

PRESS RELEASE

Telia continues to enjoy the highest profitability despite loss in market share in Sweden's wireless market, according to new mobile operator market research report by IEMR

Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR), the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Sweden Mobile Operator Forecast.

"The 4Q08 Mobile Operator Forecasts demonstrate IEMR's capability to gather information from a variety of global resources and model it into accurate and timely forecasts for our clients," said Nizar Assanie, Vice President of Research at IEMR. "Clients will find the information easily accessible, comprehensive, and exceptionally relevant to enable them to make sound business and investment decisions about mobile operators and vendors strategies".

IEMR's Sweden Mobile Operator Forecast covers up to 65 financial and operational metrics on four wireless operators. Notable highlights of the 4Q08 Sweden Mobile Operator Forecast include:

- We forecast that the number of total subscribers will increase gradually from 11.0 million in 2008 to 11.5 million in 2010. This translates into an increase in wireless penetration from 119.0% in 2008 to 123.7% in 2010.
- We expect changes in major operator's market shares over the next three years. Although market shares of Tele 2 and Telenor are expected to stay at approximately 30% and 17% respectively, we expect Telia's market share to decrease from 45.4% in 2008 to 44.3% in 2010. This is caused by an increase in 3 (Hutchison)'s market share from 6.9% to 8.5% over this period.
- In 2010, Telenor, the third largest operator in Sweden, will receive the highest ARPU among competitors at US\$ 48.88 per month. On the other hand, the largest operator, Telia, will receive the lowest ARPU at US\$ 30.59 per month in 2010.
- Yet, we continue to forecast that Telia that will enjoy the highest EBITDA margin of 36.8% in 2010.

IEMR's Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world's population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast

Telia
Tele 2
Telenor
3 (Hutchison)

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* Available only for Telia (CY04 – CY07)
** Forecasts (CY08 – CY10) not available

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About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

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