



Stockholm, 5 November 2007

Internetdagarna, Folkets Hus

Telenor in brief

- Sales equaled MEUR 11 500 in 2006
- In 2006 EBITDA margin reached 35%
- 34 000 employees world wide
- Growth through profitable acquisitions
- Operations in 12 countries
- 129 million subscribers world wide
- Listed on Oslo stock exchange
Market value: NOK 197 billion (July 2007)

Be respectful

Make it simple

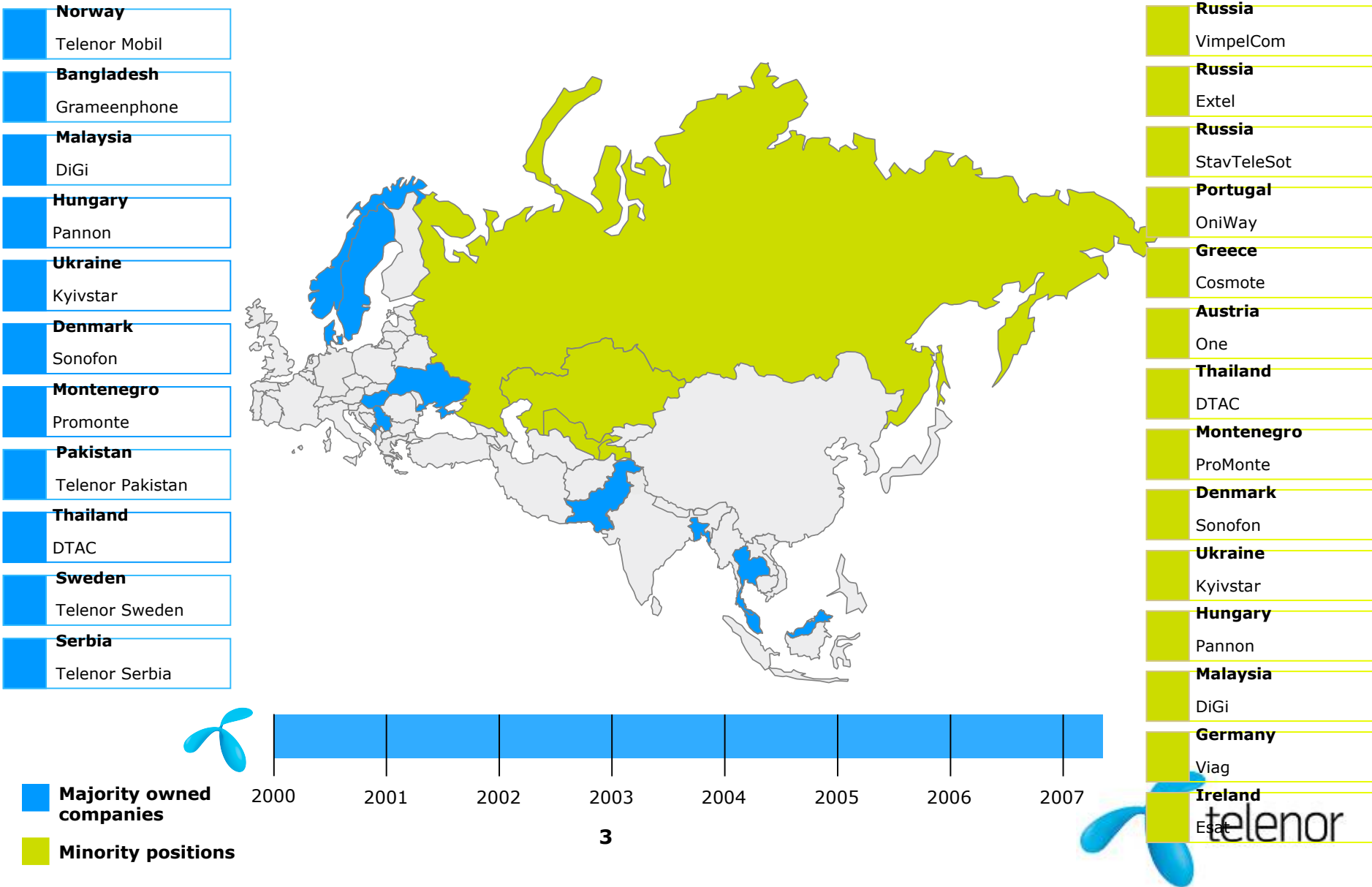
Be inspiring

Keep promises

We are here to help

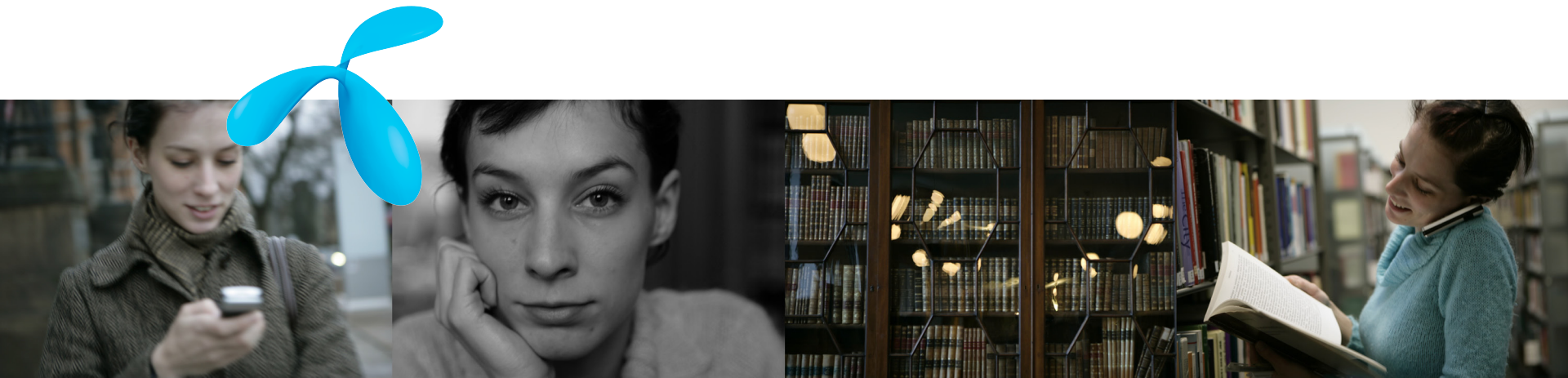


Steering Nordic cash flow to emerging markets



Telenor in Sweden

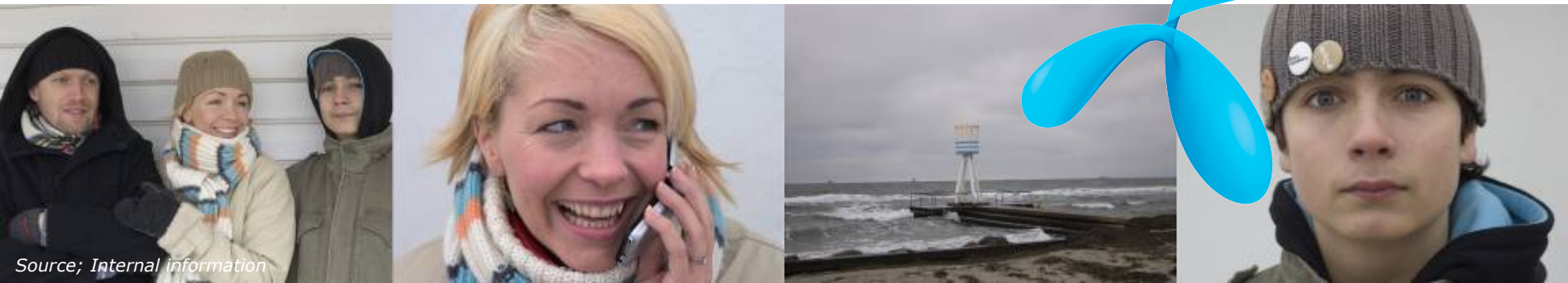
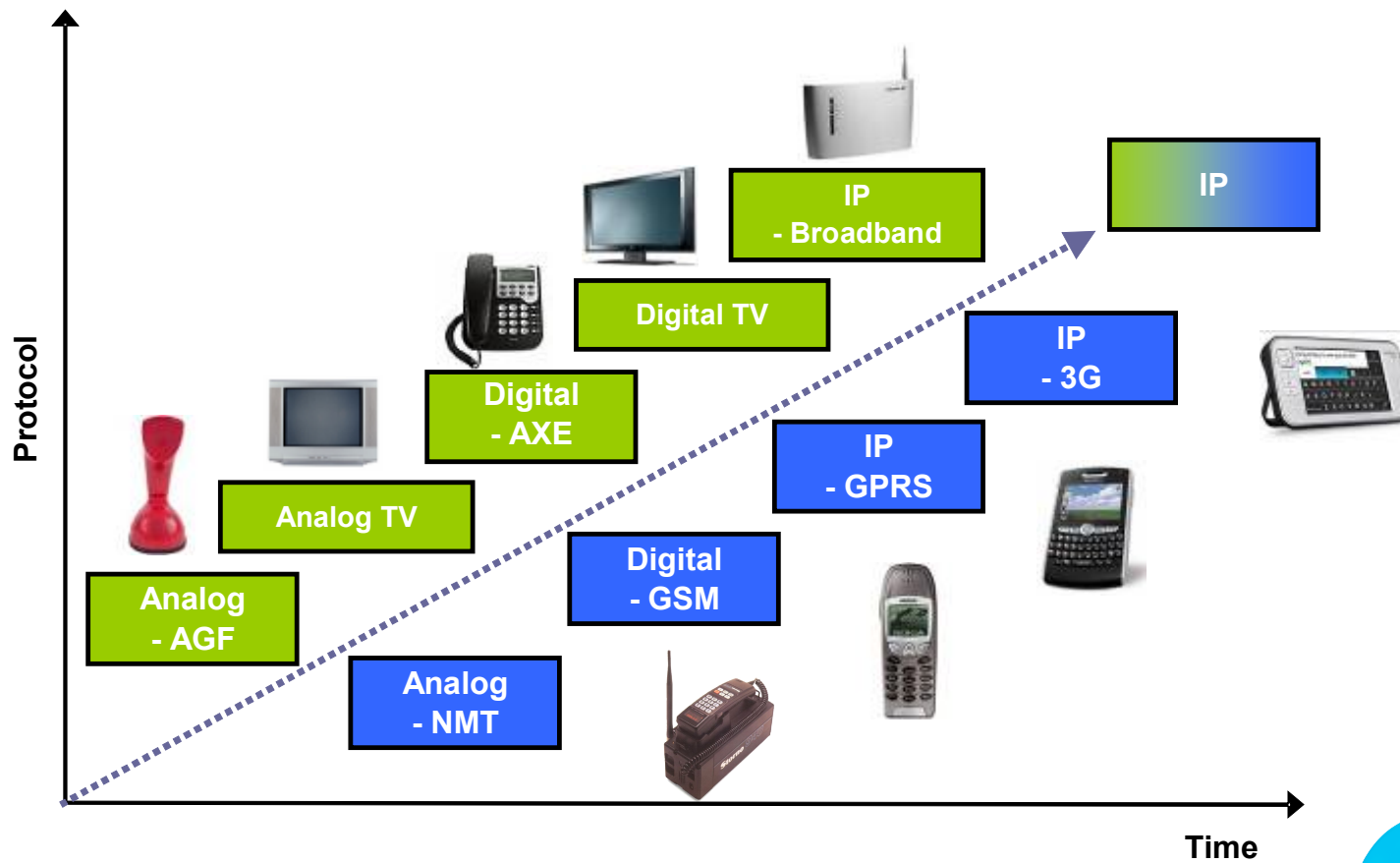
- Active acquisition strategy to provide customers with a full range of telecom services
- Today, Sweden's second largest mobile operator and the leading telecommunications company in the Nordic region
- Turnover in 2006 equaled 10 670 MSEK; market share (mobile) 19% in terms of SIM and 25% in terms of market revenues
- Broadband market share: 25% of customers
- 1,7 million mobile customers and 650 thousand broadband customers



