

Simply A1

Corporate Presentation 2015

A large, 3D, black logo consisting of the letters 'A1'. The 'A' is a thick, blocky letter with a slight shadow underneath, and the '1' is a simple, bold numeral to its right.

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Infrastructure

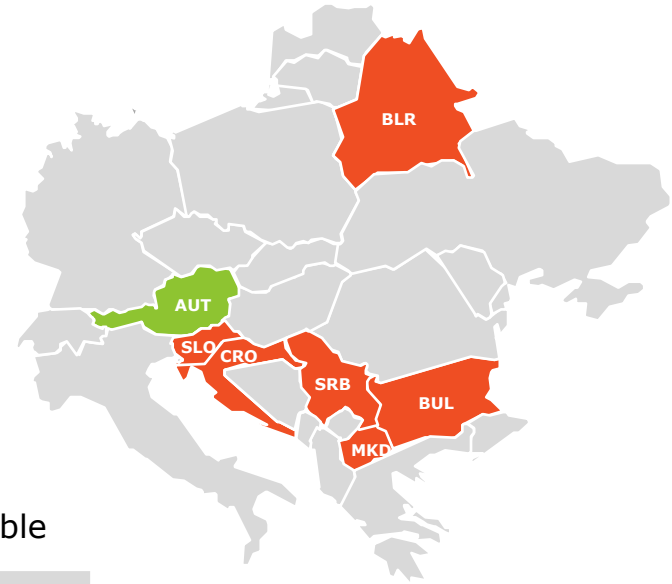
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Responsibility & Sustainability



Telekom Austria Group

- Telekom Austria Group is the leading communications provider in the CEE region
- 23 million customers in 8 countries
- A1 is the largest subsidiary of the Group, accounting for almost 2/3 of total revenues



	Employees	Revenues	EBITDA comparable
TELEKOM AUSTRIA GROUP	16,240	4,018.0 Mio.	1,286.1 Mio.
A1	8,635	2,472.0 Mio.	755.4 Mio.

FY 2014



A1
Austria



Mobiltel
Bulgaria



Vipnet
Croatia



velcom
Belarus



Si.mobil
Slovenia



Vip mobile
Republi of
Serbia



Vip operator
Republic of
Macedonia



Telecom
Liechtenstein



A1 Management Board



**Marcus
Grausam**

Chief Technology
Officer A1

**Sonja
Wallner**

A1 Management Board
Member Finance

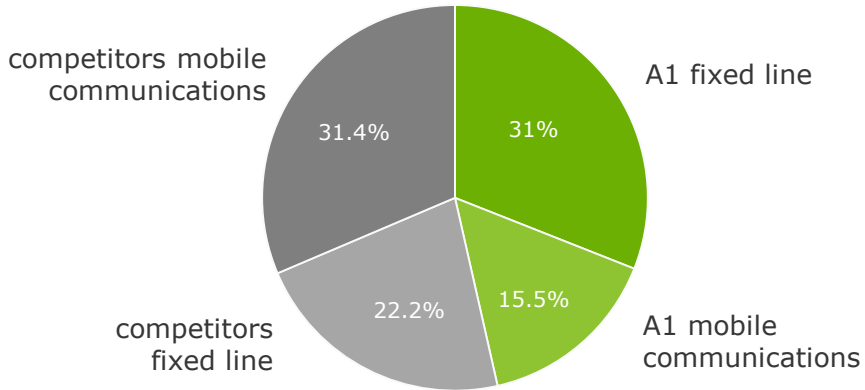
**Alexander
Sperl**

Chief Commercial
Officer A1

The Austrian Market

- A1 is market leader in a highly developed information and telecommunications market.
- As the only fully integrated operator in Austria, A1 offers its customers product bundles comprising fixed line, mobile communications, broadband and TV services.

