

SELECTED OPERATING DATA

	2000 1H	2000 1Q	1999	1999 1H	1998
Population of Korea(millions)	47.1	47.0	46.6	46.6	46.4
Number of Employees	7,323	7,717	6,692	5,835	5,445
Total Sales (KRW billions)	2,888.4	1,399.4	4,284.9	1,911.5	3,545.2
Sales per Employee (KRW millions)	394.4	181.3	640.3	327.6	651.1

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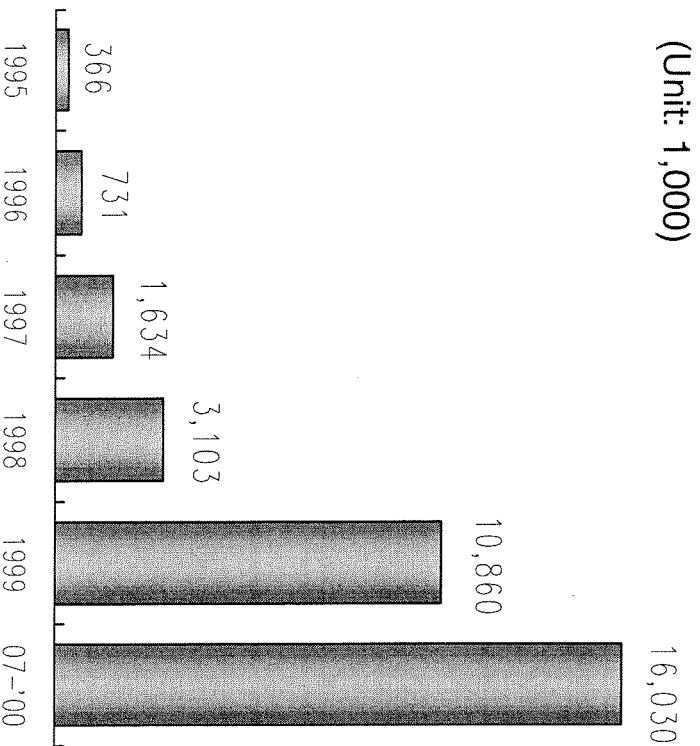
	2000 1H	2000 1Q	1999	1999 1H	1998
SK Telecom Subscribers ('000)	11,552	11,230	10,077	7,432	5,967
Analog Subscribers	0	0	8	154	566
CDMA Subscribers	11,552	11,230	10,068	7,278	5,401
SK Telecom Penetration	24.6%	23.9%	21.5%	15.9%	12.9%
Seoul Metropolitan Area	27.3%	26.5%	23.7%	19.7%	13.7%
Rest of Country	22.1%	21.7%	19.7%	13.4%	12.3%
SKT Market Share	43.50%	43.10%	43.0%	41.3%	42.7%
Korea Penetration Rate	56.46%	55.52%	50.0%	38.6%	30.1%
Average Monthly Revenue	156*	N/A	156	146	133
per Subscriber (Won)	33,280	33,909	33,576	34,023	34,163
Average Monthly Churn Rate	3.00%	2.45%	2.16%	2.15%	1.95%
Analog Subscriber Capacity	-	-	-	990	2,687
CDMA Subscriber Capacity	16,800	15,400	11,055	10,850	7,000
Analog Cell Site	-	-	1,057	1,180	1,317
CDMA Cell Site	3,338	3,105	3,027	2,647	2,323
Optic Transmitter	32,011	28,290	23,158	2,575	3,152

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	2000 1H	2000 1Q	1999	1999 1H	1998
SK Telecom Subscribers ('000)	585	1,067	1,450	2,979	4,336
SK Telecom M/S	46.8%	48.7%	45.1%	46.9%	47.0%
Korea Penetration Rate	2.66%	4.70%	6.9%	13.6%	19.8%
SK Telecom Penetration	1.24%	2.27%	3.1%	6.4%	9.4%
Seoul Metropolitan Area	1.0%	2.1%	2.7%	6.0%	7.9%
Rest of Country	1.4%	2.5%	3.4%	6.7%	10.8%
Average Monthly Churn Rate	17.66%	12.7%	11.3%	8.6%	7.2%

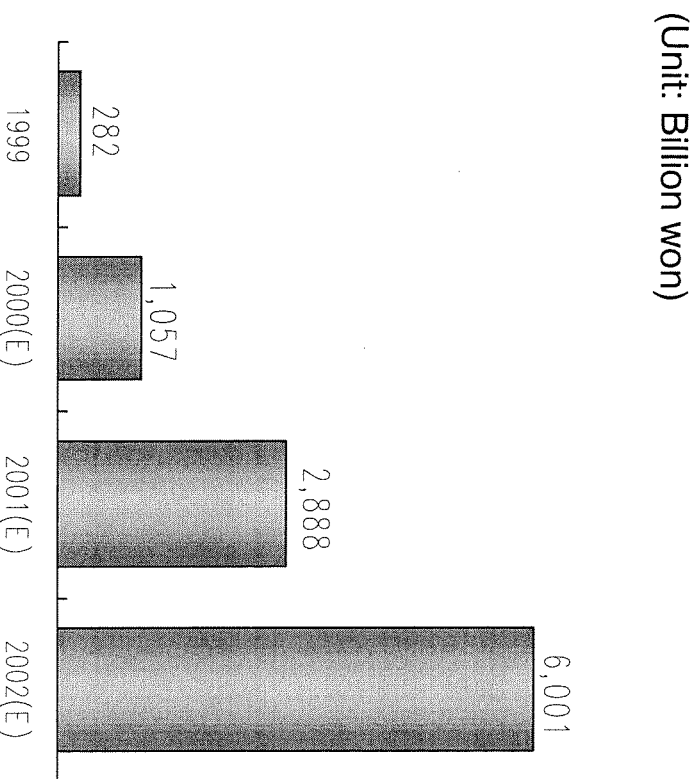
Korean Internet/E-commerce market growth

