This material has been prepared by SK Telecom for the information of investors of the company. This is not intended as an offer or solicitation for the purchase or sale of any financial instrument or securities. While reasonable care has been taken to ensure that the information contained herein is not untrue or misleading at the time of preparation, the company makes no representation as to its accuracy or completeness. Any projections or estimates may be different from actual results.
Discussion Topics

- Industry Leadership
- Growth Potential
- Current Issues in SK Telecom
- Conclusion
SECTION 1

Industry Leadership
CDMA Pioneer & Leader

Jan 1996
- Launched world’s first commercial CDMA service

Oct 2000
- Launched world’s first commercial CDMA 1x service

Dec 2000
- 3G (W-CDMA) license awarded

Oct 2001
- Launched integrated multi-access Internet portal (NATE)

Feb 2002
- Launched world’s first CDMA 1x EV-DO service

No. of subscribers (thousands)
- 2,891
- 4,571
- 5,967
- 10,077
- 10,935
- 11,867
- 17,220
- 18,080


6 yr CAGR 34.6%
Achieving Our 2003 Operation Targets

<table>
<thead>
<tr>
<th></th>
<th>2003 3Q</th>
<th>2003 Target</th>
<th>YTD 3Q ‘03</th>
<th>On Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>2,410</td>
<td>9,500</td>
<td>7,040</td>
<td>✔</td>
</tr>
<tr>
<td>EBITDA Margin *</td>
<td>50.5%</td>
<td>48.0%</td>
<td>49.8%</td>
<td>✔</td>
</tr>
<tr>
<td>ARPU (Won)</td>
<td>44,804</td>
<td>44,000</td>
<td>44,193</td>
<td>✔</td>
</tr>
<tr>
<td>Wireless internet revenue % out of total revenue</td>
<td>15.7%</td>
<td>15.0%</td>
<td>14.5%</td>
<td>✔</td>
</tr>
<tr>
<td>Marketing expense % out of total revenue</td>
<td>15.7%</td>
<td>17.0%</td>
<td>16.0%</td>
<td>✔</td>
</tr>
<tr>
<td>Capital Expenditure (% to total revenue)</td>
<td>395 (16.4%)</td>
<td>1,950 (20.5%)</td>
<td>899 (12.8%)</td>
<td>✔</td>
</tr>
</tbody>
</table>

(Unit: KRW Bn unless noted)

* 1) EBITDA is not a measure of our operating performance under Korean GAAP
  2) EBITDA = Operating income+ depreciation expense in statement of cash flow

Source: Company data
Dominant Position in Korea

- **Market Share (Oct '03)**: 54.3% (SKT), 31.4% (KTF), 14.3% (LGT)
- **ARPU (Sep '03)**: 44,486 (SKT), 38,880 (KTF), 32,719 (LGT)
- **MOU¹ (Aug '03)**: 198 (SKT), 154 (KTF), 132 (LGT)
- **EBITDA Margin (3Q03)**: 51% (SKT), 39% (KTF), 33% (LGT)

¹Includes only outgoing, non-IDD minutes

Market share (Oct '03), APRU (Sep '03), MOU (Aug '03), and EBITDA Margin (3Q03)

Source: Company data, KTF, LGT
SECTION 2

Growth potential

June
Satellite DMB
Financial Enabler
Preparing For Ubiquitous Environment

Maximize Value Creation and Profitability

**Improve Profitability**

- **Value creation in network business**
  - Voice
  - Wireless Internet
    - Value added service offerings
    - New wireless internet initiatives
  - Traffic maximization

**New Growth Momentum**

- **Enter new convergence market**
  - Broadcasting
  - Telecom
  - Finance
  - Commerce
  - Capitalizing on existing subscriber pool

**Strengthen existing BM**

**Capitalizing on core competency**
Our Wireless Internet Service Status

Wireless Internet Service Comparison

Wireless Internet Service Evolution

High Volume Multimedia Service

TEXT Based Low Volume Data Service

Network Evolution

2 G 2.5 G 3 G

- Multimedia Streaming
- Video
- Phone
- TV
- Multimedia Live Streaming
- MOD
- VOD
- LBS
- Poly
- MOD
- Photo Mail
- Java Game
- Poly Bell
- SMS
- TEXT Based Information Service

- Multimedia
- Photo
- Mail
- VOD
- MOD
- LBS
- Poly
- SMS
- TEXT Based Information Service
June: World’s First Successful 3G Service

The premium wireless internet brand of SK Telecom that provides VOD, MOD, real-time news, TV broadcasting, and internet access through 1x EV-DO network.
Contents Usage Pattern

Packet Occupation and Hit Rate

(For the month of October 2003)

<table>
<thead>
<tr>
<th>Category</th>
<th>Packet Occupation Rate</th>
<th>Monthly Hit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>33.7%</td>
<td>30%</td>
</tr>
<tr>
<td>TV</td>
<td>22.6%</td>
<td>5%</td>
</tr>
<tr>
<td>Adult Content</td>
<td>22.5%</td>
<td>8%</td>
</tr>
<tr>
<td>Phone Decoration</td>
<td>12.9%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Movie Animation</td>
<td>1.0%</td>
<td>5%</td>
</tr>
<tr>
<td>June Special</td>
<td>1.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Game</td>
<td>1.2%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Traffic Information</td>
<td>0.2%</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>2.2%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Company data
Concrete Results of Growth in Wireless Internet

