

welcome to capital markets day 2005



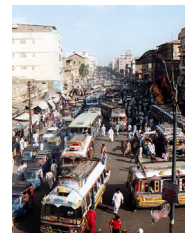
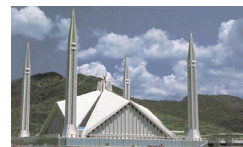
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Telenor Pakistan

Tore Johnsen, CEO
Full-scale industrialisation

Pakistan – A great opportunity for Telenor

- Population: 154 million
- Population per sq KM: 193
- Population in urban areas: 38.8%
- GDP per head: 2,210 (US\$ PPP)
- Real GDP growth 2004: 6.3%
- Fixed line penetration (2003): 2.7%



Sources:
EIU (Economist Intelligence Unit)
ITU (International Telecom Unit)



The regulatory and political framework

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- Telecom authorities promote transparency and a level playing field
- Telecom policies well developed, implementation the key
- Telenor to focus on strict business ethics and code of conduct



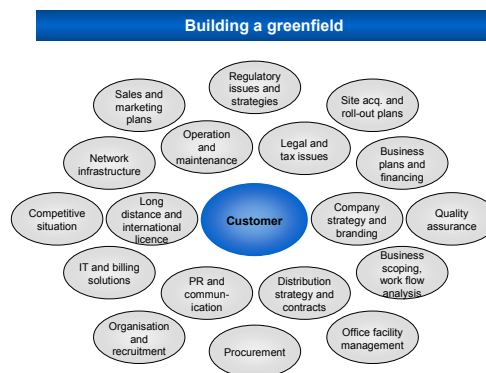
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Deploying the Mobile Way from day one

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- **Critical success factors**
 - Time to market
 - Efficient operation
 - Standardised solutions
 - Quality



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Network rollout

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- Launch Islamabad, Karachi, Rawalpindi, 15th March
- Launch Lahore, Faisalabad, Hyderabad, 23rd March



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Network rollout

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- **Population coverage at launch: 32 million**
- **Coverage end 2005: 1800+ base stations (175 cities)**
- **Licence requirement 2008: minimum 70% of all administrative areas (45% population coverage)**
- **Accumulated CAPEX end of 2007: US\$600-700 million (excluding licence payments)**



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Telenor – building a strong brand

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- **Telenor Pakistan takes position as the Quality Operator based upon**

- Simplicity
- Attractiveness
- Trustworthiness
- Service Quality

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <p>Innovator</p>  | <p>Quality & Customer Focus</p>  |
| <p>Price leader</p>   | <p>Product focus</p>  |

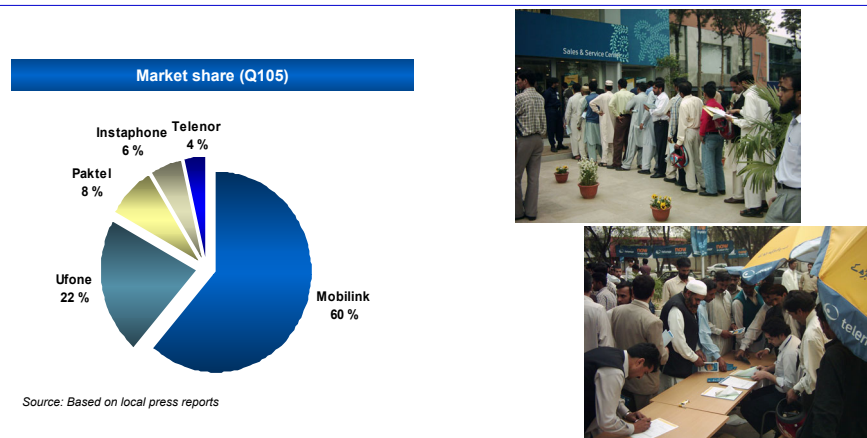


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344K subscribers after 17 days

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Telenor Pakistan guidance

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