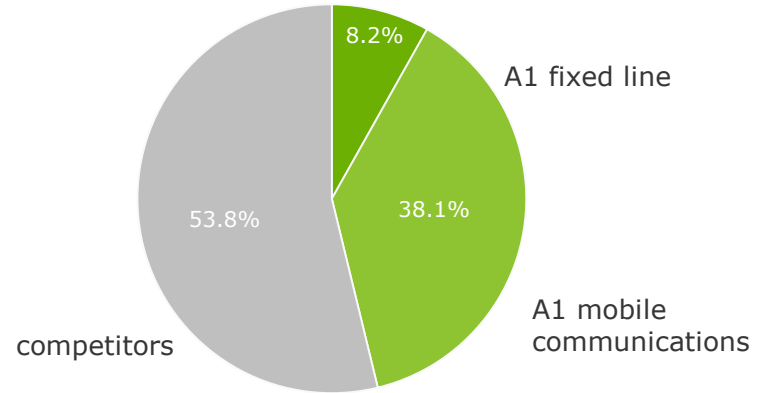
Broadband



Source: A1; Market Development; December 2014

measured in fixed line and cable broadband access lines as well as mobile broadband data cards

Voice Telephony



Source: A1; Market Development; December 2014

measured in minutes



Four Strong Brands

- The A1, bob, Red Bull MOBILE and yesss! brands stand for premium quality and smart services.
- A total of 5.4 million mobile customers and 2.3 million fixed access lines



A1 Corporate Values

- **Close to the customers**

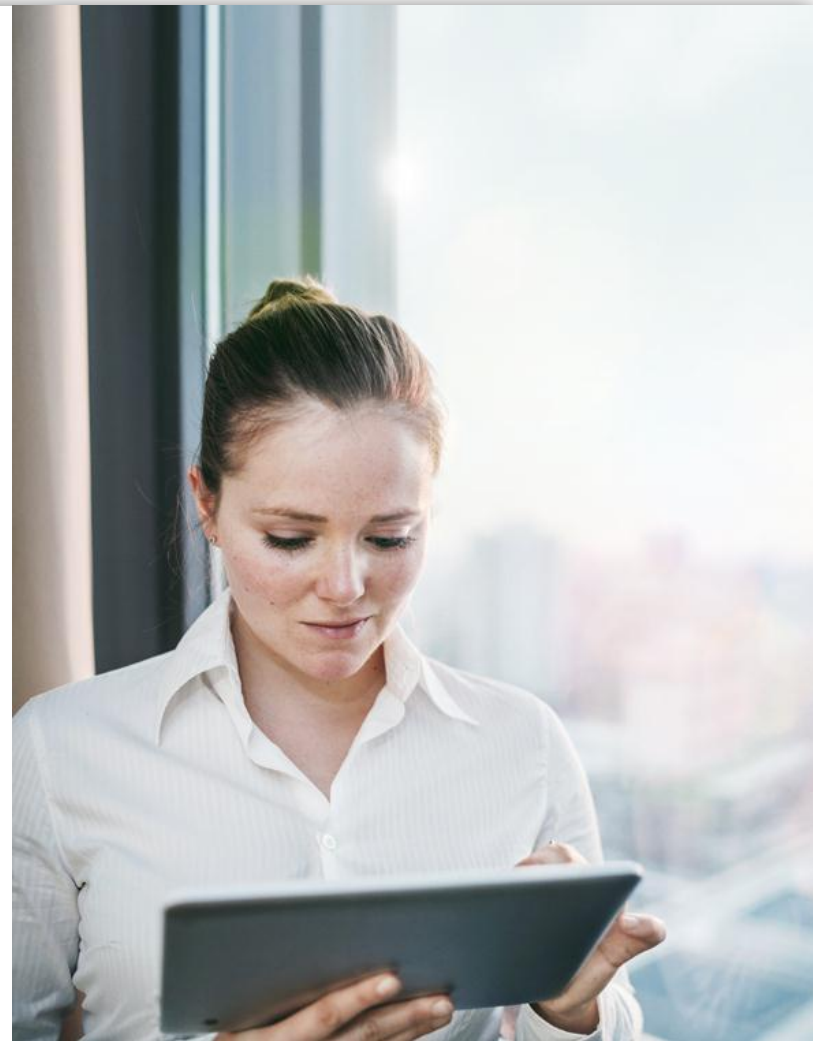
our customers are people like us. Making their lives easier is what motivates us.

- **Simple**

We look for simple solutions and the best path to success: convenient and user friendly products as well as perfect services.