The evolving telecom market

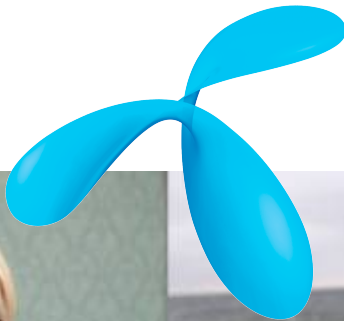


Convergence of fixed and mobile technologies creates new opportunities

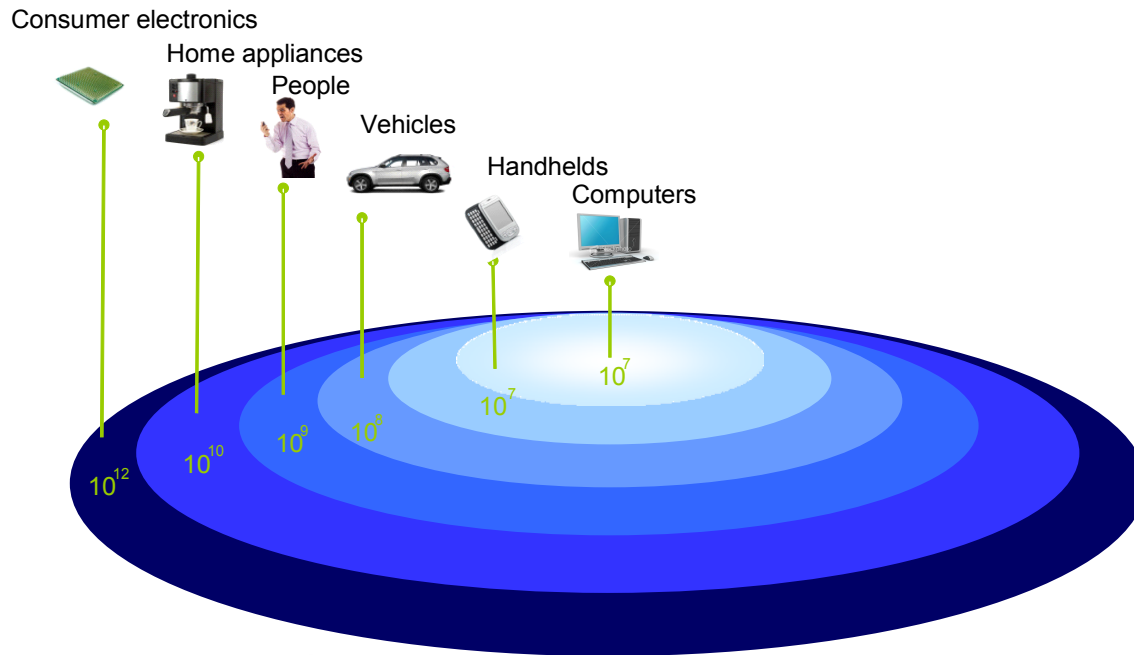


Combination of technology and infrastructure vital for continued progress

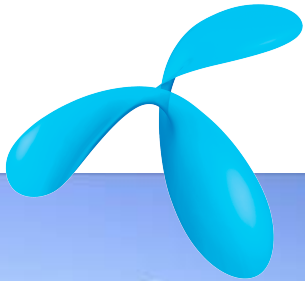
- Broadband and 3G network are key infrastructures for continued IT-progress
- Further developments necessary to build Sweden as IT-nation
- Available frequencies in the analogic TV-network important for industry development and increased availability



