

Press release - Karlskrona 24 October 2001

New prices and new smart e-mail function make Europolitan Vodafone's GPRS services even more attractive

As of 1 November, Europolitan Vodafone's customers will be able to have their e-mails (*EuroMail) sent automatically to their GPRS-enabled mobile phones. In addition to this new e-mail function, Europolitan Vodafone is also adapting its GPRS price structure to suit all its customers, regardless of how much they use the service.

This new smart function can be used on telephones with built-in e-mail programs and a so-called polling function that has only recently become available in the market. The new system enables telephones to download new e-mail messages automatically at intervals set by the customer. E-mail via GPRS is an excellent and highly cost-efficient tool for those who want quick access to their e-mails. EuroMail's WAP function can already be used with GPRS.

"User-friendliness and efficiency are two of our cornerstones. They make it easier for our customers to use our services and enhance user efficiency," says Jon Risfelt, President and CEO of Europolitan Vodafone. "We already have a host of services that work very well with the new technology, and there are even more in the pipeline. WAP with GPRS is now a highly cost-efficient mobile communication tool."

Europolitan Vodafone customers are also keen to be able to use GPRS abroad. Europolitan Vodafone is currently making every effort, together with international operators, to resolve the agreement-related and technical issues involved.

In order to introduce the new e-mail function and increase the use of GPRS-based services even further, Europolitan Vodafone will be changing its price structure as of 1 November.

"We see a tremendous potential in our GPRS-based services, and we want to spread the use of this new technology to a wider public. GPRS will therefore not be designed exclusively for advanced users, either in terms of content or pricing," says Jon Risfelt.

The new pricing system in brief:

GPRS as a supplementary service

Subscriptions for Europolitan Vodafone's supplementary service may, until further notice, be signed for a period of three months without monthly fees.

The service includes a data volume of 2 megabytes. For data volumes exceeding 2 megabytes, there will be a charge of SEK 20/megabyte.

The GPRS Surf subscription

Customers who sign GPRS Surf subscriptions will receive 8 megabytes of data volume per month at no extra cost up to and including 31 January 2002. For data volumes exceeding 8 megabytes, there will be a charge of SEK 12.50 per megabyte. In addition to GPRS, the subscription will include all the standard services available to regular mobile telephony subscriptions, e.g. voice services, EuroVoice (answering service), number presentation and EuroText (SMS).

<i>Introductory prices (including VAT)</i>	Monthly fee (SEK)	Traffic fee (SEK/Mb)	Data volume included (Mb)
Supplementary service	0	20	2
GPRS Surf	319 ²	12,50	8

² GPRS Surf is a subscription form that, in addition to GPRS, includes all the standard services available to regular mobile telephony subscriptions, e.g. voice services, EuroVoice (answering service), number presentation and EuroText (SMS).

Regular prices (including VAT)

	Månadsavgift kronor	Trafikavgift kr/Mb	Inkluderad datavolym Mb
Supplementary service	65	20	2
GPRS Surf	319 ²	12,50	0

² GPRS Surf is a subscription form that, in addition to GPRS, includes all the standard services available to regular mobile telephony subscriptions, e.g. voice services, EuroVoice (answering service), number presentation and EuroText (SMS).

Subscriptions for Europolitan Vodafone's supplementary GPRS service can be signed at any Europolitan Vodafone retailer or by calling our Customer Services Department on 020-222 222. GPRS is available to all customers with fixed subscription forms.

All existing GPRS Surf subscribers or subscribers who have GPRS as a supplementary service will receive a discount over the period 1 November 2001 – 31 January 2002.

***EuroMail**

When it was launched in the spring of 1997, Europolitan Vodafone's EuroMail service was the world's first mobile e-mail service. It is available to all Europolitan Vodafone's subscribers at no extra cost. Customers can send or receive e-mail messages via their e-mail programs, via Europolitan Vodafone's web site for mobile services, www.hantera.com, via Europolitan Vodafone's WAP sites, via a GPRS telephone with an e-mail function or via a regular mobile phone with SMS notification.

For more information, please contact:

Rikard Svensson, GPRS Product Manager, Europolitan

Tel.: +46 708 33 13 82, e-post: rikard.svensson@europolitan.se

Mårten Holmberg, Senior Project Manager, Europolitan

Tel.: +46 709 61 40 98, e-post: marten.holmberg@europolitan.se

Europolitan Vodafone is a mobile operator with a license to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,500 people and is listed on the Attract 40 list of the Stockholm Stock Exchange through its parent company, Europolitan Holdings AB. The

company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. Private shareholders, investment companies and pension funds own the remaining 29 per cent. The Vodafone Group is represented on 5 continents and has around 95 million customers (proportional number of customers calculated on the basis of ownership). For more information, please visit www.europolitan.se and www.vodafone.com.