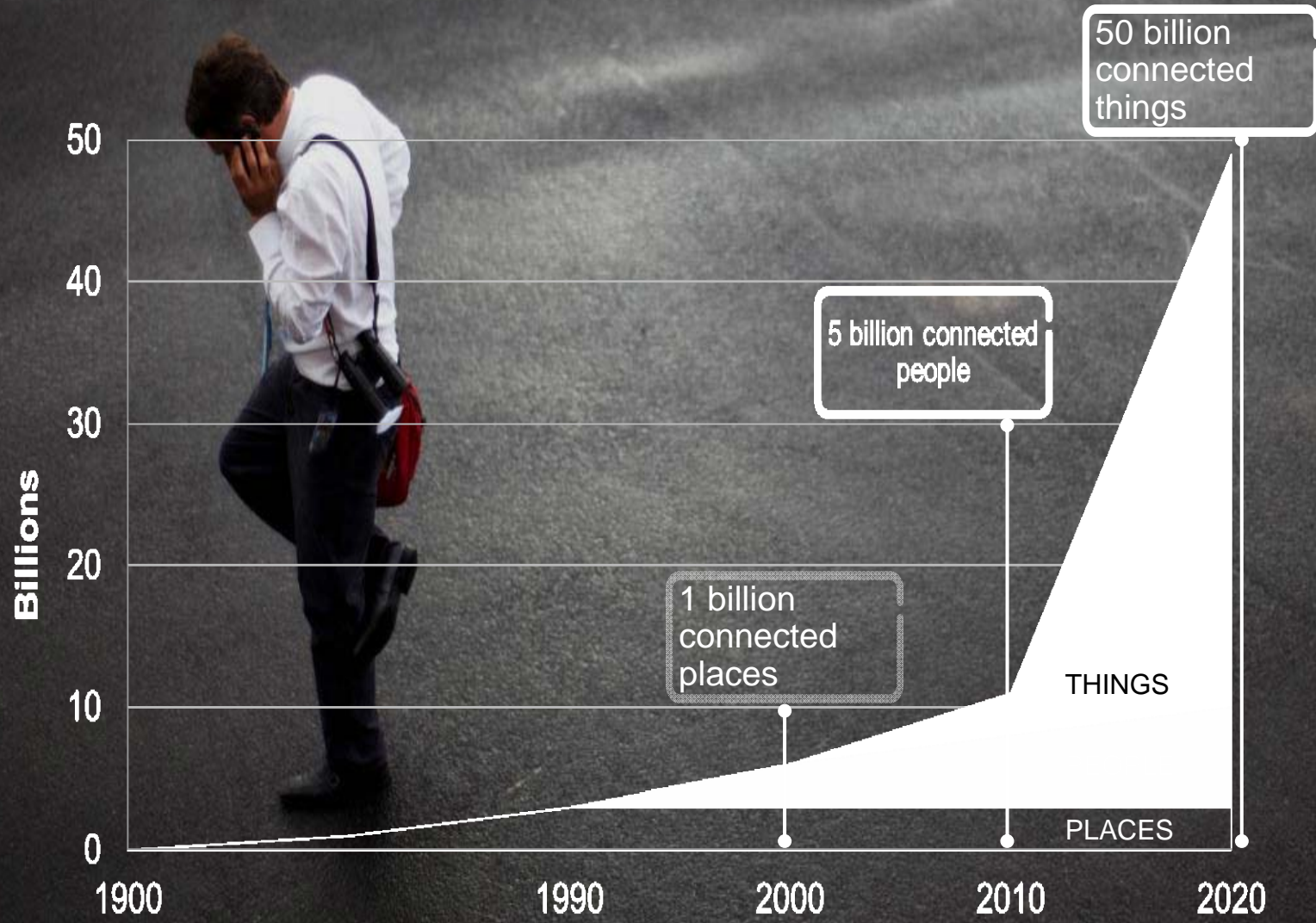


M2M/IoT in the Nordic Market

TeliaSonera Global M2M Services
Anders Trana
Head of Business Development & Innovation

PACE OF CHANGE



BY 2018...



