T-Hrvatski Telekom Capital Markets Day

Zagreb, 5 November 2013



### Agenda

### T-HT Group

- T-HT Group profile
- Economic environment
- Croatian telecommunication market
- Regulatory framework
- T-HT strategy

### T-HT Group financial overview

- Impacts on mobile market
- January-September 2013 group performance
- 2013 outlook
- Financial performance history and financial profile

### Business Segment

- Strategy
- Financial and operational performance
- Innovations and initiatives

### Residential Segment

- Strategy
- Financial and operational performance
- Innovations and initiatives

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### T-HT Capital Markets Day Economic and market environment, Group position and strategy

Ivica Mudrinić, President of the Management Board and CEO

Life is for sharing.

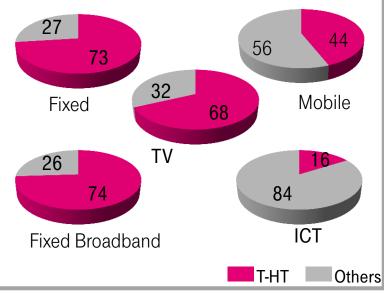
### T-HT Group: Profile

### Market position

#### Customers and lines

- 2,392,472 mobile customers
- 1,268,304 fixed mainlines
- 667,120 fixed BB access lines
- 383,314 TV customers
   Revenue market share <sup>(3)</sup>

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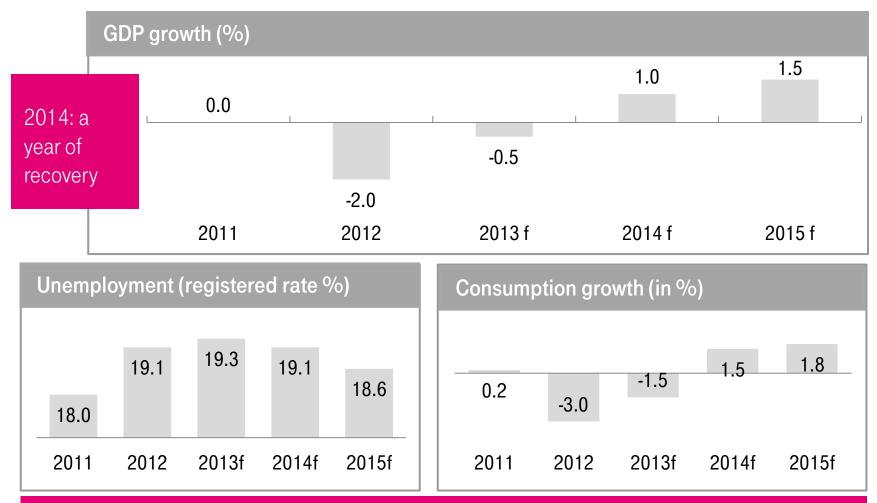
### Facts and figures

2012 Results	HRK	EUR
Revenue	7,456 m	991 m
EBITDA <sup>(1)</sup>	3,520 m	468 m
Capex	1,180 m	157 m
Net OCF	2,982 m	397 m

- Share of Croatian GDP: 2.3% (2)
- No. of employees: 5,626
- Leading-edge network technologies
  - Piloting Terastream concept network of the future
  - Continuously expanding LTE : 17.5% population coverage at 30 Sep 2013
- ICT/IP services actively managed
- High CSR standards applied: T-HT holds GRI B+ reporting level <sup>(4)</sup>

(1) EBITDA before exceptional items. (2) Share in 2012 GDP, (3) Q2 2013 internal estimates , (4) Global Reporting Initiative

### Economic environment: 2014 - year of recovery?

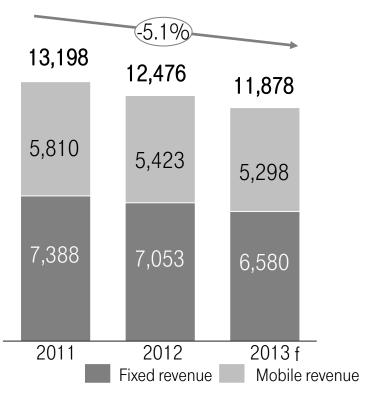


EU accession impact (direct usage funds, better investment climate) + structural reforms + privatisation and monetisation of highways should stimulate recovery

(1) Source: Central Bureau for Statistics, Raiffeisen Research,

### Croatian telecomunication market: facts and figures

### Croatian telecommunication market CAGR <sup>(1)</sup> (HRK million)





- ICT as natural extension
- Further consolidation of market players expected

(1) Source: T-HT's internal estimates, competitors' official reports

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### Key trends to 2020 in Croatian market drive new business opportunities as the digital social paradigm

Customers	Multi-screen services	Cloud services	Telco as provider of broader service portfolio
<ul> <li>Changing behaviors, demanding bundled offering with multiplay services, content</li> </ul>	<ul> <li>Development of fixed mobile converged services which run on multiple platform and devices</li> </ul>	<ul> <li>Increasing trend of cloud services especially for business customers</li> </ul>	<ul> <li>E.g. m/e-Payment, m-Health, energy</li> </ul>
			E

T-HT Group is continuously developing the infrastructure to ensure its future



### EU initiatives

### Europe 2020 Initiative <sup>(1)</sup>

- Aimed at creating reliable regulatory framework with no cost regulation for optical fibre/NGA networks if sufficient competition and non-discrimination are present
- 13 targets, including:
- fast broadband (>30 Mbps) for all
- 50% of households taking up broadband subscriptions 100Mbps...

### One single Telecom market for Europe! <sup>(2)</sup>

- Removing roaming charges and charges for calling across borders
- Ensuring consistent net neutrality rules in each country
- Providing digital boost to economy
- Promoting the roll out necessary high speed networks

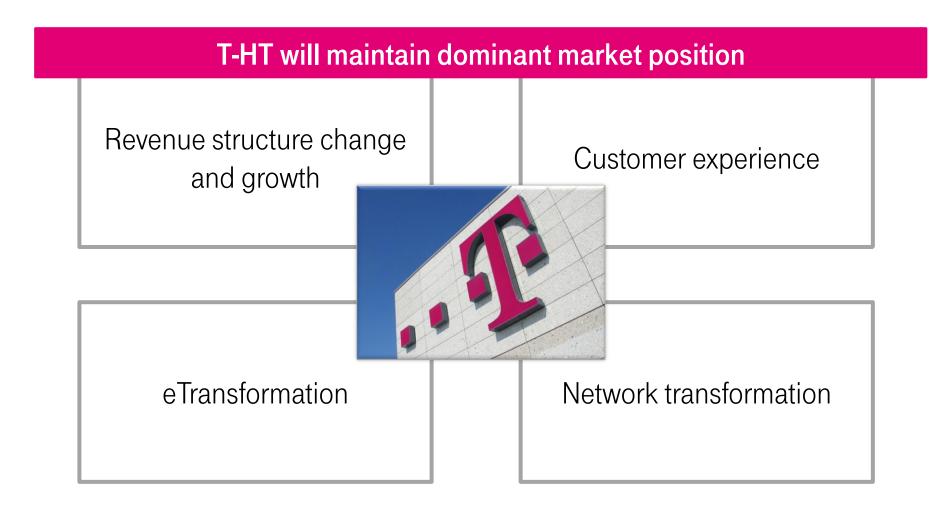
#### Respond to economy's increasing need for connectivity

