



Press Release - Stockholm 5/5/2003

3, the leading mobile video communication company, is launching

3 believes that mobile video communication will give people a new way to reach each other. You can see, feel and experience more in the mobile, which brings mobile communication closer to real communication (face to face).

3's services are based on mobile video communication, advanced telecom services and national coverage of voice.

Today we start to take pre-bookings in the first retail outlets in our national distribution network and in our Flagship Stores at Stureplan in Stockholm, Kungssportsplatsen in Gothenburg, and Hamngatan in Malmö.

"Mobile video communication provides new opportunities to enrich communication for our customers. We have started to develop the usage in all aspects from child health care, sport and business", says Chris Bannister CEO at 3. "We are the first to provide mobile video communication, and others will follow us. People can today make a video call (MoVi) as natural as we have been making voice calls for the last decade."

Today we have also started a marketing campaign based on outdoor advertisement, TV, internet, newspaper, magazines and tactical activities to meet with customers.

"We offer today mobile video and other advanced services at attractive prices for the frequent user of mobile communication. Through our offering you will be first with mobile video and get attractive prices on voice calls by choosing the package that corresponds to your current usage of the mobile," says Fredrik Landahl, Marketing Director of 3. "We give more value for the money."

3 makes a wide range of video content available on the move. The 3mobiles come with cameras front and back, so that you can show both yourself and your surroundings. You can also use it as a mobile high-speed modem.

Customers who pre-book the mobile before 10 June get the NEC e606 for SEK 3500 (ord. SEK 5695) and the NEC 808 for SEK 4400 (SEK 6559). Delivery will take place within 31 working days.

Customers can choose between the Blue and the Green packages depending on needs and current usage. In addition you can choose the Red package, which gives you more MoVi (video services). Customers who take the Red package get a monthly rebate in 24 months, which corresponds to the value of the 3mobile (SEK 5695 or SEK 238 per month).

For the Blue and the Red packages combined, the cost is **SEK 349 per month**, includes 450 minutes talk time (on the 3 network and fixed network), 50 MoVi clips (via MMS), 50 SMS, 50 minutes of MoVi, 100 e-mails and SEK 100 worth of content services.

For the Green and the Red packages combined the cost is **SEK 679 per month**, includes 1250 minutes talk time (on the 3 network and fixed network), 100 MoVi clips (via MMS), 100 SMS texts, 50 minutes of MoVi, 100 e-mails and SEK 100 worth of content services.

Consumers are offered to pay the mobile over 24 monthly instalments.

3's coverage consists of two different service areas. Our rapidly growing network for video communication services, and national coverage for voice and text messaging. Internationally, we have roaming agreements with around 300 operators in about 100 countries.

For more information on the mobiles, prices and 3's content please visit tre.se.

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About 3:

3 is the first company to offer mobile video communication in Sweden. In Sweden and Denmark, 3 is owned by Hutchison Whampoa (60%) and Investor AB (40%).

Both companies have major international networks and possess world-leading industrial and technological expertise. Through Hutchison Whampoa, 3 is the world's leading mobile video communication company with 3G licences in Australia, Denmark, Hong Kong, Ireland, Israel, Italy, Great Britain, Sweden and Austria. Visit us on www.tre.se.