

Future Business or Management Plans

1. Title of Business Plan	2014 Business Guidance and Cash Dividend Plans
2. Details of Plan and Activity Schedule	<p>1) Business Guidance for 2014</p> <ul style="list-style-type: none"> - Operating Revenue (Consolidated): Won 17,400 Billion - Capital Expenditures (SK Telecom Co. Ltd.): Won 2,100 Billion <p>2) Cash Dividend Plans</p> <ul style="list-style-type: none"> - Cash Dividend for FY2013: Subject to approval at the general shareholders' meeting, the Company plans to declare dividends for FY2013 in the amount of Won 9,400 per share (inclusive of mid-year dividends in the amount of Won 1,000 per year, previously paid) - Cash Dividend for 2014: Similar level as previous year
3. Determination Date	January 18, 2014
4. Other references useful for making investment decisions	- The above business guidance and forecast information is subject to change depending on the Company's future operating conditions and business environment, among other factors.

Cautionary Statement Regarding Forward-Looking Statements

The material above contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore you should not place undue reliance on them. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results or performance to be materially different from any future results or performance expressed or implied by such forward-looking statements. We do not make any representation or warranty, express or implied, as to the accuracy or completeness of the information contained herein, and nothing contained herein is, or shall be relied upon as, a promise or representation, whether as to the past or the future. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events. Additional information concerning these and other risk factors are contained in our latest annual report on Form 20-F and in our other filings with the U.S. Securities and Exchange Commission.

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 28, 2014