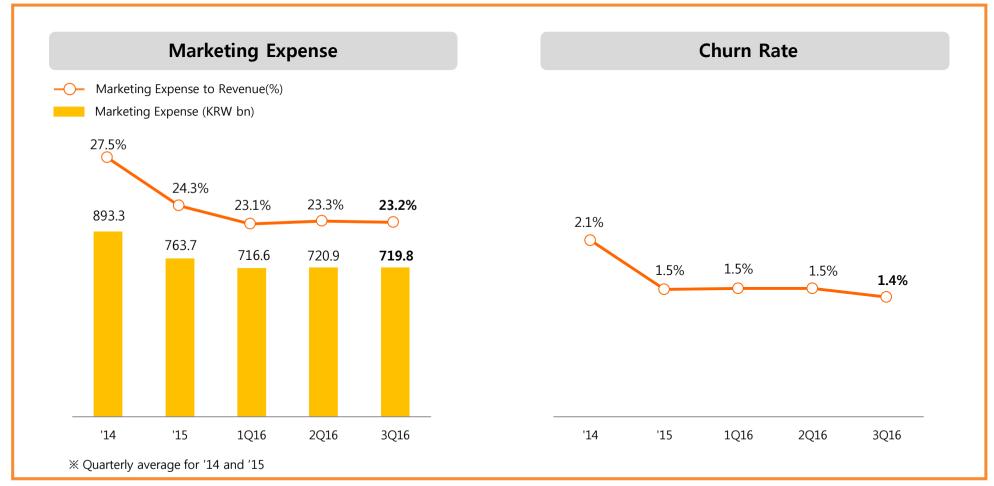


I . Business Telco - ARPU

- LTE data usage per sub reached 5.1GB, reflecting growing demand for multimedia consumption
- ARPU decreased slightly due to increase in 2nd devices and tariff discount plan subscribers

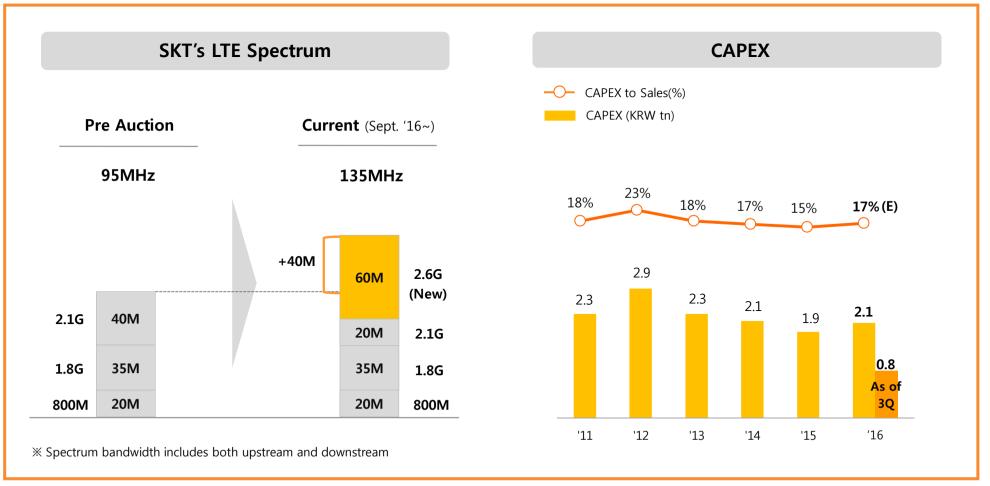


• Benign market condition allows marketing expense and churn rate to remain stable



Telco – Spectrum/CAPEX

- Acquisition of 60MHz in the 2.6GHz band has enabled SKT to solely provide 5 Band CA*services in Korea
- CAPEX guidance adjusted to KRW 2.1 trillion from KRW 2 trillion



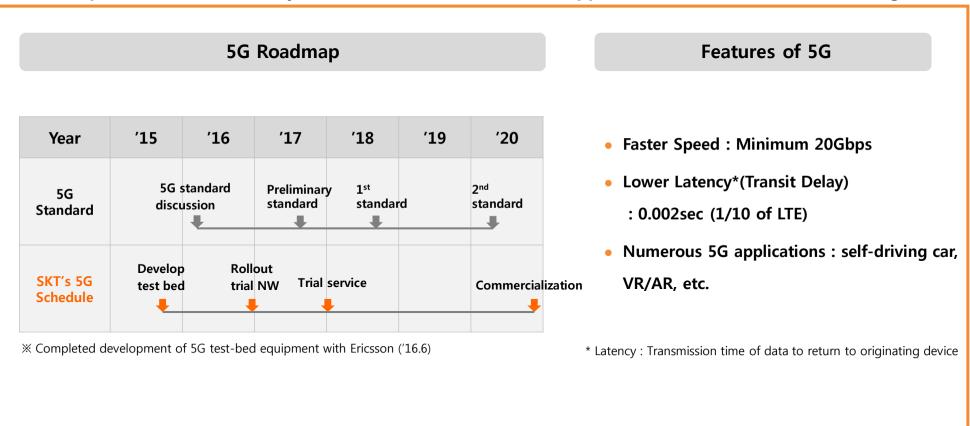
^{*} CA(Carrier Aggregation): Network technology aggregating different spectrums to increase speed



