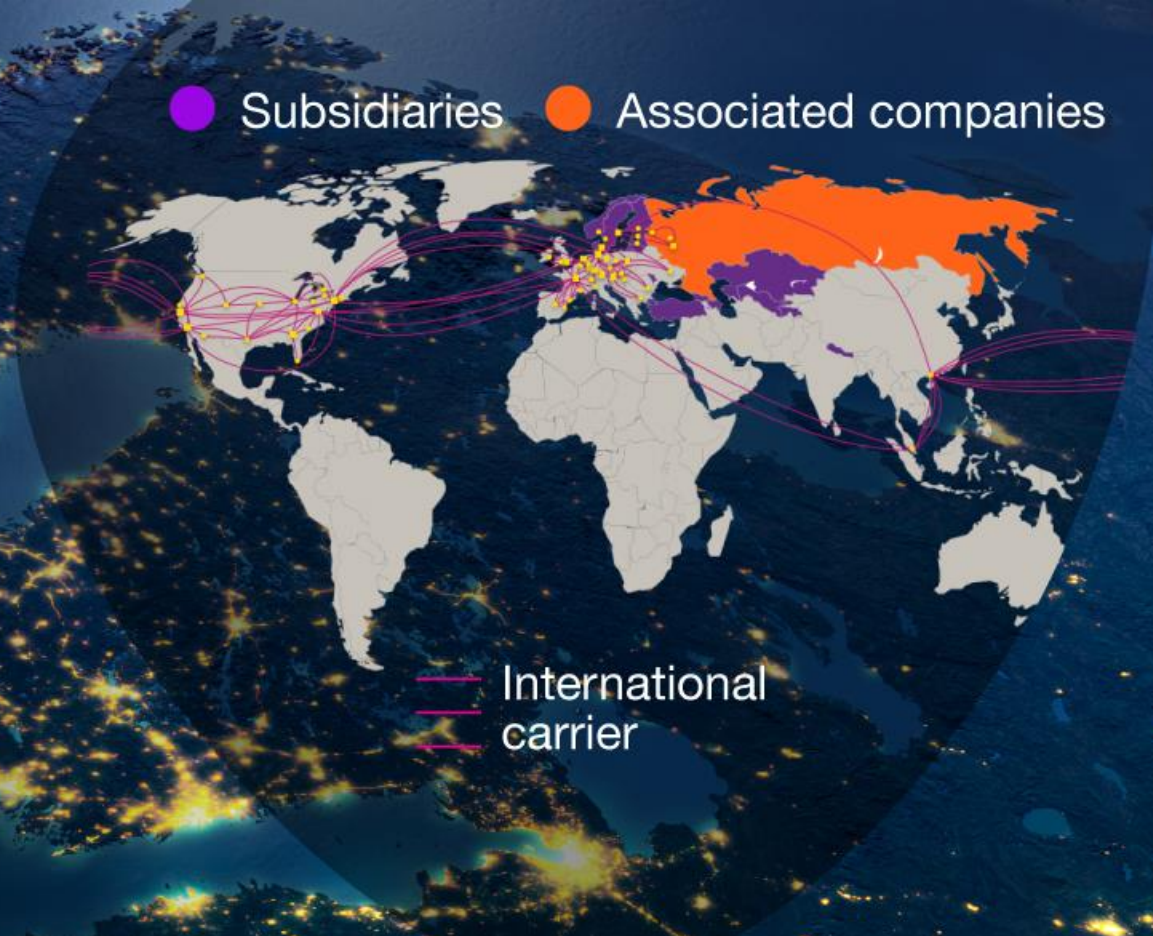


TELIA EESTI

TELIA COMPANY

- Founded in 1853
- 21 000+ employees
- net sales SEK 84,178 million
- 23,5 million subscriptions
- Nordic and Baltic markets as well as in Russia, Azerbaijan, Georgia, Kazakhstan, Moldova, Turkey and Uzbekistan