- **Trendsetting**

We ensure the availability of digital infrastructure in Austria and aim for dependable quality, sound innovation and widespread access to all our services and products.



A1 Business Areas

Everything From One Single Source



Residential

Business



Wholesale

M2M



A1 Business Areas

Residential

- The appropriate offer to suit customer communications needs: product bundles, broadband, TV, mobile phones and voice telephony
- Communication and information on smartphones, tablets, PCs and TV sets
- A1 TV with over 180 channels, more than 60 HD channels, MediaBox recorder, Internet apps and video on demand service
- M-payment services: A1 Visa card and mobile payment solutions

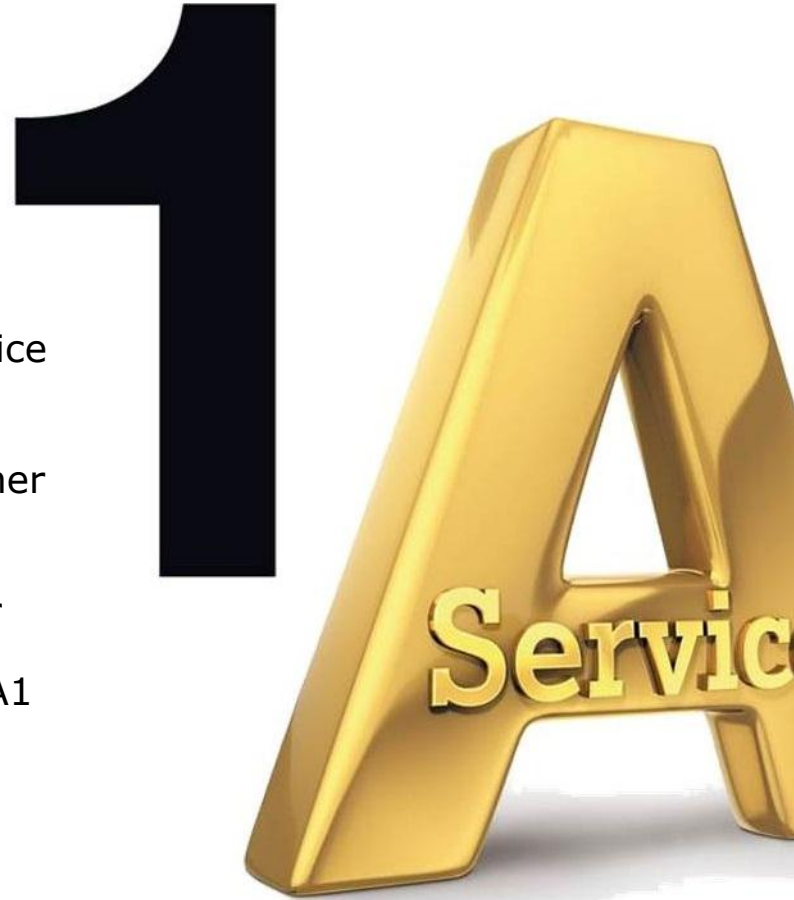


A1 Business Areas

Residential

You are welcome! A1 Customer Service

- 3,300 employees working at A1 Customer Service handling over 70,000 customer queries per day
- 77 A1 Shops across Austria with 20,000 customer contacts per day
- A total of 26 million customer contacts per year
- Online und Social Media customer service: My A1 App, A1 Support Community with 170,000 registered members



A1 Business Areas

Business

Largest Infrastructure

- Fiber optic network: we connect Austria
- More than 1,000 4G/LTE base stations
- Largest data center operator with a total floor area of 12,000m²

Comprehensive Service

- Austria's largest service team
- 1,000 technicians and experts
- Country-wide technical support for
 - 55,000 desktops
 - 60,000 telephone systems
 - 100,000 data lines and corporate networks
 - 40,000 PIN-pad POS terminals

Highest Level of Security

- 100% of data stored in Austria
- ISO 27001 – highest level of certification in terms of information security



A1 Business Areas

Business

Simply More Efficiency



- in terms of communication
- in terms of collaboration
- in terms of IT infrastructure

Simply More Security



- on site
- when on the go
- within Austria's most reliable network

Simply More Interconnections



- for fault-tolerant IT services
- for better collaboration
- for safer communication