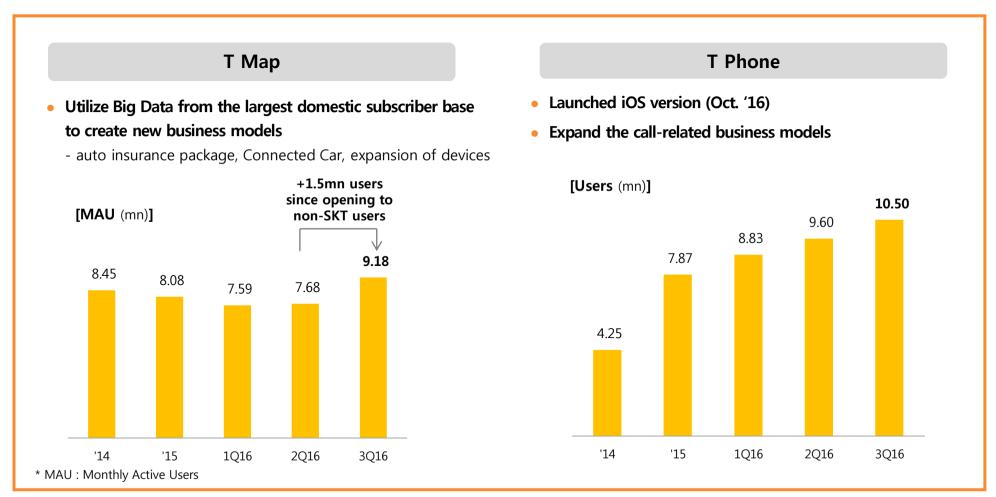
I . Business Telco - 5G

5G standardization expected in 2018, commercialization in 2020;
 SK Telecom is developing technologies to launch a trial network by the end of 2016

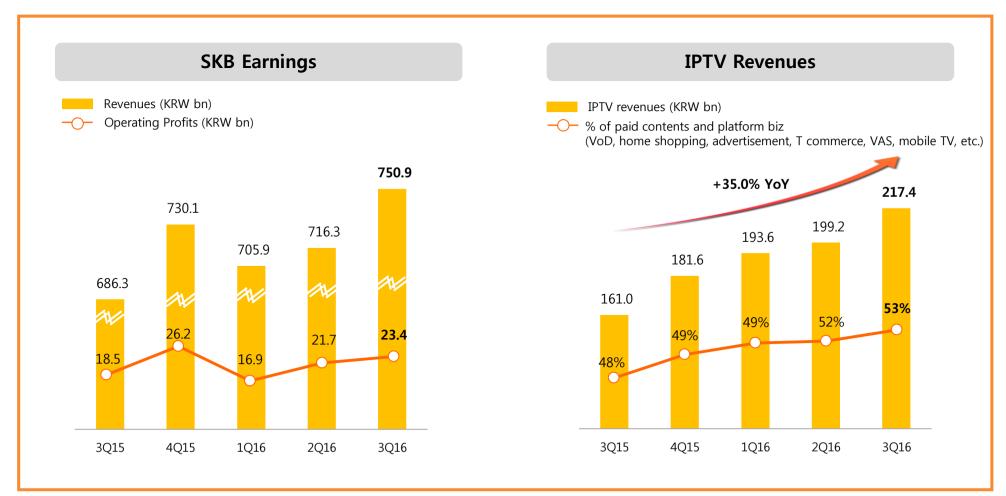
• Faster speed and lower latency enable new business models applicable to VR, AR, and self-driving cars



• T Map & T Phone opened to non-SKT users to expand the Big Data-based Lifestyle Enhancement Platform

