

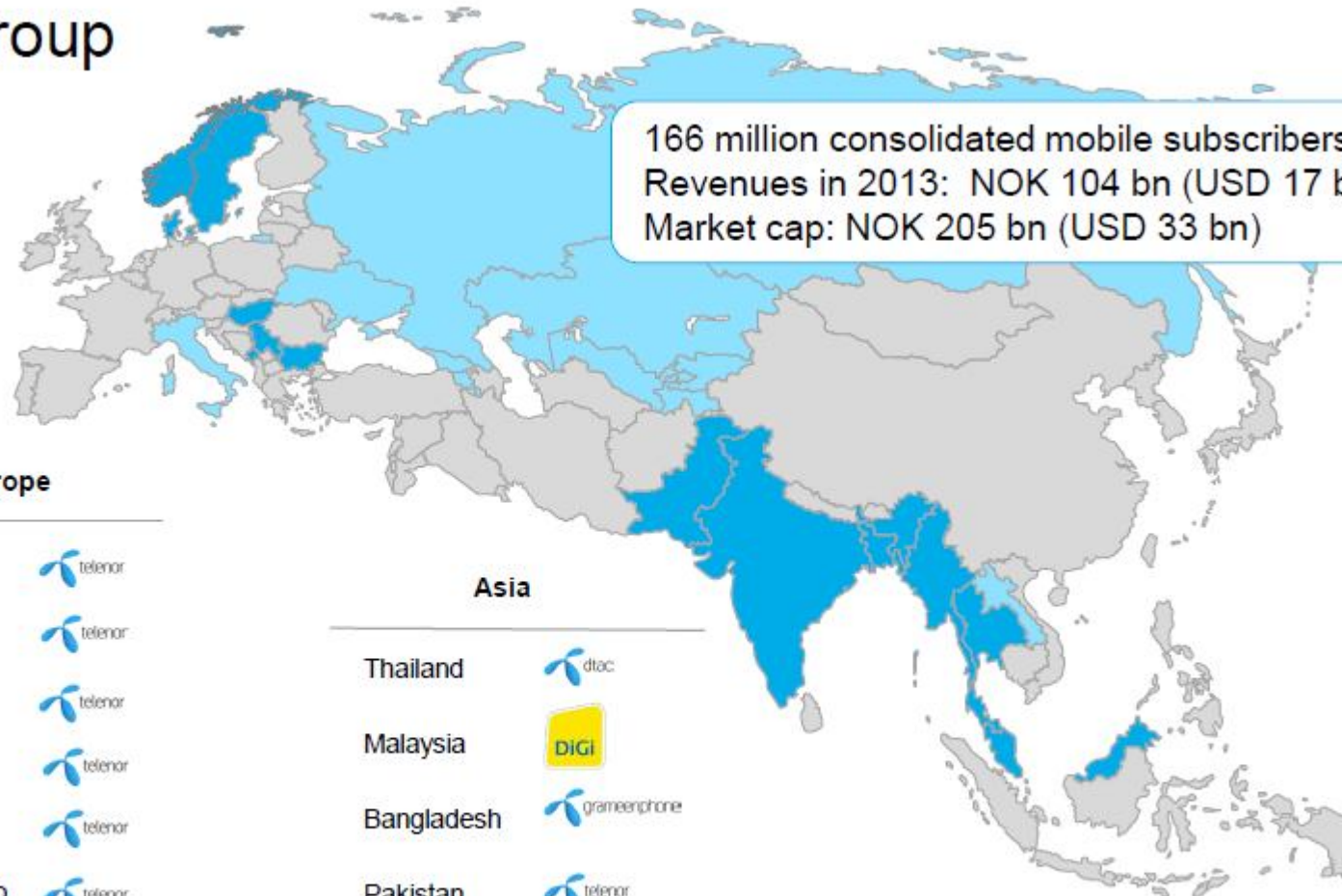


Innovation and *Wow-factor!* in Telenor








Berit Svendsen | Executive Vice President and Head of Telenor Norway

Telenor Film

Telenor Group



Europe

- Norway 
- Sweden 
- Denmark 
- Hungary 
- Serbia 
- Montenegro 
- Bulgaria 

Asia

- Thailand 
- Malaysia 
- Bangladesh 
- Pakistan 
- India 
- Myanmar 

 **VimpelCom Ltd.**

Telenor Group holds 33.0% economic and 43.0% voting stake in VimpelCom Ltd.

