

Zgodba o (st)rasti
A Tale About Passionate Growth and Growing Passion
Si.mobil 2001

vedno zame.
si mobil

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Si.mobil 2001

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Ime rože: Si.mobil telekomunikacijske storitve d.d.
(lat. Simobilia Telecommunicationis)

Družina 040: Vzpenjalke

Rastišče: Šmartinska cesta 134b, SI-1000 Ljubljana

Opis rastline: tel.: 080 40 40, 01 5440 000, faks: 01 5440 099

elektronska pošta: info@simobil.si

žiro račun: 50106-601-0259692, davčna številka: 60595256, matična številka: 1196332

številka registrskega vložka: 1/29430/00 Ljubljana, osnovni kapital: 9.300.000.000 SIT

Odgovorni za cvetenje:

uprava: Wolfgang Krebs, član uprave za trg • Gustav Mayer, član uprave za finance

Bojan Dremelj, predsednik uprave

nadzorni svet: Hannes Ametsreiter, član • Stefano Colombo, član • Matthias Eckert, član • Janko Kosmina, član

Boris Nemšič, predsednik nadzornega sveta

Name of the Rose: Si.mobil Telecommunications Services d.d.
(Lat. Simobilia Telecommunicationis)

Family 040: Climbers

Habitat: Šmartinska cesta 134b, SI-1000 Ljubljana

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company transfer account: 50106-601-0259692, tax number: 60595256, registration entry number: 1196332

company identification number: 1/29430/00 Ljubljana, share capital: 9,300,000,000 SIT

Responsible for blossoming:

Management Board: Wolfgang Krebs, Member of the Board, responsible for market,

Gustav Mayer, Member of the Board, responsible for finance

Bojan Dremelj, Chairman of the Management Board

Supervisory Board: Hannes Ametsreiter, Member • Stefano Colombo, Member •

Matthias Eckert, Member • Janko Kosmina, Member

Boris Nemšič, Chairman of the Supervisory Board

Mobilkom 75,001%

Istrabenz 8,24%

Intereuropa 5,48%

Iskratel 5,46%

Medaljon 2,35%

Probanka 2,35%

Telemach 1,12%

Odgovorni za vzpenjanje / Responsible for growing:

• Mobilkom International GmbH & Co KEG

• Istrabenz, holdinška družba, d.d.

• Intereuropa, mednarodna špedicija, transport in pomorska agencija, d.d.

• Iskratel, telekomunikacijski sistemi, d.o.o.

• Medaljon upravljanje drugih družb d.d.

• Probanka d.d.

• Telemach družba za komunikacijske storitve d.o.o.



Naše delo je nujno(st)rast

Spoštovani!

Lanskoletni nagovor sem zaključil z izraženim prepričanjem, da bo tudi tretje leto, leto 2001, zagotovo uspešno. In danes pravim: leto 2001 je bilo uspešno!

Uspešno, naporno, polno izzivov, pozitivne energije, skratka tako, kot poslovno leto mora biti. In ravno zato so tudi poslovni rezultati 2001 boljši od pričakovanih.

V začetku leta smo se pridružili skupini Mobilkom Austria. S tem smo pridobili ne samo interes in voljo za nadaljnji razvoj, ampak tudi izmenjavo znanja, ljudi in izkušenj med člani skupine. Skupaj še bolje razumemo, kaj naši uporabniki od nas pričakujejo.

Prav naši uporabniki najbolje vedo, kako upravičujemo zaupanje. Ves naš trud je usmerjen k zadovoljstvu uporabnikov.

Z odličnostjo naših storitev jim želimo predvsem prihraniti dragoceni čas, da so lahko pri svojem delu čim uspešnejši.

Tudi vnaprej bosta naša vodilo in cilj: s tehnološkimi novostmi na eni in dobrimi storitvami na drugi strani zadovoljevati potrebe naših uporabnikov. Le tako bo naša družba vedno uspešna!

Bojan Dremelj, predsednik uprave

Our Work is Both Inevitably Passionate Growth and Growing Passion

Dear Sir or Madam,

I concluded last year's address with the belief that also the coming, third year, namely the year 2001, would definitely be successful. And today I can state: 2001 was successful indeed!

It was a successful, demanding year overflowing with challenges and positive energy, exactly as a business year is supposed to be.

It is for this very reason that the business results for 2001 were beyond our expectations.

At the beginning of the year we joined the Mobilkom Austria Group.

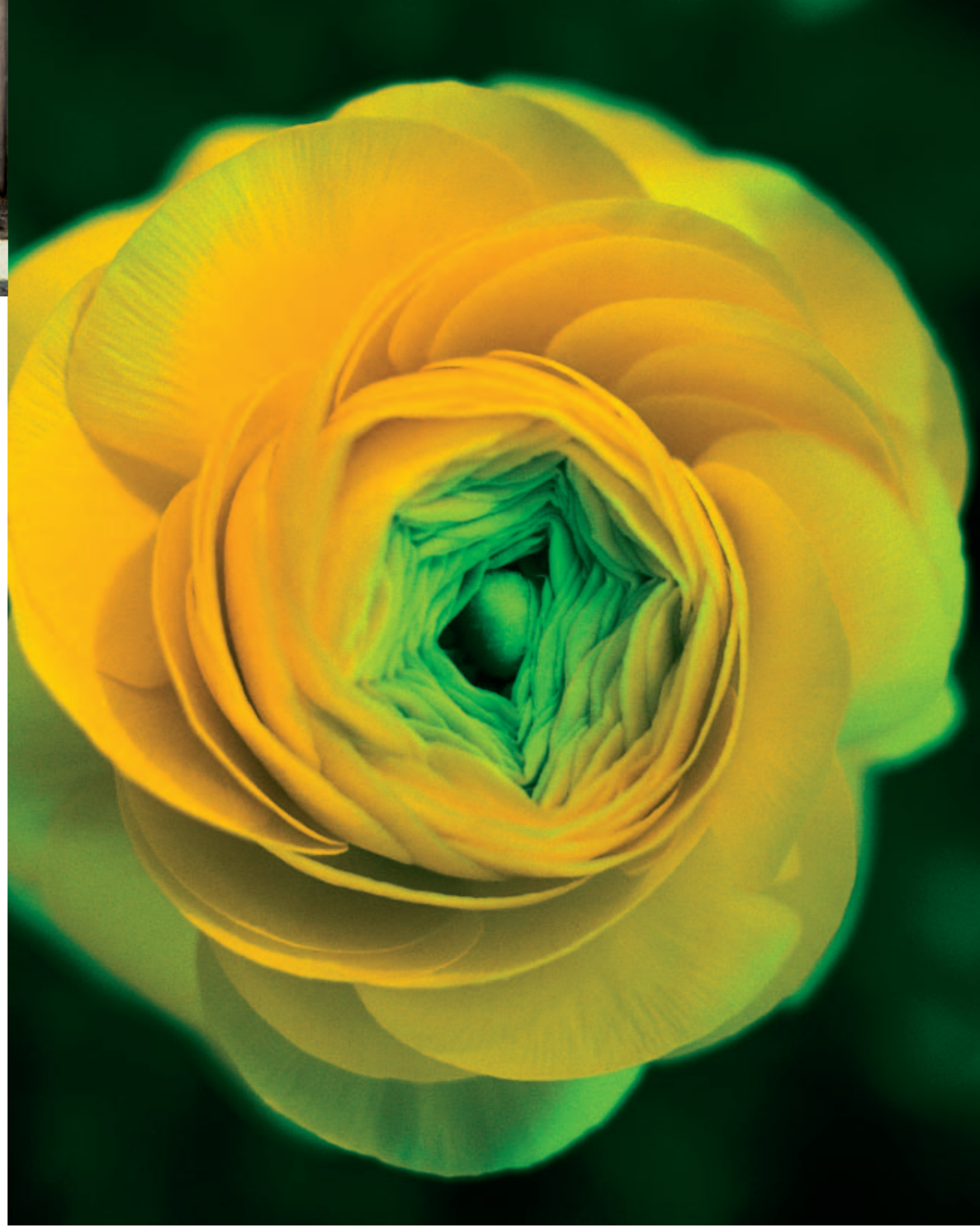
In this way we have obtained not only the interest for further development but also exchange of knowledge, experts and experience among group members. Together we are even more able to understand what our customers expect from us.

