

Karlskrona 17 February 2003

Vodafone and former Sweden coaches to mobilise Sweden's sports scene

Former national ice-hockey coaches Anders "Ankan" Parmström and Curt Lundmark are two of the people behind Scandinavian Sponsnet, which plans to become a virtual mobile operator in collaboration with Vodafone Sweden. Together with sports clubs all over Sweden, Scandinavian Sponsnet will be offering the Clubmobile prepaid card for mobile phones.

The collaboration with Vodafone Sweden will take the form of a service provision agreement whereby Scandinavian Sponsnet will handle all contacts with the Swedish sporting scene, as well as the marketing and distribution of Clubmobile, while Vodafone Sweden will provide network capacity and practical service management.

"Our business concept is to develop and create new revenue-generating opportunities for Swedish sports clubs in collaboration with major companies and organisations. Our working partnership with Vodafone Sweden fits in very nicely with our business concept. It also opens up major new opportunities for sports clubs to sell prepaid cards via their own unique networks," says Anders Parmström, President of Scandinavian Sponsnet.

Clubs that sell the Clubmobile card to their members and supporters will receive both a one-off payment and ongoing payments every time a prepaid card is refilled. A single sale thus helps create long-term revenues for sports clubs while offering users a convenient way of supporting their clubs.

For Vodafone Sweden, the collaboration with Scandinavian Sponsnet is part of the process of developing its Service Provision business area. The strategy is to increase traffic in the network via working partners who can help it broaden its market presence within a number of segments.

"We are delighted to be joining forces with Scandinavian Sponsnet in opening up new revenue-generating opportunities for the Swedish sports world. Everyone's a winner in Scandinavian Sponsnet's concept. Users get a value-for-money service and we can boost traffic in our network while at the same time acquiring a brand new distribution channel for our services," says Marie Persson Björkman, Director of Service Provision at Vodafone Sweden.

For more information, please contact:

Vodafone

Marie Persson Björkman, Director of Service Provision

Telephone: +46 734 25 26 06, e-mail: marie.p.bjorkman@vodafone.se

Scandinavian Sponsnet

Anders Parmström, President, Scandinavian Sponsnet

Telephone: +46 734 43 36 01, e-mail: anders@sponsnet.se

***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. The Vodafone Group is one of the world's largest mobile networks and is represented in 28 countries on five continents. It has over 270 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*