Telenor Norway



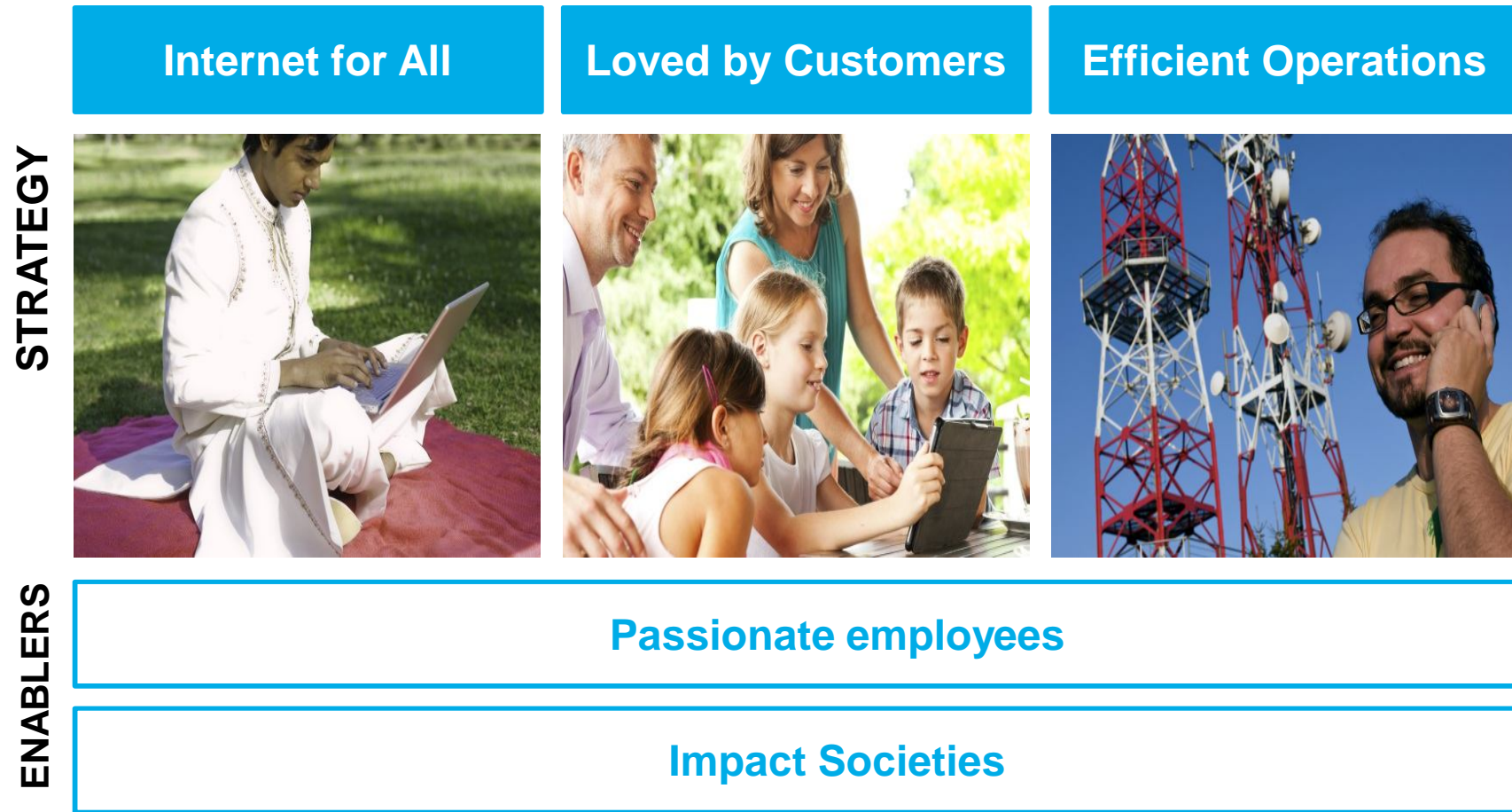
- More than 150 years' history in Norway
- 4.200 employees
- 3,2 million mobile customers. 860.000 broadband customers & 526 000 cable TV customers
- Revenues 2013: 25 billion NOK.

“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

Sam Walton, Founder of Wal-Mart



Key strategic ambitions Telenor Group



Monthly growth of mobile data in Telenor Norway's network - 13 times from Jan'11 to Jan'14!

