



Press release
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The Telia owned company Speedy Tomato and Olivetti Tecnost (Olivetti Group) together to develop mobile portals in the Italian market

Speedy Tomato AB, a fully owned subsidiary by Telia AB, has signed an agreement with Italian Olivetti Tecnost S.p.A., 100% Olivetti S.p.A., to jointly address to the booming Italian market of mobile Internet portals. The new Company is equally owned and will be named Speedy Tomato S.p.A.

Speedy Tomato is an operator-independent mobile portal which - during this year - will launch its services on several European markets. The portal has already been opened in the UK, in Denmark and, very recently, in Finland. The co-operation with local partners is a strategy to guarantee that local market needs will be satisfied with the right time to market.

This agreement represents an important step forward for Speedy Tomato and its roll-out plan for Europe; Olivetti Tecnost now broadens its investments and interests into mobile Internet, in order to develop and deliver to the Italian market highly innovative services for the mobile world.

Speedy Tomato's services inspire and support people in their daily lives. The services are easy to use and fill a personal need. Examples of services are: personal calendar, address book, e-mail to your mobile, news, finance, sports, games, chatting communities, m-commerce, location based services, etc.

"This partnership supports the fact that we have chosen the right strategy when it comes to mobile services on the European market", says Kenneth Karlberg, Senior Executive Vice President, Telia Group and CEO Telia Mobile AB.

"We have found the right partner for the Italian market to exploit the local market opportunities." says Zeth Nyström, CEO for Speedy Tomato AB.

"The Nordic Region, in general, and Speedy Tomato in particular, have the competence and experience, to fulfil the needs of advanced services requested by the mobile Internet market" says Roberto Berruto, Senior Executive Vice President, Strategies and New Initiatives of Olivetti Tecnost. "With more than 40 million subscribers, the Italian mobile market is the biggest in Europe - continues Berruto - and the mobile Internet penetration within this segment is expected to grow very fast during the coming years. The market will be stimulated to widely use such advanced services also through the enhanced capabilities of the new generation of handsets."

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Speedy Tomato AB

Speedy Tomato is a mobile portal who wants to inspire and support people in their daily lives and in their social lives. Speedy Tomato AB was founded in September 2000 and is a fully owned subsidiary to Telia AB and part of the Business Area Mobile in the Telia Group.

Olivetti Tecnost S.p.A.

Olivetti Tecnost is a fully owned Olivetti Group Company that focuses on Olivetti brand home-office equipment, vertical applications, gaming systems, solutions for home automation and Internet new ventures. The Company employs 5,400 people and has global revenues in excess of 2,000 billion Lire. Olivetti Tecnost operates in over 70 countries worldwide through a direct organisation, a network of dealers, major retailers and mass merchandising chains.