

Letno poročilo 2007 Annual Report



Si v elementu?

Sem. V Si.elementu!



Are you in your element?
I am in Si.mobil's
element!

Elementarni delci – brez njih ni ničesar. So povsod. Hkrati so del in celota, samostojni in soodvisni od ostalih delčkov.

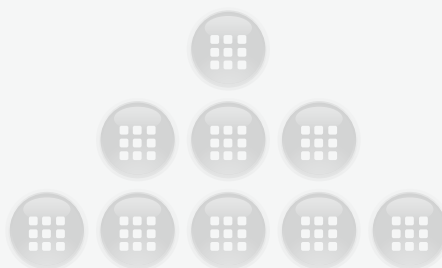
Tako kot Si.mobil, ki povezuje drobne, navidez neodvisne enote v kompaktne in smiselne celote.

Naši uporabniki so vsak zase pomemben element, ki se na enostaven, vsakomur dostopen in ugoden način povezuje z drugimi poljubnimi elementi, ki tako skupaj tvorijo številne povezujoče in medsebojno odvisne skupnosti.

Elementary particles – nothing can exist without them. They are everywhere. They are a part and a whole at the same time, independent and yet dependent on other particles.

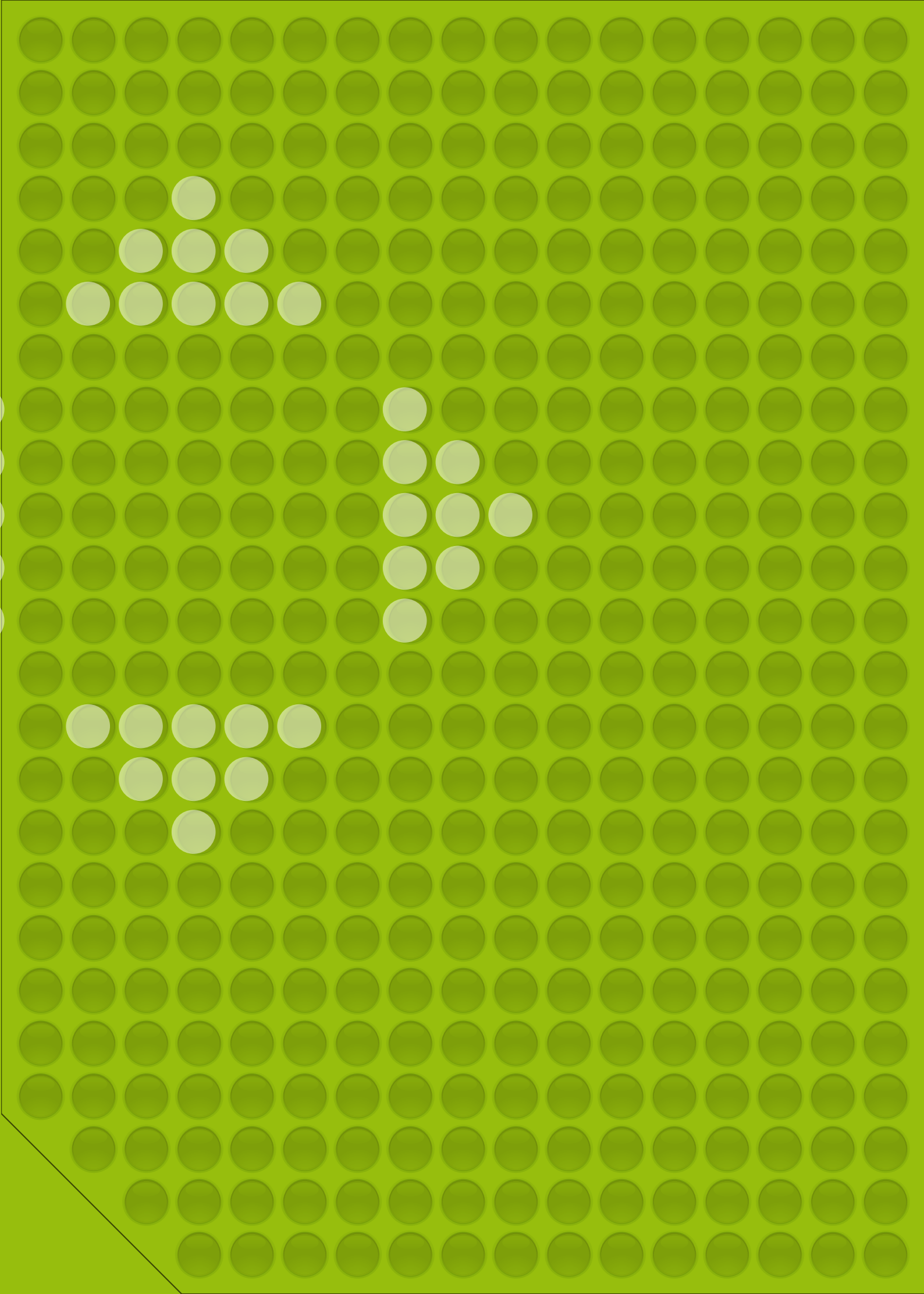
They are like Si.mobil – integrating tiny, seemingly independent units into compact and meaningful wholes.

Each of our users is an important element by itself. Together with other elements, it forms many interrelated and codependent communities through simple, available and efficient connections.



	si.element	12	
	si.mbioza	26	
	si.nergija	68	
	si.ntaxsa	120	







SI.element

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Si.element – element je drobcen delček, prvina ali počelo, prisotno v vsem. Tako je tudi Si.element temelj delovanja Si.mobila, nit, ki povezuje raznolike akterje, procese in organizacije.

Si.element – an element is a tiny particle, matter or source, present everywhere. Si.element is therefore the foundation of Si.mobil's operations, a thread that connects different people, processes and organizations.





1.1 Osebna izkaznica podjetja Si.mobil d.d. Company Profile

1.1.2 Osnovni podatki General information

Si.mobil telekomunikacijske storitve, d. d.
Šmartinska cesta 134 b
SI -1000 Ljubljana
Telefon: 040 443 000
Faks: 040 443 099
Brezplačna pomoč uporabnikom: 080 40 40 40
E-pošta: info@simobil.si
Splet: www.simobil.si

TRR: 29000-0059800357
ID za DDV: SI60595256
Matična številka: 1196332
Osnovni kapital: 38.781.000 EUR

Si.mobil telekomunikacijske storitve, d. d.
Šmartinska cesta 134 b
SI -1000 Ljubljana
Phone: +386 40 443 000
Fax: +386 40 443 099
Free user support: 080 40 40 40
E-mail: info@simobil.si
Website: www.simobil.si

Bank account: 29000-0059800357
VAT ID: SI60595256
Registration entry number: 1196332
Share capital: EUR 38,781,000

1.1.3 Vodstvo Management

Uprava

Dejan Turk, predsednik uprave
Milan Zaletel, član uprave, odgovoren za finance
Walter Goldenits, član uprave, odgovoren za tehniko

Direktorji

Gregor Banič, direktor Prodaje
Peter Curk, direktor Marketinga
Rok Založnik, direktor Sektorja tehničnih storitev
Andrej Špik, direktor za Veleprodajo in regulativo
Nataša Zakotnik Šmidovnik, direktorica Naročniškega sektorja
Marko Lukšič, direktor Sektorja za omrežje in kakovost storitev

Management Board

Dejan Turk, Chief Executive Officer
Milan Zaletel, Chief Financial Officer
Walter Goldenits, Chief Technology Officer

Directors

Gregor Banič, Sales Director
Peter Curk, Marketing Director
Rok Založnik, Technical Service Director
Andrej Špik, Director for Wholesale and Regulatory Affairs
Nataša Zakotnik Šmidovnik, Customer Service Director
Marko Lukšič, Network and Service Quality Director

Lastništvo Ownership

1.1.4

Lastniška struktura podjetja Si.mobil d.d.
Mobilkom Beteiligungsgesellschaft mbH - 100 %

Si.mobil d.d. Ownership Structure
Mobilkom Beteiligungsgesellschaft mbH - 100 %

Nadzorni svet

dr. Boris Nemšič, predsednik nadzornega sveta

Erich Gnad, namestnik predsednika nadzornega sveta

Alfred Gattringer, član

Hannes Ametsreiter, član

Josef Vinatzer, član

Zoran Thaler, član

Andreas Maierhofer, član

Supervisory Board

dr. Boris Nemšič, Chairman of the Supervisory Board

Erich Gnad, Deputy Chairman of the Supervisory Board

Alfred Gattringer, member

Hannes Ametsreiter, member

Josef Vinatzer, member

Zoran Thaler, member

Andreas Maierhofer, member



1.2 Poslanstvo in vizija Mission and Vision

Smo najprivlačnejši ponudnik komunikacij v Sloveniji.

We are the most attractive communication provider in Slovenia.

Naša načela

Our credo:



Omogočamo odlično uporabniško izkušnjo.
We provide excellent customer experience.



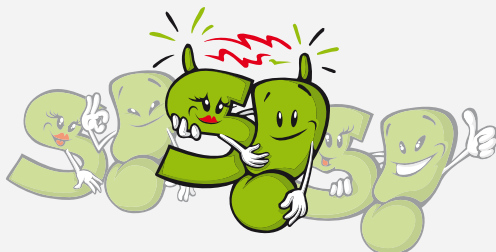
Odgovorni smo do družbe in okolja.
We are socially and environmentally responsible.



Ponujamo kakovostne storitve, vredne svoje cene.
We offer value for money.



Bistre novosti in kakovost zagotavljamo z zabavo in strastjo.
We are dedicated to quality, smart innovation,



Prepričani smo, da smo zaposleni ključ do uspeha.
We are convinced our people are key to success.

Vrednote

SKRB ZA UPORABNIKE

- Uporabnikom pripravljam rešitve, ki jim prinašajo popolno zadovoljstvo.
- Vsem uporabnikom pomagam uresničevati našo vizijo.
- Spoštujem sodelavce, uporabnike in cenim njihov prispevek k razvoju Si.mobila.
- Sprejemam in prenašam znanje in izkušnje. Tako rastemo jaz, moji sodelavci in Si.mobil.

STRAST

- Z energijo in predanostjo iščem nove rešitve za naše uporabnike.
- Samozavestno sprejemam odločitve in s tem tudi polno odgovornost.
- Z zagnanostjo pri delu se veliko naučim in ob tem tudi zabavam.
- Z naprednim razmišljanjem izkoriščam naše raznolikosti.
- Sodelavcem vlivam delovni zanos in željo po doseganju skupnih ciljev.

ODKRITOST

- Sodelavcem in uporabnikom zagotavljam jasne, točne in pravočasne informacije.
- Poslušam, razumem in upoštevam vse, tudi drugačne od sebe.
- Jasno izražam svoje mnenje in ga znam utemeljiti.
- Zavedam se pomembnosti informacije in znam z njo pravilno ravnati.
- Medsebojno zaupanje in razumevanje sta temelj sodelovanja in delovanja. Poznam pot do skupnih ciljev in jo z veseljem pokažem svojim sodelavcem.
- Težave rešujem sproti in odkrito.

Values

CUSTOMER ORIENTATION

- Bringing users solutions that give them perfect satisfaction.
- Helping all users realizing our vision.
- Respecting colleagues and users alike, valuing their contribution to Si.mobil's development.
- Accepting and transferring knowledge and experience. This enables me, my colleagues and Si.mobil to grow.

PASSION

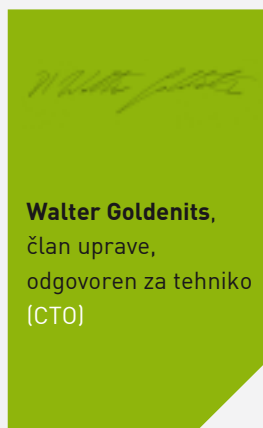
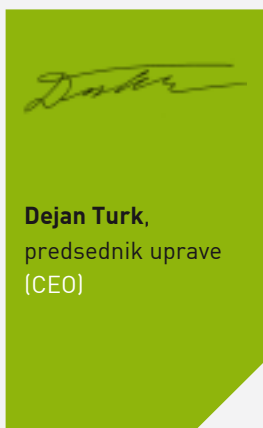
- Exploring new solutions for our users with energy and dedication.
- Making decisions with confidence and with them taking full responsibility.
- Enthusiastic work enables learning and having fun.
- Using progressive thinking to leverage our diversities.
- Instilling colleagues with enthusiasm for work and achieving common goals.

OPENNESS

- Giving clear, precise and timely information to colleagues and customers.
- Listening, understanding and considering all ideas, even those different from my own.
- Stating founded opinions clearly.
- Valuing the importance of information, and handling it properly.
- Knowing the way towards achieving common goals and gladly showing it to colleagues.
- Solving problems immediately and honestly.



1.3 Nagovor uprave Management Board Introduction



Leta 2007 smo segli do novih višav in dosegli segment mladih, ki mu pravimo segment Orto Smart. Si.mobil je dosegel velik del trga mlajših uporabnikov in s tem znova dokazal, da je s svojo osnovno strategijo cenovnega vodje na pravi poti. Kljub temu, da ta segment odlično vpliva na našo rast, pa se obenem tudi najhitreje spreminja. S svojo vizijo postati najprivlačnejši ponudnik komunikacij in petimi načeli, ki smo jih oblikovali poleti 2007, smo pogledali onkraj svojih trenutnih strateških usmeritev, saj se zavedamo, da moramo v prihodnjih letih seči še globlje, hitreje in višje.

Naši odlični rezultati nas niso uspavali, temveč smo se še bolj usmerili k svojim uporabnikom in njihovim potrebam. Znova smo preverili svoje osnovne vrednote in vrednote svoje blagovne znamke. Z upoštevanjem vseh vidikov, kamor sodijo tudi konkurenca in zahteve trga, smo bolj kot kdajkoli prej prepričani, da za Si.mobilom stojimo ljudje – tako zaposleni kot uporabniki. Tudi naša blagovna znamka, celostna podoba in samo bistvo družbe so usmerjeni k ljudem in posameznikom. V primerjavi z našo konkurenco je to naša največja prednost za prihodnost.

Leta 2007 smo razvili prilagojene storitve, ki nudijo preprosto uporabo in omogočajo našim obstoječim uporabnikom, da so na tekočem s svojo uporabo. Veliko truda smo vložili v izboljšanje uporabniške izkušnje na vseh točkah prvega stika z uporabniki. Naša odličnost se danes kaže tako na naših prodajnih mestih kot v klicnem centru. Z novimi storitvami, kot so Geslo, Si.asistent, e-računi in Si.most, smo uporabnikom omogočili upravljanje lastne porabe. Najpomembneje pa je, da smo izpolnili svoje obljube in še vedno zagotavljamo najprivlačnejšo ceno za pogovore znotraj našega omrežja.

V manj kot letu dni po pridobitvi licence nam je uspelo signal UMTS/HSDPA zagotoviti vsem svojim uporabnikom. Omrežje je na voljo 25 % slovenskega prebivalstva in je odlična dopolnitev obstoječega omrežja GSM/GPRS/EDGE.

In 2007, we reached for the skies and grasped the youth segment, which we named Orto Smart. Si.mobil reached almost majority on the youth market and once again proved to be on the right track with our core strategy, being the price leader. The segment has the greatest impact on our growth, but at the same time it is the one that changes the fastest. With our vision: “being the most attractive communication provider” and five principles we adopted in summer 2007, we started to look beyond our current strategic directions, being aware that in the years to come we need to go deeper, faster and higher.

We did not rest on our laurels, but focused even harder on our users and their needs. We reviewed our core values and values of our brand. Putting together all aspects, including competition and market demands, we are, more than ever, sure that Si.mobil stands for people. People as employees and people as users. Our brand, our corporate identity and our essence are all about people and individuals. Looking at our competition, this is our main competitive strength in the future.

In 2007, we developed tailor-made and easy to use services, which enable our existing users to stay on top of their usage, their mobile phones and their needs. We put much effort into the customer experience at all points of first contact with the customer. Today, our excellence shows in our shops and our call center. Additionally, we deployed services that enable our customers to manage their own usage, such as Geslo, Si.asistent, e-Bill and Si.most. But most of all, we kept our promises and are still offering the most attractive price of on-net calls.

In less than a year after getting the license we managed to offer the UMTS/HSDPA signal to all customers. The network is available to 25% of the Slovenian population and is a great addition to our existing GSM/GPRS/EDGE network.



Zahvaljujoč našemu jasnemu tržnemu pristopu nam je uspelo svojo naročniško bazo povečati za 18 % ter leto zaključiti s 497.286 uporabniki in 26,9-odstotnim tržnim deležem. Delež naročnikov je v letu 2007 še naprej rasel in predstavlja 62,6 % vseh uporabnikov. Slovenski trg je zasičen in zato raste počasneje, ob koncu leta 2007 je bila tržna penetracija namreč ocenjena na 92,2 %. Pozitivni trendi na področju rasti števila uporabnikov in drugih nefinančnih kazalcev so se nadaljevali tudi v letu 2007 kot posledica velike rasti števila novih uporabnikov in pozitivne uporabniške izkušnje, katere rezultat je bil nizek odstotek prekinitev naročniških razmerij.

Povprečen prihodek na uporabnika (ARPU) se je v primerjavi s prejšnjim letom povečal za 13,8 % in je znašal 23,2 EUR.

Prihodki so v letu 2007 dosegli 186,72 milijona EUR, kar kaže na močno, 52-odstotno rast glede na leto 2006. Rast izvira iz povečanja prihodkov od medomrežnega povezovanja (+ 26 %) ter prihodkov iz naslova prodaje storitev in blaga uporabnikom (+ 35 %).

Poslovni izid iz poslovanja pred amortizacijo (EBITDA) je dosegel 54,66 milijona EUR in je občutno višji (+ 56 %) kot leta 2006. Pozitivni razvoj je rezultat višjih prihodkov in pristopa k upravljanju podjetja, kjer se je nadaljeval proces usklajevanja stroškov s prihodki. Si.mobil je leto zaključil s pozitivnim poslovnim izidom iz poslovanja (EBIT) v višini 33,83 milijona EUR. Čisti dobiček je pozitiven in znaša 25,42 milijona EUR, s čimer smo presegli svoje načrte.

Naša zavezanost zagotavljanju izboljšanih storitev za naše uporabnike je jasna. Ker smo del skupine mobilkom austria group, največje skupine mobilnih operaterjev v Južni in Vzhodni Evropi, se od nas pričakuje rast in odlični poslovni rezultati. Ta pričakovanja se niso spremenila. Pozitivni trendi v poslovnih rezultatih so temelj za bodoči razvoj, nadaljnje naložbe v razvoj novih tehnologij, izboljšanje obstoječih storitev in nadaljnjo širitev. Naša pričakovanja glede

As a result of our clear market approach we managed to increase our subscriber base by 18% and concluded the year with 497,286 customers and a 26.9% market share. The contract customer share in total customers continued to grow throughout 2007 and accounted for 62.6% of the total customer base. The overall mobile market in Slovenia is perceived to be saturated and is therefore growing at a slow rate, penetration at the end of 2007 is estimated at 92.2%. The positive trends in the development of our customer base and other non-financial indicators continued in 2007, as a result of both strong inflow of new customers as well as positive customer experience, resulting in low churn.

The average revenue per user (ARPU) grew by 13.8% with regard to the previous year, and is now at EUR 23.2.

Revenues in 2007 reached EUR 186.72 million showing strong growth of 52% compared with 2006. This increase is driven by an increase of roaming interconnection revenues (+26%) and revenues from sales of services and goods to our customers (+35%).

EBITDA reached EUR 54.66 million and is significantly higher (+56%) compared to 2006. The positive development is attributable to the increased revenues, management continuing the process of aligning costs and organization with revenues. Si.mobil ended the year with positive EBIT in amount of EUR 33.83 million. Net income was positive at EUR 25.42 million, and better than planned.

Our commitment for delivering improved services and excellent customer experience is clear. Being part of the mobilkom austria group, the largest group of mobile operators in South and Eastern Europe, requires us also to show growth and excellent business performance. This expectation has not changed. The positive trends in financial results are the basis for further development, further investments in developing new technologies, improving existing services and

Naročniško bazo nam je uspelo povečati za 18 % ter leto zaključiti s 497.286 uporabniki in 26,9-odstotnim tržnim deležem.

We managed to increase our subscriber base by 18% and concluded the year with 497,286 customers and a 26.9% market share.



regulacije trga so še vedno visoka in upamo, da bomo v letu 2008 v celoti deležni učinkov obljubljenih poštenih konkurenca in uveljavljanja tržnih pravil za vse udeležence na trgu. Naše strateške usmeritve ostajajo nespremenjene in nadaljevali bomo z njihovim uresničevanjem ter z delom za in z našimi uporabniki pri oblikovanju bodočih potreb, kakor tudi pri oblikovanju svoje prihodnosti. Sledili bomo svoji strateški usmeritvi z razvojem močne blagovne znamke, pridobivanjem novih naročnikov v ključnih segmentih ter višanjem vrednosti in uporabe naše baze uporabnikov.

Analize kažejo, da je trg GSM v Sloveniji zrel in bo zato v prihodnosti rasel počasneje. Novi in napovedani vstopi na trg pomenijo, da bo postala konkurenca med ponudniki še bolj intenzivna. Zaradi tega bo v ospredju zadržanje obstoječih uporabnikov in pridobivanje novih, kar bo tudi naš glavni izziv. Že v preteklosti smo dokazali, da je to ena naših glavnih kompetenc, in svoje znanje in pristop na tem področju nameravamo razvijati tudi v prihodnje.

Člani uprave podjetja Si.mobil smo skupaj z odlično ekipo direktorjev in zaposlenih, predanih svojemu delu, popolnoma zavezani zagotavljanju odličnosti podjetja Si.mobil tudi v prihodnje.

further extending our presence. Our expectations from the regulator are still high and we hope to see the results of promised fair market conditions and adherence to market rules from all market players. Our strategic directions are unchanged, we will continue to pursue them and will continue to work for and with our customers in defining their future needs and by doing so defining our future. We will follow our strategic direction in building a strong and meaningful brand, grow our subscriber base in core target segments and grow value and usage of our customer base.

Analyses show that the GSM market in Slovenia is mature and will therefore grow at a rather slow rate in the future. New competitors entering and announcing to enter the market mean that the competition between providers will become even more intense. Consequently, retaining existing customers and obtaining new customers will be the main focus and challenge for us. We have proven in the past that this is one of our core competencies and we will continue to improve our knowledge and approach in this field in the future.

We, the management board of Si.mobil, together with an excellent team of directors and devoted employees, are fully dedicated to ensure Si.mobil's future excellence.



1.3.1 Direktorji sektorjev Directors



Gregor Banič,
direktor Prodaje
Sales Director



Peter Curk,
direktor Marketinga
Marketing Director



Rok Založnik,
direktor Sektorja
tehničnih storitev
Technical Service
Director



**Nataša Zakotnik
Šmidovnik,**
direktorica
Naročniškega
sektorja
Customer Service
Director



Andrej Špik,
direktor za
Veleprodajo in
regulativo
Director of
Wholesale and
Regulatory Affairs



1.4

Nagovor predsednika nadzornega sveta Chairman of the Supervisory Board Introduction



Leto 2007, ki ga je zaznamovala izredno dinamična širitev, je bilo za skupino mobilkom austria zelo uspešno. V tem trenutku ima naša skupina osem članov, ki se osredotočajo predvsem na lokalne trge, hkrati pa so povezani s skupino, kjer vsak član izkorišča sinergične, učinkovite rešitve in deli svoje znanje z drugimi. V letu 2007 je Si.mobil dokazal, da je zrel in hitro rastoč mobilni operater, katerega poslanstvo je rasti in uspevati.

The year 2007 was very successful for the mobilkom austria group. That was the year of very dynamic expansion. At this moment, our group has eight members that are very oriented to the local markets but still connected to the group where each member uses synergy, efficient solutions and shares its knowledge. In 2007, Si.mobil proved to be a mature and fast growing operator with the mission to grow and succeed.

dr. Boris Nemšič,
predsednik
nadzornega sveta
Chairman of the
Supervisory Board

Ekipe odličnih zaposlenih je v podjetje vnesla zmagovito vzdušje in uspešno premagala vse ovire, ki so se pojavile na poti. Slovenski trg je v vseh pogledih zelo zahteven. Odkar se je Slovenija pridružila Evropski uniji in Evropskemu monetarnemu sistemu, je država naredila velik korak k doseganju evropskih ciljev, kljub vsemu pa na nekaterih področjih ti cilji še vedno niso izpolnjeni.

The team of excellent people brought the winning spirit and overcame all the obstacles that were put in front of them. The Slovenian market is very demanding in all aspects. Since Slovenia joined the European Union and the European Monetary System, the country itself made great progress toward reaching the European benchmark, but still has some backdrawals.



Družbi Si.mobil je uspelo premagati vse lokalne regulatorne težave in uspešno izkoristil trenutek negotovega tržnega položaja konkurence. Kljub novim vstopom na trg mu je uspelo povečati svoj tržni delež in doseči pozitivne rezultate.

Kot predsednik nadzornega sveta verjamem, da bo Si.mobil uspešno sledil svoji strategiji rasti in ohranil svoj dober položaj na trgu. Skupina mobilkom austria bo Si.mobil vselej podpirala na poti pri uspešnem sledenju dinamiki in spremembam trga telekomunikacij. Verjamemo v Si.mobil in odlično ekipo, ki stoji za njegovim uspehom.

dr. Boris Nemšič,
predsednik nadzornega sveta



1.5 Pomembni dosežki v poslovanju v letu 2007 Important Business Milestones in 2007

Januar 2007

Prejeli smo prestižno nagrado Effie za najbolj učinkovito oglaševalsko akcijo leta 2006. Prislužili smo si jo s kampanjo »Ne tVEGAj«.

Marec 2007

Prvič smo predstavili delovanje storitve UMTS v lastnem omrežju. Opravili smo prvi video klic in prikazali prenos podatkov preko tehnologije HSDPA, ki omogoča hitrosti do 3,6 megabita na sekundo.

Na 16. Slovenskem oglaševalskem festivalu smo prejeli zlato nagrado za avtorsko glasbo iz našega oglasa Orto Smart: If I ... (Fell in love): Sylvain feat. Ursyna.

Maj 2007

Pridobili smo certifikat Družini prijazno podjetje.

Razširili smo partnersko sodelovanje z družbo Mercator. V Mercatorjevih centrih smo odprli prodajna mesta podjetja Si.mobil – Vodafone na M mobil točkah.

Junij 2007

Naš interni časopis Inside je bil razglašen kot najboljše interno glasilo, prejeli smo nagrado Papirus.

Dobili smo nagrado Odmev 2007 za najodmevnejše vabilo, ki jo vsako leto podeljuje Planet GV. Nagrajeno je bilo naše vabilo na spomladansko srečanje Si.mobilovih pooblaščenih prodajalcev na Brdu pri Kranju, ki smo ga naslovili »Sprejmi izziv«.

January 2007

Our "Don't Take Chances" campaign won the prestigious Effie award for the most effective advertising campaign in 2006.

March 2007

We introduced the UMTS service to our network for the first time. We made the first video call and showcased data transfer using HSDPA technology, which enables transfer speeds of up to 3.6 megabits per second.

At the 16th Slovenian Advertising Festival, we won first prize for the original soundtrack for our Orto Smart advertisement: If I ... (Fell in love): Sylvain feat. Ursyna.

May 2007

We received the Family friendly Enterprise certificate.

We expanded our partnership with Mercator. We opened several Si.mobil – Vodafone selling spots (M mobil points) in Mercator's shopping centers.

June 2007

Our internal newspaper, Inside, was named the best internal publication and received the Papirus award.

We received the award Odmev for the "invitation with the greatest response" presented each year by Planet GV. The winner was the invitation for the spring event for Si.mobil's dealers, held at Brdo pri Kranju, under the slogan "Take the Challenge".

Julij 2007

Kot prvi v Sloveniji smo svoje uporabnike aktivno kot akterje vključili v svoje oglase. Nastopajoče smo izbrali preko spletne avdicije (www.ortosmart.si).

Avgust 2007

Na že tradicionalnem Žuru z razlogom, ki se ga je udeležilo okrog 20.000 obiskovalcev, smo mlade spodbujali k donatorstvu. Ob tej priložnosti smo Društvu Beli obroč izročili donacijo v vrednosti 10.000 evrov.

Kot prvo slovensko podjetje je Si.mobil - Vodafone postavil svoj otok v virtualnem svetu Second Life.

Prenovili smo portal Vodafone live!, ki je postal uporabnikom še prijaznejši. Na njem smo ponudili vrsto novih vsebin in funkcionalnosti ter mobilno spletno brskanje s Si.webom.

November 2007

Po rezultatih obsežne raziskave zaposlitvenega spletnega portala Moje delo smo se med več kot 280 podjetji uvrstili med 22 najuglednejših in pridobili certifikat Ugleden delodajalec.

Prejeli smo priznanje Superbrands, ki ga podeljuje mednarodna organizacija Superbrands najboljšim in najmočnejšim blagovnim znamkam.

Na spletni strani www.ortosmart.si smo vzpostavili storitev Moj Orto Smart profil, kjer lahko uporabniki gradijo svojo spletno skupnost.

July 2007

We were the first in Slovenia to actively include our users, in our advertisements. We selected the participants through an online audition (www.ortosmart.si).

August 2007

At the traditional Žur z razlogom (Party with a cause), attended by 20,000 visitors, we encouraged young people to donate to charity. As a result, we were able to present the Beli obroč (White Circle) association with a donation of EUR 10,000.

Si.mobil – Vodafone was the first Slovenian company to create its own island in the virtual world Second Life.

We redesigned the Vodafone live! portal, which is now even more user-friendly. We offered new content and functionalities, and enabled mobile web browsing with the Si.web browser.

November 2007

The results of a comprehensive survey carried out by Moje delo, an online employment portal, placed us among 22 of the most respected companies out of 280 included in the survey. For this achievement, we received the Respected employer certificate.

We received the Superbrands award, presented by the international organization Superbrands to the best and the strongest brands.

At www.ortosmart.si, we established the Moj Orto Smart Profil (My Orto Smart Profile) service, giving our users the chance to build their online communities.

