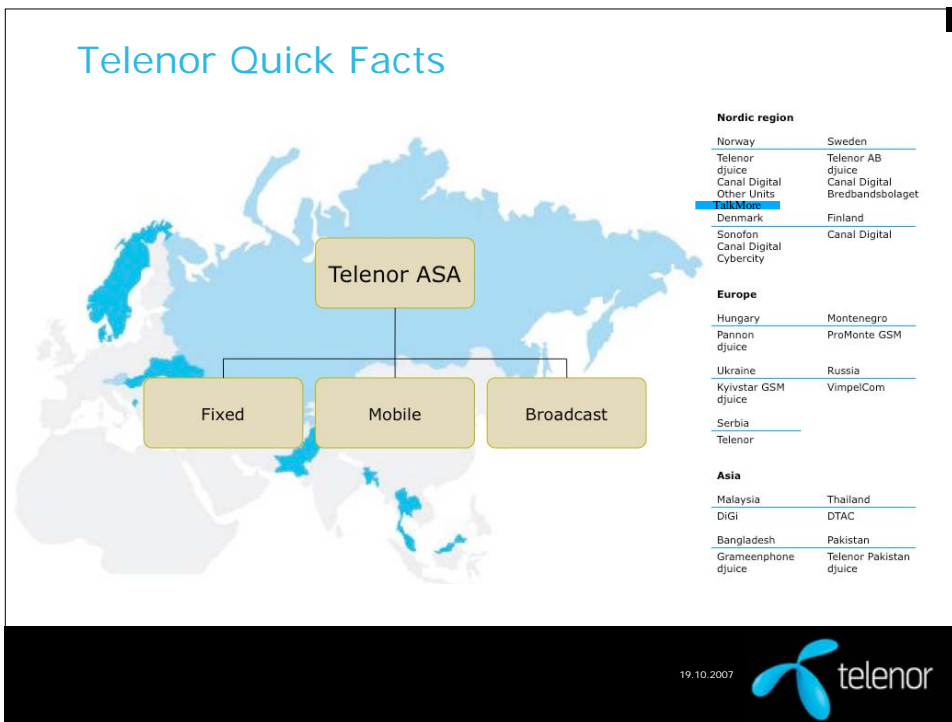




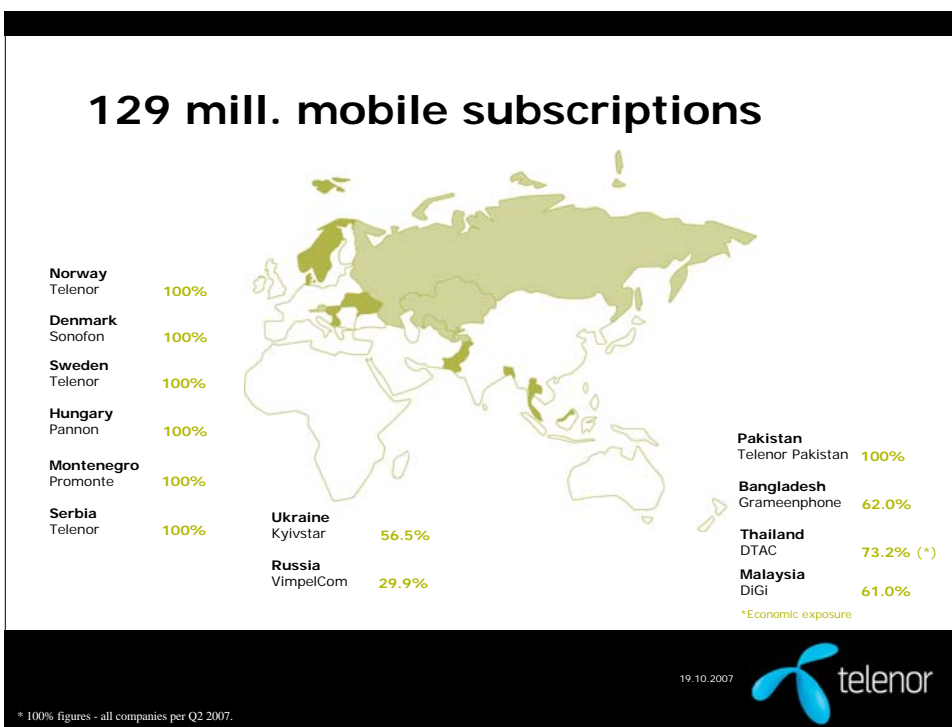
Content

- Telenor quick facts
- Gaming and Telenor today
- Gaming and Telenor tomorrow

Telenor Quick Facts



129 mill. mobile subscriptions



* 100% figures - all companies per Q2 2007.

Content

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Why Gaming?

From

Transaction

Marketing push

Customer acquisition

Average Revenues Per User

Intelligence in platform

Investment in infrastructure

Technology

To

Relationship

Consumer (subscriber) pull

(Profitable) customer retention

Average Profit per User

Intelligence in handsets

Leveraging key assets

Content/services

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* European Management Journal, Vol. 24, Issue 2, 2006

Content & Services

- Games are as important as movies and music
- Gaming – one of the fastest growing industries
- Orange Mobile: More revenue on games than music

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The screenshot shows the online.no website interface. At the top, there is a navigation bar with links for Forside, Underholdning (highlighted), Sport, Abonnement & tjenester, Datasikkerhet, Hjelp & kundeservice, and Søk. Below the navigation bar, there are several promotional banners and a main content area. The main content area features a large blue banner for 'Spill' (Games) with the text 'Spill for hele familien. I hele september og oktober kan du velge mellom 150 spill til kun kr 1,-!' and a button 'Ta meg til tilbudet'. To the right of the banner is a 'SoIP' section with a news article titled 'Hitman Blood Money' and a small image of a person. Below the main content area, there is a 'Topplisten' (Top List) section with a horizontal carousel of game covers, including 'Bygg ditt eget hus' and 'Bygg ditt eget hus 2'.

