
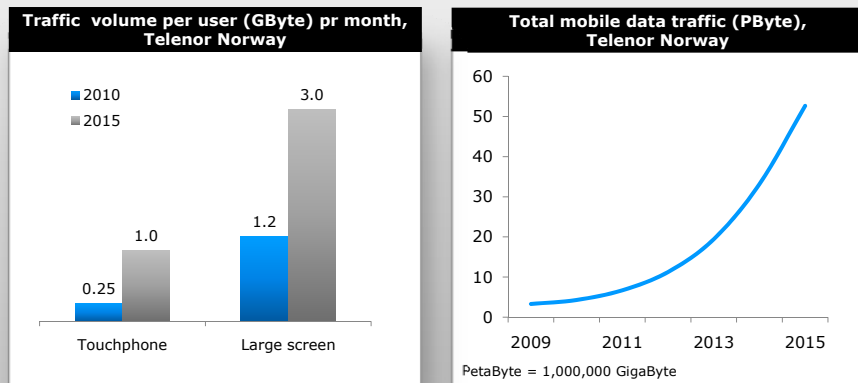
A background image showing a person's hands typing on a laptop keyboard. In the foreground, there is a white disposable coffee cup and a black USB drive. The scene is set on a wooden desk with a blurred background of office supplies.

Agenda

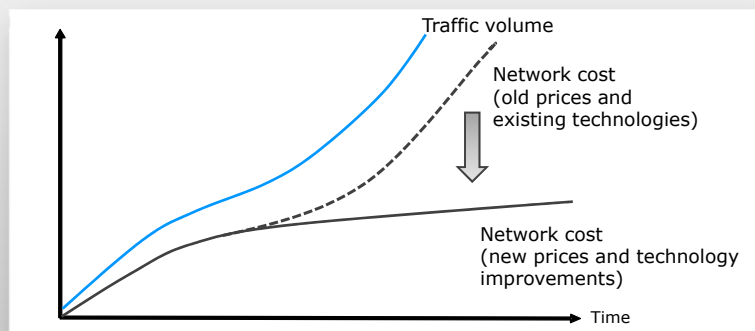
- Strong growth in mobile data traffic
- Modernisation of the mobile network
- Future-proof cost position

The Telenor logo, featuring a stylized blue 'T' icon followed by the word 'telenor' in a lowercase sans-serif font.

Heavy increase in data traffic in coming years

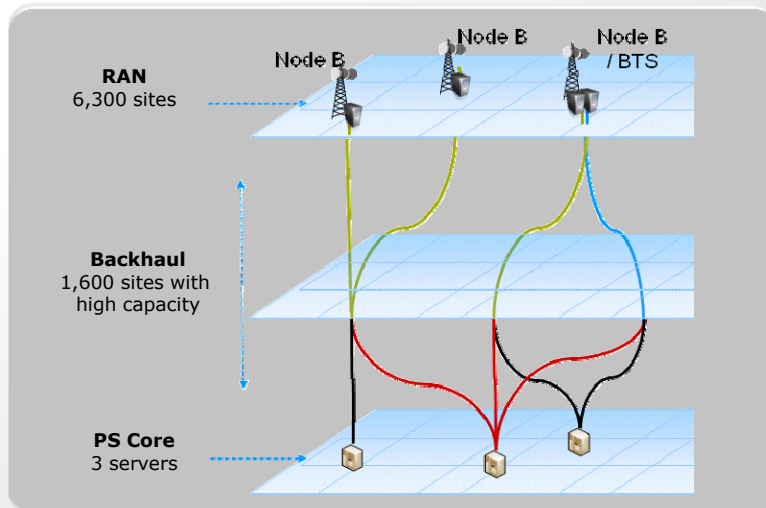


Data growth represents a challenge to traditional mobile voice networks



Existing platform not adaptable to expected traffic growth and not prepared for LTE

Simplified overview of existing 2G and 3G network



Radical modernisation of our mobile network

2010-2011	Swap RAN and PS Core networks	<ul style="list-style-type: none"> • Replace all existing 2G/3G RAN and PS Core equipment with new equipment from Huawei / Cisco • Low and predictable total cost of ownership
2010-2012	Upgrading IS/IT systems	<ul style="list-style-type: none"> • Sophisticated traffic management system • Faster product development
2010-2015	High speed backhaul & LTE	<ul style="list-style-type: none"> • Backhaul with fiber and radio links • Increased coverage and capacity • Easier execution of network upgrades

