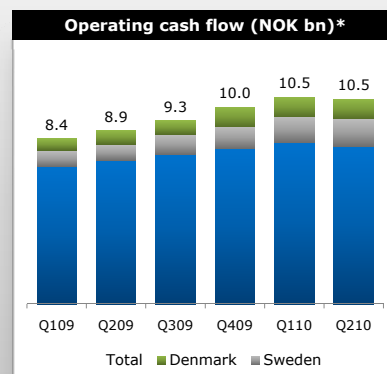


Positioning for mobile data growth

Kristin Skogen Lund, Head of Nordic Region, Telenor Group

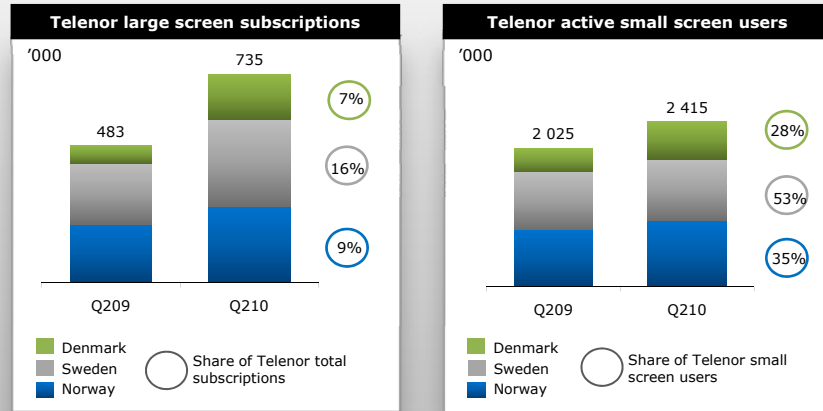
Maintaining momentum while preparing for the future

- Fixed voice continuing to decline
- Mobile voice and fixed broadband reaching maturity
- Capture growth within mobile broadband
- Adapt to technology changes and capture opportunities
- Continuous efficiency improvement
- NOK 10 bn operating cash flow



*) 4 quarters rolling. Operating cash flow defined as EBITDA before other items – capex, excl. licences and spectrum.

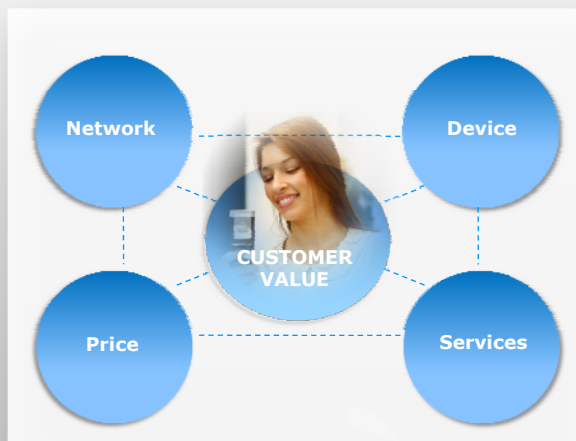
Large potential to increase mobile data usage



3



Mobile data creates customer value - the success factors are in place

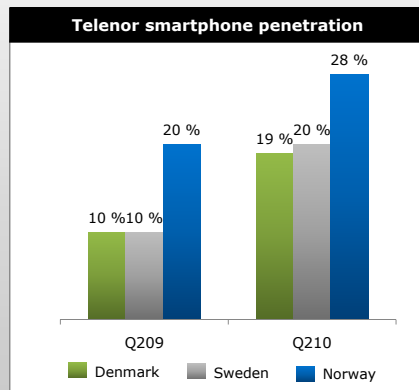


- ✓ Robust and cost efficient networks
- ✓ Differentiated pricing supporting different segment needs
- ✓ New devices driving mobile data
- ✓ Service innovation stimulating usage

4



Smartphones driving small screen data usage



- Still large potential to increase smartphone share
- Smartphone usage of 50-130 MB per month vs 8 MB on feature phones
- ARPU uplift when customers switch to smartphones
- 10-15% of data traffic generated by small screen

5



A proactive handset strategy drives small screen data usage and ARPU



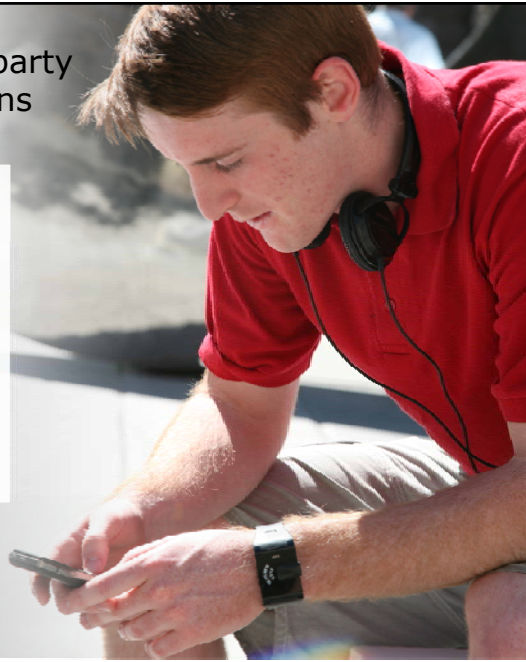
- Segmented approach to smartphone promotions
- Balancing subsidies with revenue potential
- Wide range of operating systems in portfolio to maintain competitive edge
- Opportunity in tablets – business model under development

