

Results for the Quarter Ended September 30, 2013

K-IFRS , Unaudited

October 29th, 2013



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Financial Results

◆ Summary of Income Statement (Consolidated)

(KRW bn)	3Q13	3Q12	YoY		2Q13	QoQ	
Operating revenue	4,125	4,084	40	1.0%	4,117	8	0.2%
Operating expenses	3,573	3,792	(219)	-5.8%	3,572	2	0.0%
Operating income	551	293	259	88.4%	545	6	1.1%
Operating margin	13.4%	7.2%	6.2%p		13.2%	0.1%p	
Net profit or loss from non-operating items	(122)	(106)	(16)	-14.7%	47	(169)	-356.5%
Income from continuing operations before income tax	430	186	243	130.4%	593	(163)	-27.5%
Consolidated net income	502	176	327	186.0%	468	35	7.4%
Net margin	12.2%	4.3%	7.9%p		11.4%	0.8%p	
Majority interests	504	179	325	181.8%	467	37	8.0%
Minority interests	(2)	(3)	1	44.6%	1	(3)	268.0%
EBITDA ¹⁾	1,258	949	309	32.6%	1,252	6	0.5%
EBITDA margin	30.5%	23.2%	7.3%p		30.4%	0.1%p	

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

- Operating revenues: SK Telecom ("SKT" or the "Company") recorded 1.0% YoY and 0.2% QoQ increase led by the growth of ARPU and new businesses including B2B solutions
- Operating income: Increased focus on service-oriented marketing and reduced subsidy-based activities (peak in 3Q '12) continue to enhance operating income
- Consolidated net income: Increased contribution from SK Hynix (KRW 223 bil.) and gains from the sale of LOEN Entertainment Inc. (KRW 172 bil.) enhanced net income

Financial Results

◆ Operating Expenses (Consolidated)

(KRW bn)	3Q13	3Q12	YoY		2Q13	QoQ	
Labor cost	363	305	58	19.0%	359	4	1.1%
Commissions paid	1,350	1,573	(223)	-14.2%	1,360	(11)	-0.8%
Advertising	92	89	2	2.4%	109	(17)	-15.8%
Depreciation ¹⁾	706	656	50	7.7%	706	0	0.0%
Network interconnection	265	286	(21)	-7.4%	252	13	5.0%
Leased line	62	69	(7)	-9.5%	62	0	0.7%
Frequency usage fees	52	53	(2)	-2.9%	55	(3)	-6.1%
Cost of goods sold	306	417	(111)	-26.6%	305	1	0.3%
Others	377	343	35	10.1%	363	14	4.0%
Operating expenses	3,573	3,792	(219)	-5.8%	3,572	2	0.0%

1) Includes R&D related depreciation

- Labor costs: Increased 19.0% YoY as a result of the SK M&C's merger with SK Planet
- Commissions paid: Decreased 14.2% YoY and 0.8% QoQ due to SKT's reduced marketing expenses
- Advertising: Decreased 15.8% QoQ as a result of lower LTE-A related advertising
- Depreciation: Increased 7.7% YoY due to an increase in depreciable LTE network assets
- Network interconnection: Decreased 7.4% YoY due to the adoption of lower interconnection rates. The 5.0% QoQ increase resulted from the rise in mobile traffic following the introduction of unlimited voice price plans
- Cost of Goods Sold: decreased 26.6% YoY as the stable marketing environment led to lower hands costs at PS&M

Financial Results

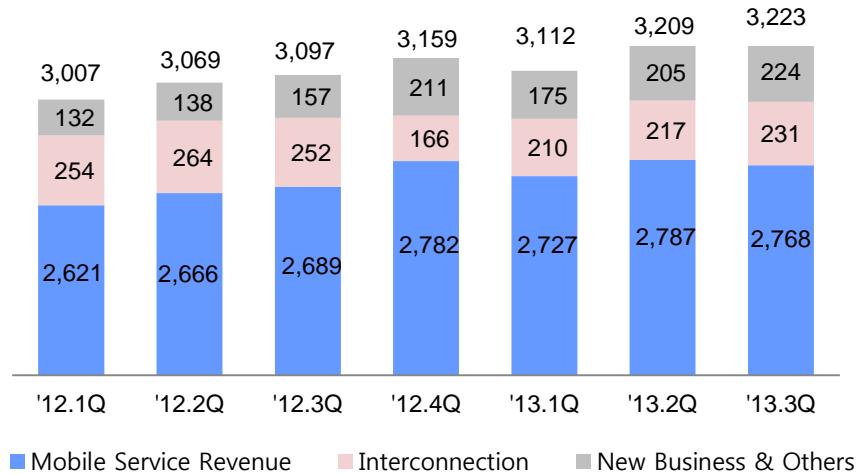
◆ SK Telecom's Operating Revenues (Non-consolidated)