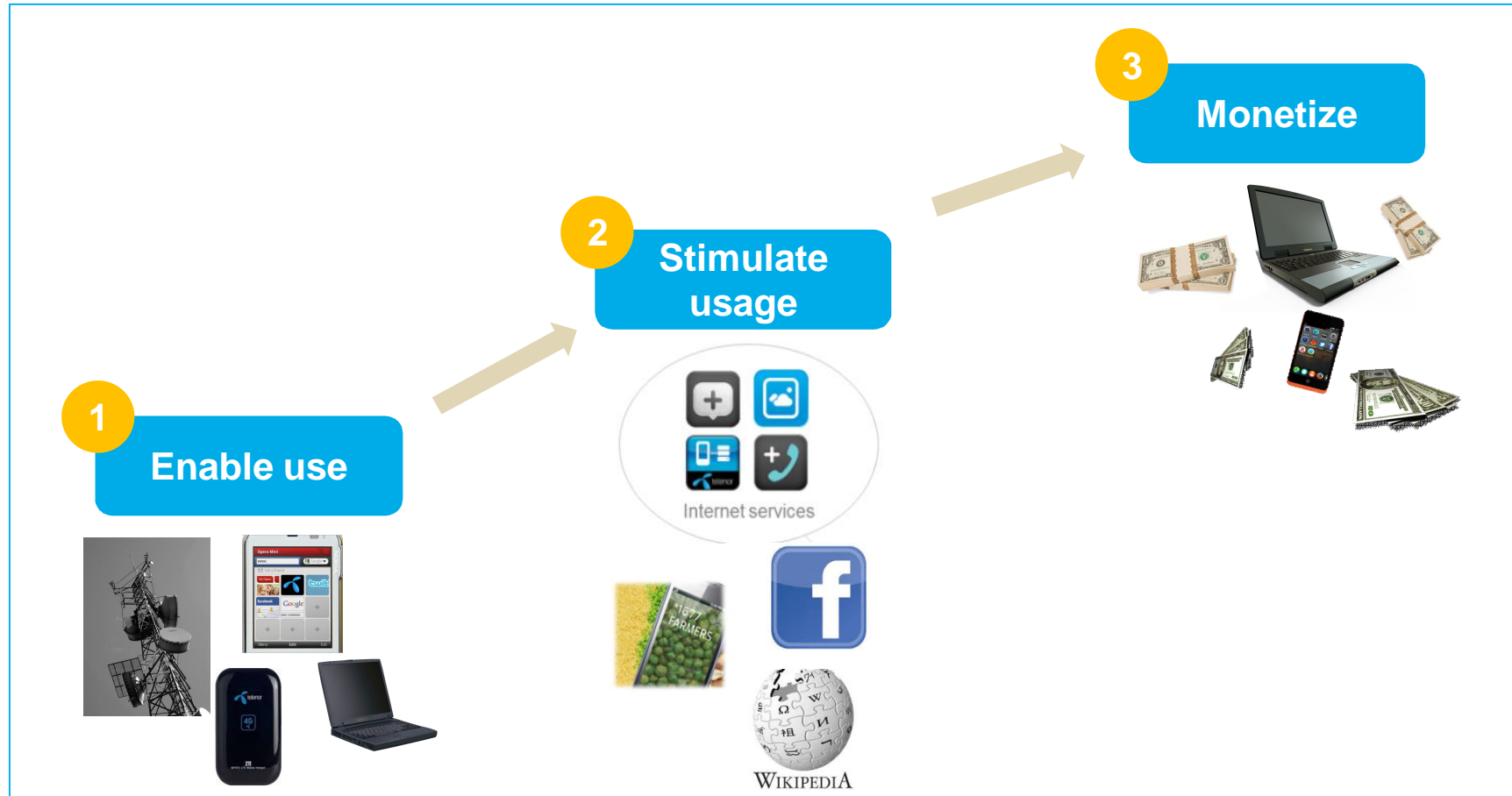


A true global platform for innovation, growth and Internet to all!



INTERNET FOR ALL!

There is great opportunity in providing people with affordable internet connectivity



In addition we will build positions in new service areas with attractive stand-alone revenues, like Financial Services, M2M, etc.