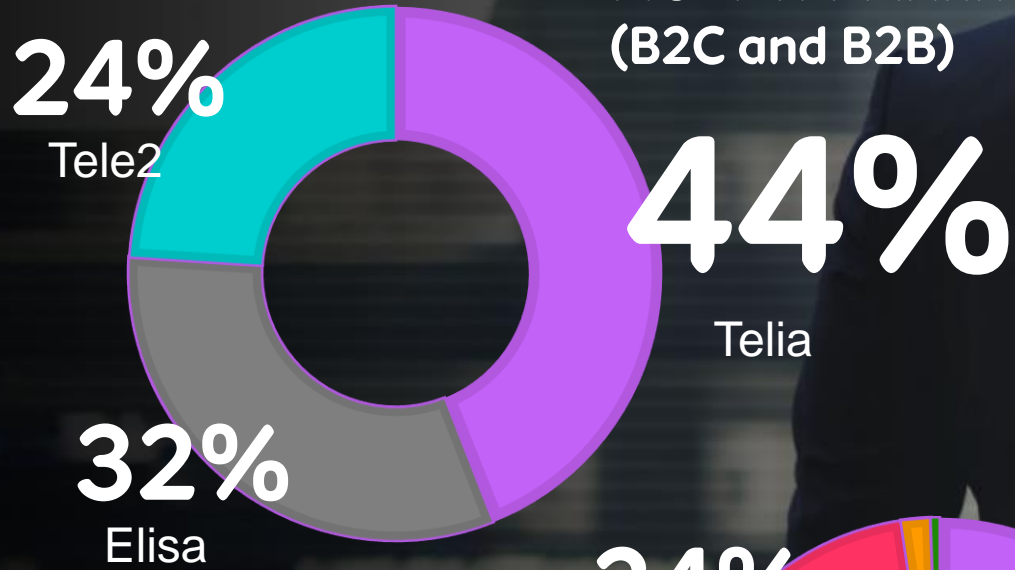
TELIA EESTI

- EMT was founded in 1991, Elion in 1993
- Approx. 1800 employees
- Market leader in all of its focus areas: mobile, broadband, TV and ICT services
- 4th place in Estonian brand reputation index in 2016