(KRW bn)	3Q13	3Q12	YoY		2Q13	QoQ	
Total operating revenue	3,223	3,097	125	4.0%	3,209	14	0.4%
Mobile service revenue	2,768	2,689	79	2.9%	2,787	(19)	-0.7%
Interconnection revenue	231	252	(20)	-8.1%	217	14	6.6%
New business & others ¹⁾	224	157	67	42.8%	205	19	9.3%

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

SK Telecom Operating Revenues

(KRW bn)



- 3Q13 total operating revenues increased 4.0% YoY and 0.4% QoQ, led by ARPU growth and increased new business-related sales
 - Interconnection: Decreased 8.1% YoY resulting from the adoption of lower interconnection rates. Increased 6.6% QoQ due to the rise in mobile traffic with the introduction of unlimited voice price plans
 - New business & others: Increased 42.8% YoY and 9.3% QoQ on strong sales of B2B businesses. Sales contribution increased to 6.9% as of revenues in 3Q13

[New business % of Revenue Contribution]

Year	% of Rev.	Quarter	% of Rev.
'11	5.1%	13.1Q	5.6%
'12	5.2%	13.2Q	6.4%
'13 (~3Q)	6.3%	13.3Q	6.9%

Financial Results

◆ Balance Sheet (Consolidated)

(KRW bn)	3Q13	3Q12	YoY		2Q13	QoQ	
Total assets	25,933	26,058	(125)	-0.5%	25,436	497	2.0%
Current assets	5,382	5,443	(62)	-1.1%	5,231	151	2.9%
Cash & marketable securities	1,937	1,688	249	14.8%	1,693	244	14.4%
Non-current assets	20,552	20,615	(63)	-0.3%	20,206	346	1.7%
Property & equipment	9,404	9,295	109	1.2%	9,403	2	0.0%
Intangible assets	4,441	4,479	(39)	-0.9%	4,303	137	3.2%
Investment assets	6,244	5,721	523	9.1%	6,025	219	3.6%
Total liabilities	12,150	13,500	(1,349)	-10.0%	12,060	91	0.8%
Current liabilities	5,653	5,312	341	6.4%	5,689	(35)	-0.6%
Short-term borrowings	81	553	(472)	-85.4%	61	20	33.1%
Current portion of long-term debt ¹⁾	1,691	367	1,324	360.9%	1,553	138	8.9%
Non-current liabilities	6,497	8,187	(1,690)	-20.6%	6,371	126	2.0%
Bonds payable & long-term borrowings	5,180	6,857	(1,677)	-24.5%	5,432	(251)	-4.6%
Total shareholders' equity	13,783	12,559	1,224	9.7%	13,376	407	3.0%
Interest-bearing financial debt²⁾	6,766	7,646	(881)	-11.5%	6,907	(141)	-2.0%
Debt/Equity ratio³⁾	49.1%	60.9%	-11.8%p		51.6%	-2.5%p	

1) Includes current portion of long-term payables related to payment of frequency license fee

2) Interest-bearing debt = Short-term borrowings + Current portion of long-term debt + Bonds payable & long-term borrowings

3) Debt/Equity ratio = Interest-bearing debt / shareholders' equity

Assets

- Current assets: Decreased 1.1% YoY due to the decrease in the number of consolidating subsidiaries¹⁾. The 2.9% QoQ increase reflects rise in cash from sale of LOEN Entertainment
- Non-current assets: Decreased 0.3% YoY due to the decrease in the number of consolidating subsidiaries¹⁾. The 1.7% QoQ increase resulted from SKT's acquisition of 1.8GHz frequency band from the spectrum auction in August 2013

