

SK TELECOM CO LTD  
Form 6-K  
March 11, 2014

**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 March 2014**  
**Commission File Number: 333-04906**

**SK Telecom Co., Ltd.**

**(Translation of registrant's name into English)**

**Euljiro 65(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):

**Report on Administrative Proceedings**

- 1. Subject** - Administrative order on temporary suspension of certain business activities including acquisition of new subscribers.
  - 2. Details** - 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** March 7, 2014  
**Date**
  - 4. Other** - 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 of longer.
- Noteworthy Matters**

**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