WHY AM I HERE?

I WILL MAKE PEOPLE LOVE TELIA
VÅR HJEMMEBANE

VI ER PÅ EN REISE FOR Å DIGITALISERE NORDEN OG BALTIKUM
FROM KNOWN TO BE LOVED
I'm a great lover

Trust me,
he's a great lover

You are a great lover

I'm a great lover
I'm a great lover
I'm a great lover

PERSONAL SELLING

Advertising

public relations

branding
SEKS SUKSESSKRITERIER FOR Å BLI EN ELSKET MERKEVARE

personlig
tillit
forventinger
løser problemer
tid
empati
NORGES MEST PERSONLIGE OG ELSKEDE MERKEVARE
1

2300 Brand Ambassadors
2300 BRAND AMBASSADORS
BRAND PLATFORM GIVES US DIRECTION

**We exist to be...**

**BRINGING THE WORLD CLOSER**

| Our Target Group wants... | O2O: “I’m a curious person who constantly want to develop myself and the world around me. Digital services should enable me to do more, explore more, and simplify my life. Earn my trust by showing that you truly understand me, and by leading the way with great solutions that fit my life.” | B2B: “We always want to develop our business and are curious about new possibilities. Digital services should empower us to become more efficient and future proof. Earn our trust by showing that you truly understand us and by proactively guiding us to the best solutions for our business.” |

**Therefore, we promise to give you...**

**YOUR NEW WORLD OF DIGITAL EXPERIENCES**

<table>
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<tr>
<th>For you to feel...</th>
<th>TRUST, ANTICIPATION, ENJOYMENT</th>
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<tr>
<th>By always...</th>
<th>GIVING YOU THE BEST NETWORK EXPERIENCES</th>
<th>PUTTING YOUR INTERESTS FIRST</th>
<th>BEING YOUR HUB TO DIGITAL SERVICES</th>
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<td>While...</td>
<td>HAVING A POSITIVE IMPACT ON SOCIETY</td>
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...and acting in a way where we are perceived as A DARING, YET CARING FRIEND WHO SIMPLIFIES YOUR LIFE

**FROM STRATEGY TO IMPLEMENTATION**
EVERYONE NEED TO UNDERSTAND HOW TO CONTRIBUTE TO MOVE THE NEEDLE...

**Products & Services**
Ensure our products, packaging, services ad customer propositions deliver on our new brand position. Guide other prioritized strategies and processes, here e.g. product development strategy.

**Marketing & Communications**
Ensure consistent communication externally and internally supporting our brand position. Guide other prioritized strategies and processes, here e.g. customer journey & communication strategy.

**People & Behaviors**
Ensure that our people understand the brand platform - how they should behave - how to interact with our target group, stores, sales meetings, recruitment, suppliers, etc.

**Environment & Channels**
Ensure a consistent customer experience across all touch points (web, customer service, sales representatives) that delivers on the brand and guide other prioritized strategies on processes, here e.g. channel strategy. Environment is all about our work places, stores and other physical touchpoints that supports our brand position.
«A DARING, YET CARING FRIEND WHO SIMPLIFIES YOUR LIFE»
TIPS FOR YOUR TV SERVICE

Congratulations to a great choice of tv service! Get the most joy out of your new service by taking a look at our top list with clever tips. See how you can control your tv from your cellphone, how to rent a movie or how to watch tv on your tablet or cellphone thanks to the streaming service Play+.

Welcome to Telias tv world – a flexible way to watch tv when and where you want to. Click your way onwards here, or through the tips button below.

LET'S WATCH SOME TV!

We are so happy that you have chosen Play+

You can now access world class streaming wherever you are and control your new world with your phone.

Click below to learn more about the latest tricks that will make your TV-experience better than ever.

Best wishes,
Telia

Enjoy!

HAVE FUN!

With love
Telia
HVA SIER KUNDENE?

TELIA X

- Særdeles bra tilbakemeldinger
- Stor andel bruker opp 40 GB
- Mange kjøper DataBoost
- Av de som har brukt 40 GB sier 85% at opplevelsen med streaming fortsatt er bra eller svært bra
- De første Telia X kundene har økt dataforbruk med 85% !

MND. PRIS 579,-
SHOW EMOTIONS

they are the human factor
2

Telia ❤️ Get
TELIA ♥ GET = SANT
Å bli elsket av norske bedrifter og deres ansatte
PÅ JOBB FOR Å GJØRE DEG GOD
BÆREKRAFT
BY WORKING WITH

WE CONTRIBUTE TO

9 Industry Innovation and Infrastructure
11 Sustainable Cities and Communities
12 Responsible Consumption and Production
13 Climate Action
DARING GOALS FOR EN MER BÆREKRAFTIG PLANET FREM MOT 2030

Gjennom verdikjeden

Sirkulær økonomi og forretningsmodell

Engasjement fra alle Telia ansatte
5G