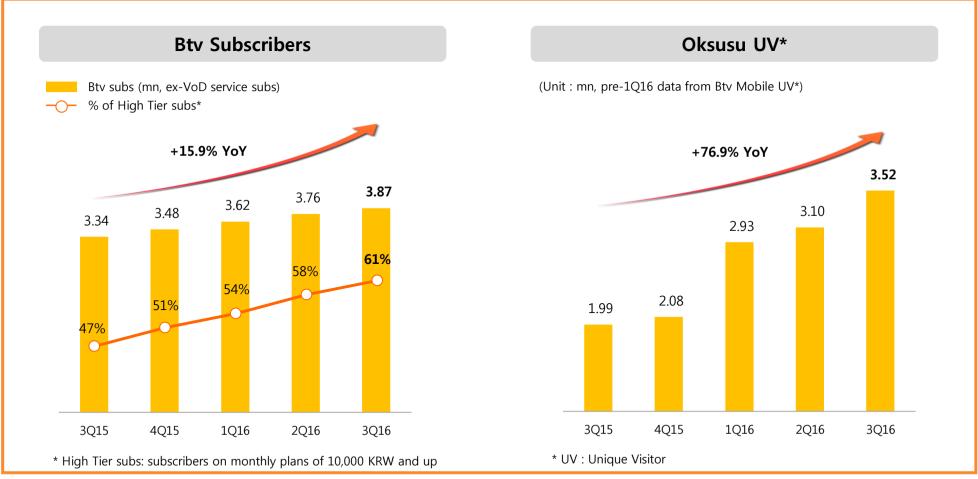


• SK Broadband earnings are on a upward trajectory with IPTV services showing robust results

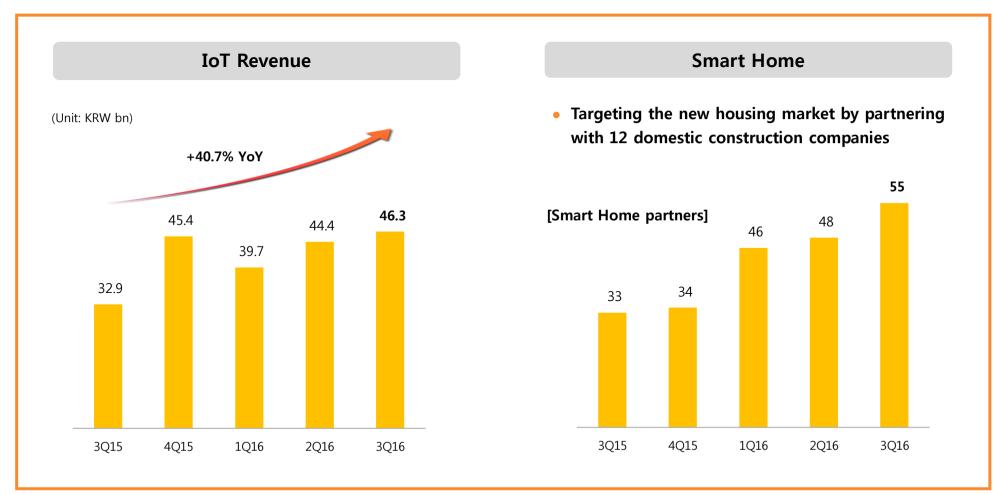


Media

- Platform/Contents competitiveness boosts IPTV subscribers and UV
 - the number of cumulative net adds until 3Q was the highest (0.4mn) in the industry
- High value subscriber base is steadily growing

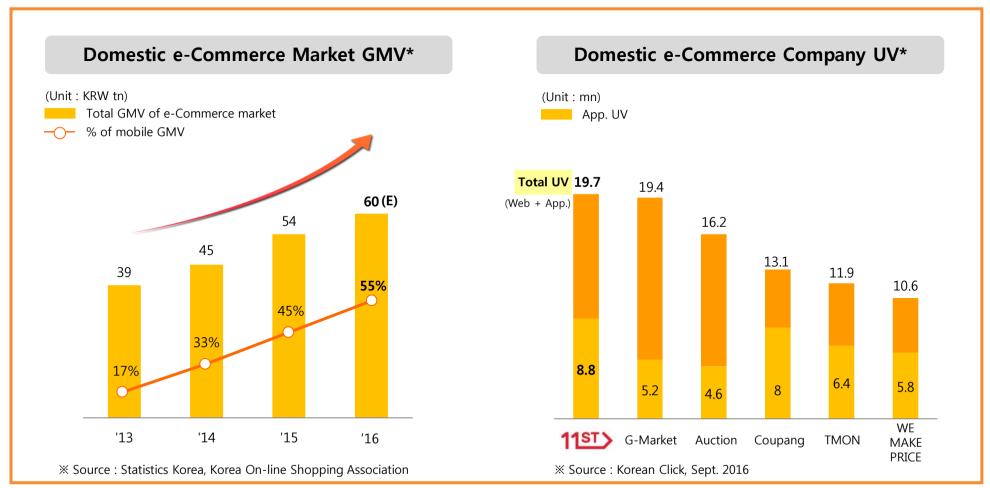


• Creating ecosystems in the IoT infrastructure, business solutions and Smart Home arenas

