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T-Hrvatski Telekom

Preparations to combine T-Com and T-Mobile into one Company

Reorganisation will improve customer service and internal efficiency

T-Hrvatski Telekom (Reuters: THTC.L, HT.ZA; Bloomberg: THTC LI, HTRA CZ), Croatia's leading telecommunications provider, announces it has begun preparations to combine T-Com and T-Mobile in a reorganisation that will improve customer service and internal efficiency.

In its session on 4 May 2009, the Supervisory Board of T-Hrvatski Telekom approved a proposal by T-HT's Management Board to begin preparations to combine T-Com and T-Mobile into a single business unit.

Subject to a successful reorganisation and the granting of all necessary approvals, the consolidation of the two business units should be effective on 1 January 2010.

The proposed reorganisation is part of T-HT's ongoing commitment to maintain market leadership through improvements in customer service and operational efficiency. The eventual aim is to provide customers a more integrated approach to sales, customer service, product innovation and marketing promotions. At the same time, the proposed reorganisation will enable more efficient management of T-HT's fixed and mobile business operations.

The Group has already implemented new technologies and business processes in support of its strong customer focus. Over the next few months, T-HT will begin to align the business operations of T-Com and T-Mobile by reorganising their sales, marketing and customer services operations along customer segmentation lines, namely residential and business. Management teams will also be reorganised to improve efficiency and reflect the new operational structure.

Ivica Mudrinić, President of the Management Board , said:

“Our aim is to improve the quality of our customer services and increase the speed at which we can respond to customer needs by launching and promoting new products and services. At the same time, our proposal will improve the way we run T-HT, giving us greater flexibility and efficiency.

We believe these changes are a necessary foundation upon which to build a successful business in the years to come – one that is capable of the constant improvement and innovation necessary to protect our market leadership.”

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About T-Hrvatski Telekom

T-Hrvatski Telekom (T-HT) is the leading provider of telecommunication services in Croatia, serving more than 1.5 million fixed lines, 2.78 million mobile subscribers and more than 492,000 broadband connections through its two divisions: T-Com and T-Mobile.

Deutsche Telekom AG owns 51% of T-HT's shares, with the Government of the Republic of Croatia owning 3.6% following the transfer of a proportion of its holding to Croatian private investors as bonus shares, in October 2008. Since its initial public offering in October 2007, T-HT shares have traded on the Zagreb Stock Exchange, with global depositary receipts trading on the London Stock Exchange.