1) Sales of SKY Property and LOEN Entertainment reduced the number of consolidating subsidiaries(30→28)

Liabilities

- Current liabilities: Increased 6.4% YoY due to the rise in current portion of SKT's long-term debt
- Non-current liabilities: Decreased 20.6% YoY due to the reduction of SKT's long-term borrowings. The 2.0% QoQ increase was due to the rise in long-term payables stemming from the acquisition of 1.8GHz frequency band

Shareholders' equity

- The 9.7% YoY increase resulted from SKT's issuance of a hybrid bond and increase in retained earnings

Operating Results (Non-consolidated)

◆ ARPU

ARPU ¹⁾ (KRW)	3Q13	3Q12	YoY		2Q13	QoQ	
Total ARPU	42,780	40,265	2,515	6.2%	41,892	888	2.1%
Billing ARPU²⁾	34,909	33,135	1,773	5.4%	34,012	897	2.6%

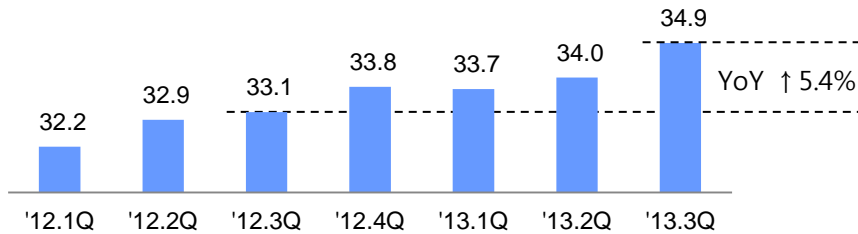
1) Includes SK Planet's earnings / based on SKT subscribers only

2) The billing ARPU excludes sign-up fee from mobile service revenues

- 3Q13 billing ARPU increased 5.4% YoY and 2.6% QoQ, led by the growth of LTE subscribers

Billing ARPU

(KRW '000)



Operating Results (Non-consolidated)

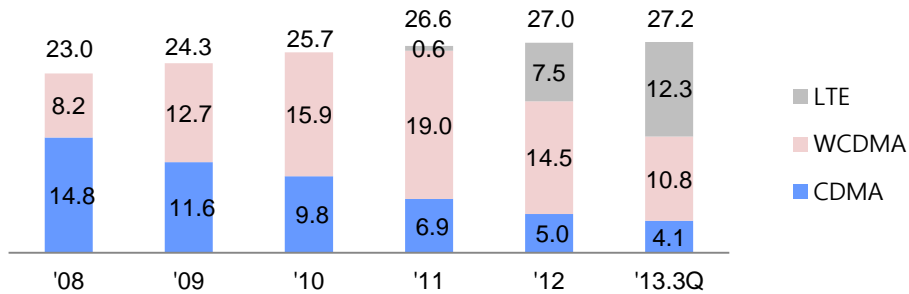
◆ Subscriber Numbers

	3Q13	3Q12	YoY		2Q13	QoQ	
Subscribers ('000)	27,211	26,778	433	1.6%	27,140	71	0.3%
Net adds	71	119	(48)	-40.4%	110	(39)	-35.6%
Activations	1,903	2,500	(597)	-23.9%	1,954	(52)	-2.6%
Deactivations	1,832	2,381	(549)	-23.1%	1,844	(12)	-0.7%
Monthly churn rate (%)	2.2%	3.0%	-0.7%p		2.3%	0.0%p	
Average subscribers ('000)	27,164	26,704	460	1.7%	27,079	85	0.3%
Smartphone Subscribers ('000)	17,917	15,071	2,846	18.9%	17,296	621	3.6%
LTE Subscribers ('000)	12,273	5,666	6,608	116.6%	11,020	1,253	11.4%

- The churn rate recorded 2.25% in 3Q13 as a result of the Company's effort to lessen market competition and focus on retention. The churn rate decreased for the past four consecutive quarters
- The number of LTE subscribers exceeded 12m in 3Q13 and is showing a steady growth. Over 45% of SKT's subscribers are on the LTE service

