

## Press Release

May 17, 2004

### TeliaSonera Finland steps up market efforts - Launches independent service provider

**TeliaSonera Finland is today announcing the next steps in its intensified market efforts. The aim is to increase the end-customer base in the Finnish market. The steps now being taken are the introduction of a new service provider, independent of TeliaSonera Finland, and a new subscription product for a specific target group.**

#### **Tele Finland – a new independent service provider**

The new independent service provider, branded as Tele Finland Oy, will offer mobile subscriptions in TeliaSonera Finland's network. Tele Finland Oy is fully owned by TeliaSonera Finland. Tele Finland will however have operational independence in order to maximize its agility. The company will operate under its own management and own brand, as its service concept differs from the TeliaSonera Finland service concept. The development of offerings, sales and marketing will be handled outside the TeliaSonera Finland organisation.

The company's aim is to offer competitively priced basic mobile subscriptions by minimizing its administrative, marketing and delivery costs. Arto Heimonen, previously Vice President at Products and Services, TeliaSonera Finland, has been appointed as Managing Director of the company.

Tele Finland is expected to be an attractive alternative for the low price/basic service level oriented customers of all operators.

#### **Subscription for SK Restaurant's customers**

Already on Friday, May 14 SK Restaurants launched a new mobile subscription targeted at the loyalty program members of the restaurant company. The mobile subscription is produced by TeliaSonera Finland, and marketed and branded by SK Restaurants.

#### **Tele Finland Oy, subscriptions and prices:**

##### Perus subscription:

Calls to all subscriptions	0.12 euro/min
SMSs to all mobile subscriptions	0.07 euro/message
Monthly charge	3.45 euro/month

##### Pulina subscription:

Calls to all subscriptions	0.08 euro/min
SMSs to all mobile subscriptions	0.08 euro/message
Monthly charge	6.90 euro/month

##### Piipperi subscription:

Calls to all subscriptions	0.139 euro/min
SMSs to all mobile subscriptions	0.09 euro/message
Monthly charge	0.00 euro/month

##### Piljetti subscription:

Calls to all subscriptions	0.08 euro/min
SMSs to all mobile subscriptions	0.08 euro/message

**TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions. At the end of December 2003 TeliaSonera had 11,957,000 mobile customers (37,610,000 incl associated companies) and 8,061,000 fixed customers (9,160,000 incl associated companies) and 1,631,000 internet customers (1,691,000 incl associated companies). Outside the home markets TeliaSonera has extensive interests in the growth markets in Russia, Turkey and Eurasia. TeliaSonera is listed on the Stockholm Exchange, the Helsinki Exchanges and the Nasdaq Stock Market in the USA. Pro forma net sales January-December 2003 amounted to SEK 81.7 billion (EUR 9.01 billion). The number of employees was 26,694.**

Monthly charge 6.90 euro/month

The subscription includes benefits to students from cooperation partners, for example, Finnkino and Lippupalvelu.

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**For further information journalists can contact:**

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**Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.