Understanding the Customer

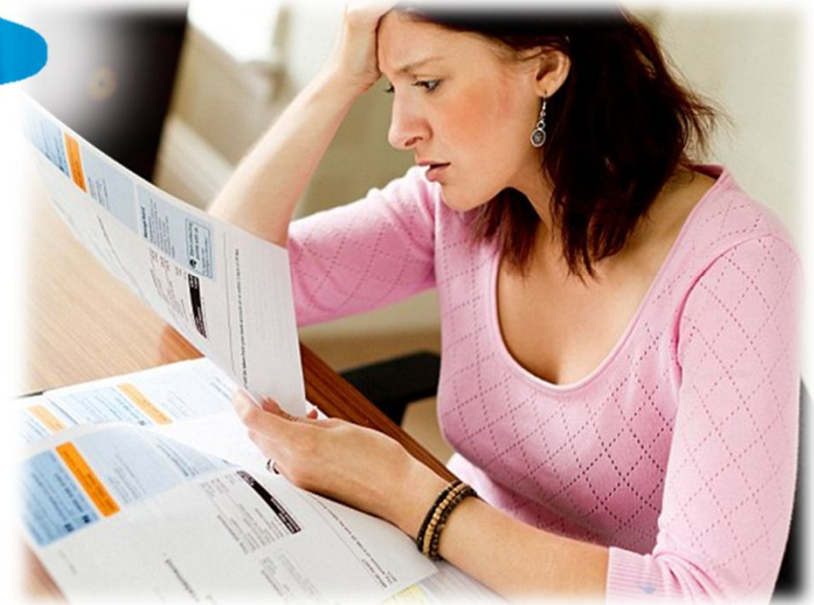
Network



Customer Service



Understandable Price Plans





A multiplicity of customers who want more and more



...with mixed knowledge of technology



