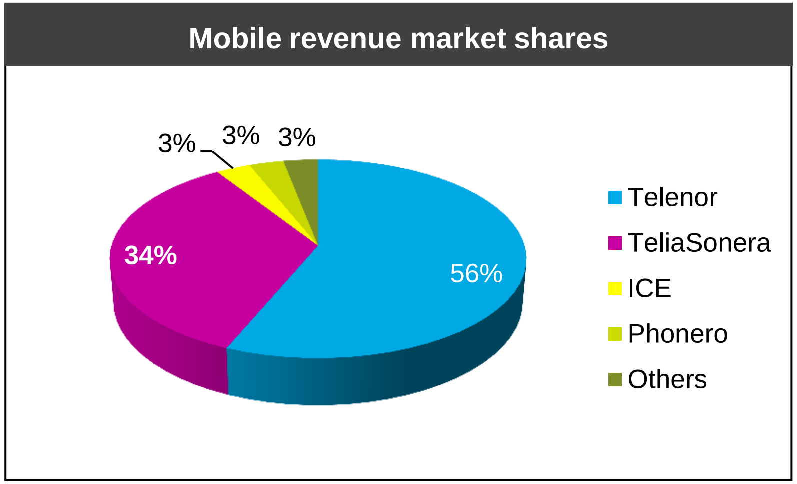
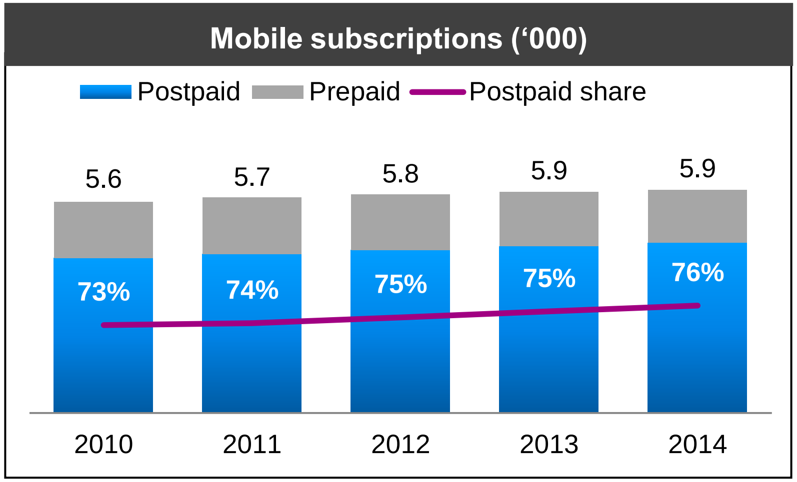
Telenor Norway - Mobile

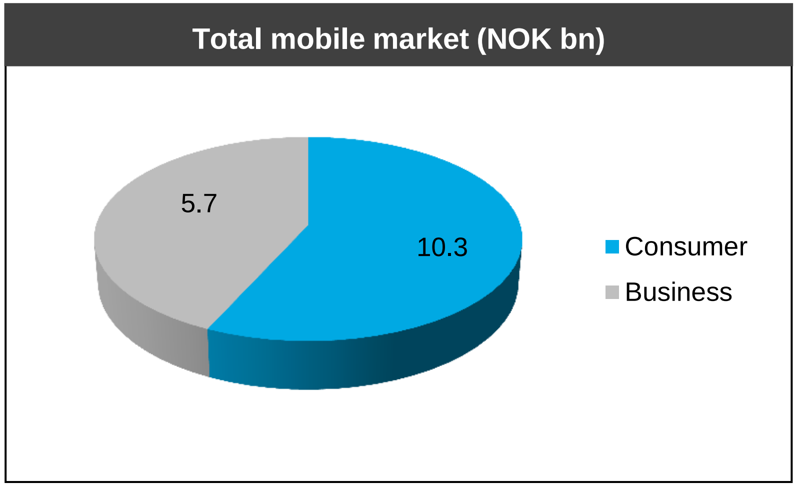
Ric Brown, Market Director, Telenor Norway

