

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