TeliaSonera

Press Information

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The snowball that survived

TeliaSonera's Norwegian subsidiary, Netcom, left with a prize when the "Oscars" for the advertising industry took place on Thursday evening at Rockefeller in Oslo. The Business Prize cup went to Netcom because they had "…succeeded to an incredibly high degree in gaining market shares, increasing sales, and establishing a profile with a simple and easily understood message."

In 1992, the Norwegian paper, Kapital, published by Hegnar Media, said that Netcom's chances of survival were slightly more than a snowball in hell – but not much. Today, Trygve Hegnar backtracked, saying, "that's how wrong you can be."

The Business Prize is given to a company that "has a clear market strategy, and whose advertising has undeniably contributed to its commercial development and financial results."

"This is great for us. It shows that our thinking is correct, and that it has garnered attention far beyond Netcom's four walls," says Sondre Aarrestad, Marketing Director of Netcom.

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TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions. At the end of June 2003 TeliaSonera had 9,705,000 mobile customers and 8,102,000 fixed customers and 1,498,000 internet customers in its home markets. Outside the home markets TeliaSonera has extensive interests in the growth markets in Russia, Turkey and Eurasia. TeliaSonera is listed on the Stockholm Exchange, the Helsinki Exchanges and the Nasdaq Stock Market in the USA. Pro forma net sales January-June 2003 amounted to SEK 40.6 billion (EUR 4.4 billion). The number of employees was 27,570.