The progress of IP takes the Internet to new levels

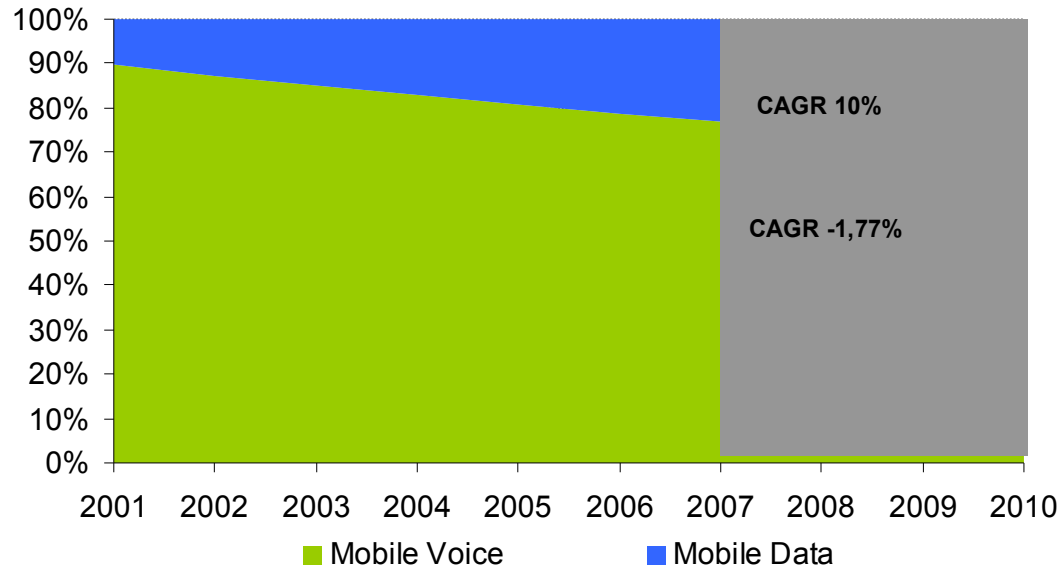


- Convergence driven by consumers and operators
- Increased competition from adjacent industries
- IMS enables mutual profitable value chain for all players
- Operators' value chain is converging, essential to keep access point

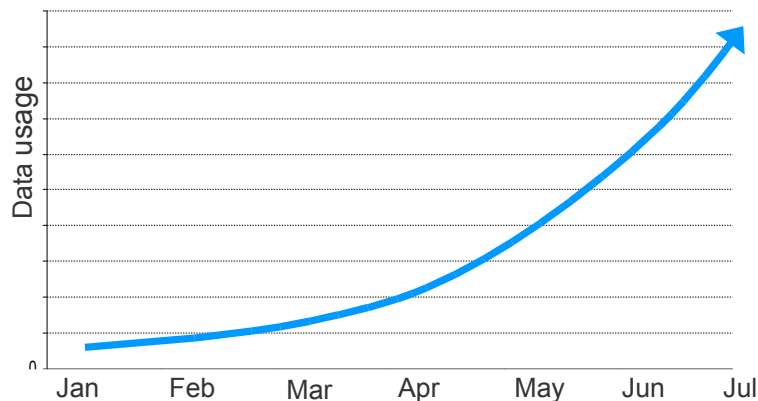


Maximum throughput and data consumption are increasing dramatically

Mobile Voice and Data Revenues, Europe 2001 - 2010



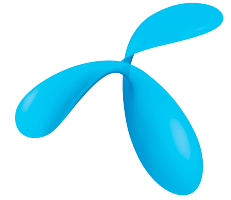
Mobile data usage 2007



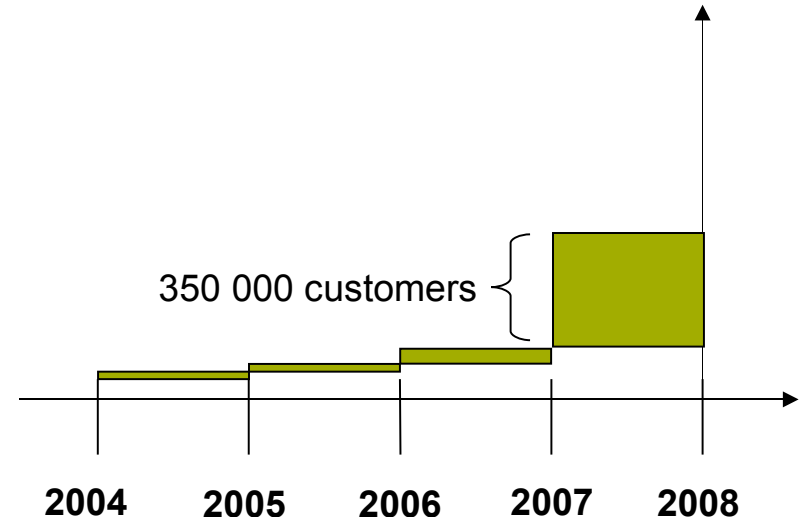
- Large consumer demand for mobile broadband
- HSDPA first real potential substitute to fixed broadband
- Data usage in Telenor Sweden's 3G networks increased **800%** during June and July