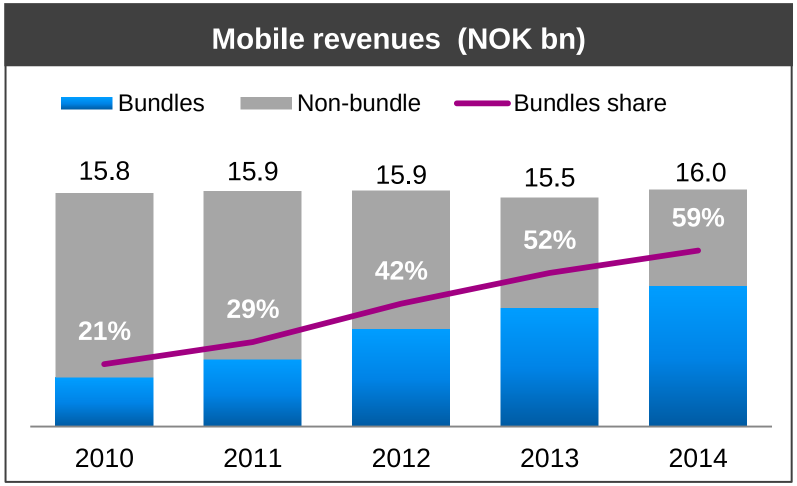
London 2 June 2015

Solid market leader position in a postpaid bundle market









Source: Telenor analysis and Norwegian Communications Authority
Market share estimates adjusted for recent acquisitions

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An enormous customer appetite for mobile data

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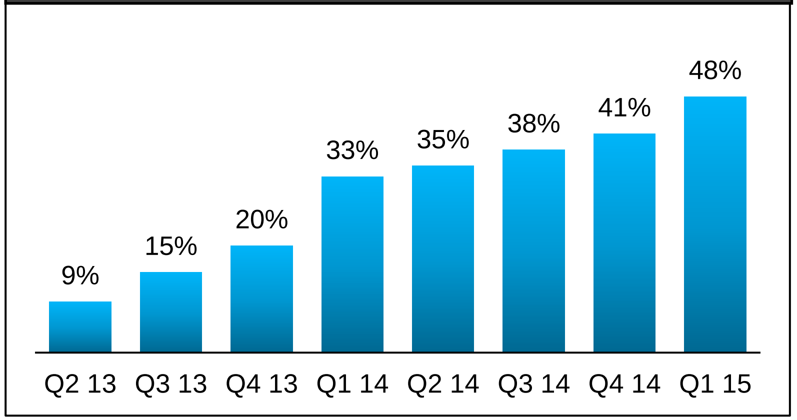
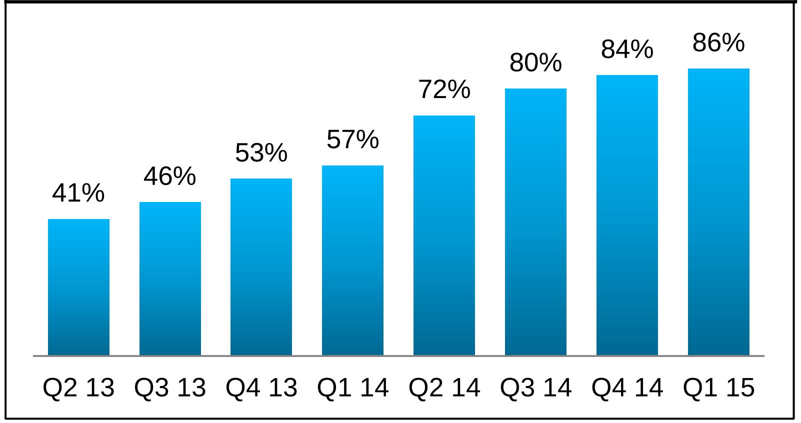
Data consumption supported by strong growth in 4G coverage and handset penetration