6



Active enabler for 3rd party content and applications

- Help customers navigating for digital communication and digital entertainment
- Partnering with strong brands
- Help our partners succeed by using our strong assets
 - Market distribution and knowledge
 - Technical quality distribution
 - End-user contact and billing



Smart pricing to drive usage - and profitability

- Segmented offerings supporting customer needs across devices
- Cost predictability for users
- Tiered pricing and bundles to maximise revenue per MB

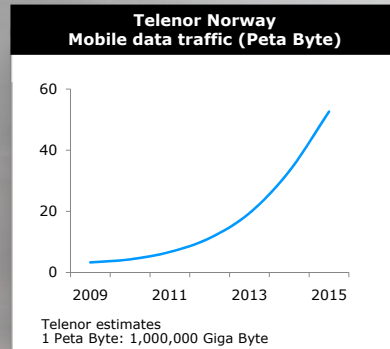


8



Modernisation of mobile networks

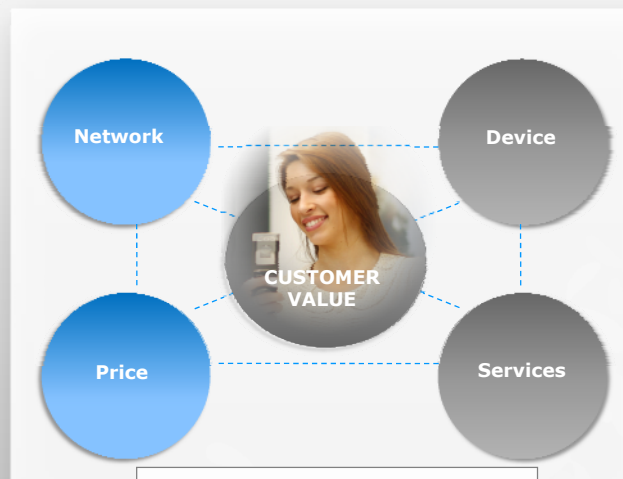
- Manage data growth
- Establish competitive and predictable cost structure
- Utilise spectrum efficiently for coverage and capacity
- Network sharing where suitable
- Nordic mobile networks to be upgraded by 2011



9



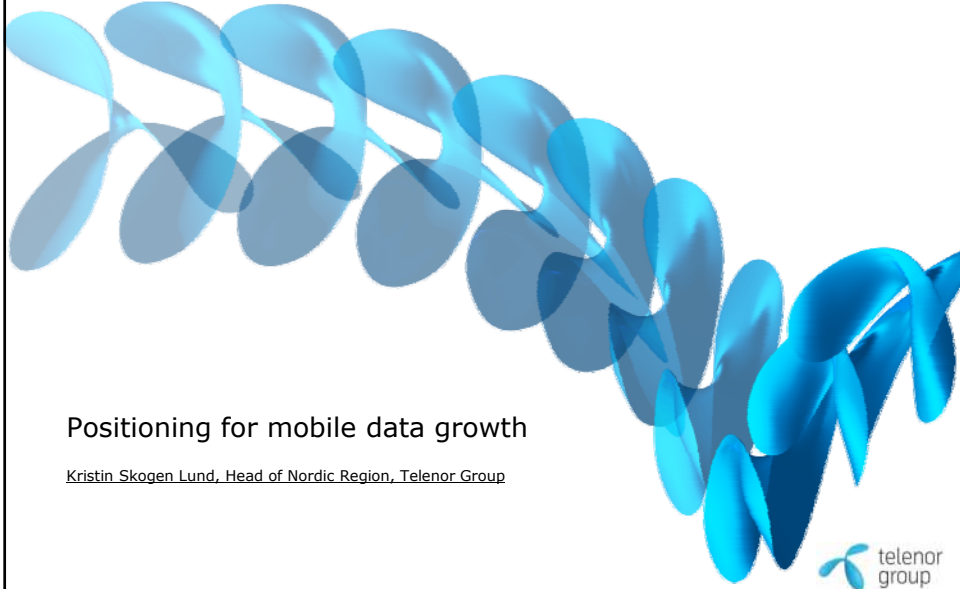
Securing growth and profitability from mobile data



- Segmented and rational pricing
- Modernisation of networks

10





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