Simply Less Costs



- for IT services
- for hardware and software
- for expansions

A1 Business Areas

Wholesale

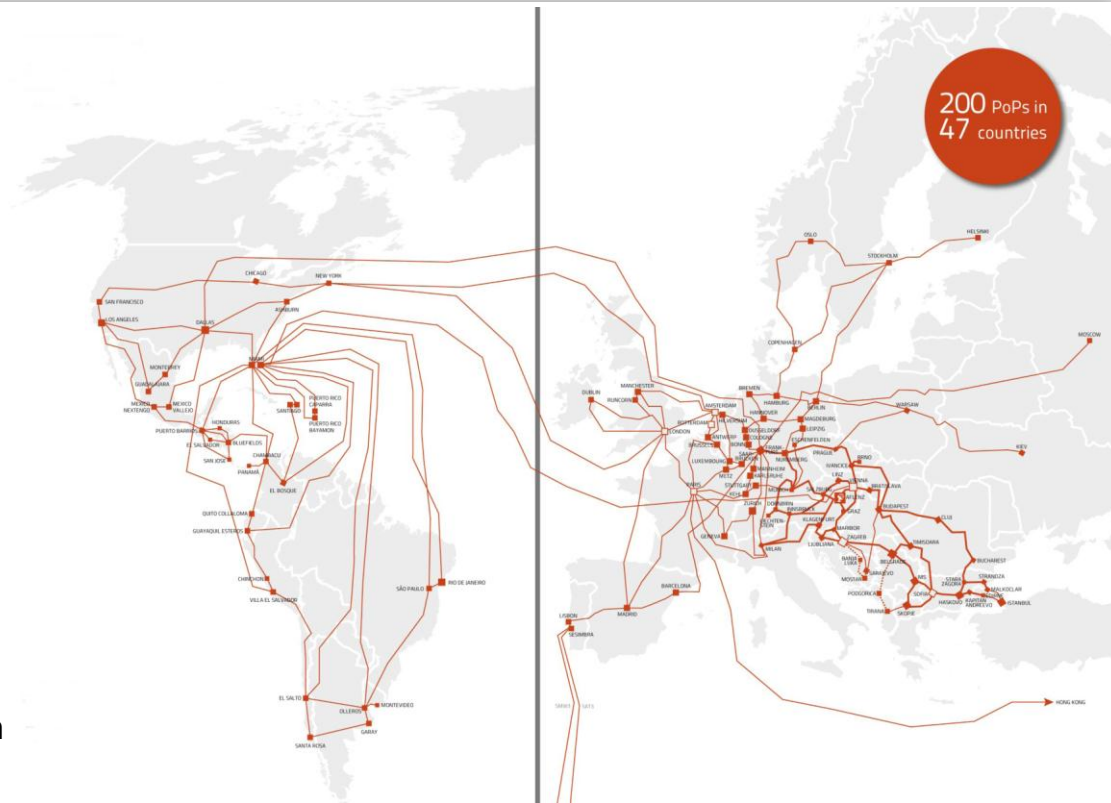
- Partner for global telecommunications solutions: global services for mobile providers, fixed line operators, broadcasting companies
- Products and services in the area of voice telephony, data solutions, mobile services, satellite communications solutions and roaming
- in-depth cultural understanding and customer-driven product developments due to operating companies and retail subsidiaries