**December 2007**

Prenovili smo svojo spletno stran www.simobil.si ter jo prijavi na tekmovanje za najboljšo poslovno in upravno spletno stran v Sloveniji 2007 – Netko. V kategoriji predstavitve podjetij s področja industrije, storitev, trgovine in financ smo prejeli srebrno priznanje Netko 2007.

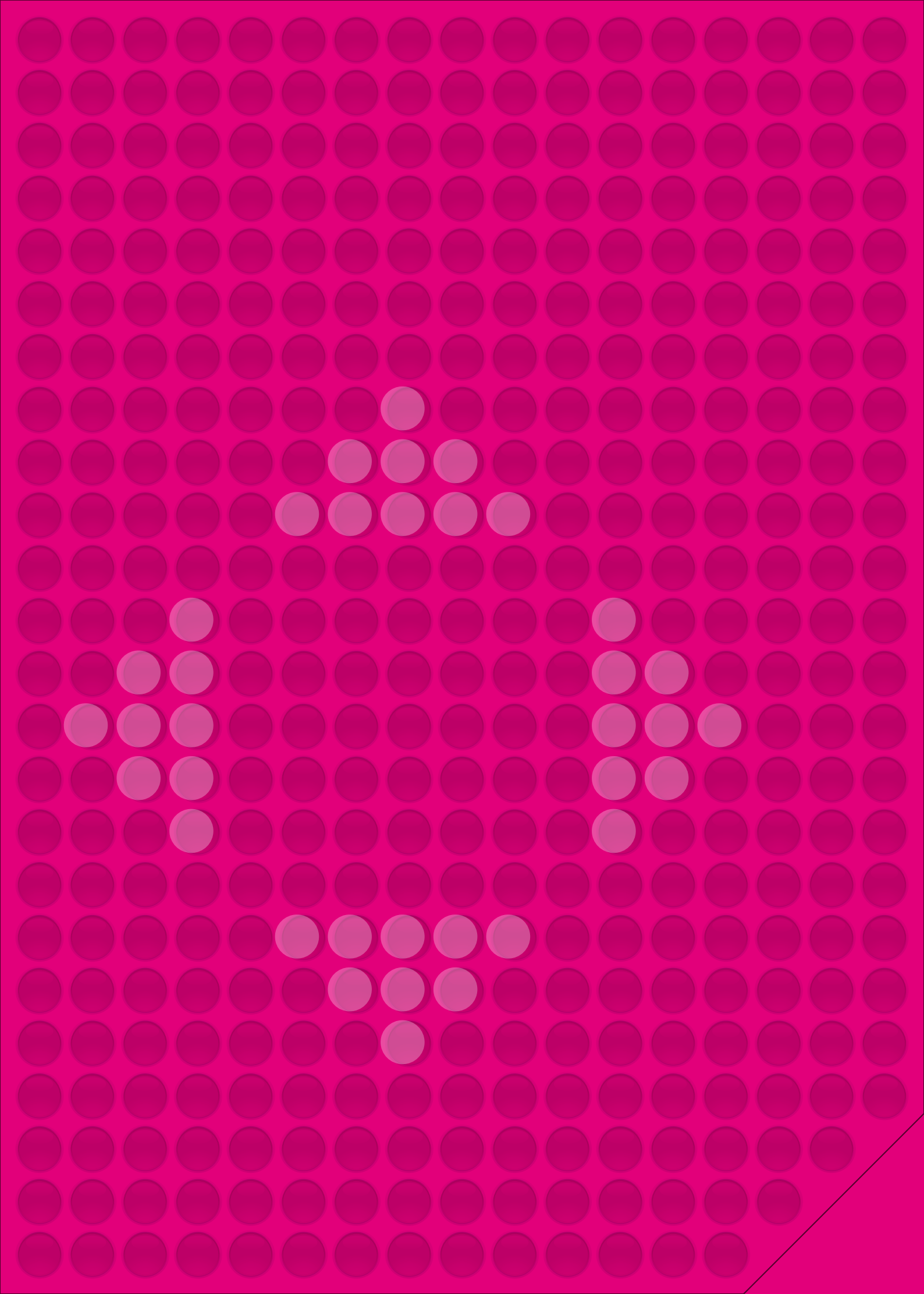
December 2007

We redesigned our www.simobil.si website and entered it in the competition for the best Slovenian business and administration website 2007 – the Netko award. In the category of industry, services, trade and finance organization web presence, we received the silver Netko 2007 award.

Razvoj izbranih kazalcev poslovanja v zadnjih letih na podlagi slovenskih računovodskih standardov:

Overall, the financial development (according to Slovene Accounting Standards) is as follows for the past years:

Izkazi poslovnega izida / Statement of Income	Mio EUR	2007	2006
Celotni poslovni prihodki / Total operating revenues		186,72	124,81
Poslovni izid poslovanja pred amortizacijo / Earnings, EBITDA		54,66	34,93
Poslovni izid iz poslovanja / EBIT		33,83	3,86
Finančni izid / Financial items, net		-2,68	-2,87
Čisti poslovni izid / Net Income		25,42	9,33
Bilanca stanja / Balance sheet	Mio EUR	2007	2006
Sredstva / Total balance		202,35	159,31
Opredmetena osnovna sredstva / Tangible fixed assets		66,20	60,87
Gibljava sredstva / Current assets		77,92	37,36
Finančne in poslovne obveznosti / Loans and liabilities		135,02	119,08
Kapital / Shareholder's equity		58,03	32,61
Izbrani kazalci / Key ratios		2007	2006
EBITDA/celotni poslovni prihodki / EBITDA margin	%	29,3%	28,0%
Investicije v osnovna sredstva / Investments in fixed assets, net	Mio EUR	22,37	21,50
Povprečno število zaposlenih / Average number of employees		324	312
Število zaposlenih ob koncu leta / Employees year end		329	320
Število uporabnikov ob koncu leta / Subscribers, year end		497.286	420.887
Od tega pogodbenih uporabnikov / Hereof contract subscribers		311.122	242.110





Si.mbioza

Poslovno poročilo

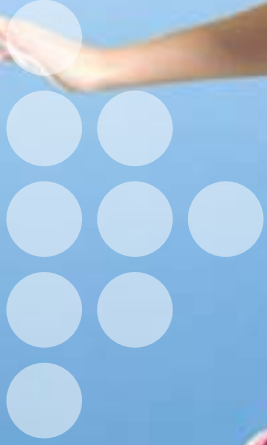
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Si.mbiosis

Business report

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Si.mbioza – med tehniko in uporabniki, med vložnim in dobljenim; preprosto, pregledno in uporabnikom prijazno dostopanje do številnih vsebin in komunikacijskih poti.

Si.mbiosis – between technology and users, between investment and its return - simple, transparent and user-friendly access to comprehensive content and numerous communication paths.





2.1 Poslovne povezave Business Partnerships

Naša poglobljena dejavnost so komunikacije. Moč komunikacij je v odprtosti, pretočnosti, povezanosti. Prihodnost je v povezovanju. Pri Si.mobilu se tega vseskozi zavedamo. Naš nastanek temelji na povezavah, prav tako naš nadaljnji razvoj. Povezave nas krepijo in vzpodbujajo. Prinašajo nam nova znanja in izzive, širijo nam obzorja. Tudi zaradi soodvisnosti, prepletenosti in povezanosti si ne moremo dovoliti, da bi zaspali. Od tega imamo prednosti vsi, vključno z našimi uporabniki. Ker svet je en sam. Prepleten in soodvisen.

V popolni zvezi s skupino

Večinski lastnik družbe Si.mobil je postal februarja 2001 mobilkom austria. Danes skupaj z operaterji sedmih držav, med katere sodijo mobilkom austria, mobilkom liechtenstein, hrvaški VIPnet, bolgarski Mobiltel, srbski Vip mobile, makedonski Vip operator ter beloruski MDC, sestavljamo vodilno skupino operaterjev v Srednji in Vzhodni Evropi.

V letu 2006 je mobilkom austria odkupil še preostali delež Si.mobila in tako postal njegov 100-odstotni lastnik. Od prevzema večinskega deleža Si.mobila odločno utrjujemo svoj položaj na slovenskem trgu. V skladu s svojo tržno strategijo smo se na slovenskem telekomunikacijskem trgu uspeli uveljaviti kot cenovni vodja.

Skupina mobilkom austria je v letu 2007 povečala število uporabnikov za 50,9 % na 15,4 milijona uporabnikov. Nova operaterja v Srbiji in Makedoniji sta prispevala 650.100 uporabnikov, MDC v Belorusiji pa 3,1 milijona uporabnikov. K hitri rasti pa je prav tako prispeval pozitiven razvoj v vseh državah skupine.

Our key focus is on communications. And the power of communications is in openness, flow and connectivity. The future lies in making connections. Si.mobil is well aware of this. The foundation and the development of our company are based on making connections. Connections make us stronger and encourage us. They bring new knowledge and new challenges and are broadening our horizons. And because we depend on, are intertwined with and connected to our environment, we simply cannot afford to fall asleep at the wheel. Connections benefit all of us, including our users. Because the world is one. Intertwined and codependent.

In Perfect Sync with the Group

In February 2001, mobilkom austria became the majority owner of Si.mobil. Today, Si.mobil is part of the mobilkom austria group, the leading mobile service provider in Central and Eastern Europe, together with mobile operators from seven different countries - mobilkom austria, mobilkom liechtenstein, the Croatian VIPnet, the Bulgarian Mobiltel, the Serbian Vip mobile, the Macedonian Vip operator and the Belarus MDC.

In 2006, mobilkom austria acquired the remainder of Si.mobil's outstanding stock and became the sole owner of the company. Since the acquisition of the majority share, Si.mobil has successfully solidified its position on the Slovenian market. In line with our market strategy, Si.mobil has established itself as the price leader in the Slovenian telecommunications market.

The total number of customers in the mobilkom austria group as of December 31, 2007 grew strongly by 50.9% to 15.4 million customers. The newly launched operations in the Republic of Serbia and of Republic of Macedonia had 650,100 customers and MDC in Belarus had 3.1 million customers at yearend 2007. The rapid growth

Življenje s podjetjem Vodafone

Po sklenitvi partnerskega sodelovanja med skupino mobilkom austria in podjetjem Vodafone smo okrepili marketinško sodelovanje z eno največjih mednarodnih skupin za mobilne komunikacije. Septembra 2003 smo z Vodafoneom sklenili ekskluzivno partnerstvo na avstrijskem, slovenskem in hrvaškem trgu ter se od tedaj predstavljamo pod skupno blagovno znamko Si.mobil - Vodafone.

Vodafone je vodilna mednarodna skupina za mobilne komunikacije, ki deluje v 25 državah na petih celinah. 31. decembra 2007 je imela skupina skupno 252 milijonov uporabnikov in 40 partnerskih omrežij.

Prehod na enotno blagovno znamko Si.mobil - Vodafone, ki uporabnikom daje zavedanje globalne prisotnosti, smo zaznamovali z novim sloganom »Ujemi svet«. Ta simbolizira še več zabave in uspeha v globalnem svetu. Razvoj zahtevnih izdelkov in storitev s področja telekomunikacij v strateškem partnerstvu s podjetjem Vodafone omogoča konkurenčnost na globalni ravni, kakovost, večji nabor obstoječih izdelkov in rešitev ter višjo vrednost za pošteno ceno.

Razvejana partnerska mreža prinaša tudi vse širšo mrežo mednarodnih gostovanj po ugodnih cenah, velike prednosti na področjih nabave, razvoja novih izdelkov in storitev (EuroCall, DataCall, Vodafone live!, telefoni Vodafone, Vodafone Mobile Connect, BlackBerry iz podjetja Vodafone itd.), tehničnih platform, globalnega upravljanja odnosov z velikimi strankami ter skupnih tržnih pobud.

can also be attributed to the positive growth in all countries where the group is present.

Living with Vodafone

Since the partnership between the mobilkom austria group and Vodafone was formed, we strengthened our marketing cooperation with one of the world's leading international mobile communication groups. In 2003, we signed an exclusive partnership with Vodafone for Austrian, Slovenian and Croatian markets, and have since been operating under a common Si.mobil - Vodafone brand.

Vodafone is the world's leading international mobile communications group with operations in 25 countries across five continents and over 252 million proportionate customers as of 31st December 2007, as well as 40 partner networks.

The transition to the new brand, Si.mobil - Vodafone, which gives our users an awareness of global presence, was marked by the new slogan "Catch the world". The phrase symbolizes more fun and success in the global world. Working in strategic partnership with Vodafone to develop advanced telecommunication products and services gives us a competitive advantage on the global market, improved quality, access to a wider variety of products and solutions, and more value for a fair price.

The extensive partner network also opens up access to an increasing number of new roaming services at attractive prices, new procurement opportunities, and great advantages in developing new products and services (EuroCall, DataCall, Vodafone live!, Vodafone mobile phones, Vodafone Mobile Connect, BlackBerry from Vodafone etc.), technology platforms, global enterprise account management and joint marketing initiatives.



2.2 Za uporabnike Users

Skoraj polmilijonska družba smo že, če preštejemo vse svoje uporabnike. Naša rast je konstantna. To nam je seveda v ponos in veliko zadovoljstvo. Obenem pa nas zaupanje uporabnikov zavezuje, da si v bodoče zastavljamo še drznejše načrte. Tudi v prihodnje bomo skrbno raziskovali in sledili življenjskim slogom naših ciljnih skupin ter upoštevali njihove želje in potrebe. Sledili bomo svetovnim trendom in tehnološkemu razvoju ter spoznanja vpletali v svoje storitve. Kakovost naših storitev in izdelkov bo venomer ena izmed naših temeljnih usmeritev in vodil. Poleg zagotavljanja visoko kakovostnih storitev si bomo prizadevali ostati cenovno najugodnejši ponudnik mobilnih telekomunikacijskih storitev v Sloveniji.

Si.mobilova skupnost uporabnikov je konec leta 2007 združevala 497.300 uporabnikov, kar pomeni, da se je v primerjavi z letom prej skupno število naših uporabnikov povečalo za 18,2 %. Največ, za 28,5 %, se je v primerjavi z letom 2006 povečalo število naročnikov (pogodbenih strank), teh je bilo konec leta 2007 kar 311.100. Z močnim nastopom na trgu smo uspeli povečati tudi tržni delež. Ob koncu leta 2007 smo obvladovali 26,9 % trga, leto prej pa 24,9 %.

We now have almost half a million users, and we keep on growing. Naturally, we are proud of this and satisfied with our results. At the same time, the trust our customers place in our company is an obligation to set us even more daring goals. We will continue with our research and follow the lifestyles of our target users in order to respond to their needs and requirements. We will track global trends and technological developments and try to incorporate them in our services. We are focused on the quality of our services and products, which will remain our guideline. In addition to providing high quality services, we will work towards remaining the price leader in the Slovenian telecommunications market.

By the end of 2007, Si.mobil's user community had 497,300 members, up 18.2% from the previous year. The greatest increase (28.5%) was in the number of subscribers (with signed contracts), which grew to 311,000 between 2006 and 2007. With a strong market presence, we also managed to increase our market share: by the end of 2007, we controlled 26.9% of the market compared to 24.9% from the year before.

2.2.1 Zasebni uporabniki Residential Users

Naročniki

Naša skupnost naročnikov se dnevno povečuje. To dokazuje, da ponujamo prave storitve po pošteni ceni, jih ustrezno komuniciramo in da za njimi stoji odgovoren ponudnik. Tudi v bodoče bomo skrbeli za najvišjo raven kakovosti na vseh področjih. Na različne načine bomo še naprej dokazovali, da nam zvestoba in zaupanje naših naročnikov nista samoumevna.

Subscribers

Our subscriber community is growing daily, which proves that we offer the right services at fair prices, know how to communicate the value of our services and show our users that they can count on a responsible service provider. We will continue to provide the highest levels of service in all areas. And we will also find new and different ways of showing our subscribers that their loyalty and trust are not taken for granted.

Februarja 2007 smo novim naročnikom ob nakupu telefona iz redne ponudbe podarili tri kupone, ki so njihovim izbrancem ob sklenitvi naročniškega razmerja omogočili nakup telefona iz posebne ponudbe za en evro. Novi naročniki so bili deležni tudi brezplačne mesečne naročnine izbranega paketa Smart za obdobje šestih mesecev.

Si.mobil - Vodafone je pripravil tudi pomladno naročniško ponudbo. Vsak novi naročnik je prejel 30 EUR bonusa. V ponudbi so bili tudi novi kakovostni telefoni po ugodnih cenah.

S 23. aprilom 2007 je Si.mobil - Vodafone ukinil do tedaj obvezno predvajanje govornega opozorila »Kličete v drugo omrežje« za vse prenesene številke. Stroške prenosa številke v omrežje smo znižali na 5 EUR.

Svojim uporabnikom smo predčasno omogočili uporabo evrotarife, ki znižuje cene klicev v državah Evropske unije.

Božično-novoletna kampanija je novim uporabnikom prinesla pol leta brez mesečne naročnine. Oglaševalsko kampanjo je pospremil slogan »Ljudje, ki jim vi zaupate, zaupajo nam«. Nesporen pokazatelj priljubljenosti pa je tudi Si.mobilova 18-odstotna rast števila uporabnikov.

(Orto) Smart

Naročniške pakete Smart in Orto Smart smo zasnovali tako, da jih posamezniki izberejo glede na svoje želje in potrebe. Vsak naročnik presodi, kateri paket najbolj ustreza njegovim (komunikacijskim) navadam in izbere zase najustrežnejšega.

Uporabniki Si.mobil - Vodafone imajo možnost izbire med tremi naročniškimi paketi Smart (Smart I, Smart II in Smart III) ter paketom Orto Smart. Ključna prednost paketov Orto Smart ter Smart I, II in III je ugodna cena pogovorov znotraj domačega omrežja – ta znaša le 0,0209 EUR na minuto.

In February 2007, new subscribers that purchased a mobile phone from our standard offer received three coupons they could give out to their friends or family. The coupons could be used to purchase a mobile phone from our special offer for the price of EUR 1, if they decided to sign a subscription contract. New subscribers could also take advantage of a special benefit – a six-month free subscription that was available with selected Smart subscription packages.

Si.mobil – Vodafone also prepared a spring subscription offer. Each new subscriber received a EUR 30 bonus. The offering included new high quality handsets available at attractive prices.

On April 23, 2007, Si.mobil – Vodafone cancelled the voice notification "You are calling a number belonging to a different network", which was mandatory for all ported numbers until that date. The fee for porting a number to the Si.mobil – Vodafone network was reduced to EUR 5.

We enabled Si.mobil – Vodafone users to benefit early from our euro tariff, which offers reduced rates for calls within the European Union.

Our special Christmas offer brought a 6-month free monthly subscription for our new users. The advertising campaign was supported with the slogan "People you trust, trust us". An undeniable indicator of our popularity was also 18% growth in the total number of Si.mobil users.

(Orto) Smart

Our Smart and Orto Smart subscription packages were designed to help our customers choose the right package in accordance with their wishes and needs. Each user can decide which package is the most suitable for their (communication) habits and choose the most appropriate one.



Svojim naročnikom omogočamo tudi, da svoj izbrani naročniški paket prilagodijo svojim potrebam in klicnim navadam ter si z izbiro opcij ali dodatnih ugodnosti znižajo mesečni račun. Opcija mobilni je namenjena vsem, ki veliko kličejo v druga mobilna omrežja, razen uporabnike Tušmobila. Z izbiro storitve Partner bonus pa se mesečna naročnina uporabnika nosilca skupine in do treh članov zniža tudi do 30 %.

Paket Orto Smart je namenjen mladim, ki veliko kličejo predvsem v domače omrežje in pošiljajo veliko sporočil SMS. Smart I priporočamo predvsem tistim, ki se pogovarjajo pretežno v domačem omrežju. Paket Smart II je namenjen uporabnikom, ki imajo daljše in pogostejše klice v stacionarna ter druga mobilna omrežja v Sloveniji, Smart III pa zagotavlja najcenejše klice v druga mobilna omrežja v Sloveniji.

Skupnost Orto Smart

Naročniški paket Orto Smart je v Si.mobilovi ponudbi zagotovo najbolj prepoznaven. Priljubljenost in identifikacija z njim je izjemno visoka prav v njegovi primarni ciljni skupini – med mladimi od 15 do 30 let. Že nekaj časa lahko govorimo o skupnosti Orto Smart, ki jo povezuje »orto smart« slog življenja. Generacija »orto smart« je trendovska, dinamična, energična, združujejo jo elektronska glasba in nove tehnologije.

Tudi v letu 2007 smo v komunikaciji blagovne znamke presegli ustaljene okvire. Ostajamo »orto smart« nekonvencionalni, zabavni in energični. Za generacijo »orto smart« smo v letu 2007 pripravili vrsto pionirskih aktivnosti, s katerimi smo skupnost še povečali in utrdili. Skupnost Orto Smart je zaživel tudi na samostojnem spletnem mestu www.ortosmart.si.

Si.mobil - Vodafone je maja novim in obstoječim naročnikom paketa Orto Smart (ob ponovni vezavi) znotraj domačega omrežja omogočil še brezplačne pogovore med vikendom. Vsi novi naročniki so lahko ob sklenitvi naročniškega

Si.mobil – Vodafone users can choose between three Smart packages (Smart I, Smart II and Smart III) and the Orto Smart package. The key benefit of our Orto Smart and Smart packages is the attractive pricing for on-net calls - EUR 0.0209 per minute.

Our users have the ability to customize their preferred subscription package to their needs and calling habits, which enables them to lower their monthly payments by choosing various options or additional benefits. The Option mobile is ideal for those who often make calls to other mobile networks, except for Tušmobil. By choosing the Partner bonus service, the monthly subscription of the holder of a group of up to three members is lowered by up to 30%.

The Orto Smart package is targeted at young people who mostly make on-net calls and send large numbers of SMS messages. Smart I is recommended for people that mostly call on-net. Smart II is targeted at users that enjoy longer talk times and often call fixed and other mobile networks in Slovenia, while Smart III offers the most attractive prices for calls to other mobile networks in Slovenia.

Orto Smart Community

The Orto Smart subscription package undoubtedly has the highest brand awareness in Si.mobil's offering. It is very popular in the primary target group – young people aged between 15 and 30 - and has achieved high levels of brand identification. For some time now we can speak of an Orto Smart community, which is defined by the "orto smart" lifestyle. The "orto smart" generation is trendy, dynamic, full of energy and associated with electronic music and new technologies.

In 2007, we once again reached beyond traditional limits when communicating our brand. We continue to be "orto smart" – unconventional, fun and energetic. In 2007, we organized numerous pioneering activities for the "orto smart" generation, and managed to further broaden

razmerja pol leta brez mesečne naročnine uporabljali tudi mobilne storitve. Avgusta pa smo novim in obstoječim naročnikom paketa Orto Smart (ob ponovni vezavi) znotraj domačega omrežja omogočili brezplačne pogovore med vikendi. Vsi novi naročniki so ob sklenitvi naročniškega razmerja do konca leta tudi brezplačno pošiljali sporočila SMS.

Avdicija Orto Smart

Si.mobil – Vodafone je prvič v Sloveniji ponudil edinstveno priložnost vsem, starejšim od 15 let, da se prijavijo na avdicijo za jesensko oglaševalsko kampanjo Orto Smart. Tudi ta je bila prepoznavna po svojem glasbenem in oblikovnem slogu. Sodelovanje v spletnem delu avdicije je potekalo na strani www.ortosmart.si, kjer so bodoče zvezde prijavile svoj video ali sliko.

Obiskovalci spletne strani www.ortosmart.si so glasovali za svoje izbrance, najbolj ocenjene pa smo povabili na zaključno avdicijo v Arena Vodafone live!. Priznani DJ Sylvain je poskrbel za sproščeno in zabavno vzdušje med tekmovalci. Vsi sodelujoči so na zaključni zabavi doživeli nepozabno izkušnjo pred kamerami in za njimi, izbrani za jesenski televizijski spot pa so izkusili še sodelovanje z režiserjem Romanom Valentom, ki je izbral osem bodočih zvezd »orto smart«. Velika premiera jesenskega oglasa za Orto Smart je bila v soboto, 25. avgusta 2007, v parku Tivoli na že tradicionalnem Žuru z razlogom.

Orto Smart izziv

Akcija Orto Smart izziv je vključevala pet različnih izzivov, ki so se zvrstili do 31. marca 2008. Pet nalog, v katerih so se pomerili tekmovalci, je prineslo neverjetne nagrade, zmagovalka pa je prejela avtomobil »smart for two micro hybrid drive«. Izzivalci so se preizkusili v ustvarjalnosti in iznajdljivosti, na poti do zmage so jim poleg izpopolnjenega karakterja »orto smart« z glasovanjem pomagali tudi prijatelji, glasovalci.

Orto Smart izziv je bil preizkus za vse mlade in ustvarjalne »orto smartovce«, ki so izzivali sebe in sotekmovalce. Igro, temelječo na izpadanju,

and strengthen the community. The Orto Smart community also got its very own website at www.ortosmart.si.

In May, Si.mobil – Vodafone enabled free weekend voice on-net calls for our new and existing Orto Smart subscribers who renewed their subscriptions. All new subscribers were offered the use of our mobile services along with a free six-month subscription when purchasing a subscription package. In August, new and existing Orto Smart users who renewed their subscriptions could benefit from free weekend voice on-net calls. A special benefit for new subscribers were free SMS messages until the end of the year.

Orto Smart Audition

For the first time, Si.mobil – Vodafone offered an excellent opportunity for everyone aged above 15 to participate in an audition for the Orto Smart autumn advertising campaign. The audition was recognizable by its specific music style and design. Online auditions were held at www.ortosmart.si, where future stars could enter their videos and photographs.

The visitors of the www.ortosmart.si website voted for their favorites. Participants with the highest rates were invited to our final audition at the Arena Vodafone live!. The famous DJ Sylvain created a relaxing and fun atmosphere. The participants had an unforgettable experience in front of and behind the cameras, and those that were chosen for our autumn advertising campaign had the opportunity to work with our director, Roman Valent, who chose the eight future "orto smart" stars. The grand premiere of our autumn Orto Smart ad was on Saturday, August 25, 2007, in Park Tivoli, at the traditional Party with a cause event.

Orto Smart Challenge

The Orto Smart Challenge campaign included five different challenges that took place until March 31, 2008. Contestants competed for great prizes in five tasks and the winner received



sestavljalo pet zabavnih izzivov. Za sodelovanje v izzivu je bilo treba najprej oblikovati svoj profil »orto smart« na www.ortosmart.si. Izzivalci so po video navodilih »zvezd orto smart«, ki so nastopile v jesenski oglaševalski kampanji za Orto Smart, naredili večpredstavne izdelke in jih objavili na spletni strani. Žirija je izbirala med najbolj zanimivimi prispevki, obiskovalci spletne strani Orto Smart in prijatelji pa so glasovali za svojega junaka.

Moj Orto Smart profil

Moj Orto Smart profil je spletna skupnost na www.ortosmart.si, kjer si vsakdo lahko izdelava svoj osebni profil in začne graditi svojo spletno sovesko. Spletna skupnost je namenjena osebni predstavitvi, komunikaciji med prijatelji, spoznavanju novih prijateljev in iskanju starih, s katerimi so člani skupnosti morda zgubili stik, pa bi prijateljstvo radi obudili.

Uporabniki lahko svoj profil dopolnjujejo z različnimi informacijami, kot so status, izobrazba, hobiji ter še mnogo več. V profilu je mogoče nalagati fotografije ali posnetke, prijatelji pa jih lahko komentirajo. Obenem je možno pisanje kratkih sporočil na tablo, na katero lahko oddajajo svoja mnenja in sporočila tudi prijatelji. Prav tako lahko svojim prijateljem pošiljajo zasebna sporočila, ustvarjajo in urejajo foto albume, se združujejo v različne skupine in še marsikaj. Registrirani uporabniki spletne skupnosti Moj Orto Smart profil lahko v svojih profilih poslušajo Orto Smart radio s house in klubsko glasbo, ki se vsak dan osvežuje, saj ima radio svojega urednika.

Predplačniki

Uporabniki Halo nimajo mesečnih računov, zagotovljeno imajo anonimnost, nadzor nad stroški je enostaven. Mamljiva ugodnost je možnost izbire tarife. Svojim predplačnikom nudimo dve možnosti: Halo Smart za tiste, ki veliko kličejo v omrežje Si.mobil - Vodafone, in Halo SMS za tiste, ki pogosto pošiljajo sporočila SMS in kličejo v druga mobilna in stacionarna omrežja. Kljub predplačniškemu razmerju lahko naši predplačniki obiskujejo mobilni portal

a "smart for two micro hybrid drive" car. The competition tested the challengers' creativity and resourcefulness. On their way to victory, they built their "orto smart" character and received help from www.ortosmart.si visitors and their friends, who had the opportunity to vote for them.

Orto Smart Challenge was a test for every young and creative "orto smarty", who challenged themselves and their competitors. The game, which was based on the elimination process, consisted of five fun challenges. To compete in a challenge, you first had to create your own "orto smart" profile at www.ortosmart.si. The challengers were given video instructions, created by Orto Smart stars – the individuals who participated in the autumn Orto Smart advertising campaign, and then created multimedia projects and published them on our web site. The jury chose the most interesting entries and friends of the challengers were able to vote for their hero.

My Orto Smart Profile

My Orto Smart Profile is a web-based community at www.ortosmart.si, where everyone can create their personal profile and build their web neighborhood. The web-based community gives the members a chance to introduce themselves, communicate with friends, meet new people and reconnect with old friends.

Users can associate different information with their profiles, such as their status, education, hobbies and other. The profile also lets the users upload their photos or videos, and their friends can add their comments. They can write short messages on a special board, which can also be used by their friends to write their comments and messages. Users can send their friends private messages, create and edit photo albums, form different groups and enjoy various other activities. While signed in, registered users of the My Orto Smart Profile web-based community can listen to house and club music on the Orto Smart music station, which is updated daily by a resident music editor.

Vodafone live! ter se seznanjajo z vrsto vsebin, ki jih nenehno bogatimo in dodajamo.

Svoj račun lahko polnijo tako z vrednostno kartico Halo, ki je na voljo v treh vrednostih: 5, 10 in 20 EUR kot tudi za 40 EUR, če se odločijo za elektronsko polnjenje s karticami Eurocard/Mastercard in Visa ali prek storitve Klik NLB na www.simobil.si.

