



Telenor has the world's fastest mobile network. The company celebrates this achievement by awarding its customers with a data gift of 5 GB. Photo: Martin Fjellanger

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Telenor hands out data to mobile customers

(Fornebu, 17 September 2018) According to analyses from Speedtest® by Ookla®, Telenor has the world's fastest mobile network. The company wants to celebrate this achievement together with its customers, which is why Telenor is granting them a gift of 5GB data.

'Our customers are on the world's fastest network, which means that a milestone has been reached in Norwegian mobile telecommunications

history. We're celebrating this by giving a gift of data, which is a splendid opportunity for people to immerse themselves into data usage and test Telenor's mobile network,' says Bjørn Ivar Moen, acting CEO of Telenor Norway.

The data gift is being granted to all of Telenor Norway's mobile customers, and can be activated through the Mitt Telenor and Min Bedrift applications.

'Our customers expect a high surf speed on their mobile, regardless of whether they're using Snapchat or streaming videos. High speed is also about ensuring good capacity on the mobile network so that customers may enjoy quality mobile experiences, even when there are lots of people using the Internet simultaneously within the same area,' says Moen.

Strong growth in data

In recent years, user patterns among Norwegian mobile customers have changed radically, and Moen highlights that the customers have been showing the way forward. They have demanded better coverage, higher speeds and better services.

'Through a long-term coverage strategy, we have been working hard to meet these requirements. We're grateful to our mobile customers in Norway for the important role they play in ensuring that Norway is at the cutting edge of mobile development,' says Moen.

Telenor's customers have recorded annual increases in mobile data traffic of around 60 per cent. However, there are still just under 20 per cent of Telenor's customers, who do not use mobile data at all. Those customers who do use mobile data consume an average of 4.5 GB per month.

No plans to slow down

Telenor has for several years been working on specifically improving 4G coverage throughout Norway, and 99.4 per cent of the population now has access to Telenor 4G where they live. The company invests NOK 4 billion annually into expanding the network, and has no plans to slow down. Telenor is now taking steps to elevate Norway from 4G to 5G.

'We are currently in the middle of planning a 5G pilot in Kongsberg, and in due course we will also be starting pilots in Svalbard and other locations.

People can be assured that going forward we will be investing in innovative technology that enhances the mobile experience. Just like our customers, we're delighted of what we have achieved, and are looking forward to what is still to come, says Ove Fredheim, CMO Business at Telenor.

5 GB data gift - facts

- Applicable to all Telenor mobile customers on standard contracts and pay as you go, including both personal and business customers.
- The data gift will be available from 17 September to 31 October, and must be activated through Mitt Telenor and Min Bedrift.
- The data gift will be used once the bonus data included in Familiebonus has been used.
- Mitt Telenor can be downloaded from the App Store, Google Play or by texting MT to 1999.
- Business customers must use the data during October, while personal customers can rollover their data into November.

[Telenor Norge AS](#) is Norway's largest provider of telecommunications and digital services. Our infrastructure is the foundation for digitising Norway, with its world-class coverage and high speeds. Our services and products contribute to increased productivity and provide access to everything that the digital world has to offer. Our services and products help to improve productivity and provide access to all digital content. Our security and preparedness organisation works around the clock to keep our customers safe, and we are particularly aware of our social responsibility to provide security and safety for children and young people online.

We employ 3400 people in 23 offices across Norway and we are a part of the Telenor Group, which has operations in 12 countries. Our main office is located on Fornebu in Baerum.

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