A1 Business Areas Wholesale

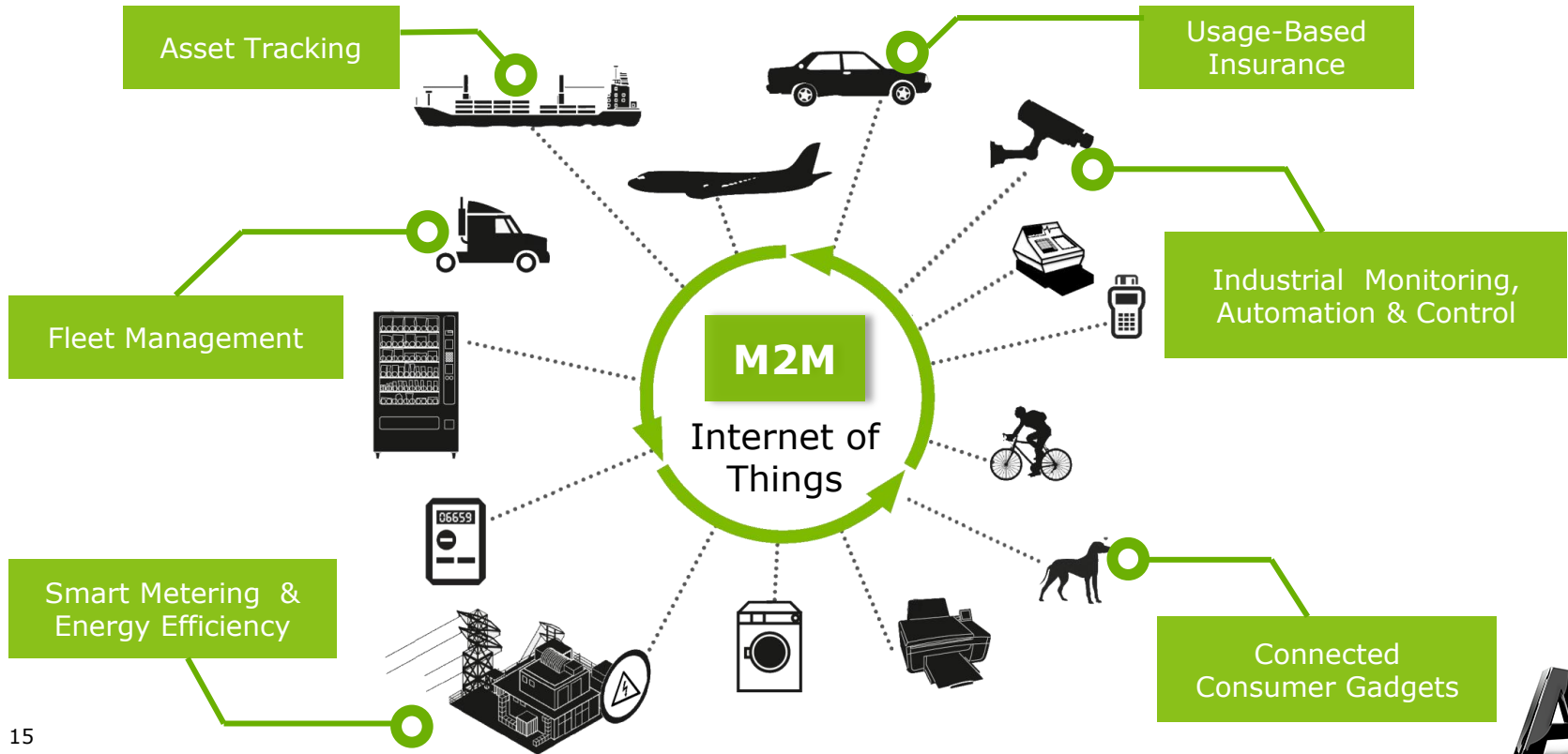
One of the world's largest fiber networks

- Technological and local know-how of Telekom Austria Group and América Móvil to leverage synergies
- Joint footprint with 200 Points of Presence (PoP) within 47 countries
- Global wholesale presence of Telekom Austria Group strengthened through additional coverage in the Americas



Joint Footprint with América Móvil

M2M connects the Internet of Things



A1 Business Areas

M2M Portfolio



Today and in Future

A1 – The Best Network



A1 wins Connect Network Test 2014 and was the only network to be rated 'very good'

- For the 6th time in a row A1 was rated 'very good'. Winner in 8 out of 9 categories
- Solid and rich in sound: Even on the train A1 is the best
- High-speed data network providing virtually blanket coverage with an average download rate of over 50 Mbit/s