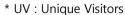


I . Business e-Commerce

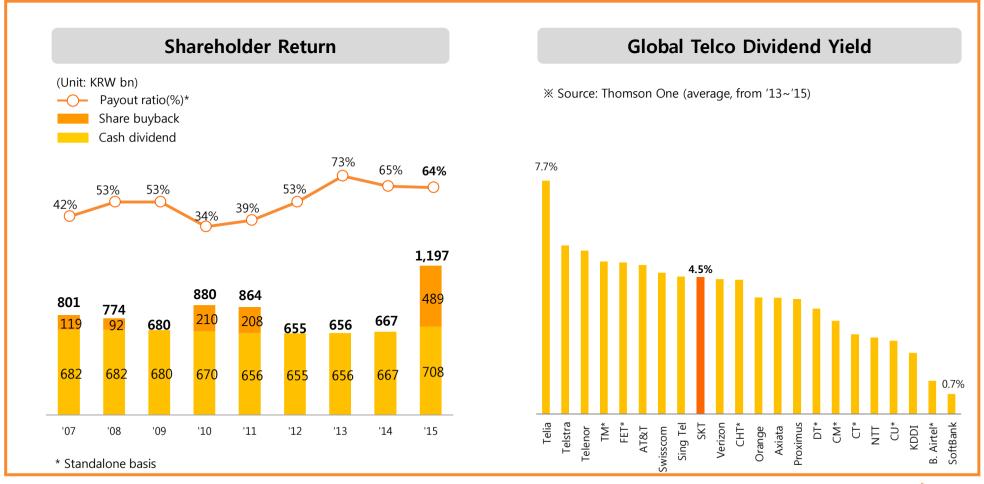
• SK Planet is showing solid growth in the highly coveted e-commerce industry



^{*} GMV: Gross Merchandise Volume



• Enhancing shareholder value is a long-standing priority for SK Telecom



^{*} TM – Taiwan Mobile, FET – Far EasTone Telecom, CHT – Chunghwa, DT – Deutsche Telecom, CM – China Mobile, CT – China Telecom, CU – China Unicom, B.Airtel – Bharti Airtel

Consolidated Results

Summary of Income Statement (Consolidated)

(KRW bn)	3Q16	3Q15	Yo	Y	3Q16	2Q16	QoQ	2
Operating revenues	4,244	4,261	(18)	-0.4%	4,244	4,267	(23)	-0.6%
Operating expenses	3,820	3,771	49	1.3%	3,820	3,860	(40)	-1.0%
Operating income	424	491	(66)	-13.5%	424	407	17	4.2%
Operating margin	10.0%	11.5%	-1.5%p		10.0%	9.5%	0.5%p	
Net profit or loss from non-operating items ¹⁾	7	64	(57)	-89.3%	7	-43	49	
Income from continuing operations before income tax	431	555	(124)	-22.3%	431	365	66	18.2%
Consolidated net income	322	382	(60)	-15.6%	322	291	31	10.7%
Net margin	7.6%	9.0%	-1.4%p		7.6%	6.8%	0.8%p	
EBITDA ²⁾	1,189	1,245	(57)	-4.5%	1,189	1,160	29	2.5%
EBITDA margin	28.0%	29.2%	-1.2%p		28.0%	27.2%	0.8%p	

¹⁾ In 3Q16, equity gains from SK Hynix resulted in KRW 114.4 bn(YoY -85.2 bn, QoQ +64.1 bn),

- <u>Consolidated revenue</u>: Declined by 0.4% YoY due to the decrease in revenues of SK Telecom and PS&M, but SK Broadband and other subsidiaries mitigated the decrease
- Consolidated operating income: Fell by 13.5% YoY due
 to the decrease in operating incomes of SK Planet and
 other subsidiaries, but SK Telecom and SK Broadband
 mitigated the decrease
 Increased by 4.2% QoQ along with earnings improvement
 of SK Broadband and SK Planet
- Consolidated net income: Dropped by 15.6% YoY, but increased by 10.7% QoQ, affected by operating income and equity gains from SK Hynix



²⁾ EBITDA = Operating income + Depreciation (including R&D related depreciation)

Consolidated Results

Operating Expenses (Consolidated)

(KRW bn)	3Q16	3Q15	Yo	Y	3Q16	2Q16	Qo	Q
Labor cost	449	426	22	5.3%	449	466	(17)	-3.6%
Commissions paid	1,315	1,274	40	3.1%	1,315	1,327	(12)	-0.9%
Advertising	104	93	11	11.8%	104	108	(4)	-3.9%
Depreciation ¹⁾	764	755	10	1.3%	764	752	12	1.6%
Network interconnection	264	236	28	12.1%	264	255	9	3.5%
Leased line	45	50	(6)	-11.3%	45	59	(15)	-24.6%
Frequency usage fees	47	47	(0)	-0.2%	47	50	(3)	-5.7%
Cost of goods sold	417	477	(60)	-12.6%	417	452	(34)	-7.6%
Others	415	412	3	0.7%	415	391	24	6.1%
Operating expenses	3,820	3,771	49	1.3%	3,820	3,860	(40)	-1.0%

