

Telia & Mobilkörkortet

A Mobile driving license for children

September 11th 2023



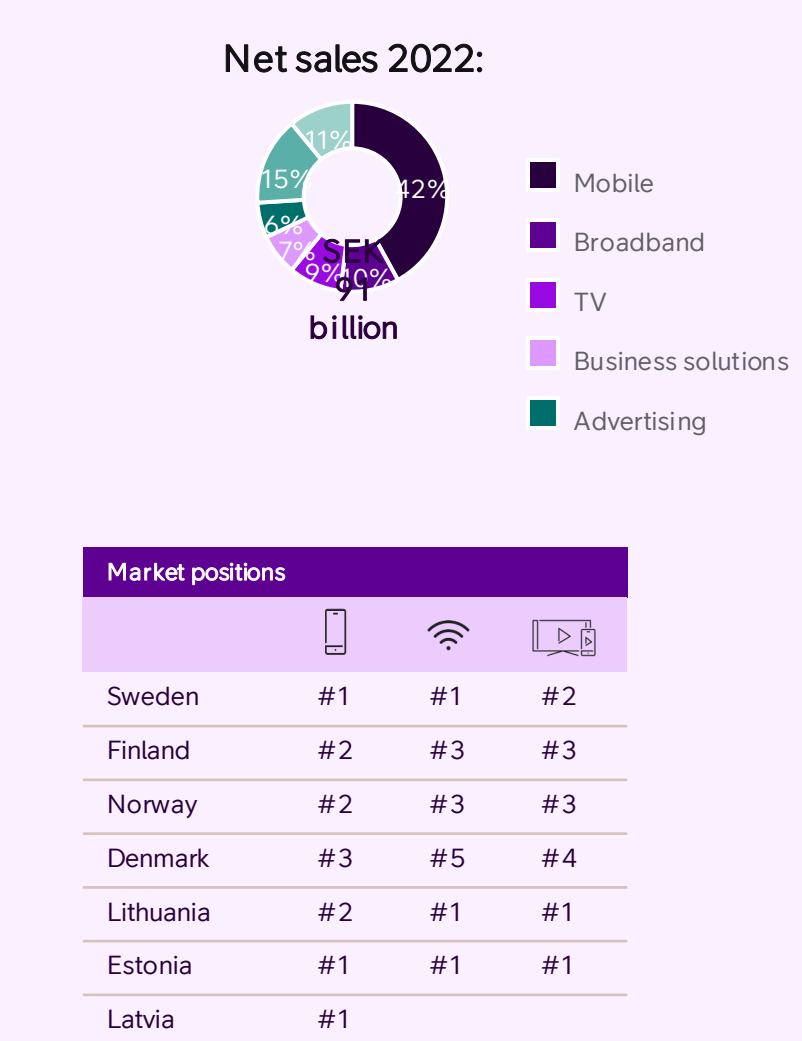
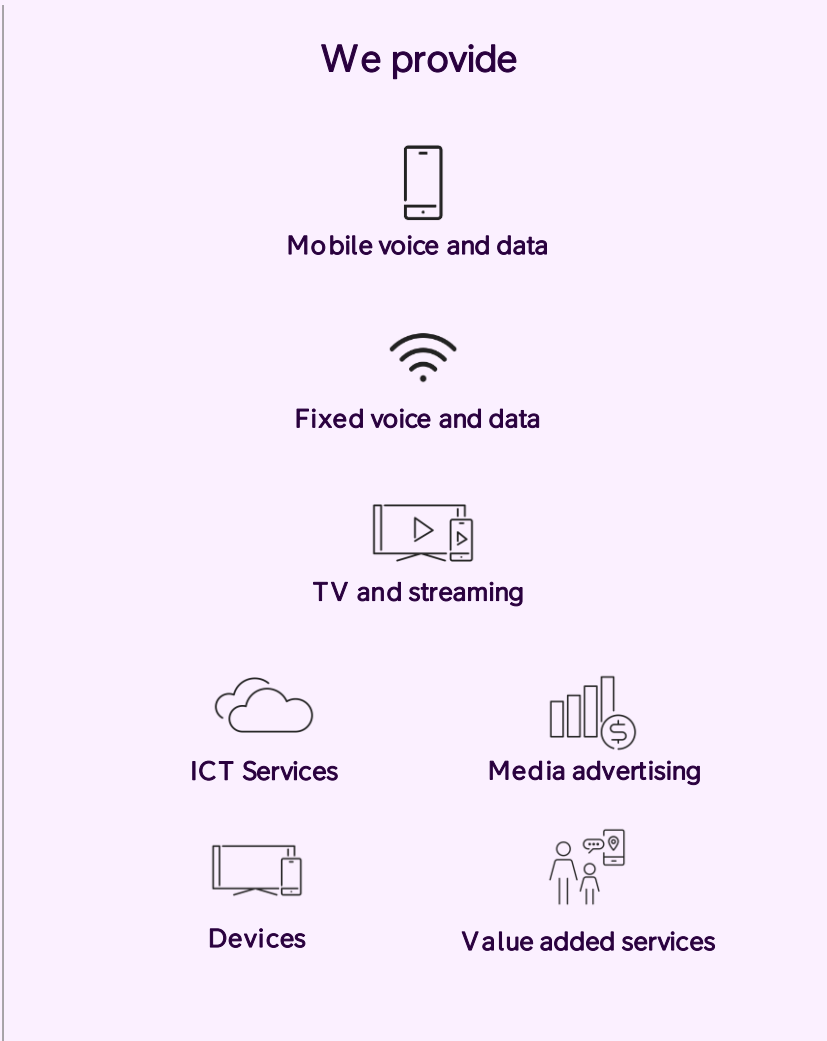
Connecting Sweden since 1853



