



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

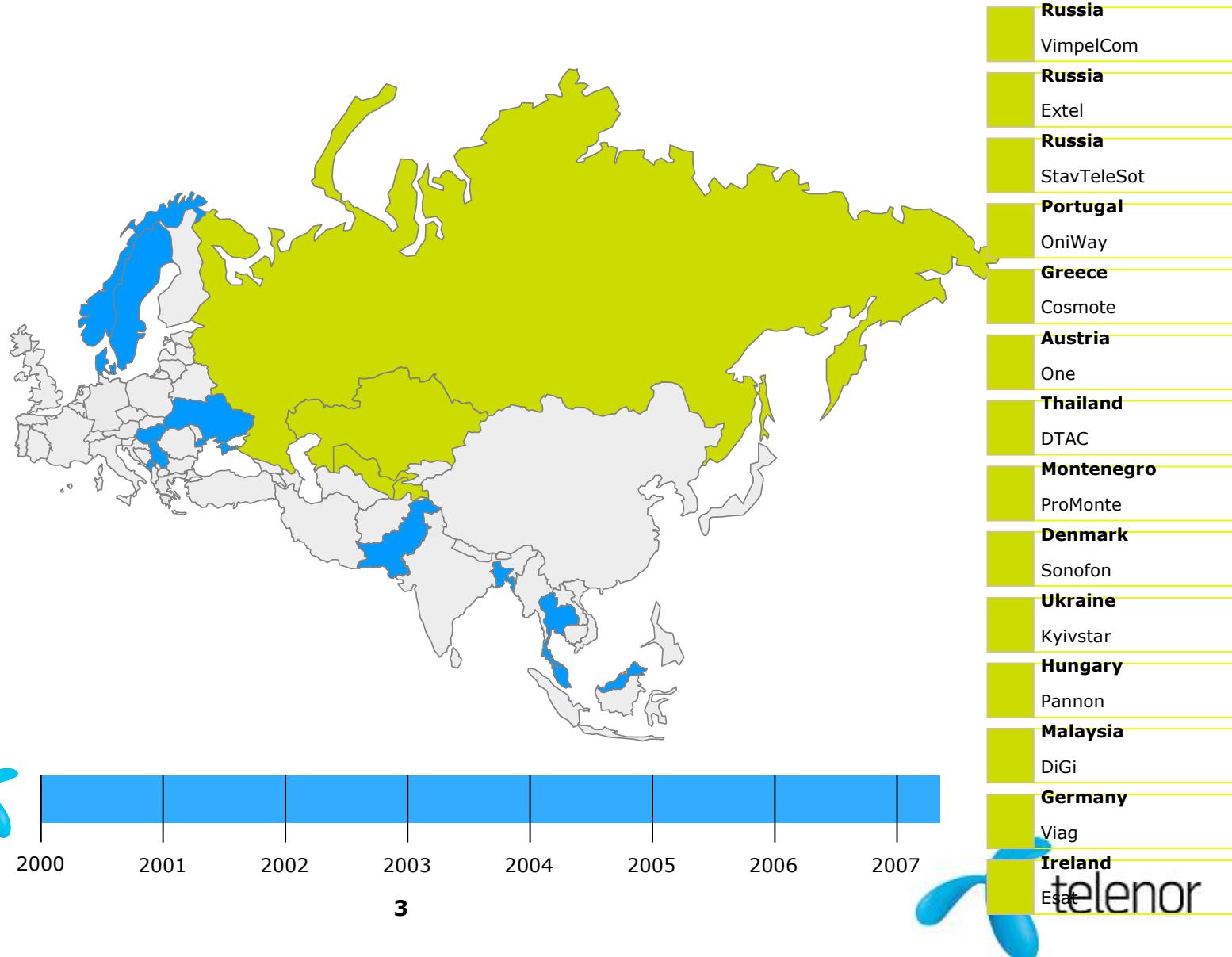
Keep promises

We are here to help



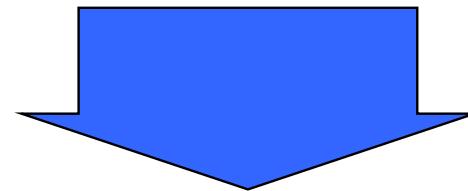
Steering Nordic cash flow to emerging markets