¹⁾ Includes R&D related depreciation

- <u>Labor cost</u>: Increased by 5.3% YoY due to the rise in new recruits of SK Telecom and other subsidiaries
- <u>Commissions paid</u>: Increased by 3.1% YoY due to the rise in subsidiaries' costs related to growth business, partially offset by decrease in SK Telecom's marketing expense
- **Depreciation**: Increased by 1.3% YoY due to initiation of new spectrum
- <u>Interconnection fee</u>: Increased by 12.1% YoY driven by rise in mobile traffic resulting from expansion of unlimited voice plans
- <u>Cost of goods sold</u>: Decreased by 12.6% YoY due to PS&M's removal of Samsung Galaxy Note 7 related cost



Non-consolidated Results

Operating Revenues (Non-consolidated)

(KRW bn)	3Q16	3Q15	Yo	Υ	3Q16	2Q16	Qo	Q
Total operating revenues	3,102	3,142	(40)	-1.3%	3,102	3,092	10	0.3%
Mobile service revenue	2,696	2,736	(40)	-1.4%	2,696	2,701	(5)	-0.2%
Interconnection revenue	181	187	(7)	-3.6%	181	182	(1)	-0.8%
Others ¹⁾	225	219	6	2.9%	225	208	16	7.9%

¹⁾ Includes sales from leased line, fixed-line resale, solution and other businesses

- SK Telecom's standalone revenue: Declined by 1.3% YoY due to the abolition of activation fees, increased by 0.3%
 QoQ as other revenue improved
 - Interconnection revenue : Dropped by 3.6% YoY due to fall in land-to-mobile traffic
 - Other revenue: Rose by 2.9% YoY and 7.9% QoQ from growth in hardware sales revenue

ARPU

(KRW)	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	Yo	′	QoO	Q
ARPU ^{1), 2)}	35,898	36,128	36,226	36,221	35,959	35,764	35,471	(756)	-2.1%	(294)	-0.8%
ARPU Including MVNO ³⁾	33,163	33,218	33,136	32,967	32,611	32,324	32,010	(1,126)	-3.4%	(314)	-1.0%

¹⁾ Calculated from SK Telecom mobile service revenue (2G/3G/LTE and IoT): Includes voice, data, and other revenue (Excludes activation fee and interconnection revenue).

Reflects sales discount from contract and bundling, etc. Excludes MVNO related revenue.



²⁾ Calculated from SK Telecom mobile service subscribers (2G/3G/LTE and IoT): From MSIP subscriber statistics (avg. number of billed connections for the quarter)

³⁾ Includes MVNO revenue and subscribers

^{*} Notice: Changes of calculation to exclude revenues from subsidiaries on 1Q15

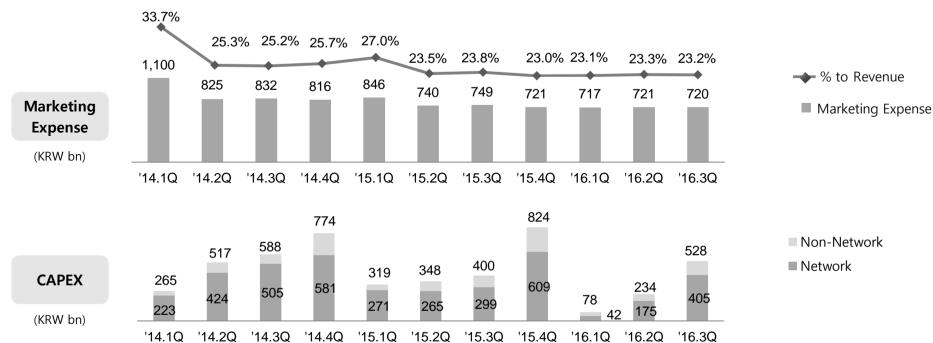
Non-consolidated Results

1) Marketing expenses = marketing related commission + advertising expenses

Marketing Expense & CAPEX

(KRW bn)	3Q16	3Q15	YoY	f	3Q16	2Q16	Qo	Q
Marketing expenses ¹⁾	720	749	(29)	-3.8%	720	721	(1)	-0.1%
% of operating revenue	23.2%	23.8%	-0.6%p		23.2%	23.3%	-0.1%p	
Capital expenditure	528	400	128	32.0%	528	234	294	125.6%
% of operating revenue	17.0%	12.7%	4.3%p		17.0%	7.6%	9.5%p	

- Marketing expense : Decreased by 3.8% YoY in line with stable market trends
- <u>CAPEX</u>: Increased both YoY and QoQ from fulfilling network deployment requirements
 - **XX** CAPEX guidance for FY2016: KRW 2.1tn