... and with varying willingness to pay



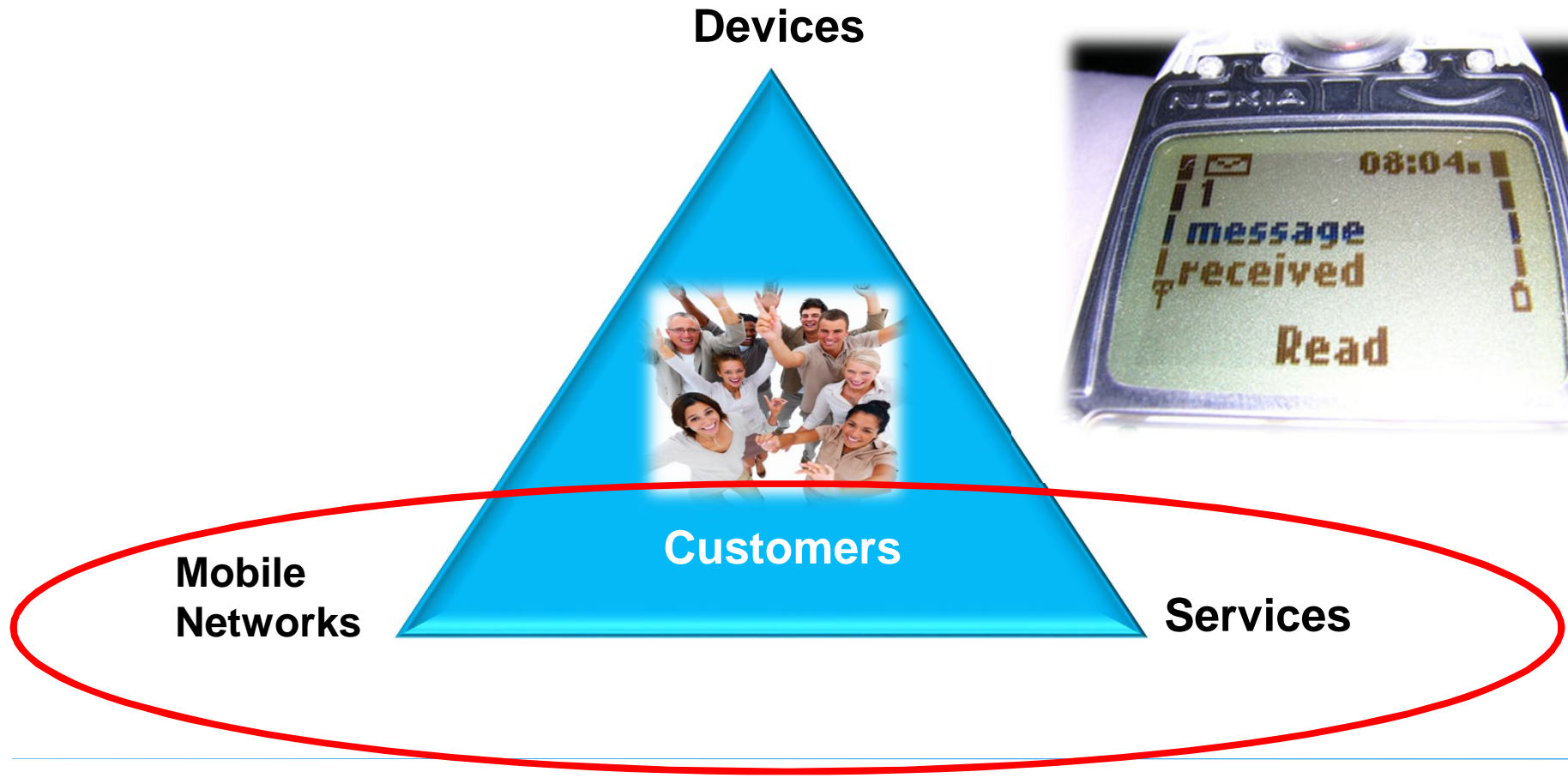


Innovation & Customer Centricity

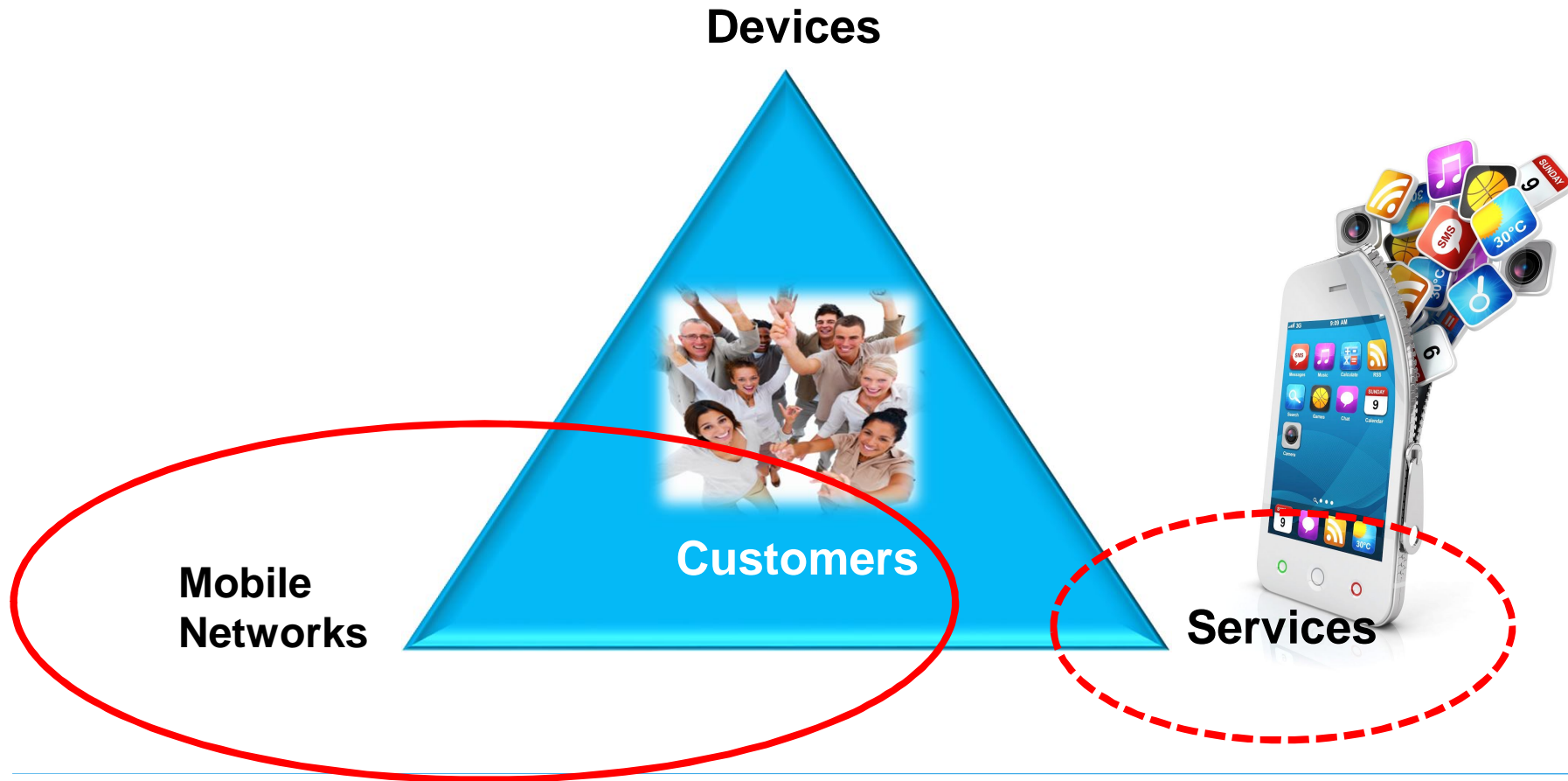
The plattform: A simple, clear and customer centric strategy!



