

Report on Administrative Proceedings

1. Subject	<ul style="list-style-type: none">- Administrative order on temporary suspension of certain business activities including acquisition of new subscribers.
2. Details	<ul style="list-style-type: none">- On March 7, 2014, the Ministry of Science, ICT and Future Planning issued a suspension order on the three wireless telecommunications providers (including SK Telecom Co., Ltd.) suspending us from acquiring new subscribers or switching mobile devices under existing plans.- Suspension period for SK Telecom Co., Ltd.: 45 days (April 5, 2014 ~ May 19, 2014).
3. Confirmation Date	March 7, 2014
4. Other Noteworthy Matters	<ul style="list-style-type: none">- The above-mentioned suspension on acquisition of new subscribers is applicable to new subscriptions for numbers with the “010” prefix and to subscriptions to transfer existing numbers from other carriers.- Although a suspension will be imposed on switching mobile devices under existing plans, switching devices will be allowed in cases of loss, damage or mobile devices used for 24 months or longer.

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: March 10, 2014