Norway	Telenor Mobil
Bangladesh	Grameenphone
Malaysia	DiGi
Hungary	Pannon
Ukraine	Kyivstar
Denmark	Sonofon
Montenegro	Promonte
Pakistan	Telenor Pakistan
Thailand	DTAC
Sweden	Telenor Sweden
Serbia	Telenor Serbia



Telenor in Sweden

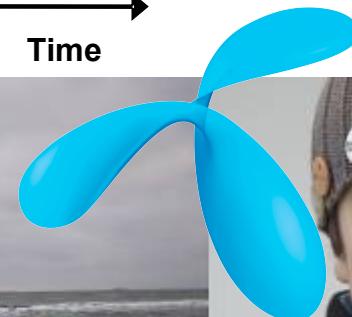
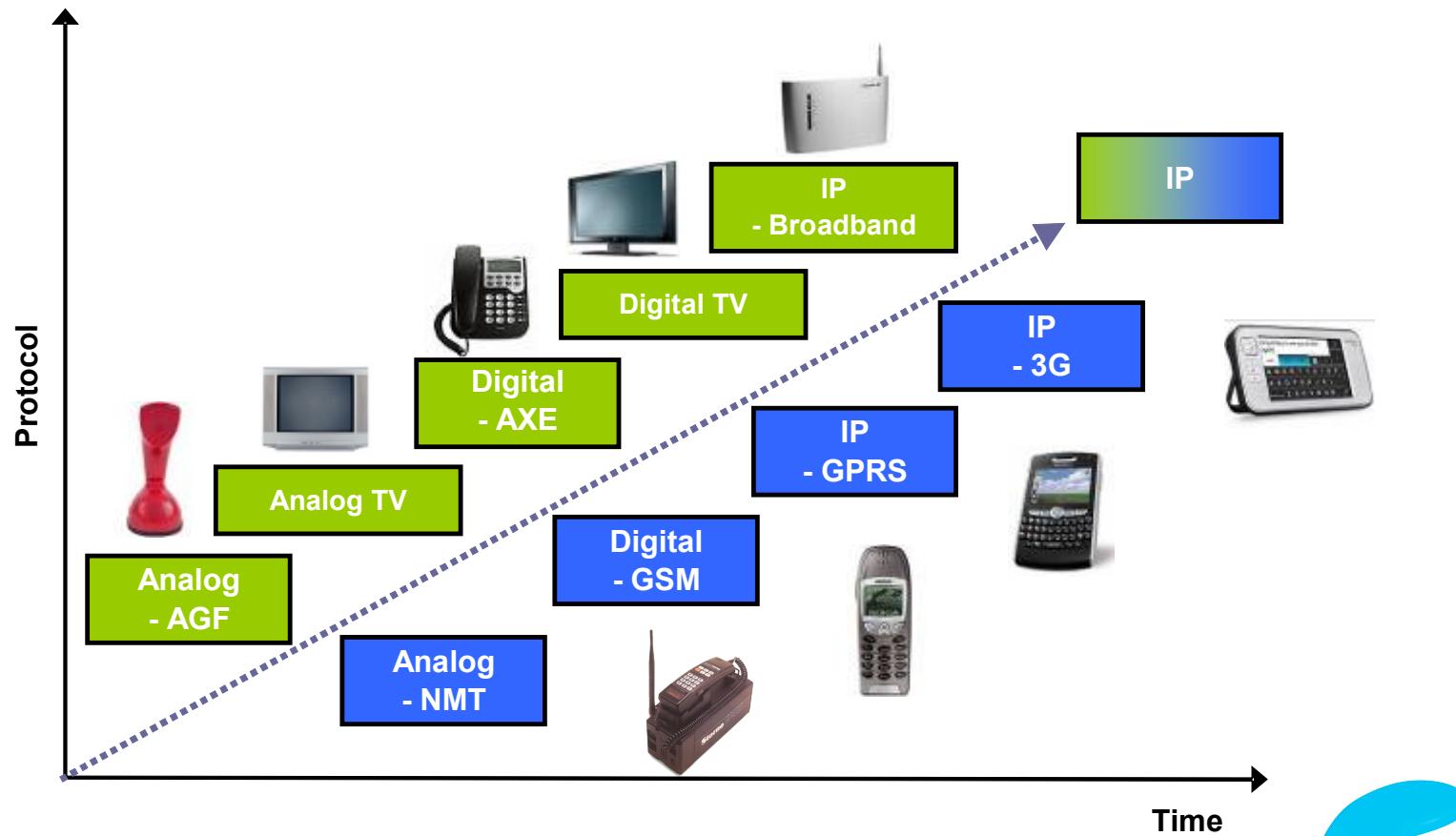
- Active acquisition strategy to provide customers with a full range of telecom services
- Today, Sweden's second largest mobile operator and the leading telecommunications company in the Nordic region
- Turnover in 2006 equaled 10 670 MSEK; market share (mobile) 19% in terms of SIM and 25% in terms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





