

SK Telecom Co., Ltd. (“SK Telecom”) plans to hold a conference call for the 2014 2Q earnings results as follows:

1. Agenda

- 2014 2Q Earnings Results
- Q&A Session

2. Date and Time

August 1, 2014, 4:00 PM (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. And the materials for SK Telecom’s conference call will be available on its IR website (www.sktelecom.com) starting from 11 a.m. on August 1, 2014 (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: July 23, 2014