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Johan Lindgren new CEO of Vodafone Sweden

The Deputy CEO and CFO of Bredbandsbolaget has been nominated for the position as new CEO of Vodafone Sweden, as Telenor creates Nordic platform.

In line with its strategy to strengthen its position in the Nordic telecommunications market, Telenor acquired Vodafone Sweden in November 2005. The transaction is subject to approval from relevant competition authorities, and Johan Lindgren will take up his new position as CEO of Vodafone Sweden as soon as such approval is secured. Lindgren joins Vodafone from Bredbandsbolaget where he has served as Deputy CEO and CFO. Telenor acquired Bredbandsbolaget previously this year.

Following the acquisition of Vodafone Sweden, Telenor has established a complete Nordic platform, offering mobile, broadband, telephony and data communication services, as well as TV services and other content services to both the consumer and business markets.

"We are very pleased that Johan Lindgren has accepted the position as new the CEO of Vodafone Sweden. Lindgren has extensive experience from management; he has served as CFO of Bredbandsbolaget, and he also has experience from board work. He has the personal qualifications to make him an excellent executive," said Morten Karlsen Sørby, Executive Vice President and Head of Telenor Nordic.

Johan Lindgren joins Vodafone Sweden from Bredbandsbolaget, where he was Deputy CEO and CFO. Telenor acquired Bredbandsbolaget previously this year. Johan holds a Master in Business Administration and he has professional experience from auditing and investment banking. Johan has six years of experience as Finance Director and Deputy CEO of MTG and Metro International, and he has also served on the board of O-listed Unibet.

"I will continue the work initiated by former CEO Grahame Maher, and I am very much looking forward to collaborate with other Telenor operations in Sweden as we develop the most complete offering in the market. We will focus on functionality and dependable deliveries, and we will continue to build on the strong customer base and market position that Vodafone has gained in the Swedish market," commented Johan Lindgren.

Telenor's acquisition of Vodafone Sweden is subject to approval from relevant competition authorities, and as soon as such approval is secured, Johan Lindgren will take up his new position. Telenor expects the transaction to be concluded in early January 2006.

Former CEO of Vodafone Sweden, Grahame Maher, has accepted the position as CEO of Vodafone owned Oskar Mobile in the Czech Republic.

"Getting Johan Lindgren as the new CEO is an excellent solution for Vodafone Sweden. Johan has been involved in the process of integrating Bredbandsbolaget's operations into the Telenor Group - which will simplify Vodafone Sweden's phase-in significantly. This means that Vodafone Sweden will be a stronger competitor than ever before, with Nordic and global services and substantial development opportunities with other companies in the Telenor Group," says Grahame Maher.

Pictures of Johan Lindgren are available at <http://www.vodafone.se/433.jsp>

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