IT'S TIME TO OPEN UP

Welkom | Welcome | Välkommen
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00 – 09.05</td>
<td>Being a Challenger</td>
<td>Allison Kirkby</td>
</tr>
<tr>
<td>09.05 – 09.10</td>
<td>The Set-up</td>
<td>Jeff Dodds</td>
</tr>
<tr>
<td>09.10 – 09.25</td>
<td>The Network</td>
<td>Francois Mairey</td>
</tr>
<tr>
<td>09.25 – 09.50</td>
<td>The Deal</td>
<td>Jeff Dodds</td>
</tr>
<tr>
<td>09.50 – 10.20</td>
<td>Questions</td>
<td></td>
</tr>
</tbody>
</table>
SHAKING THINGS UP SINCE 1993
WHY DO WE CHALLENGE?
BECAUSE WE CAN!
THE SET-UP

Jeff Dodds | CEO Tele2 Netherlands
MOBILE
THE BEST
OF THE
BEST...
BUT...
WHY?

Source: T-Efficient: Competitor business update – H1 2015
TELE2 IS ON A MISSION
GREAT COVERAGE IS ON A MISSION
GREAT COVERAGE

GREAT SPEED

MISSION
GREAT COVERAGE

GREAT SPEED

THE LOWEST PRICE
WHEN?
12TH OF NOVEMBER 2015
OUR 4G NETWORK

Population coverage outdoor 92%
Population coverage indoor 65%
Geographical coverage 80%
OUR 4G NETWORK

Population coverage outdoor  92%
Population coverage indoor   65%
Geographical coverage        80%

- Transferred learnings from one of the best in the world
OUR 4G NETWORK

Population coverage outdoor  92%
Population coverage indoor   65%
Geographical coverage        80%

• Transferred learnings from one of the best in the world
• Nationwide 4G population coverage Q1 2016
Our 4G network

Population coverage outdoor 92%

• Nationwide 4G population coverage Q1 2016

Population coverage indoor 65%

Geographical coverage 80%

• Transferred learnings from one of the best in the world
• Nationwide 4G population coverage Q1 2016
Our 4G network

Population coverage:
- Outdoor: 92%
- Indoor: 65%
- Geographical coverage: 80%

- Transferred learnings from one of the best in the world
- Nationwide 4G population coverage Q1 2016

HIGH SPEED

HIGH CAPACITY
Our 4G network

Population coverage outdoor 92%

Population coverage indoor 65%

Geographical coverage 80%

• Transferred learnings from one of the best in the world

High speed

High capacity

Low latency
LTE ADVANCED

- Speeds up to 225 Mb/Sec
- Efficient spectrum usage
- LTE-A features to come

VOLTE

- Very short call set-up time
- Save battery
- HD voice & noise reduction
THE DEAL

Jeff Dodds | CEO Tele2 Netherlands
EXISTING CUSTOMER IS KING
GOING TO WAR ON DATA
GOING TO WAR ON DATA

TCO in MRC €

Data bucket in MB per month

Subscription +
Samsung Galaxy S6 Edge

Telfort
KPN
Vodafone
T-Mobile
Hollands nieuwe
GOING TO WAR ON DATA

Subscription +
Samsung Galaxy S6 Edge
GOING TO WAR ON DATA

TCO in MRC €

Data bucket in MB per month

Tele2 Subscription + Samsung Galaxy J5
DISRUPTIVE PROPOSITION FOR 4G VOLTE HANDSETS
## Disruptive Proposition for 4G VoLTE Handsets

<table>
<thead>
<tr>
<th></th>
<th>100 Min/SMS</th>
<th>UNLIMITED Voice/SMS 1GB</th>
<th>UNLIMITED Voice/SMS 1.5GB</th>
<th>UNLIMITED Voice/SMS 4GB</th>
<th>UNLIMITED Voice/SMS 8GB</th>
<th>UNLIMITED Voice/SMS 24GB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1GB</td>
<td>€10</td>
<td>€16</td>
<td>€21</td>
<td>€25</td>
<td>€35</td>
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</tbody>
</table>
**Disruptive Proposition for 4G VoLTE Handsets**