It is in fact our customers who best know how we justify the given trust.

Each and every of our efforts is directed towards our customers' satisfaction. With the excellence of our services we wish above all to save their precious time so that they can be as successful as possible in their work.

Our guideline and goal thus remain the same: to satisfy the needs of our customers with technological innovations on one hand and good services on the other. Only in this way will our company always remain successful!

Bojan Dremelj, Chairman of the Management Board





Bojan Dremelj, Gustav Mayer, Wolfgang Krebs

Spoštovani!

Še enkrat se lahko pohvalimo, da smo dosegli in presegli pričakovanja.

V preteklem letu smo utrdili svoj položaj v slovenskem prostoru. Z novimi lastniki smo postavili številne parametre uspeha.

Naša blagovna znamka je po prenovi močno pridobila na prepoznavnosti in tudi priljubljenosti.

Tržni delež je po strmem naraščanju ob koncu leta presegel 21 %, takratnih 270.000 aktivnih uporabnikov pa je pomenilo več kot dvakratno povečanje glede na rezultat predhodnega leta.

Najbolj pomembno pa je, da se je število naročniških razmerij povečalo skoraj petkrat.

V preteklem letu smo vzpostavili mrežo lastnih prodajnih centrov po vsej Sloveniji. Odprli smo nov kontaktni center za stike s svojimi uporabniki in pooblaščenimi prodajalci. Usmerili smo se k uporabnikom in k prepoznavanju njihovih potreb.

Vztrajnost in pripravljenost na novosti sta nas ob koncu leta pripeljali do 97 % pokritosti prebivalstva Slovenije.

S stalnim uvajanjem novih tehnologij in storitev, ki pripomorejo k udobju naših uporabnikov, ter s primerno strokovnimi in tehnološko usposobljenimi sodelavci smo uspešno zasledovali in soustvarjali svetovne trende ter jih približevali slovenskim uporabnikom.

Že kmalu v začetku leta smo začeli z izgradnjo mobilnega sistema GSM tudi na frekvenčnem območju 1800.

Sredi leta smo bili prvi v Sloveniji, ki smo uvedli storitve GPRS v svojo redno ponudbo.

Za uporabnike predplačniškega sistema smo uvedli inteligentno omrežje (IN), razširitve v samem omrežju pa so omogočile še zanesljivejše delovanje, večjo kakovost in prepustnost.

Seveda pa ob dobrem poslovanju nismo pozabili na okolje in ljudi.

Za nas sta pomembni predvsem ekonomska in socialna varnost zaposlenih. V svojih vrstah smo pozdravili tudi nove, mlade in prodorne kadre. V preteklem letu smo odprli 150 novih delovnih mest in s tem bili lani eden največjih zaposlovalcev v Sloveniji. In kar je zelo pomembno, nismo pozabili na skupnost. S svojimi sponzorstvi, namenjenimi predvsem vrhunskemu športu in mladim smo se vključevali v širše družbeno okolje in tako spodbujali uspehe, ki krepijo tudi nacionalno zavest Slovencev.

Spoštovani delničarji, v Si.mobilu smo skladno z našo vizijo usmerjeni k uporabnikom.

Prepričani smo, da je vsak zadovoljen uporabnik ambasador našega uspeha.

Prizadevamo si, da jih je vsak dan več in tako ustvarjamo trdno osnovo za nadaljnji razvoj.

Področje mobilne telefonije se razvija z bliskovito naglico in možnosti, ki jih nudi sodobna tehnologija, je vedno več.

Konkurenca je ostra. Vendar zagotavljamo, da bomo z vašo podporo dosegli skupne cilje.

Bojan Dremelj, Gustav Mayer, Wolfgang Krebs, uprava družbe

Dear Sir or Madam,

We are once again proud of having achieved and exceeded our expectations. We became firmly established in the Slovenian market over the course of last year. We set numerous parameters of success with our new owners.

As a result of the relaunch of our brand, our brand has considerably gained not only in awareness but also in popularity. Following a large increase at the end of the year, our market share exceeded 21 % while the then 270,000 active users represented more than a twofold increase as compared with the result of the preceding year. Most importantly, the number of subscriber packages saw an increase of nearly fivefold.

A network of our own sales centres across Slovenia was set up last year. We furthermore opened a new customer contact centre for our users and authorised distributors which represents yet another example of our orientation towards recognizing our users' needs.

It was our persistence and readiness for innovations that resulted in a 97 % coverage of the Slovenian population at the end of the year.

Constant deployment of new technologies and services which contribute to our users' comfort and adequately professional and technologically qualified employees enabled us to successfully pursue and co-develop world trends and bring them closer to the Slovenian users.

As early as the beginning of 2001 we also introduced the GSM 1800 mobile telecommunications system.

We were the very first operator in Slovenia to commercially introduce the GPRS services.

Users of the pre-paid packages can take advantage of the intelligent network (IN), while expansions in the network itself enabled an even more reliable operation, higher quality and capacity.

Yet at the same time we did not forget the environment and people. Economic and social security of our employees are of the utmost importance. We welcomed new young and perceptive employees. We created 150 new work places last year which ranks us among the highest of last year's employers. And above all, we did not forget the community.

