



**Press Release**  
**May 12, 2011**

**Press conference May 12, 10:00 am CET at TeliaSonera's head office, Stockholm, details below**

## **TeliaSonera unifies under new unique brand identity**

**Today, TeliaSonera takes an important step in uniting the company by launching a new common brand identity. It reflects the combination of the company's international strength and strong local connection, as well as the heritage as one of the true pioneers of the telecom industry. To mark the occasion, TeliaSonera also launches the most attractive offering for mobile data roaming in the Nordic and Baltic countries.**

TeliaSonera's 18 main brands will be united under an attractive common brand identity, while retaining their current brand names. The foundation of the new brand identity was launched already in 2009 in TeliaSonera's Eurasian operations and has now been developed further, and extended to the Nordic and Baltic countries (\*). The rebranding exercise entails more than 300 retail stores, 1,000 signs and some 500 digital interfaces, including TeliaSonera's websites in the Nordic and Baltic countries which count close to 7 million unique visitors every month.

"This is the next step of our journey. Our customers will get tangible benefits from being part of an international telecoms group, providing cutting-edge services, technology and multimarket offerings, while understanding the local customer needs and conditions better than anyone else, says Lars Nyberg," President and CEO, TeliaSonera.

"Today we lower the price of data roaming in the Nordic and Baltic markets by 90 percent, an important demonstration of what we mean by tangible benefits of being a customer to the TeliaSonera family. This major price reduction is made possible by fully utilizing our market presence in the Nordic and Baltic countries," says Lars Nyberg.

### **From the Nordics to Nepal**

In less than a decade, TeliaSonera has developed into one of Europe's and Eurasia's leading operators. In the past few years TeliaSonera has launched the world's first 4G network, developed Europe's leading IP-carrier, and built the world's highest located mobile data network in the Himalayas. The Groups' footprint now spans from the Nordic and Baltic countries, further on to Eurasia and all the way to Nepal, counting more than 150 million customers.

The new brand further strengthens TeliaSonera's position on the international telecommunications scene by manifesting a unique combination of global reach and local execution. The brand also marks TeliaSonera's history and heritage as one of the industry's real pioneers, being one of the founders of mobile telephony and a driving force in the development of the information society.

"During the past couple of years we have put a lot of effort into transforming TeliaSonera into an integrated company. The new brand identity is the next logical step to unify our operations across our full footprint, leveraging the combination of our international strength and local connection and creating the most attractive brand within the industry," says Lars Nyberg.

For more information about the new brand, visit [www.teliasonera.com/new-brand](http://www.teliasonera.com/new-brand).

\* As of 12 May, the new brand identity is implemented in Netcom and NextGenTel (Norway), Telia (Denmark), Telia (Sweden), Sonera (Finland), EMT and Elion (Estonia), Omnitel (Lithuania), TeliaSonera, TeliaSonera Finans and TeliaSonera International Carrier. It is already in use in Kcell (Kazakhstan), Geocell (Georgia), Ncell (Nepal), Tcell (Tajikistan), Azercell (Azerbaijan), Moldcell (Moldova), and will be implemented in Ucell (Uzbekistan) in June. It has a unifying, dynamic, common look and feel, and a warm purple colour.

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TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also the leading European wholesale provider with a wholly-owned international carrier network. In 2010, net sales amounted to SEK 107 billion, EBITDA to SEK 37.7 billion and earnings per share to SEK 4.73. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at [www.teliasonera.com](http://www.teliasonera.com).



## **Press Conference, Thursday May 12, 2011**

**Time:** 10:00 am (CET)

**Place:** Teliasonera's Head Office, Stureplan 8, Stockholm, Sweden

Mr Lars Nyberg, President and Chief Executive Officer, Teliasonera, and Mrs Cecilia Edström, Senior Vice President and Head of Group Communications, Teliasonera, will present the new brand and visual identity.

Press identification card or similar is required to attend.

The press conference will be held in English and will be available on webcast at [www.teliasonera.com/webcast-12-05-2011](http://www.teliasonera.com/webcast-12-05-2011).

You can also listen to the conference live over the phone and attend the Q&A session via a conference call. To ensure that you are connected to the conference call, please dial in a few minutes before the start of the conference to register your attendance.

Sweden Free Call 0200 890 171  
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Participants should quote 66 18 70 71

Please note that there might be a time lag of up to 30 seconds between the webcast and the conference call if you are simultaneously watching and calling into the conference.

You can also listen to the conference call afterwards until May 18, 2011.

Access code: 66187071#  
International Dial in: +44 (0) 1452 55 00 00  
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Teliasonera AB discloses the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instrument Trading Act. The information was submitted for publication at 7 a.m CET on May 12, 2011.

**For more information, please call the Teliasonera press office + 46-771 77 58 30,  
[press@teliasonera.com](mailto:press@teliasonera.com)**

### **Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of Teliasonera.

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