



Telenor Pakistan is the fastest growing mobile operator in Pakistan and represents the largest Foreign Direct Investment in the country from Europe, in any industry, ever. The company is the first Greenfield mobile operation outside of Norway by Telenor ASA, the parent group, with an investment of USD 2 billion to date. Increased competition from international operators like Telenor, within an investor-friendly and stable regulatory environment provided by GOP, has been a major driver of growth and productivity in Pakistan's economy, and has brought down end-user prices to among the lowest in the world.

Telenor ASA is an international provider of high quality telecommunications, data and media communication services. It ranks as one of the biggest GSM service providers in the world with over 153 million subscribers. It is also the largest provider of TV services in the Nordic region. It ranks as No. 25 overall and No.5 in Europe in Business Week's global ranking of the top 100 performers in the technology industry. The Group is recognized as the best Mobile Telecom company in the world by the Sustainability Yearbook 2008 and as the No.1 mobile operator on the Dow Jones Sustainability Indexes (DJSI) 2007.

Since its launch of services in March 2005, Telenor Pakistan has exceeded all expectations: It has created the second largest mobile network and the largest and most advanced data network in the local market, turned into the second highest revenue-generating mobile player with the highest Average Revenue Per User (ARPU) in the market, and become the second largest mobile player in the market with 18 million active subscriptions in little more than 3 years of operations. During the first half of 2008, Telenor Pakistan added 3.24 million subscriptions against the industry average of 1.63 million, taking 33% of the market share of net additions over the period - the highest in the mobile sector in Pakistan.

The company has created 2500 direct and more than 25000 indirect employment opportunities with 100,000+ retail outlets and 200+ franchises in addition. 99.9% of these employment opportunities belong to Pakistanis.

Initiated with a relief effort worth 95 million rupees in the wake of the devastating earthquake of October 2005, Telenor Pakistan's community contributions have extended over the years to include education, empowerment, enterprise, and environment - with special focus on bringing the telecom promise within the grasp of the most disadvantaged sections of the society.

Telenor Pakistan has received several awards for its solid performance in key areas of activities:

- Federation of Pakistan Chambers of Commerce & Industry's Telecom Excellence Award in Foreign Direct Investment in June 2006
- Central Board of Revenue's High Tax Payer Award 2004-5 in January 2006
- The Pakistan Society of Human Resource Management's Preferred Graduate Employer Award for Most Preferred Telecommunications Company 2007 among MBA students
- SAARC Communication Industry Conference 2007's Most Innovative Mobile Operator Award and Mobile Operator with the Most Consumer Pull Award
- Telenor Global Brand Award for the year 2007
- All Pakistan Dawn Aurora Advertising Awards in three of five nominated categories in March 2007
- The National Forum for Environment & Health's Annual Environment Excellence Awards 2008
- Lahore Chamber of Commerce & Industries' Appreciation Award for the Largest FDI and Rawalpindi Chamber of Commerce & Industries' Achievement Award 2008
- The Helpline Trust's 2nd Corporate Social Responsibility Award 2008

Telenor Pakistan is committed to bringing true mobile innovation to the under-served masses of Pakistan. The company has picked up two Universal Service Fund projects in order to provide connectivity to the yet unconnected in the remotest areas of Pakistan. It aims to invest strongly for further network expansion into the rural areas and for the rollout of third generation of mobile technology (3G) in Pakistan.