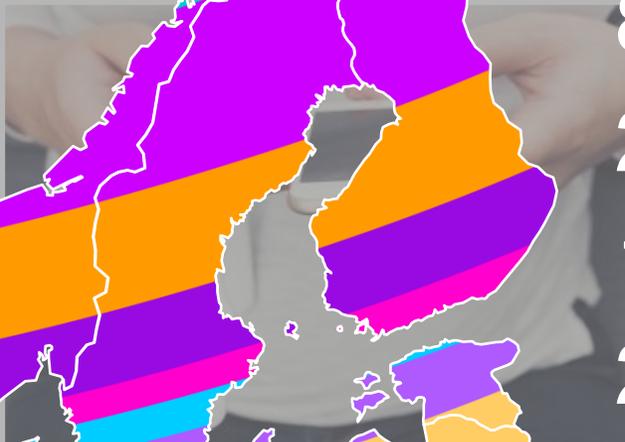
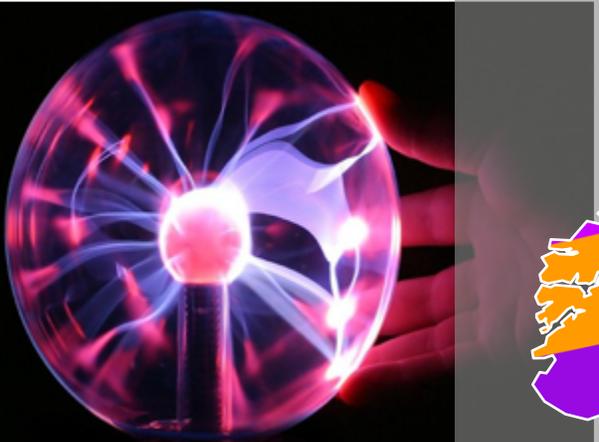




GREAT BRANDS ARE BUILT BY PEOPLE

TO CHANGE A GIANT  
FROM THE INSIDE  
OUT



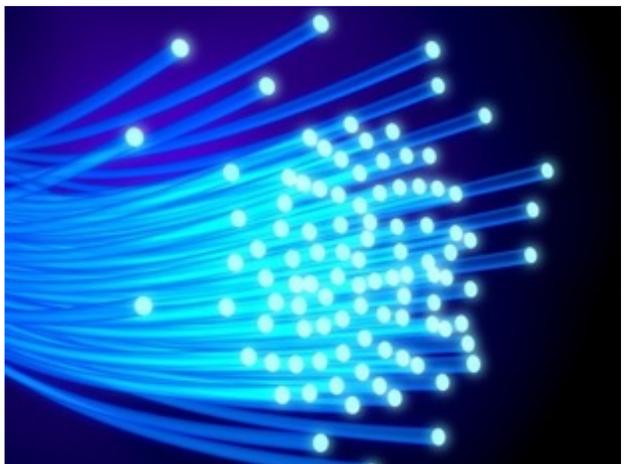
**SEK BILLION**

**84.2** NET SALES

**25.8** EBITDA

**15** CAPEX

**21,000** EMPLOYEES

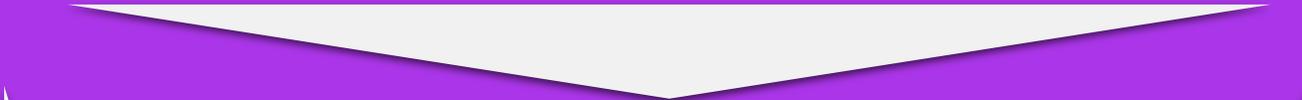


Thanks to our friends @Tekniskam for /out with



*December 31 2017 figures refer to continuing operations, i.e. the group excluding the former segment region Eurasia*

# OUR INDUSTRY IS UNDER SEVERE PRESSURE



# OUR STRATEGY IS OUR ANSWER

## PURPOSE

Bringing the world closer – on the customer's terms

## AMBITION

Have the most loyal and satisfied customers in our markets

Deliver a TSR among the top relevant European peers

A leading sustainable business supporting responsible business and an inclusive world