We have been deeply involved in a wider social environment through our sponsorships pertaining mainly to the field of first-rate sports and the young, thus encouraging successes which among other things strengthen the national identity of the Slovenians.

Dear shareholders, we are oriented towards users. We remain firmly convinced that each and every satisfied user is an ambassador of our success. We strive to enlarge their numbers and in this way create a solid basis for future development.

The field of mobile telephony has been experiencing rapid development and the opportunities offered by modern technology are similarly growing in number. Competition is severe. Yet we can guarantee that with your support we will achieve common objectives.

Bojan Dremelj, Gustav Mayer, Wolfgang Krebs, Management Board



Spoštovani!

Slovenija je država, v kateri sta razširjenost mobilne telefonije in raven storitev podobna tistim v zahodnoevropskih državah.

Mobilkom Austria je kot eden izmed vodilnih avstrijskih in mednarodnih operaterjev mobilne telefonije zaznal potencial Si.mobila, si pripojil družbo in v razvoj infrastrukture dodatno vložil sedem milijard tolarjev. Ta investicija je bila ena večjih v Sloveniji v preteklem letu, s čimer je Mobilkom Austria izrazil velika pričakovanja od uprave Si.mobila in veliko mero zaupanja v njeno vodstvo ter timsko delo. Danes lahko rečem, da se je naša skupna želja uresničila, saj je Si.mobil postal vodilna telekomunikacijska družba v Sloveniji za inovacije na področju novih storitev in tehnologij, kar ga izvrstno združuje s strategijo celotne skupine Mobilkom Austria - Mobilkomom, VIPnetom Hrvaška, Mobilkomom Liechtenstein in njihovo inovacijsko filozofijo.

Boris Nemšič, predsednik nadzornega sveta

Dear Sir or Madam,

Slovenia is a country with the mobile penetration and service level comparable to Western European countries.

Mobilkom Austria as a leading Austrian and international mobile operator recognized the potential of Si.mobil, made this acquisition and additionally invested 7 billion SIT in the infrastructure.

This was one of the biggest investments last year in Slovenia by which Mobilkom Austria not only expressed its high expectations of Si.mobil's Management Board but also a strong belief in their leadership and teamwork.

Today I can say that our mutual wish has come true and that we succeeded in making Si.mobil the innovation leader in the field of new services and technologies in Slovenia, thus connecting it perfectly with the strategy of the whole Mobilkom Austria Group - Mobilkom, VIPnet Croatia, Mobilkom Liechtenstein and their innovation philosophy.

Boris Nemšič, Chairman of the Supervisory Board



Iz rožnega popka metulj zleti

Pomlad 2001 je za nas zacvetela še posebej barvito: lotili smo se prenove blagovne znamke. Del tega procesa so bili: nova vizija, poslanstvo in nova strategija podjetja, novi produkti in nove storitve, nova logika razvoja blagovne znamke, novi elementi celostne grafične podobe, nov način komunikacij. Potrebni je bilo več mesecev intenzivnih analiz in prizadevanj in uspeli smo spremeniti oziroma bolje izraziti filozofijo naše nove blagovne znamke. Novo podobo smo trgu predstavili septembra 2001, najprej vsem zaposlenim, kasneje pa v novem delu Narodne galerije javnosti in našim poslovnim partnerjem.

V Si.mobilovi viziji smo zapisali:

Želimo postati najbolj priljubljen slovenski operater mobilne telefonije, ki z odgovornostjo in odličnostjo izpolnjuje potrebe uporabnikov.

Prisegli smo novemu Si.mobilovemu poslanstvu:

Postavljamo standarde zadovoljnega uporabnika.

Ponujamo enostavne in uporabne proizvode in storitve po dostopnih cenah.

V prijetnem delovnem okolju se odgovorno lotevamo tudi največjih izzivov, ki edini prinašajo vrhunske poslovne rezultate.

Moč črpamo iz sinergije skupine, z lastnim delom pa krepimo vrednost - in vrednote.

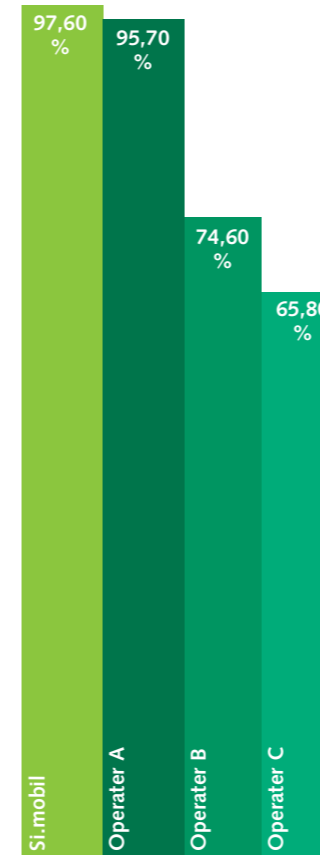
Najbolj vidni del zastavljenega cilja, "postati najbolj priljubljen operater mobilne telefonije na slovenskem trgu", je naša vizualna podoba. "Vedno zame" govori našo zgodbo.

Klicaj izraža odločnost in izstopa iz ravne vrste.

Zelena barva izraža svežino, zanimivost, pozitivnost.

Vedno, ker nam gre za dolgotrajne vrednote in resno razmerje.

Zame, ker si želimo prostor v prvi osebi ednine.



Priklic mobilnih operaterjev
Awareness of mobile operators

Vir / Source: Aragon d.o.o.,
December 2001

Out of the Rosebud Flies a Butterfly

The spring of 2001 revealed itself to us in particularly full blossom of vivid colours: we began the relaunch of the brand. Parts of this process were a new vision, mission and new strategy of the company, a new logic of developing the brand name, new elements of the corporate graphic image, a new way of communicating with the market. Several months of extensive analyses and efforts were needed to finally change and better express the philosophy behind our brand. The new brand was presented in September 2001, first to our employees and later to the wider public and our business partners in the new wing of the Slovenian National Gallery.

In Si.mobil's vision we have written:

We want to become the most liked Slovenian mobile operator, which fulfils customer needs with excellence and responsibility.

We have sworn to a new Si.mobil mission:

Be the benchmark in customer orientation.

Offer appropriate and easy-to-understand products and services at affordable prices.

Create a positive, challenging and results-oriented professional environment.

Leverage synergies within the Group and continuously add value.

The most prominent part of our objective, namely "to be the most liked Slovenian mobile operator", is our visual image. "Always for me" recounts our story. The exclamation mark expresses determination and sticks out from the straight line. The green colour expresses freshness and optimism; always, as we strive for lasting values and a serious relationship; for me, as we wish to secure a place for every individual.

