

SK TELECOM CO LTD
Form 6-K
April 28, 2016

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 6-K

REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
OF THE SECURITIES EXCHANGE ACT OF 1934
FOR THE MONTH OF APRIL 2016
Commission File Number: 333-04906

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

Euljiro65(Euljiro2-ga), Jung-gu

Seoul 100-999, Korea

(Address of principal executive office)

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Business (Preliminary) Results

ø 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 | | Current Period | | Changes (%) | Year to Year Comparison | |
|---|---------------------------------|-------------------------------|---|----------------|----------------------------|----------------|
| | | (First quarter of 2016) | Previous Period (Fourth quarter of 2015) | | (First quarter of 2015) | Changes (%) |
| (unit : in millions of Won, %) | | | | | | |
| Operating Revenue | Quarterly Results | 4,228,463 | 4,379,349 | -3.45 | 4,240,286 | -0.28 |
| | Year-to-date (YTD) Results | 4,228,463 | 17,136,734 | | 4,240,286 | |
| Operating Income | Quarterly Results | 402,127 | 401,852 | 0.07 | 402,648 | -0.13 |
| | YTD Results | 402,127 | 1,708,006 | | 402,648 | |
| Profit from Continuing Operations Before Income Tax | Quarterly Results | 736,124 | 404,918 | 81.80 | 560,013 | 31.45 |
| | YTD Results | 736,124 | 2,035,365 | | 560,013 | |
| Profit for the Period | Quarterly Results | 572,298 | 293,453 | 95.02 | 442,747 | 29.26 |
| | YTD Results | 572,298 | 1,515,885 | | 442,747 | |
| Attributable To: Controlling Interests | Quarterly Results | 571,846 | 296,019 | 93.18 | 444,495 | 28.65 |
| | YTD Results | 571,846 | 1,518,604 | | 444,495 | |

2. Details (Non-Consolidated and prepared in accordance with International Financial Reporting Standards as adopted in Korea)

| Classification | | Current Period | Previous | Year to Year Comparison | | |
|--------------------------------|----------------------|-------------------------|---------------------------------|-------------------------|-------------------------------------|-------|
| | | (First quarter of 2016) | Period (Fourth quarter of 2015) | Changes (%) | (First quarter of 2015) Changes (%) | |
| (unit : in millions of Won, %) | | | | | | |
| Operating Revenue | Quarterly Results | 3,098,261 | 3,137,984 | -1.27 | 3,133,456 | -1.12 |
| | Year-to-date (YTD) | | | | | |
| | Results | 3,098,261 | 12,556,979 | | 3,133,456 | |
| Operating | Quarterly Results | 429,851 | 388,660 | 10.60 | 407,826 | 5.40 |
| | Income | | | | | |
| | YTD Results | 429,851 | 1,658,776 | | 407,826 | |
| Profit Before Income Tax | Quarterly Results | 465,675 | 280,467 | 66.04 | 378,762 | 22.95 |
| | YTD Results | 465,675 | 1,469,444 | | 378,762 | |
| Profit for the Period | Quarterly Results | 382,208 | 217,387 | 75.82 | 295,786 | 29.22 |
| | YTD Results | 382,208 | 1,106,761 | | 295,786 | |

| | | |
|--------------------------|--------------------------|--|
| 3. Source of Data | Data Provider | IR Team, SK Telecom |
| | Provided for | Analysts and Institutional Investors |
| | Date of Provision | April 28, 2016 / 15:00(Seoul time) |
| | Location | (SK Telecom Headquarters, Conference Room) |
| | Organizing Team | IR Team, SK Telecom |
| | | (+82-2-6100-2114) |

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/ Sunhyung Lee
(Signature)

Name: Sunhyung Lee
Title: Senior Vice President

Date: April 28, 2016