

Anytime
Anywhere
Any screen

Åke Södermark

CIO and Head of Group IT
TeliaSonera AB



TeliaSonera - in brief

A world map with a light gray background. The regions of Sweden, Finland, and parts of the Middle East, South Asia, and Southeast Asia are highlighted in a teal color, indicating TeliaSonera's operational areas.

- Result of a merger of the Swedish incumbent Telia AB and Finnish incumbent Sonera Corporation in December 2002
- 2010 net sales USD 15,9 billion*
- Approx. 28 900 employees*
- Market capitalization approximately USD 35,26 billion* (SEK 236.6 million)
- Largest shareholders - Swedish state (37.3%) and Finnish state (13.7%)
- Almost 460 million population
- Total number of subscriptions 156,5 million*
 - of which ~55,3 million in the majority-owned operations
 - of which ~101,2 million in the associated companies

*Year end 2010

TeliaSonera – in brands

TeliaSonera

TeliaSonera | International Carrier

TeliaSonera | Finans

Corporate brand

Endorsed brands heavily
100% owned



Master brands

100% owned

Endorsed brands heavily
100% owned



Eurasia



Fighting brands

100% owned



Complementary
brands 100% owned



Majority owned brands

Baltic & Spain



Minority owned brands

Vision

TeliaSonera is a world-class service company recognised as an industry leader.

We are proud of being pioneers of the telecom industry, a position we have gained by being innovative, reliable and customer friendly.

We act in a responsible way, based on a firm set of values and business principles.

Our services form a major part of people's daily lives - for business, education and pleasure.

Thereby, we contribute to a world with better opportunities.

TeliaSonera

(Film not available)

