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CEO
Bredbandsbolaget

2004-12-10

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Mission

- Bredbandsbolaget will continue to be the fast growing, leading true broadband operator on the Swedish market, focusing on high capacity, high quality and offering exciting services driving the need for high bandwidth
- Financially, Bredbandsbolaget will deliver strong performance in terms of high top-line growth, profitability and cash flow

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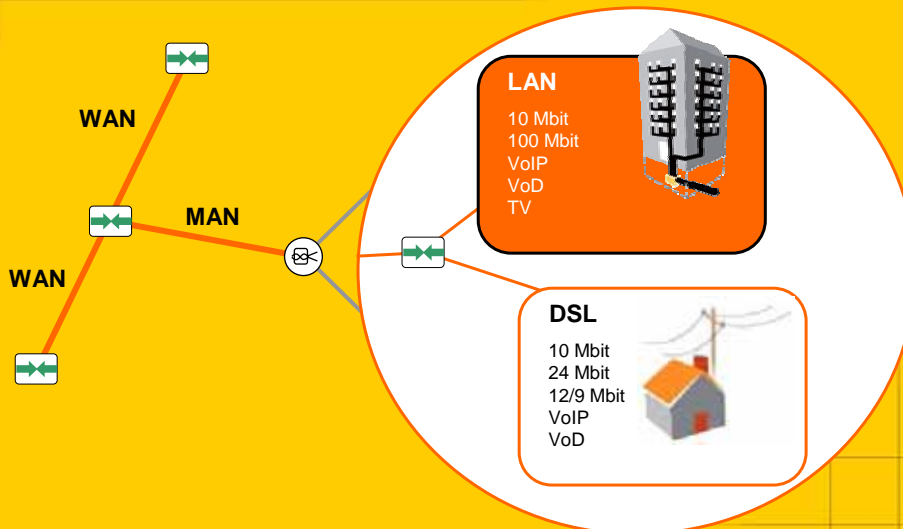
Overall strategy

- Build the leading Swedish **true** broadband operator
- Continued strong growth both in LAN and copper based access, in combination with IP-telephony and TV
- Build services now that requires true broadband, financial impact later (TV, video, photo, music)
- Scalable business model, own cash-flow enough for organic growth
- No real technology threats in sight
- Keep a close eye on the consolidation of the market

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Infrastructure and product offerings



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New Broadband operators belongs to the Altnet sector – which are the common drivers?

Drivers

- Industry shake-out over
- Strong C/F growth from the remaining Altnets
- Focus on core market
- Focus on core technology
- Focus on core products, triple-play
- Add corporate communication services

Local heros

- e.Biscom, Italy
- Illiad, France
- QSC, Germany
- NextGenTel, Norway
- CyberCity, Denmark
- **Bredbandsbolaget, Sweden**
- No pan-European heros

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Altnets have two very different business models

Own infrastructure

- Heavily invested infrastructure
- Almost fixed network costs
- Last mile access via LLUB-regulation or LAN
- High marginal contribution to profit from new customers
- Future proof technology (Ethernet/IP/ADSL2+)
- Ready for triple-play over IP
- Very scalable business model

Wholesale platform

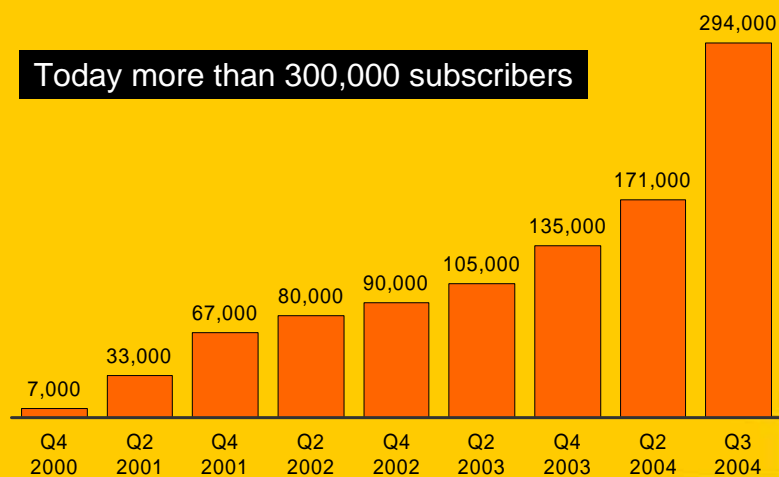
- No owned infrastructure
- Operating on the incumbents whole-sale platform
- Same gross margin percentage, irrespective of sub base
- No triple-play capability
- No technological advantage
- Business model not scalable

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Broadband access subscribers

