



PLAY Q3 RESULTS

PLAY

PLAY

16.03.2007
COMMERCIAL LAUNCH

PLAY



JANUARY'2008

1M

PLAY



DECEMBER'2008

2M

PLAY



APRIL'2009

**JØRGEN
BANG-JENSEN,
CEO PLAY**

PLAY



DECEMBER'2009

3M

PLAY



JULY'2010

4M

PLAY



DECEMBER'2010

5M

PLAY



JULY'2011
6M

PLAY



OCTOBER'2012

8M

PLAY



APRIL'2013

9M

PLAY

AND...

PLAY



10.10.2013
10M

AND STILL GROWING...

PLAY

+22%

10M CLIENTS

Q3'2013 vs Q3'2012



PLAY

**WE ARE ON
20TH POSITION
IN EUROPE!**

PLAY

>18% MARKET SHARE

POSTPAID: 44%

PREPAID: 56%

PLAY

+40%

1.4M BUSINESS CLIENTS

Q3'2013 vs Q3'2012

PLAY

MBB 1.1M

PLAY

MNP > 3M

MORE

2013 vs 2007

MOU +70%

MB x64

PLAY

**1M VAS ONE INVOICE
USERS**

REVENUES

+24%

2.136 B (retail)

Q3'2013 YTD vs Q3'2012 YTD

-42%

412 M (wholesale)

Q3'2013 YTD vs Q3'2012 YTD

PLAY

**MOBILE DATA
5000 TB MONTHLY**

PLAY

**4G
LTE**

>800

4G LTE SITES

READY FOR 11.11

PLAY

Thank You!