Appendix

• Subscriber Numbers¹⁾

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	Yo	Y	Qo	Q
Subscribers ('000) 2)	28,026	28,313	28,474	28,626	28,921	29,150	29,451	977	3.4%	301	1.0%
Net adds	(253)	287	162	152	295	229	301	138	85.3%	71	31.2%
Activations	1,872	1,431	1,373	1,317	1,552	1,536	1,503	130	9.5%	(33)	-2.1%
Deactivations	2,125	1,145	1,211	1,165	1,257	1,307	1,203	(8)	-0.7%	(104)	-8.0%
Monthly churn rate (%) 3)	2.0%	1.4%	1.4%	1.4%	1.5%	1.5%	1.4%	-0.1%p		-0.1%p	
Average subscribers ('000)	28,177	28,178	28,367	28,539	28,756	29,030	29,293	926	3.3%	262	0.9%
Smartphone Subscribers ('000)	19,753	19,977	20,323	20,622	20,985	21,308	21,662	1,339	8.4%	354	1.7%
LTE Subscribers ('000)	17,447	17,937	18,465	18,980	19,526	20,028	20,545	2,081	14.5%	517	2.6%
LTE Penetration	62.3%	63.4%	64.8%	66.3%	67.5%	68.7%	69.8%	4.9%p		1.1%p	

¹⁾ includes MVNO connections

²⁾ In accordance with MSIP guidelines, other connections such as facility-monitoring lines are excluded

^{3) &#}x27;15.1Q churn rate excludes one-off deactivation of long term inactive pre-paid accounts

Appendix. Consolidated Income Statement

(in KRW bn)	1Q15	2Q15	3Q15	4Q15	2015	1Q16	2Q16	3Q16
Operating revenues Operating expenses	4,240.3 3,837.6	4,255.7 3,842.9	4,261.4 3,770.7	4,379.3 3,977.5	17,136.7 15,428.7	4,228.5 3,826.3	4,267.3 3,859.9	4,243.8 3,819.5
Labor cost	475.0	543.9	426.4	448.5	1,893.7	476.9	465.7	448.8
Commissions paid	1,347.1	1,262.2	1,274.5	1,323.2	5,207.0	1,323.4	1,327.0	1,314.6
Advertising	77.0	120.5	92.9	114.6	405.0	87.5	108.1	103.9
Depreciation ¹⁾	729.3	738.5	754.6	770.4	2,992.9	748.9	752.2	764.3
Network interconnection	234.3	239.9	236.0	247.5	957.6	263.9	255.5	264.5
Leased line	49.4	51.0	50.5	49.1	200.0	54.2	59.4	44.8
Frequency usage fees	53.6	42.4	46.8	47.1	189.8	47.9	49.5	46.7
Cost of goods sold	490.9	449.9	477.4	537.6	1,955.9	426.6	451.6	417.4
Others	381.0	394.7	411.6	439.5	1,626.9	397.1	390.9	414.6
Operating income	402.6	412.9	490.6	401.9	1,708.0	402.1	407.4	424.3
EBITDA	1,132.0	1,151.4	1,245.2	1,172.3	4,700.9	1,151.0	1,159.6	1,188.6
EBITDA margin	26.7%	27.1%	29.2%	26.8%	27.4%	27.2%	27.2%	28.0%
Net profit or loss from non-operating items	157.4	102.7	64.2	3.1	327.4	334.0	(42.6)	6.9
Interest income	12.8	12.4	11.3	9.4	45.9	12.0	12.3	14.6
Interest expenses	75.5	74.7	73.9	73.6	297.7	72.4	70.0	74.7
Profit or loss in other non-operating items	220.1	165.0	126.8	67.3	579.1	394.3	15.1	66.9
Income from continuing operations before tax	560.0	515.6	554.8	404.9	2,035.4	736.1	364.8	431.2
Consolidated net income	442.7	397.9	381.8	293.5	1,515.9	572.3	291.0	322.1
Majority interests	444.5	395.8	382.3	296.0	1,518.6	571.8	290.1	325.1
Minority interests	(1.7)	2.0	(0.5)	(2.6)	(2.7)	0.5	0.9	(3.0)
Basic earnings per share(KRW)	6,266	5,266	5,263	4,304	20,988	8,099	3,990	4,604

