

15% or More Changes in Sales or Profits

※ The preliminary results shown in this table may differ from the final results				
1. Details (Consolidated and prepared in accordance with International Financial Reporting Standards as adopted in Korea)				
2. Details of Changes (unit: in thousands of Won)	Current Fiscal Year	Previous Fiscal Year	Amount Increased/ Decreased	Increase/ Decrease Rate (%)
Operating Revenue	17,136,733,943	17,163,797,555	-27,063,612	-0.2
Operating Income	1,708,005,641	1,825,105,037	-117,099,396	-6.4
Profit from Continuing Operations Before Income Tax	2,035,364,966	2,253,828,110	-218,463,144	-9.7
Profit for the Period	1,515,884,811	1,799,320,030	-283,435,219	-15.8
3. Financial Status (unit: in thousands of Won)	Current Fiscal Year		Previous Fiscal Year	
Total Assets	28,581,387,666		27,941,233,180	
Total Liabilities	13,207,291,228		12,692,962,703	
Total Shareholders' equity	15,374,096,438		15,248,270,477	
Capital Stock	44,639,473		44,639,473	
Ratio of Total Shareholders' Equity to Capital Stock (%)	34,440.6%		34,158.7%	
4. Main Reasons for Changes in Sales or Profits/Losses	- Decreased net income resulting from a decrease in equity gains from subsidiaries			
5. Other references useful for making investment decisions	- The above preliminary results have been prepared on a consolidated basis in accordance with International Financial Reporting Standards as adopted in Korea. - The above preliminary results are estimates and are subject to change based upon the results of an audit conducted by the independent auditors of the Company and the approval process at the Company's annual shareholders' meeting.			

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SK TELECOM CO., LTD.
(Registrant)

By: /s/ Sunghyung Lee
(Signature)
Name: Sunghyung Lee
Title: Senior Vice President

Date: February 2, 2016