

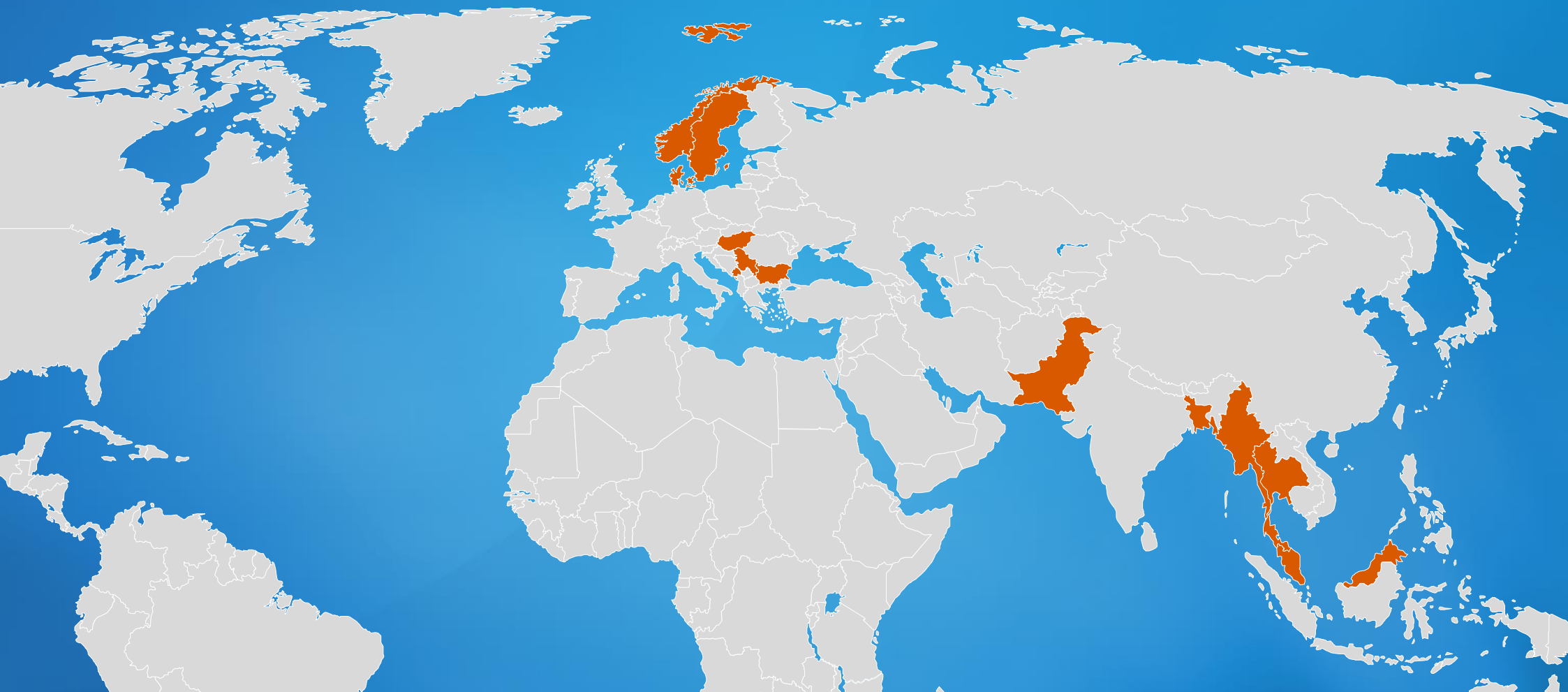
A wide-angle photograph of a snowy mountain peak under a clear blue sky. In the foreground, a person in dark winter clothing stands on the snow. To the right, a small, white, snow-covered building with a red door is visible. In the background, a tall, thin, snow-covered tower or antenna structure rises against the sky. The overall scene is bright and cold.

