

## Decision on Acquisition of Shares of Incross

On April 10, 2019, SK Telecom Co., Ltd. (the “Company”) entered into a share purchase agreement (the “Agreement”) with NHN Corporation, the largest shareholder of Incross Co., Ltd. (“Incross”), pursuant to which the Company will acquire shares of Incross.

1. Details of Incross	Company Name	Incross Co., Ltd.		
	Country of Incorporation	Republic of Korea	Representative	Jaewon Lee
	Share Capital (Won)	4,026,738,500	Relationship to Company	—
	Total Number of Shares Issued	8,035,477	Principal Business	Advertising and advertising agency
2. Details of Acquisition	Number of Shares to be Acquired	2,786,455		
	Acquisition Amount (Won)	53,499,936,000		
	Company’s Total Shareholders’ Equity	22,349,250,355,012		
	Ratio of Acquisition Amount to the Company’s Total Shareholders’ Equity as of December 31, 2018	0.24%		
3. Number of Shares to be Held by the Company and Shareholding Ratio after Acquisition	Number of Shares to be Held	2,786,455		
	Shareholding Ratio	34.60%		
4. Acquisition Method		Cash		
5. Purpose of Acquisition		To expand Incross’ digital advertising business through the integration of the Company’s technological capabilities.		
6. Scheduled Acquisition Date		June 18, 2019		
7. Date of Agreement		April 10, 2019		
8. Put Options or Other Agreements		None		
9. Other Important Matters Relating to Investment Decision		<ul style="list-style-type: none"> <li>- The transaction will be conducted in the form of an off-market trade.</li> <li>- The acquisition amount in Item 2 above may be subject to change depending on the results of the Company’s due diligence after the date of the Agreement. The Agreement may be terminated if the parties fail to agree on such resulting change in the acquisition amount.</li> <li>- The scheduled acquisition date in Item 6 above refers to the scheduled date of payment of the acquisition amount.</li> <li>- The above matters and timetable may change subject to discussions with, or approvals by, relevant authorities or by agreement between the parties.</li> </ul>		

**Summary Financial Information of Incross (Unit: in millions of Won)**

<b>As of and for the year ended December 31,</b>	<b>Total Assets</b>	<b>Total Liabilities</b>	<b>Total Shareholder's Equity</b>	<b>Share Capital</b>	<b>Revenue</b>	<b>Profit for the Year</b>
2018	121,311	58,372	62,939	4,006	35,770	8,628
2017	124,860	62,960	61,900	3,943	36,750	8,293
2016	90,531	43,782	46,749	1,470	31,454	6,326

## **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 11, 2019