

Karlskrona, 1 June 2004

Free minutes of call-time across all telecoms networks in Sweden with Vodafone Sweden's new subscription "Mitt val"

On 1 June Vodafone Sweden will be launching a whole new subscription form: "Mitt val" (My choice), which allows Vodafone Sweden's private customers to customise their mobile subscriptions based on actual mobile phone use.

With three simple steps customers can find the price-plan which best suits their mobile needs, giving them the best prices and optimal cost control. All the price-plans in "Mitt val" offer uniform call rates across all telecoms networks in Sweden and includes 60 or 120 minutes of free call-time.

"Mitt val" offers Vodafone Sweden's customers four different price-plans and three value packages to choose from, based on: 1) whether they make calls mainly in the evenings and at weekends or all day round, 2) how often they use their mobile phones for making calls and 3) which of the various mobile services they use. Based on their user profile customers can select an alternative that is most in line with their mobile phone needs. Some of the key advantages of the "Mitt val" subscription form are:

- **Takes into account** whether customers make calls mainly in the evenings and at weekends or all day round and if customers are regular or frequent mobile phone users.
- **Simple pricing** – same prices across all networks gives optimal cost control
- **Free call-time** included in the package with no opening fee, to all Swedish telecoms networks
- Very low minute prices evenings* and weekends - **only SEK 0.99/minute** to all Swedish networks.
- Calls debited **per second**
- Customers can **supplement** their SMS and Data package subscriptions to get lower SMS and data costs and select telephone numbers for making 25 per cent cheaper calls.

"We want to make mobile communication as simple and affordable for our customers as possible. Uniform prices make it simpler for customers to monitor their mobile costs as they don't have to worry about which operator their friends use. The four price-plans in "Mitt val" and the supplementary packages means that users customise their subscriptions in line with actual mobile phone use. This gives customers a subscription that meets their needs both with regard to prices and services," says Paul Moonga, Director Consumer Segment at Vodafone Sweden.

The price-plans alternatives in “Mitt val”

For users calling mostly evenings and weekends:

- **60 minutes of free call-time evenings and weekends** - the best alternative for users who make a regular amount of mobile phone calls. The monthly fee is SEK 99 and after the free call-time has been used up the minute price is SEK 0.99. Minute price daytime is SEK 3.95.
- **120 minutes of free call-time evenings and weekends** - suits the frequent mobile phone users. The monthly fee is SEK 149 and after the free call-time has been used up the minute price is SEK 0.99. Minute price daytime is SEK 3.45.

For users calling all day round:

- **60 minutes of free call-time all day round** - the best alternative for users who make a regular amount of mobile phone calls. The monthly fee is SEK 199 and after the free call-time has been used up the minute price are SEK 0.99 evenings and weekends and SEK 3.95 for daytime calls.
- **120 minutes of free call-time all day round** - the best choice for frequent mobile phone users. The monthly fee is SEK 299, and after the free call-time has been used up the minute price are SEK 0.99 evenings and weekends and SEK 3.45 for daytime calls.

For all the above alternatives the price for SMS is SEK 1.10 each (covers all telecoms networks in Sweden), the price for MMS is SEK 2.80 each (covers all telecoms networks in Sweden) and data traffic costs SEK 20/MB.

Value packages

Three supplementary value packages are available for “Mitt val”:

- 1) With **Friend-Bonus** customers can, at a fixed monthly fee of SEK 25, choose five telephone numbers for making 25 per cent cheaper calls.
- 2) With the **SMS package**, customers can subscribe to a fixed number of SMS per month and reduce the cost for each SMS. With the largest package the per-message cost is only SEK 0.60.
- 3) With the **Data packages**, customers can subscribe to a fixed number of MB data per month. With one of the larger data packages (50 MB) the per-MB cost is as low as SEK 8.

For more information about “Mitt val”, please visit www.vodafone.se

Further information:

Paul Moonga. Director Consumer Segment, Vodafone Sweden

Tel: +46 734 25 26 28. e-mail: paul.moonga@vodafone.se

Johan Holmgren. Director Public Relations, Vodafone Sweden

Tel: +46 708 33 14 00. e-mail: johan.holmgren@vodafone.se

* Evenings: 19.00- 07.00