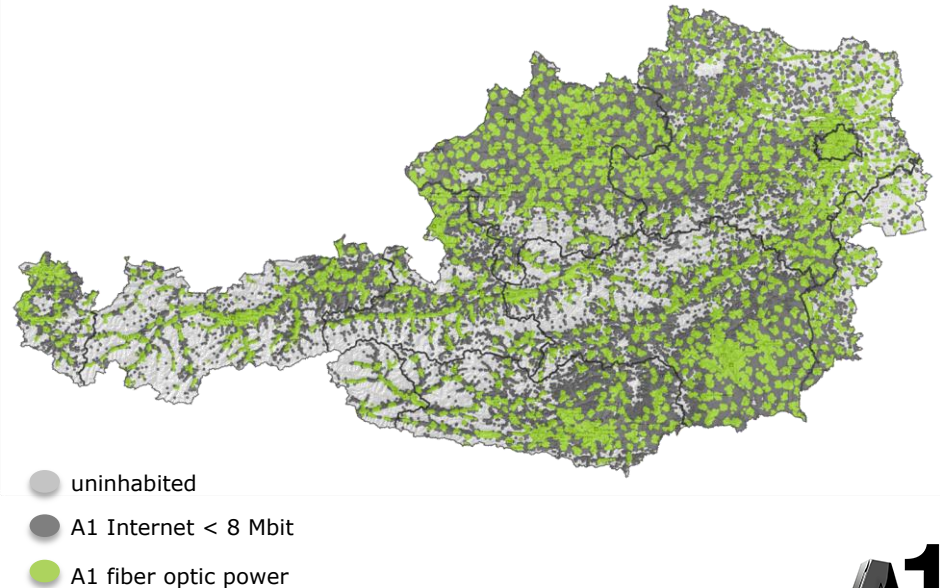


Broadband Rollout

A1 Fiber Optic Network

The A1 fiber optic network is the technical backbone for the knowledge-based society and high-performance network infrastructure of the future.

- Over 3 million households and commercial businesses are connected to A1 fiber optic network - roughly 70%
- In 2014, A1 fiber optic network was rolled out in over 100 municipalities
- A1 fiber optic power can be made available to 400,000 additional households

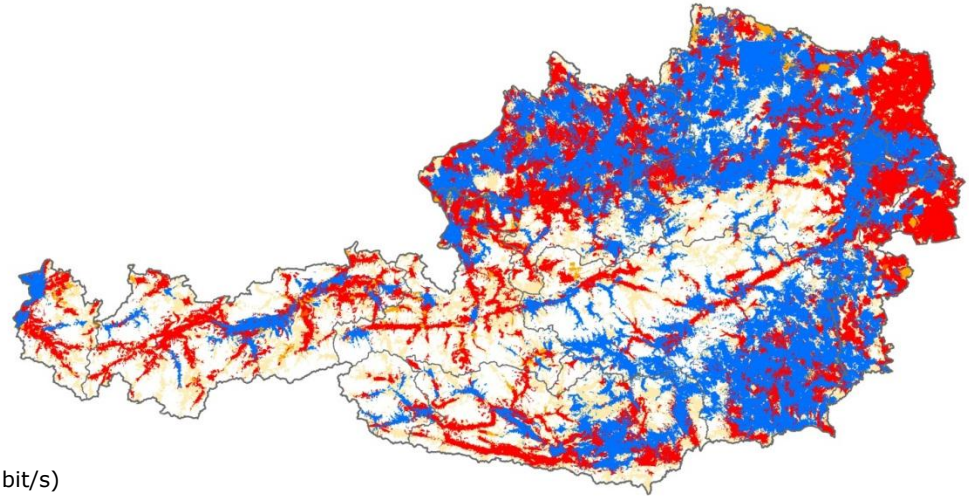


4G Mobile Communication Network

A1 Mobile Networks

A1 mobile networks provide full-coverage voice and mobile broadband services.