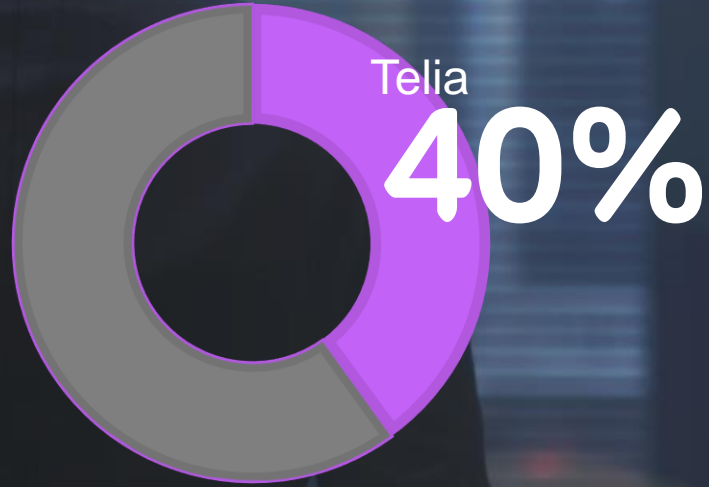


MARKET LEADER

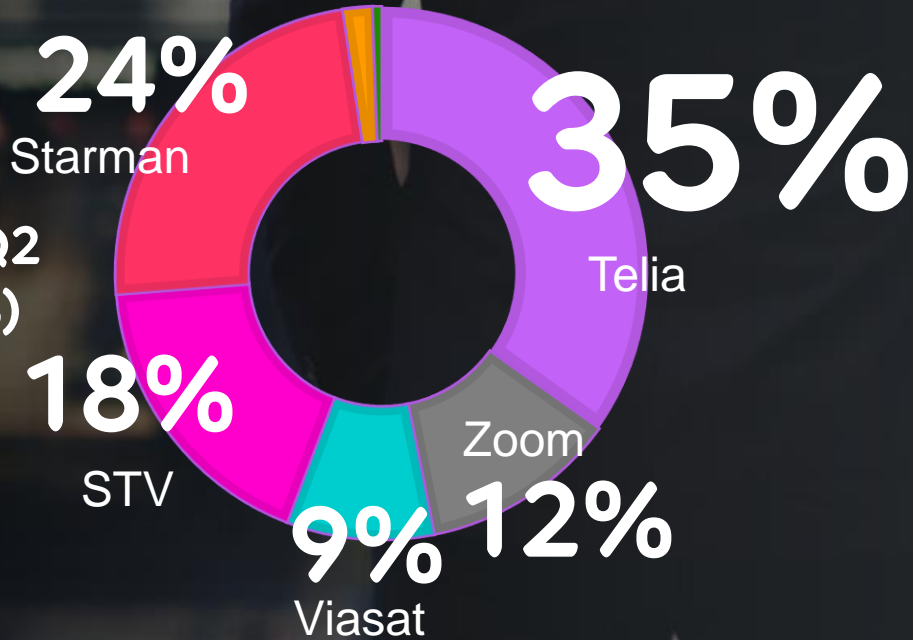
MOBILITY MARKET Q2
(B2C and B2B)



IT SERVICE MARKET



TV MARKET Q2
(B2C and B2B)





**IT -
We help to grow
your business**



**SMS and call
anywhere**



**Mobile Life
Roaming**



**Mobile and
fix
connection**



**Always new devices
and different options
for purchase**

OFFERING FOR B2B CUSTOMERS



**Online.ee
Successful
interaction and
convenient e-mail
system**



**Cloud services –
any device**



**Safe and
convenient
webhosting**



**ÄriTV -
modern TV
service**



Telia

BUSINESS CUSTOMERS:

LARGE CUSTOMERS

CUSTOMER
SOLUTIONS

15%

customer
base

65%

mobility and
enterprise
services

SOHO CUSTOMERS

STANDARD
SERVICES

85%

customer
base

25%

mobility and
fix services

IoT APPROACH: B2B CUSTOMER DRIVEN

4 KEY AREAS

IoT CONNECTIVITY
& DEVICES

PROCESS
DIGITIZATION

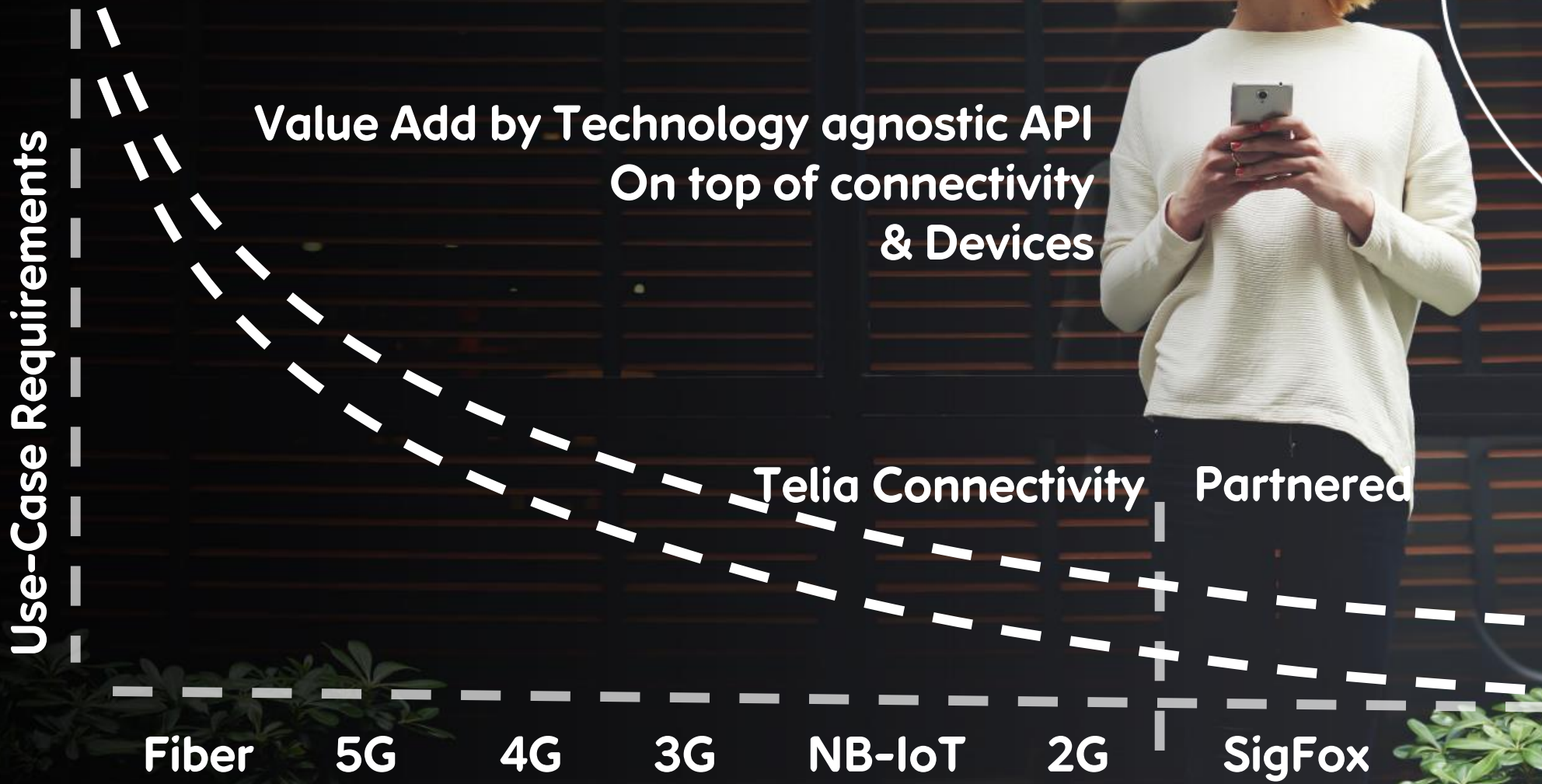
PRODUCT/SERVICE
DIGITIZATION

BACKEND
SIMPLIFICATION

USE-CASE DRIVEN
CONNECTIVITY TYPE AND DEVICE VENDOR AGNOSTIC



USE-CASE determines Tech



Value focused, Toolbox approach



ECOSYSTEM SETUP

