

**Termination of
Merger Agreement between SK Broadband and CJ HelloVision**

The information relating to the merger between SK Broadband Co., Ltd. (“SK Broadband”) and CJ HelloVision Co., Ltd. (“CJ HelloVision”) set forth in the Form 6-K furnished by SK Telecom Co., Ltd. (the “Company”) on November 4, 2015 with respect to the “Decision on Merger of SK Broadband,” as amended by the Form 6-K/As furnished by the Company on February 16, 2016 and April 4, 2016, is amended in its entirety to state:

“On July 25, 2016, the Company announced that the merger agreement relating to the proposed merger between SK Broadband and CJ HelloVision was terminated by SK Broadband for failure to meet the required closing conditions as the Korea Fair Trade Commission denied approval of the proposed merger on July 18, 2016.”

For related details, refer to the Form 6-K furnished by the Company on November 4, 2015 with respect to the “Decision on Acquisition of Shares of CJ HelloVision,” as amended by the Form 6-K/As furnished by the Company on April 4, 2016 and July 27, 2016 and the Form 6-K furnished by the Company on July 19, 2016 with respect to “Korea Fair Trade Commission’s Decision on SK Telecom’s Acquisition of Shares of CJ HelloVision and Merger of SK Broadband and CJ HelloVision.”

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: July 27, 2016