Removing roaming and international call charges Negative impact on operators' business performance

T-HT perspective: encourage change in unfavourable fiber investment regulation

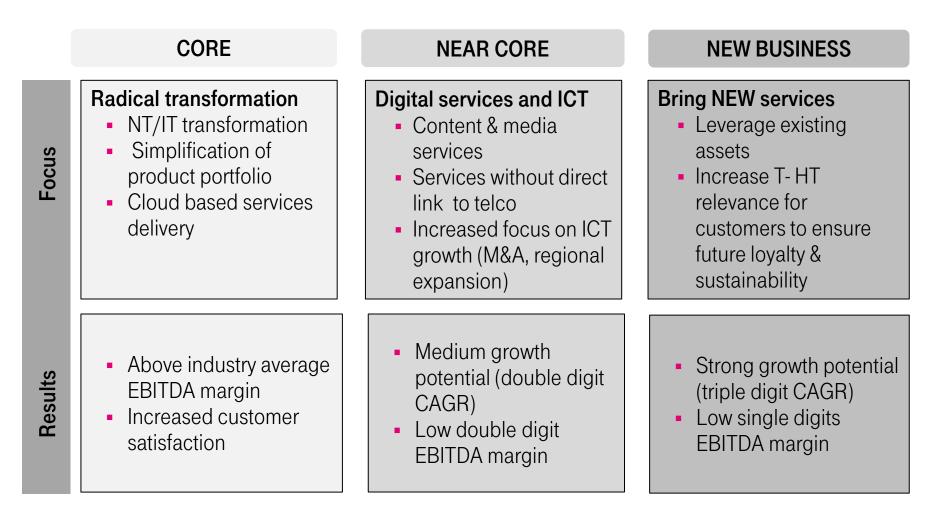
- (1) Source: EC Digital Agenda Statement, 07/12/2012, Speech 12-552 and MEMO 12-554
- (2) Source: Speech One single telecom market for Europe! European Commission SPEECH/13/787 08/10/2013

T-HT Group strategy focused on four strategic areas in order to grow, compete and transform



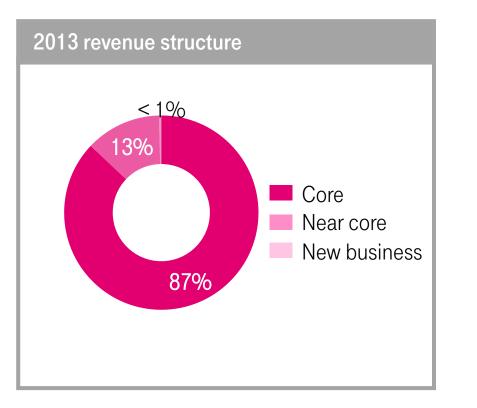


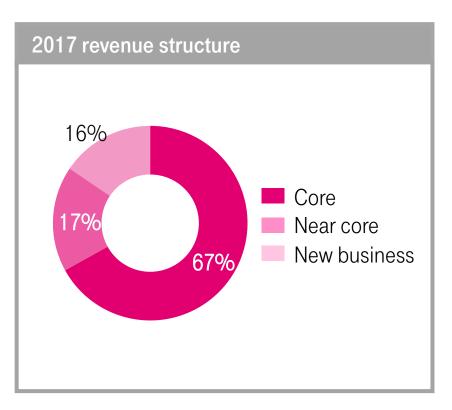
Radical transformation of core business and focused development of new services is key to sustainable T-HT future





### T-HT Group capturing growth opportunities in CORE, NEAR and NEW businesses





**Core:** mobile & fixed voice & data **Near core**: payTV, ICT... **New business:** m-payment, energy...



### T-HT Group delivering e-Transformation: e-Business example

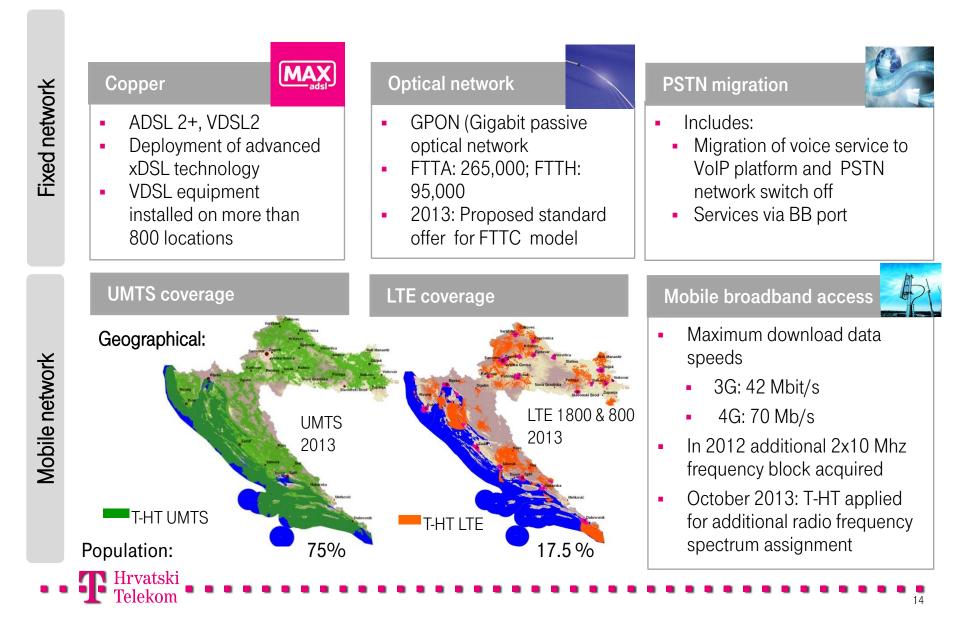
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### Online paradigm

