

SK TELECOM CO LTD
Form 6-K
April 30, 2014

UNITED STATES
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 April 2014

Commission File Number: 333-04906

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

Euljiro65(Euljiro2-ga), Jung-gu

Seoul 100-999, Korea

(Address of principal executive office)

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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):

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):

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		Current Period (First quarter of 2014)	Previous Period (Fourth quarter of 2013)	Changes (%)	Year to Year Comparison (First quarter of 2013)	Changes (%)
(unit : in millions of Won, %)						
Operating Revenue	Quarterly Results	4,201,920	4,294,841	-2.2%	4,065,654	3.4%
	Year-to-date (YTD) Results	4,201,920	16,602,054		4,065,654	3.4%
Operating Income	Quarterly Results	252,396	509,700	-50.5%	404,528	-37.6%
	YTD Results	252,396	2,011,109		404,528	-37.6%
Profit from Continuing Operations Before Income Tax	Quarterly Results	332,577	384,509	-13.5%	419,968	-20.8%
	YTD Results	332,577	1,827,102		419,968	-20.8%
Profit for the Period	Quarterly Results	267,309	293,670	-9.0%	345,934	-22.7%
	YTD Results	267,309	1,609,549		345,934	-22.7%
Attributable To: Controlling Interests	Quarterly Results	269,814	314,140	-14.1%	354,155	-23.8%
	YTD Results	269,814	1,638,964		354,155	-23.8%

Data Provider

SK Telecom IR Team

Provided for

Analysts and Institutional
Investors

Date of Provision

April 29, 2014 /
16:00(Seoul time)

**Related Event
(Location)**

Conference Call for the
quarter ended March 31,
2014 (SK Telecom
Headquarter, Conference
Room)

3. Contact Information

Supervisor

Soo Cheol Hwang
(82-2-6100-1809)

Organizer

Won Tuh Chung
(82-2-6100-1550)

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: April 30, 2014