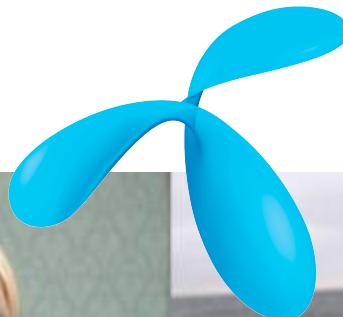
The evolving telecom market

Convergence of fixed and mobile technologies creates new opportunities

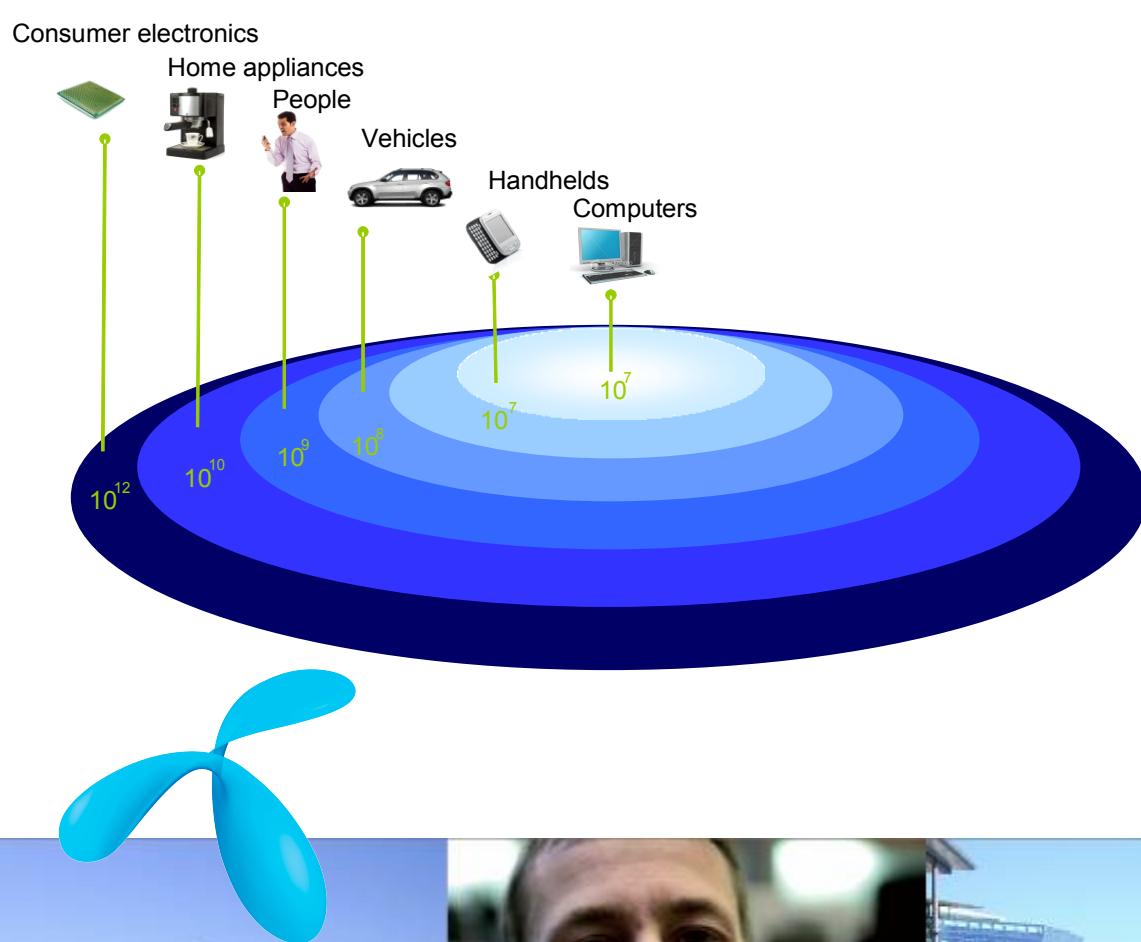


Combination of technology and infrastructure vital for continued progress