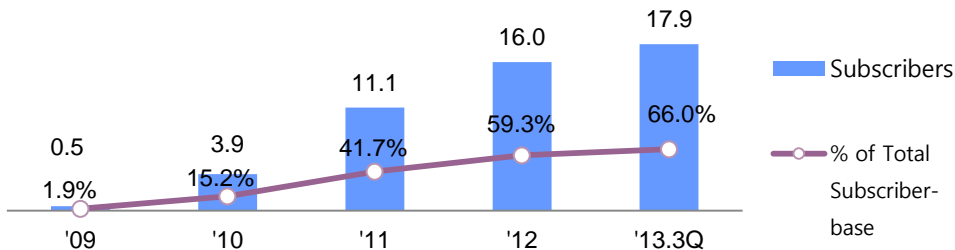
Subscriber by Network

(m)



Smartphone Subscribers

(m)



[Monthly Churn Rate Trend]

Year	Churn Rate
'06	2.0
'07	2.6
'08	2.7
'09	2.7
'10	2.7
'11	2.7
'12	2.6
'13(~3Q)	2.3

Quarter	Churn Rate
'13.1Q	2.40
'13.2Q	2.27
'13.3Q	2.25

Operating Results (Non-consolidated)

◆ Marketing Expenses & Capex

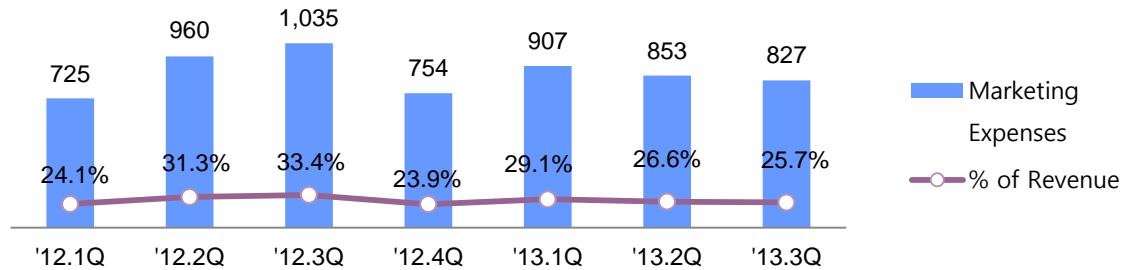
(KRW bn)	3Q13	3Q12	YoY	2Q13	QoQ
Marketing expenses¹⁾	827	1,035	(208) -20.1%	853	(26) -3.0%
% of revenues	25.7%	33.4%	-7.8%p	26.6%	-0.9%p
Capital expenditure	418	788	(370) -47.0%	293	125 42.5%
% of revenues	13.0%	25.4%	-12.5%p	9.1%	3.8%p

1) Marketing expenses = marketing related commission + advertising expense

- Marketing expenses is trending down as the Company's focus on retention reduces market competition
- Capex continues to show lower expenditure following the completion of nationwide LTE rollout in FY12

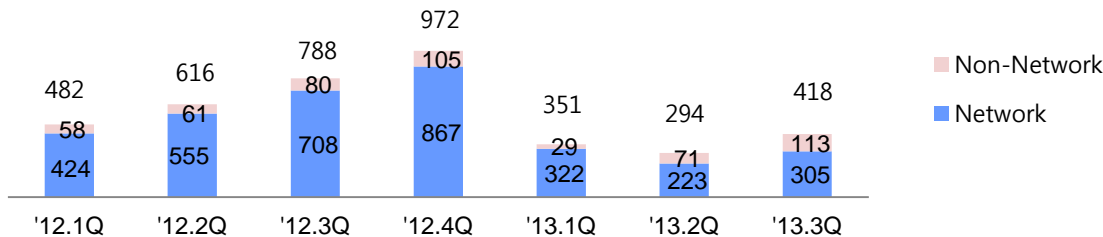
Marketing Expenses

(KRW bn)



Capex

(KRW bn)