4G handset penetration



4G population coverage



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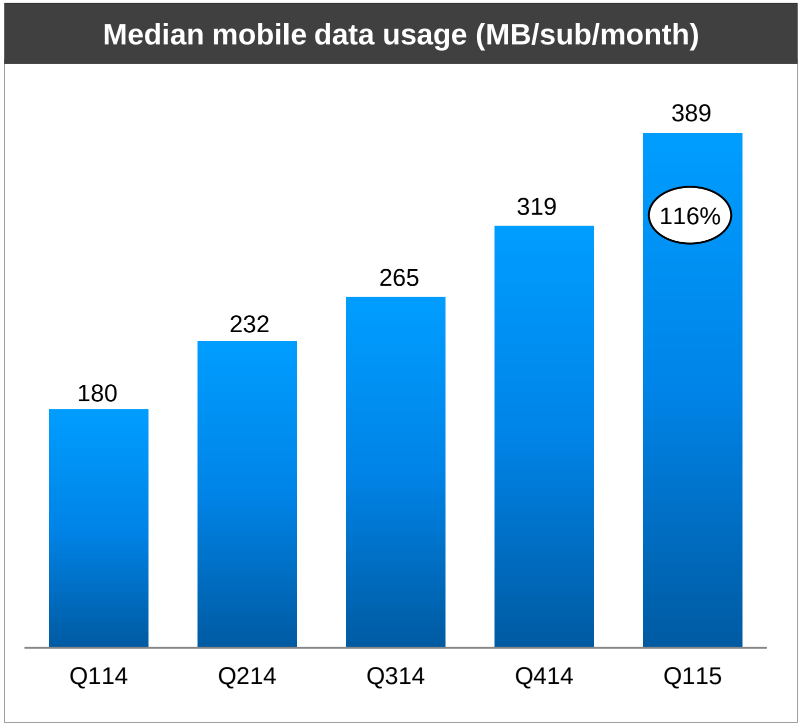
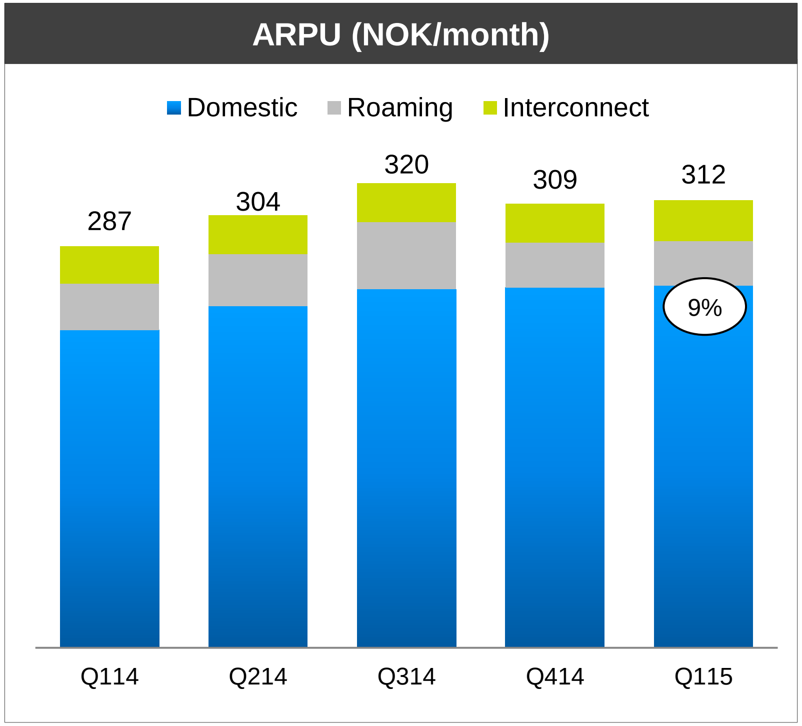
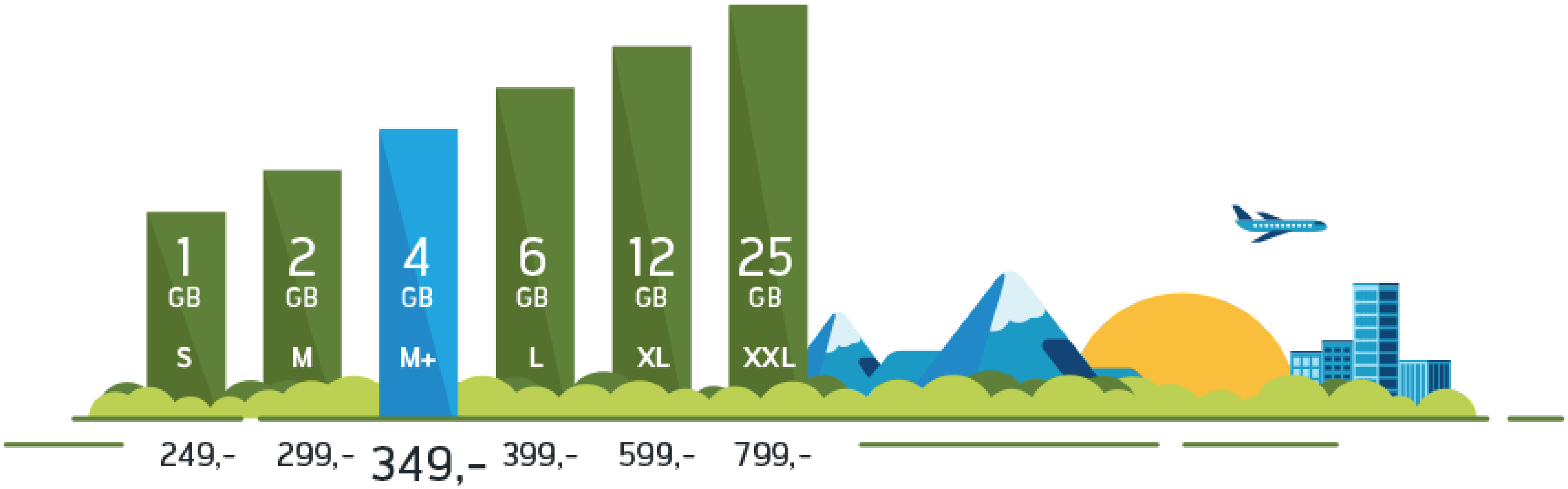
Increased data usage translating into increased ARPU