Mobile broadband - the trend towards mobility visualized



- Consumers' interest in mobile solutions combined with increased network capabilities and Turbo-3G have spurred increased demand for mobile broadband
- Users adopt the same behaviour with mobile broadband as with other forms of broadband access
- In 2007, the number of users is expected to increase from 100 000 to 450 000; at the same time, monthly costs are down from SEK 560 to SEK 199
- Similar increase expected for 2008



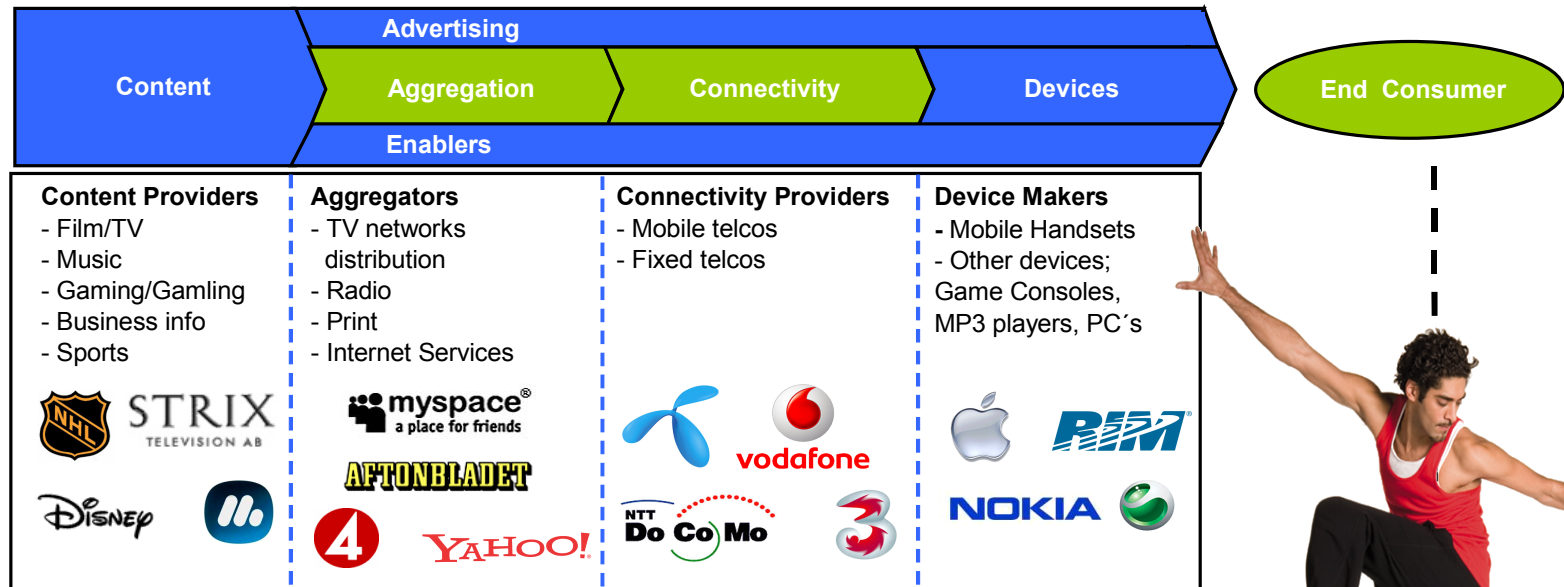
Source: Esitimates based on figures produced by IT-research in 2007

Mobilt Bredband
från 39 kr/mån.