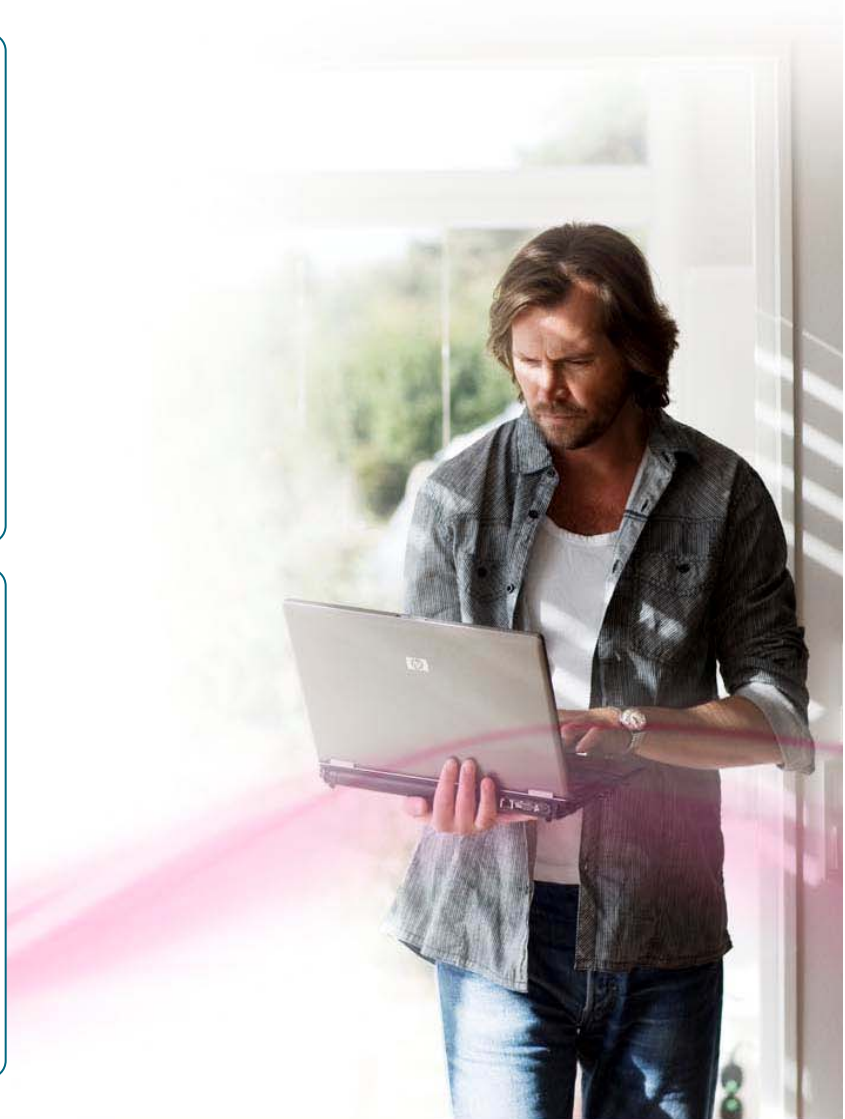
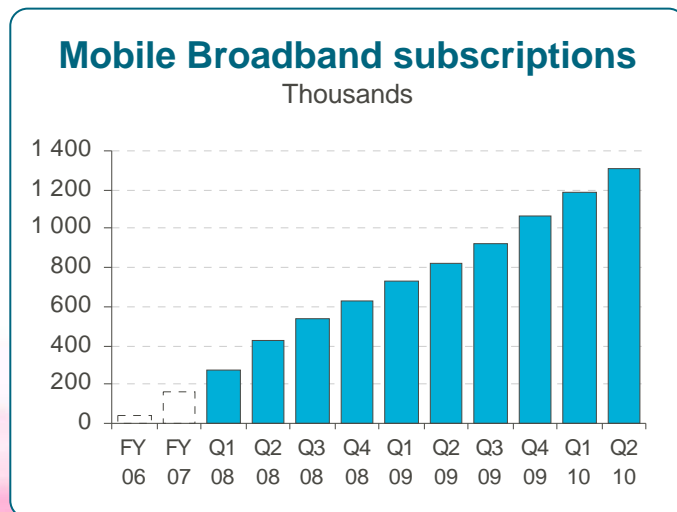
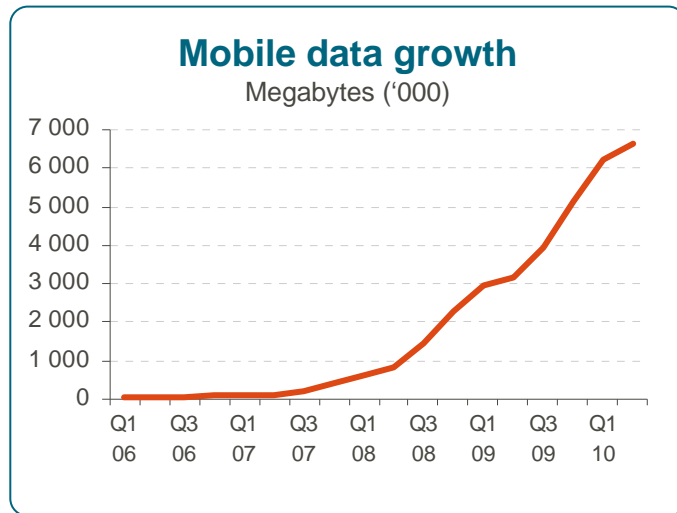


First in the world with 4G

- Commercial launch on Dec 14, 2009 in Oslo and Stockholm
 - 22 cities in Sweden launched today
 - 3 more cities in Norway were launched in the beginning of February 2011
 - 228 cities in Sweden planned during 2011
- Soft launch in Finland, Denmark and Uzbekistan in the end of 2010
- First live 4G connections in Estonia, Latvia and Lithuania
 - 3 cities in Estonia launched December 2010
 - Lithuania planned Oct 2011
- Dual mode terminals since Q2-2010
 - 2G/3G/4G