850 M

PCs and tablets

3.3 BN

Smartphone
subscriptions

6.5 BN

Mobile broadband
subscriptions

9.3 BN

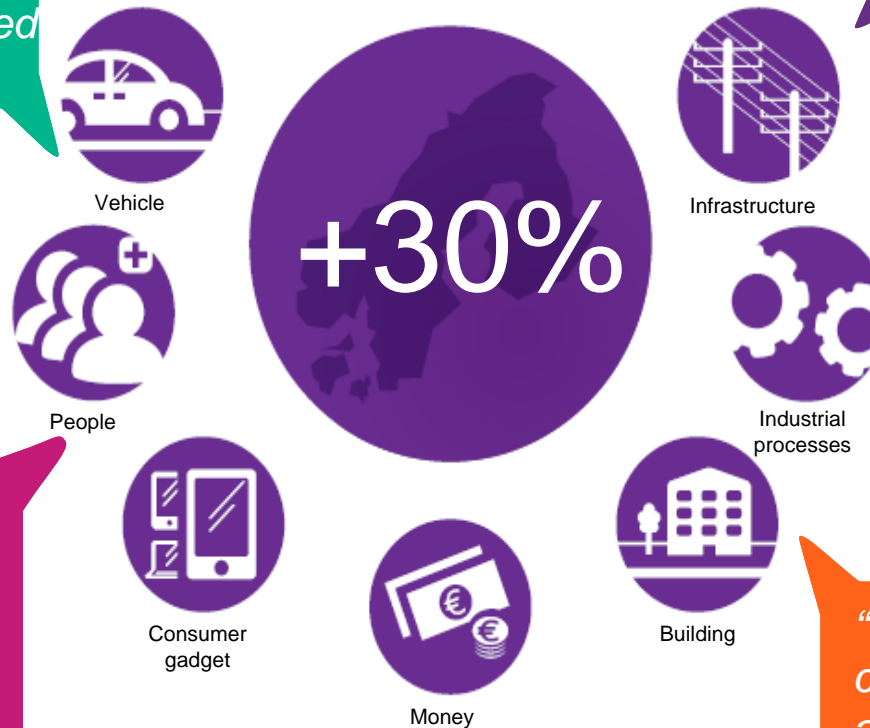
Mobile subscriptions

The Nordic market is growing by 30% year-on-year, twice as fast as the global market

“In 2017, 45 % of Nordic vehicles will be connected enabling safer, greener, more reliable and improved driver experience “

**30% year-on-year,
twice as fast as
the global market**

... and much more to come!



“When patients get remotely connected, a potential to reduce 50 percent of hospital nights and re-hospitalization of certain patient groups”

“In 2017, 21 million connected things in homes and offices providing up to 30 percent energy savings”

The number of Connected Things¹ has already surpassed the total population and is estimated to reach 2.6 things per people in 2017



Connected Vehicle includes machines that transport passengers or cargo, e.g. e-call, fleet management



Connected People includes humans, human tissue and/or animals, e.g. tracking of people's geographical positions, measurement of bio markers



Connected Consumer Gadget includes electronic equipment intended for entertainment, communications and/or leisure, e.g. cameras, TVs, white goods



Connected Money includes devices for payment and related services, e.g. vending machines, point-of-sale



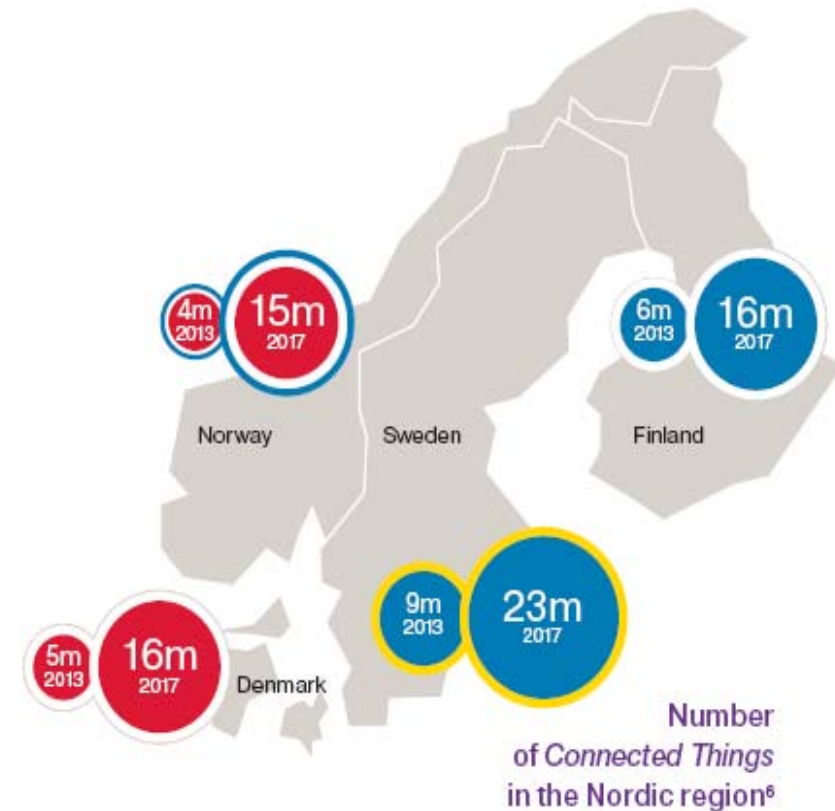
Connected Building includes physical structures used as homes, offices or a public facilities