Telia Company is THE place to work

## STRATEGY

Enhance the core



Develop the core business in Nordic & Baltics

Explore opportunities close to the core



Investments in areas that complement and/or strengthen the core business

## STRATEGIC PRIORITIES

Value through superior network connectivity

Secure the transition from Voice to Data through future proof network access to end customers

Customer loyalty through convergence

Create a seamless experience across technologies, services & channels

Competitive operations

Simplify operations and transform legacy to create agility and cost efficiency

IoT



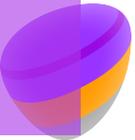
eHealth



Security



Media



## FOUNDATION

### VALUES

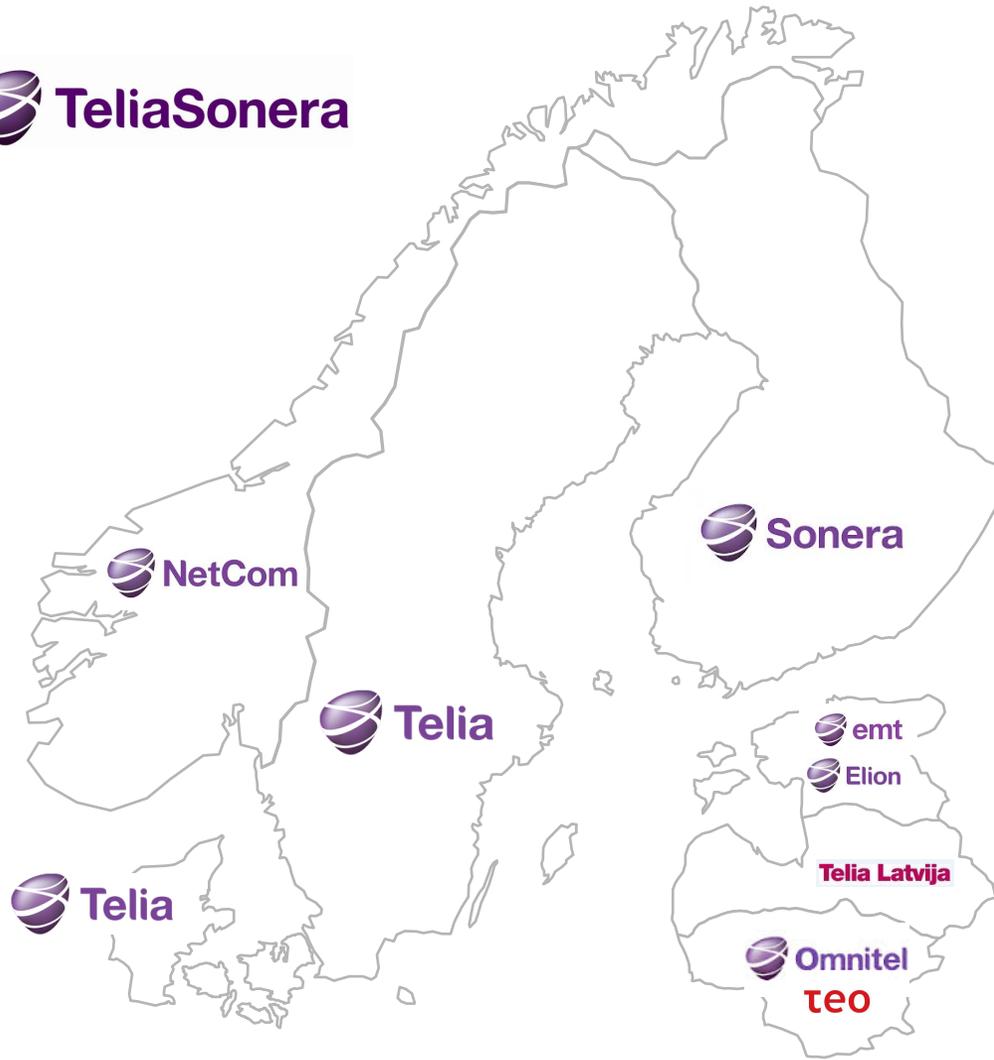


Value based and performance oriented culture with passion for customers

A strong governance framework with best-in-class ethics and compliance

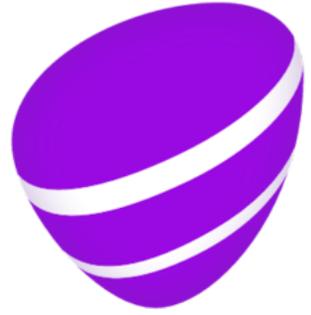


 **TeliaSonera**

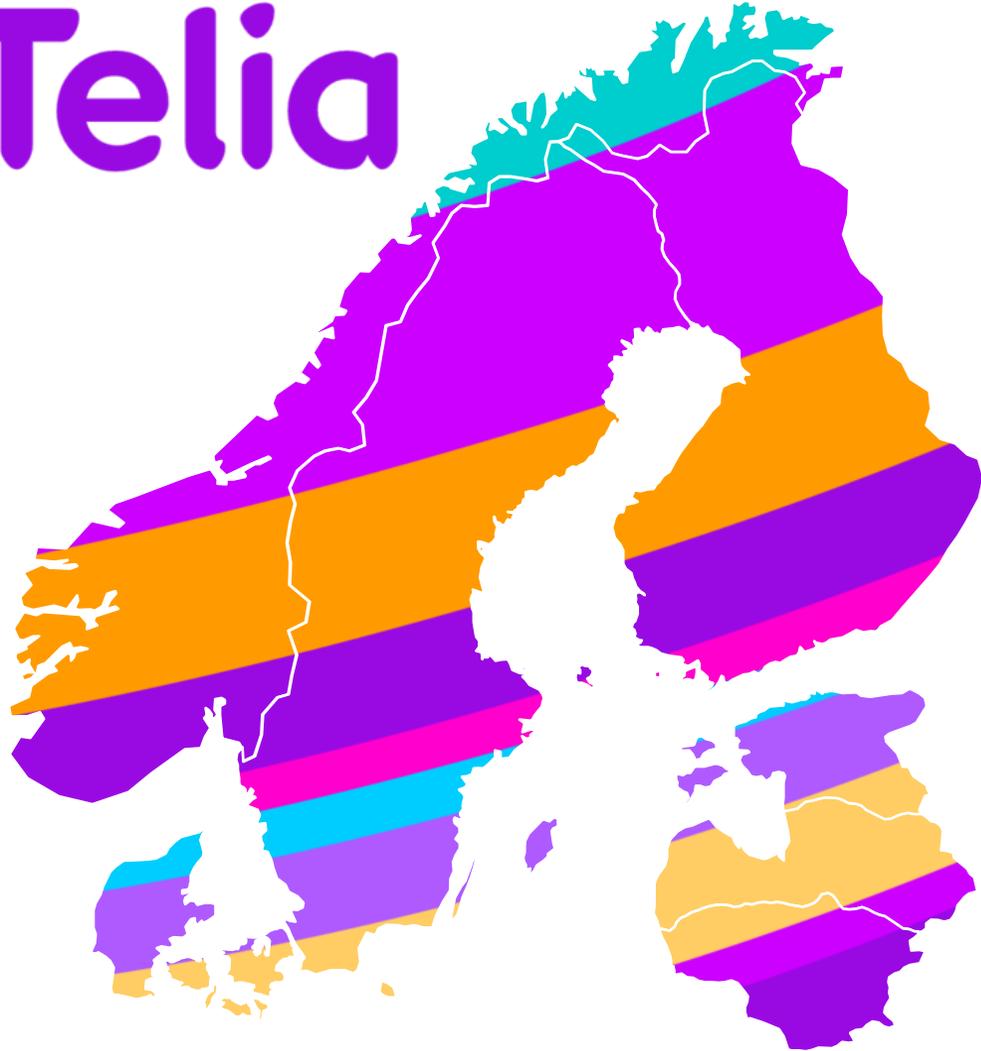


# 2014: A SCATTERED BRAND



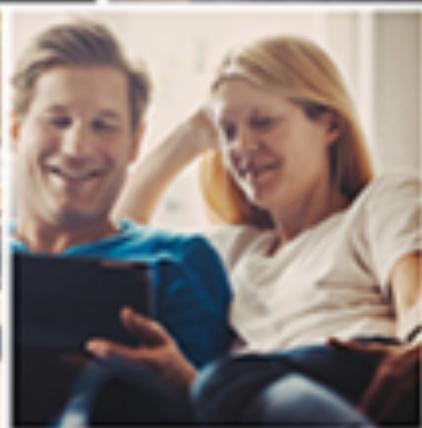


# Telia



SO  
WHAT  
DID WE  
DO?





THE FORWARDS

# SAME HUMAN DRIVERS SAME FRUSTRATIONS



Not on my terms  
“Only limitations”



“I don’t feel recognized”