# A VIEW ON THE GLOBAL DIGITAL INDUSTRY FROM THE TOP OF EUROPE

EUROPEAN SERVICES FORUM | FRIDAY 13 OCTOBER 2017 | BRUSSELS

SIGVE BREKKE, PRESIDENT & CEO, TELENOR GROUP

**TELENOR GROUP TODAY:  
175 MN CUSTOMERS, 12 COUNTRIES**



# MUCH MORE THAN A MOBILE OPERATOR: ONLINE CLASSIFIEDS, FINANCIAL SERVICES AND ANALYTICS

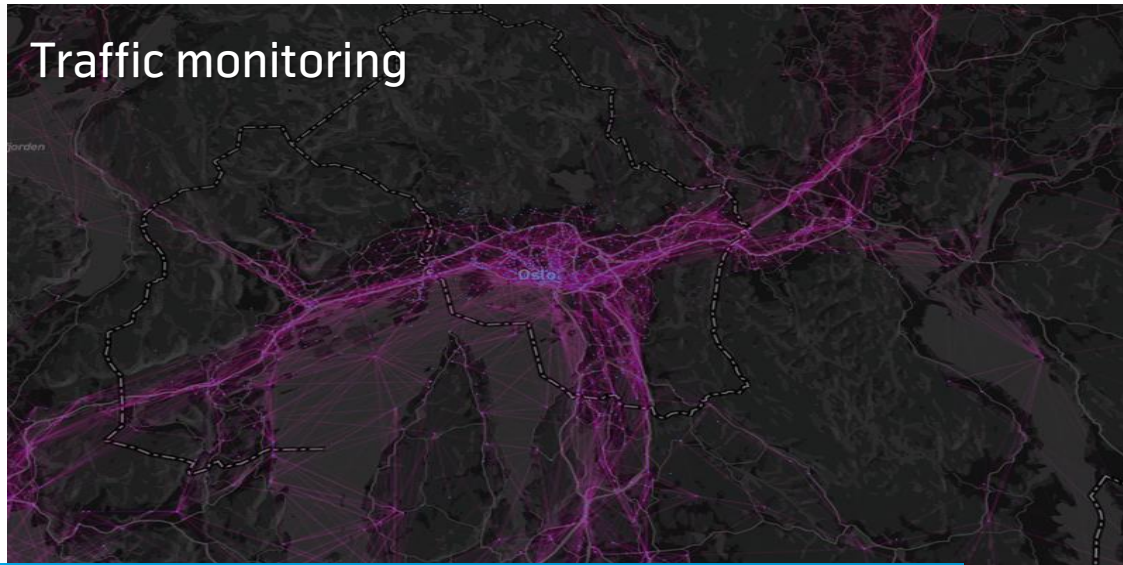


# MYANMAR: SHAPING STANDARDS AND BUILDING WITHOUT LEGACY



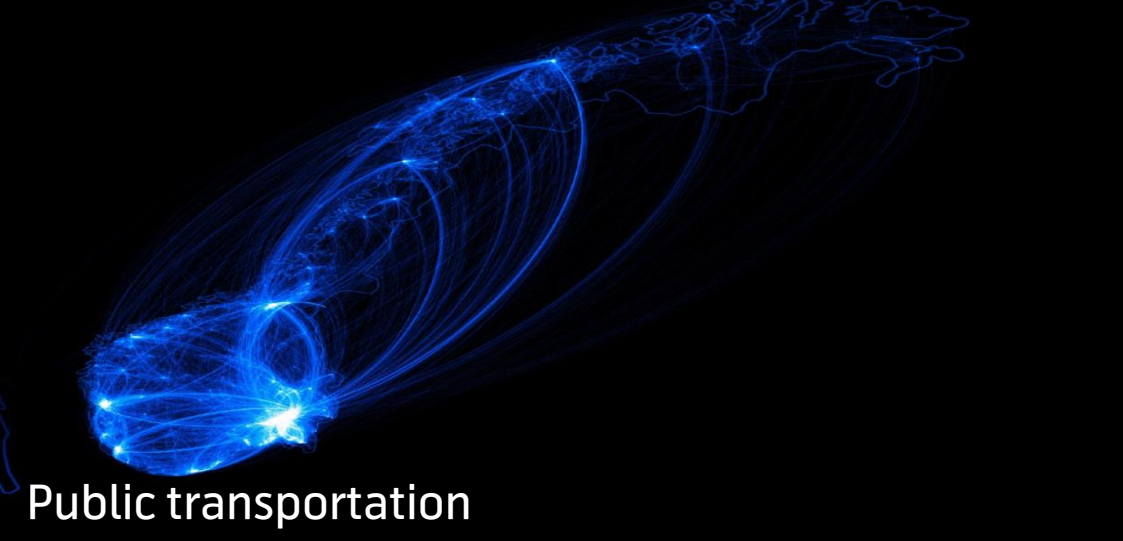


Tourism