Telia Company in brief



*“Our ambition is to create a **Better Telia** for our customers, employees, owners and the societies of the Nordics and Baltics”*



Telia's four strategic priorities



Inspiring customers

With brands and experiences that go beyond connectivity

We work relentlessly to bring our customers **better products and services** to enable them to achieve, engage and experience more.



Connecting everyone

Through the most trusted, reliable and efficient modern networks

Connecting everyone over **the most reliable and secure networks** is imperative to deliver better and inclusive connected living.



Transforming to digital

To be simpler, faster, data driven and with lower cost

We are transforming to digital to **simplify operations**, act faster and, ultimately, enable a better customer experience.



Delivering sustainably

Through an accountable and empowered organization

Creating **value for all stakeholders** and society rests on being a financially, socially and environmentally resilient company – the essence of our commitment to deliver sustainably.



Daring goals for impact

Climate and circularity



*Leading the way through
a bold environmental
agenda*

*Net zero by 2040
CO2 emissions halved by 2030
Zero waste by 2030*

Digital inclusion



*Driving digital inclusion through
reliable access and
the right skills*

*2 million individuals reached
through digital inclusion initiatives
by 2025*

Privacy and security



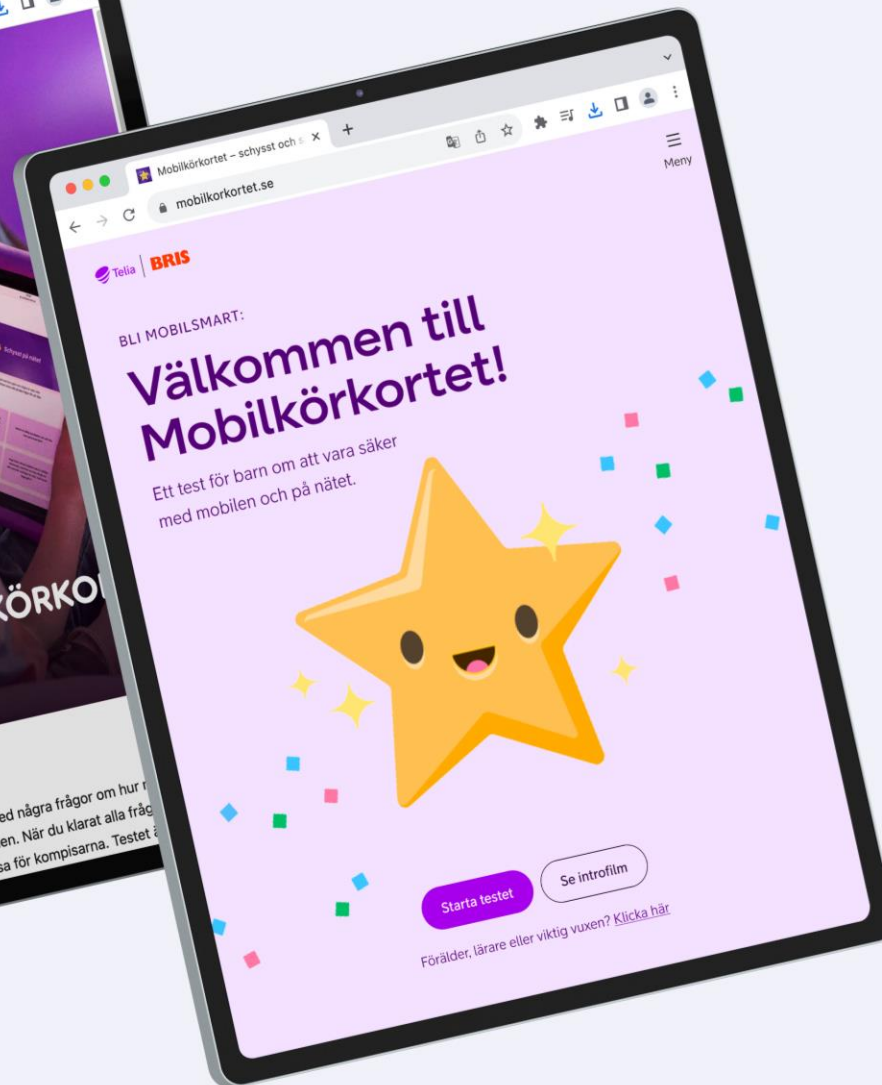
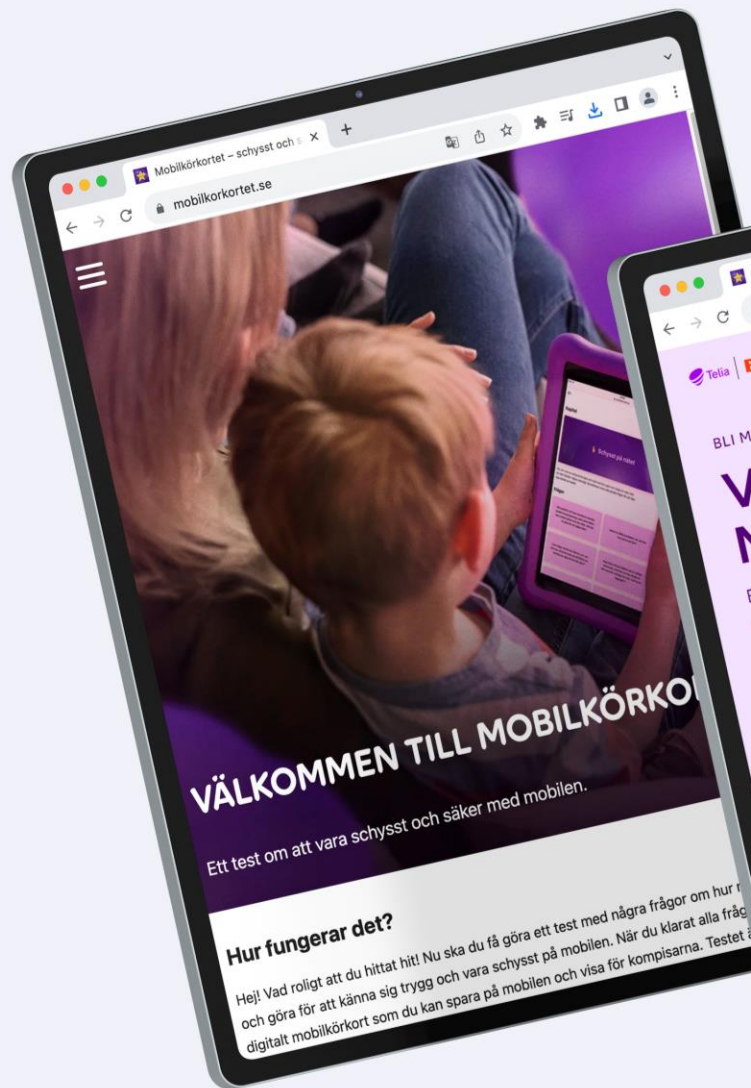
*Earning trust through strong
privacy protection measures and
secure networks*

