<table>
<thead>
<tr>
<th>Discussion Topics</th>
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<td><strong>Industry Leadership</strong></td>
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<td>▪ World’s premier CDMA operator with advanced technical track record</td>
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<td><strong>Growth Story</strong></td>
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<td>▪ Implementing measures and systems to ensure transparency and decision-making for shareholders</td>
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Industry Leadership
World’s Premier CDMA Operator

- First operator globally to launch CDMA technology
- Began upgrade of IS-95A network with IS-95B infrastructure
- First operator globally to launch CDMA 1x RTT services
- First operator globally to launch CDMA 1xEV/DO services

No. of Subscribers (1000 persons)

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>2,891</td>
</tr>
<tr>
<td>1997</td>
<td>4,571</td>
</tr>
<tr>
<td>1998</td>
<td>5,967</td>
</tr>
<tr>
<td>1999</td>
<td>10,077</td>
</tr>
<tr>
<td>2000</td>
<td>10,935</td>
</tr>
<tr>
<td>2001</td>
<td>11,867</td>
</tr>
<tr>
<td>2002</td>
<td>17,220</td>
</tr>
<tr>
<td>Aug 03</td>
<td>17,956</td>
</tr>
</tbody>
</table>

SKT Maintains Dominant Position in Korea

Our performance metrics are unmatched by our competitors

Market Share

<table>
<thead>
<tr>
<th></th>
<th>SKT</th>
<th>KTF</th>
<th>LGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(%)</td>
<td>54.2</td>
<td>31.5</td>
<td>14.3</td>
</tr>
</tbody>
</table>

ARPU

<table>
<thead>
<tr>
<th></th>
<th>SKT</th>
<th>KTF</th>
<th>LGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Won)</td>
<td>45,276</td>
<td>39,250</td>
<td>32,594</td>
</tr>
</tbody>
</table>

MOU¹

<table>
<thead>
<tr>
<th></th>
<th>SKT</th>
<th>KTF</th>
<th>LGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Minutes)</td>
<td>197</td>
<td>155</td>
<td>128</td>
</tr>
</tbody>
</table>

EBITDA Margin

<table>
<thead>
<tr>
<th></th>
<th>SKT</th>
<th>KTF</th>
<th>LGT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(%)</td>
<td>49</td>
<td>40</td>
<td>32</td>
</tr>
</tbody>
</table>

¹Includes only outgoing, non-IDD minutes
Market share is as of Aug '03, ARPU is for Jul '03, MOU is for Jun '03, and EBITDA Margin is for 1H03
Source: Company data, KTF, LGT
Growth Continues

**Revenue Growth**

(Won in billions)

**EBITDA Growth**

(Won in billions)

CAGR 24.9%

CAGR 30.8%

CAGR 14.4%

CAGR 12.7%

Source: Company data

* 1) EBITDA = Operating income + depreciation expense in statement of cash flow
## Achieving Our 2003 Operation Targets

(Untit : KRW Bn unless noted)

<table>
<thead>
<tr>
<th></th>
<th>2003 Target</th>
<th>2003 1H</th>
<th>On Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subscriber</strong> (1000 persons)</td>
<td>18,700</td>
<td>17,857</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>9,500</td>
<td>4,630</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>EBITDA</strong> (Margin)</td>
<td>4,560 (48.0%)</td>
<td>2,288 (49.4%)</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>ARPU</strong> (Won)</td>
<td>44,000</td>
<td>43,877</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>Wireless internet revenue</strong></td>
<td>1,284 (15.0%)</td>
<td>571 (13.9%)</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>Marketing expense</strong> (% to total revenue)</td>
<td>1,634 (17.2%)</td>
<td>748 (16.2%)</td>
<td>On Target</td>
</tr>
<tr>
<td><strong>Capital Expenditure</strong> (% to total revenue)</td>
<td>1,950 (20.5%)</td>
<td>504 (10.9%)</td>
<td>On Target</td>
</tr>
</tbody>
</table>

* 1) EBITDA is not a measure of our operating performance under Korean GAAP
* 2) EBITDA = Operating income + depreciation expense in statement of cash flow
Growth Story
SKT’s Service Offerings Have Continued to Grow with the Evolution of its Network

- **2G**
  - CDMA IS-95 A
    - Jan 1996
  - CDMA IS-95 B
    - Aug 1996

- **2.5G**
  - CDMA 2000 1x
    - October 2000

- **3G**
  - CDMA 1x EV-DO
    - February 2002

- **2.4Mbps**

- **9.6Kbps**
- **64Kbps**
- **144Kbps**

- **Text based services**
- **Grey screen savers**
- **1, 4, 16 poly bell tones**
- **CDMA IS-95 B**

- **Text based services**
- **Grey screen savers**
- **Color screen savers**
- **Low quality multimedia**
- **16, 32, 40 poly bell tones**

- **Text based services**
- **Grey / color screen savers**
- **Visual display phones**
- **Mobile multimedia (streaming / VOD)**
- **CD quality music on demand**
- **Live bell tones**
- **Live screens**

---

**June**

**SK Telecom**
Consumers Have Responded Favorably to New Services ...

Source: Company data
...And Profitable Content is Gaining Popular Momentum ...

