

Press Release

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Telia speeds up the development of Mobile Internet

Today, Telia is presenting a new business opportunity for content providers of mobile services. The concept is based on an open interface to content providers, who are being offered a direct channel to Telia's three million Swedish mobile customers.

With this new initiative Telia and content providers are aiming to drive the development of the mobile Internet and offer Telia's mobile subscribers a broad range of mobile services. The new initiative will result in a direct channel to Telia's mobile customers for the content providers, and easy billing through mobile phone invoices or prepaid cards.

"We expect this will broaden the range of mobile services and increase their use," says Kenneth Karlberg, President of Telia Mobile. "A payment model, which content providers and Telia are satisfied with, is a condition for getting the mobile Internet market to gain momentum. The solution we are launching will ensure that this initiative will be profitable for both content providers and Telia."

The new initiative is based on a mobile service platform by BlueFactory.

In connection with the launch of the open interface, Telia will introduce a new payment model for content providers. Which means that Telia will charge content providers for traffic rates and 20 percent of the price for the services being offered customers. The payment model for premium SMS customers will also be adjusted at the same time.

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<p>Telia is the Nordic leader in telecommunications. Over the past year, we have streamlined the Group, focusing our core businesses making the company more flexible. Our four core businesses are: Mobile communications, Internet services, International carrier operations and Fixed network operations. Telia is listed on Stockholmsbörsen. Sales Jan-Sep 2001 totaled MSEK 42,226 and the number of employees was 22,500.</p>