**Telenors snabba mobila bredband.
Turbo 3G ingår.**

Fastpris för 199 kr/mån (159 exkl. moms) passar dig som surfar mycket. Surfar du ibland mer, ibland mindre, väljer du antingen Fritid eller Flex från 39 kr/mån.

It is time to choose business model



- Several players are fighting for control when rich media go mobile
- Walled garden models does not work with consumers used to the open internet
- Collaboration between aggregators, operators, manufacturers and service providers will be the key to create a mutually profitable value chain

New services to meet demand for increased mobility

- Mobile TV
- Music Station
- Connected Objects
- Betting services



Sony Ericsson K530i
199 kr/mån i 24 mån

TVi mobilen fritt i 3 månader

Ring, SMS:a och MMS:a för hela månadsbeloppet.
Prova TV i mobilen fritt i 3 månader.

KÖP NU >



All världens musik!

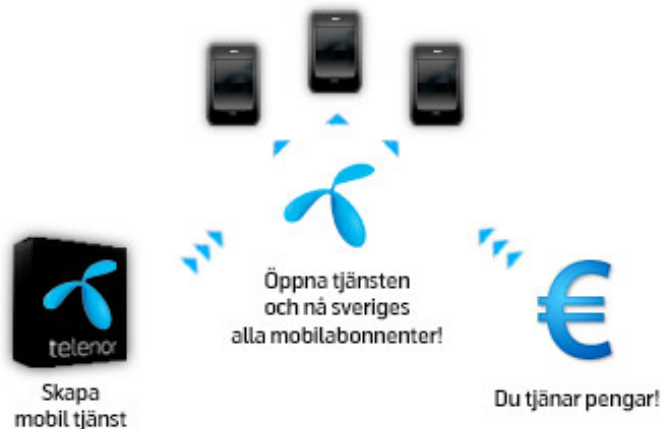
MusicStation ger dig den ultimata musikupplevelsen... var du än befinner dig!
För 25 kr i veckan får du obegränsat med musik direkt i mobilen.

Läs mer om MusicStation...

MobilStart – breaking the barriers to mobile services

- Economic and technical barriers, in combination with a complicated market structure, have prevented mobile entrepreneurs from developing innovative mobile services
- Norway leads development within premium services in the Nordic region – Sweden lags behind
- Telenor MobilStart a new platform for mobile entrepreneurs to try out innovative business models
 - Potential to reach 9.3 million customers
 - Keep 2/3 of revenues; no start-up fees
 - Easy-to-use tools to build, sell and distribute services
 - Support and community

Hur funkar det?



plugNplay

– Inga förkunskaper?
Färdiga applikationer!

Klicka för mer information >>>



YouBuild

– Utveckla själv?
Färdig integration!


Klicka för mer information >>>

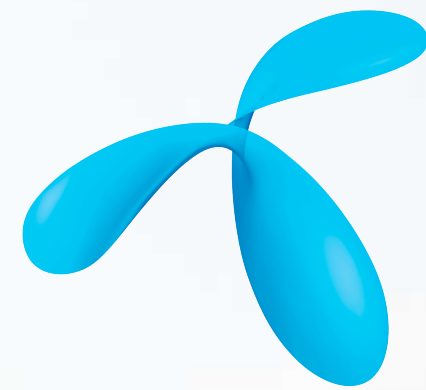


Start!