- 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



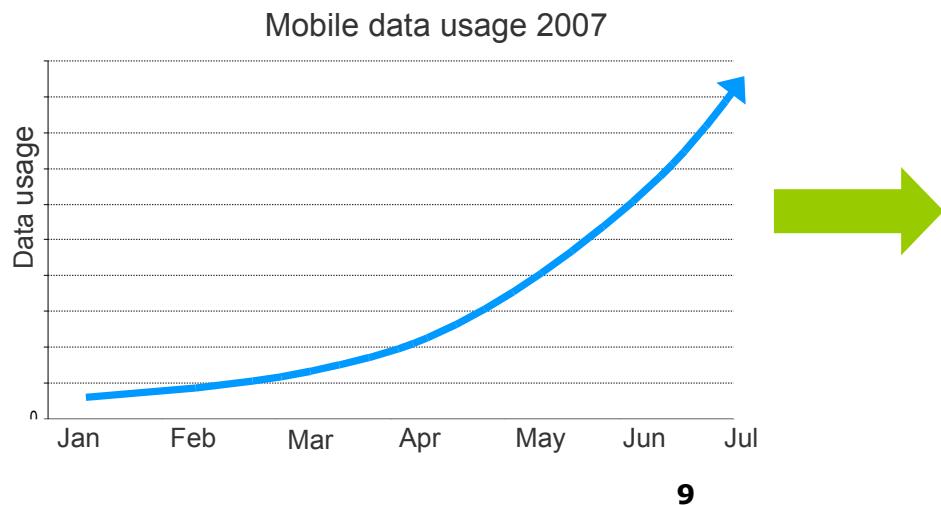
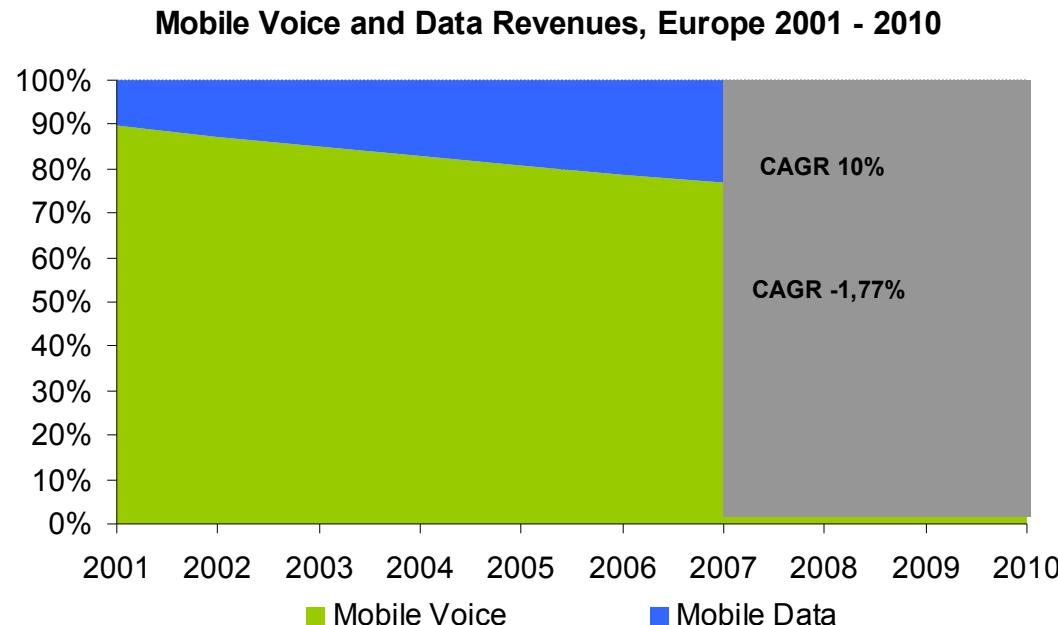
The progress of IP takes the Internet to new levels



