

Notice of Change of CEO

1. Details of Change	Before the Change	Ha, Sung-Min
	After the Change	Jang, Dong-Hyun
2. Reasons for Change	Approval of Jang Dong-Hyun as executive director at the 31 st Annual General Meeting of Shareholders	
3. Date of Change	March 20, 2015	
4. Other references useful for making investment decisions	Date of change is the date of the AGM	

[Profile of the Newly Appointed CEO]

Name	Relationship with the Largest Shareholder	Profile
Jang, Dong-Hyun	None	☐ Education - Master in Industrial Engineering, Seoul National University - Bachelor in Industrial Engineering, Seoul National University ☐ Career - CEO of SK Telecom (Current) - COO of SK Planet (2013 – 2014) - CMO of SK Telecom (2011 – 2013) - CFO and Executive Vice President of the Strategy and Planning Division of SK Telecom (2010 – 2011)

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/ Soo Cheol Hwang
(Signature)

Name: Soo Cheol Hwang

Title: Senior Vice President

Date: March 24, 2015