The screenshot shows a WAP portal interface. On the left, there's a section for 'Prinsesse Märtha Louise' with a 'SPILL' (Games) category. Below it, there are links for 'VG: Genial gledesbombe', 'Rikstoto', and 'Spill her!'. A 'SPILLKATEGORIER' (Game Categories) list includes 'Spill (VG)', 'Spill (Dagbladet)', 'Spill (IT-avisen)', 'IT og spill (Nettavisen)', 'Jentespill (Inpo)', 'Spill Rikstoto', and 'Tippere resultater (Aftenposten)'. A prominent banner says 'Send gratis SMS! her.no'. Below that, there's a 'HOVEDKATEGORIER' (Main Categories) list with links to 'Siste nytt', 'Nyheter', 'Sport', 'Musikk', 'Mobilmore', 'Fotball', 'Mobil-TV', 'Liveticker', 'Livsstil', 'Chat/community', 'Spill', 'Bilder', 'Teknologi', 'Økonomi', 'Nyttig', and 'Vær'. A search bar is present with 'Aktuelt: Paris Hilton' and a 'Sesamsøk' button. At the bottom left, there's a section for 'Andre søk' with a search result for 'i got it from my mama' and a 'Sesamsøk' button.

On the right, there's a 'djuice' section with a 'MEDAL OF HONOR AIRBORNE' advertisement. Below it, there's a 'DnBNOR' logo and three large buttons: 'MUSIKK', 'SPILL', and 'UNDERHOLDNING'. At the bottom right, there's another 'HOVEDKATEGORIER' list with links to 'Siste nytt', 'Nyheter', 'Sport', 'Musikk', 'Underholdning', 'Chat/community', 'E-post', 'Livsstil', 'Mobilmore', 'Kultur', 'Bilder', 'Spill', 'Mobil-TV', 'Fotball', 'Teknologi', 'Økonomi', 'Nyttig', and 'Vær'. A search bar is present with 'Aktuelt: Tiopeligaen' and a 'Sesamsøk' button.

