

SK TELECOM CO LTD
Form 6-K
October 29, 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 OCTOBER 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):

SK Telecom Co., Ltd. (the Company)

Preliminary Business Results for the Quarter ended September 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 Year	Changes
		Period	(Second quarter		Comparison	
(unit : in millions of Won, %)		(Third quarter	of 2014)	(%)	(Third	(%)
Operating Revenue	Quarterly Results	4,367,484	4,305,368	1.4	4,124,594	5.9
	Year-to-date (YTD) Results	12,874,772	8,507,288		12,307,213	4.6
Operating Income	Quarterly Results	536,562	546,094	-1.7	551,436	-2.7
	YTD Results	1,335,052	798,490		1,501,409	-11.1
Profit from Continuing Operations Before Income Tax	Quarterly Results	665,758	608,006	9.5	429,716	54.9
	YTD Results	1,606,342	940,583		1,442,592	11.4
Profit for the Period	Quarterly Results	531,001	497,640	6.7	502,235	5.7
	YTD Results	1,295,950	764,949		1,315,880	-1.5
Attributable To:	Quarterly Results	531,547	498,537	6.6	504,026	5.5
Controlling Interests	YTD Results	1,299,898	768,351		1,324,824	-1.9

Data Provider The Company's IR Team

Provided for Analysts and Institutional Investors

Date of Provision October 29, 2014 / 16:00(Seoul time)

2. Source of Data

Conference Call for the quarter ended

Related Event (Location) September 30, 2014

(The Company's Headquarters, Conference Room)

3. Contact Information

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

Organizer Jae Bum Park (82-2-6100-1660)

Organizing Team The Company's IR Team

4. Related Filings

The Company's report on Form 6-K furnished on October 22, 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: October 29, 2014