Connected Industrial Process is defined as part of a larger commercial process or procedure, e.g. manufacturing equipment

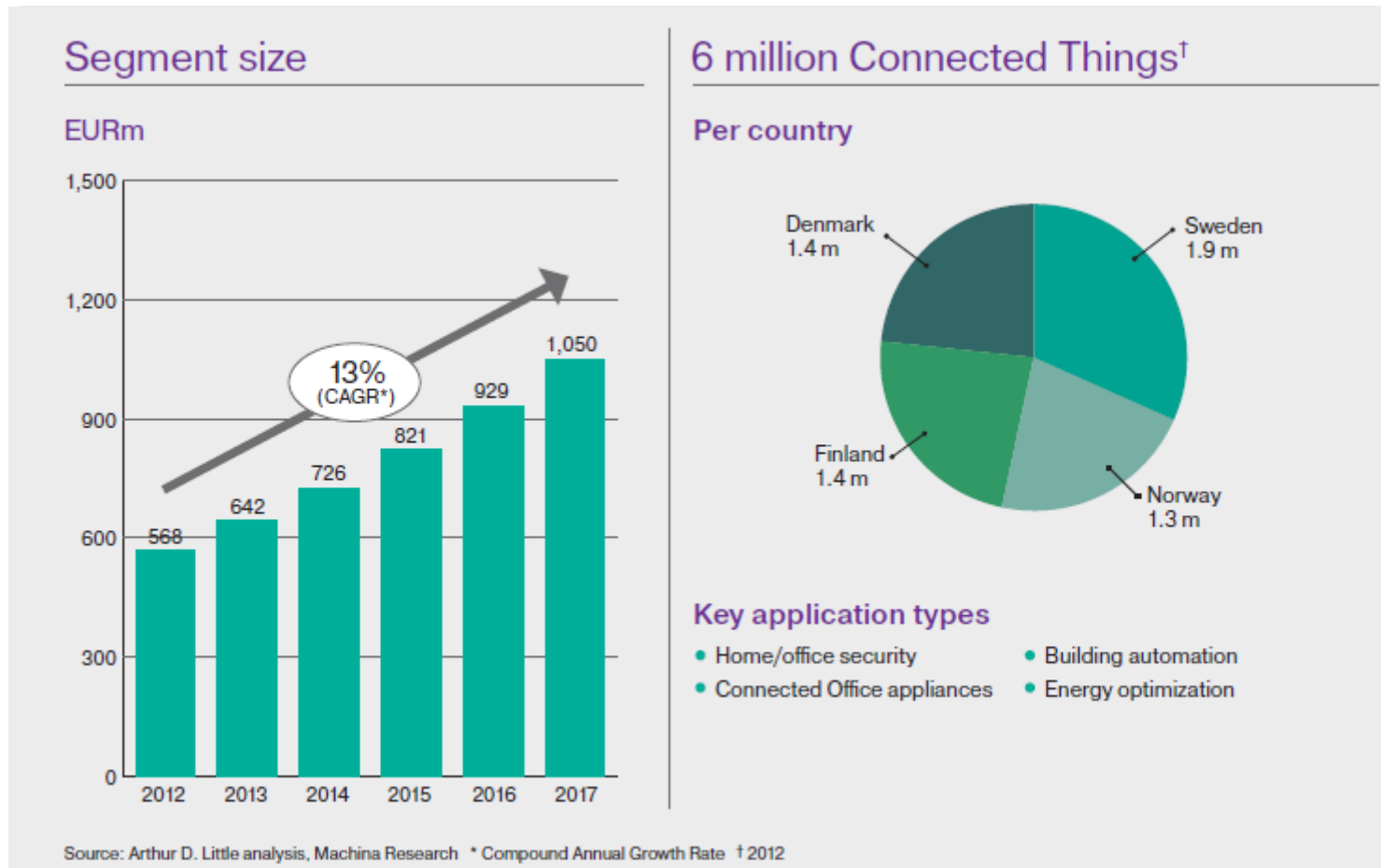


Connected Infrastructure includes physical objects optimized for public needs or regulatory demands, e.g. Smart grid, Smart meters





The *Connected Building* segment is estimated to grow by 13%, reaching a market size of EUR1050 million in 2017



Key benefits: Support up to 30 percent energy savings in homes and offices and provide increased convenience and security to home owners and commercial developers

A CONNECTED WORLD IS JUST THE BEGINNING

“When one person connects,
their world changes.

With everything connected,
our world changes.”

Thank you!

