

telenor

Introduction

Jon Fredrik Baksaas - President & CEO

Our main priorities

- Deliver superior profitable growth
- Manage cash flows from Nordic operations
- Nurture a unique performance culture



Deliver superior profitable growth

- Planning for 100% real penetration in all mobile markets
- Leverage on attractive asset base
- Active benchmarking followed by concrete actions
- Demonstrate positive social impacts of our business



Nordic operations
Mid term cash flow ambition

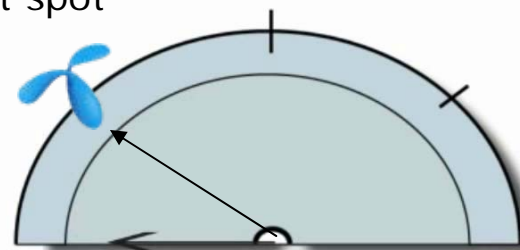
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Nurture a unique performance culture

- Disperse our superior telecom competence
- Systematic search for management talent
- Cultivate business oriented leaders

"The sweet spot"



Local

Centralized

Balancing local responsibility
with group scale and synergies