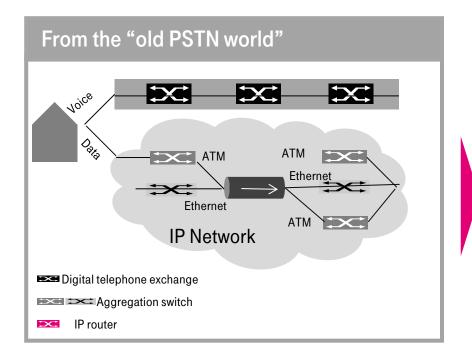
- Telco sales channels and touch points are increasingly shifting to online, selfmanagement
- Customers expect immediate and personalized response everywhere on any device at any point in time
- T -HT will benefit from these trends and remain a true leader in the online environment

### From 2013 to 2017 60% 50% 40% 30% 20% 10% 0% e-Bill mobile e-Sales mobile e-Care services Sep 2013 EoY 2017

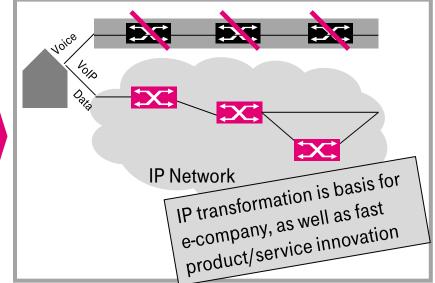
### Network technology: Coverage and capacity always in focus



Network transformation through PSTN migration facilitates transformation towards all IP multi service delivery platform



... to the "new IP era"



 First local exchange Prečko shut down in April as one of migration steps

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 2013: execute focused migration to reach more than 40% migrated customers
 2014: more than 70% migrated customers

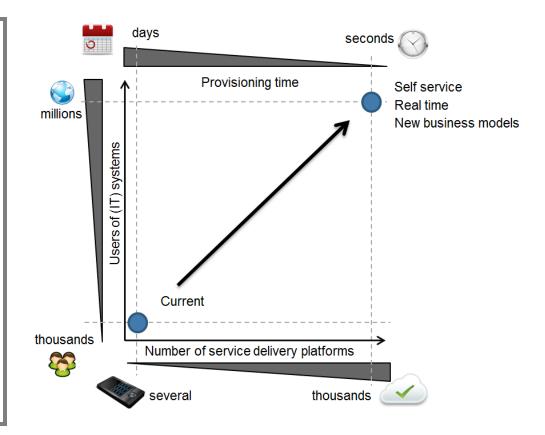
- 2015: 100% migrated customers
- 40% annual savings on legacy cost categories

### TeraStream: revolutionizing cloud-enabled IP network architecture

#### TeraStream enables innovation and new service at higher pace for new Gigabit society

- TeraStream represents new network paradigm, currently not in existence anywhere in the world
- First pilot test operated by Hrvatski Telekom in Croatia, 400 Gb/sec routers, all IPv6
- In September 2013 multi-vendor interoperability on optical 100 Gigabit Ethernet long-haul link was demonstrated
- This resulted in an increase in TeraStream network coverage and now includes 600 km link from Varaždin to Split as a further phase of development

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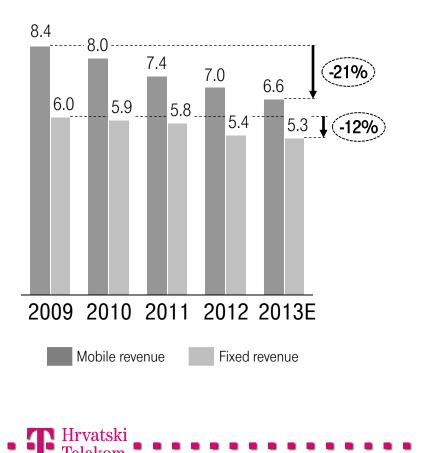
### T-HT Capital Markets Day T-HT Group Financial Overview

Dr Dino Dogan, Member of the Management Board and CFO



Croatian core telco market registers average annual decline of by around 5% since 2009; mobile market decline sharper than fixed

### **Total Croatian mobile and fixed market** (revenue, HRK billion)



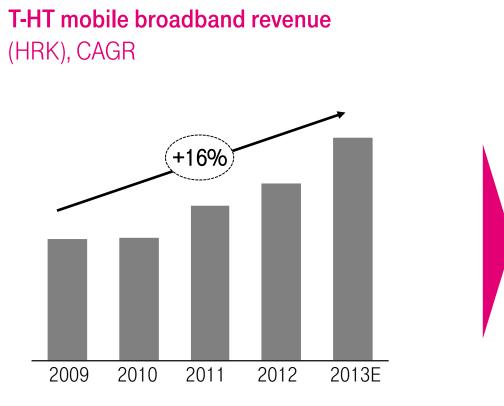
- Mobile revenue peaked in 2008; since then, it is has been impacted by:
  - market saturation
  - intensifying price competition
  - continued recession
  - domestic and EU regulation (MTRs + roaming)
  - OTT services
- Mobile broadband potential
- In addition, fixed voice revenue decline caused by:
  - fixed to mobile substitution
  - crossnet flat tariff offers in mobile
- Pay TV and fixed broadband are main growth areas

### MTRs, roaming and price erosion had major impact on mobile market

MTRs	<ul> <li>MTRs first reduced by the regulator in 2006</li> <li>Current price of 19.33 lp/min or 2.5 €c/min</li> <li>Glide path now in place; includes prices from 1 Jan 2015</li> </ul>
Roaming	<ul> <li>Roaming revenue impacted by continued non-mandatory price reductions and subsequently by EU accession in July 2013</li> <li>Mobile data traffic demonstrates significant growth</li> <li>In 2013E T-HT total roaming revenues (wholesale and retail) as percentage of Group revenues move into low single digit figure</li> </ul>
Price erosion	<ul> <li>Effective price per minute decreased over last couple of years</li> <li>Prepaid is most price sensitive area; favourable cross net and flat offers</li> <li>Number of double SIMs decreased</li> </ul>



T-HT mobile broadband shows significant growth



- Further strong growth expected
- All three operators promoting voice-messaging-data bundled offers alongside increasing range of smartphone and tablet offers
- T-HT smartphone penetration at 31% vs 46% in WE
- LTE roll-out; coverage amounts to 17.5% of population
- Sophisticated services like Multimedia packages (Deezer), MAXtv To Go and m-Payment

### Group operational highlights Jan-Sep 2013

- Leading market position across all areas of business maintained
- Worsening economic climate and increased competitive pressure
- EU roaming regulation applied as of 1 July 2013
- Continued promotion of 4G mobile internet tariffs; largest coverage in the country
- Continued growth in TV customers
- Further development of Cloud services portfolio
- Transformation initiatives in progress
- Headcount decreased to 5,626 employees <sup>(1)</sup>
- Optima Telekom proposed restructuring plan; asked for T-HT involvement
- T-HT applied for additional radio frequency spectrum assignment