Ki te ljubim zeleno

Optimistično novi smo. Sveži kot čisto mlad zelen list. Le kaj smo nanj zapisali?!

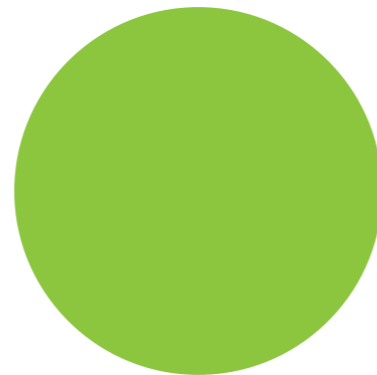
Trije naročniški paketi. Paket Simbol, ki omogoča dostop do največjega števila storitev, smo pripravili za vse, ki veliko telefonirajo. Paket Smart je pravi za pametno porabo; ne previsoko, ne prenizko - nekje vmes in ravno prav. Na takojšnjo dosegljivost na vsakem koraku pa stavi naročniški paket Start. Naročniki paketov Smart, Start in Simbol si lahko izberejo prijatelje v Si.mobilovem omrežju in jih kličejo občutno ceneje, ves dan, vse dni v letu.

Green, How I Love You, Green

Ours is an optimistic newness. As fresh as a newly sprung, green leaf.

What have we written on the leaf?!

Three subscription packages. The Simbol package, enabling access to the largest number of services, has been especially designed for those who use the phone a lot. The Smart package is just the thing for a sensible user; neither high nor low - somewhere in the middle and just right. Immediate availability at all times is what the Start package is all about. Those subscribed to the Smart, Start and Simbol packages can choose friends in the Si.mobil network and call them at a considerably lower rate, all day long, all year through.



Najina rožnata romanca

Mladi smo in ljubimo rože in rožnato. Zato se lahko vživljamo v tiste, ki ljubijo.
In ki morajo kar naprej ostati povezani.

Si.mobil Halo je klasično predplačilno razmerje brez obveznosti in stane, kolikor pač uporabnik želi. Paket Halo Plus s popolnim nadzorom omogoča natančno določeno porabo. Halo Mix pa je kombinacija predplačilnega in naročniškega razmerja, ki združuje dobre lastnosti obeh ter je dobra odskočna deska za prihodnje naročniško razmerje. Z izbranimi prijatelji je cena pogovorov v paketih Halo Plus in Halo Mix še mnogo bolj ugodna.

Our Pink Romance

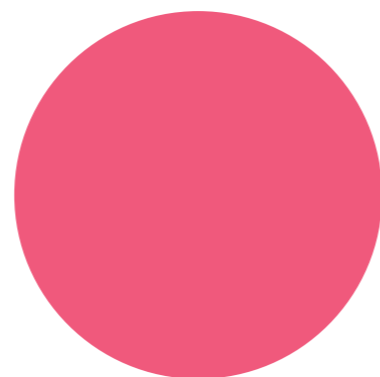
We are young and in love with roses and rosiness. That is why we can understand those who are head over heels in love. Those who simply need to remain connected every step of the way.

Si.mobil Halo is a classic pre-paid package without obligation and costs as much as the user wishes.

The Halo Plus package with complete control enables a specifically determined usage.

The Halo Mix package represents a combination of pre-paid and subscription package, integrating advantages of both and representing an excellent stepping stone for a subscription package in the future.

Chatting with chosen friends you will be pleasantly surprised to find just how much more favourable the tariffs for the Halo Plus and Halo Mix packages are.



Rapsodija v modrem

Občudujemo modre ljudi. Vitalne in poslovne. Ki komunicirajo z vsem svetom. In s katerimi vsak komunicira. Brez modrih ljudi ne bi bilo zelene svežine in rožnate (st)rasti. Zato...

... je bil Si.mobil na slovenskem trgu prvi, ki je ponudil storitve po meri poslovnih uporabnikov. Paket Si.mobil Business Special je po meri tistih podjetij, v katerih se zaposleni veliko pogovarjajo, čeprav so na različnih koncih Slovenije - in to v skupini popolnoma brezplačno. Mesečna naročnina se znižuje glede na število naročnikov v podjetju. Paket Business Plus deluje po prijazni formuli: s številom sklenjenih naročniških razmerij se nižajo stroški mesečne naročnine, ugodna cena pogovorov pa velja za vse, ne glede na velikost podjetja. Paket Business je po meri individualistov - ali parov, ker skrbimo tudi za manjša in družinska podjetja. Odlikujeta ga ugodna mesečna naročnina in nizka cena pogovorov v poslovni skupini.

Popolna novost na trgu slovenske mobilne telefonije je paket Business Mix - idealna kombinacija predplačniških prednosti in naročniških ugodnosti. Omogoča nadzor nad stroški in hkrati popolno svobodo...

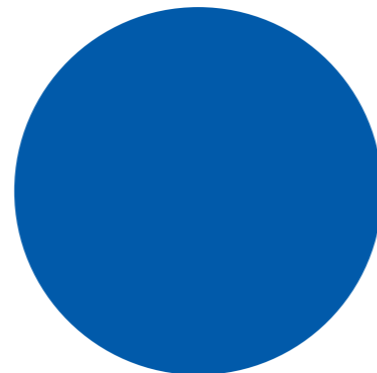
Rhapsody in Blue

Wise people for whose aspirations only the blue sky is the limit have won our deep admiration.

Vital and businesslike. Who communicate with the entire world.

And with whom everyone communicates. Without them and their blue sky aspirations there would be no green freshness or rosy passionate growth and growing passion. For this reason...

...Si.mobil was the first operator on the Slovenian market to offer services suited to business users. The Si.mobil Business Special package meets the needs of those companies whose employees communicate extensively although situated in different parts of Slovenia - in a group completely free of charge. The monthly subscription fee decreases accordingly with the number of subscribers in the company. The Business Plus package works according to the user-friendly principle - simultaneously with the number of subscription packages the monthly subscription fee is reduced while everyone can take advantage of favourable tariffs irrespective of company's size. The Business package is tailored to the requirements of individualists - or couples, as we take into consideration small-sized and family enterprises. Its distinctive characteristics are a favourable monthly subscription fee and low tariffs within business group. An innovation in the Slovenian mobile telephony market is the Business Mix package, an ideal combination of pre-paid advantages and subscriber benefits, enabling at the same time both a complete control over costs and complete freedom...



Rožnate pozornosti

O naši viziji, zadovoljnem uporabniku, ne le govorimo, temveč z njo živimo.
Z odličnostjo vsak dan na novo snujemo tkanino majhnih prijaznih pozornosti.

Naj začnemo z eno veliko, ki ni le pozornost, temveč darilo za vsakega novega naročnika: vsi novi Si.mobilovi uporabniki so aktivirani takoj in lahko začnejo telefonirati že v desetih minutah!