- 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



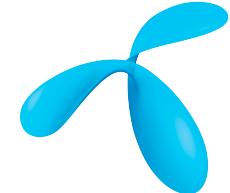
Maximum throughput and data consumption are increasing dramatically



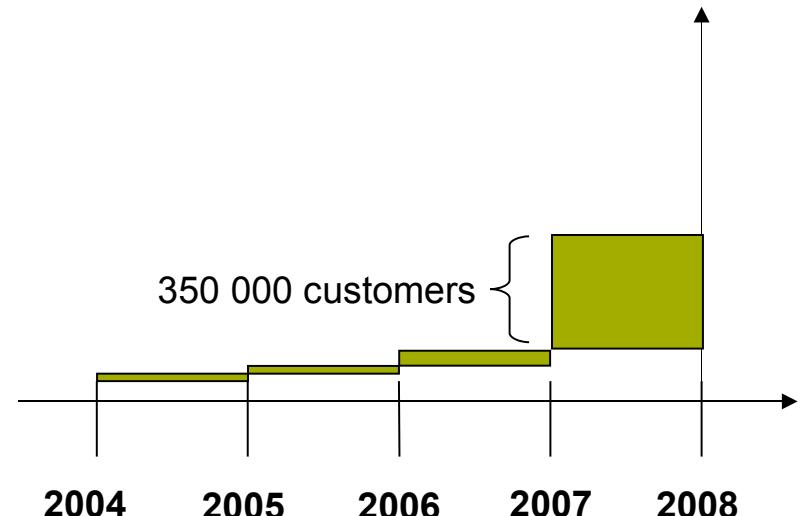
- Large consumer demand for mobile broadband
- HSDPA first real potential substitute to fixed broadband
- Data usage in Telenor Sweden's 3G networks increased **800%** during June and July



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: Estimates based on figures produced by IT-research in 2007