In the center, a yellow text box contains the following information:

WAP portal
300.000 unique users pr week
700.000 unique users pr month
Telenormobil.no Top 10 most visited norwegian site

Content

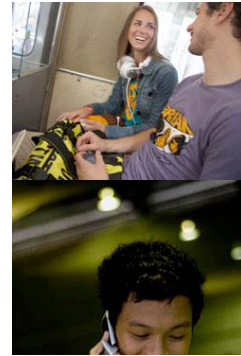
- Telenor quick facts
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New unit for Research and Innovation

- Three locations in Norway
- Satellite in Kuala Lumpur, Malaysia
- Employing 230 professionals
- R&I-related investments and costs in 2006: NOK 1.5 bn
- 150 innovation activities registered throughout the company in 2006



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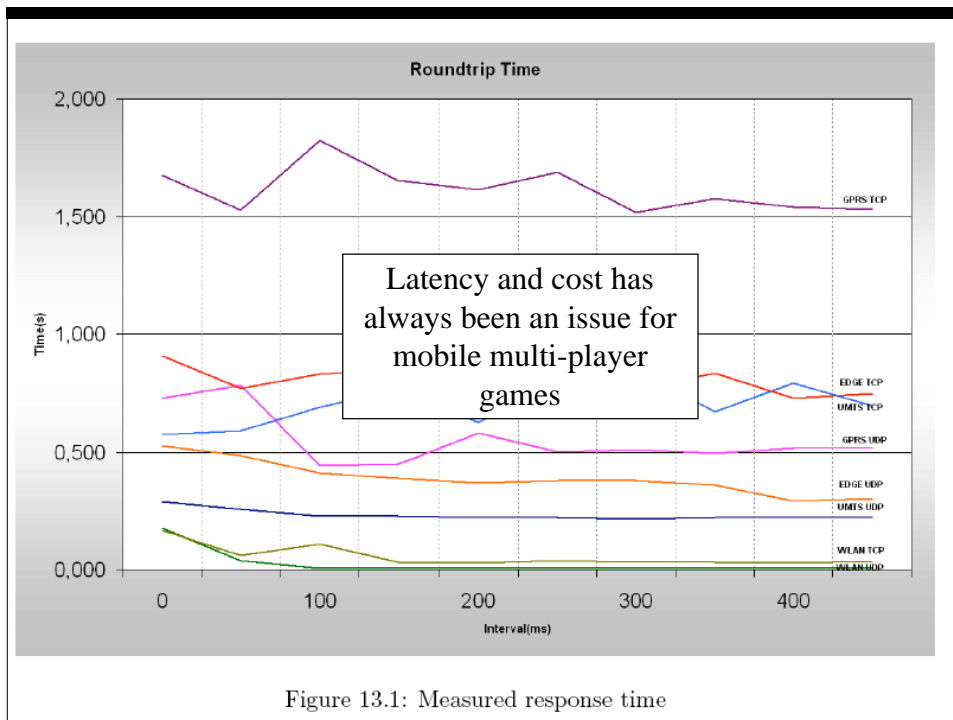


Gaming related R&I activities

- State of the art and the operator in the value chain
- Trials with vendors and new gaming concepts
- Education and guidance for mobile multiplayer gaming.
- PATS – non-commercial access to the network (www.pats.no)
- iLabs – open source mobile toolkit (www.ilabs.no)
- Join Game – Networking
- NTNU
 - Research Programme for Video Games Committee
 - 10+ NTNU projects and diploma work, IDI & ITEM
 - Sponsoring 2 gaming PhDs related to Wireless Trondheim
- Educational Games
- Game on Demand for set-top boxes

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Data traffic costs can be fixed

Windows Live Messenger	Pris
Pris per måned	49,-*
Pris per døgn	9,-*

* Prisene inkluderer ubegrenset antall meldinger og all datatrafikk. Tilgangen gjelder i 30 dager eller 24 timer fra du logger på tjenesten første gang.

Fri bruk første måned

Du får fri bruk av MSN i en måned fra du logger deg på Windows Live Messenger første gang.