Marca smo razširili ponudbo telefonov v paketu Halo. Ta odslej vključuje večino telefonov iz redne naročniške ponudbe. Nova ponudba vključuje telefon in kartico Halo SIM s prednaloženo vrednostjo v višini 5 EUR.

Halo SMS

Si.mobil - Vodafone je v letu 2007 predstavil novo predplačniško tarifo Halo SMS z najnižjo ceno sporočil SMS za predplačniške uporabnike v Sloveniji. Po tarifi Halo SMS uporabniki pošiljajo sporočila SMS za samo 5 centov in kličejo v vsa omrežja v Sloveniji po enotni ceni 15 centov na minuto.

Halo partner bonus

Vsi naročniki Si.mobil - Vodafona lahko izkoristijo tudi posebno ponudbo Halo partner bonus in z njo izbranim zagotovijo paket Halo ali Halo SIM po znižani ceni (ti imajo ob nakupu 6 EUR popusta).

Predplačniki lahko izbirajo med dvema tarifama: Halo Smart in Halo SMS.

Prepaid service users can choose between two tariffs - Halo Smart in Halo SMS.



Prepaid Service Users

Halo users have no monthly bills, can use the service anonymously and can exercise simple control over their costs. One of the benefits of this service is the ability to choose the preferred tariff. Our prepaid service users have two options: Halo Smart is ideal for those that make many on-net calls. The Halo SMS was designed for users that often send SMS messages and call to other mobile or fixed networks. Although they are not subscribers, prepaid service users can also visit the Vodafone live! mobile portal and access regularly updated and refreshed content.

They can buy credit by purchasing prepaid cards with the following amounts: EUR 5, 10 and 20, or even EUR 40 when charging their account using Eurocard/Mastercard, Visa or Klik NLB at www.simobil.si.

In March, we expanded our Halo package handset line-up. It now includes most of the mobile phones that are also a part of our regular subscription offer. The new offering includes a mobile phone and a Halo SIM card, which is pre-filled with EUR 5 of credit.

Halo SMS

In 2007, Si.mobil - Vodafone introduced Halo SMS - a new prepaid service tariff with the lowest price for SMS messages for prepaid service users in Slovenia. The new tariff enables Halo SMS users to send SMS messages for only 5 cents and call all networks in Slovenia at the unified rate of 15 cents per minute.

Halo Partner Bonus

All Si.mobil - Vodafone subscribers can also take advantage of the special Halo Partner Bonus benefit, which allows their friends and family members to purchase a Halo or Halo SIM package at a reduced price of EUR 6 (at purchase discount).



2.2.2 Poslovni uporabniki Business Users

Tudi poslovnim uporabnikom zagotavljamo najkakovostnejše storitve, ki jih nenehno usklajujemo z njihovimi potrebami. Ob tem budno sledimo najnovejšemu tehnološkemu razvoju ter ostalim ključnim spremembam in izzivom. Dokaz, da smo pri tem uspešni, so rezultati, ki smo jih v poslovnem segmentu dosegli v letu 2007. Število naših poslovnih uporabnikov se namreč nenehno povečuje, med njimi je poleg večjega števila malih in srednje velikih podjetij tudi kar nekaj eminentnih večjih podjetij.

Business Smart

Poslovni paket Business Smart je dinamičen in prilagodljiv paket za vse podjetne. Vsem poslovnim uporabnikom poleg cenovnih ugodnosti in nižjih tarif nudi še prenosljivost mobilnih števil, brezplačen prenos vseh podatkov z njihovih starih kartic SIM na nove in nakup vrhunskih mobilnih telefonskih aparatov po izjemno ugodnih cenah. Paket omogoča tudi ugodno mednarodno gostovanje, uporabniki se lahko odločijo za brezplačno storitev Vodafone Eurocall ali pa ta paket nadgradijo z navideznim poslovnim omrežjem (VPN).

BlackBerry

V letu 2007 smo tržni položaj storitve BlackBerry dodatno utrdili v poslovnem segmentu. BlackBerry predstavlja poslovnem pomembno konkurenčno prednost, saj jim omogoča zniževanje stroškov in večjo odzivnost, kar je v poslovnem svetu ključnega pomena.

Prodaja storitve BlackBerry je preseгла pričakovanja, kar je odraz pravilno zastavljene prodajne strategije. Uporabnikom smo poleg paketa BlackBerry Business ponudili še dve opciji, s katerima smo nagovorili predvsem cenovno občutljivejši tržni segment. Povečali smo tudi izbiro telefonov in dlančnikov, ki podpirajo storitev BlackBerry, in s tem uporabnikom omogočili, da si izberejo napravo po svoji meri.

We provide world class services to our business customers, and are constantly aligning them with their business needs. We keep pace with new technology developments and other crucial changes and challenges. The success of our efforts is proven by the results achieved in the business segment in 2007. The number of our business users is constantly on the rise, and in addition to a large number of small and medium-sized businesses, we also provide services to several prominent enterprise customers.

Business Smart

The Business Smart package is a dynamic and customizable service ideal for all business users. In addition to lower tariffs and cost benefits, it offers the ability to port mobile phone numbers, free data transfer from old to new SIM cards and a selection of top-of-the-line mobile phones available at attractive prices. The package also provides cost-effective roaming services, and the user can choose the free Vodafone Eurocall service or upgrade this package with the Virtual Private Network (VPN) service.

BlackBerry

In 2007, we managed to further strengthen the market position of BlackBerry services among business customers. BlackBerry offers an important competitive advantage to our business users, enabling them to reduce their costs and improve their responsiveness, which is a key advantage in the world of business.

BlackBerry sales have exceeded all expectations, which proves our sales strategy was executed correctly. In addition to the BlackBerry Business package, we offered our users two options targeted mainly at the price-sensitive market. We also expanded the range of mobile phones and handhelds that support BlackBerry services, enabling our users to choose the device that best suits their needs.

Tretja generacija mobilne telefonije je prinesla hitrejšje brskanje po internetu.

The third-generation mobile telephony offered much faster internet connections.

Mobilni internet

Preteklo leto je bilo na področju mobilnega interneta v znamenju velikih sprememb, ki so bile povezane z vzpostavitvijo novega omrežja UMTS/HSDPA. S prihodom tretje generacije mobilne telefonije svojim naročnikom ponujamo možnost veliko hitrejšega brskanja po internetu. Ker omogoča nova tehnologija prenos večje količine podatkov v istem času, smo temu prilagodili tudi pakete Mobilni internet, ki so sedaj za uporabnika še ugodnejši, predvsem pa vsebujejo več zakupljenih podatkov. V preteklem letu smo prenovili tudi ponudbo modemov in podatkovnih kartic tako, da podpirajo najnovejše tehnologije, standarde in operacijske sisteme.

M2M

Sodoben trg ponuja čedalje več naprav, ki jih je mogoče upravljati na daljavo, zato hitro narašča tudi potreba po paketih za komuniciranje med tovrstnimi napravami.

V preteklem letu smo se odločili, da pripravimo poseben podatkovni paket, ki pokriva področje telemetrije in kar najbolje zadovolji potrebe naših kupcev. Naročniški paket M2M-data so dobro sprejeli poslovni uporabniki, ki ga uporabljajo zase in si s tem znižajo lastne stroške (npr. za odčitavanje različnih števecov), ter tisti, ki ga uporabljajo za nadaljnjo prodajo storitev (npr. sledenje vozil, varovanje na daljavo ipd.).

Razlog za to, da je paket M2M-data postal uspešnica, je tudi v ceni, ki je najugodnejša na trgu, in ugodnih pogojih zakupa podatkov v tujini. V prvem letu smo zaradi paketa M2M-data sklenili 579 novih naročniških razmerij, podoben oziroma še ugodnejši trend pričakujemo tudi v prihodnje.

Mobile Internet

Last year saw many changes in mobile internet services, mostly due to the establishment of the new UMTS/HSDPA network. With the arrival of third-generation mobile telephony, we can offer much faster internet connections to our subscribers. The new technology enables the user to transfer more data in less time, so we changed our Mobile Internet subscription packages accordingly. We made them even more attractive to our customers, who can now transfer more data per month. Last year, we also refreshed and upgraded our line-up of modems and cards to support the latest technologies, standards and operating systems.

M2M

There is an increasing number of remotely managed devices on the market, so there is also an increasing demand for packages that enable communication between these devices.

Last year, we launched a special data telemetry package to fulfill all our customers' needs. The M2M-data subscription package was well received among business users who use it to reduce their expenses (e.g. for meter readers) and users that require it to resell their own services (e.g. vehicle tracking, remote security etc.).

The market-leading price and low data roaming fees are the main reasons behind the popularity of the M2M-data package. In the first year, we signed 579 new M2M-data subscriptions, and we expect a similar or improved trend in the future.



2.2.3 Klicni center Call Center

Mobilne telekomunikacije že zdavnaj ne pomenijo več le mobilne telefonije. Razmahnile so se v najrazličnejše storitve, povezane so večpredstavno, prepletajo naša poslovna in zasebna življenja. Razvoj je vedno hitrejši ter povečuje potrebe po čedalje bolj specifičnem znanju in informacijah.

Prav zato je vloga svetovalca, ki ti je zmeraj na voljo, čedalje pomembnejša. In naši uporabniki vedo, da lahko na Si.mobilov klicni center računajo vedno in povsod. Na voljo je vsem – tistim z manjšimi in večjimi težavami, z osnovnimi in že zelo specifičnimi vprašanji.

Prijaznost, hitra in nenehna odzivnost ter strokovnost so najpomembnejša vodila našega klicnega centra. Zavedamo se, da se z rastjo števila naših uporabnikov ti med seboj čedalje bolj razlikujejo in da zgolj spoštovanje splošnih načel ni več dovolj. Da bi zadostili potrebam vseh, tudi najzahtevnejših, smo v letu 2007 za naročnike z najvišjimi zahtevami zasnovali Zlati klub, v katerem so naši najboljši prodajni svetovalci. Odlikujejo jih najvišja raven znanja, visoka stopnja prilagodljivosti ter individualni pristop k razumevanju potreb naročnikov. Klub je namenjen naročnikom, ki glede na segment, ki mu pripadajo, upravičeno pričakujejo najvišjo kakovost in takojšnjo odzivnost (brez čakanja na prostega svetovalca).

Razširili smo skupino za tehnično podporo, ki deluje znotraj klicnega centra. To je bil nujno potreben odgovor na naraščajoče uporabniške potrebe, ki jih narekuje čedalje hitrejši tehnološki razvoj. Operativni specialisti odslej zagotavljajo hiter proces dela na ravni, ki ne podpira le strank in svetovalcev v klicnem centru, temveč celoten naročniški sektor in sektor prodaje, sodelujejo pa tudi pri testiranjih produktnega marketinga.

Čedalje večja zahtevnost uporabnikov se odraža tudi pri obsegu dela operativnih specialistov.

Mobile communications have long been much more than just mobile telephony. They have expanded to include various types of services and multimedia content, and have become a part of our professional as well personal lives. They are developing rapidly and bring a growing need for specialized knowledge and information.

This is why the role of an adviser that is constantly available is becoming increasingly important. Our users know they can count on Si.mobil's call center anytime and anywhere. It is available to everyone – to those with simple and basic issues and those with more specific questions.

Friendliness, fast response, constant availability and expertise are the most important guidelines of our call center. At the same time, we are aware that with the growth in the number of users, there are increasing differences between them. Therefore, following general principles simply isn't enough anymore. To fulfill all of their needs, including the most demanding ones, we established the Golden Club, where we employ our best sales consultants. They provide the highest levels of expertise and flexibility, and an individual approach to understanding our subscribers' needs. The club is designed for users who – considering the market segment they belong to – have the right to expect the highest service levels and the shortest response times, without waiting for an available consultant.

We expanded our technical support group that operates within the call center. This was a necessary response to the growing user requirements, which are guided by the increasingly rapid development of new technologies. Operational professionals now deliver rapid work processes at a level that doesn't support only customers and call-center consultants, but also entire Customer and Sales Sectors. They also collaborate in product marketing tests.

V primerjavi z letom 2006 se je njihov obseg dela povečal za približno 24 %. Najbolj razveseljujoče pa je dejstvo, da kljub povečanemu obsegu dela ni padel odstotek rešenih težav. Še več, v primerjavi z letom prej smo v letu 2007 rešili za 4 % več težav. V letu 2006 smo tako rešili 68 % vseh prijavljenih težav, v letu 2007 pa 72 %.

Skupina za tehnično podporo natančno zabeleži vsako prijavo. Reševanja težav se loteva segmentirano. Njihove statistike so zelo dragocene, saj beležijo trende, ki jim sledijo naši uporabniki, in nam veliko povedo o uporabniških navadah.

Vlagali smo v dodatno izobraževanje: v povprečju se je v letu 2007 vsak zaposleni v klicnem centru šolal preko 56 ur.

Poskrbeli smo za sodobnejšo tehnološko opremljenost. Januarja smo nadgradili samodejni odzivnik na liniji 080 404040, s čimer smo izboljšali možnost pridobivanja informacij brez telefonskega stika uporabnika s svetovalcem. Podatki pričajo, da so naročniki to novost odlično sprejeli. Če je bilo še pred nadgradnjo leta 2006 tovrstnih klicev v povprečju 1.500 mesečno, se je njihovo število leta 2007 zvišalo na 15.000 mesečno.

Leta 2007 smo v klicnem centru prejeli 1.645.890 klicev, kar je 23,5 % več kot leto prej. Klice smo sprejemali na vseh naših brezplačnih številkah

Increasing customer requirements also affect the workload of our operational professionals, which increased by approximately 24% compared to 2006. The most promising fact is that despite the increased workload, the percentage of resolved issues did not decrease. On the contrary – in 2007, we successfully resolved 4% more issues than the year before. In 2006, we successfully resolved 68% of issues, compared to 72% in 2007.

Our technical support group carefully records each issue. Issue resolution is carried out in stages. They provide valuable statistics showing trends that our users follow and telling us a great amount about the habits of our users.

We invested in employee development: on average, each call center employee received 56 hours of training in 2007.

We also upgraded our technology infrastructure. In January, we upgraded our automatic response system (080 404040), enabling our users to more easily find information without having to speak to a consultant directly. Our data shows this service was warmly received by our users. In 2006, before the upgrade was made, the number of such calls was approximately 1,500 per month, compared to 15,000 calls per month in 2007.

In 2007, our call center received 1,645,890 calls, which is 23.5% more than the year before. Calls were received at all our free numbers

Zadovoljstvo uporabnikov vzdržujemo na zelo visoki ravni in ga še zvišujemo.

We are maintaining a high level of user satisfaction and are improving it continuously.





(080 404040 za fizične uporabnike, 080 404030 podpora prodajnim mestom in prodajalcem, 080 404090 – M mobil). Interaktivni odzivnik, ki je prva vstopna točka klica na brezplačno številko 080 404040, je v povprečju podal želeno informacijo 17,9 % klicateljem, vsi ostali pa so želeli neposreden kontakt s svetovalcem.

Poslovnim uporabnikom in prodajalcem odzivnik ni na voljo, saj iz preteklih izkušenj ugotavljamo, da si ga ne želijo in da dajejo izključno prednost osebnemu telefonskemu pogovoru. Izvedli smo tudi 66.927 odhodnih kontaktov. Od teh jih je bilo 19 % s področja telemarketinga, 31,5 % klicev so predstavljali klici dobrodošlice, 49,5 % pa je bilo povratnih klicev.

V začetku novembra smo delovna mesta v klicnem centru opremili s telefonsko tehnologijo IP, ki je nadomestila ISDN. Nadgradnja pomeni sodobnejšo tehnološko opremljenost klicnega centra in odpira nadaljnje možnosti razvoja (video klicni center).

Raven kakovosti dela svetovalcev nenehno preverjamo, saj je mnenje uporabnikov o njihovem delu dragoceno za celotno družbo Si.mobil in tudi zanje. Zato smo uvedli redne četrletne raziskave, v katerih merimo zadovoljstvo uporabnikov glede dela celotnega klicnega centra in posameznih svetovalcev. V ponos nam je, da zadovoljstvo uporabnikov vzdržujemo na zelo visoki ravni in ga še zvišujemo.

Kakovost podajanja informacij je ključni dejavnik uspešnega delovanja klicnega centra.

(080 404040 – for residential users, 080 404030 – sales office and reseller support, and 080 404090 – M mobil). Our interactive response system, which is the initial point of entry for each call made to our toll-free number 080 04040, provided the required information to 17.9% of the callers on average. All other callers wished to speak directly to a consultant.

The automated response service is not available to business users or sales persons, as experience from previous years shows they prefer personal telephone conversations. We also made 66,927 outbound calls, 19% of which were telemarketing calls, 31.5% were welcome calls and 49.5% were callbacks.

In the beginning of November, we replaced the ISDN technology used in the call center and implemented an IP-based system. New and upgraded technology equipment in the call center opened new development possibilities (video service center).

We are regularly testing the quality of our consultants as user opinion of their work provides valuable feedback to the entire company as well as to the consultants themselves. This is why we introduced regular quarterly surveys to gauge user satisfaction with the performance of the call center in general as well as individual consultants. We are proud to report that we are maintaining a high level of user satisfaction and are improving it continuously.

The quality of information provided is the foundation of successful performance of our call center.



Podporni center Support Center

2.2.4

V letu 2007 smo v podpornem centru odgovorili na skupno 26.933 zahtevkov, od tega je bilo 23.183 reklamacij, 3.750 pa prošenj, zahtev in vprašanj. Reševanje reklamacij je v povprečju trajalo 3,36 dneva za fizične in 1,68 dneva za pravne osebe. Po elektronski pošti smo odgovorili na 23.089 vprašanj, ki smo jih prejeli na e-nastova info@simobil.si in info.poslovni@simobil.si. Naš cilj in želja sta, da na vsako elektronsko pošto odgovorimo kar najhitreje in sicer najkasneje v roku štiriindvajsetih ur. V povprečju, razen ob vikendih in praznikih, smo na želeno informacijo odgovorili v petih urah.

V skrbi za čim večje zadovoljstvo naših uporabnikov smo na oddelku reklamacij (za fizične in pravne osebe) v letu 2007 izboljšali nekatere dodatne aktivnosti. Na oddelku pritožb smo izvajali bonusni sistem: strankam, ki so podale pritožbo, smo na osnovi segmentacije poleg odobrenega zneska (ni pogoj) dodali še določeno dodano vrednost, bonus (bodisi popust na mesečno naročnino, brezplačno storitev VFL bodisi brezplačna sporočila SMS in MMS ali simbolično darilo). V letu 2008 bomo v skladu s sistemsko podporo pripravili razširitev bonusnega sistema še na prodajna mesta in v klicni center.

Uvedli smo izobraževanja za zaposlene na prodajnih mestih in v klicnem centru. Posledica tega je bilo zmanjšano število prejetih pritožb, spremenjen odnos zaposlenih do pritožb in še bolj kakovosten odnos do strank.

Izobraževanje direktnih prodajalcev smo usmerili v razvijanje znanj in veščin, na podlagi katerih svojim strankam podajajo čim bolj ažurne odgovore. S tem smo znatno zmanjšali tudi morebitne pritožbe. Po migraciji sistemov smo ponovno uvedli poročanje o prijavljanju pritožb (Complaint management reporting), na osnovi mesečnega poročila vsak mesec

In 2007, our support center answered a total of 26,933 requests, 23,183 of which were complaints and 3,750 were requests, demands and queries. On average, complaint resolution time was between 3.36 days for residential users and 1.68 days for business users. We answered 23,089 e-mail queries, received at info@simobil.si and info.poslovni@simobil.si. Our goal and wish is to respond to every e-mail query as soon as possible, at least within 24 hours. On average, we provided the desired information within 5 hours, not counting queries received on weekends and holidays.

We implemented the bonus system: customers that registered a complaint received an added value in the form of a bonus (this could be a monthly subscription discount, free VFL service, free SMS and MMS messages or a symbolic gift). They received this bonus in addition to the amount approved (not a condition), and the value of the bonus was based on our segmentation principle. In 2008, as operational support will go online, we will also introduce the bonus system to our selling spots and the call center.

To improve transparency and establish a more accurate approach to complaints, we changed the complaint definition. We introduced training for employees working at our selling spots and in the call center. As a result, we reduced the number of received complaints, changed the employees' attitude towards complaints and improved customer relations.

The training of our direct sales team was focused on developing new knowledge and skills, enabling them to provide the latest information to their customers. This brought a considerable reduction in the number of potential complains. After migrating our systems, we reintroduced complaint management reporting. Based on monthly reports, we inform all relevant departments about the number of complaints



obveščamo vse pristojne oddelke o številu in vzroku pritožb. Na osnovi teh podatkov določimo proaktivne akcijske načrte za zmanjšanje števila pritožb in odpravo napak.

Podpora poslovnim uporabnikom

Na oddelku za pravne osebe smo do konca novembra 2007 izvedli več kot 6.000 prenosov lastništev, obravnavali okrog 8.000 poslovnih skupin, približno 4.500 ostalih sprememb, imeli prek 4.000 klicnih kontaktov in skoraj 15.000 kontaktov po elektronski pošti ter prek 24.000 dopisov in 2.333 reklamacij.

Podpora naročnikom in predplačnikom

Na tem oddelku smo obravnavali vloge za različne vrste sprememb, ki jih stranke želijo na svoji telefonski številki. Stranke večinoma spreminjajo naslove, pakete in ostale storitve. Do vključno novembra 2007 smo:

- izvedli približno 90.000 sprememb, ki so jih želele stranke (menjava paketov, menjava naslovov, sprememba obračunskega cikla, vnos opcije Partner bonus, vnos družinske tarife itd.),
- opravili okrog 4.500 prenosov lastništev,
- poslali 10.500 dopisov (v primeru kraje oz. izgube, za t. i. »ponudbe v zadnjem hipu«),
- opravili 24.000 telefonskih kontaktov, večinoma s prodajalci,
- opravili 17.300 aktivnosti za predplačnike,
- kontaktirali 9.000 strank, katerih dostavljen račun se je vrnil na naš naslov.

Na oddelku fizičnih aktivacij dnevno v elektronsko obliko preslikavamo določene dokumente: vso prejeto dnevno pošto, originalne pogodbe, anekse, bonuse »air time«, obrazce za spremembe in ostale obrazce, reklamacije ipd. V letu 2007 smo v elektronsko obliko preslikali okrog 290.000 dokumentov, kar je za 74 % več kot leto prej.

and their causes. The received information allows us to develop proactive action plans to reduce the number of complaints and resolve the issues behind them.

Business Customer Support

By the end of November 2007, our business customer department handled over 6,000 account transfers, about 8,000 business groups, about 4,500 other changes, over 4,000 phone calls and almost 15,000 e-mail exchanges, more than 24,000 memos and 2,333 complaints.

Subscriber and Prepaid Service Customer Support

This department handled applications for various types of changes made to the customers' phone numbers. Customers mostly wish to change their address or subscriber package, or other services. By the end of November 2007, we:

- performed approximately 90,000 changes requested by our customers (change of package, change of address, change of payment cycle, enabling subscription to the Partner Bonus service, enabling the family tariff etc.),
- made over 4,500 account transfers,
- sent over 10,500 memos (in case of lost or stolen equipment for the so-called "last minute offers"),
- made 24,000 phone calls, mostly to resellers,
- performed 17,300 actions for our prepaid service customers,
- contacted 9,000 customers whose invoice was returned to us.

In our residential activation department, we scan different types of documents: all incoming mail, original contracts, annexes, "air time" bonuses, change request forms and other forms, complaints etc. In 2007, we digitized approximately 290,000 documents, up 74% from last year.

Izterjave in preprečevanje zlorab Claims and Fraud Prevention

2.2.5

Med aktivnostmi, ki smo jih izvedli na tem področju, zagotovo izstopa promocija elektronskega računa in plačil prek direktne bremenitve. Kampanja za to je potekala od aprila do konca junija 2007. Strankam, ki so izbrale možnost plačila prek direktne bremenitve ali so se naročile izključno na elektronski račun, smo dodali trikrat po 2 EUR popusta na mesečni račun. Komunikacija je potekala prek direktne pošte ob računu, s katero smo strankam omogočili, da nam svojo odločitev enostavno sporočijo s pomočjo priloženega obrazca. Z rezultati smo izredno zadovoljni, saj se je delež uporabnikov, ki plačujejo prek direktne bremenitve, s 13,5 % povečal na 19 %.

Še uspešnejši smo bili na področju elektronskih računov. Pred kampanjo smo beležili le nekaj sto uporabnikov storitve, po njej pa se je papirnatemu računu odpovedalo kar 7,5 % vseh uporabnikov, kar nas uvršča v sam vrh med primerljivimi izdajatelji.

Si.asistent je elektronska storitev, ki uporabniku omogoča elektronsko pregledovanje računov, spremljanje trenutne porabe, plačevanje računov s kreditnimi karticami in upravljanje naročniškega razmerja. V sklopu slednjega smo naročnikom na začetku ponudili možnosti nastavitvev, kot so GPRS, vklop elektronskega računa, menjava obračunskega cikla, naročilo razčlenjenega računa, zamenjava paketa, vklop/izklop Opcije mobilni, popravek naslova za pošiljanje računov in še nekaj storitev, ki so jih doslej lahko uredili samo s prihodom na prodajna mesta. Si.asistent je dokaz, da je naročnik pri nas vedno na prvem mestu, saj mu omogočamo enostavnejši nadzor nastavitvev, stroškov, porabe in plačil.

Without a doubt, the most important activity in this area was the promotion of e-billing and direct debit. The communication campaign was running between April and June 2007. Customers that chose the direct debit or e-billing option received a EUR 2 discount on their monthly subscription for three months. We communicated through direct mail attached to invoices, enabling our customers to easily inform us of their decision by using an attached form. We are very satisfied with the results as the number of customers using the direct debit service rose from 13.5% to 19%.

Our e-billing campaign was even more successful. Before the campaign, we only had a few hundred subscribers to this service. After the campaign was finished, 7.5% of all users switched from paper invoices to e-invoices, which places us at the very top among similar providers.

Si.asistent is an e-service that enables users to review their bills, monitor their current usage, pay bills with credit cards and manage their subscriptions electronically. Within this service, we enabled our customers to perform the following actions: enable the GPRS service, enable the e-billing service, change the billing cycle, order an invoice detailing individual items, change the subscription package, enable/disable the Option mobile, change the billing address and several other actions that could previously only be arranged at a selling spots. Si.asistent proves that the user always comes first in our company, because we give them simple control over their settings, costs, usage and payments.



2.3 Storitve Services

Sodobno življenje v tretjem tisočletju morda še najbolj označi nenehno prepletanje resničnega in virtualnega sveta. Bolj kot v katerikoli drugi panogi se to odraža na področju mobilnih telekomunikacij. Naša edina stalnica so spremembe in tem smo lahko kos le, če sledimo potrebam uporabnikov, spremljamo trende ter razvijamo in vpeljujemo napredne in kvalitetne tehnološke rešitve.

2.3.1 Prenovljen portal Vodafone live! Upgraded Vodafone live! Portal

Portal Vodafone live!, ki uporabnikom omogoča, da prek svojega mobilnega telefona dostopajo do pomembnih informacij, zabavnih vsebin in komunikacijskih storitev, smo septembra 2007 popolnoma prenovili. Internetno izkušnjo, ki jo uporabniki doživljajo ob dostopu prek osebnih računalnikov, smo približali mobilnim telefonom s pomočjo novih, zelo uporabnih funkcij in lastnosti portala. Vse novosti so plod poglobljenih raziskav, internetnih uporabniških izkušenj in pričakovanj uporabnikov. Ti lahko na portalu Vodafone live! izkoristijo številne spletne možnosti, storitve in vsebine, tudi ko niso v bližini svojega osebnega računalnika, natanko takrat, ko jih najbolj potrebujejo in želijo.

Prenovljene storitve na portalu Vodafone live!

Si.web

Si.web je brskalnik na portalu Vodafone live!, ki na mobilnih telefonih omogoča optimizirano prikazovanje spletnih strani. To je na Si.webu prilagojeno uporabnikom, saj omogoča lažje pregledovanje spletnih strani na najrazličnejših modelih mobilnih telefonov. Strani so zato preglednejše, njihovo nalaganje pa hitrejše. Tako se zmanjša količina prenosa podatkov, kar uporabniku prinaša nižje stroške uporabe.

The third millennium is best characterized by the intertwining of two worlds: the real world and the virtual one. More than in any other industry, this is realized in mobile telecommunications. Change is the only constant, and the only way to face it is by keeping pace with the users' needs, following trends, and developing and implementing advanced and high quality technology solutions.

The Vodafone live! portal, which enables our users to access information, entertaining content and communication services through their mobile phones, was completely upgraded in September 2007. By implementing new and very useful features we brought the user experience of the portal closer to the online experience that users know from their PCs. All new features are a result of detailed studies of online user experiences and user expectations. Users can take advantage of numerous web options, services and content available at the Vodafone live! portal, exactly when they need and wish to - even when they are away from their computers.

Upgraded Vodafone live! Services

Si.web

Si.web is the browser on the Vodafone live! portal that provides an optimized web experience on mobile phones. Si.web customizes the web site appearance to users' needs by simplifying browsing on different mobile phone models. Web pages are easier to browse and they are loaded faster. This reduces the quantity of transferred data and lowers costs.

Si.prevajalec

Si.mobil – Vodafone je v sodelovanju z družbo DZS, založništvo in trgovina, svojim uporabnikom jeseni 2007 ekskluzivno ponudil novo storitev, imenovano Si.prevajalec. Kar šest spletnih slovarjev založbe DZS, vsebinsko najobsežnejšega ponudnika slovarjev na slovenskem trgu, je ekskluzivno dostopnih na mobilnem portalu Vodafone live!. Mobilni slovarji uporabnikom omogočajo kakovostne prevode ter dostop do obsežne baze gesel in podrobnih razlag. Si.mobil – Vodafone svojim uporabnikom nudi najobsežnejše slovarje: angleško-slovenskega, slovensko-angleškega, nemško-slovenskega, slovensko-nemškega, italijansko-slovenskega in slovensko-italijanskega, ki so bili že v knjižni izdaji DZS prave uspešnice. Do konca februarja 2008 pa so lahko uporabniki omrežja Si.mobil – Vodafone brezplačno uporabljali angleško-slovenski in slovensko-angleški slovar založbe DZS.