Today more than 300,000 subscribers

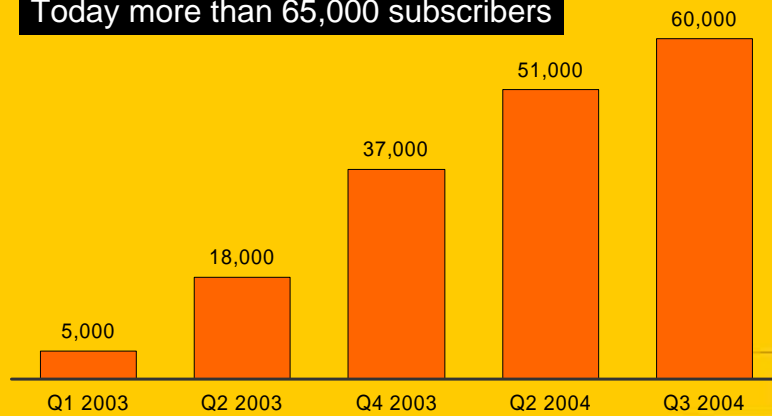


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IP-telephony subscribers

Today more than 65,000 subscribers

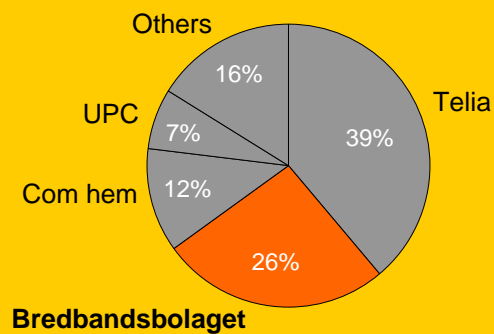


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Swedish broadband market

1 125 000 subscribers



End of Q3 2004

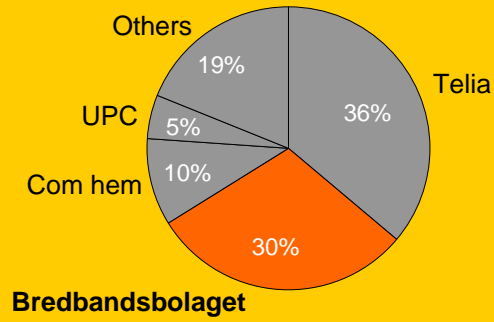
Source: Officiell information and Bredbandsbolaget analysis

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Share of growth – Swedish broadband market Q3 2004

Approx. 80 000 subscribers

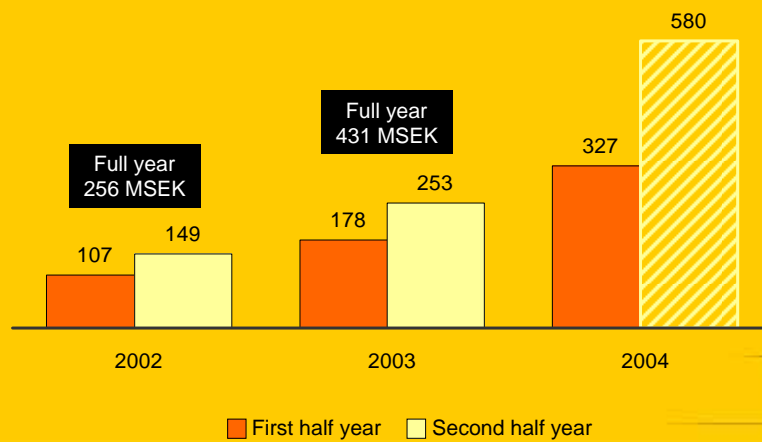


Source: Officiell information and Bredbandsbolaget analysis

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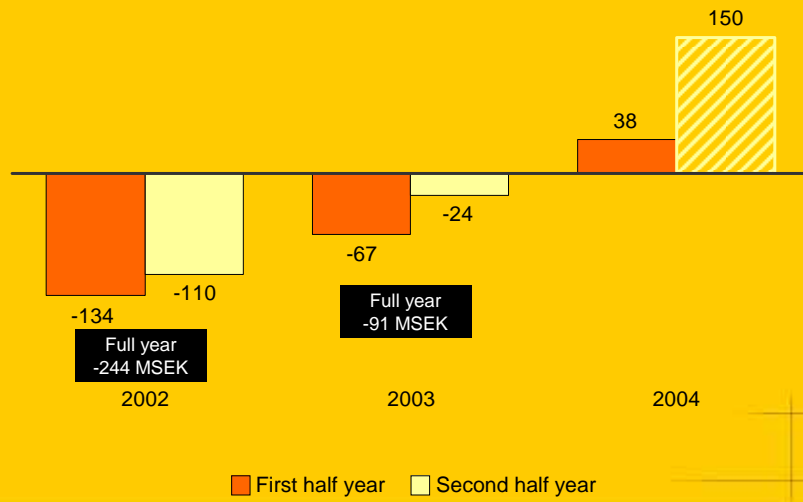
Revenue development



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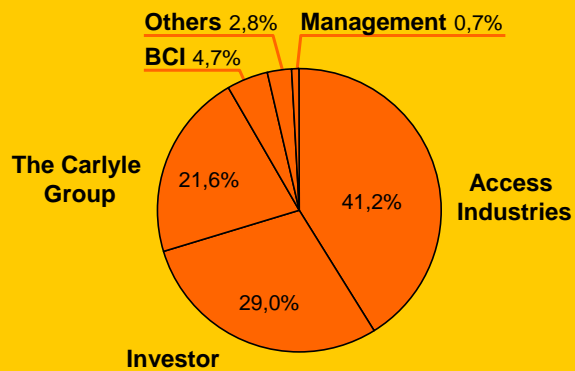
Development of EBITDA



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Owners



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