

15% or More Changes in Sales or Profits

| ※ 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) | | | | |
| 2. Details of Changes (unit: in thousands of Won) | Current Fiscal Year | Previous Fiscal Year | Amount Increased/ Decreased | Increase/ Decrease Rate (%) |
| Operating Revenue | 16,602,053,960 | 16,141,409,477 | 460,644,483 | 2.9% |
| Operating Income | 2,011,108,750 | 1,730,049,434 | 281,059,315 | 16.2% |
| Profit from Continuing Operations Before Income Tax | 1,827,101,516 | 1,519,368,041 | 307,733,475 | 20.3% |
| Profit for the Period | 1,609,549,453 | 1,115,662,553 | 493,886,900 | 44.3% |
| 3. Financial Status (unit: in thousands of Won) | Current Fiscal Year | | Previous Fiscal Year | |
| Total Assets | 26,608,106,628 | | 25,595,559,624 | |
| Total Liabilities | 12,441,549,281 | | 12,740,777,306 | |
| Total Shareholders' equity | 14,166,557,347 | | 12,854,782,317 | |
| Capital Stock | 44,639,473 | | 44,639,473 | |
| Ratio of Total Shareholders' Equity to Capital Stock (%) | 31,735.5% | | 28,796.9% | |
| 4. Main Reasons for Changes in Sales or Profits/Losses | <ul style="list-style-type: none"> - Increased sales resulting from an increase in average revenue per user and growth of new business areas. - The effects of improvements in the Company's marketing cost structure in line with acclimatized to changes in the competitive landscape. | | | |
| 5. Other references useful for making investment decisions | <ul style="list-style-type: none"> - The above preliminary results have been prepared on a consolidated basis in accordance with International Financial Reporting Standards as adopted in Korea. - The above preliminary results are estimates and are subject to change based upon the results of an audit conducted by the independent auditors of the Company and the approval process at the Company's annual shareholders' meeting. | | | |

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