

**Changes to the Number of Shares to be Held after Share Acquisition and Scheduled Acquisition Date
Relating to the Merger of SK Broadband and CJ HelloVision**

The information relating to the acquisition of shares of CJ HelloVision Co., Ltd. (“CJ HelloVision”) set forth in “Item 3. 3. Number of Shares to be Held and Shareholding Ratio after Share Acquisition” and “Item 6. Scheduled Acquisition Date” of the Form 6-K furnished by SK Telecom Co., Ltd. on November 4, 2015 with respect to the “Decision on Acquisition of Shares of CJ HelloVision” is amended and replaced as follows.

3. Number of Shares to be Held and Shareholding Ratio after Share Acquisition	Number of Shares to be Held	29,906,053
	Shareholding Ratio(%)	38.61%
6. Scheduled Acquisition Date	<p align="center">To be announced (The acquisition is currently under review by the Ministry of Science, ICT and Future Planning and related organizations and we intend to provide further updates on timing upon further determination)</p>	

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: April 1, 2016