Börja här
utan startavgifter! Skapa ett konto

Klicka för mer information >>>

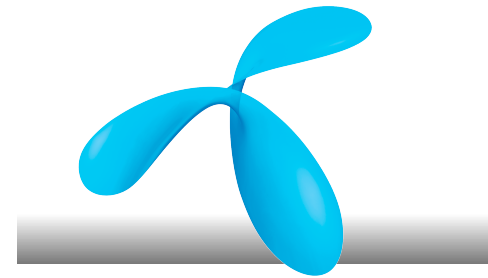


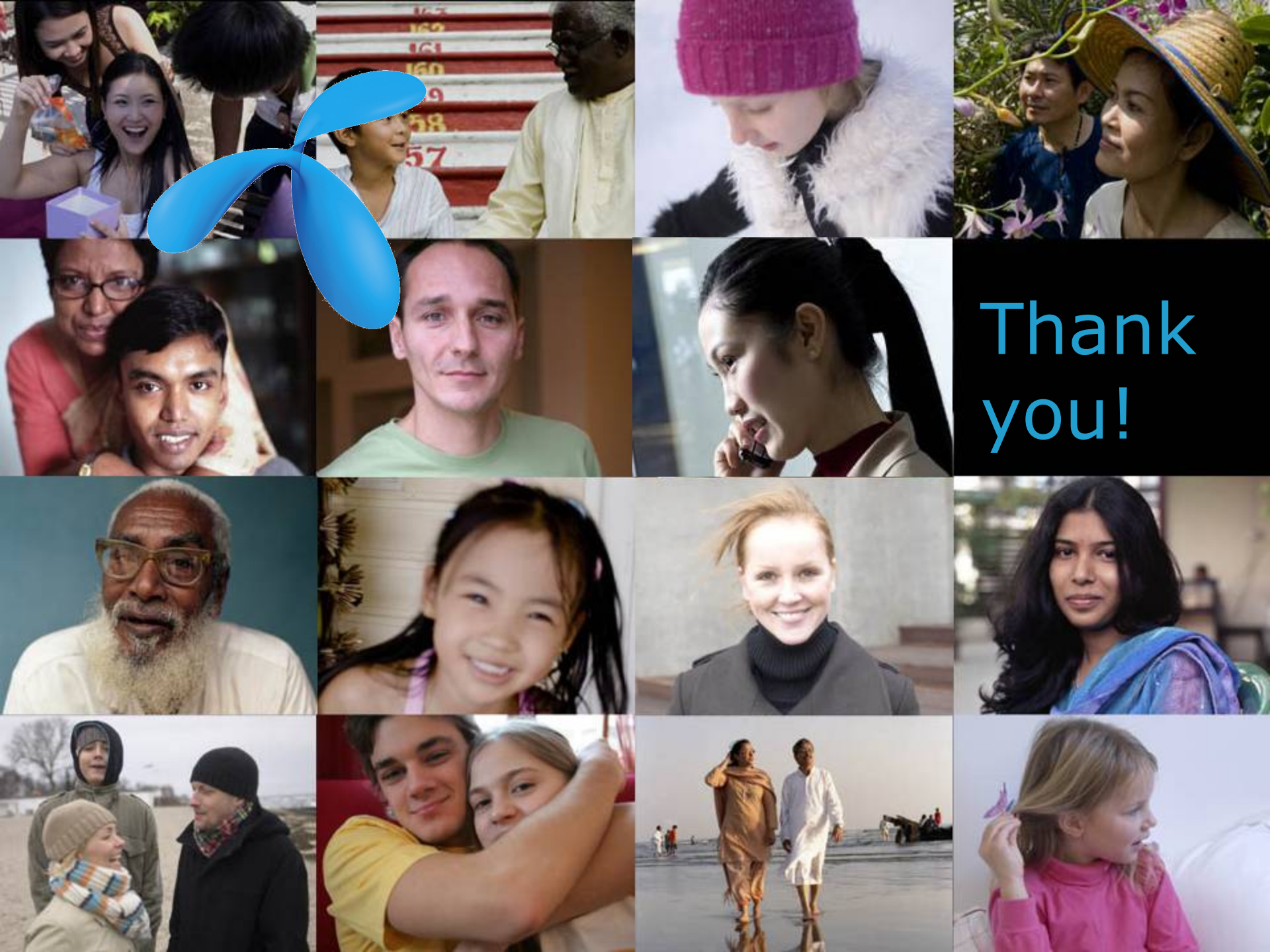


Summary



- Convergence of fixed and mobile technologies creates new opportunities
- Infrastructure key to continued progress
- IP will drive the Internet to new levels
- Industry actors must define their business models
- New innovative services
- Several barriers to adoption of mobile services – and MobilStart





Thank
you!