From "technology specific" to "technology common" equipment



Less space needed, less power consumption and easy to upgrade

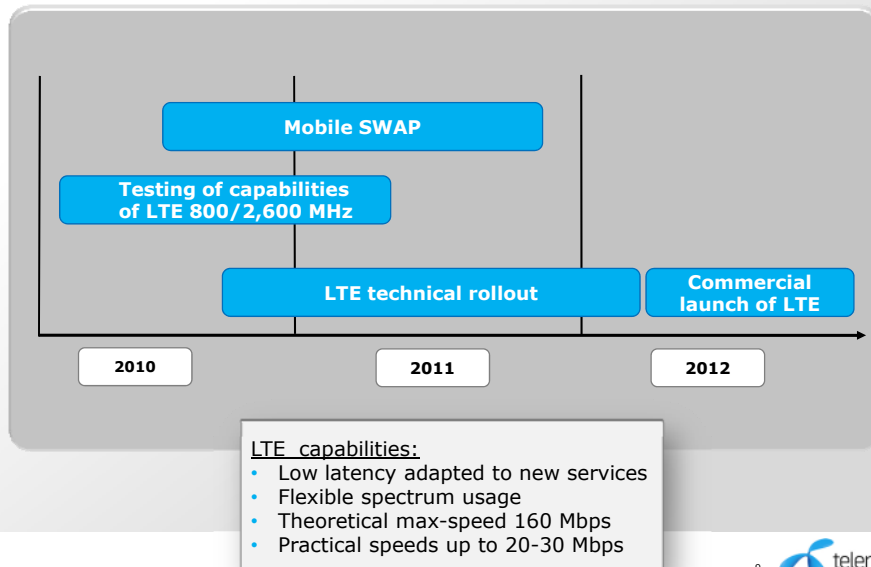


Network swap progressing according to plan

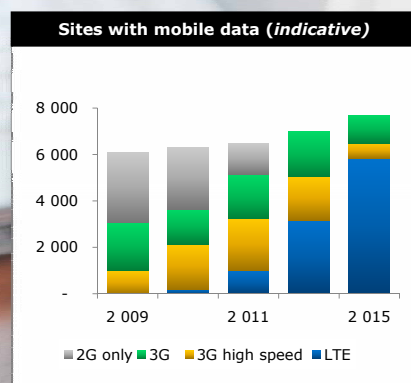
- Start-up in May 2010
- PS core network already swapped
- RAN in two geographical areas swapped
- 200 sites swapped, 950 sites to be swapped by end of 2010
- All swapped sites ready for high-speed backhaul
- Completion by end of 2011



Launch of LTE early 2012 with broad coverage

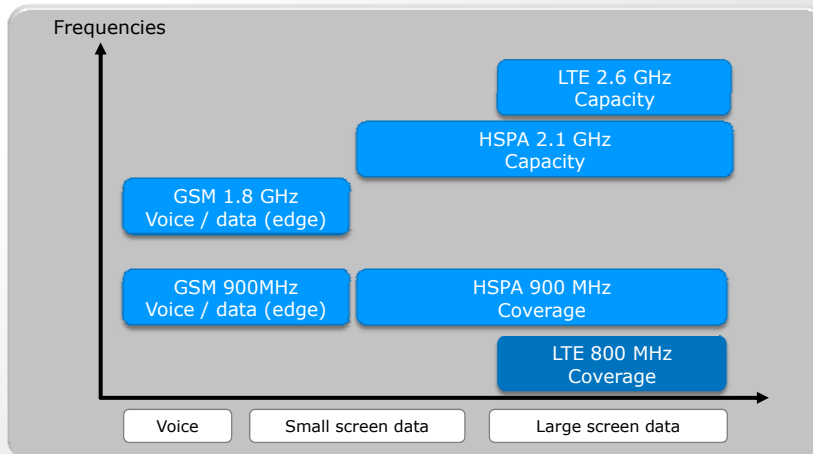


Further expanding LTE coverage towards 2015



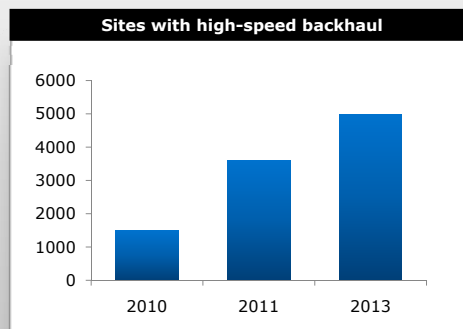
The majority of sites labeled LTE is also 3G and 2G, and most 3G sites are also 2G.

