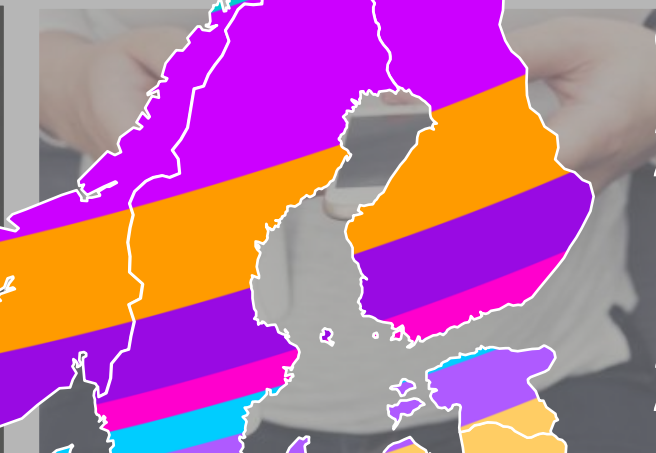
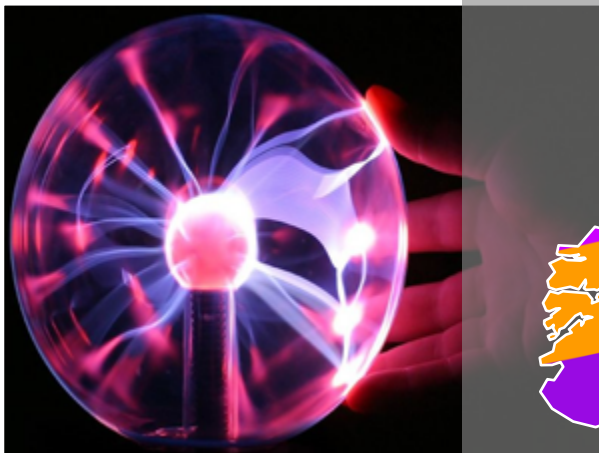




GREAT BRANDS ARE BUILT BY PEOPLE

TO CHANGE A GIANT
FROM THE INSIDE
OUT



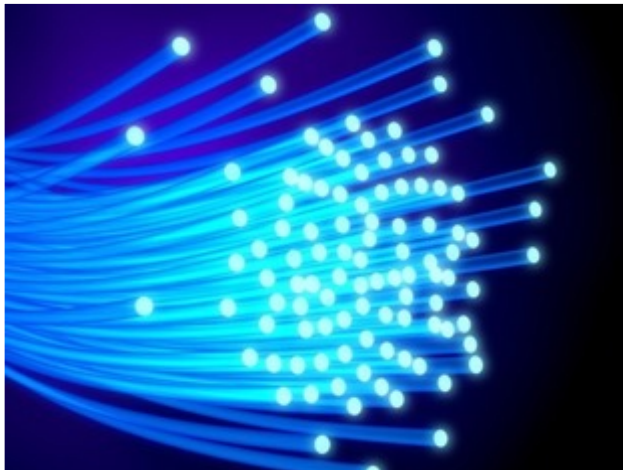
SEK BILLION

84.2 NET SALES

25.8 EBITDA

15 CAPEX

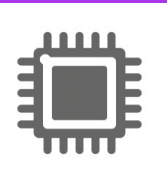
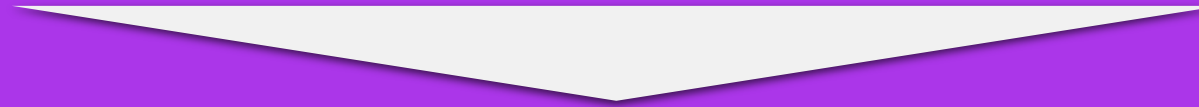
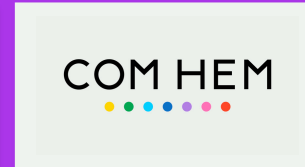
21,000 EMPLOYEES