<sup>(1)</sup> Full time employees



### Continued recession, regulatory measures and intensifying competition impact revenue

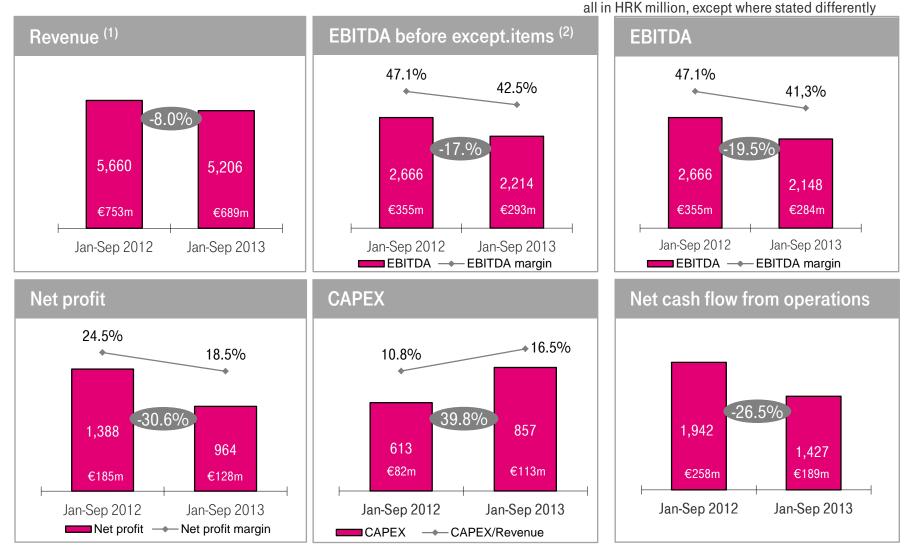
### **T-HT revenue Jan-Sep 2013** (HRK million)

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-8.0% 5,660 \_12.9% -162 -11.6% -278 +14.1% -11.6% 5,206 -13.1% +2.0% -64 -11 +37+23 Jan-Sep Fixed Mobile Wholesale IP ICT Other Jan-Sep 2012 2013

- Fixed revenue down due to general usage trends, but at slower rate compared to 2012
- From July 2013 mobile and wholesale additionally impacted by EU accession
- Continued growth in IP revenue; ICT revenue up 14.1% following uptake in customised solutions
- Combis contributed HRK 237 million (Jan-Sep 2012: HRK 234 million) and Iskon: HRK 250 million (Jan-Sep 2012: HRK 221 million)

### Group financial highlights Jan-Sep 2013



(1) Excluding other operating income

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(2) Exceptional items in Jan-Sep 2013 refer to redundancy provisions totalling HRK 66 million. No exceptional items in Jan-Sep 2012.

• HRK per Euro average rate of exchange: Jan – Sep 2012: 7.52; Jan – Sep 2013: 7.56

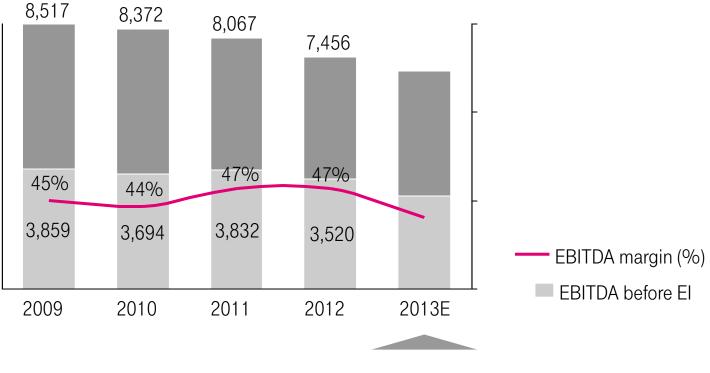
### Group 2013 Outlook

	2012 Results	2013 Outlook as of 30 Oct 2013
Revenue	Decline: 7.6%	the Group's revenue will decline further in 2013. However, we expect our efforts to capitalise on certain areas of growth will help to slow the decline in Group revenue seen last year.
EBITDA before exceptional items	Margin: 47.2%	in light of the current market environment we expect the EBITDA margin to be between 42% and 43%.
CAPEX excl. spectrum	HRK 1,030 million	Excluding investment in the spectrum licence in 2012, capex in 2013 is expected to be higher than the previous year.
Regional Expansion	The Group continues to monitor and evaluate expansion opportunities to increase shareholder value.	



Solid margins to be maintained in 2013, in face of revenue decline

**T-HT total revenue** (HRK million)

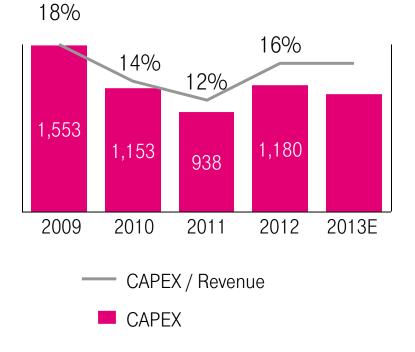


In 2013 no special contributions to operational results



Capex and dividend payments reflect strong underlying cashflow

### **Capex development** (HRK million)



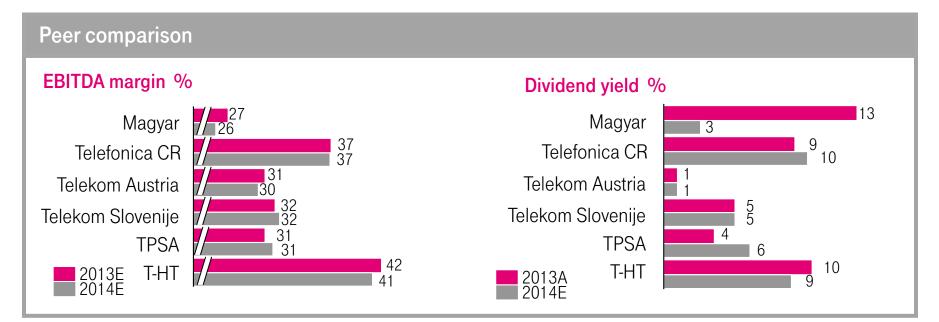
### **Dividend per share development** (HRK)



26

Dividend per share

### High performing compared to regional peers; conservative financial profile maintained



#### **Financial profile**

- Balance sheet as at 30 Sep 2013:
  - Cash and cash. equiv.: HRK 2.05 billion
  - Debt: close to HRK 0
- Continuing optimisation and transformation activities

Conservative financial profile has enabled historical high dividend payout and network enhancements; beneficial in times of economic uncertainty and allows flexibility for future investments

