Press Release - 18 June 2001

Europolitan Vodafone and Telenor subsidiary Zalto to collaborate on service provision for young people

Telenor Mobil Communications has through its subsidiary Zalto Communications AS signed an agreement with Europolitan Vodafone whereby Zalto will use Europolitan Vodafone's network to sell mobile services to the Swedish market. Telenor is launching and market a new mobile subscription with the brand djuice™.

Djuice is a subscription with its own services, invoicing, marketing and customer service.

"The agreement with Europolitan Vodafone is important for djuice and Telenor," says Morten Karlsen-Sørby, Chief Operations Officer at Telenor Mobile Communications. "We see Europolitan Vodafone as a highly competent partner providing advanced services that maintain top quality."

Djuice will provide different mobile services closely integrated with the Internet. Djuice has the vision to become "The Young people's Partner in the Mobile Society" and the target group is young people between 15 and 30.

"The co-operation with Zalto will allow us to broaden our offering to the youth segment even more as regards services and marketing channels," says Jon Risfelt, CEO at Europolitan Vodafone. "Diversity is one of the pre-requisites of the mobile telecom market. Traffic in our network will increase, which will lead to a higher return on the investments we are making in infrastructure and systems," concludes Jon Risfelt.

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Europolitan Vodafone *is a mobile operator with a licence to build a 3G mobile telecoms network. Our strength lies in our focus on developing international services, customer service and quality. Europolitan Vodafone employs some 1,400 people. Europolitan Vodafone is listed on the O-list of the OM Stock Exchange's Attract 40 list through Europolitan Holdings AB. The company's principal owner is Vodafone, with 71 per cent of Europolitan Holdings. The remaining 29 per cent is owned by private shareholders, investment companies and pension funds. The Vodafone group is represented on 5 continents and has around 80*

million customers (proportionate customers). For more information, please visit ***www.europolitan.se*** *and* ***www.vodafone.com****.*

Djuice *is Telenor Mobile Communications' concept for mobile Internet services. Djuice is an independent brand and a portal for mobile Internet with content, functions and communications built on the customers' mobility and behaviour djuice has the goal to become one of the leading mobile Internet portals in the world.*

Zalto Communications AS *is a Norwegian service provider combining mobile communication and the Internet and providing customised mobile solutions for young people in the 15-30 age group. Zalto Communications' largest owner is* ***Telenor Mobile Communications AS****.*