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Press Release

Hi3G appoints Chris Bannister as Deputy Chairman and Shlomo Liran as CEO

Hi3G Access AB announced today that Mr. Chris Bannister will be appointed as Deputy Chairman of the company's Board. Mr. Shlomo Liran, currently CEO of the satellite multi-channel TV company Yes in Israel, has been appointed CEO of Hi3G. Hi3G operates 3 in Scandinavia. The appointments will take effect in January 2004.

After over two years as CEO of Hi3G, Chris Bannister has successfully turned the company from a developmental phase to an operational business. In his future capacity as Deputy Chairman, he will be assisting the new CEO through the initial period and will be involved in the development of the company's Nordic business.

Commenting on the above appointments, Chairman of the Board Björn Svedberg stated:

"These changes reflect the transition of 3's businesses from development to an operating stage. Chris has successfully built up the company, which has commenced offering services in two countries. As Deputy Chairman of the Board, Chris will work on a strategic level as well as securing a smooth transition. I would also like to take the opportunity to welcome Shlomo Liran to Scandinavia. His successful track record as a chief executive, and thus a leader for more than 15 years, will be most valuable in developing 3. "

About 3:

3 is the first operator in Scandinavia to commence offering mobile video communication. In Scandinavia, 3 is a joint venture between Hutchison Whampoa (60%) and Investor AB (40%). The two companies have major international networks and world-leading industrial and technological experience. Via Hutchison Whampoa, 3 leads the world in mobile video communication, with 3G licenses in Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy, Norway, Sweden and the UK. Swedish home page: www.tre.se.

For more information, please contact:

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