Thanks to our friends @Tekniskam for but 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



e SIM



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

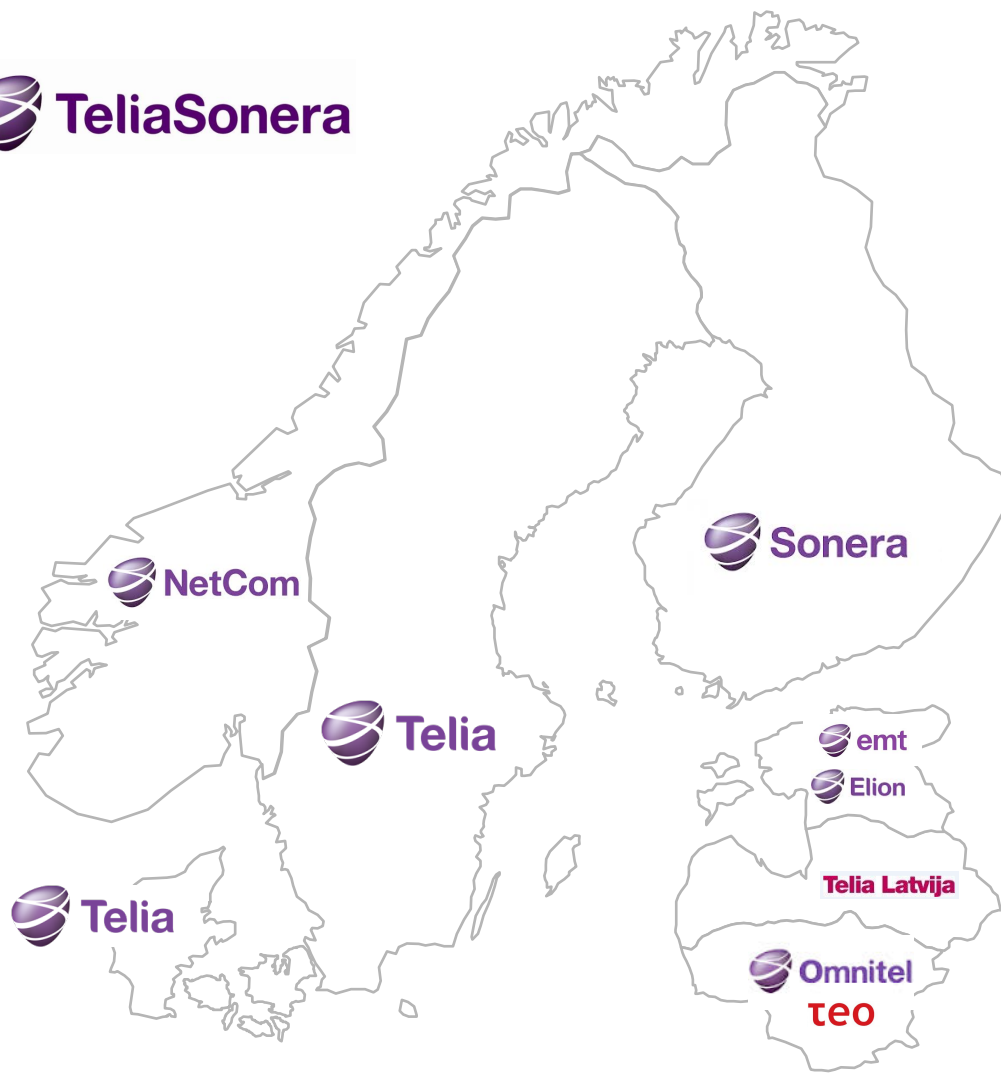


Value based and performance oriented culture with passion for customers

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



 **TeliaSonera**

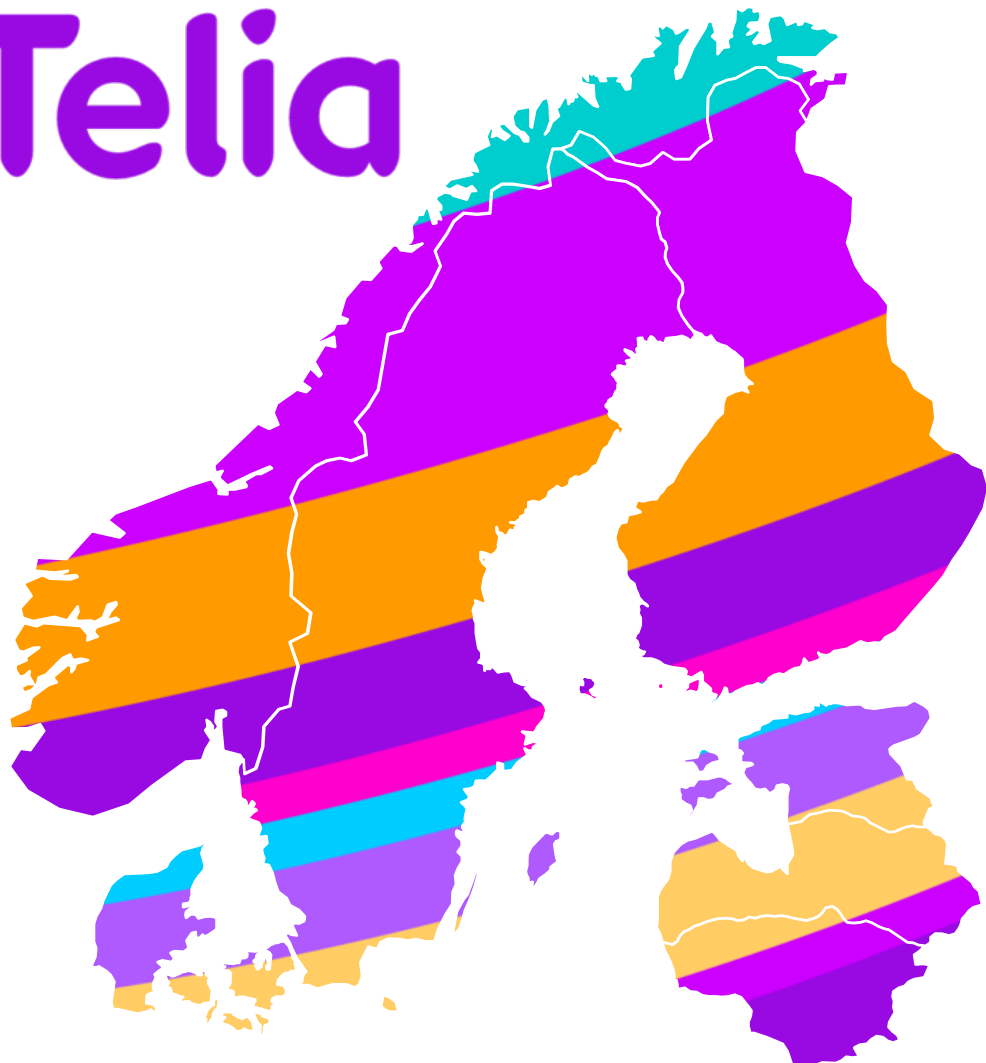


2014: A SCATTERED BRAND





Telio



