

Press Release

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Telia Mobile introduces Nordic price plan

Today Telia Mobile is introducing a new Nordic price plan for mobile phone calls - Telia Nordic Price Plan - as well as a number of basic services that will function over national borders in the Nordic region. Telia's Nordic strategy will provide specific advantages for Telia customers. The services that are now being launched represent the first step towards a number of planned pan-Nordic services.

Telia's own studies of Nordic enterprises and business travellers have indicated considerable interest in a Nordic price plan. There is also a large need for being able to use simple services such as short numbers and caller ID in the other Nordic countries in the same way as at home. Six out of ten surveyed purchasers of telecom equipment at companies said that they were willing to pay extra for a Nordic price plan and for services functioning over national boundaries.

- Simplicity is very much in demand. We're starting by launching these services because they have been ranked the highest among Nordic enterprises and business travellers, says Mats Salomonsson, Marketing Manager at Telia Mobile Sweden. Telia's strength in the Nordic region directly benefits our customers.

Telia Nordic Price Plan will be launched in the beginning of February 2002 for mobile calls in Telia's mobile networks in the Nordic countries (in Telia's Swedish, Danish and Finish mobile networks, and in the mobile network belonging to Netcom, Telia's subsidiary in Norway). The price plan, which is an additional service available through Telia's subscriptions for enterprises, will simplify the previously complex pricing structure for mobile calls between the Nordic countries.

In the Telia Nordic Price Plan, mobile voice calls from Sweden to the fixed network in Denmark, Finland or Norway cost SEK 2.45 per minute (excl. VAT). All other mobile voice calls over Nordic borders cost SEK 2.95 per minute (excl. VAT), and the same rate is charged for receiving calls in Denmark, Finland or Norway. The opening fee for the price plan is SEK 100 (excl. VAT). The fixed monthly charge is SEK 30 kronor (excl. VAT). The new price plan offers the best value for customers who use their mobile phone for many calls between the Nordic countries.

All Telia's customers are also being offered a number of basic services at no charge. A common standard for caller ID is being introduced, allowing Telia's customers to see who is calling wherever they happen to be in the Nordic region. Swedish customers will be able to call the 133 short number to their Voice Mail service all over the Nordic region without having to enter their password to listen to messages. These services will be available around the clock at Telia.

For further information journalists can contact:

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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>