- 4G/LTE network coverage of 60%
- A1 has already connected a large part of its mobile base stations to the fiber optic network



LTE Coverage
YE 2014

- LTE (up to 150 Mbit/s)
- HSPA+ Dual Carrier (up to 42 Mbit/s)
- HSPA+ (up to 21 Mbit/s)
- HSPA/UMTS (up to 14,4 Mbit/s)
- EDGE (up to 236 Kbit/s)

Media Literacy Initiative

„ A1 Internet for All“

- Austria-wide educational initiative to foster competent and secure Internet usage
- Free Internet training for children, young people, adults and senior citizens
 - 3 fixed locations: Vienna, Klagenfurt, Salzburg
 - On tour visiting 40 municipalities every year
 - At social institutions such as Caritas, Augustin, Ute Bock etc.
- Over 60,000 participants after 3 years: 1,800 employees supported more than 5,000 training sessions; 98% recommendation rate

www.A1internetfüralle.at



Support for Start-Up Businesses

We Foster Young Entrepreneurs

- With our A1 Startup Initiative we support young entrepreneurs
- Provision of a fully-equipped office at A1 Startup Campus as well as comprehensive support from A1 experts ranging from marketing concepts to sales strategies
- At present, we are supporting the following start-ups:
 - **DefectRadar**, an innovative construction defect management system
 - **Flatout-Technologies**, a smart home operating system
 - **Keynto**, a cloud-based password manager and data vault
 - **Parkbob**, a crowd-sensing service helping people to easily find a parking spot in cities

www.a1startup.net

Environmental & Climate Protection

Austria's First Carbon Neutral Network

A1 Operates a 100% Carbon Neutral Network

- Ongoing reduction of energy consumption through state-of-the-art and environmentally friendly solutions
- Use of 100% green electricity - from renewable energy sources
- 10 year environmental management
- Customers make telephone calls, surf the net and watch TV totally carbon neutral



**The Green
Network**
Carbon Neutral

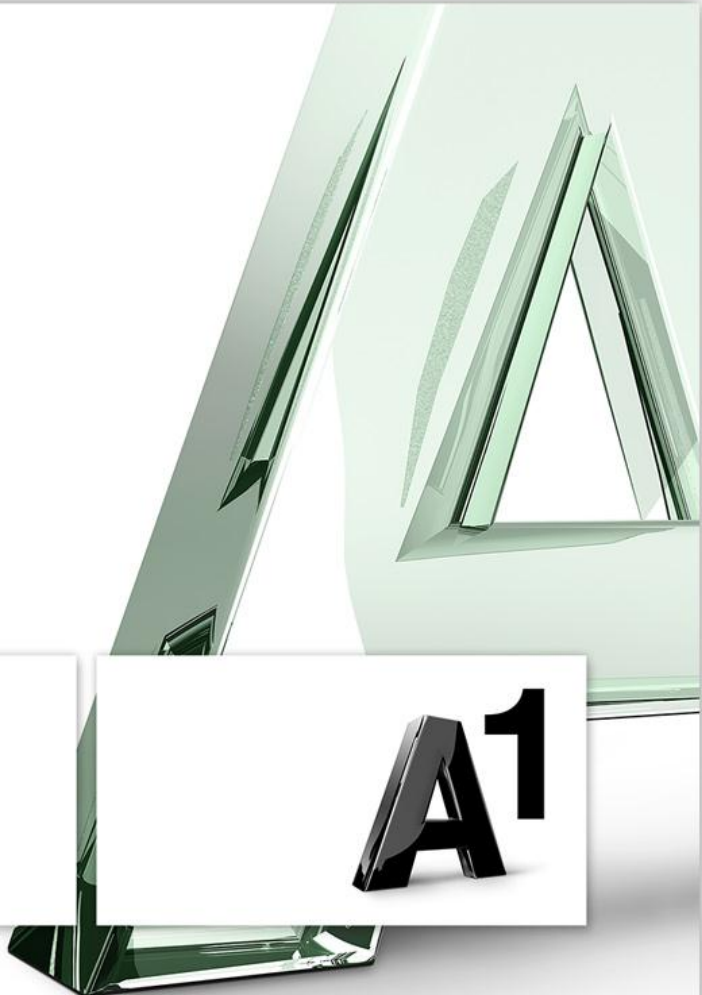




A large, black, 3D-rendered logo consisting of the letter 'A' and the number '1'.



A smaller 3D-rendered logo where the letter 'A' is filled with a landscape image of a mountain and green fields, followed by a black '1'.



A small icon of the 'A1' logo.

A1.net



facebook.com/A1Fanpage



twitter.com/A1Telekom



youtube.com/EinfachA1



A small, black, 3D-rendered logo consisting of the letter 'A' and the number '1'.