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”

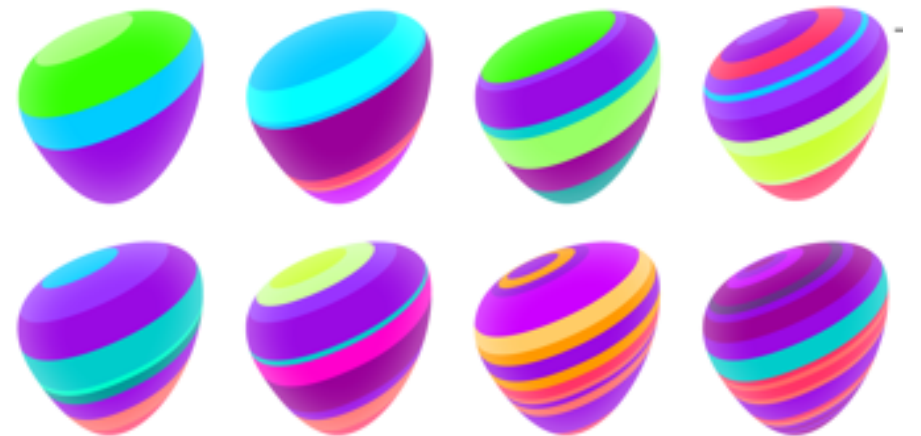


A high-angle, close-up photograph of a diverse group of young women huddled together for a selfie. They are all smiling and looking towards the camera. Several women are making peace signs with their hands. The background is a chain-link fence. A purple rectangular box is overlaid on the bottom left of the image, containing white text.