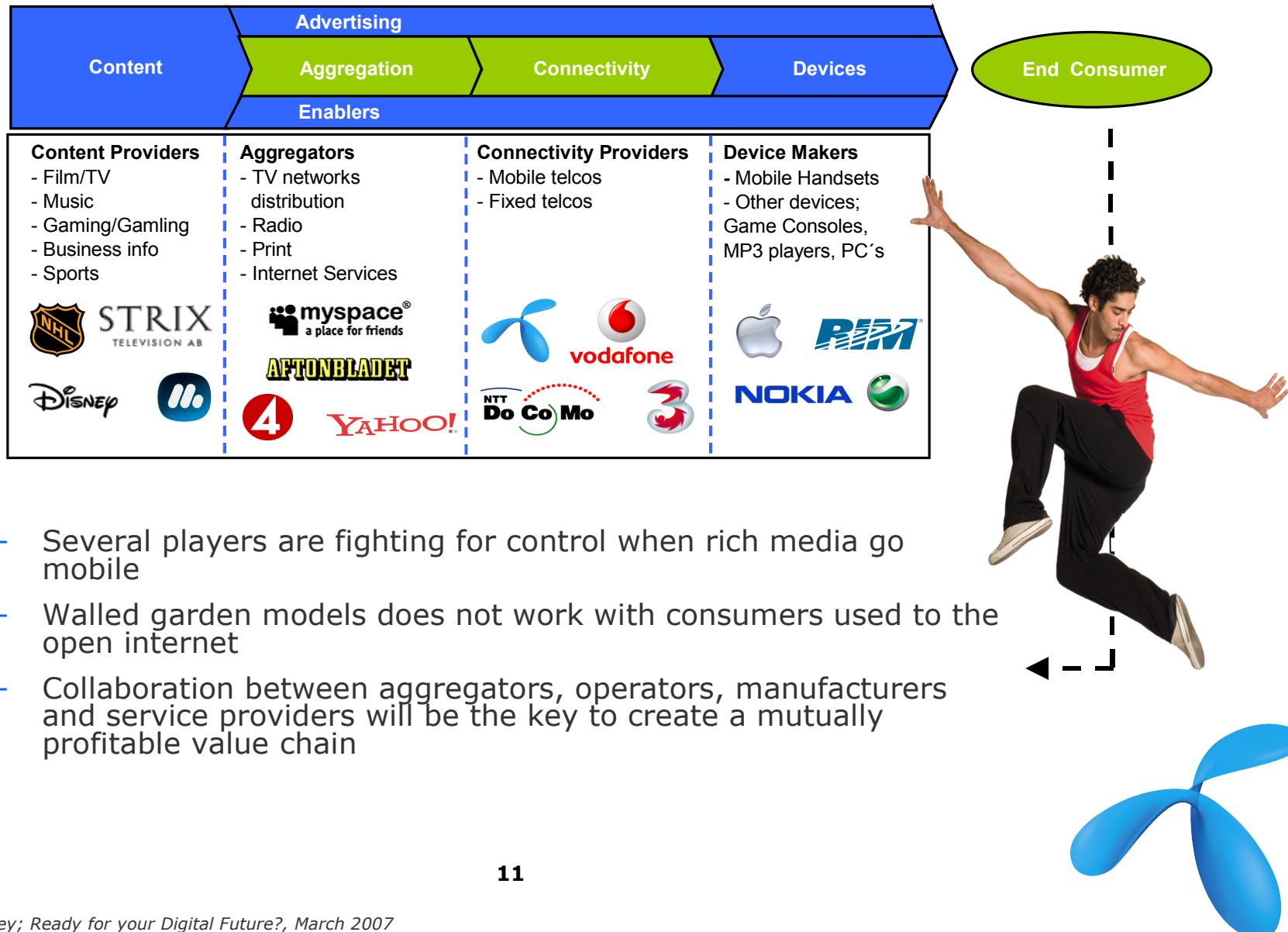
Mobilt Bredband
från 39 kr/mån.

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.

Erbjudandet gäller surfande inom Sverige.

It is time to choose business model



New services to meet demand for increased mobility



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



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...](#)

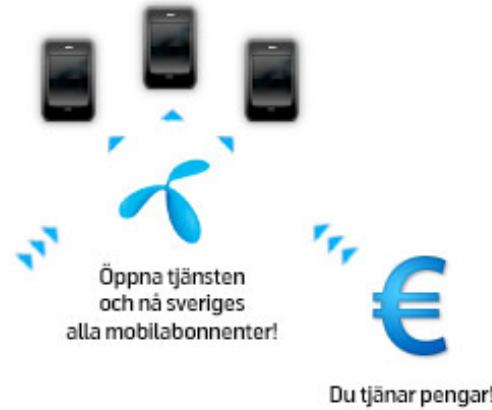
MobilStart – breaking the barriers to mobile services

- 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?



Skapa
mobil tjänst



plugNplay

– Inga förkunskaper?
Färdiga applikationer!

Klicka för mer information >>>

YouBuild

– Utveckla själv?
Färdig integration!

Klicka för mer information >>>

Start!

Börja här

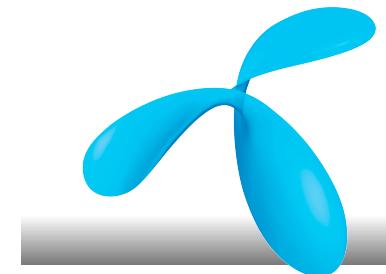
utan startavgifter! Skapa ett konto

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!

