

Press Release

January 14, 2004

Telia reduces price for broadband

Telia is reducing the price of its Telia Broadband 2000 (2 Mbit/s) service. Subscribers to the service will also be able to surf as much as they want on the Internet at a new flat monthly rate. These changes will benefit both new and existing broadband customers.

As of January 15, 2004, Telia is reducing the price of its ADSL service Telia Broadband 2000 from SEK 475 to SEK 449 per month. In connection with the reduction, Telia is also introducing a flat rate that gives customers unlimited Internet access at a fixed monthly price. The service previously included 10 GB of uploaded or downloaded data per month, after which each additional MB cost 2.5 öre.

“We want to make it simple for our customers, who have requested a flat rate service. At the same time, we are reducing the price. Telia Broadband 2000 will be more competitive and we will also have a more uniform model for pricing our broadband services,” says Indra Åsander, head of the Consumer Segment at TeliaSonera Sweden

Telia currently offers the following broadband services for consumers: Telia Broadband 250 (250 Kbit/s), Telia Broadband 500 (500 Kbit/s), Telia Broadband 2000 (2 Mbit/s), Telia Broadband 8000 (8 Mbit/s) and Telia Broadband 10 Mbit.

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