No innovation  
“They are all the same”





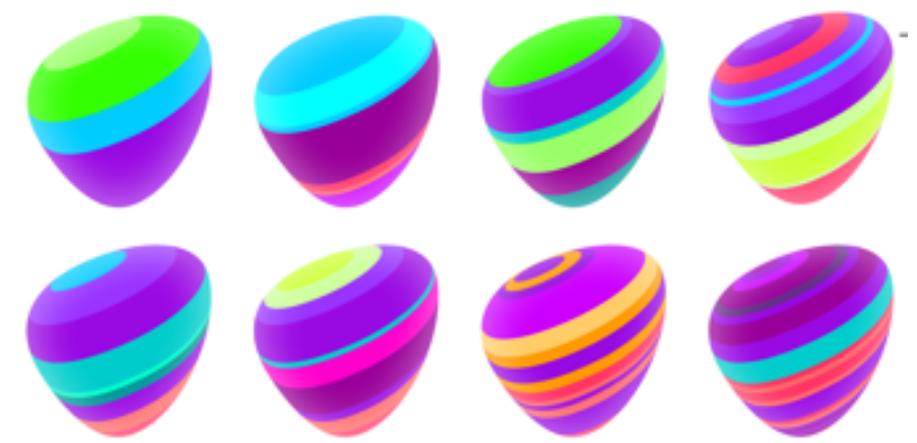
CLOSER TO WHAT  
MATTERS,  
UNCONDITIONALLY

DESIGN  
MAKES THE  
STRATEGY  
COME ALIVE

THE NEW DESIGN  
IGNITED THE  
ORGANIZATION



**ABC** Pebble - headlines only  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZÅÖ  
1234567890





*Tack och  
god jul*

## TELEFON

### *julafton och nyårsafton*

I många företag är arbetet särskilt pressande, när det närmar sig jul. Så är det också på telefonstationerna. Televerket vill liksom andra företag därför gärna så långt det går ge personalen ledigt under helgen och vädjar till allmänheten