Source: Erste Group Telecom Sector Report, 25 Sep 2013

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### T-HT Capital Markets Day Business Unit: Leveraging our market strength

Jens Hartmann, Member of the Management Board and COO Business

Živjeti zajedno

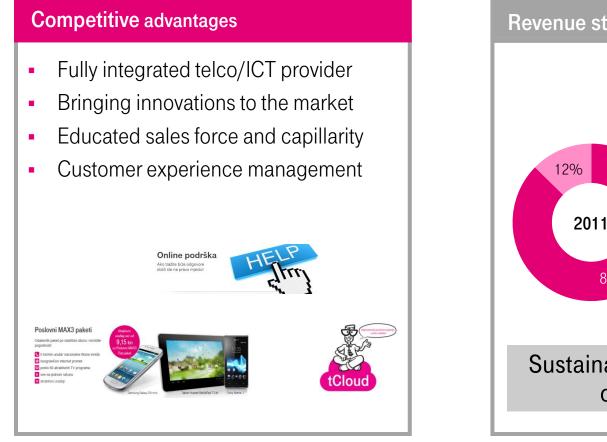


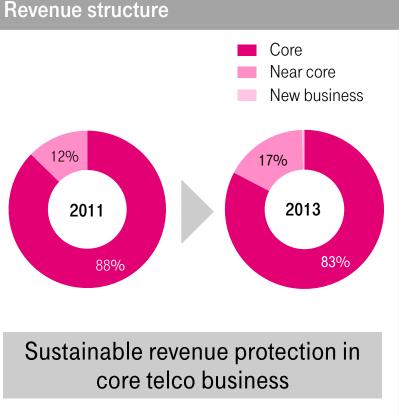
### Successfully maintaining market share in B2B segment with clear strategy for innovative portfolio development

- We have maintained leading market position despite challenging environment
- We have established strong position in ICT market in short period
- We are focused on keeping core revenues stable and on profitable growth in new business
- We have clear agenda for the future we have identified and are preparing for business areas which will shape market in upcoming years



### Leveraging our market strength to grow in new business areas

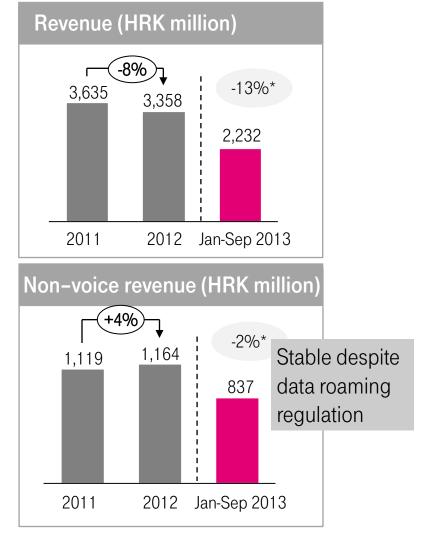


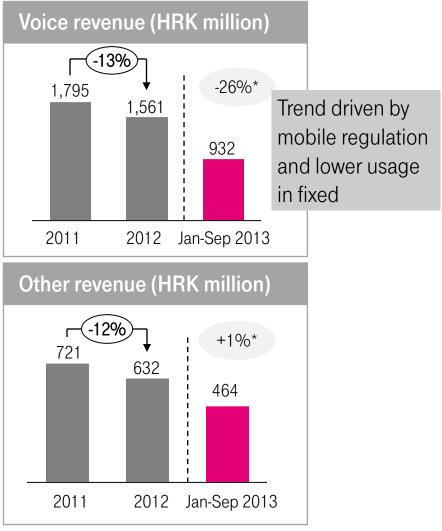


### Innovation leader in core and non-core portfolio



### Revenue impacted by lower voice revenue; non-voice and other revenues stable and growing





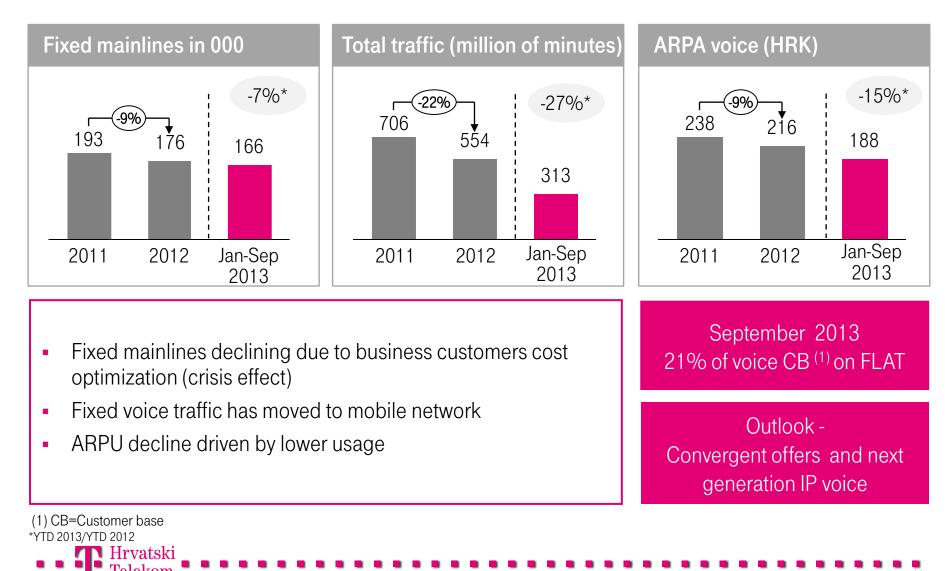
\*Source: IDC

\*YTD 2013/YTD 2012

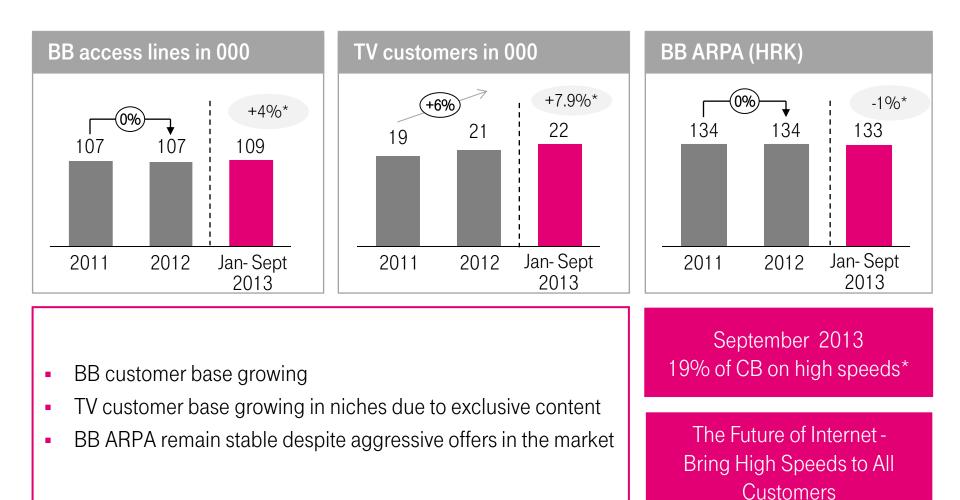
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## Fixed business characterized mainly by fixed to mobile substitution; we maintain market leadership