Data centric tariffs with clear upselling logic



NOK 249 Unlimited voice & SMS 1 GB 10 Mbit/s	NOK 299 Unlimited voice & SMS 2 GB 20 Mbit/s	NOK 349 Unlimited voice & SMS 4 GB 20 Mbit/s	NOK 399 Unlimited voice & SMS 6 GB 30 Mbit/s	NOK 599 Unlimited voice & SMS 12 GB 40 Mbit/s	NO 799 Unlimited voice & SMS 25 GB 50 Mbit/s
Cloud storage 10 GB	Cloud storage 25 GB	Cloud storage 30 GB	Cloud storage 50 GB	Cloud storage 75 GB	Cloud storage 100 GB
Insurance 3 months	Insurance 3 months	Insurance 3 months	Insurance 3 months	Insurance 6 months	Insurance 6 months
				DATA-SIM	DATA-SIM

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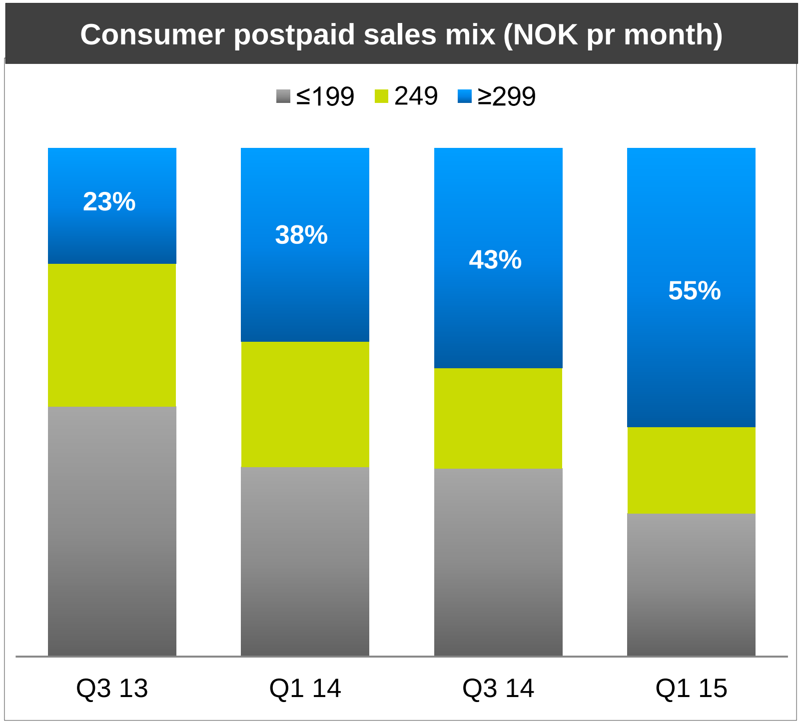
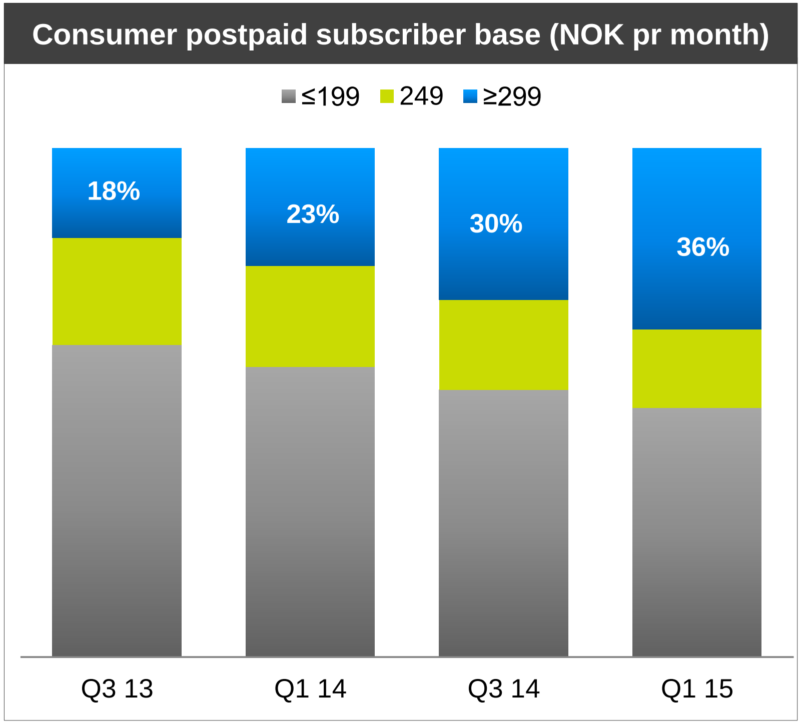
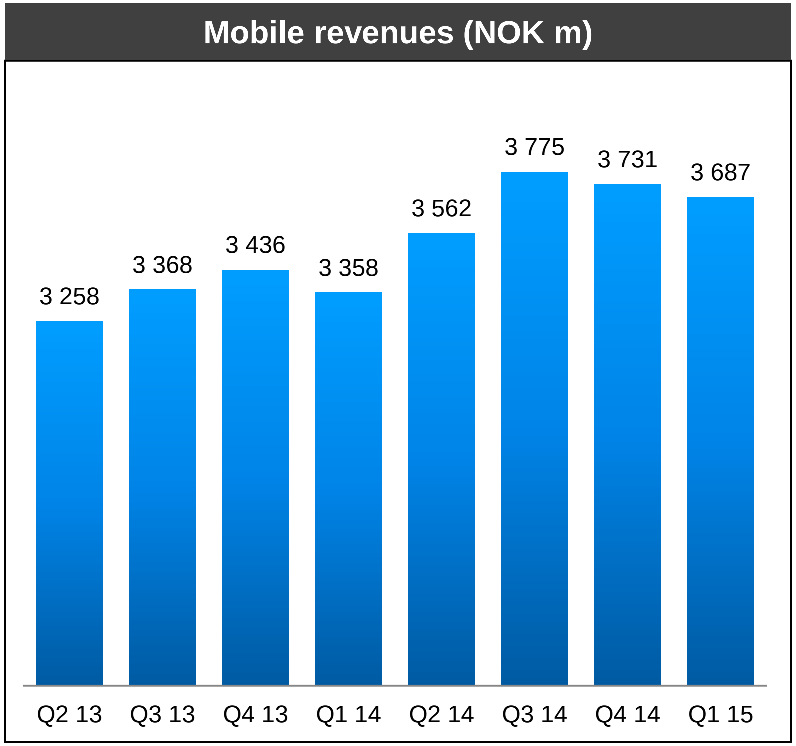
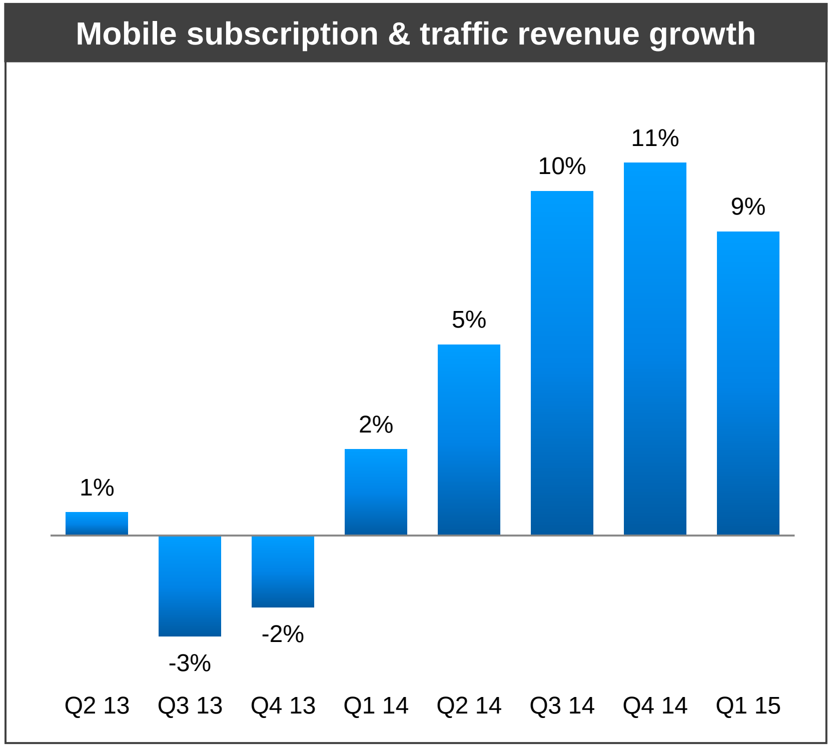
…resulting in improved sales mix





