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**Approved by**  
TeliaSonera Sweden

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## TeliaSonera Sweden Quality Guideline

### Description

*In TeliaSonera Sweden, the management team has decided to approve "Purpose & Values" as our Quality Guideline<sup>1</sup>. Purpose & Values is our framework for setting targets, satisfy requirements and improve our operation.*

## TeliaSonera Purpose & Values

By being connected, people all over the world can explore, invent and share. And this is our business - to connect and include even more people through technology. The customers are our champions in everything we do. They determine our purpose.

### Purpose

Bringing the world closer - on the customer's terms

Our purpose is why we exist. Everything we do should be a reflection of our purpose.

### Values

Our values are our compass, guiding us how to act and behave in our daily work.

- We **dare** to
  - **innovate** by sharing ideas, taking risk and continuously learn
  - **lead** by engaging with our customers and challenging ourselves
  - **speak** up by expressing opinions and concerns
- We **care** for
  - **our customers** by providing solution that are adapted to their needs
  - **each other** by being supportive, respectful and honest
  - **our world** by acting responsibly and in accordance with our ethical standards
- We **simplify**
  - **execution** by taking actionable decisions and deliver with speed
  - **teamwork** by transparent communication, active collaboration and knowledge sharing
  - **our operations** by efficient processes and clear ownership



Read more: <http://ts.teliasonera.net/GeneralInformation/about/Pages/Values-and-Code-of-Ethics-and-Conduct.aspx>

<sup>1</sup> According to requirements concerning Quality policy in ISO 9001:2008 5.2 / ISO 9001:2015 5.2

#### Company information

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