*Top tier positions/preferred
supplier in all markets*

Telia & Bris

- Bris is a Swedish children's rights organization that provides the national helpline for children and young people (call 116 111).
- Telia has supported Bris since 2020 with communications services.
- The support has enabled more children to contact (anonymously and for free) and get help from the child helpline with extended opening hours (24/7/365).
- Together we are developing a new better version of "Mobilkörkortet" (A Mobile driving license for children).

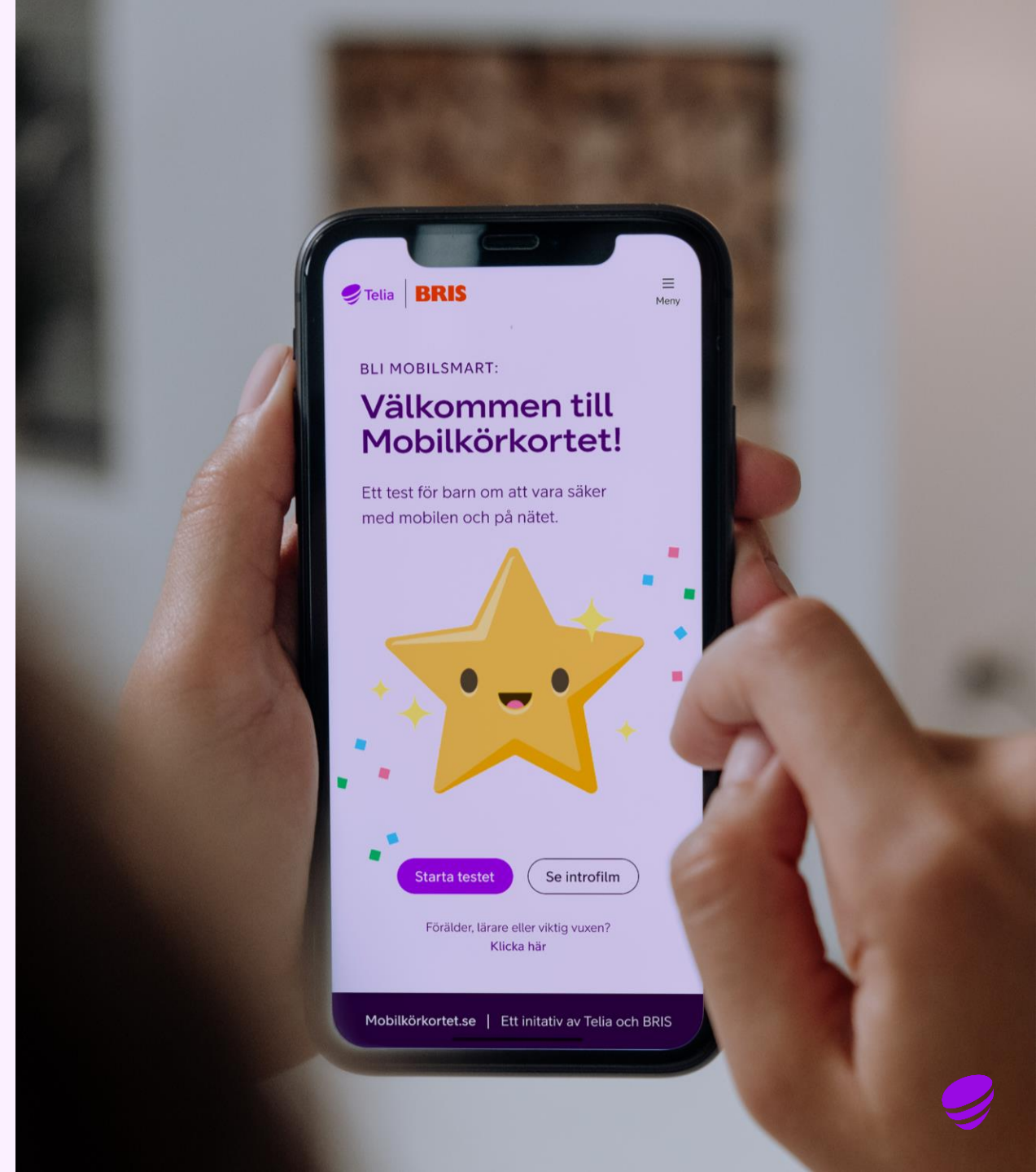
The image shows the word "BRIS" in a large, bold, orange sans-serif font. The letters are thick and blocky, with a slight shadow effect. The background is a solid light yellow.