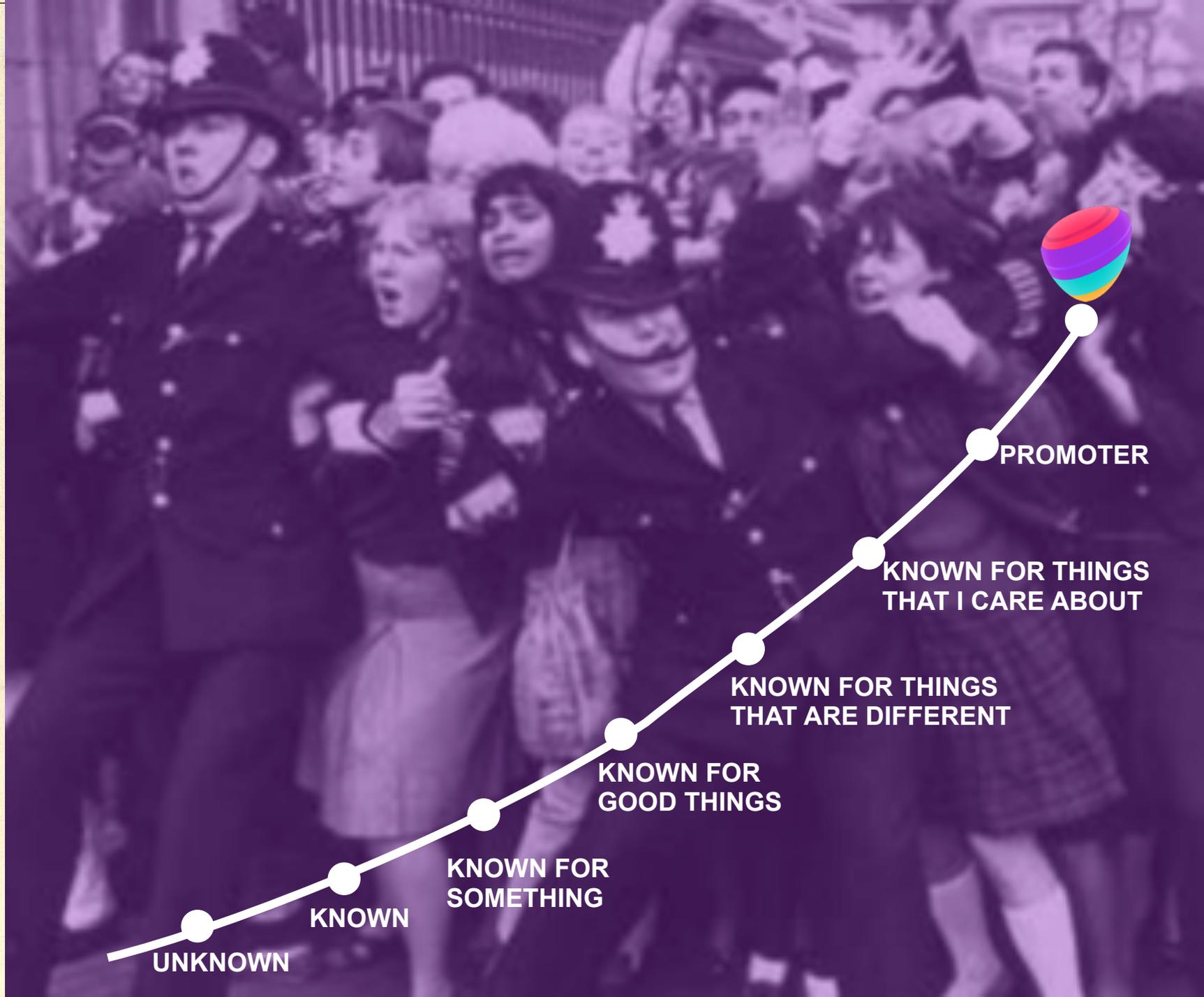
**ring så litet som möjligt  
på julafton och nyårsafton**

– helst bara strängt nödvändiga samtal.

Gäller naturligtvis ej, om Ni själv kan koppla samtalet.

**Det är också dyrare  
att telefonera på julafton**

Mellan kl 18 julafton och kl. 9 juldagen är det dubbel dagtaxa för inländska rikssamtal, expedierade av telefonist. För telefonsamtal till Danmark, Finland och Norge gäller dubbel dagtaxa från kl. 17 på julafton och nyårsafton till kl. 7 följande morgon.





FUTURE  
CERTIFIED  
LOVERS,  
WELCOME!