Nadgradnje Klapa in Mail posrednika

Februarja 2007 smo nadgradili celotno storitev Klapa. Obenem smo začeli sodelovati tudi z Najdi.si in uvedli brezplačna sporočila SMS, ki jih uporabniki pošiljajo z interneta. Spomladi smo nadgradili in bolj približali zahtevam uporabnikov še storitev Mail posrednik.

Vista gadget za Klapo

Klapa je spletna storitev, ki omogoča pošiljanje sporočil SMS in opomnikov enemu ali več prejemnikom hkrati. S tem, ko smo v letu 2007 pripravili Vista gadget za Klapo, smo spet dokazali, da sledimo trendom tehnološkega razvoja tudi na drugih področjih, ne le na področju mobilne telefonije.

»Pošlji prijatelju«

S prenovljenim portalom Vodafone live! lahko uporabniki prijetno presenetijo svoje prijatelje. Poiščejo lahko prijateljevo najljubšo melodijo ali sliko, izberejo opcijo »Pošlji prijatelju« in darilo bo prijatelj prejel na svoj telefon. Enostavno darilo, ki pove več kot tisoč besed.

Si.prevajalec

In autumn 2007, Si.mobil – Vodafone, in collaboration with DZS, založništvo in trgovina, launched an exclusive new service – Si.prevajalec (Si.translator). Vodafone live! mobile portal users have exclusive access to six online dictionaries by DZS, the largest Slovenian dictionary publisher. Mobile dictionaries give users access to high quality translations and a comprehensive database with dictionary entries and detailed definitions. Si.mobil – Vodafone offers access to the most comprehensive English-Slovenian, Slovenian-English, German-Slovenian, Slovenian-German, Italian-Slovenian and Slovenian-Italian dictionaries, which were also a great success when published in printed form by DZS. In addition, Simobil – Vodafone users had free access to the English-Slovenian and Slovenian-English dictionary until the end of February 2008.

Upgraded Klapa and Mail Posrednik (Push E-mail Service)

In February 2007, we upgraded the entire Klapa service. At the same time, we launched our collaboration with the Najdi.si search engine and introduced free online SMS messaging. In spring, we upgraded the Mail Posrednik (push e-mail services) service, customizing it even further to the needs of our service users.

Klapa Vista Gadget

Klapa is a web service that allows users to send SMS messages and reminders to one or more recipients at the same time. By preparing a Windows Vista gadget for the Klapa service in 2007, we managed to prove yet again that we keep pace with new technology developments in other areas besides mobile telephony.

“Pošlji prijatelju” (Send it to a Friend)

With the redesigned Vodafone live! portal, users can surprise their friends. They can find their



Teme

Storitev »Teme« uporabnikom omogoča, da na svojem mobilniku hkrati spremenijo ozadje, menijsko ozadje, barve menija in pri nekaterih temah tudi melodijo zvonjenja. Omogočajo najpopolnejšo personalizacijo mobilnega telefona doslej.

Liga prvakov

Za nogometne navdušence smo obnovili pogodbo za Ligo prvakov UEFA. To nam omogoča, da svojim uporabnikom posredujemo ekskluzivne vsebine z nogometnih zelenic najelitnejšega evropskega nogometnega klubskega tekmovanja.

Snežne informacije

Na portalu Vodafone live! so uporabnike pozimi razveseljevale tudi večkrat dnevno osvežene snežne informacije, kot so informacije o vremenskih in snežnih razmerah ter podatki o obratovanju naprav na slovenskih in večjih italijanskih ter avstrijskih smučiščih. Snežne informacije s slovenskih smučišč so opremljene s sliko, ki jih posnamejo kamere na smučiščih.

Hrvaška

Tudi v letu 2007 smo nudili vsakodnevno osvežene informacije, povezane s potovanjem in dopustovanjem na Hrvaškem. Informacije, ki so bile za naše uporabnike najbolj aktualne v poletnih mesecih, so obveščale o vremenu, stanju na cestah in v prometu, nudile so seznam dogodkov po dnevih ter splošne podatke o Hrvaški.

Koledar športa

Novost na portalu Vodafone live! so bile tudi informacije o športno-rekreativnih dogodkih in prireditvah po vsej Sloveniji. Uporabnike seznanjamo, kdaj in kje prireditve potekajo, obveščamo jih o prijavah na dogodke, startninah in drugih pomembnih informacijah.

option "Send it to a friend" and the friend will receive the present on his/her mobile phone. A simple present that says more than a thousand words.

Teme (Themes)

The "Themes" service allows users to change the background, menu background, menu colors and, with some themes, even the ringtone on their mobile phones at the same time. The service offers the most personalized experience.

Champions League

To serve our users that are football fans, we renewed our contract with the UEFA Champions League. This enables us to provide exclusive content directly from the football stadiums of the most prestigious European club championship.

Snow Conditions

In winter time, Vodafone live! offered information for skiers that was updated several times a day, including information on weather and snow conditions and ski lift operation on Slovenian and larger Italian and Austrian ski resorts. The snow conditions on Slovenian ski resorts also feature live video feeds, captured by on-site cameras.

Croatia

In 2007, we continued providing daily updated travel and vacation information for Croatia. In the summer months, the most popular were weather and traffic reports, information about current events and general information about Croatia.

Sports Calendar

An important new addition to the Vodafone live! portal is information on sporting events in Slovenia. Our users can check when and where these events take place, read about event registrations, registration fees and other important information.

Second Life Second Life

2.3.2

V letu 2007 je Si.mobil - Vodafone odprl svoj otok v virtualnem svetu Second Life. Tako smo postali prvo slovensko podjetje v virtualnem svetu Second Life, s čimer smo se še bolj približali virtualnemu življenju svojih uporabnikov. V fazi gradnje in naseljevanja virtualnega otoka je ta prostor namenjen predvsem druženju in zabavi. Omogočamo napredne tehnološke rešitve v resničnem svetu, hkrati pa tudi sodobne načine komunikacije in druženja v virtualnem svetu.

In 2007, Si.mobil – Vodafone opened its own island in Second Life and became the first Slovenian company with a presence in Second Life, which enabled us to join our users in their virtual lives. While we are building and populating the virtual island, its main purpose is to enable people to socialize and have fun. We provide advanced technology solutions in the real world and also keep pace with the latest ways to communicate in a virtual world.

Na otoku Si.mobil - Vodafone lahko obiskovalci prisluhnejo sodobni elektronski glasbi, se družijo z ostalimi obiskovalci in se udeležujejo zabav v plesnem prostoru Arena. Obiskovalci otoka v virtualnem svetu Second Life so se avgusta lahko udeležili tudi Žura z razlogom, ki se je odvijal vzporedno z dobrodelnim dogodkom v resničnem svetu v parku Tivoli.

On the Si.mobil – Vodafone island, visitors can listen to modern electronic music, hang out with other visitors and come to parties at the Arena dance hall. Second Life island visitors had the opportunity to attend the event Party with a cause (Žur z razlogom), which took place at the same time as the real-world event held in Park Tivoli.

Odsev tesne povezanosti in prepletenosti resničnega ter virtualnega sveta je na otoku Si.mobil - Vodafone tudi storitev brezplačnega pošiljanja sporočil SMS, ki jih uporabniki z virtualnega otoka pošiljajo v resnični svet. Otok Si.mobil - Vodafone bomo v virtualnem svetu Second Life v prihodnje še nadgrajevali in naseljevali ter uporabnikom ponudili nove izkušnje z mobilnimi komunikacijami.

A symbol of the close relationship between the virtual and the real world is the free SMS messaging service that allows users to send messages from the virtual island to the real world. We will continue to upgrade and populate the Si.mobil – Vodafone island in Second Life, and provide new mobile communication experiences to our users.

Si.navigator Si.navigator

2.3.3

Razširili smo izbiro mobilnih telefonov, ki podpirajo delovanje storitve Si.navigator. Storitve se uporabniki odslej lahko poslužujejo na več kot 50 mobilnikih iz naše ponudbe. Aplikacijo pa bomo tudi nadgrajevali, saj bo Si.navigator bogatejši za številne funkcionalnosti.

We expanded the selection of handsets that support the Si.navigator service. The service can now be used with more than 50 mobile phones. We are also planning to upgrade the application to include several new functionalities.

Zasnovali pa smo tudi spletni Si.navigator kot podporo navigacijskemu sistemu, namenjenemu

We designed the Si.navigator web service to support the navigation system on mobile phones. The site's user-friendly design makes it clear and



za mobilnike. Stran je zaradi uporabniku prijazne zasnove zelo uporabna in pregledna. Uporabniki lahko prek spletnega Si.navigatorsa sinhronizirajo in urejajo lokacije iz mobilnika, na voljo je napreden iskalnik lokacij, enako kot na mobilniku je možno tudi načrtovanje poti.

easy to use. With the Si.navigator web service, users can synchronize and edit locations from their mobile phones, take advantage of our advanced location search feature and plan routes the same way as they do on their mobile phones.

2.3.4 Mobilni internet Mobile Internet

Vzporedno z nadgradnjo omrežja za prenos podatkov na tehnologijo UMTS/HSDPA smo prenovili ponudbo opcij in paketov za prenos podatkov – Mobilni internet.

While upgrading our network with the UMTS/HSDPA technology, we also refreshed our data plan options and packages – the Mobile Internet.

Štiri različne nove opcije Mobilni internet so nadgradnja naročniških paketov Smart, ki omogočajo znižanje stroškov pri prenosu podatkov in brskanju po internetnih straneh. Uporabnikom smo ob sklenitvi enoletne naročnine na opcijo Mobilni internet Start ponudili 6 mesecev brezplačne uporabe te opcije.

Four new different Mobile Internet Options represent an upgrade to our Smart subscription packages and allow users to reduce their data transfer and web browsing costs. Users that signed one-year contract for the Mobile internet Start option received 6 months of free use of the option.

Trije paketi Mobilni internet pa so namenjeni zahtevnejšim uporabnikom mobilnega prenosa podatkov, ki potrebujejo naročniško razmerje samo za prenos podatkov in za to uporabljajo posebno strojno opremo. Tem uporabnikom ponujamo tudi naprave za enostavno povezovanje in prenos podatkov – kartico Vodafone Mobile Connect Express ali Vodafone Mobile Connect USB modem.

Three Mobile Internet packages are targeted at our most demanding users of the data transfer service, who need a subscription solely for data transfers and use special hardware for this purpose. These users are also offered devices that enable simple connection and data transfers – the Vodafone Mobile Connect Express card or the Vodafone Mobile Connect USB modem.

2.3.5 Si.most Si.most

V letu 2007 smo predstavili krovno blagovno znamko Si.most, ki združuje storitve Glasnik, Glasovanje in Donator. Te zunanjim podjetjem in organizacijam omogočajo enostavnejšo in učinkovito komunikacijo s svojimi strankami. V ta namen smo pripravili tudi novo spletno stran simost.simobil.si.

In 2007, we launched a new umbrella brand Si.most for the Glasnik (messenger), Glasovanje (voting) and Donator (donor) services. These three services allow companies and organizations to communicate easily and efficiently with their clients. To support the new brand and services, we also launched a new website at simost.simobil.si.

Tehnologije Technologies

2.4

Družba Si.mobil svojim uporabnikom zagotavlja visoko kakovost omrežja, saj ga nenehno izpopolnjuje, nadgrajuje in optimizira. Strateško partnerstvo s podjetjem Vodafone je pomembno doprineslo k razvoju zahtevnih telekomunikacijskih izdelkov in storitev. Naši uporabniki imajo tako na voljo odlično ponudbo sodobnih, prijaznih in cenovno ugodnih storitev ter tehnologij napredne generacije mobilnih telekomunikacij.

Zavedamo se, da je vsak dan priložnost za tehnološke inovacije in napredek. Z energijo in predanostjo, s prenosom znanja in izkušenj iščemo nove storitve, rešitve in ponudbe. Zadovoljstvo, užitek in zabava naših uporabnikov so na prvem mestu, obenem pa nas spodbujajo k nadaljnjemu razvoju mobilnih telekomunikacij.

V letu 2007 smo nadaljevali z nadgradnjo jedrnih elementov omrežja Si.mobil - Vodafone. Različico UCR4.0, s katero smo začeli v letu 2006, smo nadgradili z novo različico SW UCR4.0. Največja pridobitev nadgradnje je funkcionalnost UMTS.

Si.mobil - Vodafone je omrežje UMTS/HSDPA za vse svoje uporabnike odprl 10. septembra 2007. To je manj kot leto dni po pridobitvi frekvence UMTS. Sistem je v celoti nadgrajen s tehnologijo HSDPA in omogoča hitrosti prenosa podatkov do 3,6 megabita na sekundo. Signal UMTS/HSDPA je danes na voljo 25 % slovenskega prebivalstva. S tem se je Si.mobil - Vodafone pridružil tretji, najnaprednejši generaciji mobilnih telekomunikacij. Najpomembnejše pridobitve vseh naših naročnikov so nove, višje prenosne hitrosti podatkov in video telefonija. Koreniti spremembi sta tudi topologija prenosnega omrežja in nadgradnja zmogljivosti na mednarodnem skupinskem hrbteničnem omrežju.

Si.mobil provides a high quality network, which is being constantly improved, upgraded and optimized. Our strategic partnership with Vodafone greatly contributed to the development of advanced telecommunication products and services. Our users can choose from a broad selection of state-of-the-art, user-friendly and cost-effective services and technologies from a new generation of mobile communications.

We are aware that each day is an opportunity for new technology innovations and progress. We invest our energy, efforts, knowledge and experience into providing new services, solutions and benefits. The satisfaction, enjoyment and entertainment of our customers come first, and are also the primary drivers for future developments in mobile communications.

In 2007, we continued with upgrades to the core Si.mobil network elements. The UCR4.0 version, which was introduced in 2006, was upgraded with the new SW UCR4.0 version. The greatest benefit brought about by this upgrade was the UMTS functionality.

Si.mobil - Vodafone opened the UMTS/HSDPA network to its users on September 10, 2007, less than a year after acquiring the UMTS license. The entire system is upgraded with HSDPA technology and enables data transfer speeds of up to 3.6 megabits per second. Today, the UMTS/HSDPA service is available to 25% of the population in Slovenia. With this new acquisition, Si.mobil - Vodafone joined the third and most advanced generation of mobile communications. The key benefits for our users are higher data transfer speeds and video telephony services. A significant change was introduced in the mobile network topology and by the upgrade of capabilities in the international common backbone network.



Signalni (SCCP) promet smo s Telekom Slovenije in Comfona prestavili na Telekom Austria. Signalni (SCCP) promet zajema promet, ki je ključen pri omogočanju storitve gostovanja tujih naročnikov v omrežju Si.mobil - Vodafone in obratno. Razlog za zamenjavo so bili boljši pogoji poslovanja.

Septembra smo platformo navideznega virtualnega operaterja (MVNO – Mobile Virtual Network Operator), ki je do tedaj deloval na isti platformi kot naši predplačniki in sistem VPN, preselili v Maribor.

V preteklem letu smo postavili 57 baznih postaj GSM EDGE in 106 baznih postaj UMTS. Tako za brezhibno kakovost storitev skrbimo s 560 baznimi postajami GSM/GPRS, od katerih je 396 baznih postaj EDGE, in s 108 baznimi postajami UMTS. Do konca leta 2007 je imelo naše omrežje 40 % baznih postaj postavljenih na stavbah, 30 % je bilo samostojnih postaj, 27 % na obstoječi konstrukciji, le 3 % pa jih stoji v tunelih in v notranjosti stavb. Opravili smo 31 meritev sevanja baznih postaj, od teh le tri na zahtevo lokalnih skupnosti.

Za uporabnike smo prenovili portal Vodafone live!, s čimer je upravljanje z novimi vsebinami preglednejše, uporabniška izkušnja pa privlačnejša. Poleg prenove platforme smo integrirali tudi nov modul, ki strankam poenostavlja identifikacijo in omogoča enostavnejše upravljanje s storitvami. Prenovo in tehnološke posodobitve brskalnika Si.web smo opravili z namenom, da internetne vsebine še bolj približamo obstoječim in potencialnim strankam. Pri posodobitvi smo sledili najnovejšim trendom s področja internetnih tehnologij, strani so privlačne, zanimive, prilagajajo se posameznim skupinam oziroma posameznikom. Pregledovanje preko terminala je prilagojeno velikosti zaslona terminala.

Implementirali smo tudi novo storitev Si.asistent. To je internetni portal, ki našim uporabnikom ponuja možnost pregledovanja računov, trenutne

Signaling (SCPP) traffic was moved from Telekom Slovenija and Comfon networks to Telekom Austria. Signaling (SCCP) traffic includes network traffic that is crucial in enabling the roaming service for foreign users using Si.mobil's network and vice versa. The decision to move was based on better business terms.

In September, we migrated the mobile virtual network operator (MVNO), which previously operated on the same platform as our prepaid service and VPN system, to a new platform in Maribor.

Last year, we built 57 new GSM EDGE base stations and 106 new UMTS base stations. We now ensure perfect service quality with a total of 560 GSM/GPRS base stations – of which 396 EDGE stations and 108 UMTS stations. By the end of 2007, 40% of our base stations were installed on buildings, 30% were stand-alone, 27% used an existing construction and 3% were installed in tunnels or inside buildings. We performed 31 base station radiation measurements, only three of which were performed at the request of local communities.

We renewed the Vodafone live! portal to streamline content management and ensure an improved user experience. In addition to upgrading the platform, we integrated a new module to simplify user identification and service management. We refreshed and updated our Si.web browser to bring online content even closer to our existing and potential customers. By using the latest technologies we created attractive and interesting sites that are customized to the specific needs of our users or user groups. When using a mobile phone, the online experience is adjusted to the terminal screen size.

We implemented the new Si.asistent (Si.assistant) service, an internet portal that allows our users to review their invoices, check their current usage or enable new services. The service also provides a new channel for communication with our

porabe, samostojno lahko izbirajo nove storitve. Je tudi nov komunikacijski kanal z našimi naročniki. Storitve je zasnovana na naj sodobnejših tehnologijah in konceptih (SOA), ki omogočajo hitre in stroškovno optimalne nadaljnje integracije z ostalimi komunikacijskimi kanali ter sistemi (npr. IVR). Pri uvajanju smo spoštovali stroga varnostna priporočila in standarde.

Uspešno smo zaključili projekt prehoda na evro in naročnikom z dvojnimi označevanjem cen omogočili enostaven prehod na novo valuto.

V skladu z zahtevami Evropske unije smo implementirali tudi novo enotno evrotarifo za gostovanje. Postavili smo ločen predplačniški sistem za Mercatorjevega navideznega operaterja (MVNO), ki omogoča neodvisno delovanje Si.mobilovega predplačniškega sistema in ostalih navidezni operaterjev (MVNO) ter izpolnjuje vse varnostne zahteve s tega področja. Hkrati smo s prenosom dela opreme v Maribor poskrbeli za nemoteno delovanje sistema tudi v primeru večjih naravnih katastrof. Vse poslovne sisteme smo prilagodili novi direktivi »Data Retention« ter tako razpolaganje in ravnanje s podatki uskladili z evropskimi in slovenskimi zakoni ter usmeritvami.

subscribers. It is based on the latest technologies and concepts (SOA), which enable a rapid and cost-effective further integration with other communication channels and systems (such as IVR). The solution is compliant with strict security guidelines and standards.

We successfully completed the project of euro adoption and ensured a simple transition for our customers by introducing price quotes in two currencies.

To ensure compliance with EU regulations, we also implemented the new European unified roaming charges. We set up a separate prepaid service system for Mercator's mobile virtual network operator (MVNO), which enabled independent operation of Si.mobil's prepaid service system and other MVNOs, and is compliant with all relevant security regulations. By transferring a part of the equipment to Maribor, we ensured uninterrupted operation even in the event of a major natural disaster. We ensured that all our business systems are compliant with the new "Data Retention" directive, bringing data management and handling in line with European and Slovenian legislations and guidelines.



2.5 Prodaja Sales

Ena od najpomembnejših stičnih točk z uporabniki so naša prodajna mesta. Izbiramo in opremljamo jih skrbno in premišljeno ter v najsodobnejšem duhu. Obiskovalcem nudimo ne le nakup in informacije, temveč celostno izkušnjo v prijaznem in sodobno zasnovanem okolju. Naša celotna ponudba je kupcem dostopna na 113 prodajnih mestih, predplačniška ponudba pa na več kot 1.300 prodajnih točkah.

One of the most important meeting points with our costumers are our selling spots and stores. We choose their locations carefully and furnish them to be fashionable and customerfriendly. Our customers can find more than just information or products to purchase - they can enjoy a comprehensive experience in a friendly and fashionably designed environment. Our entire offering is available at 113 selling spots and prepaid packages are available at more than 1,300 retail locations.

2.5.1 Neposredna prodaja Direct Sales

Svoje prodajne centre imamo v vseh večjih slovenskih mestih – Mariboru, Kranju, Ljubljani, Celju, Kopru in Novem mestu. V letu 2007 smo odprli deveti prodajni center Si.mobil - Vodafone v Mariboru (v nakupovalnem centru E.Leclerc) in tri prodajna mesta na M mobil točkah v Mercator centrih v Ljubljani – Šiška, Kopru in Kranju. Naš prvi prodajni center, ki sledi novemu konceptu videza in funkcionalnosti, je v centru Ljubljane na Čopovi ulici in predstavlja vzorčni primer za prenovo ostalih centrov. Vse Si.mobilove prodajne centre pa že zdaj povezujejo prepoznavni elementi iz Si.mobil - Vodafone LAB-a.

Our sales centers are present in all major Slovenian towns – in Maribor, Kranj, Ljubljana, Celje, Koper and Novo mesto. In 2007, we opened the ninth Si.mobil – Vodafone center (in the E. Leclerc shopping center in Maribor) and three selling spots on M mobile points in Mercator centers in Ljubljana - Šiška, Koper and Kranj. Our first shop, which embodies the new concept of good design and functionality, is located on Čopova street in the center of Ljubljana. It serves as the blueprint for how we renovate the rest of our shops. We are already using unique design elements from Si.mobil – Vodafone LAB to create a connection between the existing Si.mobil shops.

Svoja prodajna mesta smo zasnovali po meri uporabnika. V njih prevladujeta zelena in rdeča barva, vsi elementi imajo ne le estetsko, temveč tudi uporabno funkcijo. Prizadevamo si, da so naši centri več kot le prodajna mesta, da postanejo tudi stična točka, prostor za druženje. V vseh novih ali prenovljenih centrih lahko obiskovalci preizkušajo izdelke. Na voljo imajo delujoče telefonske aparate (naročniške in predplačniške), na katerih se lahko seznanijo tudi z vsebinami na portalu Vodafone live! (melodije, igre, ozadja).

Our shops are designed to be userfriendly. Interior colors are predominantly green and red and all furnishings have both an aesthetic and a functional value. We are working hard to make our shops more than just sales locations, but a place where people can meet and socialize. Visitors of our new or any renovated stores can try out products for themselves. They can use operational mobile phones (subscription and prepaid packages) or try our Vodafone live! portal content (ringtones, games, backgrounds).

Si.mobil - Vodafone LAB je še danes sinonim za povsem drugačen prodajni center. V njem obiskovalci skozi resnično doživljanje sveta Vodafone live! raziskujejo, spoznavajo novosti, pridobivajo nove izkušnje ali pa uredijo tisto, kar sicer običajno urejajo na prodajnem mestu. Si.mobil - Vodafone LAB je v Areni Vodafone live! v Ljubljani. To je odlična lokacija, ki združuje zabavo in prosti čas, nove generacije uporabnikov mobilne telefonije ter napredne tehnologije. Sodobna tehnologija in visoko razvite aplikacije obiskovalcem LAB-a omogočajo preprosto, igrivo iskanje informacij o naši ponudbi ter pridobivanje rešitev. Iskanje je interaktivno, informacije iščejo le s pritiskom na zaslon.

Na svojih prodajnih mestih smo v letu 2007 zabeležili rast števila vplačanih položnic, prodaje dodatne opreme in posredovanja na servisih. V primerjavi z letom prej smo v letu 2007 zabeležili v povprečju 40-odstotno rast vseh aktivnosti, ki jih opravljamo v prodajnih centrih.

Posredna prodaja Indirect Sales

Svoje storitve tržimo tudi prek razvejane prodajne mreže pooblaščenih prodajalcev po vsej Sloveniji. Naša posredniška mreža je ob koncu leta 2007 obsegala 113 prodajnih mest, kjer tržimo predplačniške in naročniške storitve. Že v novembru 2007 smo preseгли celoletno prodajo iz leta 2006 (41.130 novih naročnikov).

V letu 2007 smo odprli 9 novih lokacij, 8 že obstoječih posrednikov pa je prenovilo svoja prodajna mesta. Večina posrednikov je v svojih prodajnalnah uredila Si.mobil kotiček, tako da na skoraj vseh prodajnih mestih dosegamo standarde prodajnih mest, ki smo si jih zastavili v letu 2006.

V posredniško mrežo lahko vstopijo le tisti, ki nas prepričajo z lokacijo svojega prodajnega mesta. To so predvsem novi večji prodajni centri.

Si.mobil - Vodafone LAB remains a synonym for a radical new retail store approach. It offers its visitors a true experience of the Vodafone live! world and gives them an opportunity to explore, discover and experience new services or products. Si.mobil - Vodafone LAB is located in the Arena Vodafone live! in Ljubljana. This great location combines entertainment and leisure, and connects new generations of mobile phone users and advanced technologies. Technology and advanced applications offer the visitors a fun and simple way to explore our offering and find solutions. The search is interactive and information can be found by simply touching the screen.

In 2007, we recorded an increase in paid bills, accessories sales and support services. Compared to 2006, we experienced 40% average growth in all activities we perform in our shops.

2.5.2

We also market our services through an extensive network of authorized dealers across Slovenia. At the end of 2007, the sales network included 113 selling spots where both prepaid and subscription services are sold. In November, we already surpassed the yearly sales of 2006 (41,130 new subscribers).

In 2007, we opened 9 new stores and the 8 existing dealers upgraded their selling spots. Most dealers established a Si.mobil area within their shops, enabling us to meet the sales location standards we set in 2006.

Our network only includes those dealers that can assure us of the quality of their locations. These are mainly new large shopping centers and we expect them to contribute quality to our sales network.



Od njih pričakujemo, da v našo posredniško mrežo prispevajo tudi s svojo kakovostjo.

Na približno 1.300 lokacijah tržimo le predplačniške pakete, v trafikah pa le vrednostne kartice. Večje prodajne verige, s katerimi sodelujemo, so Mercator (trgovska znamka M mobil), Petrol, OMV, Pošta, Agip, Tobačna-3DVA, Delo prodaja idr.

V letošnjem letu smo za prodajna mesta na bencinskih servisih Petrol in OMV pripravili ekskluzivno ponudbo predplačniškega paketa Halo. Na Petrolovih servisih so ekskluzivno prodajali mobilni telefon Nokia 1110i, na servisih OMV pa Nokia 2310. Kupci so poleg ugodnega paketa dobili še dodatno vrednostno kartico za 5 EUR. Enaka akcija je ob koncu leta potekala tudi v vseh trgovinah Big Bang, kjer smo tudi ponudili Nokia 2310.

Skupnost naših predplačniških uporabnikov se je v letu 2007 povečala za kar 45.000 novih uporabnikov. V prihodnjem letu bomo svojo ponudbo predplačniških paketov na obstoječih prodajnih mestih še bolj izpostavili, saj želimo postati med različnimi ponudniki mobilne telefonije še opaznejši. V sodelovanju z marketinškimi službami pripravljamo tudi ekskluzivne pakete za vsako večjo prodajno verigo.

2.6 Trženje Marketing

Skrb za naročnike, kakovost storitev, prilagodljivost in pripadnost blagovni znamki postajajo (poleg cene) na trgu mobilne telefonije čedalje pomembnejši elementi konkurenčne prednosti. Zato se vse bolj osredotočamo na nove storitve. Iščemo nove pristope do obstoječih naročnikov. Zagotavljamo ekskluzivne ugodnosti in storitve, ki še bolj udejanjajo osnovno obljubo blagovne znamke – biti najprivlačnejši ponudnik komunikacij v Sloveniji. Svojim obstoječim in

Approximately 1,300 selling spots only resell prepaid packages and we are marketing refill cards through newsstands. We are partnering with a number of retail chains, including Mercator (M mobil brand), Petrol, OMV, Pošta, Agip, Tobačna-3DVA, Delo prodaja etc.

This year, we prepared an exclusive offer of the Halo prepaid package, which was available through Petrol and OMV petrol stations. Petrol offered exclusively the Nokia 1110i handset, while OMV stations offered Nokia 2310. In addition to competitively priced phones, our customers received a free card with a EUR 5 credit. We were running a similar campaign in Big Bang, where we also offered the Nokia 2310 handset.

Our prepaid community has grown by 45,000 new users in 2007. In 2008, we will increase the promotions of our prepaid offering through our existing selling spots to stand apart from other mobile operators. We are working with marketing departments to launch exclusive packages for all larger retail chains.

In addition to price, customer care, quality of service, flexibility and brand loyalty are becoming increasingly more important for maintaining a competitive advantage. This is why we are focused on introducing new services and are looking for new approaches to address existing customers' needs. We provide exclusive benefits and services that deliver on our basic brand promise – to be the most attractive communications provider in Slovenia. Through our marketing campaigns we

bodočim uporabnikom tudi v komunikacijskih kampanjah nedvoumno sporočamo svoje ključne prednosti – cenovno ugodnost, preglednost in zanesljivost. S preseganjem ustaljenih komunikacijskih okvirjev vzpostavljamo še pristnejšo komunikacijo s svojimi ciljnimi skupinami. Z njimi pletemo dolgotrajen odnos, ki temelji na zaupanju.