Cost optimal capacity and coverage rollout by using different frequencies

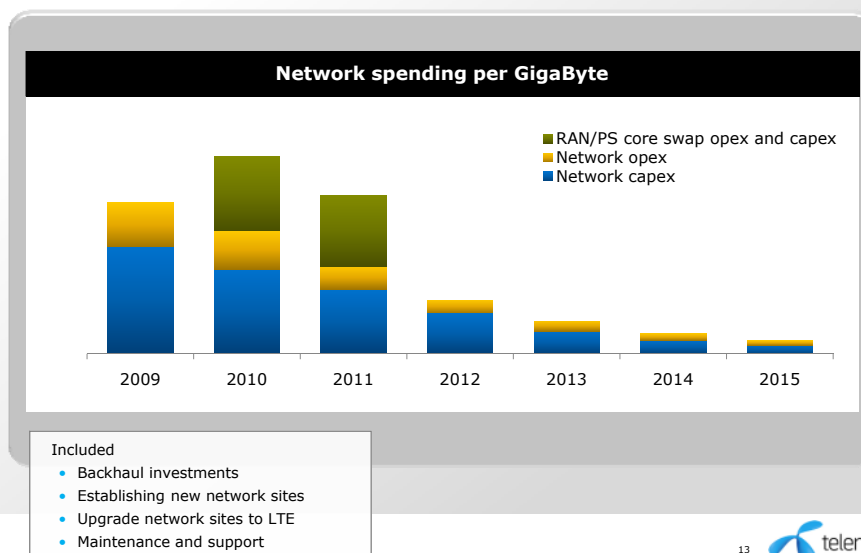


Upgrading to high-speed backhaul capacity

- Enhance user experience on HSPA and support LTE capacities
- Combination of fibre and high-speed radio link
- Capex per site of NOK 150-200k
- Plan for 3,500 new sites with high-speed backhaul by end of 2013



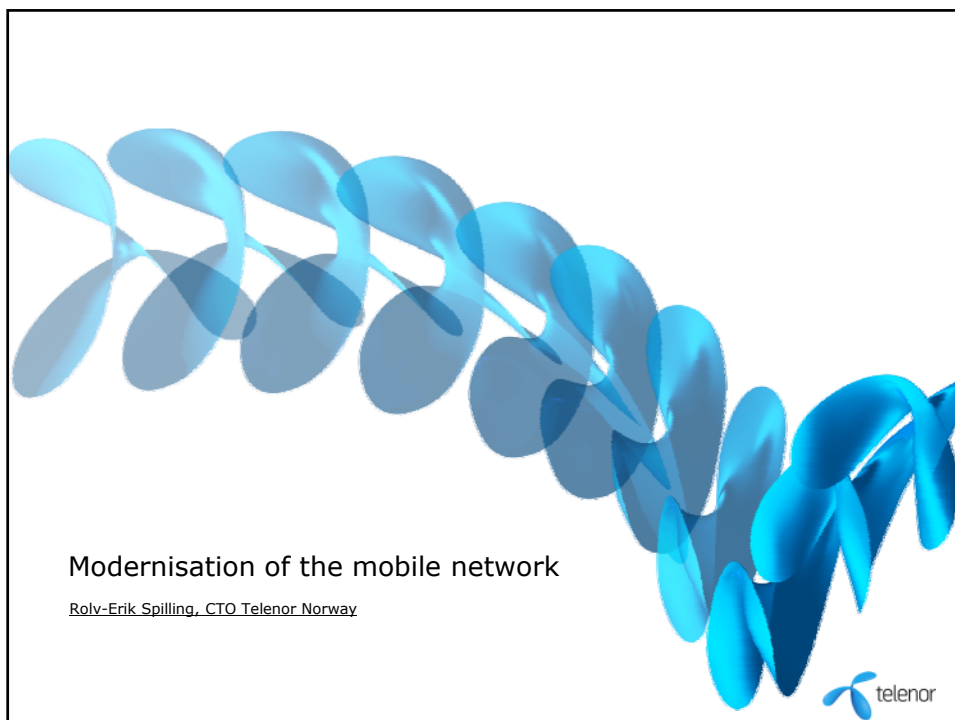
Future-proof cost position after completion of network modernisation



Telenor Norway's approach to mobile data

- Segmented and attractive offerings to drive growth
- Modernisation of network to manage traffic growth and improve cost position

Well prepared
to secure
mobile data profitability!



Modernisation of the mobile network

Rolv-Erik Spilling, CTO Telenor Norway