### Internet business growing customer base and with stable ARPA



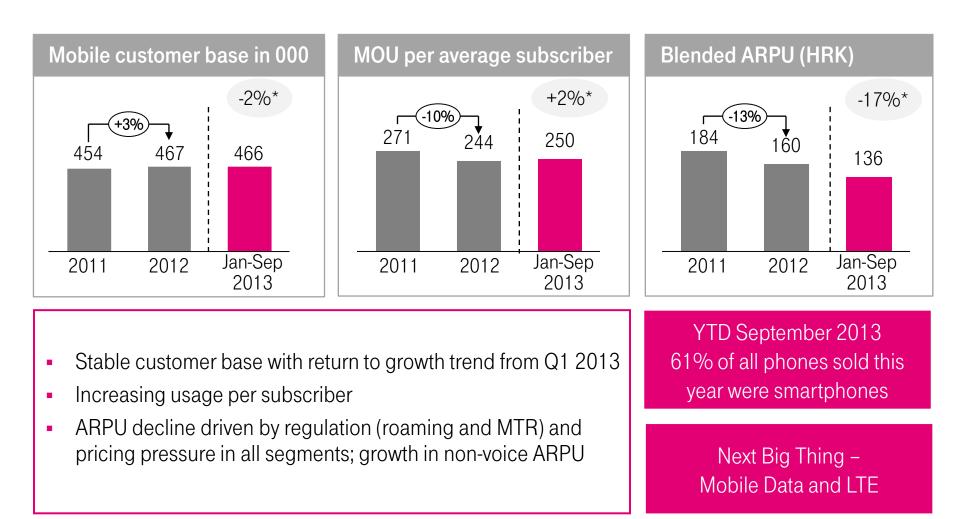
\* 10+ Mbps

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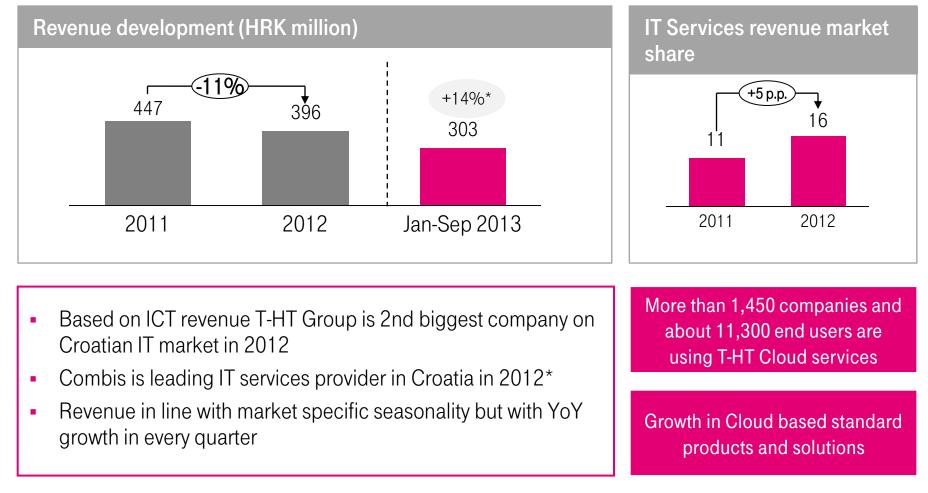
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33

### Mobile business impacted by regulation from 1 July but positive developments in customer base and usage



### ICT business strong and growing



\*Source: IDC



### Building blocks for the future: strong market position will enable us to monetize new business streams

mPayment

#### ICT

Spending on IT services in Croatia expected to expand across the five-year period to \$435.6 million in 2017 (CAGR of 6.1%)\*

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#### M2M

Internet of things – by 2020, nearly 50 billion connected devices that communicate with each other via M2M platform



### By EO 2013 global mobile payments will represent 15% of all card transactions - will overcome card

volumes within 10 years if growth continues at the same rate\*\*

#### **Online advertising**

By 2015, global mobile internet will total 3.5 billion users – EO 2012 Croatia totals 63% internet and 116% mobile users\*\*\*

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Google
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#### Energy

Croatian Retail Energy market amounts HRK19 billion in 2013 expected to grow at CAGR of 8.1% until 2018\*\*\*\*



# Revenue structure

\* IDC (Croatia IT Services Market 2013 – 2017 Forecast and 2012); \*\* CapGemini , The Royal Bank of Scotland (RBS) and Efma (World Payments Report 2011); \*\*\* Google Public Data (Internet users as percentage of population); HAKOM (Yearly customer density in mobile communication network); Quirk (Mobile advertising 2013) \*\*\*\* HERA; HT (Internal estimation)

# HT and Combis together offer complete ICT portfolio of services across all customer market segments

#### Market potential

MARKETPLACE

Shop for all ICT

services

(automatic

Self care for

provisioning)

Cloud services

ICT

- Trend: CAGR of 6.1% is predicted for five-year forecast period 2012-2017\*
- Croatia Cloud Services Spending in 2012 totals US\$ 19,28 million (Public 54% and Private 46%)
- Combis remained leading IT services provider in Croatia in 2012
- Further market consolidation expected

#### HT group ICT in a nutshell

#### ICT standard product portfolio mainly focused on Cloud services

- Cloud Cloud HR, Cloud Fleet mgmt, Cloud Server, Cloud Desktop, Cloud Exchange Mail & Sharepoint, Cloud Call Center...
- Non-Cloud Data Center collocation and connectivity, Desktop management, Fiscalization Management

#### Customized IT solutions for high value key accounts

 Position as regional provider of Cloud services; International growth (Adriatic region) as a focus

#### ICT partnering model used for acquisition of ISVs and delivering customized IT solutions

\* IDC (Croatia IT Services Market 2013 – 2017 Forecast and 2012)

