

Press Release

April 5, 2011

TeliaSonera International Carrier announces €1M deal with Populis

The Italian Media Portal Excite.it will be powered up by TeliaSonera International Carrier platform. Populis has signed an agreement with TeliaSonera International Carrier to have Managed Services and IP Services in order to expand its international presence.

The deal, worth €1m, marks a significant step for TeliaSonera International Carrier into the Managed Services and Cloud Computing arena. The first platform will be operated from the TeliaSonera International Carrier Data Center in Frankfurt, where they will support the Populis wide network of vertical web properties, ranging from credit and travel guides to car blogs, visited by over 26 million unique users per month.

In addition to connectivity, TeliaSonera International Carrier will be providing Populis with an integrated and fully customisable set of infrastructure specific services, which combine IP connectivity with colocation, hardware leasing and managed services.

Erik Hallberg, President of TeliaSonera International Carrier, says "As a leading IP carrier we are aware of the specific needs and growing requirements of the online content industry for the provision of "always-on" services. We're rapidly building the tools that will allow TeliaSonera International Carrier to become a serious player in this arena, an important element in our strategy for growth".

Giovanni Fantasia, Managing Director and group COO of Populis, says "one of the key assets for the growth of Populis is the scalability of our business model based on the distribution of high quality Content on Demand and Editorial content on our wide international network of +550 websites, including our key brands Excite, Better Deals and Nanopublishing. TeliaSonera International Carrier Data Center in Frankfurt is a perfect fit for our needs: a highly scalable infrastructure with very high standards in terms of both service availability and response time under all circumstances and from all locations across Europe and WorldWide".

Populis is one of Europe's fastest growing digital media companies (GP Bullhound Media Momentum 2010) and European leader in the production of multilingual content on demand. Created in 2004 the Group crowdsources, distributes and monetizes over 35,000 items of compelling content in 8 languages per month for a vibrant network of 550 fully owned and operated websites including Excite Europe, Better Deals and Nanopublishing. The media properties generate over 26.1 million unique monthly users (Source: Comscore January 2011).

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera help people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also the leading European wholesale provider with a wholly-owned international carrier network. In 2010, TeliaSonera's net sales amounted to SEK 107 billion, and at the end of December 2010 the total number of subscriptions was 156 million in 20 countries. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at www.teliaSonera.com



Populis is a pan-European company with a team of over 125 working across offices in Ireland and Italy, active in the UK, Germany, Netherlands, France, Italy, Spain, Sweden, US, Australia, Russia and Brazil.
www.populis.com

TeliaSonera International Carrier is a global provider of cross-border communications services and a leading contributor and distributor of high quality video for TV, online and IPTV services. It is the owner and operator of the largest fibre optic network in Europe and serves more than 85 percent of all European Internet Service Providers.

TeliaSonera's press office for journalists can be reached at + 46-771 77 58 30

Forward-Looking Statements

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.

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