CLOSER TO WHAT
MATTERS,
UNCONDITIONALLY

DESIGN
MAKES THE
STRATEGY
COME ALIVE

THE NEW DESIGN
IGNITED THE
ORGANIZATION





*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

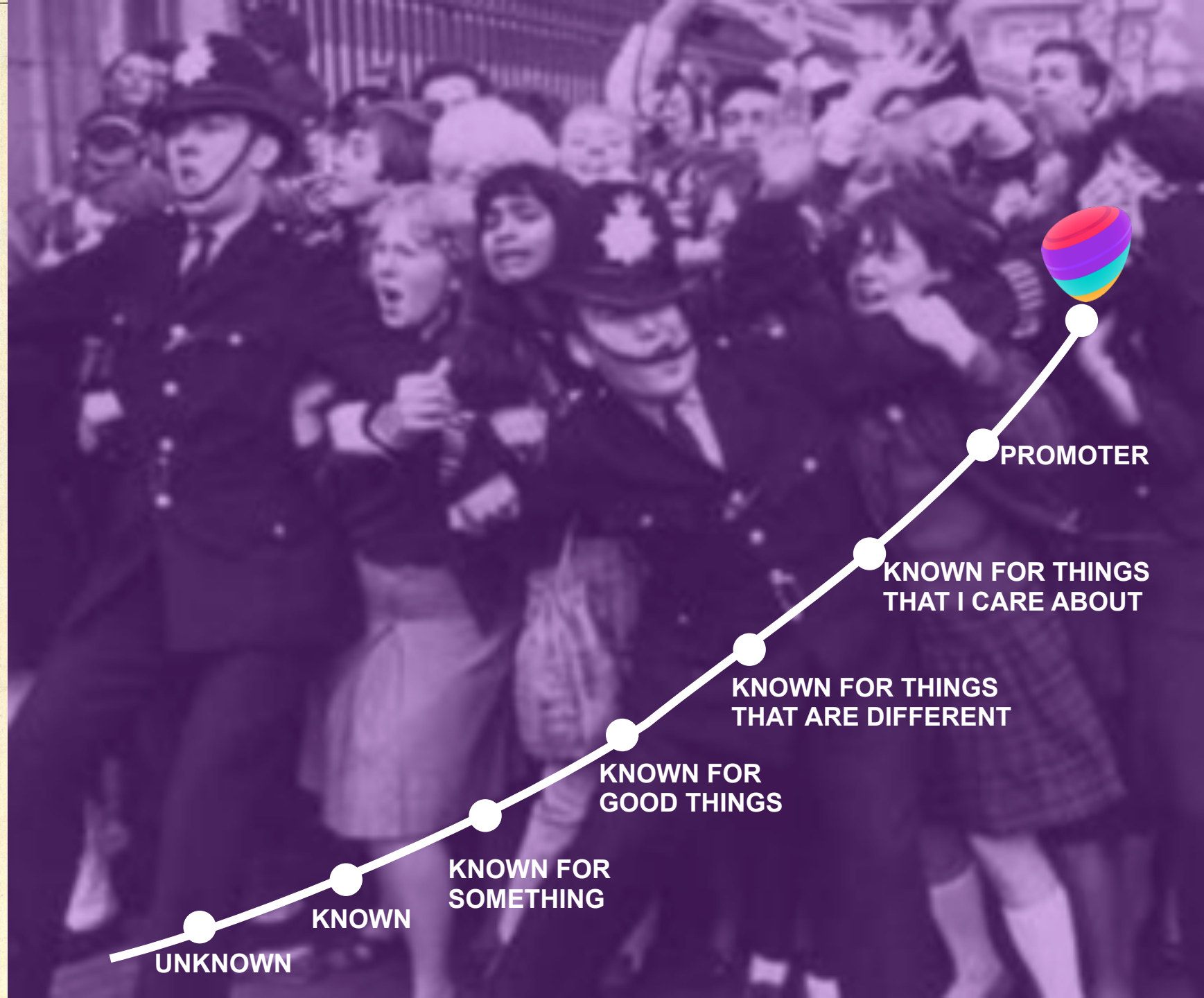
**ring så litet som möjligt
på julafton och nyårsafton**