Packet Occupation Rate

(For the month of August 2003)

- TV: 33.7%
- Adult Content: 25.1%
- Music: 16.1%
- Phone Decoration: 12.3%
- Movie Animation: 3.5%
- June Special: 3.4%
- Game: 2.1%
- Traffic Information: 0.5%
- Others: 3.3%

Information
Special
Animation
Phone
Decoration
Music
Adult
Content
TV
SKT has often been the world’s first to successfully commercialize such sophisticated services.
On-Going Introduction of Advanced Services Will Drive Continued ARPU Growth

ARPU by Handset Type

- **june**
  - Total ARPU: 72,736
  - Data ARPU: 23,448
- **1x EV-DO**
  - Total ARPU: 62,750
  - Data ARPU: 17,800
- **1x RTT**
  - Total ARPU: 41,245
  - Data ARPU: 5,036
- **95AB**
  - Total ARPU: 26,944
  - Data ARPU: 1,308

Source: Company data
As of July 2003
*Total ARPU is net of interconnection fees and signup fees
* Data ARPU = Wireless Internet revenues excluding phone mail revenue / Internet user
Subscriber Base Continues to Move Up-Market

Subscriber Composition by Handset Type *

(%) (1x EV-DO) (1x RTT) 95AB

1-03 58.9 39.8 0.1
3-03 60.6 35.9 2.2
6-03 61.0 30.0 4.6
8-03 61.9 26.0 12.1

Source: Company Data
* 1x EV-DO includes June-brand subscribers
Internet Revenue Growth Has Accelerated

Internet Revenue Growth Has Accelerated

Wireless Internet Revenue

*Excluding interconnection revenue
Growth Will Enhance Corporate Value

**Method**
- Explore new business area to take advantage of accumulated R&C
  - Convergence
e.g. satellite DMB
  - Utilizing technology and expertise
e.g. platform operation business

**Final Goal**
Maximize Total Corporate Value

**Growth Engine**
- “Change Management”
  - 1.5 years, over 100 people involved in development

**Management Innovation**
- Corporate innovation program
- Virtuous value cycle: people / customers / shareholders
Regulatory Framework
Regulatory Timeline

**Regulatory Event / Change**
- Government announces “New Competition Policy”
- Caller ID tariff cut from KRW 2,000 to KRW 1,000
- Introduction of number portability (MNP)
- Mobile number prefix recall and consolidation

**Impact / SKT Response**
- Focus on fixed line area
- Minimal impact to SKT’s revenue stream
- Minimal impact due to high switching costs and SKT’s superior service quality
- Customer retention through proactive differentiation and product brand marketing
Corporate Governance
Strengthening Role of BOD to Ensure Transparency

- Better checks and balances on management
- Sub-committees review capex and management compensation decisions

12 board members of which 6 are outsiders

- Operation details being finalized
- To be established within 2003
- Consists of all 6 outside board members
**FCF Policy Guideline**

**Priority on Return to Shareholders**

**FCF Usage**

- **Original Guidance**
  - 30% **Return to Shareholders**
  - 70% **Improve Balance Sheet, New Business Investment**

- **2003 Estimate**
  - 40% **Return to Shareholders**
  - 60% **Improve Balance Sheet, New Business Investment**

**Going Forward**

- **Resolve shareholder concern on 10.53% of treasury shares**
  - Explore ways to achieve cancellation effect on treasury shares
  - Execution plan to be announced early next year

- **Review new dividend policy**
  - Interim dividend policy being considered

- **B/S improvement**
  - Target Debt/Equity ratio of 50%

*Approximately KRW 520Bn
**Assuming same level of dividend as 2002 (KRW 152Bn). Dividend amount for 2003 has not been decided*
Maintains Arms-Length Relationship with SK Group Companies

Overall

- Maintain transparency in all dealings with SK Group companies
- Transactions exceeding W10 Bn with any SK Group company requires majority of outside director’s approval before BOD meeting

SK Global

- BOD endorsed a resolution on principles for transactions with SK Global
  - No participation in SK Global’s recapitalization
  - No transactions with SK Global for the sole purpose of support
- SKT leases lines from SK Global at market price
- Leasing from SK Global provides distinct advantages
  - Ensures security and confidentiality
  - Provides priority of use in case of emergency
Summary

Industry Leadership
- World’s premier CDMA operator with advanced technical track record

Growth Story
- SKT is still a growth story!

Regulatory Framework
- On-going regulatory developments will have minimal impact on SKT’s business and operations

Corporate Governance
- Implementing measures and systems to ensure transparency and decision-making for shareholders
THANK YOU