Na spletni strani www.simobil.si je našim uporabnikom na voljo šopek storitev, posebnih ponudb in drugih prijaznih novosti.

S portalom www.simobil.net odpiramo vrata v svet virtualne zabave in najsodobnejših komunikacij. Na njem ponujamo E-SMS (pošiljanje SMS prek spleta), E-Trgovino (nakup telefonov in kartic Halo), SMS-Igrice in E-Klapo (omogoča pošiljanje SMS sporočil več prejemnikom hkrati) ...

Lani smo odprli nov center za stike z naročniki in pooblaščenimi prodajalci. V desetih sekundah v povprečju naročnik dobi sogovornika za male in velike nasvete in informacije.

Center je uporabnikom na voljo 24 ur na dan vse dni v letu.

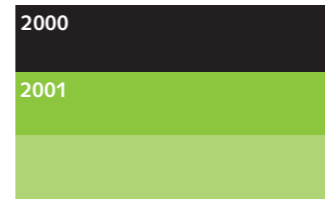
Poleg telefonskih klicev odgovarjamo tudi na sporočila po telefaksu in elektronsko pošto.

Še eno pomembno pozornost bi radi omenili: zdaj po vsej Sloveniji deluje osem Si.mobilovih trgovin.

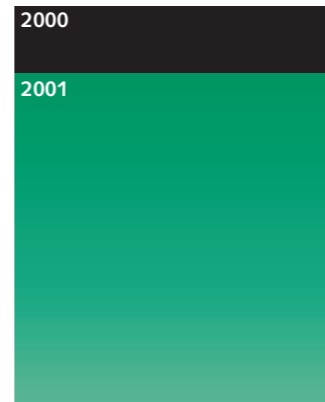
Razraščanje mobilne rastline, imenovane Simobilia Telecommunicationis, lepo napreduje.

S Si.mobilovimi trgovinami v Ljubljani, Mariboru, Celju, Kranju, Kopru, Novem mestu in Velenju se vse bolj približujemo uporabnikom po vsej Sloveniji.

Je potem kaj čudnega, da se je v lanskem letu število aktivnih uporabnikov Si.mobilovega omrežja več kot podvojilo? Od 130.000 aktivnih uporabnikov v začetku leta se je naša družina povečala na 270.000 uporabnikov, število naročniških razmerij pa se je povečalo za kar petkrat!



Aktivni uporabniki / Active users



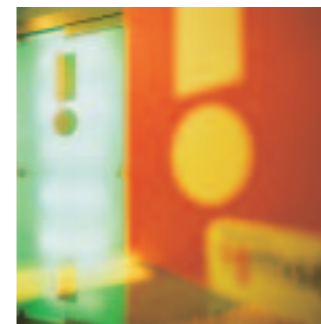
Naročniki / Subscribers

Dvakratno povečanje števila aktivnih uporabnikov in petkratno povečanje naročnikov

Twofold increase in the number of active users and fivefold increase in the number of subscribers.



Tržni delež / Market share



Rosy Attentions

Not only do we talk about our vision, namely the satisfied user, we moreover live this vision. With excellence and every single day and over and over again we weave a fabric of small kindnesses.

Let us start with a great one, not only a courtesy but rather a gift for every new subscriber: all new users are connected immediately and can start making phone calls within ten minutes!

The Web-page www.simobil.si includes a bunch of services, special offers and other friendly novelties created for the pleasure of our users. The portal www.simobil.net paves the way to the world of virtual entertainment and latest communications.

Included in this offer are E-SMS messages (sending SMS messages via the Internet), E-Shop (buying phones and Halo phone cards), SMS-Games and E-Company (which enables sending more SMS messages to several recipients at the same time) ...

Last year we opened a new customer contact centre for our subscribers and authorised distributors. In merely ten seconds on average the subscriber is able to obtain advice and information. The centre is at our customers' disposal 24 hours a day all year round. In addition to phone calls we also answer fax messages and e-mails.

There is another important attention that we would like to mention: we have eight Si.mobil shops throughout Slovenia at the moment. The growth of this blossoming mobile plant named Simobilia Telecommunicationis is therefore progressing well.

With Si.mobil shops in Ljubljana, Maribor, Celje, Kranj, Koper, Novo mesto and Velenje we are becoming closer and closer to all Slovenian users.

Does therefore the fact that the number of active users of the Si.mobil network last year increasing more than twofold strike you as somewhat odd?

From 130,000 active users at the beginning of the year customer numbers have reached the 270,000 mark while the number of subscriber packages has experienced an amazing fivefold increase!

Prihodnost zdaj!

Naša čutila zaznavajo spremembe v okolju.

V začetku leta 2001 smo začeli z izgradnjo mobilnega sistema GSM tudi na frekvenčnem območju 1800 MHz.

Sredi leta smo kot prvi v Sloveniji in eni prvih v Evropi uvedli storitve GPRS v svojo redno ponudbo.

S tem smo našim uporabnikom odprli svet hitrega paketnega prenosa podatkov, prilagojenih ravnaravi internetnih aplikacij.

Za nove, izpopolnjene storitve smo uvedli inteligentno omrežje (IN - Intelligent network).

Vrste razširitev na vseh elementih omrežja pa omogočajo še zanesljivejše delovanje, večjo kakovost in propustnost.

Kakovost Si.mobilovega omrežja ostaja med vrhunskimi, pa tudi pokritost prebivalstva smo v tem letu znatno izboljšali z 92 % na 97 %.

V Si.mobilu smo junija 2001 uvedli SAP, integriran informacijski sistem, ki omogoča povezanost poslovnih procesov v podjetju in v skupini Mobilkom Austria.

Future Now!

Our senses perceive changes in the environment.

In the beginning of 2001 we also introduced the GSM 1800 mobile telecommunications system.

In the middle of the year we were the first operator in Slovenia and ranked among the first operators in Europe to commercially introduce the GPRS services in its standard offer. In this way we opened to our users the world of fast package data transmission, adjusted to the bursty nature of the Internet applications.

For new improved services we have implemented the intelligent network (IN).

Expansions on all network elements enable even more reliable operation, better quality and capacity.

The quality of Si.mobil continues to rank among the best and in 2001 we also considerably improved our coverage, from 92 percent at the beginning of the year to 97 percent at the end of the year.

In June 2001 Si.mobil introduced SAP, an integrated information system which enables the connectedness of business processes within the company and the Mobilkom Austria Group.

Barviti in zmagoviti

Tristo nas je. Želimo postati priljubljeni slovenski operater mobilne telefonije.

Želimo uspeti. Želimo dobro delati. Želimo biti člani zmagovite ekipe.