Mobilkörkortet

Background and purpose

- Mobilkörkortet is part of Telias sustainability bets
- The first version and concept was launched in collaboration with Friends.
- Contains a quiz with 30 questions plus a knowledge part, going deeper into information and advice.
- Target group: Families with children, at 'first cellphone stage' (apx. 8-11 years of age)
- Mobilkörkortets purpose is to be a tool to start a dialogue about cell phone usage and the internet.
- Purpose and goals:
 - To give children knowledge that creates a safer space online.
 - Help parents support their children in the digital world.
 - To build a relation towards the Family segment.
 - Build Telia as a brand.
 - Create added value for Telias customers.
- First version launched in April 2021.
- Version 2.0 is work in progress with launch date during the fall of 2023, in collaboration with Bris as a new partner in the project.



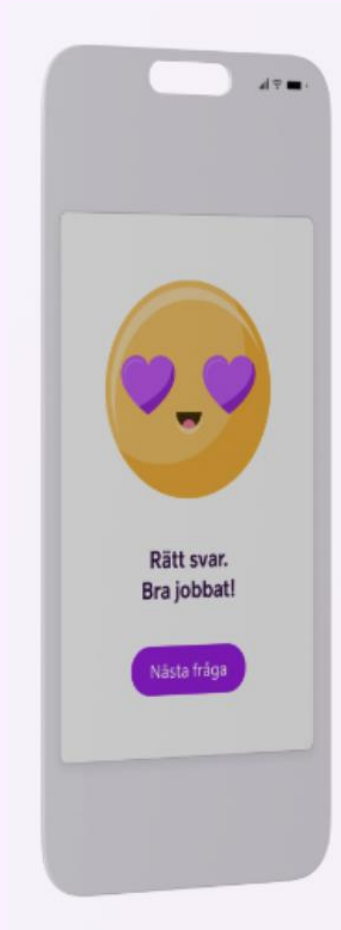


Challenges Mobilkörkortet

- Reaching the family segment, in a world with a lot of buzz.
- Staying relevant for children – they want and need a fun challenge, at the same time giving an 'educational' experience.
- We want the children (and parents) to learn a new way of thinking, rather than 'living by rules'.



Distribution



- The age recommendation for Mobilkörkortet is 8-11 years old.
- Mobilkörkortet.se domain would be a perfect spot for hosting a game version of Mobilkörkortet, for mobile, tablet and computer landings.
- Distribution and campaign through:
 - Telias organic channels (telia.se, SoMe, stores, CRM communication etc)
 - Bris organic channels
 - Bought media to Family segmentet targets





We reinvent better connected living