Mobile Operators Scope 1990



Mobile Operators Scope 2014



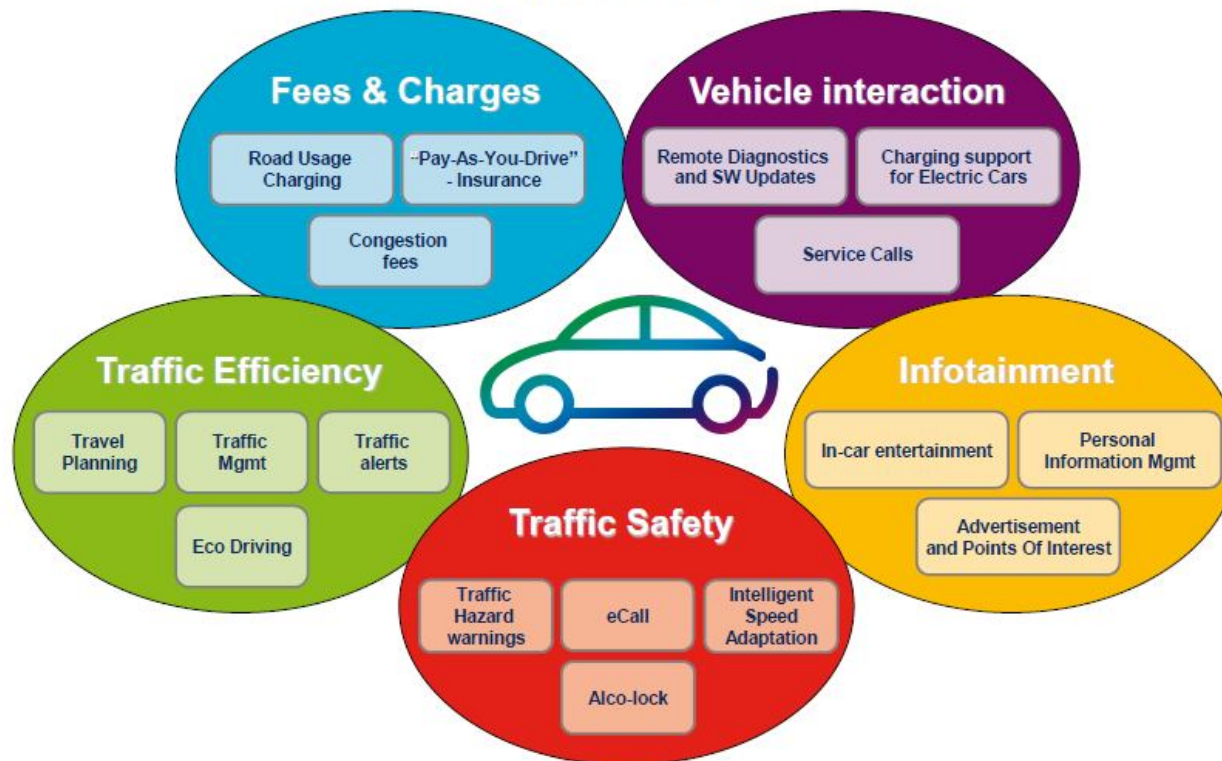
We are running three mobile generations at same time - when can 2G and 3G be terminated?



**Telenor prediction;
3G until 2020
2G until 2025**

M2M and Internet of things will add billions of terminals

the connected car



The «Automatic Sales Tips» Project was Initiated to Secure a Relevant Customer Dialogue and Higher Profitability

#traditionalist



#selfie #femalebloggers



#businessman



Big Data



Summary

- Telecom = Continuous Change... and heavy growth in data usage!
- LTE/4G = First global mobile standard! Will drive innovation and investments, and be a key tool in providing *Internet for all!*
- *The Customer Experience Triangle:* To maximize the customer experience the mobile ecosystem has to work seamless between network, devices and services!
- Understanding the customer is crucial to drive innovation, change and stand out on customer satisfaction!





Thank you for your attention!



@BeritSvendsen