V lanskem letu smo uvedli proces osebnega razvoja PDD (personal development dialogue), s katerim usmerjamo razvojne potrebe zaposlenih in spodbujamo aktivno gradnjo njihovega osebnega in poslovnega razvoja.

Na novo smo postavili sistem nagrajevanja in izobraževanja.

Z metodami izgrajevanja timov se zblizujemo Si.mobilovci z različnih področij.

Colourful and victorious

There are three hundred of us.

We want to become the most liked Slovenian mobile operator.

We want to succeed. We want to work well.

We want to belong to the winning team.

We developed the process of personal development (PDD - personal development dialogue) for developmental needs of individuals, thus encouraging active employee participation in career development.

We redefined the remuneration and professional education system.

Through methods of team building we are bringing together employees active in various fields.

Naj cveti!

Naj končamo zgodbo o (st)rasti tudi z besedo o naših prijateljih. Vpeti v širšo družbeno skupnost sponzoriramo številne kulturne in športne prireditve. Med drugim smo pokrovitelji podelitve Viktorjev, prestižnih priznanj za medijske dosežke v Sloveniji. Za vedno mlade smo pripravljene podpreti njim namenjene projekte, kot so "Dnevi radodarnosti".

Že od vsega začetka smo pokrovitelj prve slovenske nogometne lige - Si.mobil lige, sodelujemo pa tudi s slovenskim nogometnim zvezdnikom Zlatkom Zahovičem. Ker sodelovanje med Si.mobilom in prvo slovensko nogometno ligo poteka že tretje leto, ga je predsednik uprave Si.mobila Bojan Dremelj označil že kot partnerstvo. Sledenje timskim ciljem in zmagovanje, to je duh, ki ga vzpodbujamo tudi v Si.mobilu. Ker verjamemo, da so naše vrednote primerne tudi za svet, v katerem odraščajo naši otroci, sponzoriramo otroško ligo "Rad igram nogomet". Prav tako smo pokrovitelj slovenske nogometne reprezentance, ki se je uvrstila na svetovno prvenstvo. Naš vzklik Naj cveti! velja za našo družino, in tudi mnogo širše: vsem našim uporabnikom in celotni Sloveniji želimo: Naj cveti!

Let It Blossom!

Let us finish this tale of passionate growth and growing passion with a word about our friends. Representing a constituent part of a wider society we sponsor numerous cultural and sports events. Among others we are the sponsor of the Viktorji ceremony, prestigious awards for media achievements in Slovenia. We have likewise supported several projects intended for the young, such as "Days of Curiosity".

From the very start we have sponsored the first Slovenian football league - Si.mobil league, and we are also cooperating with the outstanding Slovenian football player Zlatko Zahovič. As the cooperation between Si.mobil and the first Slovenian football league has now entered its third year, Si.mobil's Chairman of the Management Board Bojan Dremelj came to consider it a partnership. Pursuing the team spirit and winning, this is the spirit encouraged also in Si.mobil. As we remain strongly convinced that our values are appropriate also for the world in which our children are raised, we sponsor the children's "I like playing football" league. We are likewise the sponsors of the Slovenian national football team which has qualified for the 2002 FIFA World Cup. Our exclamation "Let it blossom!" holds for our family and even more broadly: to all our users and to entire Slovenia we sincerely wish: Let it blossom!



Po uspehu diši...

Finančno poročilo za leto 2001

Si.mobil je sestavni del mednarodnega podjetja in tako mora v svojih notranjih kot tudi zunanjih finančnih kazalcih slediti mednarodnim standardom.

Zato smo za leto 2001 pripravili dve vrsti računovodskih izkazov:

tiste v skladu s slovenskimi računovodskimi standardi (SRS) in v ZDA veljavnimi računovodskimi standardi (US GAAP - US Generally Accepted Accounting Principles).

Za Si.mobil je zgoraj omenjeni poročevalski paket obvezen, ker Telekom Austria (matično podjetje Mobilkoma Austria) kotira na newyorški borzi (NYSE). Si.mobil skupini Mobilkom Austria sporoča podatke, ki so v skladu z ameriškimi računovodskimi standardi GAAP.

Ti nam nudijo bolj primeren pregled za naše notranje in zunanje potrebe poročanja.

Si.mobil za svoj poslovodni informativni sistem, planiranje in proračunske namene uporablja podatke, ki so v skladu z ameriškimi računovodskimi standardi.

Standarde US GAAP uporabljajo telekomunikacijske družbe širom po svetu, zato smo se odločili, da bilanco stanja, izkaz uspeha in izkaz finančnih tokov pokažemo v skladu z njimi.

Te številke je revidirala KPMG Austria kot del svoje revizije konsolidiranega finančnega poročila Mobilkoma Austria.

Seveda je KPMG Slovenija opravila revizijo naših računovodskih izkazov v skladu s slovenskimi računovodskimi standardi in izdala revizijsko mnenje brez pridržkov.

S ponosom lahko povemo, da so se prihodki več kot podvojili, s 5,3 milijarde tolarjev v letu 2000 so se v letu 2001 povečali kar na 11,6 milijarde tolarjev.

Kljub finančnim sredstvom, ki so bila potrebna za večje spremembe znotraj Si.mobila v letu 2001, je bil kazalnik EBITDA (dobiček pred plačilom obresti, davkov in amortizacijo) boljši kot predhodno leto (-4,2 milijarde SIT leta 2001 za razliko od -5,0 milijarde SIT leta 2000).

Ker je Si.mobil leta 2001 v omrežje vložil okoli 7 milijard tolarjev in ker bo tudi v letu 2002 vanj vložil podoben znesek, so bila potrebna nova posojila.

Največji del teh posojil je priskrbela skupina Mobilkom Austria.

Odhodki za obresti iz teh posojil in amortizacija za zgoraj omenjene naložbe bodo imeli za posledico negativni rezultat v letih 2002 in 2003, vendar pa lahko od leta 2004 dalje pričakujemo čisti dobiček.

The Scent of Success...

Financial Statements for the year 2001

As our company is a part of an international group of companies, our internal and external financial reporting has to follow also international standards.

Therefore we prepared two sets of financial statements for the year 2001:

Financial Statements according to Slovene Accounting Standards ("SAS") and a Group Reporting Package according to United States Generally Accepted Accounting Principles GAAP). This Reporting Package is obligatory for Si.mobil because Telekom Austria (the parent company of Mobilkom Austria) is listed

on the New York Stock Exchange (NYSE). Therefore all the companies of this group have to report according to US GAAP standards for the purpose of Consolidated Financial Statements of the Telekom Austria Group.

For Si.mobil this means that we have to report US GAAP figures to the Mobilkom Austria Group.

The US GAAP standards provide a more appropriate view for our internal and external reporting needs.