Si.mobil - Vodafone se že leta uvršča med največje oglaševalce. Zavedamo se pomembnosti upravljanja blagovne znamke ter kljub mnogim preprekam in zahtevnim okoliščinam, predvsem ostrega konkurenčnega okolja, razumemo, da je uspešna izgradnja blagovne znamke dolgoročen projekt. Ciljne skupine nagovarjamo v njim lastnem jeziku, vedno znova iščemo nove poti in načine nagovora. Zgleden primer je naše nagovarjanje ciljne skupine Orto Smart, kjer poleg klasičnih elementov oglaševanja v komunikacijo močno vpletamo glasbo.

Glasba je nosilna v dialogu s ciljno skupino mladih Orto Smartovcev. Prerašča vlogo elementa oglasnih sporočil in predstavlja točko identifikacije ter pripadnosti. Odkrivamo vedno nove poti v nagovoru te ciljne skupine, in sicer prek manjših daril (glasbena kompilacija Smart at Heart) ali sponzorstev izbranih glasbenih prireditev (DiscoNautica, Dan Elektronike). Želimo združevati pripadnike ciljne skupine blagovne znamke, povezovati zabavo in dobroteljskost ter pri mladih vzpodbujati čut za družbeno odgovornost. Zato organiziramo že tradicionalni Žur z razlogom.

Dinamika in radoživost sta prepoznavni lastnosti blagovne znamke Orto Smart. Zato Orto Smart povezujemo tudi s športnimi aktivnostmi, kot je deskanje na snegu, uporabnike Smart pa z Ljubljanskim maratonom. S pomočjo te blagovne znamke želimo vzpodbuditi razvoj in ozaveščenost o športnih aktivnostih, ki sicer niso v fokusu javnosti in medijev. Mladim pa v njihovi težnji po drugačnosti, inovativnosti in vzdržljivosti ponujamo prave cilje.

are communicating our key advantages to our existing and future users: competitive prices, transparency and reliability. As we reach beyond traditional communication frameworks, we are establishing even more genuine communication with our target audiences and building a long-term relationship based on trust.

Si.mobil - Vodafone has been one of the major advertisers for years. We realize the importance of brand management and despite many obstacles and challenging circumstances – especially those imposed by strong competition – we understand that building a successful brand is a long-term project. We are speaking to our target groups in their own language and are constantly on the lookout for new ways of addressing them. A good example is our approach to the Orto Smart target audience, where we integrate music and more traditional advertising elements.

Music is the key for our communication with the young Orto Smart audience. It transcends the role of an advertising element to create a sense of belonging and enables our users to identify with our brand. We are finding new ways to address this target group: from smaller gifts (Smart at Heart CD) to sponsorships of musical events (DiscoNautica, Electronics Day). We are looking to unite the members of our target group behind our brand and wish to combine fun with charity to encourage the sense of social responsibility among the young people. To achieve this, we are organizing the traditional Party with a cause (Žur z razlogom).

Activity and playfulness are the recognizable features of the Orto Smart brand. That is why we are associating the Orto Smart brand with sporting events, such as snowboarding and the Ljubljana marathon for our Smart users. We would like to use our brand to encourage the development and raise the awareness of those sports activities that are not ordinarily in the public and media focus. At the same time, we give young people the right goals in their quest for



Tudi poslovni javnosti jasno izkazujemo svojo vpetost v lokalno okolje. V poslovanje vključujemo slovenske dobavitelje, povečujemo število zaposlenih, dosegamo odlične poslovne rezultate, prizadevamo si za ureditev področja telekomunikacij in s tem za zdrav razvoj gospodarstva.

V družbi Si.mobil so nam pomembni tudi dobri odnosi s poslovnimi javnostmi in partnerji, ki jih gojimo tudi prek neformalnih družabnih srečanj in dogodkov. Že tradicionalno organiziramo Golf turnir na Bledu, enkrat letno pa jih razvijamo tudi s prijetnim druženjem v čudovitem okolju, kjer uživajo ob prijetni glasbi, kulinariki in ekskluzivnih predstavitev modnih novosti.

2.6.1 Vrednost blagovne znamke Brand Values

Vrednote naše blagovne znamke in poslovna načela našega podjetja se tesno prepletajo. Načela podjetja Si.mobil so omogočanje odlične uporabniške izkušnje, nudenje kakovostnih storitev, vrednih svoje cene, zagotavljanje novih in kakovostnih storitev, odgovornost do družbe in okolja, ključ do uspeha pa so naši zaposleni. Načela se ne odražajo zgolj v komunikaciji, vgrajena so v sam DNK blagovne znamke, katere vrednote so zelo podobne: kakovost, bistro rešitve, vrednost za denar in globalni doseg. Vse skupaj se odraža v naši ponudbi, zaposlenih in projektih, podpisanih z blagovno znamko Si.mobil - Vodafone.

Svojim sedanjim in bodočim uporabnikom nedvoumno sporočamo svoje ključne prednosti – cenovno ugodnost, transparentnost, zanesljivost in skrb za uporabnika. Ob tem ne pozabljamo na komunikacijo vrednot blagovne znamke tako prek oglasnih sporočil kot prek dogodkov, sponzorstev in aktivnosti na področju družbene odgovornosti. Vrednote blagovne znamke namreč zares veljajo

being different, innovative and persistent.

We also clearly communicate our commitment to the local environment to the business community. We are working with Slovenian suppliers, employing new people and achieving excellent business results. We are actively participating to improve the telecommunications market and consequently contribute to a healthy economic development.

We in Si.mobil also care deeply about maintaining good relationships with our business partners and the business community. We nurture these relationships through informal social meetings and events. Among them are our traditional Golf Tournament in Bled and the friendly social events in a wonderful setting we organize once a year, where our partners can enjoy nice music, good food and exclusive fashion shows.

Our brand values and business principles are intertwined. The Si.mobil principles are: ensuring excellent user experiences, offering world class services that justify their price, providing new high quality services, and social responsibility, and we are aware that our employees are the key to our success. These principles are not reflected only in our communications, they are in the very DNA of our brand, which shares very similar values: quality, smart solutions, great value and global reach. All of this is reflected in our offering, employees and projects that carry the Si.mobil – Vodafone brand.

We clearly communicate our key advantages to our existing and future customers – competitive prices, transparency, reliability and customer care. We are also focused on communicating our brand values through advertising, events, sponsorships and social responsibility efforts. After all, brand values only mean something when we realize them.

šele takrat, ko jih tudi udejanjimo.

Z enostavnimi in osredotočenimi sporočili v komunikacijskih sredstvih gradimo konsistentno podobo blagovne znamke na izdelčno-storitveni ravni, kjer nastopamo kot cenovni vodja in dvigujemo ugled na vseh pomembnih področjih (zaupanje, privlačnost itd.). Pravilna izbira storitev in izdelkov se izkazuje v rasti števila uporabnikov oziroma tržnega deleža. Strateško domišljen načrt nagovora primarnih ciljnih skupin pa se kaže tako v utrjevanju zvestobe obstoječih naročnikov kot tudi pri pridobivanju novih naročnikov.

Oglaševalske kampanje Advertising Campaigns

V oglaševalskem smislu je leto 2007 pripadlo blagovni znamki Orto Smart. Odločili smo se za inovativen pristop. Z največjo in najbolj razvejano komunikacijsko kampanjo Orto Smart avdicija smo uspeli utrditi in nadgraditi svojo podznamko Orto Smart, ki je med najbolj priljubljenimi med mladimi v Sloveniji.

Svoji ciljni skupini uporabnikov smo ponudili edinstveno priložnost, da sodelujejo v avdiciji za jesensko oglaševalsko kampanjo Orto Smart, ki je trajala vse od pomladi do konca jeseni 2007. Mlade v starosti med 15 in 30 let smo prek različnih medijev pozvali, da se s svojo sliko ali videom, ki ju lahko posnamejo kar z mobilniki, prijavijo na spletno avdicijo. Z novim interaktivnim pristopom je Si.mobil - Vodafone želel vzpostaviti pristnejšo dvosmerno komunikacijo s ciljno skupino in z njo graditi dolgotrajen odnos. Uspešnost kampanje Orto Smart avdicija, na katero se je prijavilo prek 600 mladih, je dokazala rast priljubljenosti blagovne znamke, ki je v štirih mesecih zrasla za šest odstotnih točk, in povečanje števila uporabnikov.

Vezi s ciljno skupino Orto Smart smo ob koncu leta 2007 še naprej pletli tudi z večpredstavnostno nagradno igro Orto Smart izziv, ki smo jo podprli z manjšo oglaševalsko kampanjo. Izzivalce smo

With clear and focused messages, we are building a consistent brand image at the level of products and services, where we are a price leader and are consistently improving our reputation in all key areas (trust, attractiveness etc.). Our correct decision in choosing products and services was confirmed by a growing number of users and increasing market share. The strategic approach to primary target groups has been proven successful by increased user loyalty and new customers.

From the advertising point of view, the year 2007 belonged to the Orto Smart brand. We decided to choose an innovative approach. With our broadest and most extensive effort – the Orto Smart Audition campaign – we managed to strengthen and extend our Orto Smart sub-brand, which is among the most popular brands among young people in Slovenia.

We offered our target group the unique opportunity of taking part in the audition for the autumn Orto Smart advertising campaign, which ran between the beginning of spring and the end of autumn 2007. Through different media channels we invited young people aged from 15 to 30 to apply for an online audition. They could participate with their photos or videos they made with their mobile phones. By using a new and interactive approach, Si.mobil – Vodafone was looking to establish a more genuine two-way communication with the target group and use it to build a long-term relationship. The success of the Orto Smart Audition campaign - over 600 young people participated – underscored the growing popularity of our brand, which increased by six percent points in four months, and the growth in the number of users.

2.6.2



pozvali, da se vse do pomladi 2008 preizkušajo v ustvarjalnosti in iznajdljivosti ter se pridružijo spletni skupnosti Orto Smart. Na poti do zmage so jim poleg izoblikovanega Orto Smart profila na strani www.ortosmart.si z glasovanjem pomagali tudi prijatelji in glasovalci. Kot prvi v Sloveniji smo večpredstavnostno nagradno igro Orto Smart izziv oglaševali tudi na največjih internetnih portalih na svetu, kot so Youtube.com, Facebook.com idr.

Konec leta 2007 smo začeli z novim tonom komunikacije. Ta je resnejši, bolj profesionalen in namenjen starejšemu segmentu. Oglaševalska kampanja, ki je podprla božično-novoletno akcijo s sloganom »Ljudje, ki jim vi zaupate, zaupajo nam«, je bila podkrepljena z raziskavo o zaupanju. Ta je merila umeščenost blagovne znamke Si.mobil - Vodafone na slovenskem trgu, za Si.mobil - Vodafone pa jo je izvedlo podjetje za raziskovanje in načrtovanje Aragon. V raziskovalni vzorec sta bila vključena 1.602 uporabnika petih ponudnikov mobilnih storitev:

Si.mobil - Vodafone, Mobitel, Debitel, Izi mobil in M mobil. Kar 89,5 % uporabnikov Si.mobil - Vodafona se je v raziskavi strinjalo s trditvijo, da so jim pri Si.mobil - Vodafonu na voljo storitve, ki jim najbolj ustrezajo. Svojega sedanjega operaterja, Si.mobil - Vodafone bi nekomu, ki se odloča za menjavo operaterja, priporočilo kar 91,4 % vprašanih. Zaradi izjemnih odzivov in preseženih pričakovanj smo božično-novoletno kampanjo podaljšali v leto 2008.

Si.mobil - Vodafone je bil v preteklem letu tudi pobudnik razprave o odgovorni uporabi mobilnega telefona med vožnjo. K pereči problematiki je pristopil z odmevno komunikacijsko akcijo, ki jo je pripravil v sodelovanju s Svetom za varnost in preventivo v prometu.

At the end of 2007, we continued to build a closer relationship with the Orto Smart target group by launching the Orto Smart Challenge multimedia competition, which was also supported by a small-scale advertising campaign. We invited the competitors to test their creativity and inventiveness and join the Orto Smart online community. In addition to creating an Orto Smart profile at www.ortosmart.si, they were subject to a voting process, where their friends and other voters could help them on their way to victory. In promoting the Orto Smart Challenge, we were the first company in Slovenia to use the world's largest online portals such as Youtube.com, Facebook.com etc.

In the last quarter of 2007, we changed our communication tone towards becoming more serious and professional. This communication is aimed at the older population. The advertising campaign to support the Christmas sales campaign with the slogan "People you trust, trust us!" was supported with a survey on trust. The survey showed the market position of the Si.mobil - Vodafone brand and was carried out by Aragon, a research and planning company. The sample group included 1,602 users of five mobile operators: Si.mobil - Vodafone, Mobitel, Debitel, Izi mobil and M mobil. 89.5% of Si.mobil - Vodafone users agreed that Si.mobil - Vodafone provides services that best suit their needs. 91.4% of surveyed users would recommend Si.mobil - Vodafone to someone who is thinking about changing their operator. The results exceeded our expectations and we decided to continue with our Christmas sales campaign into 2008.

Last year, Si.mobil - Vodafone kicked off the discussion on the responsible use of mobile phones while driving. We approached this critical issue with a well-received communication campaign that was carried out in collaboration with the Slovene Road Safety Council.

Raziskave Research

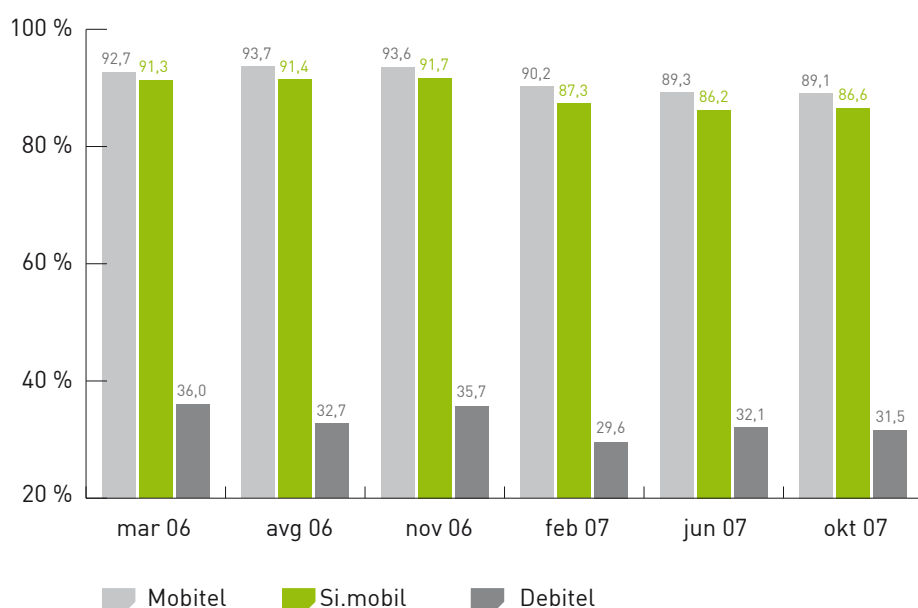
2.7

V Si.mobilu redno spremljamo pozicioniranje blagovne znamke Si.mobil - Vodafone na trgu. Iz rezultatov raziskave Pozicioniranje blagovne znamke, ki je bila izvedena oktobra 2007 na reprezentativnem vzorcu 1.602 anketirancev, je razvidna njena visoka prepoznavnost – še posebej v segmentu mladih uporabnikov.

Si.mobil continuously monitors the market position of the Si.mobil - Vodafone brand. Results of the research on brand market position, which was carried out in October 2007 and included 1,602 people, have shown high levels of brand awareness, particularly among young users.

Celoten trg

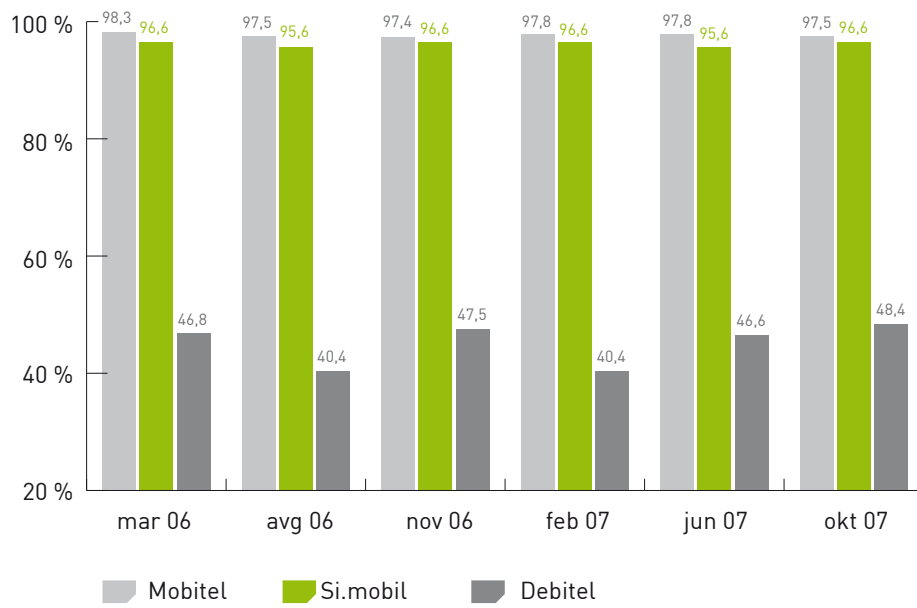
Entire market





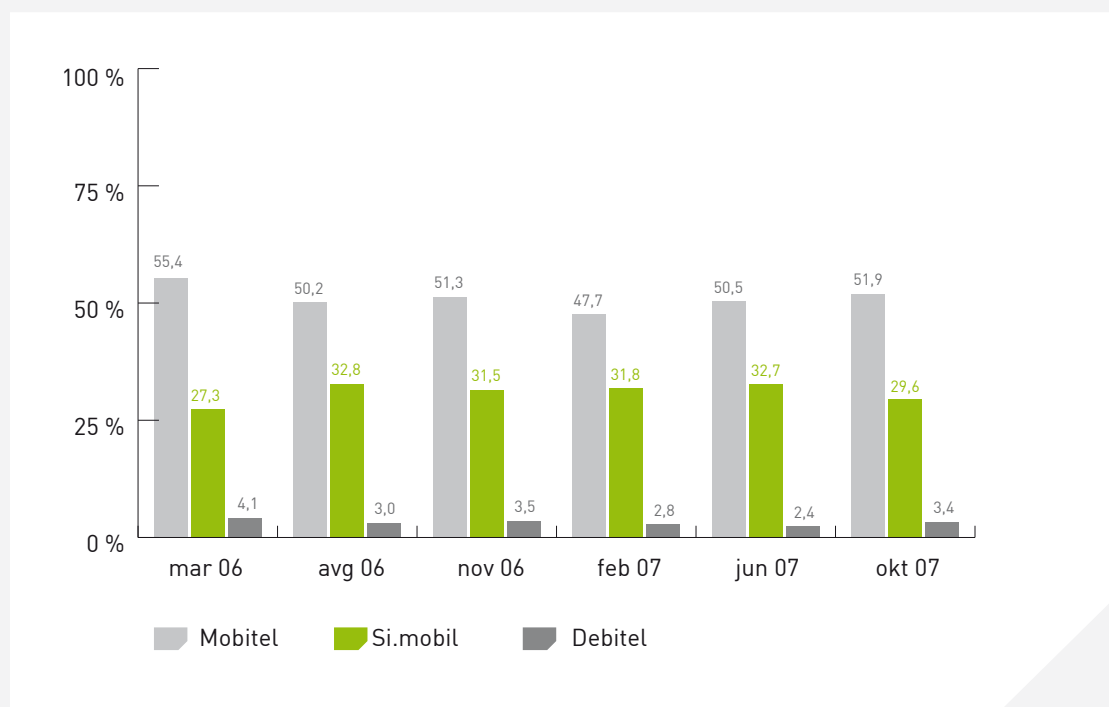
Mladi uporabniki

Young users



Preferenca blagovne znamke

Brand preference



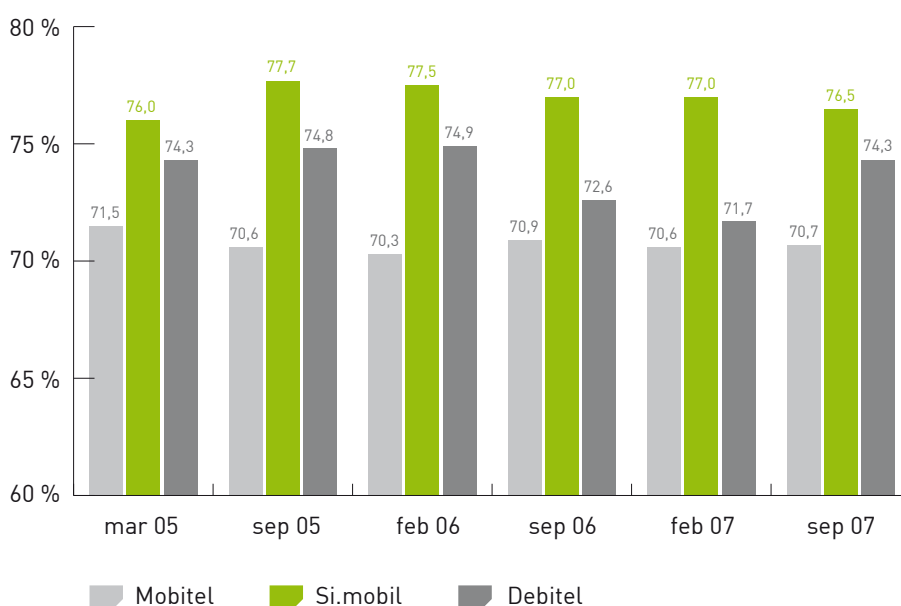
Visoka preferenca, ki jo vprašani dajejo naši blagovni znamki, nam napoveduje rast tudi v prihodnje.

High preference for our brand among users ensures further growth in the future.



Indeks zadovoljstva

Satisfaction index

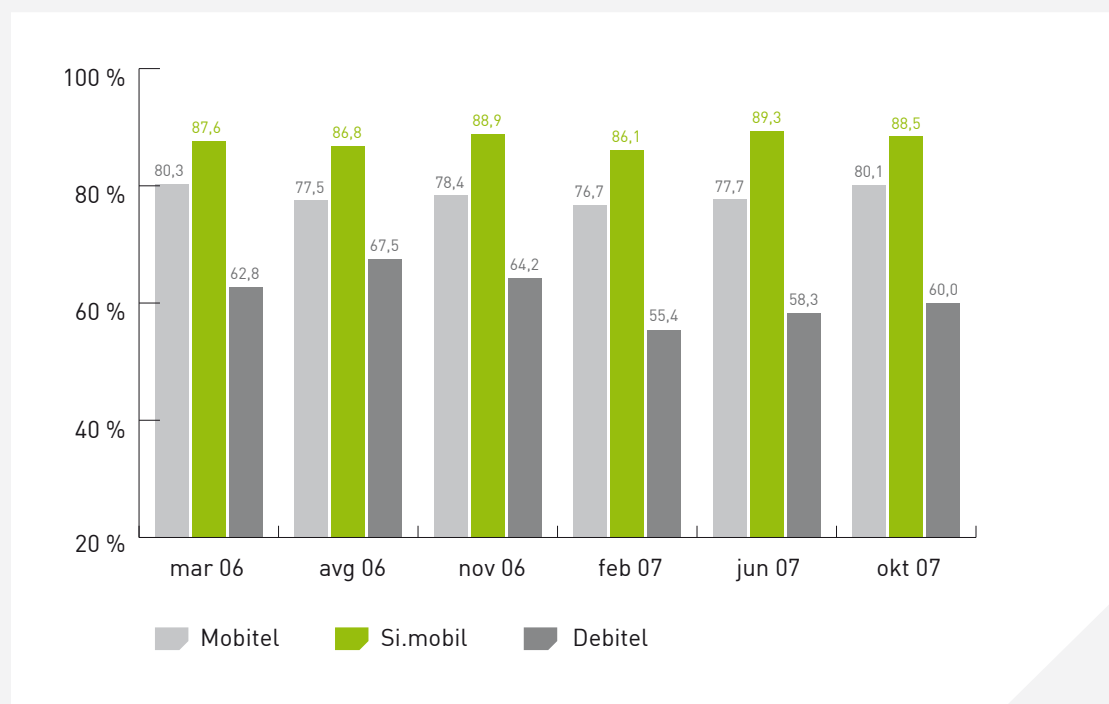


Si.mobil - Vodafone je uporabnikom zanimiv predvsem zaradi ugodne in kakovostne ponudbe, kaže raziskava. Svoje izdelke oblikujemo po meri uporabnika in nenehno skrbimo, da so naše storitve na visoki ravni. Raziskava Zadovoljstvo uporabnikov mobilne telefonije, ki smo jo izvedli septembra 2007 na reprezentativnem vzorcu 1.464 ljudi, nam pove, da so naši uporabniki v vseh segmentih med najbolj zadovoljnimi na slovenskem trgu.

The research shows that Si.mobil - Vodafone appeals to users particularly because of its price competitive and high quality offer. We design our products to meet the costumers' needs and we constantly strive to offer high service levels. In September 2007, we carried out a survey on the level of satisfaction among mobile phone service users. The survey, which polled 1,464 people, shows that our users in all population segments rank among the most satisfied on the Slovenian market.

Zvestoba

Loyalty index



Zadovoljstvo se odraža tudi v visoki stopnji priporočanja in zvestobe. Naše stranke so naša najboljša promocija, saj je med njimi več kot 88 % takih, ki bi nas z veseljem priporočili svojim prijateljem in znancem.

Customer satisfaction is also reflected in a high number of recommendations and loyalty levels. Our customers are our best promoters – over 88% would gladly recommend us to their friends and acquaintances.



2.8 Veleprodaja in regulativa Wholesale and Regulation

V sodobnem svetu 21. stoletja je skoraj samoumevno, da smo vedno in povsod dosegljivi, da lahko kadarkoli in kjerkoli pokličemo kogarkoli. V ozadju te navidez preproste in samoumevne »razvade« se skriva zelo kompleksen preplet različnih področij in funkcij, ki zagotavljajo tehnično brezhibno delovanje storitev, pogodbeno ureditev komercialnih in drugih pogojev, vse to ob upoštevanju zahtev in omejitev, ki jih predstavlja pravno-regulatorni okvir.

Da bi uporabniki omrežja Si.mobil - Vodafone tako doma kot v tujini nemoteno uporabljali storitve domačega omrežja in omrežij, v katerih gostujejo, smo do konca leta 2007 sklenili 12 pogodb o medomrežnem povezovanju in 236 pogodb o mednarodnem gostovanju v skupno 117 državah sveta ter zagotovili kakovostne povezave z drugimi domačimi in mednarodnimi operaterji.

Telekomunikacijski trg je vedno bolj reguliran. Za zagotavljanje konkurenčnih razmer na trgu ter za zaščito koristi končnih uporabnikov v Sloveniji skrbi Agencija za pošto in elektronske komunikacije (APEK). Ta je v preteklem obdobju uspela postaviti soliden regulatorni okvir, čaka pa jo še veliko dela pri praktičnem urejanju trga, da bo primerljiv s trgi v drugih državah Evropske unije. Za zagotavljanje poštene in svobodne konkurence na trgu pa je pristojen Urad za varstvo konkurence (UVK), ki se je v preteklosti večinoma izogibal reševanju težav, povzročenih zaradi prevladujočega položaja bivših monopolnih podjetij s področja telekomunikacij. To je zmanjševalo dinamiko trga ter konkurenta oviralo pri normalnem razvoju.

V letu 2007 so na trg neposredno posegle tudi evropske institucije in z znatnim znižanjem cen za

It has become the matter of fact that we are accessible at any time and everywhere, and that we can call anybody at any time from anywhere. Behind this seemingly simple fact we take for granted, there is a very complex web of different areas and functions ensuring perfect service delivery, the contractual definition of commercial and other conditions, and compliance with legal and regulatory requirements and limitations.

To provide Si.mobil - Vodafone costumers with uninterrupted services at home and abroad, we signed 12 interconnection contracts and 236 roaming contracts for 117 countries by the end of 2007. We also ensured quality connections to other Slovenian and international operators.

The telecommunications market is becoming increasingly regulated. Post and Electronic Communications Agency of the Republic of Slovenia (APEK) is in charge of ensuring healthy market competition and protecting the interests of end-users in Slovenia. The agency has successfully established a solid regulation framework but still needs to ensure practical regulation in order to make the Slovenian market comparable to other EU countries. The Slovenian Competition Protection Office (UVK), established to ensure fair and free market competition, avoided resolving problems caused by the dominant position of previously monopolistic telecommunications companies in the past. This slowed the market dynamics and normal development of competition.

In 2007, the market was also influenced by European institutions, which imposed a considerable decrease of roaming charges in EU countries, significantly impacting the revenues of Slovenian mobile operators.

gostovanja znotraj Evropske unije nesorazmerno znižale prihodke slovenskih mobilnih operaterjev. Ker se zavedamo pomena, ki ga imajo pravilne odločitve pristojnih slovenskih in evropskih institucij pri nadaljnjem uspešnem razvoju Si.mobila, veliko časa posvečamo predstavitvi ter zagovarjanju svojih stališč v Sloveniji in Bruslju ter opozarjanju na odstopanja od evropskih praks.

Prav tako smo dejavni v Evropskem združenju alternativnih ponudnikov telekomunikacij (ECTA), kjer opozarjamo na specifiko slovenskega trga ter iščemo podporo pri naporih za normalizacijo konkurenčnih razmer v Sloveniji.

Aktivni smo tudi znotraj skupine mobilkom austria, kjer svoje izkušnje prenašamo na nove člane skupine, ki se na Balkanu srečujejo s podobnimi izzivi, kot smo jih srečevali pri nas.

We are well aware of how important the correct decisions of relevant Slovenian and European institutions are to ensure the continuing successful development of Si.mobil. Therefore, we devote significant efforts to present and defend our views appropriately, in Slovenia and in Brussels, and to draw attention to deviations from European practices.

We are also active within ECTA, the European Competitive Telecommunications Association, where we draw attention to the specific traits of the Slovenian market and look for support in our efforts to ensure a competitive market in Slovenia.

We also actively participate in the mobilkom austria group, transferring our experience to new group members in the Balkans, who face similar challenges.



Si.nergija

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Si.nergy

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Si.nergija – ubrano ujemanje med tržno usmeritvijo in družbeno odgovornostjo: brez prve ni druge, druga drugo podpira in šele omogoča.

