

Decision on Acquisition of Shares of Other Corporation by Subsidiary

1. Name of Subsidiary		SK Planet Co., Ltd.(the “Company”)		
2. Details of Issuing Company	Name of Company	IHQ, Inc.		
	Capital Stock(KRW) as of June 30, 2015	71,654,875,500	Relationship to Company	-
	Number of Shares issued as of June 30 ,2015	143,309,751	Main Business	Entertainment business management, production and distribution of TV programs
3. Details of Acquisition	Number of Shares to Be Acquired	57,136,212		
	Acquisition Amount(KRW)	170,551,592,820		
	Total Assets of the Company at the End of the Latest Fiscal Year(KRW)	2,579,286,398,516		
	Ratio to Acquisition Amount to Total Assets(%)	6.61		
4. Number of Shares Held and Shareholding Ratio after Acquisition	Number of Shares Held	57,136,212		
	Shareholding Ratio(%)	28.5		
5. Acquisition Method		Allocation of new shares		
6. Purpose of Acquisition		Business portfolio adjustment for strategic purpose		
7. Scheduled Acquisition Date		October 1, 2015 (subject to change)		
8. Date of Board Resolution(Decision Date)		August 26, 2015		
-Attendance of Outside Directors	Present	-		
	Absent	-		
-Attendance of Auditors(members of Audit Committee)		Absent		
9. If entered into an agreement for Put Option, Call Option, Put Back Option, etc.		Yes		
-Details of agreements		Upon breach of the relevant agreement such that the agreement to acquire the shares is terminated, the non-defaulting party may exercise a put option to sell certain equity securities of the defaulting party at 120% of the closing price on the exercise date or a call option to purchase certain equity securities of the defaulting party at 80% of the closing price on the exercise date.		
10. Other references useful for making investment decisions		The purchase is subject to various closing conditions and thus, may be terminated if such closing conditions are not met.		

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/ Yong Hwan Lee
(Signature)
Name: Yong Hwan Lee
Title: Senior Vice President

Date: August 28, 2015