#### 37

## T-HT Capital Markets Day Residential Unit: Changing momentum and positioning for

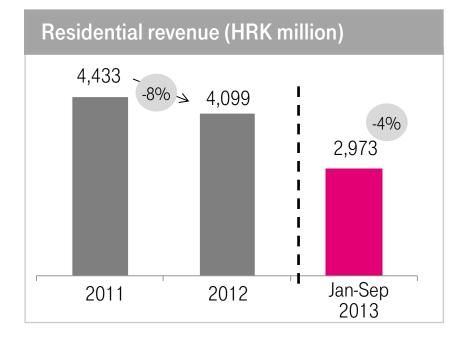
the future

Nataša Rapaić, Member of the Management Board and COO Residential



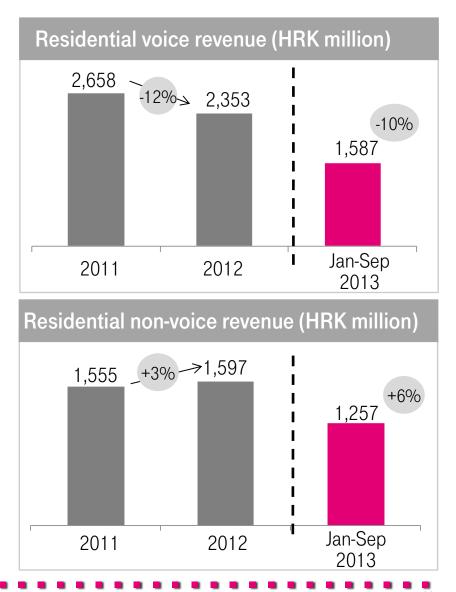


# In Residential segment we successfully strengthened our market leading position and slowed revenue decline

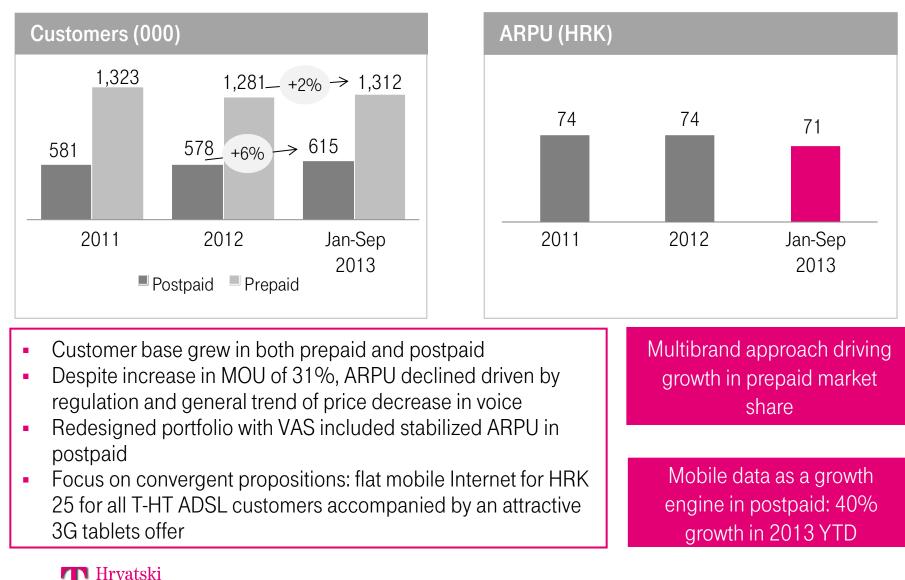


Accelerated growth of non-voice revenue thanks to mobile data and IPTV revenue growth

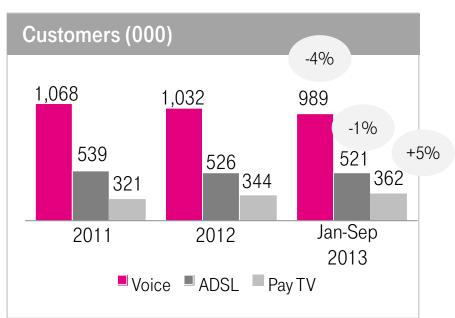
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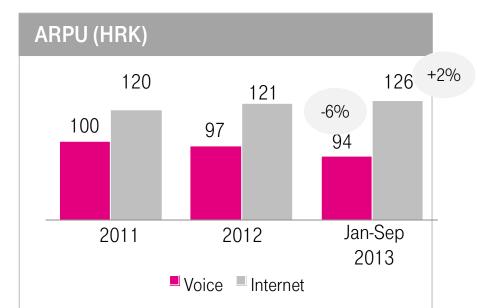


# In mobile segment, we improved our market share despite intense and aggressive competition



In fixed segment, we are maintaining market leadership in all areas; we increased IP revenues by 3.5%





Pay TV is a driver of growth in fixed line market

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- Increasing ARPA in Internet by satisfying customer demand for higher speeds and combining offers with mobile Internet
- Voice: MOU declined by 14% as a consequence of F2M substitution, while flat voice included in multiplay bundles partially compensated for decline in ARPA

Multiplay offers and sports driving growth in T-brand

Iskon contributed to growth in IPTV market share

41

## To protect our revenue we successfully introduced new and innovative propositions

#### Innovations

#### MAXtv To Go - over 100,000 customers

 Watch TV anywhere, anytime, on your computer, tablet or mobile phone with the best sports content



#### Deezer - over 70,000 customers

- Leading music streaming service with 25 million songs
- Differentiating factor due to exclusive deal with T-HT



#### **New initiatives**

#### Betting, gaming, lottery

 Bet on various live events by pressing a button on your remote control



#### **Adjacent markets**

- Road assistance service provided by a partner launched on 1 July 2013
- Handset insurance provided by a partner is increasing attach rate





# We pay close attention to trends worldwide and drive market trends in Croatia...

#### **Bundled telco services**



## Higher bandwith demand and broadband growth



#### New B2B2C services



- Push tariffs with bundled voice and data services
- We will introduce more convergent offers to ensure retention and customer base growth
- First in Croatia to launch LTE; also first to launch LTE to prepaid customers
- Offering higher speeds to fixed line customers
- Ensure best network quality
- Attractive flat data offers
- Innovative services on all 3 screens
- Attractive offer of smartphones and 3G tablets
- Energy
- Payment
- e-commerce
- Gaming and betting



### ...and work on improving customer experience

#### Fix the basics

- Address the most critical elements in the key customer journeys along lifecycle
- Improve existing and introduce new sales and service channels
- Decrease waste contacts
- Improve processes of provisioning and fault repair

#### **CX** innovation

 Do things in a different way to create the Wow! effect

#### Change culture



Build customer centricity in the SS company's DNA & customers ´ mindset



- 30% reduction of waiting time in T-Centers
- Improved web page user interface and MyT functionalities
- Significantly shortened time to provision fixed line services – over 25p.p. of customers connected more rapidly
- Significantly decreased number of waste contacts
- Opened the first T-Center based on the concept "for digital society"