Mobile Broadband is exploding



Several sources for mobile data growth

1 Mobile broadband



2 Smart phones



3 Machine-to-machine



Next step - Value based pricing



TeliaSonera Group IT Strategy

TeliaSonera focus areas

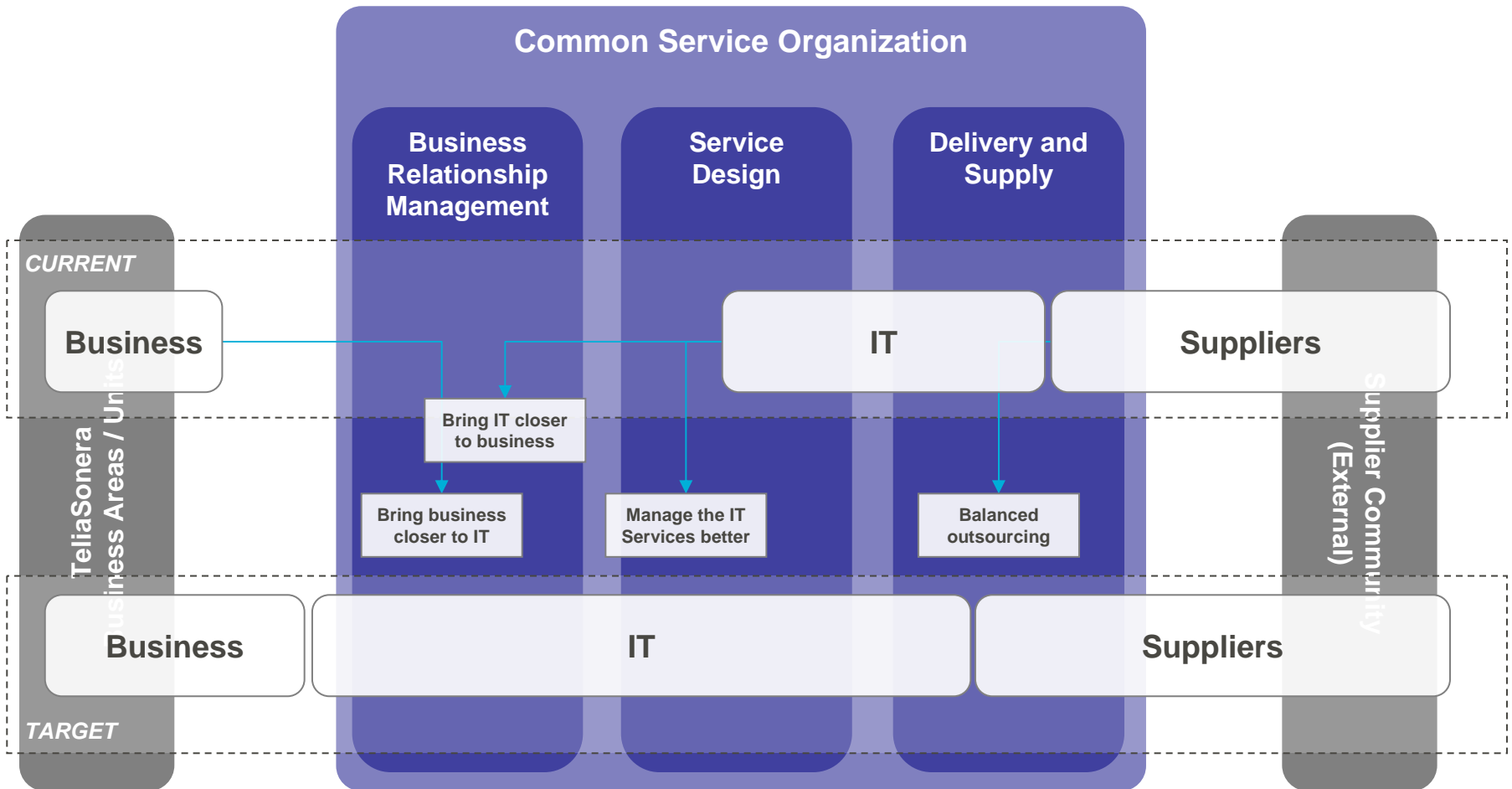
- Build a world class service company
- Secure high quality networks
- Create a best-in-class cost efficiency

TeliaSonera IT imperatives

- Establish One IT governance
- Provide IT as services aligned with business processes
- Improve customer experience and enable growth with information management
- Realize synergies by process and architecture standardization
- Improve operational efficiency by streamlining infrastructure and workplace services
- Build future capabilities by competence and performance management



Target State of TeliaSonera IT



IT Strategic Plan Overview

- Service management practices will be implemented to **align IT services to the business processes**
- A common **service organization model** to be implemented with a special focus on **business relationship management**
- **Operational efficiency, service predictability** and **internal productivity** will be increased and improved
- Strategic information will be created and enhanced by focusing on **master data management**
- Execution of **IT roadmaps**, including new **business-driven strategic areas**
- **Upgrade** in both **competences and working culture** will be required



Thank You!

TeliaSonera