**ARPU by Handset Type**

<table>
<thead>
<tr>
<th>Handset Type</th>
<th>Total ARPU</th>
<th>Data ARPU</th>
</tr>
</thead>
<tbody>
<tr>
<td>june</td>
<td>67,845</td>
<td>23,102</td>
</tr>
<tr>
<td>1x EV-DO</td>
<td>58,031</td>
<td>16,483</td>
</tr>
<tr>
<td>1x RTT</td>
<td>39,322</td>
<td>4,936</td>
</tr>
<tr>
<td>95A/B</td>
<td>25,838</td>
<td>1,306</td>
</tr>
</tbody>
</table>

**Source:** Company data

As of September 2003

*Total ARPU is net of interconnection fees and signup fees*

*Data ARPU = Wireless Internet revenues including phone mail revenue / Internet user*
Subscriber Base Continues to Move Up-Market

Subscriber Composition by Handset Type *

Source: Company Data
* 1x EV-DO includes June-brand subscribers

Jan-03: 1x EV-DO = 0.1, 1x RTT = 2.2, 95AB = 1.3
Mar-03: 1x EV-DO = 2.2, 1x RTT = 3.5, 95AB = 39.8
Jun-03: 1x EV-DO = 4.6, 1x RTT = 8.0, 95AB = 35.9
Sep-03: 1x EV-DO = 6.9, 1x RTT = 14.0, 95AB = 24.5

% of EV-DO handsets purchased by total number of new and renewing subscribers
Further Growth Expected

**WI Revenue as % of Total Revenue**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>3Q02</th>
<th>4Q02</th>
<th>1Q03</th>
<th>2Q03</th>
<th>3Q03</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>3.5%</td>
<td>3.6%</td>
<td>4.0%</td>
<td>4.5%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

**SMS as % of Data Revenue**

<table>
<thead>
<tr>
<th>Region</th>
<th>3Q02</th>
<th>4Q02</th>
<th>1Q03</th>
<th>2Q03</th>
<th>3Q03</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKT</td>
<td>31.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td>35.9%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asia Pacific</td>
<td></td>
<td></td>
<td>43.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
<td>93.7%</td>
<td></td>
</tr>
<tr>
<td>US</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>42.9%</td>
</tr>
</tbody>
</table>

**Note:**
- % of total revenue excludes interconnection revenues
- As of 12 months ending June 2003

**Source:**
- Company data
- Merrill Lynch
Satellite Digital Multimedia Broadcasting

New satellite broadcast service on mobile devices

- Mobile terminal
- Mobile handsets
- Automobile
- PDA

Program Provider
Satellite DMB broadcast center
Gap Filler

- KU- Band
- S- Band

Mobility
- No space limitations
- Vehicles or outdoors
- Easy connection

Personal
- Personal services
- Device Convergence

New Media
- Multimedia, voice and data
- Mobile voice telephony
Financial Enabler

Improving the profitability of the MONETA business, and making the lives of our customers richer and more convenient.

Convergence of telecommunications and finance

- Transportation card
- Electronic passbook
- Direct payment E-money
- Other payment methods

MONETA: Enhanced competitiveness & Customer benefits
SECTION 3

Current Issues in SK Telecom

Recent Regulatory Environment
WCDMA Investment
Strengthening Role of BOD
Return to Shareholders
Recent Regulatory Environment

**Regulatory Issue**

**Details / Impact**

- Lower prices have greater impact on smaller competitors
- Due to CID rate reductions in October, reductions will be limited

**Price Reductions**

- Officially banned by law
- No final word on differentiated subsidies, but possibility is low

**Handset Subsidies**

- Impact expected to be minimum
SKT’s response to MNP

Pre-introductory Measures
- Speed 011 Rainbow
- Strong brand reputation

Product differentiation
- High quality service & Full EV-DO coverage
- Accumulated benefits and mileage

High handset switching cost
- $350 or more for new handset

Minimal difference in pricing
- Actual difference is less than 3%

Predominant customer preference
- 70% customer preference
WCDMA Investment

A focus on the availability of handsets and systems that are both marketable and provide a high quality of service to our customers


Roll-out plan based on handset development, system development, and customer needs
Strengthening Role of BOD

Enhanced independence and expertise of the Board of Directors will lead to increased corporate transparency and maximization of shareholder value.

Board of Directors

12 board members of which 6 are outsiders

Capex Review Committee

- Majority outside directors
- Regular review

Compensation Committee

- 100% outside directors

Audit Committee

- Consists of all 6 outside board members
- Review major transactions biweekly

Outside Director Nomination Committee
Return to Shareholders

2003 Estimates

- 3% buyback & cancellation
  KRW 524bn
  ($444 mil*)

- Dividend
  KRW 152bn
  ($129mil)

- New Business
  Investment &
  Debt Repayment

Expected FCF
KRW 1.6tn
($1.36 bn *)

Return to Shareholder 42% of FCF

Going Forward

- Treasury stocks (10.53%)
  - Execution plan is to be announced early next year

- Review of new dividend policy
  - will be formulated by the end of this year

• 2% buyback
  • 3% buyback & cancellation
  • 3% buyback
  • 2% buyback

• 2% buyback

* Assuming F/X rate of W / $ : 1,180
SECTION 4

Conclusion
Bright Future of Wireless in Korea

**Dominant Position**
- Dominant Market Share
- Strong & Consistent Performance
- Strong Brand Recognition

**Sustaining Growth**
- Capitalize on Wireless Internet
- Convergence of Wireless & Internet

**Shareholder Value Maximization**
- Distribution of FCF
- Address concerns on stock overhang

**Strong Corporate Governance**
- Management Transparency
- Strengthening Role of BOD
THANK YOU