¹⁾ Includes R&D related deprecation



Appendix. SK Telecom's Non-consolidated Income Statement

(in KRW bn)	1Q15	2Q15	3Q15	4Q15	2015	1Q16	2Q16	3Q16
Operating revenues	3,133.5	3,143.8	3,141.8	3,138.0	12,557.0	3,098.3	3,092.0	3,101.8
Operating expenses	2,725.6	2,747.7	2,675.6	2,749.3	10,898.2	2,668.4	2,613.8	2,624.7
Labor cost	176.6	257.3	133.1	147.9	714.9	178.0	170.3	151.3
Commissions paid	1,339.8	1,220.4	1,257.0	1,265.3	5,082.5	1,213.3	1,131.5	1,142.1
Marketing commissions	812.9	681.1	707.4	677.4	2,878.9	689.5	672.3	680.4
Other commissions	526.9	539.3	549.6	587.9	2,203.7	523.7	459.2	461.7
Advertising	32.6	58.4	41.2	43.5	175.8	27.1	48.5	39.4
Depreciation ¹⁾	552.8	561.1	575.4	590.5	2,279.9	570.8	576.0	585.2
Network interconnection	169.9	182.4	179.4	189.1	720.9	193.3	189.2	193.0
Leased line	42.6	43.0	41.6	41.0	168.2	40.8	42.4	40.0
Frequency usage fees	53.6	42.4	46.8	47.1	189.8	47.9	49.5	46.7
Others	357.6	382.6	401.0	425.0	1,566.2	397.4	406.3	427.0
Operating income	407.8	396.1	466.2	388.7	1,658.8	429.9	478.2	477.1
EBITDA	960.7	957.2	1,041.6	979.1	3,938.7	1,000.6	1,054.2	1,062.3
EBITDA margin	30.7%	30.4%	33.2%	31.2%	31.4%	32.3%	<i>34.1%</i>	34.2%
Net profit or loss from non-operating items	(29.1)	(76.7)	24.6	(108.2)	(189.3)	35.8	(97.8)	(71.1)
Interest income	5.7	5.5	4.8	4.6	20.6	6.4	5.8	9.6
Interest expenses	61.2	59.9	60.1	60.3	241.6	59.5	57.2	62.0
Net profit or loss from other non-operating items	26.5	(22.3)	80.0	(52.5)	31.7	88.9	(46.4)	(18.7)
Income from continuing operations before tax	378.8	319.4	490.8	280.5	1,469.4	465.7	380.5	406.0
Net income	295.8	232.0	361.6	217.4	1,106.8	382.2	284.1	324.6

¹⁾ Includes R&D related deprecation



Appendix. Consolidated Balance Sheet

(in KRW bn)	1Q15	2Q15	3 Q 15	4Q15	1Q16	2Q16	3Q16
Total assets	27,824.4	28,041.5	28,558.7	28,581.4	28,490.4	28,529.4	29,555.7
Current assets	5,228.5	5,180.5	5,573.2	5,160.2	5,805.8	6,118.6	5,777.7
Cash and marketable securities ¹⁾	1,264.4	1,335.2	1,643.5	1,505.0	1,621.6	1,983.9	1,537.5
Accounts receivable	3,045.5	3,140.6	3,281.2	3,018.6	3,522.7	3,473.4	3,580.7
Short-term loans	78.2	32.2	40.2	53.9	66.2	66.2	65.7
Inventories	295.0	282.9	272.0	273.6	278.4	270.9	274.0
Other current assets	545.3	389.6	336.3	309.2	317.0	324.2	319.8
Non-current assets	22,595.9	22,861.0	22,985.5	23,421.1	22,684.6	22,410.8	23,778.0
Property & equipment	10,420.0	10,268.6	10,185.7	10,386.3	9,931.6	9,724.3	9,798.7
Intangible assets	4,304.8	4,228.8	4,131.9	4,213.4	4,094.8	3,982.3	5,101.3
Investment assets	7,226.1	7,731.7	7,917.2	8,114.1	8,007.4	7,986.4	8,046.8
Other non-current assets	645.0	631.8	750.7	707.3	650.9	717.9	831.2
Total liabilities	12,747.3	12,723.9	12,924.9	13,207.3	13,375.2	13,161.9	14,011.5
Current liabilities	5,323.7	5,308.4	5,233.8	5,256.5	5,355.1	5,220.0	5,393.2
Short-term borrowings	392.4	939.3	395.0	260.0	84.9	85.0	0.8
Accounts payable	1,579.8	1,584.7	1,633.4	1,985.8	1,775.4	1,734.0	1,843.4
Current portion of long-term debt	675.7	671.5	850.7	823.8	652.2	1,012.2	898.7
Other current liabilities	2,675.9	2,112.8	2,354.7	2,186.9	2,842.6	2,388.8	2,650.3
Non-current liabilities	7,423.5	7,415.5	7,691.1	7,950.8	8,020.1	7,941.9	8,618.3
Bonds payable & long-term borrowings	6,042.3	6,019.1	6,303.7	6,560.7	6,776.1	6,672.0	6,489.5
Long-term payables - other	566.4	577.4	579.9	581.7	468.7	470.5	1,302.3
Post-employment benefit obligation	127.8	121.7	143.3	98.9	134.7	149.4	150.8
Other non-current liabilities	687.1	697.3	664.2	709.5	640.6	650.0	675.8
Total shareholders' equity	15,077.2	15,317.6	15,633.8	15,374.1	15,115.2	15,367.5	15,544.2
Capital stock	44.6	44.6	44.6	44.6	44.6	44.6	44.6
Capital surplus	3,323.2	3,348.1	3,327.1	3,319.5	3,313.6	3,324.7	3,314.4
Retained earnings	14,029.7	14,421.0	14,727.0	15,007.6	14,941.4	15,214.2	15,469.4
Capital adjustments	(3,045.5)	(2,685.6)	(2,650.8)	(3,130.0)	(3,118.3)	(3,133.0)	(3,122.3)
Other comprehensive income/loss ²⁾	(6.5)	59.4	55.7	9.3	(180.5)	(232.4)	(328.7)
Minority interests	731.6	130.1	130.2	123.0	114.3	149.4	166.7

