

Press Release

December 26, 2007

Swedes set new SMS record on Christmas Eve

– 15.4 million SMS messages were sent over Telia’s network

A huge new record was set on Christmas Eve for the number of SMS messages sent. No less than 15.4 million SMS messages were sent over the Telia network on Christmas Eve. 24 December is one of the year’s most intensive texting days and, according to the annual Telia Christmas survey, by far the largest number of greetings was sent before Donald Duck and Friends.

New record

Last year, 9.3 million SMS messages were sent over the Telia network on Christmas Eve. This figure was overshadowed this year, when Telia customers sent 15.4 million SMS messages. In the annual Telia survey, 30 percent of the respondents stated that they preferred to send Christmas greetings by SMS, 26 percent mailed their Christmas greetings, and 23 percent chose to phone.

“The fact that so many people decided to send their Merry Christmas wishes by SMS exceeded all of our expectations. In addition to SMS, MMS and e-mails are being used to an increasing extent for conveying personal greetings. We can now claim with certainty that digital greetings are the new Christmas card,” says Håkan Dahlström, head of Mobility Services at TeliaSonera in Sweden.

It is now very probable that Swedes will be setting a new SMS record on New Year’s Eve as well. 17 million New Year greetings were sent last year and all signs suggest that a massive new record of more than 22 million SMS messages will be set this year over the Telia network.

SMS messages during early service on Christmas Day

The annual Telia Christmas survey shows that we prefer to phone, e-mail or SMS our Christmas greetings just before the popular annual Christmas television programme “Donald Duck and Friends” (37 percent). One third (34 percent) choose to get in touch first thing in the morning, and 19 percent after Bengt Feldreich has finished announcing “Donald Duck and Friends”. Only 6 percent held back their Christmas greetings until the Christmas presents were being dealt out. But sending Christmas greetings during Christmas dinner is less popular, as it also is during the early service on Christmas Day, when only 1 percent dares to send greetings to friends.

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, we launched mobile services in Spain. We are the leading European provider of quality cross-border voice, IP and capacity services, provided through our wholly-owned international carrier network. In 2006, TeliaSonera’s net sales amounted to SEK 91 billion, and at the end of March 2007 the total number of customers exceeded 100 million 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

When do you phone/text your Merry Christmas wishes on Christmas Eve?

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| 1. | Before Donald Duck and Friends (Kalle Anka och hans vänner) | 37% |
| 2. | First thing in the morning | 34% |
| 3. | After Donald Duck and Friends | 19% |
| 4. | When Christmas presents are being handed out | 6% |
| 5. | During Christmas dinner | 2% |
| 6. | During Christmas lunch (everyone present records a song that is then sent) | 2% |
| 7. | During early service on Christmas Day | 1% |

Telia Christmas survey 2007

Telia has interviewed 8192 Swedes about their communication habits during Christmas. The whole of Sweden is represented. The respondents are Telia customers. The field period was 9 November to 16 November.

**Further information to journalists is available from:
TeliaSonera Press Service on +46 (0)8 713 58 30**

Forward-Looking Statements

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.

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