**B2B SALES CHANNEL
LEAD GENERATION IN
4 FOCUS AREAS**

IoT CONNECTIVITY
& DEVICES

PROCESS
DIGITIZATION

PRODUCT/SERVICE
DIGITIZATION

BACKEND
SIMPLIFICATION

**IoT PLATFORM
USE-CASE DEVELOPMENT
PROJECT MANAGEMENT
SERVICE OPERATIONS
CONNECTIVITY
DEVICES**

**PARTNER NETWORK
WORKING ON TELIA
TOOLBOX**

HARDWARE
DEVELOPMENT
& VENDORS

SOFTWARE
DEVELOPMENT
& VENDORS

COMPONENT
VENDORS

RESEARCH SUPPORT
FROM 2 BIGGEST
UNIVERSITIES

FINANCIAL SUPPORT
FOR PRODUCT
DEVELOPMENT



EXAMPLE IN PRODUCT DIGITIZATION



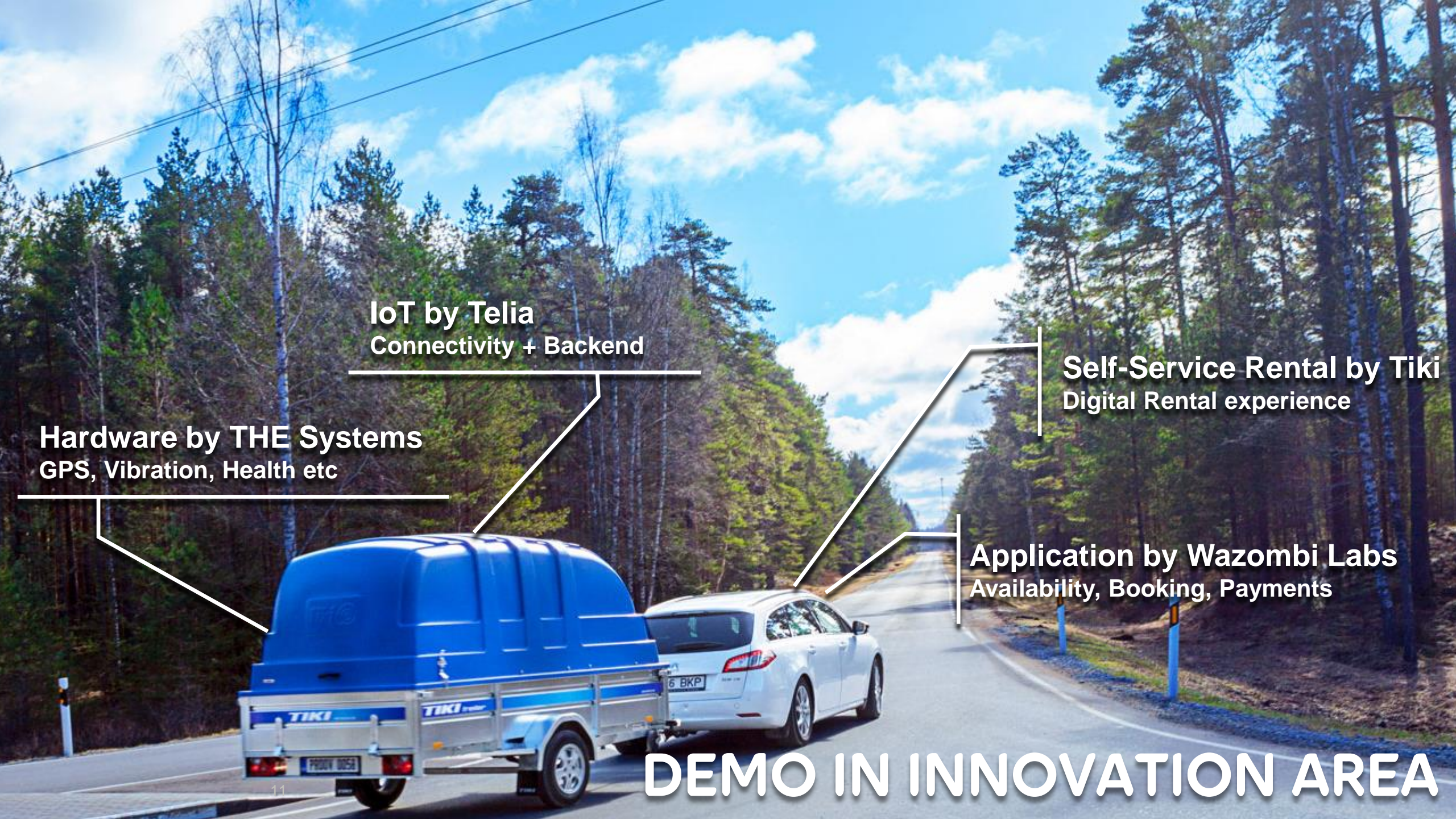
IoT by Telia
Connectivity + Backend

Hardware by THE Systems
GPS, Vibration, Health etc

Self-Service Rental by Tiki
Digital Rental experience

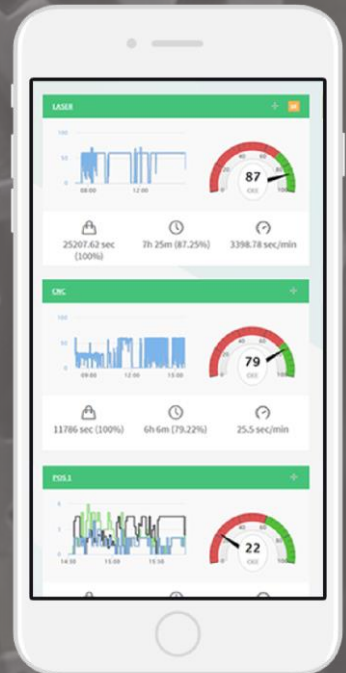
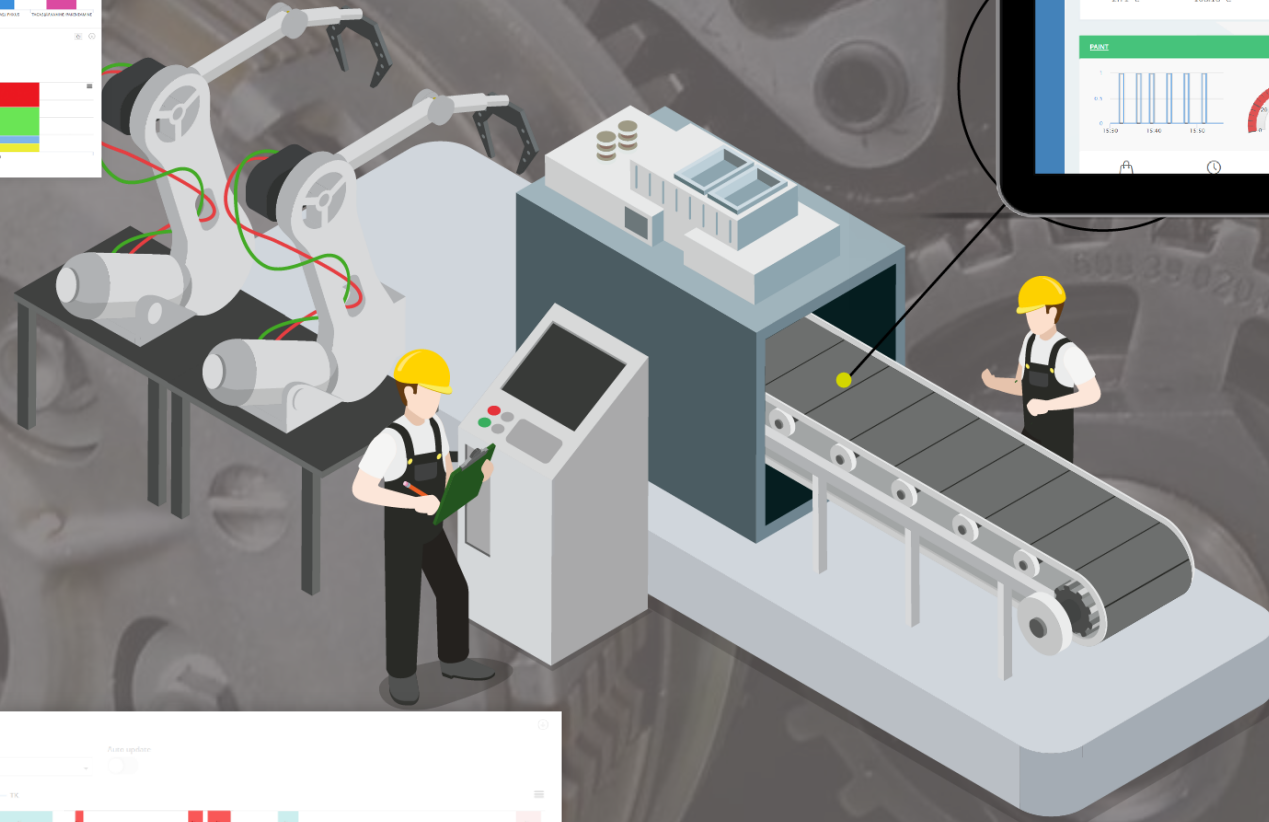
Application by Wazombi Labs
Availability, Booking, Payments

DEMO IN INNOVATION AREA





**EXAMPLE IN
PROCESS DIGITIZATION
WITH GLOBALREADER**





**SEE HOW IT CAN TAKE YOUR
BUSINESS FURTHER WITH 2 HOURS
OF IT CONSULTATION**

(register at Telia desk)