Si.nergy – harmonious alignment between market direction and social responsibility: one cannot exist without the other, one supports and enables the other.





3.1 Dejavní in družbeno odgovorni Active in Our Community and Socially Responsible

Evropska razvojna strategija že od Lizbonske strategije iz leta 2001 poudarja pomen razvoja znanja, inovacij in širše družbene odgovornosti podjetij ter priznava, da sta poslovanje in dolgoročen obstoj podjetij odvisna od različnih interesnih skupin. Zato si prizadevamo razumeti potrebe širšega družbenega okolja, spremljamo trende in se izjemno dinamično vključujemo v družbene tokove, v katere smo posredno ali neposredno vsakodnevno vpeti. Prepričani smo, da smo pri tem velikokrat za zgled drugim. Širimo načela družbeno odgovornega ravnanja v poslovnem in družbenem okolju, v katerem delujemo in ga soustvarjamo.

Si.mobilovo družbeno odgovorno ravnanje se izkazuje v tistih dejavnostih in projektih, s katerimi pripomoremo k razvijanju odgovornosti do narave, kulturne dediščine in ljudi, pri čemer ne pozabljamo niti na svoje zaposlene.

Ever since the adoption of the Lisbon strategy in 2001, the European development strategy has emphasized the importance of knowledge, innovation and increased corporate social responsibility. This is an admission that the business and long-term viability of companies depend on a number of stakeholders. That is why we are working to understand the needs of our community, follow trends, and are actively involved in social currents, in which we are directly or indirectly involved. We are confident that other companies often look up to us in this regard. We are expanding the principles of corporate and social responsibility in the environment we operate in and help create.

Si.mobil's social responsibility is mirrored in those activities and projects that help develop the responsibility towards nature, cultural heritage and people. Our social responsibility also extends to our employees.

3.2 Zaposleni Employees

Konec leta 2007 nas je bilo v Si.mobilu 329, povprečna starost naših zaposlenih je 33,75 let. Glede na izobrazbeno strukturo v Si.mobilu prevladujejo zaposleni s srednješolsko izobrazbo (48,94 %), več kot tretjina pa je višje, visokošolsko ali univerzitetno izobraženih (39,51 %).

V podjetju je 177 moških (54 %) in 152 žensk (46 %). Med slednjimi je 72 mamic, ki predstavljajo 22 % vseh zaposlenih. Na vodilnih položajih so ženske in moški zastopani enakovredno, na managerskih položajih je 12 žensk in prav toliko moških.

At the end of 2007, Si.mobil employed 329 people, whose average age was 33.75 years. Among Si.mobil's employees, the majority have a high-school degree (48.94%) and more than a third have a college, university or a higher education degree (39.51%).

The company employs 177 men (54%) and 152 women (46%). Among the women, 72 are mothers, who account for 22% of all employees. The management positions are evenly distributed between the genders - 12 are men and 12 are women.

Pozornost in skrb do svojih zaposlenih izkazujemo z različnimi ugodnostmi. Vsak zaposleni prejme čestitko ob rojstvu otroka, poleg tega pa mamice in očke razveselimo tudi z bonom za novorojenčke. Čestitke pošljemo tudi ob drugih veselih dogodkih, kot so rojstni dnevi in poroke, sočutje pa izkažemo tudi v primeru smrti bližnjih.

Ob novem letu zaposlene obdarimo, za otroke pa organiziramo rajanje z božičkom. Organiziramo tudi druženja na piknikih in novoletnih zabavah.

Zaposlenim omogočamo brezplačne telefonske pogovore med tednom od sedme ure zjutraj do sedme ure zvečer in službene pogovore tudi izven tega časa ter telefonske aparate.

Skrbimo tudi za zdravje zaposlenih, zato organiziramo cepljenje proti gripi. Ob vseh drobnih pozornostih, ugodnostih in družabnih srečanjih skrbimo tudi za njihovo prihodnost, saj jim ponujamo možnost sklenitve kolektivnega nezgodnega zavarovanja, v Prvo osebno zavarovalnico pa tistim, ki so se odločili pristopiti v program kolektivnega zavarovanja, vplačujemo 1,8 % njihove bruto plače.

Vsem novozaposlenim namenimo enodnevni seminar, na katerem jim predstavniki sektorjev predstavijo svoja področja dela, spoznajo pa tudi organizacijo. Na koncu jih popeljemo na ogled celega podjetja. Tudi tako poskrbimo, da se čim hitreje vključijo v našo skupnost in spoznajo vrednote naše družbe.

Že tretje leto zapored smo izvedli raziskavo o organizacijski klimi – SiOK. Rezultate raziskave smo najprej predstavili na delavnicah po posameznih sektorjih, obenem pa so vsem zaposlenim dostopni na našem intranetu.

Konec leta 2007 smo imeli zaposlenega enega tujca, med letom pa so bili v podjetju številni obiskovalci, ki so jih k nam napotili začasno. Našo sodelavko smo lani napotili na delo v Srbijo.

We show our care and concern for our employees by offering various benefits. At the birth of a child, the happy parent receives a greeting card along with a gift certificate. We also send out greeting cards for other happy occasions, such as birthdays and weddings, and show compassion in the event of a death in the family.

At New Year's, we present gifts to our employees and organize a visit from Santa Claus for their children. We also hold informal employee meetings at picnics and New Year's parties.

Our employees also get free handsets and weekday phone calls between 7 a.m. and 7 p.m., as well as all business calls outside these hours.

We also care for our employees' health by organizing influenza vaccinations. In addition to all these small attentions, benefits and social events, we are also working for the future of our employees. They have the option of entering into a collective accident insurance, in which case we invest 1.8% of their gross income into the insurance company Prva slovenska zavarovalnica.

Every new employee attends a one-day seminar, where he or she is familiarized with our company and individual groups. At the end of the day, the new employees go on a tour of the entire company. This way, we ensure they quickly join our community and get to know the values of our company.

For the third year in a row, we carried out an employee satisfaction survey (SiOK). Survey results were communicated at workshops for individual groups and are also accessible to all employees on our intranet page.

At the end of 2007, the company employed one foreign citizen and a number of foreign visitors worked temporarily on various assignments during the year. One of our coworkers was transferred to Serbia last year.



3.2.1 Skrb za izobraževanje Training and Development

Lani smo izvedli kar 809 izobraževalnih dni (skupno 6472 ur). To pomeni povprečno tri izobraževalne dneve na zaposlenega. Podiplomski študij smo omogočili trem zaposlenim, ki so se prijavili na razpis za študij ob delu. Izvedli smo tudi 13 usposabljanj za varstvo pri delu in požarno vajo s prikazom gašenja.

Zaradi specifičnosti naše dejavnosti smo na usposabljanje za pridobitev dovoljenja za dostop do tajnih podatkov na Urad za varovanje tajnih podatkov v letošnjem letu napotili sedem zaposlenih.

In the past year, we carried out 809 days of training (6472 hours) in total, an average of three days per employee. We enabled three employees to enroll in post-graduate courses and continue their studies. We carried out 13 occupational safety trainings and a fire drill with a fire extinguishing demonstration.

Due to our industry-specific requirements, we enrolled seven of our employees in the course required for accessing confidential information. The course is organized by the Office for the protection of classified information.

3.2.2 Družini prijazno podjetje Family Friendly Enterprise

Večina naših zaposlenih je v tistem življenjskem obdobju, ko si ustvarjamo družine. Prav zato smo se med prvimi podjetji v Sloveniji vključili v projekt Družini prijazno podjetje. Dan pred mednarodnim dnevom družine, 14. maja 2007, smo prejeli certifikat Družini prijazno podjetje. Certifikate je 32 podjetjem in ustanovam na slavnostni prireditvi podelilo Ministrstvo za delo, družino in socialne zadeve v sodelovanju z razvojnim partnerstvom Mladim materam/družinam prijazno zaposlovanje.

Si.mobil je sprejel sedem ukrepov, ki smo jih v naslednjih treh letih zavezani vključiti v organizacijsko prakso. Dojemamo jih kot nadgradnjo že obstoječih ugodnosti, ki bodo našim zaposlenim olajšale usklajevanje družinskega in poslovnega življenja. To so:

Otroški časovni bonus

Zaposlenim smo omogočili koriščenje izrednega plačanega dopusta na prvi šolski dan njihovega otroka in če otrok menja šolo. V obdobju uvajanja otroka v vrtec se zaposleni lahko odločijo za prilagodljiv delavnik z zmanjšano časovno

The majority of our employees are at the age when they start their own families, so we were among the first companies in Slovenia to participate in the project Family friendly Enterprise. A day before the International Day of Families, on May 14, 2007, we received the Family friendly Enterprise certificate. The certificate was awarded at a ceremony to 32 companies by the Ministry of Labour, Family and Social Affairs working with Development Partnership Young Mother/Family friendly Employment.

Si.mobil adopted seven measures and we committed to implement them into our organizational practices within three years. We see these measures as an upgrade to the existing benefits that will enable our employees to balance their life and work. These are:

Paid Time Off for Children Assistance

We enabled our employees to take paid time off on the first day of school or if their children change schools. During the period of their children's enrollment in kindergarten, employees

prisotnostjo. Prihod v službo je zanje možen tudi po uri, do katere morajo sicer priti na delovno mesto.

Fleksibilni dnevni odmori

Mesečno lahko zaposleni v dogovoru z nadrejenim izkoristijo do štiri ure za odmore med delom ob poljubni uri. V tem času lahko opravijo krajše zasebne družinske obveznosti, ne da bi izkoristili posebne možnosti odsotnosti z dela.

Delovanje strokovne skupine

Oblikovali smo stalno strokovno skupino, ki zagotavlja usklajevanje interesov podjetja in zaposlenih, zlasti tistih z dodatnimi življenjskimi obremenitvami (mlade družine, družine s članom s posebnimi potrebami, s članom gospodinjstva, ki ima dolgotrajno in hudo bolezen, ostarelimi člani itd.).

Informiranje zaposlenih

Zaposlenim, ki so z delovnega mesta dalj časa odsotni, omogočamo, da so še naprej vključeni v interno komuniciranje. Tako ohranjajo stalen stik s podjetjem in so seznanjeni s pomembnimi dogajanjem. Prav tako bomo na intranetu omogočili razpravo o usklajevanju poklicnega in zasebnega življenja ter o problemih, značilnih za zaposlene, ki skrbijo za družinske člane s posebnimi potrebami. Predstavljali bomo konkretne primere dobrih rešitev v praksi.

Odnosi z javnostmi

Odnosi z javnostmi obsegajo dejavnosti, prek katerih se odvija komuniciranje z zunanjim svetom. Tudi na tem področju si prizadevamo predstaviti svoje aktivnosti v okviru lažjega usklajevanja poklicnega in družinskega življenja.

Izobraževanje za vodilne

Za vodilne smo organizirali izobraževalne delavnice, na katerih smo proučili pomen odnosa do zaposlenih, obveščali o možnih ukrepih družini prijazne politike ter opozarjali na prednosti in pomanjkljivosti.

can choose flexible work hours with reduced attendance. These employees may arrive to work later than they are normally required to.

Flexible Day Breaks

By notifying their supervisors, employees may use up to four hours a month for breaks during regular work hours at any time. They can use this time to take care of minor family obligations, without needing to use emergency leave.

Expert Group

We established a permanent expert group that ensures the alignment between the interests of the company and our employees. The group focuses on those employees with additional requirements on their time (young families, family members with special needs, household members with long-term illnesses, elderly family members etc.)

Informing Employees

We ensure that the employees on long-term leave are included in our internal communication. This enables them to keep in touch with the company and stay informed. We will also enable intranet discussions about the work-life balance and issues characteristic of those employees that have family members with special needs. We will showcase real-life best practices.

Public Relations

Public relations include communicating with the world outside the company. This is another area where we work to promote our activities, focused on helping employees find a better work-life balance.

Management Training

We organized training workshops for our management, where we discussed the importance of employee relationships, notified them about possible family-friendly policy measures and alerted them about advantages and shortcomings.



Ponovno vključevanje v delovni proces po porodniškem in starševskem dopustu

Po zaključku porodniškega oziroma starševskega dopusta smo zaposlenim omogočili, da v prvem tednu izkoristijo redni letni dopust po urah. Na željo se zaposleni vključijo v fazo internega informiranja in usposabljanja, ki je lahko s specifičnimi strokovnimi moduli individualno prilagojeno. Če zaposleni želi, mu omogočimo osvežitev znanj in veščin v skladu s (spremenjenimi) poklicnimi zahtevami ter ga interno informiramo o spremembah.

V usmeritve in načrte za leto 2008 smo v obliki foruma na intranetu vključili razpravo o tovrstnih vprašanjih, na podlagi predlogov zaposlenih pa načrtujemo tudi nadgradnjo ukrepov iz leta 2007. Na intranetu objavljamo vprašanja zaposlenih v okviru projekta družini prijaznega podjetja (DPP) in odgovore komisije za DPP. Sestavili in objavili smo tudi anketo v zvezi z DPP.

V letu 2007 je ukrep fleksibilnih delovnih odmorov izkoristilo 21 zaposlenih (in sicer 58 ur), izredni plačani dopust za prvi šolski dan otroka prvega razreda osnovne šole 8 zaposlenih (64 ur), izredni plačani dopust zaradi menjave šole do 4. razreda osnovne šole sta izkoristila 2 zaposlena (16 ur), prilagodljiv delavnik v času uvajanja otroka v vrtec pa en zaposleni. V letu 2007 je 20 očetov koristilo očetovski dopust.

Dan pred mednarodnim dnevom družine, 14. maja 2007, smo prejeli certifikat Družini prijazno podjetje.

Returning to Work After Pregnancy and Parental Leave

After employees come back from their pregnancy or parental leave, we enable them to use their time off by the hours during their first week back. At the employee's request he/she may enter internal communications or training, which can be personalized with specific professional modules. The company will also enable an employee to refresh his/her skills and knowledge to keep up with his/her (changed) professional requirements, and inform him/her internally about possible changes.

We included an intranet-based forum debate on these issues into our plans for 2008. Based on employee suggestions, we are also planning an upgrade to the measures we took in 2007. We are using our intranet website to publish employee questions about Family friendly Enterprise project (FFE) issues and the answers of the FFE Committee. We also published a survey on FFE.

In 2007, 21 employees took the opportunity to take paid time off (for a total amount of 58 hours), 8 employees took time off work on their children's first day of school (64 hours), two employees took time off work because their children transferred schools (16 hours), and one employee took advantage of the flexible working hours option when the employee's child was starting kindergarten. In 2007, 20 fathers used their paternity leave.

A day before the International Day of Families, on May 14, 2007, we received the Family friendly Enterprise certificate.



Si.mobil je kot eno najbolj spoštovanih podjetij v Sloveniji prejel certifikat Ugleden delodajalec.

As one of the most respected companies in Slovenia Si.mobil received the "Respected Employer" certificate.



Ugleden delodajalec **Respected Employer**

3.2.3

Da je Si.mobil eno najbolj spoštovanih podjetij v Sloveniji, priča tudi certifikat Ugleden delodajalec, ki smo ga prejeli novembra 2007. Podelil nam ga je zaposlitveni portal Moje Delo, ki je raziskavo opravil v sodelovanju z 9.000 anketiranci. S količnikom ugleda smo se med več kot 280 podjetji uvrstili na 6. mesto najuglednejših delodajalcev. Tako nas vidijo iskalci zaposlitve, mi pa se dobro zavedamo pomena in kakovosti ljudi, ki so zaposleni v Si.mobilu. Zato vanje vlagamo, skrbimo za njihov napredek in dodatno usposabljanje. Prisegamo na iskanje dobrih kadrov znotraj Si.mobila, zato vsako novo odprto delovno mesto najprej ponudimo že zaposlenim v podjetju in jim tako ne zapiramo možnosti napredovanja. To prakso bomo gojili tudi v prihodnje, saj z osebno in profesionalno rastjo zaposlenih raste tudi podjetje.

Vse svoje uspehe je družba Si.mobil dosegla s pomočjo in predanostjo vseh zaposlenih. Samo v tesnem sodelovanju in z združevanjem idej bomo lažje kljubovali nenehnim spremembam na trgu, z odprtostjo navznoter pa ostali zaupanja vreden delodajalec.

That Si.mobil is one of the most respected companies in Slovenia was also confirmed by the "Respected Employer" certificate we received in November 2007. The certificate was awarded to Si.mobil by the Moje Delo employment portal and was based on the responses of 9,000 people. Our reputation ensured that we took sixth place out of 280 companies on the list of most respected employers. That is how potential employees see us and we are well aware of the importance and quality of Si.mobil's employees. That is why we invest in them and take care of their training and professional development. We are focused on searching for quality people within Si.mobil, so every job vacancy is first offered to our existing employees, which is our way of keeping their career paths open. We will continue pursuing this practice in the future as personal and career development of our employees translates into company growth.

All of Si.mobil's successes are built with the help and dedication of each and every employee. We are working closely together and by merging our ideas, we will be better positioned to respond to constant changes in the market. Our openness to our own employees will ensure that we remain a respected employer.



3.3 Komuniciranje Communication

Naša služba za korporativno komuniciranje skrbi za obveščanje in dolgoročne odnose z vsemi pomembnimi javnostmi. Ne le, da sledi načelom transparentnosti, aktualnosti in visoko odzivnega komuniciranja z vsemi javnostmi, temveč skrbi tudi za tesno sodelovanje z vsemi sektorji in oddelki družbe Si.mobil.

Interno komuniciranje temelji na dobro uveljavljenih in poznanih orodjih, kot sta intranet in tedenski elektronski bilten Si.weekly, ki izhaja ob petkih in je po elektronski pošti posredovan vsem zaposlenim. Njegove redne rubrike so novice tedna, prodajne in oglaševalske akcije, nove bazne postaje, nove pogodbe o mednarodnem gostovanju, pregled pisanja medijev, aktivnosti skupine za šport, novozaposleni in interni premiki (napredovanja). Če je potrebno, služba pošilja tudi informacije o podjetju (Corporate Communication Info), kadrovske informacije (HR Info) in informacije uprave (Management Board Info), elektronska sporočila, ki glede na vsebino in pomembnost do vseh zaposlenih pridejo takoj, še pred objavo v medijih. Štirikrat letno izdamo tudi svoje interno glasilo Inside. V uredniškem odboru so predstavniki vseh sektorjev, vse prispevke pišemo sami in tako ustvarjamo »časopis od ljudi za ljudi«.

Trikrat letno organiziramo srečanje za vse zaposlene. V začetku leta se seznanimo s celoletnimi načrti in strategijo, pomladi ali zgodaj poleti organiziramo piknik za vse zaposlene, decembra pa novoletno zabavo. Ker so javnosti razslojene, posebej obravnavamo tudi ožji krog tako imenovanih ključnih ljudi, ki prejemajo dodatne in bolj poglobljene informacije internega značaja. Zanje organiziramo tudi redna srečanja, povprečno štirikrat letno.

Pomemben del komunikacije je tudi interno komuniciranje skupine mobilkom austria.

Our corporate communication service is responsible for informing the relevant public and maintaining long-term relationships. It is guided by the principles of transparency and relevancy and committed to responsive public communications, while maintaining a close relationship with all Si.mobil's groups and departments.

Internal communication is based on well established and familiar tools, such as the intranet and Si.weekly, the weekly electronic newsletter that is distributed to all employees every Friday. Its regular features include weekly news, sales and advertising campaigns, new base stations, new roaming contracts, press clipping, sports group activities, new employees and internal promotions. If necessary, the service also distributes corporate communication information, human resource information, management board information and e-mails of high importance so that relevant information reaches the employees before it is published by the media. Four times a year, we also publish our internal magazine, Inside. The editorial committee includes representatives from all business groups and all the content is created by the employees, making Inside a "newspaper by the people for the people".

Three times yearly, we organize an all-employee meeting. At the beginning of each year, we review the yearly plans and strategy, and in the spring or early summer we organize a picnic for all employees. Every December, we also hold a New Year's party. Due to internal public diversity, we provide additional and more detailed internal information for our key employees. We also organize regular meetings for these employees about four times a year.

An important part of our communication is internal communication with the mobilkom

Skupaj uporabljamo orodja, kot so groupnet (intranet skupine), kjer so zbrane vse informacije o posameznih trgih in operaterjih, novosti, aktivnosti skupine kot celote ter skupni dokumenti. Izdajamo tudi mag monthly, redni mesečni elektronski bilten, ki vse zaposlene v skupini mobilkom seznanja z mesečnimi novostmi v skupini. Skupina mobilkom austria enkrat letno, praviloma marca, organizira srečanje ključnih ljudi iz skupine. Udeleženci srečanja razpravljajo o skupnih temah, strategiji skupine, možnostih širitve na nove trge ter možnostih izmenjave znanj in človeškega potenciala.

Odnosi z mediji so razvejani, saj smo z njimi v dnevnih stikih, oskrbujemo jih z informacijami, odgovori in izjavami. Izredno dejaven je tudi produktni PR, ki ga izvajamo v tesni povezavi z marketingom. Poročanje o finančnih rezultatih je strogo vezano na pravila komuniciranja skupine Telekom Austria, ki kotira na borzi. Najmanj enkrat letno, praviloma ob letnih rezultatih, organiziramo novinarsko konferenco. Trudimo se, da bi bili pri odnosih z mediji transparentni, hitri in aktualni.

Poleg zgoraj naštetega služba za korporativno komuniciranje skrbi tudi za zunanjo podobo Si.mobila in vseh njegovih vidnih predstavnikov. Izdaja letno poročilo družbe in skrbi za sleherno interakcijo, ki jo imajo naši predstavniki z zunanjimi javnostmi. Smo tudi koordinator aktivnosti znotraj Foruma elektromagnetnih sevanj, kjer tesno sodelujemo s sektorjem za omrežje in kakovost storitev.

Skrbimo tudi za odnose z lokalnimi skupnostmi. Ravno na tem področju načrtujemo v letu 2008 največji premik, saj smo bili doslej večinoma omejeni le na komunikacijo o gradnji baznih postaj ter otvoritvah naših prodajnih centrov.

V letu 2007 smo nadgradili že utečene postopke kriznega komuniciranja. Pripravljamo tudi krizni priročnik, ki ne bo zgolj vodilo za komuniciranje v času krize, pač pa bo predvidel in opisal vse morebitne krize, ki se nam lahko pripetijo.

austria group. We share tools such as the groupnet (the group's intranet), which includes all information about individual markets and operators, news, group activities and shared documents. We publish the mag monthly, a monthly e-newsletter, which provides monthly news to all mobilkom group employees. Once a year, usually in March, the mobilkom austria group holds a meeting of the group's key employees. The meeting participants discuss shared issues, group strategy, opportunities to expand to new markets, and the possibilities for exchanging knowledge and human potential.

We have a broad relationship with the media and communicate with them daily, providing information, responses and press releases. We are also actively working in the field of product public relations, in close collaboration with our Marketing sector. Financial reporting follows the strict communication policy of the Telekom Austria group, which is listed on the stock exchange. At least once a year, generally when we receive the yearly results, we hold a press conference. In our media relations, we are striving to be responsive, relevant and transparent.

In addition to the above activities, the corporate communication service is also responsible for maintaining the public image of the company and its most visible representatives. It publishes the company's annual report and is responsible for all interactions between our representatives and the external public. We also coordinate the activities within the Electromagnetic Emission Forum (EMS Forum), where we closely collaborate with the Network and Service Quality sector.

We are responsible for maintaining relations with local communities, and are planning an important step forward in this area for 2008. Until now, our activities were limited to communication related to building base stations and opening selling spots.



Pomemben del naše dejavnosti je namreč tudi priprava interne in eksterne komunikacije v primeru izpada omrežja ali v drugih izrednih primerih nepravilnega delovanja. Skrbimo, da imamo v primeru takih situacij pripravljena enotna sporočila tudi za uporabnike. S tem spoštujemo uredbo o obveščanju uporabnikov v primeru nedelovanja storitev, ki nam jo odreja APEK (Agencija za pošto in elektronske komunikacije).

Služba za korporativno komuniciranje sodeluje tudi pri postavljanju strategije sponzorstev in donacij ter je nosilec projektov družbene odgovornosti Si.mobila.

In 2007, we upgraded our established crisis communication processes. We are also preparing a manual for crisis response that will serve not only as a guideline for crisis communication, but will also foresee and describe all possible crisis situations that may occur. An important part of our activities is planning internal and external communication in case of network failure or other emergency cases of disrupted operations. We also make sure we have unified messaging for our customers in case of such events. We provide compliance with the regulation on notifying the consumers in case of service disruptions, imposed by APEK (Post and Electronic Communications Agency of the Republic of Slovenia).

The corporate communication service is involved in building a sponsorship and donation strategy and is in charge of managing Si.mobil's corporate citizenship projects.

3.4 Varovanje ljudi in okolja Protecting People and the Environment

Smo med tistimi mobilnimi operaterji, ki so globalne trende na področju odgovornosti podjetja oživili na nacionalni mikro ravni. Podpiramo namreč najnovejša odkritja in stališča glede možnih vplivov elektromagnetnih sevanj na ljudi in okolje. Ni torej naključje, da smo aktivni člani in podporniki Foruma EMS, projekta, ki skrbi za objektivno, nepristransko in strokovno podprto izmenjavo najnovejših znanstvenih stališč o možnih vplivih elektromagnetnih sevanj na ljudi in okolje. V tem projektu smo imeli kot podjetje mandat predsedujočega. Smo tudi član združenja za varno uporabo mobilnih aparatov in aktivni član projekta Safe.si.

We are among the operators that transferred global corporate social responsibility trends to the national level. We support the latest discoveries and positions on possible effects of electromagnetic emissions on people and the environment. It is therefore no coincidence that we are active members and supporters of the EMS Forum, a project that delivers objective, impartial and expert communications on the latest scientific positions on the possible effects of electromagnetic radiation on people and the environment. Our company also held the presidency of the project. We are a member of the society for safe use of mobile phones and an active member of the Safe.si project.

Forum EMS EMS Forum

3.4.1

Trdno smo odločeni, da bomo dejavno prispevali k zmanjševanju elektromagnetnih sevanj. Dragoceni rezultati sodelovanja v forumu se že kažejo – lokalne skupnosti imajo možnost brezplačnega merjenja sevanja na posameznih področjih, zagotovljen imamo tudi dostop do najnovejših študij. Zavzemamo se, da bi bilo družbi omogočeno objektivno prepoznavanje in razumevanje možnih zdravstvenih in okoljskih tveganj zaradi tovrstnih sevanj. Ena od konferenc na to temo se je v preteklem letu odvijala tudi v Ljubljani.

We are determined to actively participate in reducing electromagnetic emissions. The valuable results of participating in the forum are already visible: local communities can measure emissions for free, we also have access to the latest studies. We wish to help our community recognize and understand potential health and environment risks of electromagnetic radiation. Last year, a conference on this subject was held in Ljubljana.

Varčevanje z energijo in recikliranje Saving Energy and Recycling

3.4.2

Ker se zavedamo pomena okoljske osveščenosti, smo to področje vključili tudi v svojo poslovno strategijo. Posebno pozornost posvečamo izgradnji Si.mobilove infrastrukture, porabi električne energije in reciklaži mobilnih ter drugih tehnoloških izdelkov, potrebnih za zagotavljanje naših storitev. Zavedamo se, da velika poraba električne energije vpliva tudi na klimatske spremembe. Zato po eni strani svojo porabo skrbno načrtujemo in uspešno varčujemo z energijo, po drugi pa izbiramo tiste podizvajalce, ki zagotavljajo okolju varno razgradnjo in recikliranje opreme oziroma vračilo k prodajalcu.

We are aware of how important environmental responsibility is, and have incorporated this aspect into our business strategy. We are focused on efforts in building Si.mobil's infrastructure, energy consumption and recycling mobile and other technology products required to provide our services. We are aware that high energy consumption affects climate change. This is why we carefully plan our energy consumption and achieve high energy efficiency. We also choose the suppliers that provide environmentally friendly equipment and recycling services or ensure that old equipment is returned to the manufacturer.

Večina naše pisne interne komunikacije in eksterne komunikacije z uporabniki (na primer računi) je v elektronski obliki, kjer s posebnim opozorilom pozivamo svoje zaposlene in poslovne partnerje, naj – preden dokument natisnejo – pomislijo na okolje.

Most of our internal and customer communication (e.g. invoices) is in electronic form. We encourage all employees and business partners to think of the environment before deciding to print documents.



3.4.3 Varna uporaba mobilne tehnologije Safe Use of Mobile Technology

Kot dejavni člani projekta Safe.si smo v letu 2007 podpisali listino o varni uporabi mobilnih aparatov za mlade (European Framework for Safer Mobile Use by Younger Teenagers and Children). To je samoregulatorna pobuda v obliki priporočil, ki zagotavljajo mladim in otrokom varen dostop do portalov mobilnih operaterjev oziroma poseben dostop do vsebin, ki so namenjene le odraslim. Dostop do teh vsebin je omejen oziroma uporabnike pred vstopom opozorimo nanje.

As an active member of the Safe project, we signed the European Framework for Safer Mobile Use by Younger Teenagers and Children. The Framework is a self-regulatory initiative that contains recommendations to ensure young people and children have secure access to mobile operator portals and limited access to adult-only content or are informed about this type of content.

3.5 Skrb za uporabnike Customer Care

V Si.mobilu posvečamo posebno pozornost skrbi za uporabnika. Tako v Naročniškem sektorju skrbijo za uporabnike od sklenitve naročniškega razmerja naprej, za vodenje dialoga pa skrbijo v Marketingu. Posebne pozornosti in osebne pristopa pa so deležni poslovni uporabniki, ki imajo svoje skrbnike. Njihova glavna skrb ni le dolgoročno naročniško razmerje, temveč tudi uporabnikova visoka stopnja zadovoljstva z našimi storitvami.

At Si.mobil, we place special emphasis on customer care. Our subscription department provides customer care throughout the subscription contract lifecycle, while our Marketing group is responsible for communicating with our customers. Our business customers, who have their own account managers, receive special attention and a personal approach. Account managers are not only in charge of managing long-term relationships with the customers, but also of ensuring a high level of satisfaction with our services.