Appendix

◆ Consolidated Income Statement

(KRW bn)	1Q12	2Q12	3Q12	4Q12	FY12	1Q13	2Q13	3Q13	FY13 YTD
Operating revenue	3,932.9	3,968.4	4,084.4	4,155.7	16,141.4	4,065.7	4,117.0	4,124.6	12,307.2
Operating expenses	3,441.7	3,561.2	3,791.7	3,616.7	14,411.4	3,661.1	3,571.5	3,573.2	10,805.8
Labor cost	351.6	288.6	305.3	322.5	1,267.9	444.0	359.2	363.2	1,166.4
Commissions paid	1,398.1	1,530.9	1,572.9	1,447.6	5,949.5	1,422.9	1,360.2	1,349.6	4,132.6
Advertising	66.6	95.8	89.5	132.5	384.4	63.4	108.8	91.6	263.8
Depreciation ¹⁾	605.6	605.0	656.2	700.7	2,567.4	679.0	706.3	706.4	2,091.7
Network interconnection	296.2	273.5	286.2	201.4	1,057.1	252.5	252.3	264.9	769.7
Leased line	67.5	65.4	68.5	63.2	264.6	63.4	61.6	62.0	186.9
Frequency usage fees	51.4	47.4	53.2	52.1	204.2	50.2	55.0	51.7	156.9
Cost of goods sold	270.6	297.9	417.3	306.4	1,292.3	318.8	305.3	306.3	930.5
Others	334.2	356.7	342.6	390.3	1,423.9	366.9	362.9	377.4	1,107.2
Operating income	491.2	407.2	292.7	539.0	1,730.0	404.5	545.4	551.4	1,501.4
<i>EBITDA</i>	1,096.7	1,012.2	948.8	1,239.8	4,297.5	1,083.5	1,251.7	1,257.9	3,593.1
<i>EBITDA margin</i>	27.9%	25.5%	23.2%	29.8%	26.6%	26.7%	30.4%	30.5%	29.2%
Net profit or loss from non-operating items	(105.4)	(105.7)	(106.2)	106.6	(210.7)	15.4	47.5	(121.7)	(58.8)
Interest income	31.7	24.2	21.6	19.9	97.3	17.0	15.9	14.9	47.7
Interest expenses	97.0	102.4	102.9	110.0	412.4	89.2	83.0	78.7	250.9
Profit or loss in other non-operating items	(40.0)	(27.5)	(24.8)	196.7	104.4	87.6	114.6	(57.9)	144.4
Income from continuing operations before tax	385.8	301.5	186.5	645.6	1,519.4	420.0	592.9	429.7	1,442.6
Income(Loss) from discontinued operations²⁾	(2.9)	(117.6)	6.8	(1.8)	(115.5)	6.0	5.9	171.9	183.8
Consolidated net income	300.4	120.6	175.6	519.1	1,115.7	345.9	467.7	502.2	1,315.9
Majority interests	306.4	143.4	178.9	523.0	1,151.7	354.2	466.6	504.0	1,324.8
Minority interests	(6.0)	(22.8)	(3.2)	(3.9)	(36.0)	(8.2)	1.1	(1.8)	(8.9)

1) Includes R&D related depreciation

2) Income(loss) from discontinued operations: Income or loss on discontinuation of satellite DMB business & Loen Entertainment

