

Mobile data pricing

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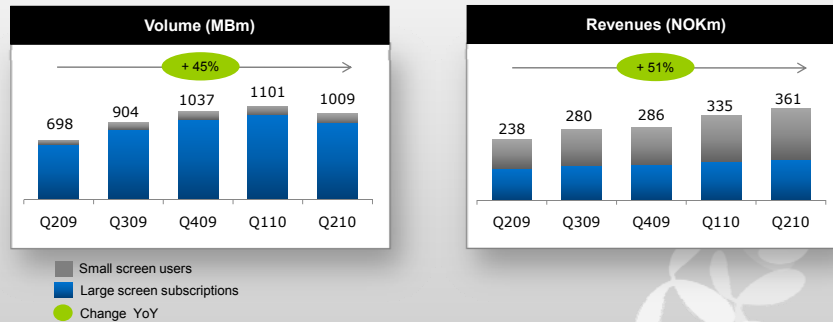
Mobile data becoming a necessity in everyday life

- From niche to mass market – 1 of 5 Norwegians use mobile data at least once a week
- New segments are picking-up, but “early adopter” segments still dominate
- New devices drives data usage and ARPU uplift

Price no longer a barrier for uptake of mobile data services – control, predictability and a sense of abundance key to mass market growth



Capacity management and revenue growth

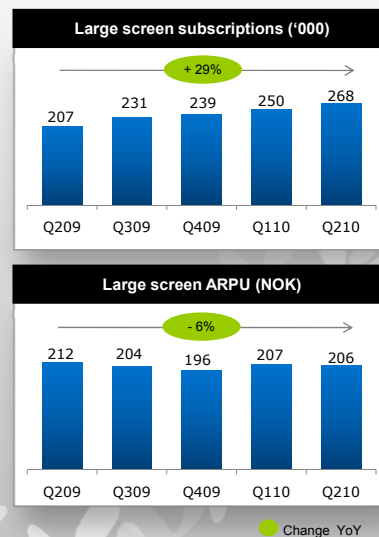


- Stronger growth in revenues than volume indicates that Telenor successfully has capitalised on volume growth
- Mobile broadband stands for the major share of volume, but small screen revenues are higher
- Automatic speed reduction implemented in Q110 has influenced volume growth, but not revenues

Small screen users: Total subscriptions less large screen subscriptions
 Large screen subscriptions: Stand-alone data only subscriptions

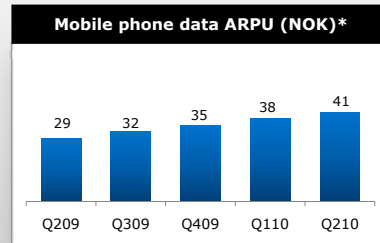
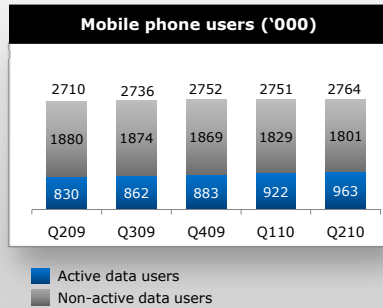
Large screen Strong subscriber growth – stable ARPU

- Increasing share of consumer subscriptions
- Campaigns and price reductions attracted new users
- Active approach to optimise the mobile broadband portfolio
- Average usage per month of 1.2 GB



Small screen

Data usage improve mobile phone ARPU



* Data revenues for active users in Norway (no roaming)

- The number of active small screen data users has increased by 16% YoY
- Telenor has close to 1 million active data users

Active data user: Usage > 0.5 MB per month.
Mobile phone users = Small screen users

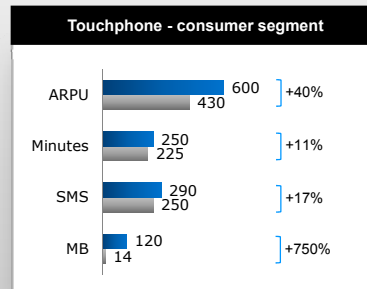


Small screen

New devices create ARPU uplift

- 28% of customer base have smartphones per Q210
- 60-70% of new sales are smartphones
- iPhone the first smart/touchphone with success in the consumer segment
- Touchphone users predominantly early adaptors with high telecom spend
- 14% of customer base have touch phones

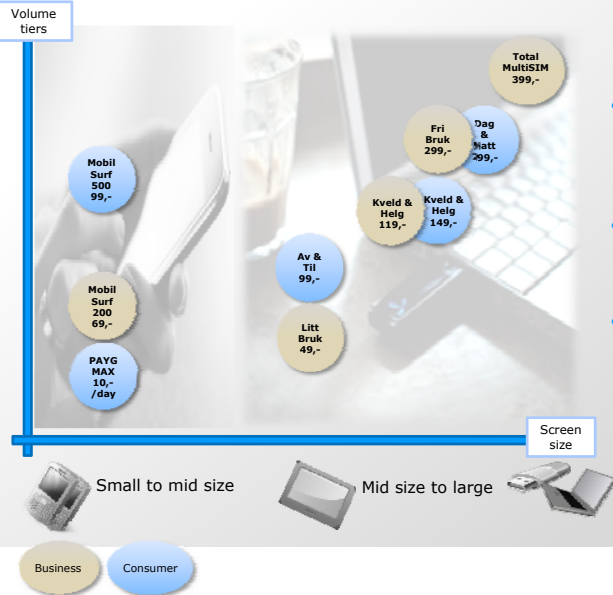
Illustrative



Before change to touchphone
After change to touchphone



Segmented offerings with volume caps




- Volume caps to ensure best in class experience and controlled revenue/cost
- Majority of customer base on mid to high ARPU plans
- Bundling data and voice services

Large untapped revenue potential on mobile data

	Q210	<i>Illustrative</i> 2013
Small screen active data users Data ARPU	~ 1m NOK 41	~ 1.5-2m NOK 40-50
Tablets Data ARPU	- -	~ 100-300k NOK 100-200
Large screen subscriptions Data ARPU	268k NOK 206	~ 500-600k NOK 200-220


Key beliefs to secure future growth and profitability

- Support and simplify easy access of services across multiple devices
- Differentiate on quality and performance
- Trade up customers as data habits develop
- Take out price premium in selected segments
- Bundle small screen data with other services

A large, stylized graphic of a blue leafy branch, composed of many overlapping, rounded leaf shapes, extending from the left side towards the right side of the slide.

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The Telenor logo, consisting of a stylized blue flower-like icon followed by the word "telenor" in a lowercase sans-serif font.