**Z zagnanostjo in energijo
vzdržujemo zadovoljstvo
uporabnikov.**

**We are maintaining a high level
of user satisfaction with our
energy and enthusiasm.**



S svojimi uporabniki najpogosteje komuniciramo prek direktne pošte in telemarketinga. Tako sproti ugotavljamo in analiziramo njihovo zadovoljstvo ter dodatne potrebe, na podlagi česar nadgrajujemo svoje storitve. V skladu s tem poslanstvom je tudi naš projekt osebne skrbi za uporabnike, ki smo ga razvili s pomočjo storitve e-skrbništvo.

Kot družbeno odgovorno podjetje skrbimo tudi za ciljne skupine naših uporabnikov s posebnimi potrebami, kot so gluhi in naglušni. Zanje smo razvili poseben paket storitev, s pomočjo katerih smo jim omogočili dostop do uporabe mobilnih storitev.

Direct mail and telemarketing are the most common forms of communication with our customers. This way, we can monitor and analyze their level of satisfaction and additional requirements, and upgrade our services based on this information. In line with this mission, we have established a project for providing personal care for our customers, developed with the help of an e-account management service.

As a socially responsible company, we also pay attention to our users with special needs, such as the deaf and the hard of hearing. We developed a special service package for them, enabling them to use our mobile services.

Donacije Donations

3.6

Ni nam vseeno, na kakšnih vrednotah temeljijo naše blagovne znamke, storitve in korporativni ugled. Od tod naša ideja, da je dobrodelnost lahko tudi zabava, s katero osrečujemo in pomagamo tistim, ki jim nasmeh ni naklonjen vsak dan. To dokazujemo s številnimi človekoljubnimi dejavnostmi.

Naša filantropska dejavnost v veliki meri izkazuje naše poslanstvo prav v promociji donatorstva mladim (Žur z razlogom). Sodelujemo pri zbiranju sredstev za človekoljubne namene številnih dobrodelnih organizacij (SMS donator), ki doma in drugod po svetu pomagajo pomoči potrebnim. Mednje sodijo Unicef, Karitas, Rdeči križ, Beli obroč, Društvo Rdeči noski idr.

Želimo soustvarjati zgodbe, ki priključijo nasmeh bolnim ali revnim slovenskim otrokom, otrokom z avtizmom in njihovim družinam, žrtvam nasilja v družini, zasvojenim z igralništvom, osebam z duševnimi težavami ali brezdomcem. Tudi oni so realnost našega vsakdana, pred katerimi si tisti, ki lahko pomagamo, ne smemo zatiskati oči.

We are not indifferent to the values our brands, services and corporate reputation are based on. This is why we believe charity can also be fun, as we try to aid those that rarely get a reason to smile. We support this belief by participating in a number of humanitarian activities.

Our philanthropic efforts are mostly related to our mission to encourage donorship among the young (Party with a cause). We are actively involved in collecting donations for numerous humanitarian organizations (SMS Donor) that help the people in need in Slovenia and elsewhere in the world. These initiatives include Unicef, Karitas, Rdeči križ (Red Cross), Beli obroč (White Circle), Društvo Rdeči noski (Red Noses) etc.

We wish to be involved in writing those stories that bring out a smile in sick or underprivileged Slovenian children, autistic children and their families, victims of domestic violence, people with gambling addictions, people with mental health problems and homeless people. They are a part of our lives, and as such, should not be ignored by those of us who can help.



3.6.1 SMS Donacije SMS Donations

Dobrodelne akcije v letu 2007, v katerih je lahko sodeloval vsakdo, ki je poslal sporočilo SMS s ključno besedo na 1919 in tako prispeval 0,96 ali 1 EUR.

Unicef (www.unicef.si):

- ključna beseda UNICEF za Unicefove programe pomoči ali ključna beseda 3SRCA za pomoč pri oskrbi s pitno vodo v domovih in šolah po vsem svetu.

Rdeči križ Slovenije (www.rks.si):

- ključna beseda ZIVLJENJE za preiskave krvi za pomoč bolnikom, ki potrebujejo presaditev kostnega mozga; ključna beseda PLAMEN za pomoč žrtvam nasilja, zlorabe in trpinčenja; ključna beseda ZDRAVJE – akcija zbiranja sredstev za nov rentgenski aparat slovenjgraške bolnišnice.

Slovenski Karitas (www.karitas.si):

- ključna beseda KARITAS za Karitasove programe pomoči; ključna beseda UPANJE za pomoč družinam, otrokom in starejšim; ključna beseda ZVEZEK za nakup šolskih potrebščin.

Zveza prijateljev Mladine Moste-Polje:

- ključna beseda TALENTI za enakovredne možnosti za razvoj sposobnosti in nadarjenosti otrok iz socialno ogroženih družin (z enim sporočilom SMS se prispeva 1 EUR).

Beli obroč:

- ključna beseda BELIOBROC za pomoč žrtvam kaznivih dejanj.

Županov sklad in Benka Pulko (www.zupanov-sklad.si in www.benkapulko.com):

- ključna beseda NARAVA za šolo v naravi za slovenske otroke; ključna beseda SOLNINA za izobraževanje tibetanskih deklet v izgnanstvu.

Humanitarian activities in 2007, in which anyone could participate by sending an SMS with a keyword to 1919 and donate EUR 0.96 or EUR 1.

Unicef (www.unicef.si):

- keyword UNICEF for Unicef's relief programs or keyword 3SRCA for donations used to provide drinking water to homes and schools across the world.

Slovenian Red Cross (www.rks.si)

- keyword ZIVLJENJE (Life) for blood tests to help patients that need a bone marrow transplant; keyword PLAMEN (Flame) to help victims of violence, abuse or torture; keyword ZDRAVJE (Health) to donate to the fund-raising campaign for a new X-ray machine for the Slovenj Gradec hospital.

Slovenian Caritas (www.karitas.si):

- keyword KARITAS for Caritas' relief programs; keyword UPANJE (Hope) for helping families, children and the elderly; keyword ZVEZEK (Notebook) to help purchase school materials.

Zveza prijateljev Mladine Moste Polje (Friends of Youth Association Moste Polje):

- keyword TALENTI (Talents) for ensuring equal rights for disadvantaged children in developing skills and capabilities. (Each SMS message contributes EUR 1.)

Beli obroč (White Circle):

- keyword BELIOBROC (Whitecircle) for helping victims of criminal acts.

Županov sklad (Mayor's Fund) institution and Benka Pulko (www.zupanov-sklad.si and www.benkapulko.com):

- keyword NARAVA (Nature) for funding school trips for Slovenian children; keyword SOLNINA

Inštitut za rehabilitacijo otrok:

- ključna beseda KROS za dograditev otroškega oddelka za rehabilitacijo otrok.

Društvo Rdeči noski (www.rdecinoski.org):

- ključna beseda NOSKI za klovne zdravnike, ki bodo mladim bolnikom popestrili dneve v bolnišnicah. Klinični center Ljubljana: ključna beseda CT za nakup nove naprave CT.

Zveza prijateljev Mladine (www.zpms.si in www.avtizem.org):

- ključna beseda AVTIZEM za celostno obravnavo gradnje mreže za otroke z avtizmom in njihove družine.

Piters (www.piters.org):

- ključna beseda PITERS za pomoč žrtvam nasilja v družini in zasvojenim z igralništvom.

Kralji ulice:

- ključna beseda BREZDOMCI za pomoč brezdomcem (z enim sporočilom SMS prispevate 1 EUR).

Društvo Ozara Slovenije:

- ključna beseda OZARA za programe oseb s težavami v duševnem stanju (z enim sporočilom SMS prispevate 1 EUR).

Ustanova – fundacija za pomoč otrokom:

- ključna beseda POMOC za bolne in revne slovenske otroke (z enim sporočilom SMS prispevate 1 EUR).

(Tuition) to provide education for Tibetan girls in exile.

Institute for Children Rehabilitation:

- keyword KROS to donate to the building of the children's rehabilitation ward.

Rdeči noski (Red Noses) Society (www.rdecinoski.org):

- keyword NOSKI (Noses) for clown doctors who brighten the days of hospitalized young patients. Medical Center Ljubljana: Keyword CT to donate for a new CAT scan machine.

Zveza prijateljev mladine (Friends of Youth Association) (www.zpms .si and www.avtizem.org):

- keyword AVTIZEM (Autism) for supporting a holistic approach to building a network for autistic children and their families.

Piters (www.piters.org):

- keyword PITERS for helping victims of domestic violence and people with gambling addictions.

Kralji ulice (Kings of the streets):

- keyword BREZDOMCI (Homeless) for helping the homeless – each SMS message contributes EUR 1.

Ozara Slovenije Society:

- keyword OZARA to contribute to programs for people with mental health problems. (Each SMS message contributes EUR 1.)

Foundation for Helping the Children:

- keyword POMOC (Help) for helping the sick and underprivileged Slovenian children. (Each SMS message contributes EUR 1.)



3.7 Sponzorstva Sponsorships

Naša korporativna družbena odgovornost se odraža tudi pri izbiri tistih, ki jih sponzoriramo. Zato ni naključje, da se med kriteriji prepletajo ustvarjalno, zabavno, radoživo, zdravo, osveščeno, mladostno, človekoljubno in športno.

Vzpostavljamo skupne točke z različnimi skupinami naših uporabnikov. Vzpodbujamo radovedne in energične mlade ljudi, ki znajo in želijo presegati ustaljene vzorce mišljenja. Podpiramo športnike, ki vedno znova presegajo svoje lastne meje. Ustvarjalno posegamo v sanje in jih pomagamo uresničevati bodisi na poslovnem bodisi na kulturno-umetniškem področju. Vstopamo torej na raznolika področja družbenega in posameznikovega delovanja, kar nam tudi omogoča, da svoje storitve še bolj kakovostno prilagajamo uporabnikom.

Our corporate citizenship is reflected in our choice of the causes we sponsor. So it is not a coincidence that our criteria include creativity, fun, cheerfulness, health, awareness, youthfulness, promotion of welfare and sport.

We establish common grounds with various groups of our customers. We encourage curious and energetic young people who know how to and wish to think outside the box. We sponsor athletes who push themselves beyond their own limits every day. With our creativity, we contribute to people's dreams and their realization in the fields of business, culture or art. We connect to various areas of social and individual activities, which enables us to be even more successful in customizing our services to our users.

3.7.1 Poslovna sponzorstva Business Sponsorships

Med poslovna sponzorstva smo v letu 2007 uvrstili tista, s pomočjo katerih smo iskali nove poslovne možnosti, izgrajevali socialno mrežo, izkoristili priložnosti za predstavitev svojih storitev in izdelkov ter posredno pridobivali nove uporabnike in utrjevali svoj ugled v ciljnih skupinah poslovnih uporabnikov. V skladu s temi vodili smo sponzorirali Konferenco županov na Bledu, srečanje Združenja članov nadzornih svetov na Brdu pri Kranju, Združenje YES, blejsko okroglo mizo gospodarstvenikov s predstavniki vlade The Economist, letalski miting Airborn 07, Festival Istria, ljubljansko konferenco tujih vlagateljev ter sprejem avstrijskega veleposlanika ob avstrijskem državnem prazniku, Poslovno konferenco v Portorožu in Rally Hella-Saturnus.

In 2007, we decided to sponsor the events and organizations that could help us create new business opportunities, build our social network and showcase our services and products, and consequently gain new users and strengthen our reputation in the business community. In line with these guidelines, we sponsored the Mayor's Summit in Bled, an Association of Supervisory Board Members meeting in Brdo pri Kranju, The Young Executives Society (YES), the Economist Business Roundtable with the Government of Slovenia, the Airborn 07 aviation event, Festival Istria, foreign investors' conference in Ljubljana, the reception of the Austrian ambassador on an Austrian national holiday, Portorož Business Conference and the Hella-Saturnus Rally.

Utrjevanje ugleda blagovne znamke Building Brand Reputation

3.7.2

V letu 2007 smo sponzorsko podprli kar nekaj posameznikov in projektov, s pomočjo katerih smo poskrbeli za utrjevanje ugleda svojih storitvenih blagovnih znamk ter tudi korporativne. Mednje se uvrščajo slovenski veslač Luka Špik, ki predstavlja našo generacijo Orto Smart, Dnevi poezije Medana, podelitev nagrad za modno in vizualno ustvarjalnost Trend 2007, okrogla miza o komuniciranju in nagovarjanju mladih na Slovenski konferenci za odnose z javnostmi ter decembrski koncert združenja Manager. V času Dnevov poezije in vina v Medani smo organizirali nagradno igro Si.Pesnik. Z decembrsko podporo koncerta, s sponzoriranjem golfista Daniela Kraljiča, IBM-ovega golf turnirja, golf avtomobila ter golf turnirja Diners in AmCham pa smo poskrbeli tudi za utrjevanje vezi med poslovneži, ki dolgoročno pripomorejo pri iskanju novih poslovnih priložnosti.

In 2007, we sponsored numerous individuals and projects, building the reputation of our service brands as well as our corporate brand. Some of the people and events we sponsored include Luka Špik, who is the spokesperson for our Orto Smart generation, the Medana days of poetry, the Trend 2007 awards for fashion and visual creations, the roundtable on communicating and addressing young people held at the Slovenian public relations conference, and the Manager society December concert. During the Days of poetry and wine in Medana, we organized the Si.Pesnik (Si. Poet) competition. By supporting the concert in December, sponsoring golf player Daniel Kraljič, the purchase of a golf cart and the IBM, Diners and AmCham golf tournaments, we strengthened our relationship with the business community and opened new long-term business opportunities.

Korporativna sponzorstva s pridihom družbene odgovornosti Socially Responsible Corporate Sponsorships

3.7.3

Del našega poslanstva je tudi družbeno odgovorno ravnanje. Tako sodelujemo pri različnih projektih, ki imajo pošten in plemenit namen. Pomagamo predvsem mladim in otrokom. V letu 2007 smo podprli projekt Otroci Evrope, v okviru katerega otroci po Evropi fotografirajo svoje prijatelje in okolico. Fotografije bodo razstavljene prihodnje leto v Sloveniji. Tri avtobuse radovednih otrok smo popeljali na ogled poletov v Planici. Mestni občini Ljubljana smo pomagali podpreti prometno-vzgojno prireditev za ljubljanske osnovnošolce in pomagali zagotoviti varno pot v šolo ob začetku šolskega leta, na kar smo opozarjali voznike. Zvezi prijateljev mladine smo priskočili na pomoč pri obuditvi tivolske čolnarne ter kot pokrovitelji oživili delavnici o zanimivih poklicih in varovanju okolja. Tudi brezdomci so v vedno večjem številu del našega družbenega okolja, zato

Part of our corporate mission is to be socially responsible. We participate in a number of honest and honorable causes and the majority of our efforts are focused on the young and children. In 2007, we supported the Children in Europe project, a collaborative project in which children across Europe take pictures of their friends and environments. Next year, the photographs will be exhibited in Slovenia. We took three buses of curious children to see the ski-flying competition in Planica. We helped the municipality of Ljubljana support the traffic safety education event for the children in the city's elementary schools. Through this, we contributed to ensuring safe travel to school at the beginning of the school year by reminding drivers to pay attention while driving. We helped Zveza prijateljev mladine (Friends of Youth Association) revive



smo sodelovali na dobrodelnem nogometnem turnirju in jim pomagali z zbranimi sredstvi. Postojnskemu zdravstvenemu domu smo kupili rešilni avtomobil, s podporo akciji NE-ODVISEN. SI pa smo se vključili v osveščanje primorske mladine in staršev o različnih oblikah odvisnosti. Unicefu smo sofinacirali snemanje prvega glasbenega spota na svetu, ki spodbuja mlade, naj uporabljajo donacije SMS in tako na enostaven način pomagajo pomoči potrebnim. Mladinskemu domu Maribor smo na pomoč priskočili tako, da smo sodelovali pri dražbi lutk, ki so jih oblekli mladi slovenski ustvarjalci in hkrati domu podarili 25 paketov Halo. Tudi za tibetanske otroke, ki nimajo možnosti za šolanje, nam ni vseeno. Prav zato nas je pritegnil humanitarni projekt Benke Pulko »Verjemi vase in osvoji svet«, v katerem so sodelovali tudi slovenski osnovnošolci, ki so z donacijo v višini cene enega žvečilnega gumija vrstnikom na drugem koncu sveta omogočili šolanje.

S tovrstnimi podporami smo pričeli sestavljati svojevrstno sestavljenko, s pomočjo katere želimo tudi v prihodnje svojo korporativno družbeno odgovornost vgrajevati v komunikacijsko strategijo. Prizadevanje za izboljšanje kakovosti življenja v najširšem smislu je namreč naša zaveza.

the Tivoli boathouse and sponsored the revival of the workshop on interesting professions and environmental consciousness. Homeless people are increasingly becoming part of our society, so we participated at the humanitarian football tournament and helped them with our fund-raising activities. We purchased an ambulance car for the Postojna health center, and supported the NE-ODVISEN.SI (NON-ADDICTED.SI) campaign to raise awareness about different types of addiction among young people and their parents. We contributed funds to Unicef's first music video that promotes humanitarian SMS donations among young people. We helped the Maribor youth center by donating 25 Halo packages to the youth center and taking part at the doll auction. The dolls were dressed and designed by young Slovenian designers. We also care about the Tibetan children with limited access to education, and were convinced by Benka Pulko's humanitarian project called "Believe in yourself and conquer the world". Slovenian elementary school students also participated in the project – they made small donations in the amount of a price of one pack of chewing gum. Through their participation they enabled access to education for children on the other side of the world.

Through these activities we began solving a unique puzzle, enabling us to continue incorporating our social and corporate responsibility into our communication strategy. We are committed to improving the quality of life on a large scale.



Si.ntaksa

Vsebina

Si.ntax

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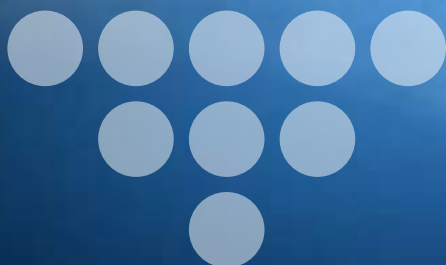
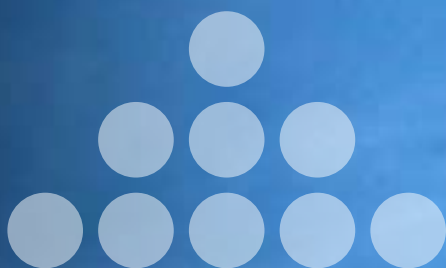


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Si.ntaxa – medsebojno usklajevanje,
skladanje finančnega in računovodskega
poročila; čisti računi – dolga zveza.





Si.ntax – mutual alignment, coordination between financial report and accounting statements; clear accounts make for long-lasting relationships.





Poročilo posloводства za leto 2007 Management report for the year ended December 31, 2007

V letu 2007 smo segli po zvezdah in zasedli segment »orto smart« mladi. Med mladimi dosegamo skoraj večinski delež. Ponovno smo dokazali, da ostajamo z našo osnovno strategijo cenovno vodilnega ponudnika na pravi poti. To je sicer odlično gonilo rasti, vendar gre za segment trga, ki se spreminja najhitreje. Z našo novo vizijo »postati najprivlačnejši ponudnik komunikacij« in petimi vodili, ki smo si jih zadali poleti 2007, smo se začeli razgledovati še v druge smeri. Zavedamo se namreč, da bomo morali še globlje, hitreje in višje.

Naši odlični rezultati nas niso uspavali. Vzpodbujajo nas, da se še temeljiteje osredotočamo na uporabnika in njegove potrebe. Ponovno smo preverili svoje osnovne vrednote in vrednote svoje blagovne znamke. Ko smo presodili vse dejavnike, vključno s konkurenco in zahtevami trga, smo bolj kot kadarkoli doslej prepričani, da so jedro naše blagovne znamke in korporativne identitete – ljudje: naši zaposleni in naši uporabniki. To bo ostala naša konkurenčna prednost tudi v prihodnje.

In 2007 we reached for the skies and grasped the segment, which can be called "Orto Smart" youth segment. Si.mobil reached almost majority on the youth market. Once again we proved to be on the right track with our core strategy, being the price leader. Excellent driver for the growth, nevertheless it is the segment, which changes the fastest. With our new vision: "being the most attractive communication provider" and five credos, being set in summer 2007, we started to look beyond our current strategic directions, being aware that in the years to come we need to go deeper, faster, higher.

Our great results did not put us to sleep, we started to focus on our user and his needs. We checked once again our core values and values of our brand. Putting together all aspects, also competition and market demands, we are, more than ever, sure, that Si.mobil stands for people. People as employees and people as users. Also our brand, our corporate identity and our essence – it's all about people and individuals. Comparing it to our competition, this might be our main competitive strength in the future.

**Poročilo nadzornega sveta družbe Si.mobil d.d.
o letnem poročilu družbe za poslovno leto 2007
The Report of the Supervisory Board on Si.mobil d.d.
Annual Report for the Financial Year 2007**

Nadzorni svet je na svojih rednih sestankih izpolnil svojo pravno in zakonsko obveznost nadzora nad upravljanjem družbe v poslovnem letu 2007. Poleg tega je uprava družbe, v skladu z veljavnim Zakonom o gospodarskih družbah in v skladu s statutom družbe, nadzornemu svetu posredovala redna poročila o poslovanju in finančnem položaju družbe.

Letno poročilo družbe za poslovno leto 2007 sestavljajo poročilo posloводства družbe, računovodski izkazi in pojasnila k računovodskim izkazom. Računovodski izkazi so bili revidirani s strani revizijske družbe KPMG Slovenija d.o.o., ki je izdala mnenje brez pridržka, da računovodski izkazi zagotavljajo resnično in pošteno sliko finančnega položaja družbe na dan 31.12.2007, njenih poslovnih rezultatov in denarnih tokov v skladu s slovenskimi računovodskimi standardi. Revizijska družba KPMG Slovenija d.o.o. se je seznanila tudi z ostalimi podatki in informacijami letnega poročila ter ni poročala o nobenih neskladnostih z računovodskimi izkazi.

V skladu z 282. členom veljavnega Zakona o gospodarskih družbah **nadzorni svet zato potrjuje letno poročilo družbe za poslovno leto 2007.**

Ljubljana, marec 2008



dr. Boris Nemšič,
predsednik nadzornega sveta

The Supervisory Board has fulfilled its legal and statutory obligation to supervise the work of the management of the Company during the financial year 2007. In addition, the Management Board has, in accordance with the Companies Act in force and the Articles of Association of the Company, provided the Supervisory Board with regular reports on the business development and the financial situation of the Company.

The Company's Annual Report for the financial year 2007 comprises the management report, the financial statements and explanatory notes. The financial statements were audited by KPMG Slovenija d.o.o., and an unqualified audit opinion has been issued, confirming that the financial statements give a true and fair view of the financial position of the Company as of 31st December 2007, of the results of its operations, and its cash flows in accordance with Slovenian Accounting Standards. Other information included in the Annual report was reviewed by KPMG Slovenija d.o.o. and no inconsistencies were reported.

According to the Article 282 of the Company's Act in force, the **Supervisory Board confirms the Company's Annual Report for the financial year 2007.**

Ljubljana, March 2008



dr. Boris Nemšič,
Chairman of the Supervisory Board



1. Poslovni rezultati v letu 2007 Performance in 2007

Strateška usmeritev

V letu 2007 smo nadaljevali s strategijo, pri kateri postavljamo zadovoljstvo uporabnikov v središče svojih dejavnosti. Naša vizija – postati najprivlačnejši telekomunikacijski operater v Sloveniji – se udejanja znotraj skupine mobilkom austria group in strateškega partnerstva s podjetjem Vodafone.

V letu 2007 smo se še naprej osredotočali na tri osnovna področja, ki zagotavljajo zdravo rast. Ta so: povečevanje števila uporabnikov z okrepljenim cenovnim vodstvom s paketi Smart, izkoriščanje sinergij skupine z globalnim izdelkom Vodafone live! in nadaljnji razvoj poslovnega modela, ki vodi v bolj učinkovito organizacijo, uporabnikom pa zagotavlja storitve s posebno skrbjo za upravljanje stroškov. Svojo osredotočenost smo razširili na segment poslovnih strank in nadaljevali z učinkovitim pristopom k mladim, ki je privedel do vodilnega položaja v tem segmentu.

Pregled leta

Leto 2007 se je izkazalo kot razburljivo, kljub temu pa smo uspeli dokazati svojo moč in zrelost pri soočanju z izzivi. Za to leto smo si postavili visoke poslovne cilje – nadaljevati z rastjo števila uporabnikov, še naprej izkoriščati sinergije s skupino mobilkom austria ter razviti tak poslovni model in organizacijo, da bomo kos bodočim izzivom. Z jasno osredotočenostjo smo dosegli številne nove ali izboljšane izdelke in storitve, večjo kakovost našega omrežja in nadaljnje zagotavljanje najboljših ponudb uporabnikom.

Si.mobil – Vodafone je za svoje uporabnike odprl omrežje UMTS/HSDPA. Celoten sistem je nadgrajen s tehnologijo HSDPA in omogoča prenose podatkov s hitrostmi do 3,6 megabita na sekundo. Danes je storitev UMTS/HSDPA na voljo 25 % prebivalstva Slovenije.

Rezultati obsežne raziskave, ki jo je izvedel spletni zaposlitveni portal Moje delo, so nas postavili med

Strategic orientation

In 2007, Si.mobil continued with its strategy where we put user satisfaction the centre of our activities. Our vision – becoming the most attractive telecommunications operator in Slovenia – is being realized in the context of the mobilkom austria group and the strategic partnership with Vodafone.

In 2007, we continued focusing on three basic streams that ensured healthy growth – increasing our customer base by strengthening price leadership with the Smart price plans, exploiting group synergies with Vodafone live! global product and further developing our business model resulting in a lean organisation and providing services to our customers with special care to cost management, which are crucial for our succesful price leadership. We extended our focus to the business segment and continued with our excellent approach towards the youth segment resulting in market leadership on this particular segment.

Overview of the year

The year 2007 turned out to be a year of excitement and challenges, where we were able to show our strength and maturity in rising to those challenges. We set ourselves high business targets for the year – continue the customer base growth, further exploit the synergies with mobilkom austria group and further develop our business model and organization to prepare us for the challenges of the future. Our clear focus resulted in a number of new or enhanced products and services we offered to our customers, increased quality of our network and continuing best offers to customers.

Si.mobil – Vodafone opened the UMTS/HSDPA network to its users. The entire system is upgraded with HSDPA technology and enables data transfer speeds of up to 3.6 megabits per

22 najuglednejših podjetij od 280-ih vključenih v raziskavo. Za ta dosežek smo prejeli Certifikat uglednega delodajalca. Prejeli smo tudi Certifikat družini prijaznega podjetja.

Razširili smo svoje partnerstvo z Mercatorjem. Odprli smo vrsto prodajnih mest Si.mobil – Vodafone v Mercatorjevih trgovskih centrih, ki nudijo storitve M mobil.

Izbrani dejavniki poslovanja

Celotni poslovni prihodki so v letu 2007 znašali 186,72 milijona EUR, kar kaže močno, 50-odstotno rast v primerjavi z letom 2006. Gonilo te rasti je povečanje prihodkov od medomrežnega povezovanja (porast za 26 %) in prihodkov od prodaje storitev in blaga uporabnikom (35 odstotna rast) ter več enkratnih vplivov na prihodke.

Poslovni izid iz poslovanja pred amortizacijo (EBITDA) je dosegel 54,66 milijona EUR in je znatno višji (za 56 %) v primerjavi z letom 2006. Pozitiven razvoj je posledica povišanih prihodkov in pristopa k upravljanju podjetja, kjer se je nadaljeval proces usklajevanja stroškov in organizacije s prihodki, ter enkratni učinki v letu 2007. Si.mobil je zaključil leto s pozitivnim izidom poslovanja (EBIT) v višini 33,83 milijona EUR. Čisti dobiček je bil pozitiven pri 25,42 milijona EUR in višji od načrtovanega.

Ob koncu leta 2007 smo imeli 497.286 uporabnikov in 26,9 odstotni tržni delež na področju mobilnih komunikacij GSM, s čimer smo drugi največji operater v Sloveniji. Delež naročnikov je v letu 2007 še naprej rasel in predstavlja 62,6 % celotnega števila uporabnikov. Slovenski trg je zasičen, zato raste počasneje, penetracijo ob koncu leta 2007 pa ocenjujemo na 92,3 %. Rezultat močnega pritoka novih uporabnikov ter pozitivnih uporabniških izkušenj, ki so vplivale na nizek odstotek prekinitev naročniških razmerij, je dejstvo, da so se pozitivni trendi razvoja uporabniške baze in drugih nefinančnih kazalcev nadaljevali tudi v letu 2007. Povprečni prihodki po uporabniku (ARPU) so

second. Today, the UMTS/HSDPA service is available to 25% of the population in Slovenia.

The results of a comprehensive survey carried out by Moje delo, an online employment portal, placed us among 22 of the most respected companies out of 280 included in the survey. For this achievement, we received the Respected employer certificate. We also received the Family-friendly enterprise certificate.

We expanded our partnership with Mercator. We opened several Si.mobil – Vodafone selling spots in Mercator's shopping centers providing M mobil services.

Key Indicators

Total operating revenues in 2007 reached EUR 186.72 million showing strong growth of 50% compared to 2006. This increase is driven by an increase of roaming interconnection revenues (+26%) and revenues from sales of services and goods to our customers (+35%) and one time effect on revenues.

EBITDA reached EUR 54.66 million and is significantly higher (+56%) compared to 2006. The positive development is attributable to the increased revenues, management continuing the process of matching out costs and organisation to the earnings and also to one time effects occurring in 2007. Si.mobil ended the year with positive EBIT in the amount of EUR 33.83 million. Net income was positive at EUR 25.42 million, and better than planned.

At the end of 2007, Si.mobil had 497,286 customers and a market share of 26.9% of the GSM mobile communications market, making it the second largest mobile operator in Slovenia. The contract customer share in total customers continued to grow throughout 2007 and accounted for 62.6% of the total customer base. The overall mobile market in Slovenia is perceived to be saturated and is therefore growing at slow rate, penetration at the end of 2007 is estimated at 92.3%. The positive trends in the development



zrasli za 13,8 % glede na lansko leto in zdaj znašajo 23,2 EUR.