..and strong growth in subscription and traffic revenues





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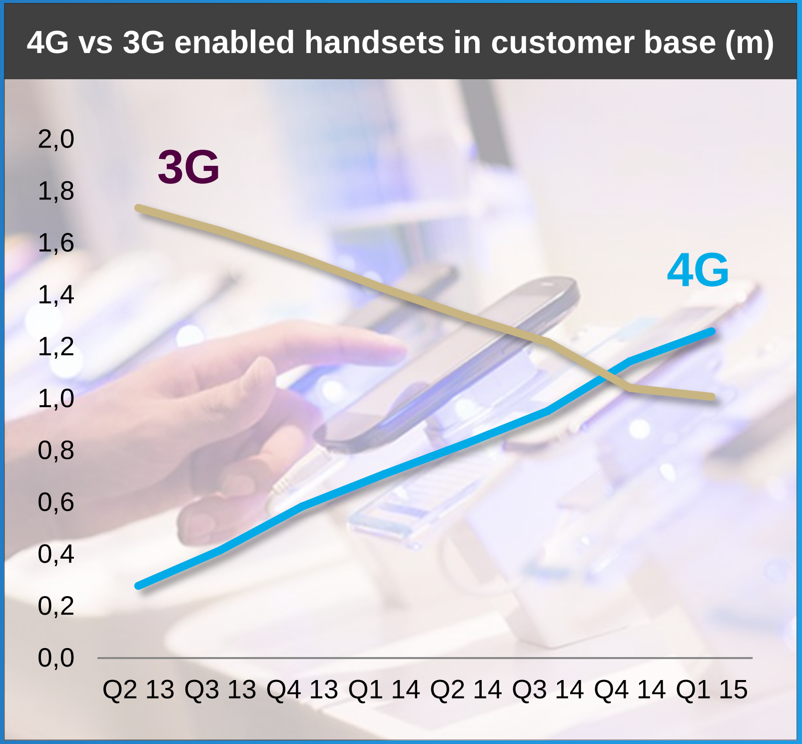
There are drivers for continued growth: Handsets, content, applications and 4G coverage

