

Press Release

Dec 13, 2001

Telia opens a new marketplace for mobile services

Telia today opens a new marketplace for mobile services - PocketMode. With an open interface that makes it easy for content providers to hook up services, the effort will speed up the development of the mobile Internet.

"This is a natural step for us, and together with content providers we will make PocketMode Sweden's largest marketplace for mobile services. The open interface means that content providers have a direct channel to our three million mobile customers," says Kenneth Karlberg, President of Telia Mobile.

For example, today there are already around 400 different icons, 350 ring tones, games, news and postcards at www.pocketmode.com. As more and more content providers become involved, it is expected that the number of services will increase dramatically.

Telia has invested in the creation of a simple, functional website. For example, it only takes a few clicks to buy an icon or a ring tone. PocketMode has been designed so that it can be changed all the time to suit users' preferences.

PocketMode also allows easy billing through Telia's mobile phone invoices or prepaid cards.

For more information, go to www.pocketmode.com

For further information journalists can contact:

Håkan Ström, Press Officer, Telia Mobile Sweden, +46 (0)8-713 58 30

Carina Axelsson, VP Communications, Telia Mobile AB, +46 (0)8-713 58 30

<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>
