

Telenor Mobil

Ric Brown



1855 - 2005



Telenor Mobile Operations

Norge 100%
Telenor Mobil

Sverige 100%
Telenor Mobile

Danmark 100%
Sonofon

Ungarn 100%
Pannon

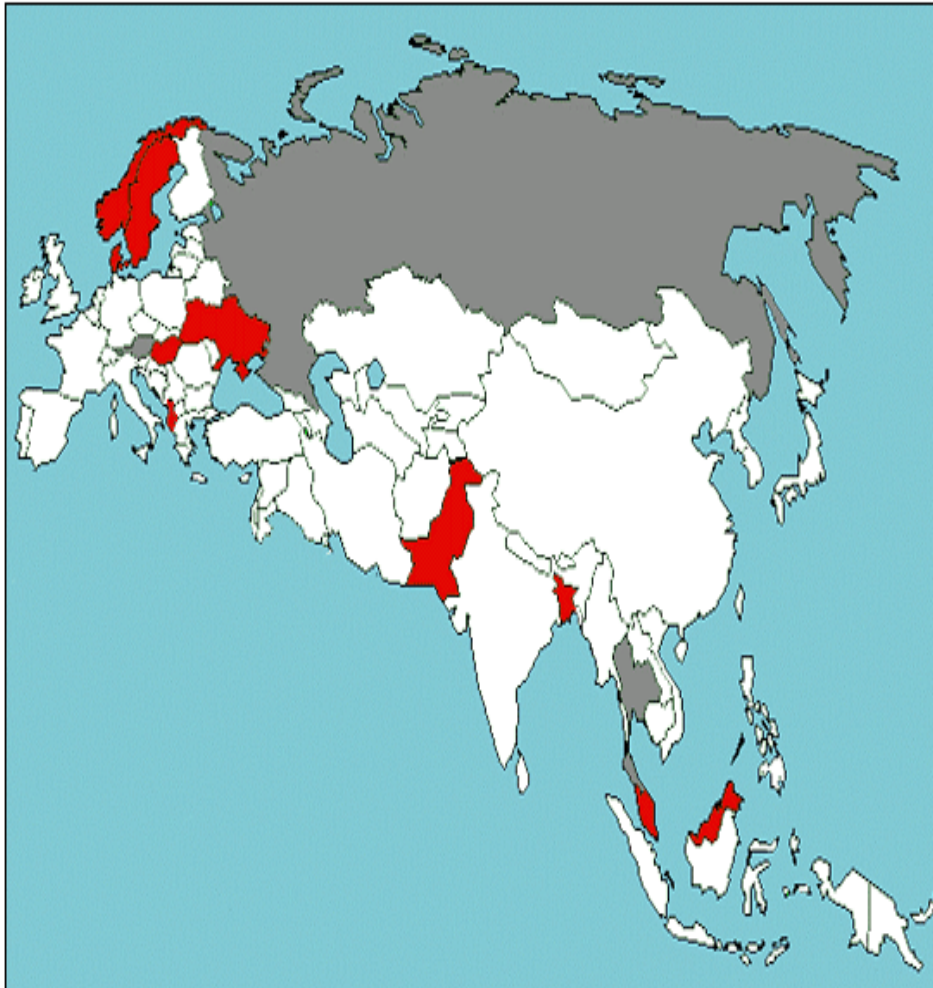
Montenegro 100%
ProMonte

Pakistan 100%
Licence

Malaysia 61,0%
DiGi

Ukraina 56,5%
Kyivstar

Bangladesh 62,0%
Grameen



Thailand 40,3%
DTAC*

Russia 29,9%
VimpelCom

Austria 17,5%
One



1855 - 2005

Norwegian Mobile Content Market

- Open, transparent market and business models
- Premium sports content provided in co-operation with 3rd party content providers
 - Mobile operators have not purchased premium sports content rights
 - Attractive packaging with other editorial content
 - Mobile operators more than "bit pipe"
 - Premium sports content not restricted to customers of one mobile operator
- Strong, sustainable growth in content services
- Marketing both from operators and powerful media players