Therefore Si.mobil also uses US GAAP figures for its Management Information System, for planning and budgeting purposes.

As US GAAP standards are one of the standards used by telecommunications companies all over the world, we have decided to present our Balance Sheet, Income Statement and Cash Flow Statement according to these standards.

These figures were audited by KPMG Austria as part of their audit of the Consolidated Financial Statements of Mobilkom Austria. Of course KPMG Slovenija audited our financial statements according to SAS with the result of an unqualified audit opinion.

We are proud to say that the revenues show more than a twofold increase, from SIT 5,3 bn in 2000 to SIT 11,6 bn in 2001.

Despite the financial resources needed for the major changes performed in Si.mobil in 2001, the EBITDA ("Earnings before Interest, Taxes, Depreciation and Amortization") was better than the previous year (SIT -4,2 bn in 2001 after SIT -5,0 bn in 2000).

As Si.mobil invested about SIT 7 bn into the network in 2001 and will invest a similar amount in 2002, new loans had to be taken. The Mobilkom Austria Group provided

the major amount of these loans. The interest expense for these loans and the depreciation for the above mentioned investments will result in negative net results in 2002 and 2003, however, starting with 2004, net profits can be expected.

Balance Sheet as of 31 December 2001 and 2000
Bilanca stanja na dan 31. 12. 2001 in 2000

in '000 SIT / v '000 SIT	31.12.2001	31.12.2000
CURRENT ASSETS / GIBLJIVA SREDSTVA		
Cash and cash equivalents / Denarna sredstva in kratkoročne finančne naložbe	165,214	265,731
Accounts receivable net of allowance / Kratkoročne terjatve do kupcev	2,335,931	932,339
Due from related parties / Kratkoročne terjatve do kupcev v skupini	43,775	0
Inventory / Zaloge	1,470,593	840,731
Prepaid expenses / Aktivne časovne razmejitve	772,342	35,772
Deferred tax assets / Kratkoročno odloženi davki	154,029	146,355
Other current assets / Ostale kratkoročne terjatve iz poslovanja	1,621,596	559,540
Total current assets / Skupaj gibljiva sredstva	6,563,480	2,780,468
LONG TERM ASSETS / STALNA SREDSTVA		
Long term investments / Dolgoročne finančne naložbe	57,349	0
Goodwill and other intangible assets-net / Dobro ime in neopredmetena dolgoročna sredstva	2,856,082	2,529,272
Property, plant and equipment / Opredmetena osnovna sredstva	12,914,481	6,700,923
Other assets / Ostala dolgoročna sredstva	328,807	0
Deferred tax assets / Dolgoročno odloženi davki	4,505,447	2,639,473
Total long term assets / Skupaj stalna sredstva	20,662,166	11,869,668
TOTAL ASSETS / SKUPAJ SREDSTVA	27,225,646	14,650,136
CURRENT LIABILITIES / KRATKOROČNE OBVEZNOSTI		
Short term debt and current maturities of long term debt / Kratkoročne obveznosti iz financiranja	2,239,274	1,978,711
Accounts payables / Kratkoročne obveznosti do dobaviteljev	8,019,715	3,072,758
Accrued liabilities / Kratkoročne obveznosti za nezaračunano blago in storitve	683,236	148,886
Related parties / Kratkoročne obveznosti do dobaviteljev v skupini	369,244	0
Other current liabilities / Ostale kratkoročne obveznosti iz poslovanja	339,159	146,626
Deferred Income / Pasivne časovne razmejitve	350,652	82,442
Total current liabilities / Skupaj kratkoročne obveznosti	12,001,281	5,429,424
LONG TERM LIABILITIES / DOLGOROČNE OBVEZNOSTI		
Long term debt / Dolgoročne obveznosti iz financiranja	19,167,360	7,849,847
Employee benefit obligations / Dolgoročne obveznosti do zaposlenih	58,246	0
Deferred credits and other liabilities / Dolgoročne rezervacije	0	1,111
Total long term liabilities / Skupaj dolgoročne obveznosti	19,225,606	7,850,959
SHAREHOLDERS' EQUITY / KAPITAL		
Share capital / Osnovni kapital	9,300,000	9,300,000
Retained earnings / Prenesena izguba iz prejšnjih let	-13,301,241	-7,930,247
Total shareholders' equity / Skupaj kapital	-4,001,241	1,369,753
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY / SKUPAJ OBVEZNOSTI IN KAPITAL	27,225,646	14,650,136

Income Statement for the years 2001 and 2000
Izkaz uspeha za leto 2001 in 2000

in '000 SIT / v '000 SIT	2001	2000
Operating revenues / Prihodki iz poslovanja	9,238,325	4,233,497
Interconnection revenues / Prihodki iz naslova medomrežnih povezav	2,397,117	1,086,954
Revenues / Skupaj prihodki iz poslovanja	11,635,442	5,320,451
Material expenses / Stroški blaga in materiala	-4,556,404	-4,471,677
Employee costs / Stroški dela	-1,347,929	-743,320
Interconnection costs / Stroški iz naslova medomrežnih povezav	-2,095,385	-950,925
Other operating expenses / Stroški storitev	-7,798,573	-4,185,188
Operating result (EBITDA) / Rezultat iz poslovanja pred amortizacijo	-4,162,850	-5,030,660
Depreciation / Amortizacija opredmetenih osnovnih sredstev	-1,592,000	-931,056
Amortization / Amortizacija neopredmetenih dolgoročnih sredstev	-242,058	-203,729
Net operating result / Rezultat iz poslovanja	-5,996,907	-6,165,445
Other income - net / Ostali prihodki in odhodki	-316,592	-598,722
Interest income / Prihodki iz obresti in drugi prihodki financiranja	33,068	37,287
Interest expense / Stroški obresti in drugi odhodki financiranja	-964,211	-492,318
Net result before taxes / Celotni rezultat	-7,244,642	-7,219,200
Deferred income tax / Odloženi davek iz dobička	1,873,648	1,970,977
Net result = comprehensive income / Čisti rezultat poslovnega leta	-5,370,994	-5,248,223

