

**Press Release 28 February 2007**

## **TeliaSonera Finland outsources customer service functions of Loimaa service point to Manpower Business Solutions Oy**

**TeliaSonera Finland Oyj has concluded a cooperation agreement with Manpower Business Solutions Oy, a member of the Manpower Group, on transferring the operations of Sonera's service point for mobile phone in Loimaa to Manpower Business Solutions Oy.**

The agreement concerns 52 persons who will retain seniority when transferred to Manpower Business Solutions Oy. The agreement becomes effective on the 1st of March 2007.

"We have centralized our mobile customer service functions in our large units in Vaasa, Kuusamo and Lahti, where we are able to further develop our service, which we believe to be an important competitive factor. In Loimaa we decided to start cooperating with Manpower Business Solutions because the local customer service point has been separate from our other customer service operations, and calls have been on the decline there", says Petri Lahtinen, who is Director of Mobility Customer Support at TeliaSonera Finland.

Maarit Laaksonen, who is head of the Contact Center business unit of Manpower Business Solutions Oy, says that the centralization and development of contact centre services have been focus areas of Manpower Business Solutions Oy. We have proof of successful cooperation of a similar kind, and we are able to create significant synergy benefits. We also have the means and opportunity to develop and boost operations", Laaksonen stresses.

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TeliaSonera is the leading telecommunications company in the Nordic and Baltic region, with strong positions within mobile communications in Eurasia, Turkey and Russia. At the end of 2006, TeliaSonera launched mobile services in Spain. We provide reliable, innovative and easy-to-use services for transferring and packaging voice, images, data, information, transactions and entertainment. In 2006, TeliaSonera's net sales amounted to SEK 91 billion, and the company had a total of 96 million customers in 15 countries. The TeliaSonera share is listed on the Stockholm Stock Exchange and the Helsinki Stock Exchange, and the company is included in the Dow Jones Sustainability Index. Simplicity and service are important tools for us in creating profitable growth and value for our customers and shareholders. Read more at

[www.teliasonera.com](http://www.teliasonera.com).