Komme i gang med MSN:

- Send MSN til 2244
- Du mottar nå en link som gir deg adgang til å laste ned Live Messenger til mobilen din
- Last ned og velg "lagre". Dette er kostnadsfritt
- Live Messenger ligger nå under mappen Programmer
- Problemer? Les mer under spørsmål og svar

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Turbo-3G: HSDPA*

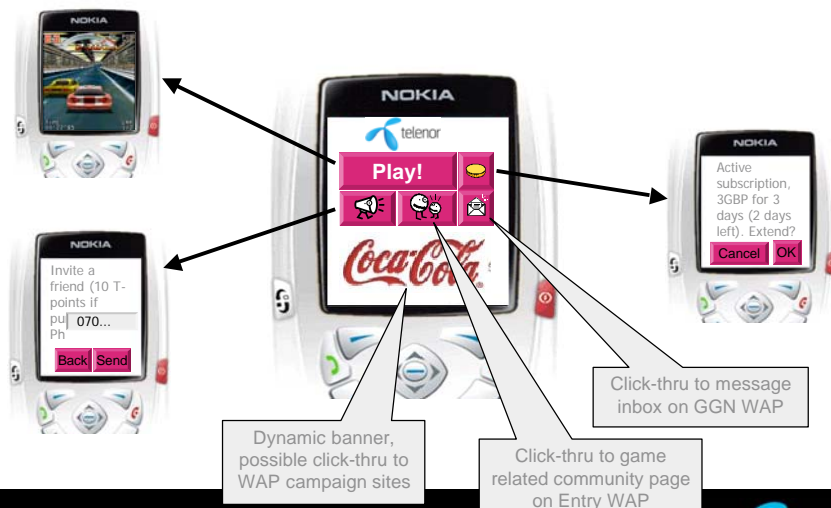
- Speed up to 3.6 Mb/s
- A round trip delay of 60ms – 100ms
- Enables real-time interactive services, like multiplayer gaming!
- **Will be launched by Telenor in Norway in 4 major cities by the end of 2007!**

*HSDPA = High Speed Download Packet Access

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"XBox Live" on the mobile

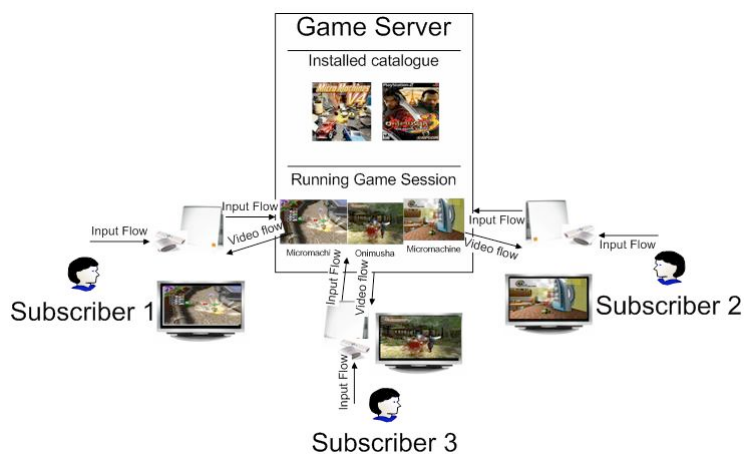


To be
launched

19.10.2007



Game on Demand on set-top box



Student and
Eurescom project

19.10.2007



Summary

- Services & content like gaming are important for Telenor
- Increased Commercial and Research focus on gaming
- Telenor supports NTNU gaming initiative
- Looking for new game concepts and research partners. Big or small.

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Need help or access for research?



www.pats.no

www.ilabs.no



iLabs (innovation Labs)
has the ambition to create an open service innovation arena

The rules of the game are changing in a way that is disruptive to the telecom business. iLabs want to be an active participant by exploring and learning to play the new game.

We believe that use of open source software, open APIs and standards will increase the innovation speed and also create interesting collaboration communities for the development of more innovative services. We want to collaborate with innovators who will explore this phenomena together with us.

Don't hesitate to [make contact](#) if you want to play with us!

Thank you!

Anne-marte.hjemas@telenor.com

19.10.2007

