

Karlskrona, 13 January 2005

## **Vodafone Sweden lowers the price of data services used abroad by up to 47 per cent**

**Thanks to Vodafone's global size, it is now cheaper for Vodafone Sweden's business customers to work mobile while on business trips abroad and easier to manage the costs. Vodafone Sweden is today unveiling a whole new price-plan for 3G and GPRS data roaming, which means lower prices and a more uniform pricing in 15 European countries. Vodafone is, in 10 of these countries, the cheapest alternative for Swedish mobile customers using mobile data services abroad.**

Although these lower prices and more uniform price structure is extended to both Vodafone Sweden's consumer and business customers, it is mainly business customers that will benefit the most. This applies particularly to those that use Vodafone's 3G and GPRS-enabled PC card which allows access to the Internet and e-mail while on their business trips. The new price-plan is made possible by Vodafone's extensive size and the collaboration advantages afforded to Vodafone companies in different countries.

Vodafone Sweden's new, uniform price-plan for data abroad covers both 3G and GPRS roaming and will initially embrace 15 countries. The new price-plan will entail a 47 per cent reduction in France, Greece, Ireland, Italy, the Netherlands, Spain, UK, Germany and Hungary.

The new plan has two sets of uniform pricing – one for the Nordic region (including Estonia) and one for Europe. For countries in the Nordic region, i.e. Denmark, Norway, Finland (including Åland) and Estonia – the new uniform price is SEK 39/MB (excluding VAT) which makes Vodafone the cheapest alternative in most of these countries. In the 11 Vodafone countries that are included in the initial stage of the European price-plan, the price is reduced to SEK 56/MB (excluding VAT) in each country. This means that in seven of these countries (including the popular holiday and business destinations France, Germany, Spain and Italy), Vodafone is the cheapest alternative for Swedes that wish to use data services while they are abroad.

This lower, more uniform pricing provides Vodafone Sweden customers with enhanced cost control as it will be simpler to see how much it costs to read the news or e-mails on your mobile phone, or to connect up your laptop while travelling to and between different countries.

"Being part of the world's largest mobile network we have a unique opportunity to offer lower, more uniform prices to our customers, even when they are outside Sweden. This new pricing makes it both simpler and cheaper for our business customers to use mobile data services where they are on the move, and it also makes it easier for holiday travellers to check their

mobile phones every now and then to keep track of events at home or consult travel guides via Vodafone live!. Our goal this year is also to expand the new price-plan to cover a growing list of countries,” says Mikael Kluge, Head of Commercial Planning, Vodafone Sweden.

Vodafone Sweden currently offers GPRS roaming in 34 countries and 3G roaming in 11 countries.

#### **Vodafone Sweden’s uniform price-plan for data, Nordic region and Europe**

<b>Nordic region</b>	<b>Price (excl VAT)</b>		<b>Data network</b>
	<b>Network</b>		
Denmark	SEK 39/MB	TDC	GPRS
Norway	SEK 39/MB	Telenor	GPRS
Finland	SEK 39/MB	Elisa, Finnet, Sonera	GPRS
Åland	SEK 39/MB	AMT	GPRS
Estonia	SEK 39/MB	Radiolinja Estonia	GPRS
<b>Europe</b>	<b>Price (excl VAT)</b>		<b>Data network</b>
	<b>Network</b>		
France	SEK 56/MB	SFR	3G/GPRS
Greece	SEK 56/MB	Vodafone	3G/GPRS
Italy	SEK 56/MB	Vodafone	3G/GPRS
Ireland	SEK 56/MB	Vodafone	3G/GPRS
Netherlands	SEK 56/MB	Vodafone	3G/GPRS
Portugal	SEK 56/MB	Vodafone	3G/GPRS
Spain	SEK 56/MB	Vodafone	3G/GPRS
UK	SEK 56/MB	Vodafone	3G/GPRS
Germany	SEK 56/MB	Vodafone	3G/GPRS
Hungary	SEK 56/MB	Vodafone	GPRS
Austria	SEK 56/MB	Mobilkom	GPRS

More countries will be added to this price-plan on an on-going basis. For more information about the price plan, or to see data prices for countries not yet included in the above price-plan, please refer to our price-list at [www.vodafone.se](http://www.vodafone.se)

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