Appendix

◆ SK Telecom Non-consolidated Income Statement

(KRW bn)	1Q12	2Q12	3Q12	4Q12	FY12	1Q13	2Q13	3Q13	FY13 YTD
Operating revenue	3,007.4	3,068.6	3,097.5	3,159.2	12,332.7	3,112.1	3,209.1	3,222.9	9,544.1
Operating expenses	2,524.8	2,675.3	2,847.9	2,609.3	10,657.3	2,692.0	2,676.8	2,685.7	8,054.5
Labor cost	174.8	123.6	118.6	115.0	532.0	205.3	135.7	134.3	475.3
Commissions paid	1,266.3	1,444.7	1,559.2	1,282.8	5,553.0	1,364.1	1,296.9	1,295.5	3,956.5
Marketing commissions	689.0	898.7	986.5	690.3	3,264.6	871.8	777.4	768.7	2,417.9
Other commissions	577.3	546.0	572.7	592.5	2,288.5	492.3	519.5	526.8	1,538.6
Advertising	36.2	61.7	48.3	63.6	209.8	34.7	75.4	58.2	168.3
Depreciation ¹⁾	427.1	427.4	467.4	513.2	1,835.1	503.6	531.9	528.1	1,563.6
Network interconnection	225.8	206.7	216.2	147.9	796.6	176.4	184.6	197.7	558.7
Leased line	56.5	55.5	57.2	58.2	227.3	53.8	51.6	51.0	156.4
Frequency usage fees	51.0	47.9	53.2	52.1	204.2	50.2	55.0	51.7	156.9
Others	287.2	307.8	327.8	376.6	1,299.3	303.9	345.7	369.1	1,018.8
Operating income	482.7	393.3	249.5	549.9	1,675.4	420.1	532.2	537.2	1,489.5
<i>EBITDA</i>	909.8	820.7	716.9	1,063.1	3,510.5	923.7	1,064.1	1,065.3	3,053.1
<i>EBITDA margin</i>	30.3%	26.7%	23.1%	33.7%	28.5%	29.7%	33.2%	33.1%	32.0%
Net profit or loss from non-operating items	(48.8)	(97.6)	(87.6)	105.4	(128.7)	(39.9)	(135.3)	(321.0)	(496.2)
Interest income	21.0	12.8	9.8	8.9	52.4	8.4	8.0	7.6	24.0
Interest expenses	71.0	79.6	80.7	86.9	318.2	72.8	69.5	65.6	208.0
Net profit or loss from other non-operating items	1.2	(30.8)	(16.7)	183.4	137.1	24.5	(73.8)	(262.9)	(312.3)
Income from continuing operations before tax	433.8	295.7	161.9	655.3	1,546.7	380.2	396.9	216.2	993.3
Net income	345.0	231.4	148.0	518.4	1,242.8	302.2	313.4	126.1	741.8

1) Includes R&D related depreciation

Appendix

◆ Consolidated Balance Sheet

(KRW bn)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13
Total assets	26,546.9	25,773.4	26,058.5	25,595.6	25,408.8	25,436.4	25,933.5
Current assets	5,555.7	4,754.4	5,443.2	5,294.4	5,081.7	5,230.7	5,381.6
Cash and marketable securities ¹⁾	2,456.9	1,698.6	1,687.6	1,444.5	1,493.0	1,693.5	1,937.0
Accounts receivable	2,485.8	2,455.7	2,494.4	2,537.0	2,920.7	2,936.1	2,911.3
Short-term loans	96.8	86.4	91.6	84.9	93.3	77.9	76.1
Inventories	184.1	226.4	238.6	242.1	205.1	179.6	176.2
Other current assets	332.2	287.3	931.0	985.8	369.6	343.6	281.1
Non-current assets	20,991.2	21,018.9	20,615.3	20,301.1	20,327.2	20,205.7	20,551.8
Property & equipment	8,961.5	9,035.8	9,295.3	9,740.2	9,604.1	9,402.7	9,404.3
Intangible assets	4,681.1	4,574.3	4,479.4	4,434.1	4,389.9	4,303.5	4,440.8
Investment assets	6,160.2	6,150.2	5,721.3	5,586.3	5,808.6	6,025.4	6,244.5
Other non-current assets	1,188.3	1,258.6	1,119.3	540.5	524.5	474.2	462.3
Total liabilities	14,154.9	13,272.7	13,499.6	12,740.8	13,041.1	12,060.0	12,150.5
Current liabilities	6,582.6	5,322.3	5,312.4	6,174.9	6,287.1	5,688.5	5,653.3
Short-term borrowings	1,139.6	784.5	552.8	600.2	160.0	60.5	80.5
Accounts payable	1,720.6	1,671.3	1,726.8	2,124.9	1,966.5	1,703.5	1,416.1
Current portion of long-term debt	606.9	366.8	366.9	892.9	910.3	1,553.1	1,691.1
Other current liabilities	3,115.5	2,499.7	2,665.9	2,556.9	3,250.4	2,371.4	2,465.6
Non-current liabilities	7,572.3	7,950.5	8,187.2	6,565.9	6,754.0	6,371.5	6,497.2
Bonds payable & long-term borrowings	6,315.4	6,682.5	6,856.8	5,348.5	5,750.3	5,431.6	5,180.1
Long-term payables - other	710.3	710.7	713.6	715.5	565.6	558.1	835.4
Post-employment benefit obligation	93.1	102.3	117.2	86.5	102.3	119.8	137.5
Other non-current liabilities	453.4	454.9	499.6	415.4	335.8	262.0	344.1
Total shareholders' equity	12,392.0	12,500.6	12,558.9	12,854.8	12,367.7	13,376.5	13,783.0
Capital stock	44.6	44.6	44.6	44.6	44.6	44.6	44.6
Capital surplus	2,924.7	2,924.7	2,924.7	2,924.7	2,924.8	3,323.4	3,323.4
Retained earnings	11,359.3	11,501.0	11,610.8	12,124.7	11,890.3	12,353.4	12,785.1
Capital adjustments	(3,215.4)	(3,215.4)	(3,215.4)	(3,213.6)	(3,276.8)	(3,101.5)	(3,087.0)
Other comprehensive income/loss ²⁾	229.4	216.9	175.8	(25.6)	2.2	(27.5)	(18.2)
Minority interests	1,049.3	1,028.8	1,018.4	1,000.0	782.6	784.1	735.1

