

Press Release – Karlskrona 26 March 2002

Family offer from Europolitan Vodafone soon to hit ICA stores

A unique concept in mobile telephony will be offered next year to Swedish grocery chain ICA's customers. The offer is being developed by Europolitan Vodafone and will directly target ICA's 2.8 million active card customers. The concept is being designed with families in mind.

The family concept will include a wide range of basic services and will be easily available, either directly in ICA stores or via the Internet. The pricing structure will be adapted to suit families.

"We are delighted to have found a partnership form that suits both parties. This is a unique opportunity for us to reach ICA's active card customers, who number some 2.8 million," says Jon Risfelt, President and CEO of Europolitan Vodafone.

Just under a year ago, ICA decided against starting up its own mobile telephony operations as a virtual operator. The working partnership with Europolitan Vodafone opens up new opportunities of offering mobile telephony to the company's customers.

"The agreement means that we can give ICA's customers more choice when it comes to mobile communication and also serves to enhance the added value of being an ICA customer. It is also a way for our customers to gain control of their families' mobile telephony costs," says Torbjörn Norberg, ICA Kundkort's marketing manager.

Europolitan Vodafone and ICA plan to have a final offering ready for ICA's customers in the first half year of 2003. Meanwhile, Europolitan Vodafone prepaid cards will be available from ICA and RIMI stores this summer.

For more information, please contact:

Europolitan Vodafone

Anders Sjöholm, Commercial Director, Corporate & Telematics

Tel.: +46 708 33 10 22, e-mail: anders.sjoholm@europolitan.se

Johan Holmgren, Director of Public Relations

Tel.: +46 708 33 14 00, e-mail: johan.holmgren@europolitan.se

ICA Handlarnas AB

Torbjörn Norberg, Marketing Manager, ICA Kundkort

Tel. +46 70 593 32 46, e-mail: torbjorn.norberg@ica.se

Eva Burén, Director External Communications

Tel: +46 70 218 10 26, e-mail: eva.buren@ica.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. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings. Private shareholders, investment companies and pension funds own the remaining 29 per cent. The Vodafone Group is represented on 5 continents and has more than 200 million mobile telecoms users. In April 2002, Europolitan Vodafone will be changing its name to Vodafone to make it clearer that the company is part of the world's largest telecoms group. Read more at www.europolitan.se/ and www.vodafone.com*