

## Digital Services

Jon Fredrik Baksaas, CEO Telenor Group

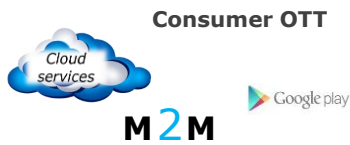
## Using Telenor's assets to provide better services



- Our assets give us a **competitive advantage** in providing certain services
- Telenor **Digital Services** exists to find these opportunities and capitalise on them through:
  - New businesses and offerings which strengthen Telenor core services
  - New services which leverage existing Telenor assets

## Leverage on partnerships and a global backend to deliver relevant services

### New businesses & offerings which strengthen the core



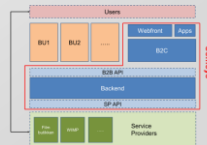
### New services which leverage existing Telenor assets



### Leverage partnerships



### The global backend



## New partnerships to strengthen customer relationship and stimulate usage

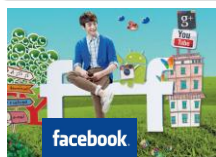
### Deezer (Asia and CEE)



### Wikipedia (Asia and CEE)



### Facebook (DTAC)



### BankID (Norway)



## Our assets help us provide a superior offering in different services

### Strong customer relationships

- 150 million customers across 11 countries
- Business and consumer relationships

### Extensive distribution and retail network

- More than 1 million points of sale

### APIs to unlock telco assets

- Operator billing
- SMS / Voice

### Deep experience

- Experience from financial services, M2M, tv/film business, cloud services across countries



## Our initiatives within Digital Services are focusing on four areas

### Financial services



### Machine-to-machine

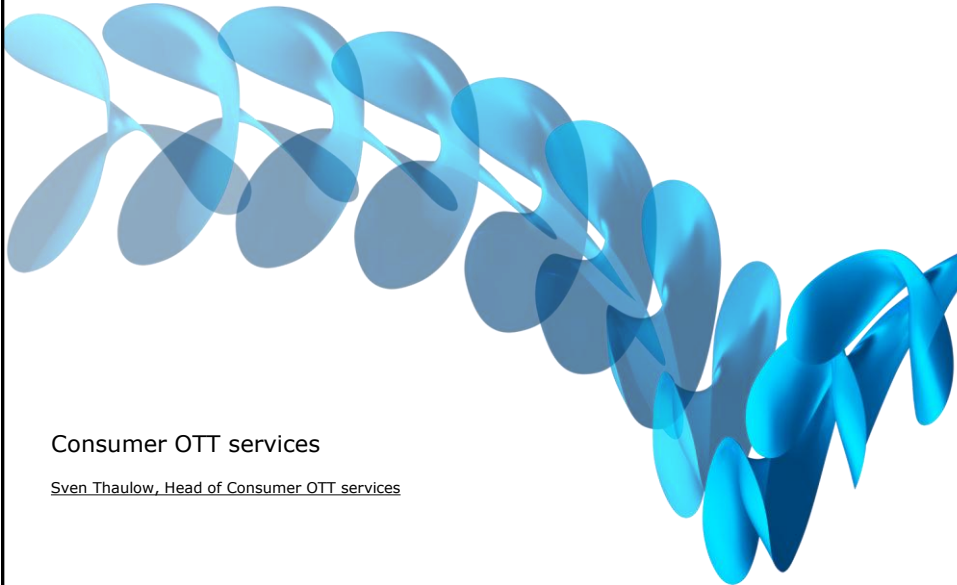


### Consumer OTT



### Business Cloud





## Consumer OTT services

Sven Thaulow, Head of Consumer OTT services

## Consumer OTT focuses on three primary areas

1



### Internet based TV/Film

- Build on existing content positions in the Nordics

2



### Internet based communication

- Improve core services
- Enable ability to offer pure OTT services

3



### Internet based retailing

- Profit from existing payment infrastructure
- Build digital distribution

## Strong progress in internet based TV/film, with clear plans for future growth

### Rationale

- Largest TV distributor in the Nordics
- Pressure from internet alternatives
- Our assets give us an advantage

### Results so far

- Beta in Norway, Sweden and Denmark
- Transaction VoD
- Live Sports – Norwegian soccer
- Live TV – 13 channels with start-over and on-demand
- 150k registered customers, 25k active
- To come: Subscription VoD



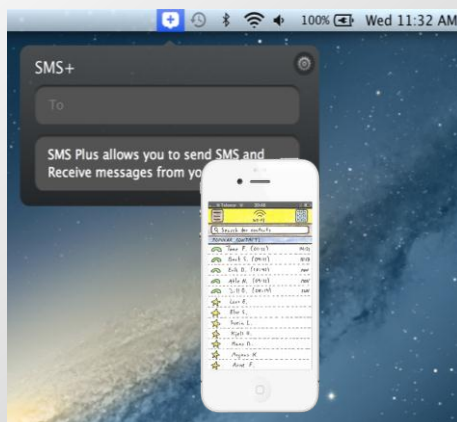
## Improving core mobile communication services

### Rationale

- Customers expect multi-device/ multi-network services
- Pressure from internet based communication alternatives
- Opportunity to offer differentiated services

### Results so far

- MyContacts launched
- 190k registered customers
- In the pipeline:
  - SMS+ ready for beta
  - Talk+ in prototype



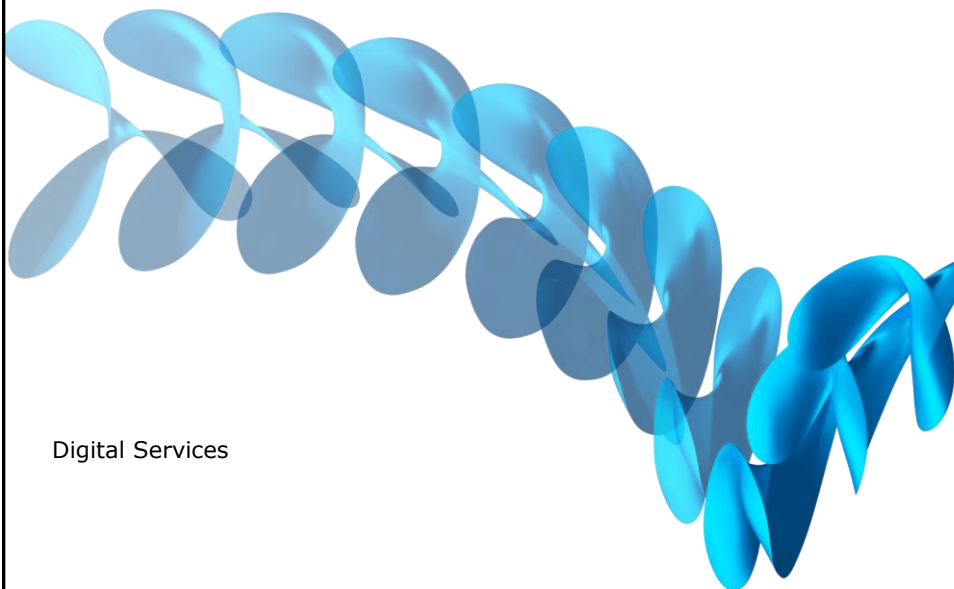
## Currently finalising the contract with Google Play - others in the pipeline

### Rationale

- Opportunity to monetise and strengthen our payment relationships
- Large revenues are going through application stores
- Secure digital distribution

### Results so far

- Launched Google Play in Norway, Sweden and Denmark
- Ongoing conversations with other eco-system players



Digital Services