1.5 million unique 4G users

Rapid data growth in areas with 4G coverage

Strong innovation on handsets and services globally



We will focus on our customers by building on 4 strong differentiators

Speed & coverage

- Best nationwide network
- 95% 4G coverage in 2015
- Improved geographic coverage
- 4G+ to more than 200 municipalities by summer 2015

You're in control

- Telenor app with full billing overview and top-up
- Roaming and data control packages
- Antivirus and security solutions
- Family subscriptions/bundles

What you need

- Attractive device bundles
- Cloud storage
- Mobile banking ID
- NFC

Expert help

- 92 Telenor stores
- Customer service 7 days/week via phone, mail or social media
- Award winning online customer service

Building our brand on a combination of functional and emotional attributes

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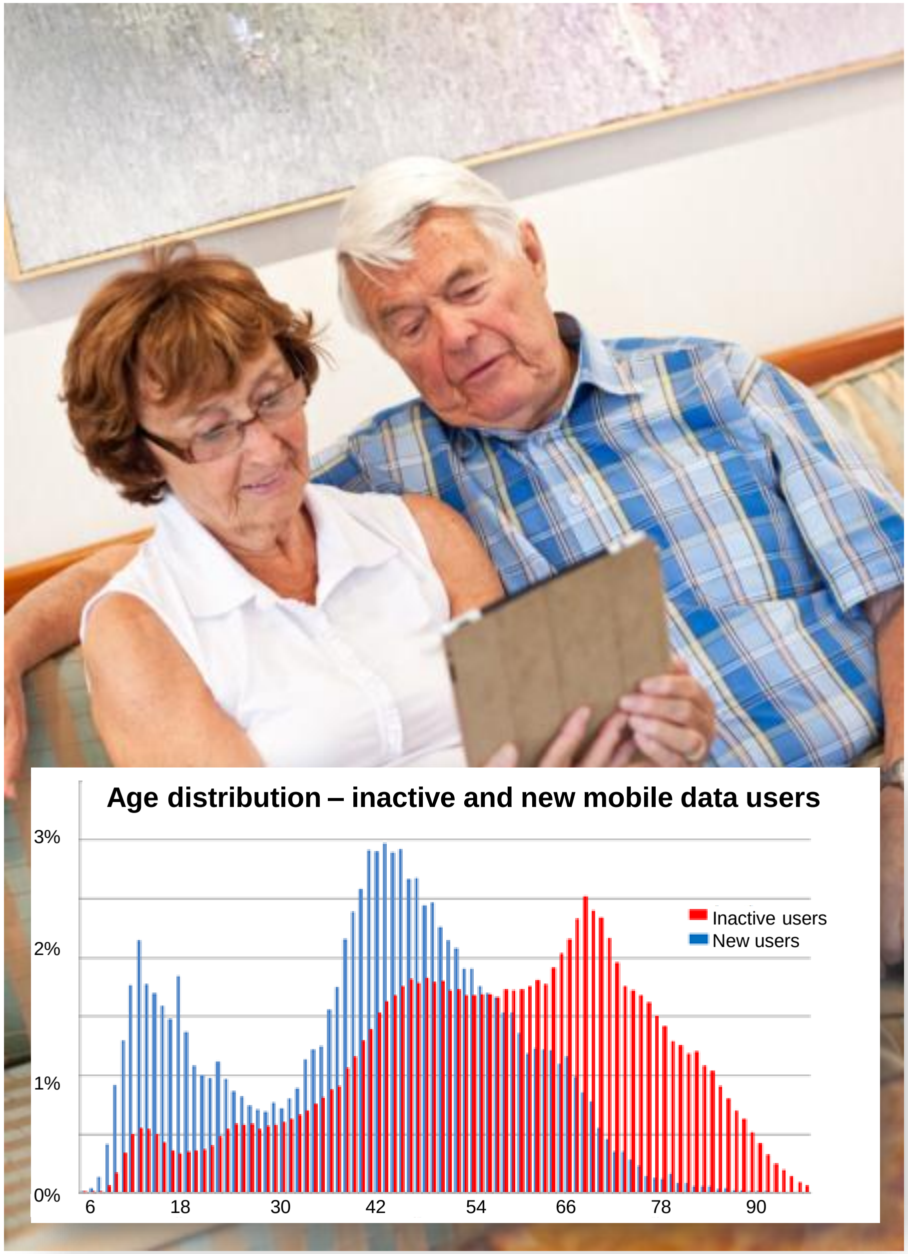
Bringing mobile data to new segments