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>Data Included</th>
<th>Voice/SMS Included</th>
<th>Price</th>
<th>Handset Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 min/SMS</td>
<td>1 GB</td>
<td>Unlimited voice/SMS</td>
<td>€10</td>
<td>€0</td>
</tr>
<tr>
<td>UNLIMITED VOICE/SMS</td>
<td>1.5 GB</td>
<td>Unlimited voice/SMS</td>
<td>€16</td>
<td>€0</td>
</tr>
<tr>
<td>UNLIMITED VOICE/SMS</td>
<td>4 GB</td>
<td>Unlimited voice/SMS</td>
<td>€21</td>
<td>€4</td>
</tr>
<tr>
<td>UNLIMITED VOICE/SMS</td>
<td>8 GB</td>
<td>Unlimited voice/SMS</td>
<td>€25</td>
<td>€6</td>
</tr>
<tr>
<td>UNLIMITED VOICE/SMS</td>
<td>24 GB</td>
<td>Unlimited voice/SMS</td>
<td>€35</td>
<td>€8</td>
</tr>
</tbody>
</table>
HOW DO WE COMPARE?

GALAXY S6 + 4GB + UNLIMITED VOICE

vodafone

• Unlimited voice/sms
• 3GB

€ 46

€ 30 one-off

T-Mobile

• Unlimited voice/sms
• 3GB

€ 46

€ 29.95 one-off

KPN

• Unlimited voice/sms
• 5GB

€ 54

€ 0 one-off

Source: Websites of mobile operators
HOW DO WE COMPARE?

GALAXY S6 + 4GB + UNLIMITED VOICE

- **Vodafone**
  - Unlimited voice/sms
  - 3GB
  - €46
  - €30 one-off

- **T-Mobile**
  - Unlimited voice/sms
  - 3GB
  - €46
  - €29.95 one-off

- **KPN**
  - Unlimited voice/sms
  - 5GB
  - €54
  - €0 one-off

- **Tele2**
  - Unlimited voice/sms
  - 4GB
  - €39
  - €0 one-off

Source: Websites of mobile operators
How do we compare?

<table>
<thead>
<tr>
<th>Operator</th>
<th>Plan Details</th>
<th>Data (GB)</th>
<th>Initial Price</th>
<th>One-Off Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>Unlimited voice/sms</td>
<td>Unlimited</td>
<td>€46</td>
<td>€30</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>Unlimited voice/sms</td>
<td>3GB</td>
<td>€46</td>
<td>€29.95</td>
</tr>
<tr>
<td>TELE2</td>
<td>Unlimited voice/sms</td>
<td>4GB</td>
<td>€39</td>
<td>€0</td>
</tr>
</tbody>
</table>

15% more data and €29.95 less upfront.

33% more data and €30 cheaper than T-Mobile with an unlimited plan.
How do we compare?

Galaxy J5 + 1GB + 100 minutes

**vodafone**
- 100 min/sms
- 0.7GB
- € 23
- € 45 one-off

**T-Mobile**
- 120 min/sms
- 0.5GB
- € 24.50
- € 0 one-off

**KPN**
- 150 min/sms
- 1GB
- € 27.50
- € 0 one-off

Source: www.studentmobiel.nl
### How do we compare?

**Galaxy J5 + 1GB + 100 minutes**

<table>
<thead>
<tr>
<th>Provider</th>
<th>Details</th>
<th>Cost</th>
<th>One-off Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>100 min/sms, 0.7GB</td>
<td>€23.00</td>
<td>€45.00 one-off</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>120 min/sms, 0.5GB</td>
<td>€24.50</td>
<td>€0.00 one-off</td>
</tr>
<tr>
<td>KPN</td>
<td>150 min/sms, 1GB</td>
<td>€27.50</td>
<td>€0.00 one-off</td>
</tr>
<tr>
<td>Tele2</td>
<td>100 min/sms, 1GB</td>
<td>€15.00</td>
<td>€0.00 one-off</td>
</tr>
</tbody>
</table>

Source: www.studentmobiel.nl
How do we compare?

Galaxy J5 + 1GB + 100 MIN

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- 100 min/sms
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T-Mobile

- 150 min/sms
- 1GB
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- €0 one-off

Tele2

- 120 min/sms
- 0.5GB
- €27.50
- €0 one-off

35% cheaper than Vodafone with 43% more data and €45 less upfront
HOW DO WE COMPARE?
GALAXY J5 + 1GB + 100 MINUTES

vodafone
- 100 min/sms
- 0.7GB
€ 23
€ 45 one-off

T-Mobile
- 120 min/sms
- 0.5GB
€ 24.50
€ 0 one-off

KPN
- 150 min/sms
- 1GB
€ 27.50
€ 0 one-off

OR

Source: www.studentmobiel.nl
### How do we compare? Galaxy J5 + 1GB + 100 Minutes