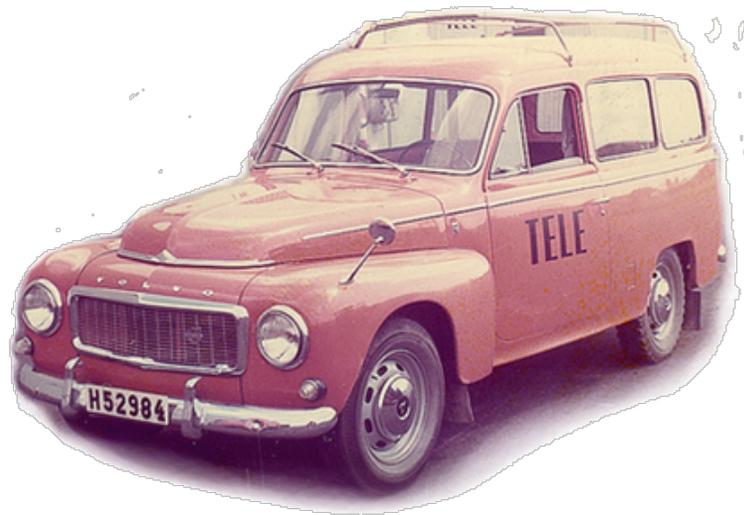


TRAINING IN  
THE NAME OF  
LOVE





**A NEW GEN  
TELCO IS NOT  
SOMETHING  
DIFFERENT**



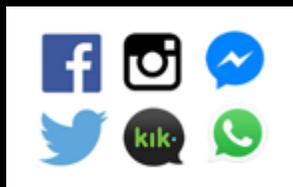
**IT IS  
SOMETHING  
MORE !**



# NEW GEN TELCO IS MORE OF



CUSTOMER  
OBSESSED  
CULTURE



#  
HATA  
HAT

DARE TO TAKE  
STAND



EASY TO BE A  
CUSTOMERS-  
WITH A WIDE  
OFFERING



WE ARE NEW  
BUILDERS- 'WE GET  
IT'