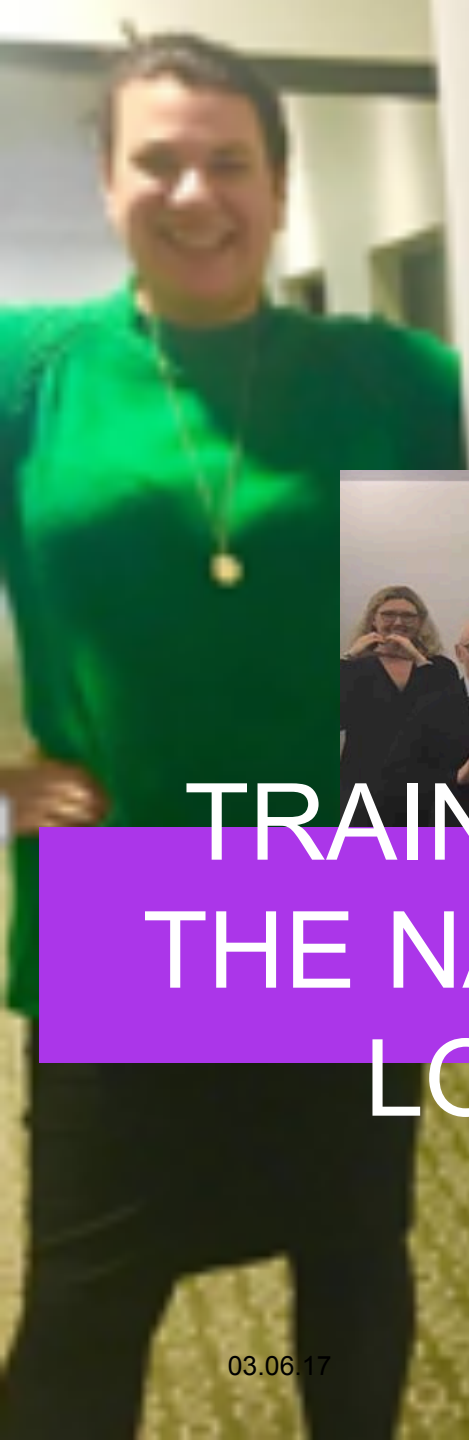
– helst bara strängt nödvändiga samtal.

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.





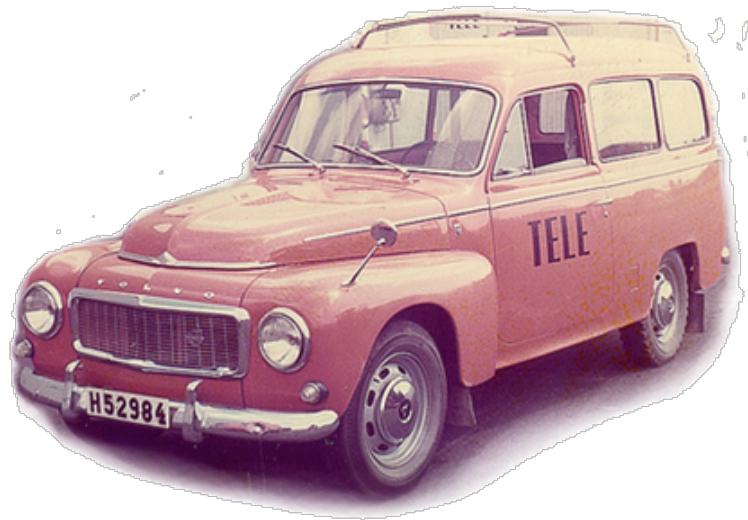
FUTURE
CERTIFIED
LOVERS,
WELCOME!



TRAINING IN THE NAME OF LOVE



03.06.17

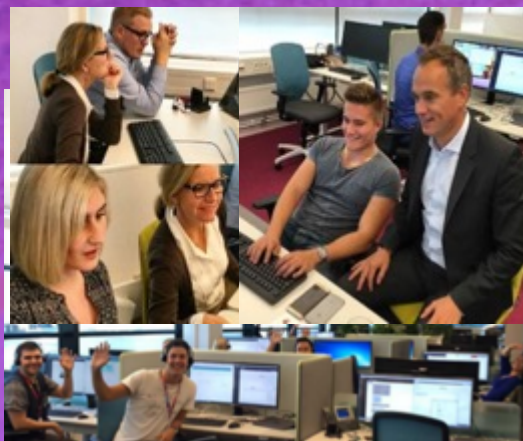


**A NEW GEN
TELCO IS NOT
SOMETHING
DIFFERENT**

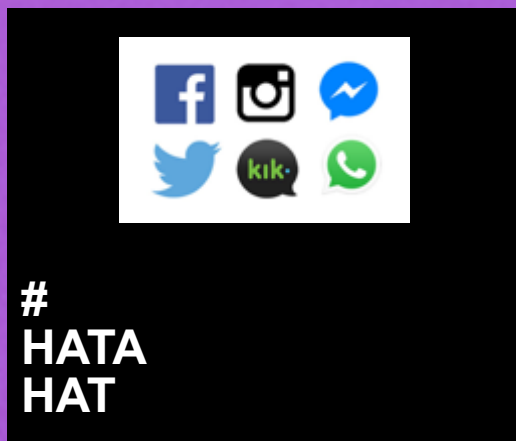
**IT IS
SOMETHING
MORE !**



NEW GEN TELCO IS MORE OF



CUSTOMER
OBSESSED
CULTURE



DARE TO TAKE
STAND



EASY TO BE A
CUSTOMERS-
WITH A WIDE
OFFERING



WE ARE NEW
BUILDERS- 'WE GET
IT'



