

SK TELECOM CO LTD

Form 6-K

April 30, 2010

Table of Contents

1934 Act Registration No. 1-14418

**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 2010**

SK Telecom Co., Ltd.

(Translation of registrant's name into English)

11, Euljiro2-ga Jung-gu

Seoul 100-999, Korea

(Address of principal executive offices)

(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 whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes ☐ No ☐

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):82- .)

TABLE OF CONTENTS

Business (Preliminary) Results

Forward-Looking Statement Disclaimer

SIGNATURES

Table of Contents**Business (Preliminary) Results**

* The preliminary results shown in this table may differ from the final results

1. Details

Classification (unit : in million Won, %)		Current Term (first quarter of 2010)	Previous Term (fourth quarter of 2009)	Changes	Year to Year Comparison (first quarter of 2009)	Changes
Sales Amount	Current Results	3,018,246	3,100,103	-2.64%	2,876,461	4.93%
	Accumulative Results	3,018,246	12,101,184		2,876,461	4.93%
Operating Income	Current Results	480,470	443,146	8.42%	564,007	-14.81%
	Accumulative Results	480,470	2,179,337		564,007	-14.81%
Ordinary Income	Current Results	408,953	263,356	55.29%	423,296	-3.39%
	Accumulative Results	408,953	1,657,343		423,296	-3.39%
Current Net Profit	Current Results	321,755	244,235	31.74%	316,748	1.58%
	Accumulative Results	321,755	1,288,340		316,748	1.58%

2. Source of Data	Data Provider	SK Telecom IR Team
	Provided for	Analysts and Institutional Investors
	Date of Provision	April 29, 2010 / 16:00 (KST)
		Conference Call for the quarter ended
	Related Event(Location)	March 31, 2010
		(SK Telecom Headquarter, Conference Room)
3. Contact Information	Supervisor	IRTeam, Tae Jin Park (6100-2400)
	Organizer	IRTeam, Kyung Hwan Chung (6100-1635)
	Organizing Team	

Table of Contents

Forward-Looking Statement Disclaimer

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 the 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.

Table of Contents

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.

By: /s/ Tae Jin Park

Name: Tae Jin Park

Title: Senior Vice President

Date: April 29, 2010