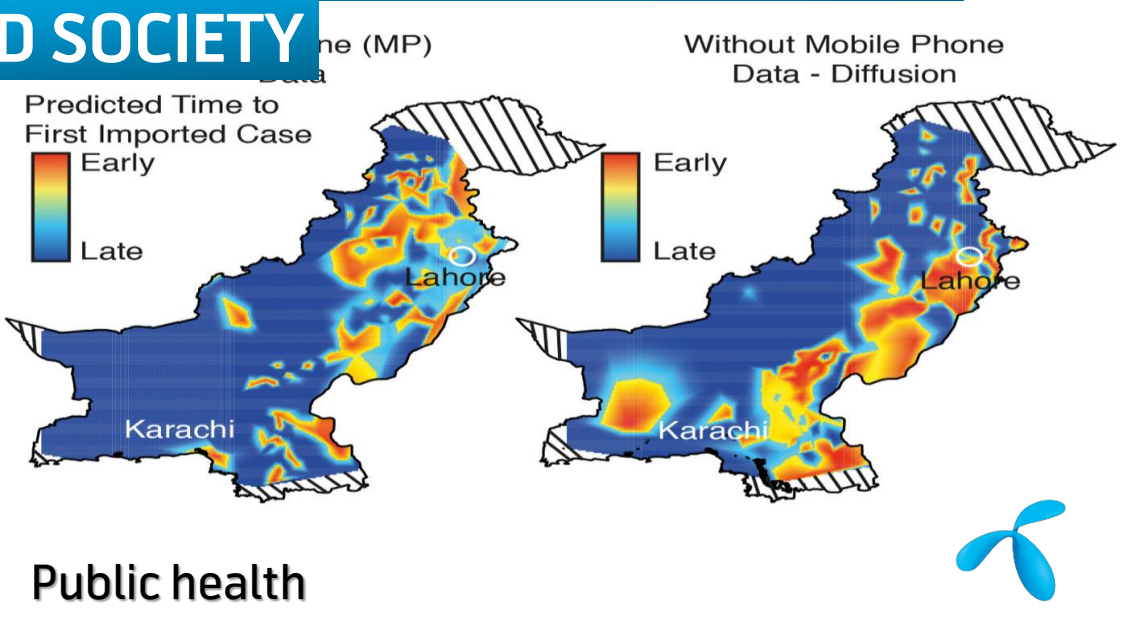


Traffic monitoring

# MOBILITY ANALYTICS: AN OPPORTUNITY TO CREATE SIGNIFICANT VALUE FOR PEOPLE, BUSINESS AND SOCIETY



Public transportation



Public health





# IS EUROPE READY TO LEAD AGAIN?



Europe has led the way in **best practice frameworks** for the telecoms industry – and can do so in the digital society

Forward looking regulation must consider **the entire digital landscape**

Privacy is a universal concern - Europe can **shape global standards**