

SK TELECOM CO LTD
Form 6-K
August 01, 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 AUGUST 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)

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

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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): "

SK Telecom Co., Ltd. (the Company)

Preliminary Business Results for the Quarter ended June 30, 2014

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	Previous Period	Changes	Year to	Changes
		Period	(First quarter		(Second quarter	
(unit : in millions of Won, %)		(Second quarter	of 2014)	(%)	(Second quarter	(%)
		of 2014)			of 2013)	
Operating Revenue	Quarterly Results	4,305,368	4,201,920	2.5	4,116,965	4.6
	Year-to-date (YTD) Results	8,507,288	4,201,920		8,182,619	4.0
Operating Income	Quarterly Results	546,094	252,396	116.4	545,445	0.1
	YTD Results	798,490	252,396		949,973	-15.9
Profit from Continuing Operations Before Income Tax	Quarterly Results	608,006	332,577	82.8	592,908	2.5
	YTD Results	940,583	332,577		1,012,876	-7.1
Profit for the Period	Quarterly Results	497,640	267,309	86.2	467,710	6.4
	YTD Results	764,949	267,309		813,645	-6.0
Attributable To:	Quarterly Results	498,537	269,814	84.8	466,644	6.8
	YTD Results	768,351	269,814		820,798	-6.4

Data Provider The Company's IR Team

Provided for Analysts and Institutional Investors

Date of Provision August 1, 2014 / 16:00 (Seoul time)

2. Source of Data

Conference Call for the quarter ended June 30, 2014

Related Event (Location)

(The Company's Headquarters, Conference Room)

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

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

3. Contact Information

Organizing Team The Company's IR Team

4. Related Filings

The Company's report on Form 6-K furnished on July 24, 2014.

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 1, 2014