

**Press Release**  
**February 14, 2014**

## **Hélène Barnekow appointed Chief Commercial Officer**

**Hélène Barnekow has been appointed Senior Vice President and Chief Commercial Officer to lead the Group Commercial function in TeliaSonera's new organization to be launched April 1. Hélène Barnekow will be responsible to maximize commercial capabilities and be part of TeliaSonera Group Management.**

"I am very pleased to welcome Hélène Barnekow to TeliaSonera. She is passionate about IT and telecoms and brings extensive experience from several leading positions in large international organizations with strong brands, customer focus and innovation capabilities," says Johan Dannelind, TeliaSonera's President and CEO.

Hélène Barnekow will be responsible for establishing the Group Commercial function with responsibility for TeliaSonera's global products, businesses and devices as well as brand architecture and customer experience. She will also be part of the board for TeliaSonera International Carrier which will be placed within the Group Commercial function.

The Group Commercial function will also support all markets with commercial excellence and sharing of best practice in bringing the best of TeliaSonera to all our customers.

"We touch millions of customers every day. Hélène and her team will have key role in ensuring common and consistent execution and brand experience for all our customers – in all our markets," says Johan Dannelind.

Hélène Barnekow is 49 years old and has several years of experience from the mobile and IT business, most recently as head of Worldwide Field & Partner Marketing at EMC in Boston. Hélène Barnekow will be part of TeliaSonera Group Management, reporting to Johan Dannelind. She will start her new position April 1.

TeliaSonera AB discloses the information provided herein pursuant to the Swedish Securities Markets Act and/or the Swedish Financial Instrument Trading Act. The information was submitted for publication at 10.45 a.m. CET on February 14, 2014.

**For more information, please contact the TeliaSonera press office +46 771 77 58 30, [press@teliasonera.com](mailto:press@teliasonera.com), visit our [Newsroom](#) or follow us on Twitter [@TLSN Media](#).**

### **Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera

---

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera helps people and companies communicate in an easy, efficient and environmentally friendly way. Our ambition is to be number one or two in all our markets, providing the best customer experience, high quality networks and cost efficient operations. TeliaSonera is also the leading European wholesale provider with a wholly-owned international carrier network. In 2013, net sales amounted to SEK 101.7 billion, EBITDA to SEK 35.6 billion and earnings per share to SEK 3.46. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at [www.teliasonera.com](http://www.teliasonera.com).