

SK TELECOM CO LTD
Form 6-K
August 02, 2012

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Form 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934
FOR THE MONTH OF August 2012**

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

11, Euljiro2-ga Jung-gu

Seoul 100-999, Korea

(Address of principal executive offices)

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(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.) Form 20-F ☒ Form 40-F ☐

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): ☐

Note: Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): ☐

Note: Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submission to furnish a report or other document that the registration foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes ☐ No ☒

If Yes is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b): 82-

Business (Preliminary) Results

The preliminary results shown in this table may differ from the final results

1. Details (Consolidated and prepared in accordance with International Financial Reporting Standards as adopted in Korea)

Classification (unit : in million Won, %)		Current Term (Second quarter of 2012)	Previous Term (first quarter of 2012)	Changes (%)	Year to Year Comparison (second quarter of 2012)	Changes (%)
Sales Amount	Current Results	4,015,277	3,985,307	+0.8	4,037,588	-0.6
	Accumulative Results	8,000,584	3,985,307		7,942,446	0.7
Operating Income	Current Results	384,618	465,182	-17.3	672,894	-42.8
	Accumulative Results	849,800	465,182		1,301,313	-34.7
Net Income From Continuing Operations Before Income Tax	Current Results	310,473	394,851	-21.4	661,234	-53.0
	Accumulative Results	705,324	394,851		1,444,217	-51.2
Net Income	Current Results	120,557	300,381	-59.9	465,436	-74.1
	Accumulative Results	420,937	300,381		1,002,705	-58.0

Data Provider

SK Telecom IR Team

Provided forAnalysts and Institutional
Investors**2. Source of Data****Date of Provision**

August 2, 2012 / 16:00

Related Event(Location)Conference Call for the
quarter ended June 30,
2012 (SK Telecom
Headquarter, Conference
Room)**Supervisor**Soo Cheol Hwang (02-6100-
1809)**3. Contact Information****Organizer**Ig Soon Im
(02-6100-1633)**Organizing Team**

SK Telecom IR Team

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: August 2, 2012