

SK TELECOM CO LTD
Form 6-K
July 30, 2013

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 JULY 2013

Commission File Number: 333-04906

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

11, Euljiro2-ga, Jung-gu

Seoul 100-999, Korea

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(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

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 (Second quarter of 2013) | Previous Period (First quarter of 2013) | Changes (%) | Year to Year Comparison (Second quarter of 2012) | Changes (%) |
|-------------------------------------------|------------------------------|-----------------------------------------------------|-----------------------------------------------------|----------------|--------------------------------------------------------------|----------------|
| (unit : in millions of Won, %) | | | | | | |
| Operating revenue | Quarterly Results | 4,164,223 | 4,112,637 | +1.3% | 4,007,863 | +3.9% |
| | Year-to-date (YTD) Results | 8,276,860 | 4,112,637 | | 7,977,574 | +3.8% |
| Operating Income | Quarterly Results | 553,446 | 410,633 | +34.8% | 415,562 | +33.2% |
| | YTD Results | 964,079 | 410,633 | | 914,856 | +5.4% |
| Profit Before Income Tax | Quarterly Results | 600,697 | 427,906 | +40.4% | 310,473 | +93.5% |
| | YTD Results | 1,028,603 | 427,906 | | 705,324 | +45.8% |
| Profit for the Period | Quarterly Results | 467,710 | 345,934 | +35.2% | 120,557 | +288.0% |
| | YTD Results | 813,644 | 345,934 | | 420,937 | +93.3% |
| Attributable To: Controlling Interests | Quarterly Results | 466,644 | 354,155 | +31.8% | 143,396 | +225.4% |
| | YTD Results | 820,799 | 354,155 | | 449,820 | 82.5% |

Data Provider SK Telecom IR Team

Provided for Analysts and Institutional Investors

2. Source of Data

Date of Provision July 30, 2013 / 16:00

**Related Event
(Location)** Conference Call for the quarter
ended June 30, 2013

(SK Telecom Headquarter,
Conference Room)

Supervisor Soo Cheol Hwang (02-6100-1809)

3. Contact Information

Organizer Won Tuh Chung (02-6100-1550)

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: July 30, 2013