



telenor

## Summary

Head of Nordic Operations - Morten Karlsen Sørby

# Main Priorities

1

Improve position and profitability in Sweden

2

Continue cost reductions in Fixed Norway

3

Maintain leading role as provider of broadband and mobile services

4

Bundle fixed and mobile services

5

Utilize Nordic footprint and economies of scale

# Medium Term Targets

## Norway

- Maintain cash flow and market shares

## Sweden

- Increase Mobile EBITDA margin above 25%
- Considerably improve Fixed cash flow

## Denmark

- Increase Mobile EBITDA margin above 25%