### Investor relations contact

 Erika Kašpar Tel: + 385 1 4912 000
 Elvis Knežević Tel: + 385 1 4911 114
 Anita Marić Šimek Tel: +385 1 4911 884

e-mail: <u>ir@t.ht.hr</u>

www.t.ht.hr/eng/investors/

London Stock Exchange GDR trading symbol: THTC Zagreb Stock Exchange Share trading symbol: HT-R-A Reuters: THTC.L, HT.ZA Bloomberg: THTC LI, HTRA CZ



## Appendix



### Consolidated income statement

in HRK million (IFRS)	Q3	Q3	% of change	Jan-Sep	Jan-Sep	% of change
	2013	2012	A13/A12	2013	2012	A13/A12
Mobile	741	923	-19.7%	2,127	2,405	-11.6%
Fixed Telephony	351	411	-14.7%	1,095	1,257	-12.9%
Wholesale	150	173	-13.5%	427	491	-13.1%
IP Revenue	394	380	3.7%	1,170	1,147	2.0%
Data	24	28	-12.1%	77	86	-11.0%
ICT	108	94	15.3%	303	266	14.1%
Miscellaneous	3	3	11.3%	7	9	-17.0%
Revenue	1,770	2,012	-12.0%	5,206	5,660	-8.0%
Other operating income	33	49	-32.5%	132	156	-15.3%
Total operating revenue	1,803	2,060	-12.5%	5,337	5,816	-8.2%
Operating expenses	1,018	1,051	-3.1%	3,190	3,149	1.3%
Material expenses 1)	465	498	-6.6%	1,414	1,402	0.9%
Merchandise, material and energy expenses	213	224	-4.9%	704	635	10.9%
Services expenses	251	273	-8.0%	710	767	-7.4%
Employee benefits expenses	268	280	-4.0%	871	839	3.8%
Other expenses	286	270	5.8%	890	881	1.1%
Work performed by the Group and capitalised	-12	-27	-53.6%	-40	-56	28.8%
Write down of assets	11	30	-62.3%	53	84	-36.7%
EBITDA	786	1,010	-22.2%	2,148	2,666	-19.5%
Depreciation and amortization <sup>1)</sup>	322	294	9.4%	959	975	-1.7%
EBIT	463	715	-35.2%	1,189	1,691	-29.7%
Financial income	9	18	-46.1%	38	63	-39.4%
Income/loss from investment in joint ventures	10	12	-13.9%	20	19	5.4%
Financial expenses 1)	-6	21	-130.6%	42	51	-18.1%
Profit before taxes	489	724	-32.4%	1,205	1,722	-30.0%
Taxation	96	144	-33.5%	241	334	-27.7%
Net profit	394	580	-32.1%	964	1,388	-30.6%
Minority interest	0	0		0	0	-100.0%
Net profit after minority interest	394	580	-32.1%	964	1,388	-30.6%
Exceptional items	6	0		66	0	
EBITDA before exceptional items	792	1,010	-21.6%	2,214	2,666	-17.0%

<sup>1)</sup> Material expenses, depreciation and amortization, as well as financial expenses restated in 2012 due to change of accounting policy of content provider costs, influencing Group profitability



### Consolidated balance sheet

in HRK million (IFRS)	At 30 Sep 2013	At 31 Dec 2012	% of change A13/A12
Intangible assets	1,149	1,142	0.6%
Property, plant and equipment	5,621	5,734	-2.0%
Non-current financial assets	614	897	-31.5%
Receivables	19	21	-7.1%
Deferred tax asset	59	65	-9.3%
Total non-current assets	7,462	7,858	-5.0%
Inventories	187	155	20.3%
Receivables	1,364	1,219	11.9%
Current financial assets	941	586	60.7%
Cash and cash equivalents	2,050	3,146	-34.8%
Prepayments and accrued income	99	148	-33.6%
Total current assets	4,640	5,254	-11.7%
TOTALASSETS	12,102	13,113	-7.7%
Subscribed share capital	8,189	8,189	0.0%
Reserves	409	409	0.0%
Revaluation reserves	-1	-1	24.3%
Retained earnings	637	606	5.0%
Net profit for the period	964	1,696	-43.2%
Non-controlling interest			
Total issued capital and reserves	10,197	10,899	-6.4%
Provisions	197	227	-13.2%
Non-current liabilities	125	52	138.5%
Deferred tax liability	4	0	
Total non-current liabilities	325	279	16.4%
Current liabilities	1,457	1,667	-12.6%
Dividend payable			
Deferred income	123	122	0.9%
Provisions for redundancy	0	146	-100.0%
Total current liabilities	1,580	1,935	-18.3%
	4 005	0.014	44.000
Total liabilities	1,905	2,214	-14.0%



### Consolidated cash flow statement

in HRK million (IFRS)	Jan-Sep 2013	Jan-Sep 2012	% of change A13/A12
Profit before tax	1,205	1,722	-30.0%
Depreciation and amortization <sup>1)</sup>	959	975	-1.7%
Increase / decrease of current liabilities 1)	-209	-160	-30.9%
Increase / decrease of current receivables	-64	-51	-25.1%
Increase / decrease of inventories	-31	17	-280.7%
Other cash flow decreases 1)	-433	-562	23.0%
Net cash inflow/outflow from operating activities	1,427	1,942	-26.5%
Proceeds from sale of non-current assets	45	3	
Proceeds from sale of non-current financial assets	1	2	-9.3%
Interest received	22	41	-46.9%
Dividend received	0	0	
Other cash inflows from investing activities	548	818	-33.0%
Total increase of cash flow from investing activities	616	863	-28.6%
Purchase of non-current assets 1)	-857	-613	-39.8%
Purchase of non-current financial assets	-75	-225	66.7%
Other cash outflows from investing activities	-525	-1,666	<i>68.5%</i>
Total decrease of cash flow from investing activities	-1,458	-2,505	41.8%
Net cash inflow/outflow from investing activities	-842	-1,641	48.7%
Total increase of cash flow from financing activities	0	0	
Repayment of loans and bonds	-1	-4	65.5%
Dividends paid	-1,679	-1,813	7.4%
Repayment of finance lease	-4	-5	23.9%
Other cash outflows from financing activities	0	0	
Total decrease in cash flow from financing activities	-1,685	-1,823	7.6%
Net cash inflow/outflow from financing activities	-1,685	-1,823	7.6%
Exchange gains/losses on cash and cash equivalents	3	-2	264.7%
Cash and cash equivalents at the beginning of period	3,146	3,704	-15.1%
Net cash (outflow) / inflow	-1,096	-1,523	28.0%
Cash and cash equivalents at the end of period	2,050	2,181	-6.0%

1) 2012 is restated due to change of accounting policy of content provider costs