Cash Flow Statement for the years 2001 and 2000
Izkaz finančnih tokov za leto 2001 in 2000

in '000 SIT / v '000 SIT	2001	2000
Cash flow from operations / Finančni tok iz poslovanja		
Net result / Čisti rezultat	-5,370,994	-5,248,223
Depreciation and amortization / Amortizacija	1,834,057	1,134,785
Result from sale of equipment / Dobiček/izguba pri prodaji opreme	46,510	25,048
Change in long term provisions / Spremembe pri dolgoročnih rezervacijah	58,246	0
Change in operating liabilities and accruals / Spremembe pri obveznostih do virov sredstev in PČR	6,310,182	1,414,329
Change in operating receivables and deferrals / Spremembe pri terjativah iz poslovanja in AČR	-3,574,800	269,671
Change in inventory / Spremembe vrednosti zalog	-629,863	-760,999
Change in deferred taxes / Spremembe odloženih davkov	-1,873,648	-1,970,977
Cash flow from operations / Finančni tok iz poslovanja	-3,200,309	-5,136,365
Cash flow from investing activities / Finančni tok iz investiranja		
Capital expenditures / Naložbe v osnovna sredstva	-8,570,040	-3,262,409
Proceeds from sale of equipment / Pritoki iz prodaje osnovnih sredstev	149,104	358,850
Acquisition of investments - long term / Dolgoročne finančne naložbe	-57,349	0
Cash flow from investing activities / Finančni tok iz investiranja	-8,478,284	-2,903,559
Cash flow from financing activities / Finančni tok iz financiranja		
Proceeds from issuance of long-term debt / Pritoki iz izdaje dolgoročnih obveznosti iz financiranja	11,317,513	0
Change in bank overdrafts and short term debt / Sprememba v kratkoročnih obveznostih iz financiranja	260,564	1,160,596
Principal payments on bonds / Odplačilo glavnice pri obveznici	0	-216,765
Proceeds from issuance of share capital / Sprememba kapitala	0	6,797,000
Cash flow from financing activities / Finančni tok iz financiranja	11,578,076	7,740,831
Net change in cash and cash equivalents / Neto sprememba finančnih tokov	-100,517	-299,093
Cash and cash equivalents at beginning of period / Začetno stanje denarnih sredstev	265,731	564,824
Cash and cash equivalents at end of period / Končno stanje denarnih sredstev	165,214	265,731

Audit Opinion US-GAAP

Independent Auditors' Report on Consolidating Reporting Package

We have audited the reporting package of Si.Mobil telekomunikacijske storitve d.d. as of and for the period ended December 31, 2001, on pages 1 to 69, which has been prepared for consolidation purposes in conformity with United States generally accepted accounting principles (US-GAAP), in accordance with auditing standards generally accepted in the United States (US-GAAS).

In our opinion, the reporting package has been prepared in conformity with US-GAAP and provides all information necessary for the preparation of consolidated financial statements of Mobilkom Austria AG.

This report is intended solely for use by KPMG Austria GmbH Wirtschaftsprüfungs- und Steuerberatungsgesellschaft and Grant Thornton – Jonasch & Platzer Wirtschaftsprüfungs- und Steuerberatungs-OHG and in connection with their audit of Mobilkom Austria AG's consolidated financial statements.

KPMG Austria GmbH
Wirtschaftsprüfungs- und
Steuerberatungsgesellschaft

Vienna, February 27, 2002

Revizijsko mnenje US GAAP

Neodvisno revizijsko poročilo o konsolidiranem poročevalskem paketu

Revidirali smo poročevalski paket podjetja Si.Mobil telekomunikacijske storitve d.d. za obdobje do 31. 12. 2001 (na straneh 1 - 69). Poročilo je bilo pripravljeno za konsolidacijske namene v skladu z v ZDA veljavnimi revizijskimi in računovodskimi standardi (US GAAP).

Po našem mnenju je poročilo pripravljeno v skladu z ameriškimi standardi GAAP in vsebuje vse informacije, ki so potrebne za pripravo konsolidiranih računovodskih izkazov podjetja Mobilkom Austria AG.

To poročilo je namenjeno izključno za uporabo KPMG Austria GmbH Wirtschaftsprüfungs- und Steuerberatungsgesellschaft in Grant Thornton - Jonasch & Platzer Wirtschaftsprüfungs- und Steuerberatungs-OHG in v povezavi z njihovo revizijo konsolidiranih računovodskih izkazov podjetja Mobilkom Austria AG.

Poročilo o reviziji

Skupščini družbe Si.mobil d.d.

Revidirali smo računovodske izkaze družbe Si.mobil d.d., ki jih sestavljajo bilanca stanja na dan 31.12.2001, izkaz uspeha in izkaz finančnih tokov za leto 2001. Uprava družbe Si.mobil d.d. je odgovorna za računovodske izkaze, odgovornost revizorja je, da izrazi mnenje o njih.

Revidirali smo v skladu s temeljnimi revizijskimi načeli in mednarodnimi revizijskimi standardi. Po teh načelih in standardih smo bili dolžni načrtovati in izvesti revizorje tako, da bi si pridobili razumno zagotovilo, da računovodski izkazi ne vsebujejo pomembnejših napačnih prikazov. V okviru revizije smo preiskali dokaze, ki podpirajo zneske in razkritja v računovodskih izkazih. Ocenili smo tudi uporabo računovodskih standardov in pomembnejših metod izkazovanja vrednosti v računovodskih izkazih, ki jih je uporabilo poslovanje, ter uvrstili razkritja v računovodskih izkazih. Prepričani smo, da je opravljena revizija dobra podlaga za dano mnenje.

Po našem mnenju računovodski izkazi, navedeni v prvem odstavku, izkazujejo resnično in pošteno sliko finančnega stanja družbe na dan 31.12.2001, izid njenega poslovanja ter gibanje finančnih tokov v letu 2001, v skladu s slovenskimi računovodskimi standardi, ki jih je izdal Slovenski inštitut za revizijo.

KPMG SLOVENIJA,
podjetje za revidiranje in poslovno svetovanje, d.o.o.

Marjan Mahnič, univ. dipl. ekon.
pooblaščen revizor
direktor

KPMG Slovenija, d.o.o.

Ljubljana, 12. februar 2002

Audit Report

To the Shareholders' Meeting of Si.mobil d.d.

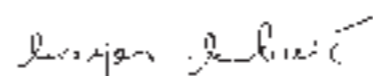
We have audited the accompanying financial statements of Si mobil d.d., consisting of the balance sheet as of 31 December 2001, the profit and loss statement and the cash flow statement for the year then ended. These financial statements are the responsibility of the management of the Company. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the fundamental auditing principles and the International Auditing Standards. Those principles and standards require that we plan and perform our review to obtain reasonable assurance about whether the financial statements are free of material misstatements. The audit included examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also included assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion the financial statements referred to above give a true and fair view of the financial position of the Company as of 31 December 2001, the results of its operations, and the cash flows for the year then ended, in conformity with the Slovenian Accounting Standards issued by Slovenian Institute of Auditors.

KPMG SLOVENIJA,

podjetje za revidiranje in poslovno svetovanje, d.o.o.



Marjan Mahnič, B.Sc.Ec.

Managing Partner and Certified Auditor

Ljubljana, 12 February 2002

KPMG Slovenija, d.o.o.