<table>
<thead>
<tr>
<th>Provider</th>
<th>Minutes</th>
<th>SMS</th>
<th>Data</th>
<th>Price</th>
<th>One-off Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>100</td>
<td>0.7GB</td>
<td></td>
<td>€23</td>
<td>€45 one-off</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>120</td>
<td>0.5GB</td>
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<td>Tele2</td>
<td>Unlimited Voice/sms</td>
<td></td>
<td>4GB</td>
<td>€24</td>
<td>€0 one-off</td>
</tr>
</tbody>
</table>

Source: [www.studentmobiel.nl](http://www.studentmobiel.nl)
HOW DO WE COMPARE?
GALAXY J5 + 1GB + 100 MIN

For €0.50 less than T-Mobile you get 8 times more data and unlimited voice/sms.
## How Do We Compare?

**Galaxy J5 + 1GB + 100 Minutes**

<table>
<thead>
<tr>
<th>Provider</th>
<th>Minutes/sms</th>
<th>Data</th>
<th>Price</th>
<th>One-Off Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>100 min/sms</td>
<td>0.7GB</td>
<td>€ 23</td>
<td>€ 45 one-off</td>
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<tr>
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<td>120 min/sms</td>
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<td>€ 24.50</td>
<td>€ 0 one-off</td>
</tr>
<tr>
<td>KPN</td>
<td>150 min/sms</td>
<td>1GB</td>
<td>€ 27.50</td>
<td>€ 0 one-off</td>
</tr>
<tr>
<td>OR</td>
<td>Unlimited</td>
<td></td>
<td>€ 24</td>
<td>€ 0 one-off</td>
</tr>
<tr>
<td>EVEN</td>
<td></td>
<td></td>
<td>€ 24.50</td>
<td></td>
</tr>
</tbody>
</table>
How do we compare?

**Galaxy J5 + 1GB + 100 Minutes**

<table>
<thead>
<tr>
<th>Operator</th>
<th>Min/sms</th>
<th>GB</th>
<th>One-off</th>
<th>Price with One-off</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>100</td>
<td>0.7</td>
<td>€45</td>
<td>€23</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>120</td>
<td>0.5</td>
<td>€0</td>
<td>€24.50</td>
</tr>
<tr>
<td>KPN</td>
<td>150</td>
<td>1</td>
<td>€0</td>
<td>€27.50</td>
</tr>
<tr>
<td>Tele2</td>
<td>Unlimited Voice/sms</td>
<td>8</td>
<td>€0</td>
<td>€28</td>
</tr>
</tbody>
</table>

Source: [www.studentmobiel.nl](http://www.studentmobiel.nl)
HOW DO WE COMPARE?

GALAXY J5 + 1GB + 100 MIN

- **vodafone**
  - 100 min/sms
  - 0.7GB
  - €23
  - €23 one-off

- **Tele2**
  - Unlimited Voice/sms
  - 8GB
  - €28
  - €0 one-off

- **T-Mobile**
  - 100 min/sms
  - 1GB
  - €27.50
  - €0 one-off

FOR €0.50 MORE THAN KPN YOU GET 8 TIMES MORE DATA AND UNLIMITED VOICE/SMS
COMPETITIVE PROPOSITION
FOR ALL SIM-ONLY
COMPETITIVE PROPOSITION FOR ALL SIM-ONLY

<table>
<thead>
<tr>
<th>100 MIN/SMS</th>
<th>150 MIN/SMS</th>
<th>250 MIN/SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1GB</td>
<td>1.5GB</td>
<td>2.5GB</td>
</tr>
<tr>
<td>€10</td>
<td>€15</td>
<td>€20</td>
</tr>
</tbody>
</table>
HOW DO WE COMPARE?

250 MINUTES + 2.5GB

vodafone
• 300 min + unlimited sms
• 3GB
• 24 months binding

€ 24
+ € 15 activation fee

T-Mobile
• 300 min + unlimited sms
• 2GB
• 24 months binding

€ 22.50
+ € 14.95 activation fee

KPN
• 200 min/sms
• 5GB
• 24 months binding

€ 25
+ € 20 activation fee

Source: Websites of mobile operators
## How Do We Compare?