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 Non-consolidated Balance Sheet

(KRW bn)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13
Total assets	23,106.7	22,271.9	22,526.5	22,249.5	22,391.5	22,147.4	22,416.2
Current assets	3,615.3	2,590.2	3,187.6	2,589.7	2,765.8	2,809.9	2,956.8
Cash and marketable securities ¹⁾	1,488.7	546.4	544.0	445.9	631.3	659.3	754.5
Accounts receivable	1,814.8	1,755.8	1,769.9	1,790.3	1,871.3	1,909.1	1,964.2
Short-term loans	85.8	75.4	81.5	75.4	84.7	68.4	68.5
Inventories	3.2	14.4	13.8	16.0	10.5	10.4	12.2
Other current assets	222.8	198.2	778.5	262.1	168.0	162.7	157.5
Non-current assets	19,491.4	19,681.7	19,338.9	19,659.8	19,625.7	19,337.5	19,459.4
Property & equipment	6,057.2	6,280.6	6,550.3	7,119.1	7,043.8	6,866.0	6,818.4
Intangible assets	3,641.2	3,591.3	3,532.1	3,494.1	3,419.4	3,351.2	3,506.7
Investment assets	9,230.4	9,200.1	8,781.0	8,649.5	8,810.6	8,786.2	8,831.7
Other non-current assets	562.5	609.6	475.5	397.1	351.9	334.1	302.6
Total liabilities	11,411.6	10,366.2	10,542.4	9,872.5	10,326.9	9,284.3	9,386.5
Current liabilities	5,087.3	3,667.2	3,600.9	4,343.1	4,591.6	3,656.0	3,600.7
Short-term borrowings	500.0	200.0	-	330.0	40.0	-	-
Accounts payable	1,455.9	1,230.4	1,169.8	1,557.3	1,430.3	1,106.9	923.2
Current portion of long-term debt	568.1	331.2	333.9	713.1	710.4	1,062.9	1,101.6
Other current liabilities	2,563.3	1,905.6	2,097.2	1,742.7	2,410.9	1,486.2	1,575.9
Non-current liabilities	6,324.3	6,699.0	6,941.5	5,529.4	5,735.3	5,628.4	5,785.7
Bonds payable & long-term borrowings	5,086.7	5,447.8	5,632.2	4,340.4	4,764.4	4,729.5	4,579.8
Long-term payables	705.5	702.8	705.6	705.6	555.4	547.4	824.5
Post-employment benefit obligation	32.7	40.2	46.9	35.0	42.0	49.5	56.0
Other non-current liabilities	499.5	508.2	556.8	448.4	373.5	302.0	325.4
Total shareholders' equity	11,695.1	11,905.7	11,984.1	12,377.0	12,064.7	12,863.1	13,029.7
Capital stock	44.6	44.6	44.6	44.6	44.6	44.6	44.6
Capital surplus	2,920.9	2,920.9	2,920.9	2,920.9	2,920.9	3,319.4	3,319.4
Retained earnings	11,592.0	11,822.2	11,901.5	12,414.0	12,128.4	12,437.8	12,491.3
Capital adjustments	(3,156.9)	(3,157.1)	(3,157.1)	(3,157.1)	(3,157.1)	(2,981.0)	(2,966.5)
Other comprehensive income/loss ²⁾	294.5	275.0	274.1	154.6	127.8	42.3	140.9

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

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

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