

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 (unit : in millions of Won, %)		Current Period (Fourth quarter of 2014)	Previous Period (Third quarter of 2014)	Changes (%)	Year to Year Comparison (Fourth quarter of 2013)	Changes (%)
Operating Revenue	Quarterly Results	4,289,026	4,367,484	-1.8%	4,294,841	-0.1%
	Year-to-date ("YTD") Results	17,163,798	12,874,772	-	16,602,054	3.4%
Operating Income	Quarterly Results	490,053	536,562	-8.7%	509,700	-3.9%
	YTD Results	1,825,105	1,335,052	-	2,011,109	-9.2%
Profit from Continuing Operations Before Income Tax	Quarterly Results	647,486	665,759	-2.7%	384,509	68.4%
	YTD Results	2,253,828	1,606,342	-	1,827,102	23.4%
Profit for the Period	Quarterly Results	503,370	531,002	-5.2%	293,670	71.4%
	YTD Results	1,799,320	1,295,950	-	1,609,549	11.8%
Attributable To: Controlling Interests	Quarterly Results	501,280	531,548	-5.7%	314,140	59.6%
	YTD Results	1,801,178	1,299,898	-	1,638,964	9.9%
2. Source of Data		Data Provider		SK Telecom IR Team		
		Provided for		Analysts and Institutional Investors		
		Date of Provision		January 29, 2015 / 16:00(Seoul time)		
		Related Event(Location)		Conference call for the year ended December 31, 2014 (SK Telecom Headquarters, Conference Room)		
3. Contact Information		Supervisor		Soo Cheol Hwang (82-2-6100-1809)		
		Organizer		EunAe Lim (82-2-6100-1532)		
		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: January 29, 2015