**I WILL SECURE AN AGILE WAY OF WORKING BASED ON CUSTOMER INSIGHTS**

Johanna Berlinds  
Head of TV&Media



**I WILL MAKE OUR EMPLOYEES KNOW THAT IT'S YOU FIRST**

Linnea Söderlund  
HR Manager Enterprise Sweden



**I WILL BE THERE FOR YOU!**

Jörgen Parnvi  
Team Manager CND



**I WILL ENHANCE YOUR TELIA EXPERIENCE**

Filipa Marklund  
Strategy & Business Development, Consumer Sweden



**I WILL RELEASE ENERGY!**

Abraham Foss  
Head of Telfa Norway

# ENGAGEMENT



**I WILL SEE YOUR POTENTIAL, AND HELP YOU GROW**

Jannika Grüner  
HR Sweden



**I WILL PUSH MY BOSS.... IN THE RIGHT DIRECTION**

Anna Kalf  
HR Sweden



**I WILL WORK TOWARDS AN EMPOWERED CULTURE THAT DARES !**

Stein-Erik Vellan  
HR Sweden



**I WILL MAKE THE IMPOSSIBLE POSSIBLE!**



**I WILL TEACH YOU HOW TO LOVE... OUR CUSTOMERS**

Anne Gro Gulla  
Head of Group Brand

**EMPLOYEE EXPERIENCE**

**CUSTOMER EXPERIENCE**

**FORMING A NEW UNIT**

**PEOPLE & BRAND**

**SUSTAINABILITY**

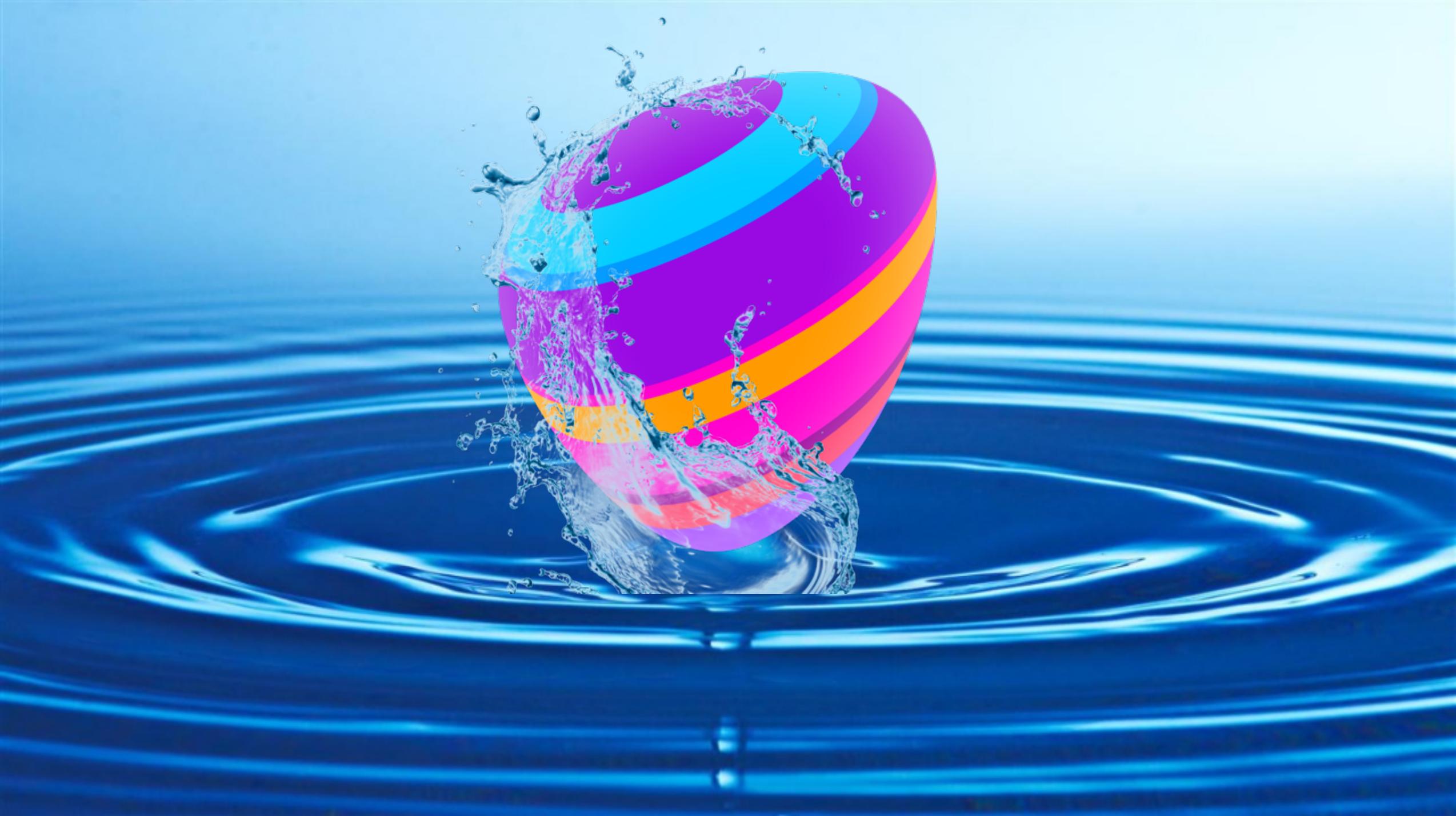


# LÆR KIDSA KODING

Tøyen Startup Village  
Oslo

YOUNITE volunteers  
introducing basic  
programming skills to  
children in Oslo





# TUSEN TAKK!

[ANNE.GRO.GULLA@TELIACOMPANY.COM](mailto:ANNE.GRO.GULLA@TELIACOMPANY.COM)

0046 70 420 2401