ENGAGEMENT



EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

FORMING A NEW UNIT

PEOPLE & BRAND

SUSTAINABILITY

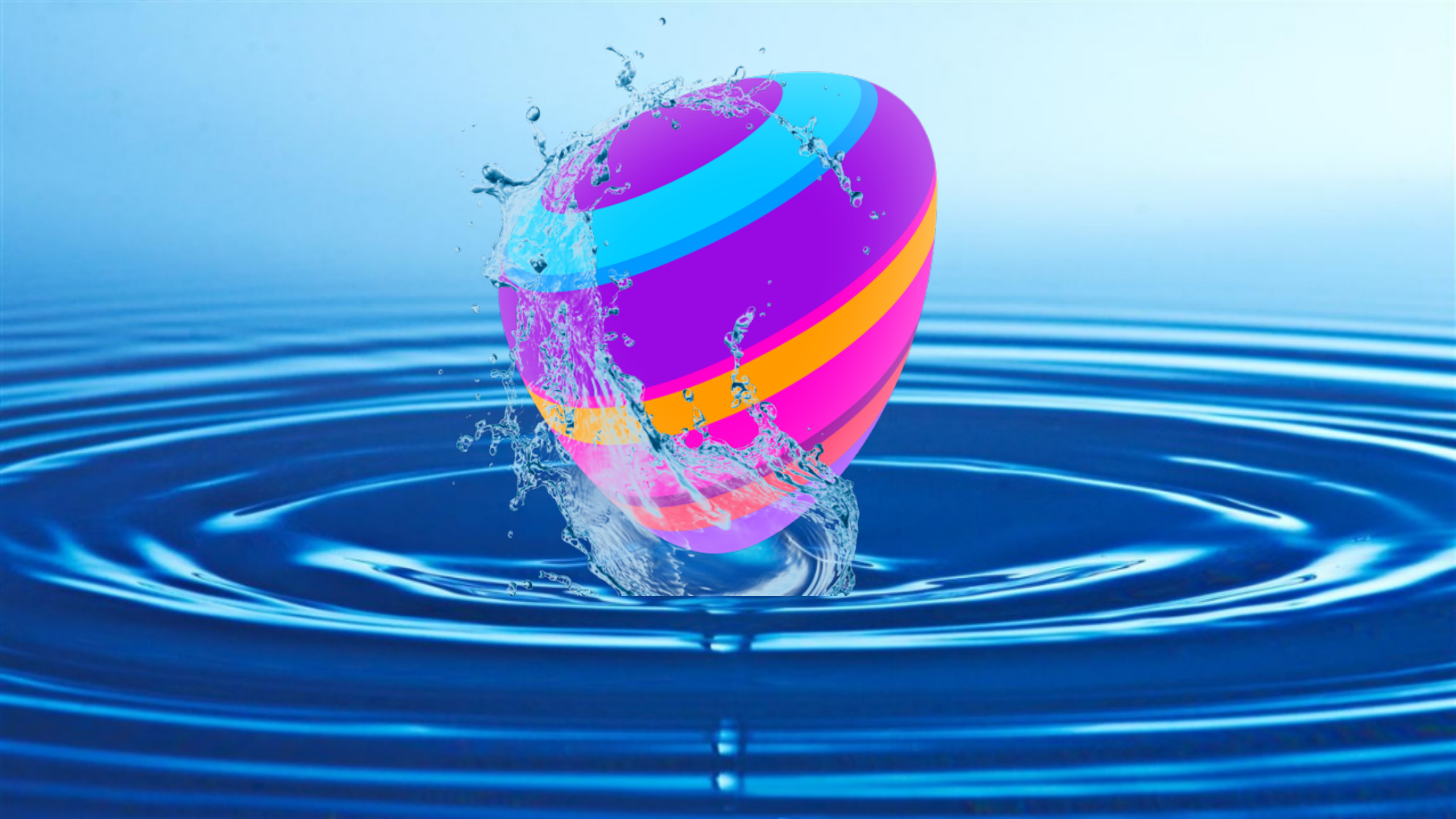


LÆR KIDSA KODING

Tøyen Startup Village
Oslo

YOUNITE volunteers
introducing basic
programming skills to
children in Oslo





TUSEN TAKK!

ANNE.GRO.GULLA@TELIACOMPANY.COM
0046 70 420 2401

