



Press release

August 9, 2000

## **Asian telecommunications company concludes contract for Internet-based services**

**DataStream Technology, otherwise known as DST, a telecommunications company in Brunei, has chosen Cell Network as its Internet partner for the launch of its mobile telephony and Internet services next year. Some twenty consultants from Cell Network Malaysia, Cell Strategy and Cell Telecom are working on the contract which, among other things, will include strategic and technical solutions. The first phase of the project is estimated to last six months.**

DST, the privately-owned telecommunications operator with 50 % of the market in the oil-rich nation of Brunei, is currently concentrating much of its efforts on offering users tele-services via the Internet. Together with Cell Network, the strategic priorities have been defined. The contract includes Internet-based added-value services within both the business-to-business and the consumer chains, something which has proved to be highly fruitful for larger telecommunications operators the world over.

- The new Internet-based services are entirely compatible with efforts by the DST group to offer customers the best services, points out Hj Marsad Hj Ismail, Strategic Planning Officer for the DST Group and MD for DST Multimedia Sdn Bhd.

- We are really enthusiastic about working with the DST Group and, in particular, with DST Multimedia, comments Tom Buhl, Chief Operating Officer at Cell Network International. The contract will give us the opportunity to further develop our international experience in Asia, whilst consolidating our position within the telecommunications industry.

### Facts about the DST Group

DST is a market leader in the converging world of services within the mobile sector, radio/television and multimedia in Brunei Darussalam. Find out more on: [www.dst-group.com](http://www.dst-group.com)

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Cell Network AB is, after merging with Mandator, one of the world's leading consulting companies focused on the Internet and interactive media. The company delivers business-critical solutions taking full responsibility for strategy, technology, design and content. Clients include Ericsson, Volvo, General Electrics, Telia, AstraZeneca, Telenor, and Statoil. Cell Network is listed on the Stockholm stock exchange's Attract 40/ O-list and has about 1800 employees in 13 countries. Read more about Cell Network AB at [www.cellnetwork.com](http://www.cellnetwork.com)