¹⁾ Cash & marketable securities includes cash & cash equivalent, marketable securities & short-term financial instruments



²⁾ Other comprehensive income/loss include gains or losses on valuation of investment securities and derivatives

Appendix. SK Telecom's Non-Consolidated Balance Sheet

C VDW L	1015	2015	2015	4015	1016	2016	2016
(in KRW bn)	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
Total assets	22,464.6	22,863.4	23,144.7	23,146.9	23,120.0	23,181.8	24,247.6
Current assets	2,854.1	2,685.9	3,133.1	2,713.5	3,144.4	3,560.0	3,255.5
Cash and marketable securities ¹⁾	496.3	508.7	736.8	598.2	593.1	1,028.7	588.4
Accounts receivable	1,858.7	1,897.0	2,100.5	1,793.5	2,222.8	2,218.4	2,345.4
Short-term loans	70.6	21.8	31.8	47.7	59.1	59.0	59.1
Inventories	25.7	34.4	38.9	46.0	43.7	36.5	35.3
Other current assets	402.7	224.0	225.0	228.1	225.7	217.4	227.4
Non-current assets	19,610.5	20,177.6	20,011.6	20,433.4	19,975.5	19,621.8	20,992.2
Property & equipment	7,555.2	7,423.3	7,308.4	7,442.3	7,038.7	6,802.1	6,844.3
Intangible assets	3,149.5	3,062.1	2,977.1	3,072.3	2,974.6	2,891.6	4,037.2
Investment assets	8,606.6	9,405.6	9,333.3	9,547.1	9,634.2	9,525.7	9,605.2
Other non-current assets	299.2	286.6	392.9	371.7	328.0	402.5	505.4
Total liabilities	9,240.2	9,057.1	9,100.2	9,367.5	9,565.1	9,379.0	10,149.6
Current liabilities	3,558.3	3,456.0	3,355.4	3,491.3	3,466.9	3,370.8	3,460.4
Short-term borrowings	250.0	770.0	260.0	230.0	-	-	-
Accounts payable	1,073.7	1,064.3	1,051.4	1,299.1	1,168.1	1,277.0	1,252.3
Current portion of long-term debt	400.5	401.3	602.6	712.8	438.2	795.2	678.3
Other current liabilities	1,834.1	1,220.5	1,441.4	1,249.4	1,860.6	1,298.5	1,529.8
Non-current liabilities	5,681.8	5,601.0	5,744.8	5,876.2	6,098.2	6,008.2	6,689.2
Bonds payable & long-term borrowings	4,769.5	4,762.2	4,967.0	5,106.0	5,431.7	5,348.6	5,190.8
Long-term payables	542.1	545.0	548.0	551.0	438.5	440.8	1,268.6
Post-employment benefit obligation	28.3	12.9	23.8	4.0	22.5	23.8	25.7
Other non-current liabilities	341.9	281.0	206.0	215.2	205.5	195.0	204.1
Total shareholders' equity	13,224.4	13,806.4	14,044.6	13,779.5	13,554.8	13,802.8	14,098.0
Capital stock	44.6	44.6	44.6	44.6	44.6	44.6	44.6
Capital surplus	3,319.4	3,344.2	3,357.8	3,357.8	3,357.8	3,357.8	3,357.8
Retained earnings	12,694.7	12,917.8	13,204.2	13,418.6	13,158.4	13,432.0	13,686.0
Capital adjustments	(2,885.5)	(2,498.2)	(2,498.2)	(2,988.4)	(2,988.4)	(2,986.3)	(2,986.3)
Other comprehensive income/loss ²⁾	51.2	(2.1)	(63.9)	(53.2)	(17.7)	(45.3)	(4.0)

¹⁾ Cash & marketable securities includes cash & cash equivalent, marketable securities & short-term financial instruments



²⁾ Other comprehensive income/loss include gains or losses on valuation of investment securities and derivatives 22