**250 Minutes + 2.5GB**

<table>
<thead>
<tr>
<th>Operator</th>
<th>Plan Details</th>
<th>Price</th>
<th>Activation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vodafone</strong></td>
<td>300 min + unlimited sms, 3GB, 24 months binding</td>
<td>€24</td>
<td>€15 activation fee</td>
</tr>
<tr>
<td><strong>T-Mobile</strong></td>
<td>300 min + unlimited sms, 2GB, 24 months binding</td>
<td>€22.50</td>
<td>€14.95 activation fee</td>
</tr>
<tr>
<td><strong>KPN</strong></td>
<td>200 min/sms, 5GB, 24 months binding</td>
<td>€25</td>
<td>€20 activation fee</td>
</tr>
<tr>
<td><strong>Hollands Duurzaam</strong></td>
<td>180 min + unlimited sms, 3GB, 24 months binding</td>
<td>No 4G offer</td>
<td>€20</td>
</tr>
<tr>
<td><strong>Ben</strong></td>
<td>300 min/sms, 3GB, 24 months binding</td>
<td>€22.50</td>
<td>€9.95 activation fee</td>
</tr>
<tr>
<td><strong>Simyo</strong></td>
<td>200 min/sms, 2GB, 12 months binding</td>
<td>€25</td>
<td>€14.99 activation fee</td>
</tr>
</tbody>
</table>

Source: Websites of mobile operators
<table>
<thead>
<tr>
<th>Plan</th>
<th>Details</th>
<th>Price</th>
<th>Activation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vodafone</td>
<td>300 min + unlimited sms, 3GB, 24 months binding</td>
<td>€24</td>
<td>€15</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>300 min + unlimited sms, 2GB, 24 months binding</td>
<td>€22.50</td>
<td>€14.95</td>
</tr>
<tr>
<td>KPN</td>
<td>200 min/sms, 5GB, 24 months binding</td>
<td>€25</td>
<td>€20</td>
</tr>
<tr>
<td>TELE2</td>
<td>250 min/sms, 2.5GB, 12 months binding</td>
<td>€20</td>
<td>€10</td>
</tr>
<tr>
<td>Hollands Neuw</td>
<td>180 min, unlimited sms, 24 months binding</td>
<td>€20</td>
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<td>Ben</td>
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Source: Websites of mobile operators
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<thead>
<tr>
<th>Plan Description</th>
<th>Vodafone</th>
<th>T-Mobile</th>
<th>KPN</th>
<th>Ben</th>
<th>Simyo</th>
<th>OR</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>250 minutes + 2.5GB</td>
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<td>€ 22.50</td>
<td>€ 25</td>
<td>€ 25</td>
<td></td>
<td>OR</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>300 min + unlimited sms</td>
<td>300 min + unlimited sms</td>
<td>200 min/sms</td>
<td>300 min/sms</td>
<td>200 min/sms</td>
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<td>3GB</td>
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<td>24 months binding</td>
<td>24 months binding</td>
<td>24 months binding</td>
<td>12 months binding</td>
<td></td>
</tr>
</tbody>
</table>

**No 4G offer**

Source: Websites of mobile operators
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**Hollands Duwewe**
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**Tele2**
- Unlimited voice/sms
- 4GB
- 24 months binding

€ 24

Source: Websites of mobile operators
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€25
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**Tele2**
- Unlimited voice/sms
- 4GB
- 24 months binding

€24

A brand new smartphone, unlimited voice/sms and 50% more data for €1 less than Simyo Sim-Only.
Building our brand
TELE2 PRESENTS
OMDAT HET KAN
SUMMARY
We're a challenger and are here to shake things up.

SUMMARY
We're a challenger and are here to shake things up

SUMMARY

We're releasing the handbrake
SUMMARY

Our 4G network already has 92% outdoor population coverage
SUMMARY

We are a challenger and are here to shake things up. Our network already has 92% outdoor population coverage. Nationwide coverage by the end of Q1 2016.
Challenger and are here to share our LTE-advanced network with potential speeds up to 225Mb/sec. Nationwide coverage by the end of Q1 2016. Our network already has 92% outdoor population coverage.
The data-revolution starts tomorrow

`SUMMARY`

Voice over LTE planned for launch in Q1 2016

Network already in place in urban areas, will roll out to rural areas by the end of Q1 2016

Network with potential speeds up to 225Mb/sec

Outdoor population can expect increased speed levels

Nationwide coverage by the end of Q1 2016

Challenges remain in achieving full coverage, but progress is being made
QUESTIONS?