

### Swedish companies believe in a strong 2007

**1 out of 3 companies will increase investments in IT & telecommunications this year**

**85 percent of Swedish companies intend to maintain or increase their investments in modern communication during the year. Almost the same number believe that the company's sales will increase. These were the results of a survey Telia conducted among 1,400 people at companies across the entire country. According to the participating companies, the key to growth is developing customer relationships.**

The survey shows that optimism is largest among industrial companies – 85 percent believe that their sales will develop positively. Close behind comes the IT industry with 84 percent and retail with 77 percent.

Seven out of ten say that improved customer relationships is the key for creating growth in the company. Every second person (47 percent) says that the key is improving employee competence levels and 28 percent believe that it is important to develop sales channels, for example starting an e-store online (28 percent).

One third of the companies that participated in the survey say that they will increase their investments in modern communication during 2007. More than 50 percent of the companies will invest the same amount as last year.

“There is a clear trend in this year's survey that companies want to invest in mobile services that help them create efficient and flexible operations and give employees the opportunity to work at locations other than the office,” says Anders Tillander, head of TeliaSonera Integrated Enterprise Services.

Faster broadband and e-mail in the mobile appear to be the most popular investments during the year. Every fourth company says that it plans to invest in these.

#### **Top 5 – Most popular investments during 2007:**

1. E-mail in the mobile
1. Faster broadband
3. Laptop computers for more employees
4. PC card to laptop computers
5. 3G mobiles

#### **About the survey**

Telia asked 1,404 people about their views on how their company will develop and how it will invest in modern communication during the year. All of the participants are employees at companies that are Telia customers. The entire country is represented. The survey was conducted as a web survey December 14, 2006-January 11, 2007 in cooperation with the analysis company United Minds.

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#### **Additional information for journalists is available from:**

**TeliaSonera's Press Office, tel. 020-77 58 30**

TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions with strong positions within mobile communications in Eurasia, Russia and Turkey. At the end of 2006, TeliaSonera launched mobile services in Spain. TeliaSonera offers reliable, innovative and easy-to-use services for transferring and packaging voice, images, data, information, transactions and entertainment. In 2006 TeliaSonera had sales of SEK 91 billion and 96 million customers in 15 countries. TeliaSonera is listed on the Stockholm and Helsinki stock exchanges. The company is listed on the Dow Jones index for sustainable development. We see simplicity and service as important tools for creating profitable growth and value for our customers and shareholders. Read more at [www.teliasonera.se](http://www.teliasonera.se)