

Karlskrona, 5 April 2005

## Vodafone Sweden cuts the price of its prepaid cards

Vodafone Sweden is now launching new attractive prices for both of its prepaid cards - Vodafone Kontantkort and Vodafone Kontantkort Online (formerly Vodafone One).

- With Vodafone Kontantkort customers can phone for a record low price of SEK 0.10 per minute during evenings and weekends to fixed-line numbers and other Vodafone Sweden customers. This minute price is even cheaper than the price per minute of Telia's fixed-line subscription Telia Bas, where the price during evenings and weekends is SEK 0.115/minute to fixed-line numbers.
- With Vodafone Kontantkort Online, which is sold via [vodafone.se](http://vodafone.se) and now also in Vodafone Sweden's stores, customers can phone at a unit rate of SEK 0.99 per minute to all networks in Sweden, 24 hours a day.

### Vodafone Kontantkort

Vodafone Kontantkort is ideal for those who mainly use their mobile phones during evenings and weekends. The new price for calls to the fixed-line network and to other Vodafone customers is SEK 0.10 per minute during these times, a price that no other prepaid card can match.

Startup package, Vodafone Kontantkort	SEK 95
Price/minute, weekdays, all networks in Sweden (07:00-19:00)	SEK 3.75
Price/minute, evenings and weekends, Vodafone Sweden's network and the fixed-line network (Sweden)	SEK 0.10
Price/minute, evenings and weekends, other networks in Sweden	SEK 1.75
Price per SMS	SEK 1.10
Startup fee:	SEK 0.75

### Vodafone Kontantkort Online

Vodafone Kontantkort Online (formerly Vodafone One) was in 2004 rated as Sweden's best prepaid card by Tidningen Mobil [Mobile Phone Magazine] (rating based on prices, support and services relating to the prepaid card). The prepaid card has now been made even more attractive, as Vodafone's customers can phone for only SEK 0.99 per minute to all Swedish networks, 24 hours a day. They can also buy the card both on the Internet and in Vodafone's own stores.

Startup package, Vodafone Kontantkort Online	SEK 95 incl. SEK 20 of phone calls
Price/minute, all Swedish networks, 7 days a week, 24 hours a day	SEK 0.99
Price per SMS	SEK 0.75
Startup fee:	SEK 0.99

For more detailed information about the prices of Vodafone Sweden's prepaid cards, go to [www.vodafone.se](http://www.vodafone.se)

**For further information please contact**

**Paul Moonga**, Director of Consumer Services, Vodafone Sweden

Tel.: +46 (0)734-25 26 28, e-mail [paul.moonga@vodafone.com](mailto:paul.moonga@vodafone.com)