

**SK Telecom Co., Ltd. (“SK Telecom”) plans to hold a conference call for its 2014 4Q earnings results as follows:**

**1. Agenda**

- 2014 4Q Earnings Results
- Q&A Session

**2. Date and Time**

January 29, 2015, 4:00 p.m. (Seoul Time)

**3. Place**

Conference Room, SK Telecom

**4. Participants**

Analysts and Institutional Investors

**5. Web-casting Audio Service**

Real-time access to the call and an archive of the call will be available on SK Telecom’s IR website. The materials for SK Telecom’s conference call will be available on its IR website ([www.sktelecom.com](http://www.sktelecom.com)) starting from 11:00 a.m. on January 29, 2015 (Seoul time).

## **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: January 23, 2015