

Participation in Capital Increase by Content Alliance Platform

On April 5, 2019, SK Telecom Co., Ltd. (the “Company”) entered into a share subscription agreement with Content Alliance Platform Inc. (“Content Alliance Platform”) pursuant to which the Company shall participate in a capital increase by Content Alliance Platform through a third-party allotment for a total consideration of Won 90,000,492,828 (the “Capital Increase”). The purpose of the Capital Increase is to integrate the Company’s technological capabilities to offer innovative media services and content to customers, thereby enhancing the competitiveness of Content Alliance Platform’s differentiated mobile over-the-top platform. The consideration for the Capital Increase is scheduled to be paid on July 1, 2019. Following the Capital Increase, the share capital of Content Alliance Platform will be Won 21,771,430,000.

The above matter and timetable may change subject to discussions with, or approvals by, relevant authorities or by agreement between the parties.

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/ Jung Hwan Choi

(Signature)

Name: Jung Hwan Choi

Title: Senior Vice President

Date: April 5, 2019