

Karlskrona 23 October 2002

Aftonbladet and Vodafone Sweden to collaborate on new mobile services

Vodafone Sweden's customers will soon be able to use their mobile phones to read Aftonbladet, while also gaining access to many more of the media company's services. An agreement has been reached between Vodafone Sweden and Aftonbladet Nya Medier whereby Aftonbladet will use its own brand to offer content services to Vodafone Sweden's mobile customers.

"We are delighted that Aftonbladet Nya Medier has chosen to work with us. Aftonbladet is at the leading edge when it comes to digital content and currently runs Sweden's leading online news portal with more than one million visitors a day. We are convinced that there is a tremendous interest among Sweden's numerous mobile phone users in using mobile phones to access Aftonbladet's services," says Göran Mannerstråle, Director of Consumer Affairs at Vodafone Sweden.

Vodafone Sweden is planning to launch a new range of services in the very near future that will offer its users completely new mobile experiences. They will also make full use of all the possibilities offered by today's mobile communications in terms of colour, sound and pictures. Aftonbladet will be playing a key role in this service offering.

For Aftonbladet Nya Medier, the agreement opens up a whole new channel to its readers, as well as new income opportunities for the company's service offering.

"Vodafone Sweden's new services will make it simpler for readers to access Aftonbladet," says Mats Eriksson, Managing Director of Aftonbladet Nya Medier. "We are naturally keen to reach as many people as possible and Vodafone Sweden's new service offering involves an attractive form of collaboration whereby we each capitalise on the other's strengths and act as market drivers. The new generation of mobile phones with colour displays and support for pictures will offer completely new experiences not previously available in the Swedish market."

Vodafone Sweden will be holding a press meeting at 12.30 p.m. tomorrow Thursday at its offices at Åsögatan 108 in Stockholm to present a number of innovative new mobile communication products, both for the private and corporate sectors.

For more information, please contact:

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Europolitan Vodafone AB is listed on the Stockholm Stock Exchange O-list on Attract 40. The operations are conducted by Europolitan Vodafone AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. The majority shareholder is Vodafone Group Plc, with 73.1 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 26.9 per cent. The Vodafone Group is the world's largest mobile network and is represented in 28 countries on five continents. It has over 229 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. For more information, please visit our web site at www.vodafone.se and www.vodafone.com.