

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 | | Comparison | |
| (unit : in millions of Won, %) | | (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 |
| Controlling Interests | 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