- Move 500,000 customers from voice only to voice and data over 3 years
- Offer courses all around Norway to help people get online
- Moving to data-centric price plans typically gives NOK ~80 ARPU uplift



Five distribution channels serving the consumer market

Telemarketing

- 7% of sales
- 100% SIM-only share

Customer service

- Increasing share of sales
- Low cost and high efficiency
- 80% of sales on non sales requests

Branded shops

- 92 branded shops
- High service quality

Digital channels

- 1m visitors/day
- Sales mainly triggered by price
- Seen in combination with branded shops

ELKJØP
lefdal
SW SPACEWORLD

External retail

- Large share of handset lock-in sales
- 20% of total sales

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A strong consumer brand portfolio with 3 different brands

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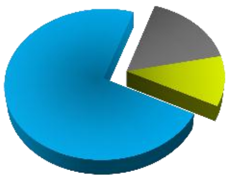
«Expect more»

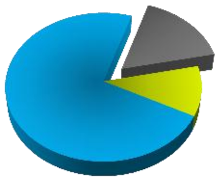
- Premium brand with unique differentiators
- Leading customer service
- Strong distribution: Online, own stores and external retail



djuice

«Afford to be demanding»

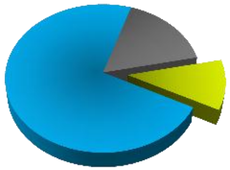
- Youth and data oriented
- Value for money data packages
- Postpaid only
- Device bundles and SIM-only



talkmore for less

«Money saved – every day»

- Low cost low price
- No lock-in
- Pure online model
- SIM-only
- Postpaid and prepaid



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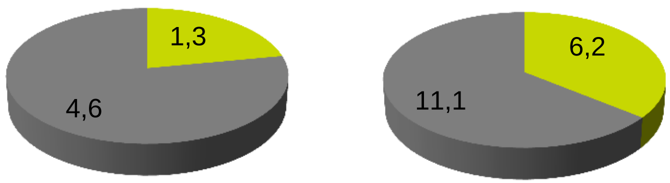
Our B2B position is built on connectivity and solutions that allow customers to focus on what they care about

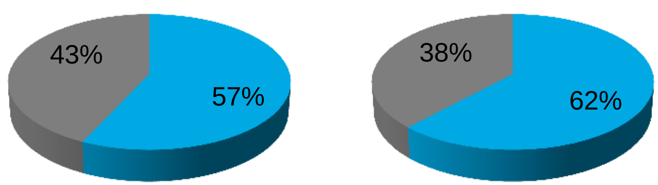
Business market overview

Subscriptions (m) | **Revenue** (NOK bn)



Business | Consumer

Subscriber market shares business segment | **Revenue market shares business segment**



Telenor | Others

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Delivering solutions for business customers across the country

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Well positioned to drive continued growth

Continued upselling potential from increasing data consumption

Untapped potential from connecting currently non-active data users

Maintain market position through network superiority and other differentiators

Q&A