

## Press Release

April 8, 2003

### **TeliaSonera's Swedish mobile customers can now send MMS messages to Vodafone customers**

**TeliaSonera has reached an agreement with Vodafone about interconnection rates for MMS. With the new agreement, more than 3.5 million TeliaSonera mobile customers in Sweden with MMS-enabled handsets can now send multimedia messages to Vodafone customers.**

TeliaSonera's Swedish mobile customers have been able to use the Multimedia Messaging Service (MMS) to send MMS messages to other TeliaSonera customers, in Sweden, since December last year. TeliaSonera's Swedish customers can send MMS messages free of charge until May 31 this year.

"Now that our customers can also send MMS to Vodafone customers, the value of the service will increase and it will become even more fun to use for TeliaSonera customers. We expect MMS usage to really take off in coming months, and that MMS will become just as popular as SMS," says Indra Åsander, Director Consumer Market at TeliaSonera Sweden.

MMS is the successor to the popular Short Messaging Service (SMS) service but gives users the possibility to express themselves in a more specific way. A message can consist of a picture, photo, sound clip and text message which can be combined in any way the user chooses. TeliaSonera's Swedish customers can send MMS messages with a content up to 50 Kb, which corresponds to a few images combined with a sound clip and text.

The service is free of charge until May 31, 2003. After that date, sending MMS messages will cost SEK 3.80 each, including V.A.T. There is no charge for receiving an MMS message.

TeliaSonera's mobile customers in Sweden and Finland have been able to send MMS messages to each other since March 17 this year.

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