Korean Internet Users



Source: Ministry of Information & Communication

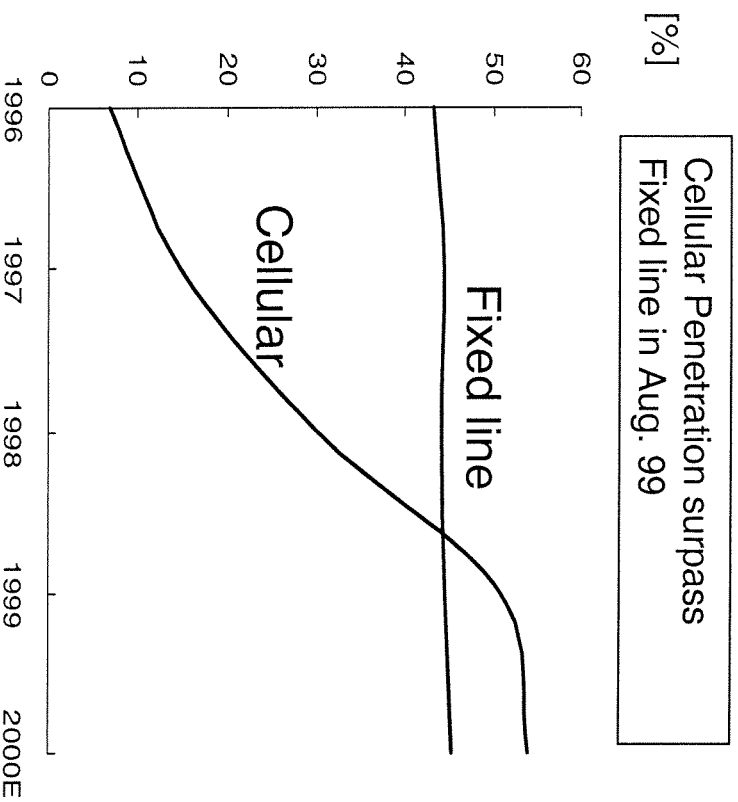
Korean E-commerce market



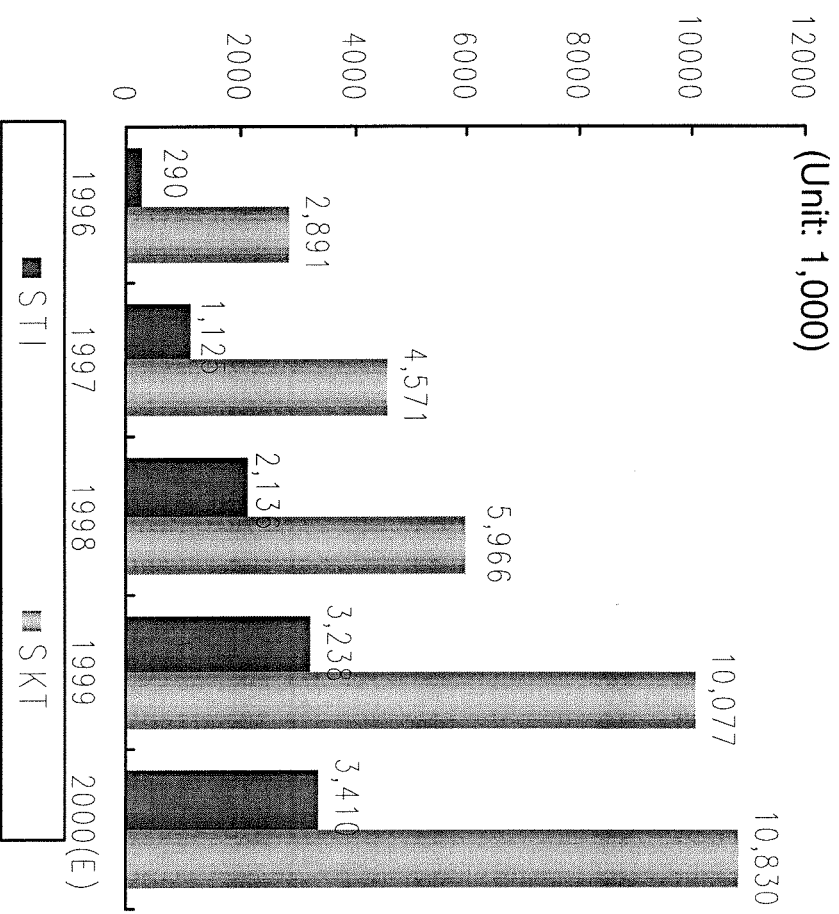
Source: International Data Corporation

Korean Cellular Penetration

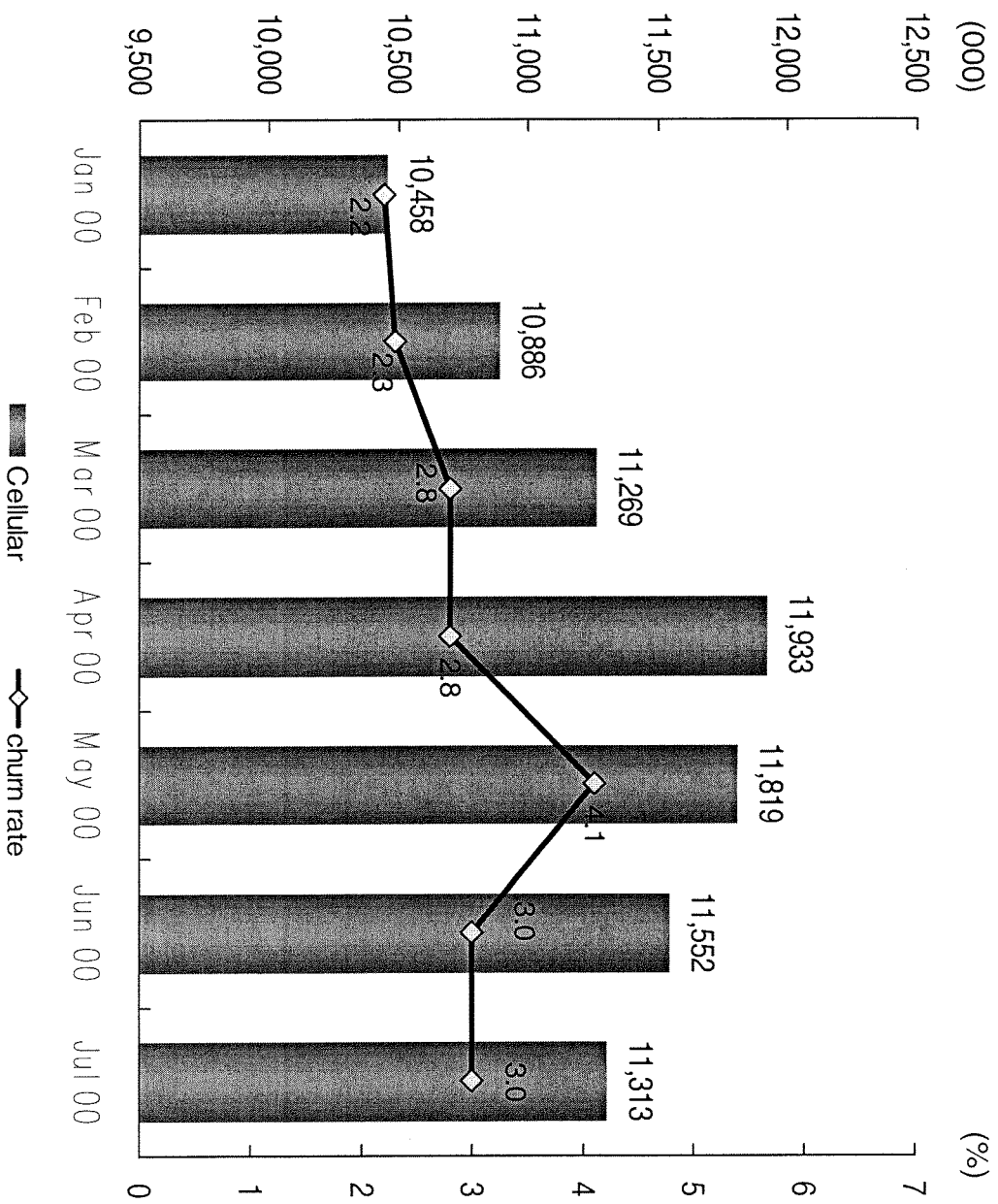
Korean Cellular Penetration



SKT & STI's Subscribers



SK Telecom's Cellular Subscriber Trend



Financial Highlights

	1H, 2000	% of change	1H, 1999
(KRW billions)			
Revenue	2,888	51 %	1,912
Operating Expense	2,297	35 %	1,707
Operating Income	591	190 %	204
Non Operating Income	88	(40 %)	147
Non Operating Expenses	163	21 %	135
Ordinary Income	516	139 %	216
Income Before Tax	516	139 %	216
Income Tax	146	119 %	67
Net Income	370	148 %	150
EBITDA	970	70 %	570

(KRW billions)	June 30, 2000	% of change	June 30, 1999
Total Assets	7,934	92 %	4,130
Cash & Marketable securities	317	(35 %)	490
Total Liabilities	2,394	8 %	2,219
Interest bearing debt	1,293	(10 %)	1,440
Shareholders' Equity	5,540	190 %	1,911