Si.mobil je celo leto 2007 beležil rast pri večini nefinančnih kazalcev, ki so prispevali k močni rasti finančnih rezultatov. To potrjuje naše strateške usmeritve, ki so prinesle močno in kakovostno uporabniško bazo, privlačne ponudbe ter racionalne poslovne modele s posebnim poudarkom na strukturi stroškov.

of the customer base and other non financial indicators continued in 2007, as a result of both strong inflow of new customers as well as positive customer experience, resulting in low churn.

The average revenue per user (ARPU) grew by 13.8% with regard to the previous year, and is now at EUR 23.2.

Si.mobil has shown growth on the majority of non-financial indicators throughout 2007 resulting in strong growth in financial results thus confirming strategic directions resulting in strong, quality customer base, attractive offer and a rational business model with special focus on our structure of costs.

Z jasno osredotočenostjo smo dosegli številne nove ali izboljšane izdelke in storitve, večjo kakovost našega omrežja in nadaljnje zagotavljanje najboljših ponudb uporabnikom.

Our clear focus resulted in a number of new or enhanced products and services we offered to our customers, increased quality of our network and continuing best offers to customers.



Na splošno je finančni razvoj zadnjih let (na podlagi Slovenskih računovodskih standardov) kot sledi:

Overall, the financial development (according to Slovene Accounting Standards) is as follows for the past years:

Izkazi poslovnega izida Statement of Income

	Mio EUR	2007	2006
Celotni poslovni prihodki / Total operating revenues		186,72	124,81
Poslovni izid poslovanja pred amortizacijo / Earnings, EBITDA		54,66	34,93
Poslovni izid iz poslovanja / EBIT		33,83	3,86
Finančni izid / Financial items, net		-2,68	-2,87
Čisti poslovni izid / Net Income		25,42	9,33

Bilanca stanja Balance sheet

	Mio EUR		
Sredstva / Total balance		202,35	159,31
Opremetena osnovna sredstva / Tangible fixed assets		66,20	60,87
Gibljava sredstva / Current assets		77,92	37,36
Finančne in poslovne obveznosti / Loans and liabilities		135,02	119,08
Kapital / Shareholder's equity		58,03	32,61

Izbrani kazalci Key ratios

EBITDA/celotni poslovni prihodki / EBITDA margin	%	29,3%	28,0%
Investicije v osnovna sredstva / Investments in fixed assets, net	Mio EUR	22,37	21,50
Povprečno število zaposlenih / Average number of employees		324	312
Število zaposlenih ob koncu leta / Employees year end		329	320
Število uporabnikov ob koncu leta / Subscribers, year end		497.286	420.887
Od tega pogodbenih uporabnikov / Hereof contract subscribers		311.122	242.110

Odnosi z lastniki

V letu 2007 ni bilo razlike v lastniški strukturi Si.mobila. Od leta 2006 je Si.mobil v polni lasti družbe mobilkom austria.

Preko svojega lastnika mobilkom austria je Si.mobil član podjetja Telekom Austria AG. Telekom Austria AG je uvrščen na Dunajsko borzo vrednostnih papirjev in Newyorško borzo vrednostnih papirjev (NYSE). Od leta 2006 naprej skupina Telekom Austria kot glavne računovodske standarde uporablja Mednarodne standarde

Ownership relations

There were no changes in shareholder structure of Si.mobil in 2007. Si.mobil remains in full ownership of mobilkom austria since 2006.

Through its owner, mobilkom austria, Si.mobil is a member of Telekom Austria AG. Telekom Austria AG is listed on the Vienna stock exchange and New York Stock Exchange (NYSE). From 2006 leading reporting standards for the group are IFRS and Telekom Austria prepares its consolidated financial statements in accordance



računovodskega poročanja (International Financial Reporting Standards). Telekom Austria pripravljata konsolidirane računovodske izkaze v skladu s temi računovodskimi usmeritvami in navodili. Zaradi tega Si.mobil pripravljata računovodske podatke za potrebe konsolidacije računovodskih izkazov v skupini na podlagi notranjih računovodskih usmeritev in navodil, ki podjetju Telekom Austria AG omogočajo pripravo konsolidiranih računovodskih izkazov v skladu s pravili IFRS. Te usmeritve in priporočila prav tako uporabljamo v našem direktorskem informacijskem sistemu in ter za namene načrtovanja in napovedi.

Finančni podatki v spodnji tabeli so izvleček iz našega internega poročevalskega paketa za leto 2007, pripravljenega za družbo mobilkom austria v skladu z računovodskimi pravili IFRS.

with these accounting and reporting principles. As a result, Si.mobil prepares financial information for group consolidation purposes in accordance with the accounting instructions and guidelines internal to the group, which ultimately allow Telekom Austria AG to prepare its IFRS consolidated financial statements. These instructions and guidelines are also used in our management information system and for the purpose of planning and forecasting.

The financial information in the below table is an extract from our internal reporting package for 2007, which was prepared in accordance with the mobilkom austria IFRS Accounting Instructions.

V milijonih EUR / In mio EUR	Celotni poslovni prihodki Total operating revenues	Poslovni izid iz poslovanja pred amortizacijo (EBITDA) EBITDA	Poslovni izid iz poslovanja (EBIT) EBIT	Čisti dobiček pred obdavčitvijo Earnings
Slovenski računovodski standardi - 2007 Slovene Accounting Standards - 2007	186,72	54,66	33,83	25,42
Razlike v obravnavi stroškov pridobivanja naročnikov - prilagoditve Difference in treatment of subscriber acquisition costs - adjustment	0	-1,29	-1,29	-1,29
Razlike v obravnavi stroškov pridobivanja naročnikov - prerazporeditve Difference in treatment of subscriber acquisition costs - reclassification	13,54	0	0	0
Prilagoditev kratkoročno odloženih davčnih terjatev Deferred tax assets adjustment	0	0	0	0,84
Prilagoditev amortizacije Depreciation/amortization adjustment	0	0	-2,22	-2,22
Druge prerazporeditve Other adjustments	-2,15	-0,17	0,05	-0,30
Navodila in usmeritve IFRS podjetja mobilkom austria 2007 Mobilkom IFRS guidelines 2007	198,11	53,20	30,37	22,45
Navodila in usmeritve IFRS podjetja mobilkom austria 2006 Mobilkom IFRS guidelines 2006	131,17	33,63	11,17	15,48

Več informacij o navodilih in usmeritvah IFRS za podjetje mobilkom austria je na voljo v uradnem letnem poročilu za 2007, ki ga je objavila skupina mobilkom austria na spletni strani www.mobilkom.at.

Novi izdelki in storitve

V letu 2007 smo razvili prirojene storitve, ki so preproste za uporabo in našim obstoječim uporabnikom omogočajo, da so na tekočem s svojo porabo, mobilnim telefonom in svojimi potrebami. Veliko truda vlagamo v uporabniško izkušnjo na vseh točkah prvega stika z uporabnikom. Svojo odličnost izkazujemo tudi v svojih trgovinah in klicnem centru. Vpeljali smo storitve, ki našim strankam omogočajo obvladovanje porabe: Geslo, Si.asistent, elektronski račun in Si.most. Izpolnjujemo svojo obljubo: še zmeraj ponujamo najprivlačnejše klice znotraj omrežja.

Še naprej smo izboljševali in dodajali nove vsebine na portalu Vodafone live! Predstavili smo storitev Si.web, brskalnik, ki prikaz spletnih strani prilagodi uporabnikovi potrebam in poenostavi brskanje na različnih modelih mobilnih telefonov. Novost je tudi storitev Si.prevajalec, ki ponuja ekskluzivni dostop do šestih slovarjev DZS-ja, največje slovenske založniške hiše slovarjev.

Nadgradili smo storitvi Klapa in Poštni posrednik ter vpeljali lastnost Pošlji prijatelju, ki uporabnikom omogoča pošiljanje slik ali melodij zvonjenja prijateljem na Vodafone live!. Portal je predstavil naše sodelovanje z iskalnikom Najdi.si in omogoči brezplačno pošiljanje sporočil SMS.

Smo prvo slovensko podjetje, ki je prisotno v virtualnem svetu Second Life, s čimer smo se svojim uporabnikom pridružili v njihovih virtualnih življenjih. Poleg tega smo preuredili svojo celotno spletno stran in jo naredili uporabnikom še bolj prijazno.

Nekatere izmed naših storitev, denimo Si.navigator in Si.most, so bile nadgrajene. Predstavili smo tudi nove možnosti in tri pakete Mobilnega interneta.

For more information on the Mobilkom IFRS guidelines and application, we refer to the official annual report for 2007 published by the mobilkom austria group and available on www.mobilkom.at.

New products and services

In 2007, we developed tailor-made and easy to use services, which enable our existing users to be online with their usage, their mobile phone and their needs. We put much of effort into customer experience in all points of first contact with a customer. Our excellence is shown in our shops and call center. Additionally, we deployed services, that enable our customers to handle their own usage, such as Geslo, Si.asistent, Electronic Bill and Si.most. But most of all, we kept our promises and are still offering the most attractive price of on-net calls.

We continued with the enhancement and addition of new content to Vodafone live!. We introduced the new service Si.web, which is a browser that customizes the web site appearance to users' needs by simplifying browsing on different mobile phone models, and Si.prevajalec (Si.translator), which offers exclusive access to six dictionaries by DZS, the largest Slovenian dictionary publisher.

We upgraded the entire Klapa service and the Mail Posrednik (mail forwarding) service and enabled the Pošlji prijatelju (Send it to a friend) feature, allowing users to send pictures or ringtones to their friends from the Vodafone live! portal. The portal launched our collaboration with the Najdi.si search engine and introduced free online SMS messaging.

We were the first Slovenian company with a presence in Second Life, which enabled us to join our users in their virtual lives. We also rebuilt our entire web page and made it even more user friendly.

Some of our services, like Si.navigator and Si.most, were upgraded. We also introduced four new options and three new Mobile internet packages.



V letu 2007 smo se osredotočali na uporabnike »orto smart« in organizirali številne aktivnosti zanje ter uspeli nadalje razširiti in okrepiti skupnost. Skupnost »orto smart« je dobila tudi svojo spletno stran na www.ortosmart.si. Vsem starim 15 let ali več, smo ponudili odlično priložnost sodelovati na avdiciji za jesensko oglaševalsko kampanijo Orto Smart. Na spletni strani OrtoSmart smo jim ponudili prostor – Moj Orto Smart profil – kjer so uporabniki lahko zgradili svojo spletno skupnost. Tudi za svoje preostale uporabnike smo pripravili številne privlačne ponudbe.

Svojim predplačniškim uporabnikom smo predstavili Halo SMS – novo predplačniško tarifo z najnižjo ceno za sporočila SMS za predplačniške uporabnike v Sloveniji.

In 2007, we focused on our "orto smart" users and organized numerous pioneering activities for them, and managed to further broaden and strengthen the community. The Orto Smart community also got its very own website at www.ortosmart.si. We offered an excellent opportunity for all persons aged 15 or more to participate in an audition for the Orto Smart autumn advertising campaign. On the OrtoSmart web page we enabled a place – My Orto Smart profile (Moj Orto Smart profil) – where users can build their online community. We also prepared many attractive offers for other residential users.

For our prepaid users we introduced Halo SMS – a new prepaid service tariff with the lowest price for SMS messages for prepaid service users in Slovenia.

2. Spremembe v poslovodstvu Management changes

Maja 2007 je Andreas Maierhofer odstopil s položaja predsednika uprave. Posledično je bila predlagana nova uprava. Dejan Turk, prej direktor marketinga, je postal novi predsednik uprave. Milan Zaletel je ostal na položaju finančnega direktorja, Walter Goldentis, prej direktor IT pri podjetju mobilkom austria, pa je postal direktor za tehnologijo.

Zoran Thaler je z decembrom 2007 odstopil s položaja nadzornega sveta podjetja Si.mobil, d.d.

In May 2007, Andras Maierhofer, Chief executive officer, resigned from his position. As a result, a new management board was nominated. Dejan Turk, prior to this Chief Marketing Officer, was appointed as Chief Executive Officer. Milan Zaletel continued his role as Chief Financial Officer and Walter Goldenits, previously IT director at mobilkom austria, was appointed as Chief Technical Officer.

Zoran Thaler resigned as a member of the Supervisory board of Si.mobil d.d. as of December 31, 2007.

Poslovanje s povezanimi osebami Related party transactions

3.

Kot del skupine družba Si.mobil določene storitve opravlja in prejema od povezanih oseb iz skupine. Gre za običajne storitve, povezane s telekomunikacijami, kot sta mednarodno gostovanje in medomrežno povezovanje. Poleg tega mobilkom austria družbi Si.mobil zaračunava tudi stroške opravljenih poslovodskih in tehničnih storitev.

Pomemben del stroškov družbe Si.mobil pa so stroški obresti na posojilo lastnika.

As part of the Company's legal organisation structure and the type of services provided, the Company is involved in various related party transactions. These transactions mainly relate to ordinary transactions associated with the telecommunications operations, such as interconnection and roaming. In addition, the Company is incurring various costs for management seconded by mobilkom and for technical services provided by mobilkom.

The Company has incurred borrowing costs regarding the shareholder loan provided by mobilkom.

Načrti za prihodnost Future plans

4.

V letu 2007 smo nadaljevali s strategijo, ki se osredotoča na rast števila uporabnikov in na ohranjanje obstoječega vodilnega položaja na področju cen – predvsem z naročniškimi paketi Smart ter ponudbo najboljših izdelkov in storitev.

Zavezali smo se k zagotavljanju izboljšanih storitev in odlične uporabniške izkušnje. K rasti in odličnim poslovnim rezultatom nas spodbuja tudi dejstvo, da smo del skupine mobilkom austria group, največje skupine mobilnih operaterjev v Srednji Evropi. Pozitivni trendi v finančnih rezultatih so osnova za nadaljnji razvoj in investicije, razvoj novih tehnologij, izboljševanje obstoječih storitev ter širitev naše prisotnosti. Naša pričakovanja do regulatornih organov so še vedno visoka in upamo, da bomo v letu 2008 pričra obljubljenim rezultatom, to so pogoji poštene konkurence in tržna pravila za vse udeležence na trgu.

Naše strateške usmeritve ostajajo nespremenjene. Nadaljevali bomo z razvijanjem

To reiterate, 2007 has been a year of further implementation of our strategy focusing on customer growth and retention by establishing price leadership with the Smart price plans and offering the best products and services to our customers.

Our commitment for delivering improved services and excellent customer experience is clear. Being part of the mobilkom austria group, the largest group of mobile operators in Central Europe, requires us to show growth and excellent business performance. This expectation has not changed. The positive trends in financial results are the basis for further development, further investments in developing new technologies, improving existing services and further extending our signal presence. Our expectations from the regulator are still high and we hope to see the results of promised fair-play market conditions and following of market rules for all market players to come to full results in 2008. Our strategic directions are unchanged, we will



močne blagovne znamke, pridobivanjem novih naročnikov v ključnih segmentih ter višanjem vrednosti in uporabe naše baze uporabnikov.

Analize kažejo, da je trg GSM v Sloveniji zrel in bo zato v prihodnosti rasel počasneje. Napovedani so novi vstopi na trg, konkurenca med ponudniki bo še močnejša. Zaradi tega si bomo ob pridobivanju novih uporabnikov še intenzivneje prizadevali ohraniti obstoječe. Že v preteklosti smo dokazali, da je to ena izmed naših ključnih prednosti in tudi v prihodnje bomo izboljšali svoje znanje ter pristop na tem področju.

Te usmeritve so vključene v Si.mobilov srednjeročni poslovni načrt. Tudi v letu 2008 je pričakovana rast prihodkov in poslovnega izida poslovanja pred amortizacijo (EBIDTA).

Nadaljujemo z vlaganji v omrežje, usmerjamo se v izgradnjo omrežja UMTS in optimizacijo ter nadgradnjo obstoječega omrežja GSM. V primerjavi s prejšnjimi leti pričakujemo, da bodo vlaganja na nivoju leta 2007.

continue to pursue them and to work for and with our customers in defining their future needs, and by doing so, defining our future. We will follow our strategic direction in building a strong and meaningful brand, grow subscribers in core target segments and grow value and usage of our customer base.

Analyses show that the GSM market in Slovenia is mature and will therefore grow at a rather slow rate in the future. New competitors entering and announcing to enter to the market mean that the competition between providers will become even more intense. Consequently, retaining existing customers and obtaining new ones will be the main focus and challenge for Si.mobil. We have proven in the past that this one of our core competencies and we will continue to improve our knowledge and approach in this field.

These elements were built into Si.mobil's mid-term Business Plan. Growth of revenues and EBITDA is expected also in 2008.

Si.mobil will continue to invest in the network, our investments will be focused on building up the UMTS network and optimization and network upgrades of the existing GSM network. Compared to previous years, in 2008 we expect investments to be in line with 2007.

5. Dogodki po datumu bilance stanja Subsequent events

Po datumu bilance stanja 31. decembra 2007 ni bilo poslovnih dogodkov, ki bi vplivali na računovodske izkaze za leto 2007.

Subsequent to December 31 2007, there were no events affecting the company's result of operations and financial position as of December 31, 2007.

Izjava posloводства Management statement

6.

Uprava družbe je seznanjena z letnim poročilom za poslovno leto 2007 in ga je potrdila. Letno poročilo je pripravljeno v skladu s Slovenskimi računovodskimi standardi in Zakonom o gospodarskih družbah. Po našem mnenju so uporabljeni računovodski pristopi primerni in letno poročilo daje resnično vrednost izkazanih sredstev, obveznosti, finančnega položaja in rezultatov družbe v letu 2007.

Ljubljana, marec 2008

The management board has considered and approved the Annual Report for 2007 of Si.mobil. The Annual Report has been prepared in accordance with the Slovenian Accounting Standards (2006) and the Company's Act. In our opinion, the accounting principles applied are appropriate and the Annual Report gives a true and fair view of the Company's assets, liabilities, financial position and the results of the operations for the year.

Ljubljana, March 2008



Dejan Turk,
predsednik uprave
(CEO)



Milan Zaletel,
član uprave,
odgovoren za finance
(CFO)



Walter Goldenits,
član uprave,
odgovoren za tehniko
(CTO)



Računovodsko poročilo za poslovno leto, ki se je končalo 31. decembra 2007

Financial Statements for the year ended December 31, 2007

1 Splošna razkritja General Disclosure

1.1 Uvodna predstavitev družbe

Introductory presentation of the Company

1.1.1 Sedež in pravna oblika družbe ter država

Establishment and ownership structure

Družba Si.mobil, telekomunikacijske storitve d.d., Šmartinska 134 b, Ljubljana, Slovenija, je vpisana v sodni register pod številko registrskega vložka 1/29430/00 pri Okrožnem sodišču v Ljubljani, pod številko sklepa SRG 97/07454 z dne 6. 2. 1998.

Si.mobil, telekomunikacijske storitve d.d., Šmartinska 134b, Ljubljana, was entered in the register of companies at the District Court in Ljubljana under the entry number 1/29430/00, decree no. SRG 97/07454 of 6 February 1998.

Družba je bila ustanovljena dne 23. 12. 1997. Lastniška struktura je bila na dan 31. 12. 2007 naslednja:

The Company was founded on December 23, 1997. As of December 31, 2007 the ownership structure was as follows:

Delničar Shareholder

	Število delnic No. of shares	Struktura Structure
Mobilkom Beteiligungsgesellschaft mbH / Mobilkom Beteiligungsgesellschaft mbH	9.300.000	100,00 %
Skupaj / Total	9.300.000	100,00 %

Naziv podjetja / Company name:

Si.mobil, telekomunikacijske storitve d.d.

Skrajšan naziv podjetja / Shortened Company name:

Si.mobil d.d.

Osnovni kapital družbe / Share capital:

38.781.000 EUR

Matična številka / Reg.no. in the CSO register:

1196332

ID za DDV / VAT ID:

SI60595256

Šifra dejavnosti / Classification code:

64.200

Velikost / Size of the Company:

po ZGD velika delniška družba

Large joint-stock company under the Companies Act

Poslovno leto / Financial year:

koledarsko / Calendar year

Narava poslovanja in pomembnejše dejavnosti

Osnovna registrirana dejavnost naše družbe so telekomunikacije, poleg osnovne pa imamo registrirane še druge dejavnosti.

Podatki o obvladujočem podjetju

Družba Si.mobil d.d. je odvisna družba družbe Mobilkom Beteiligungsgesellschaft mbH, Obere Donaustrasse 29, Dunaj, Avstrija, in je vključena v njene konsolidirane računovodske izkaze (več informacij: www.mobilkom.at). Konsolidirani računovodski izkazi družbe mobilkom so vključeni v konsolidirane računovodske izkaze podjetja Telekom Austria A.G., Lassallestrasse 9, Dunaj, Avstrija. V računovodskem poročilu so podjetja v skupini Telekom Austria obravnavana kot podjetja v skupini.

Podatki o zaposlenih

- Število zaposlenih ob koncu poslovnega leta 2007 je znašalo 329 (konec leta 2006 pa 320);
- Povprečno število zaposlenih v poslovnem letu 2007 je bilo 324;
- Število zaposlenih po skupinah glede na stopnjo izobrazbe:
 - 1. stopnja: **3**
 - 4. stopnja: **22**
 - 5. stopnja: **161**
 - 6. stopnja: **33**
 - 7. stopnja: **110**
 - 8. stopnja: **0**

Activities of the Company

The principal activity of the Company is telecommunication. In addition to telecommunication, other activities have also been registered.

Data on the controlling company

Si.mobil d.d. is a subsidiary of Mobilkom Beteiligungsgesellschaft mbH, Obere Donaustrasse 29, Vienna, Austria and is included in its consolidated financial statements (for more information refer to www.mobilkom.at). The consolidated financial statements of mobilkom are included in the consolidated financial statements of Telekom Austria A.G., Lassallestrasse 9, Vienna, Austria. In the financial statements of Si.mobil d.d., the enterprises of Telekom Austria are treated as Group enterprises.

Employees

- The number of employees at the end of the 2007 business year was 329 (320 at the end of business year 2006);
- The average number of employees in the 2007 business year was 324;
- Number of employees per level of education:
 - 1st level: **3**
 - 4th level: **22**
 - 5th level: **161**
 - 6th level: **33**
 - 7th level: **110**
 - 8th level: **0**

1.1.2

1.1.3

1.1.4





2 Revizorjevo poročilo Auditor's Report



Poročilo neodvisnega revizorja

Lastnikom družbe Si.mobil d.d.

Revidirali smo priložene računovodske izkaze gospodarske družbe Si.mobil d.d., ki vključujejo bilanco stanja na dan 31. decembra 2007, izkaz poslovnega izida, izkaz gibanja kapitala in izkaz denarnih tokov za tedaj končano leto ter povzetek bistvenih računovodskih usmeritev in druge pojasnjevalne opombe.

Pregledali smo tudi poslovno poročilo.

Odgovornost posloводства za računovodske izkaze

Posloводство je odgovorno za pripravo in pošteno predstavitev teh računovodskih izkazov v skladu s slovenskimi računovodskimi standardi. Ta odgovornost vključuje: vzpostavitev, delovanje in vzdrževanje notranjega kontroliranja, povezanega s pripravo in pošteno predstavitvijo računovodskih izkazov, ki ne vsebujejo pomembno napačne navedbe zaradi prevare ali napake, izbiro in uporabo ustreznih računovodskih usmeritev ter pripravo računovodskih ocen, ki so utemeljene v danih okoliščinah.

Revizorjeva odgovornost

Nasa naloga je izraziti mnenje o teh računovodskih izkazih na podlagi revizije. Revizijo smo opravili v skladu z mednarodnimi standardi revidiranja. Ti standardi zahtevajo od nas izpolnjevanje etičnih zahtev ter načrtovanje in izvedbo revizije za pridobitev sprejemljivega zagotovila, da računovodski izkazi ne vsebujejo pomembno napačne navedbe.

Revizija vključuje izvajanje postopkov za pridobitev revizijskih dokazov o zneskih in razkritjih v računovodskih izkazih. Izbrani postopki so odvisni od revizorjeve presoje in vključujejo tudi ocenjevanje tveganj napačne navedbe v računovodskih izkazih zaradi prevare ali napake. Pri ocenjevanju teh tveganj prouči revizor notranje kontroliranje, povezano s pripravljanjem in poštenim predstavljanjem računovodskih izkazov družbe, da bi določil okoliščinam ustrezne revizijske postopke, ne pa, da bi izrazil mnenje o uspešnosti notranjega kontroliranja družbe. Revizija vključuje tudi ovrednotenje ustreznosti uporabljenih računovodskih usmeritev in utemeljenosti računovodskih ocen posloводства kot tudi ovrednotenje celotne predstavitve računovodskih izkazov.

Verjamemo, da so pridobljeni revizijski dokazi zadostna in ustrezna podlaga za naše revizijsko mnenje.

Mnenje

Po našem mnenju so računovodski izkazi v vseh pomembnih pogledih poštena predstavitev finančnega stanja gospodarske družbe Si.mobil d.d. na dan 31. decembra 2007 ter njenega poslovnega izida in denarnih tokov za tedaj končano leto v skladu s slovenskimi računovodskimi standardi.

Poslovno poročilo je skladno z revidiranimi računovodskimi izkazi.

KPMG SLOVENIJA,

podjetje za revidiranje, d.o.o.

Boris Drobnič, univ. dipl. ekon.

pooblaščen revizor

partner

Independent Auditor's Report

To the Shareholders of S. mobil d.d.

We have audited the accompanying financial statements of S. mobil d.d., which comprise the balance sheet as of 31 December 2017, the income statement, the statement of changes in equity, the cash flow statement and the statement of related and contingent liabilities, and the related explanatory notes.

We also read the Management Report.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements prepared in accordance with the Slovenian Accounting Standards. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We do not audit our audit in accordance with International Standards on Auditing. Those standards require that we comply with relevant ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement.

An audit involves procedures to obtain evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making these risk assessments, we consider internal control relevant to the audit in order to design procedures that are responsive to the risks. An audit is not a guarantee that the audit procedures performed by the auditor will detect all misstatements. We are responsible for the proper representation of the results of our audit of internal control systems, which include evaluating the appropriateness of accounting principles used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

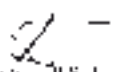
We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Company as of 31 December 2017, the financial performance and its cash flows for the year then ended in accordance with the Slovenian Accounting Standards.

The Management Report is consistent with the audited financial statements.

KPMG SLOVENIJA
poljska cesta 12, 1000 Lj.


Boris Drobnič, B.Sc., CISA, CPA
General Auditor
Ljubljana

KPMG Slovenija d.o.o.
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Ljubljana, 15. februar 2018



3 Bilanca stanja na dan 31. 12. 2007 Balance Sheet as of December 31, 2007

v EUR / in EUR	Pojasnilo / Note	31. 12. 2007	31. 12. 2006
SREDSTVA / ASSETS		202.352.182	159.310.843
A. DOLGOROČNA SREDSTVA / LONG-TERM ASSETS		118.071.547	117.516.542
I. Neopredmetena sredstva in dolgoročne aktivne časovne razmejitev Intangible assets and long-term deferred costs and accrued revenue	8.1.1	37.425.577	36.484.148
1. Neopredmetena sredstva / Intangible assets		19.322.106	21.768.355
a) Dolgoročne premoženjske pravice / Long-term property rights		19.322.106	21.768.355
2. Dolgoročne aktivne časovne razmejitev Other long-term deferred costs and accrued revenue		18.103.471	14.715.793
II. Opredmetena osnovna sredstva / Property, plant and equipment	8.1.2	66.201.913	60.866.273
1. Zemljišča / Land		9.039	9.039
4. Druge naprave in oprema / Other plant and equipment		43.251.510	43.438.005
6. Opredmetena osnovna sredstva v gradnji in izdelavi Property, plant and equipment in the course of construction		20.320.879	13.589.426
7. Predujmi za pridobitev opredmetenih osnovnih sredstev Advances for acquisition of property, plant and equipment		2.620.485	3.829.803
VI. Odložene terjatve za davek / Deferred tax assets	8.1.3	14.444.057	20.166.121
B. KRATKOROČNA SREDSTVA / CURRENT ASSETS		77.919.410	37.355.806
II. Zaloge / Inventories	8.1.4	16.569.777	3.106.866
4. Trgovsko blago / Products and merchandise		16.569.777	3.106.866
IV. Kratkoročne poslovne terjatve / Short-term operating receivables	8.1.5	30.869.344	21.189.522
1. Kratkoročne poslovne terjatve do družb v skupini Short-term operating receivables due from group companies		5.370.381	3.113.462
2. Kratkoročne poslovne terjatve do kupcev Short-term operating trade receivables		22.662.367	16.762.531
3. Kratkoročne poslovne terjatve do drugih Short-term operating receivables due from others		2.836.596	1.313.529
V. Denarna sredstva / Cash	8.1.6	30.480.289	13.059.418
C. KRATKOROČNE AKTIVNE ČASOVNE RAZMEJITVE SHORT-TERM DEFERRED COSTS AND ACCRUED REVENUE	8.1.7	6.361.225	4.438.495
ZABILANČNA SREDSTVA / OFF-BALANCE SHEET ITEMS	8.1.13	20.879.872	26.656.259

v EUR / in EUR		Pojasnilo / Note	31. 12. 2007	31. 12. 2006
OBVEZNOSTI DO VIROV SREDSTEV / EQUITY AND LIABILITIES			202.352.182	159.310.843
A	KAPITAL / EQUITY	8.1.8	58.031.958	32.607.862
I.	Vpoklicani kapital / Called-up capital		38.781.000	38.808.212
1	Osnovni kapital / Share capital		38.781.000	38.808.212
II.	Kapitalske rezerve / Capital surplus		87.171.036	90.079.778
VI.	Prenesena čista izguba / Retained net loss		93.344.174	96.280.128
VII.	Čisti dobiček poslovnega leta / Net profit for the financial year		25.424.096	0
B	REZERVACIJE IN DOLGOROČNE PASIVNE ČASOVNE RAZMEJITVE PROVISIONS AND LONG-TERM ACCRUED COSTS AND DEFERRED REVENUE	8.1.9	3.451.528	3.263.598
1	Rezervacije / Provisions		3.261.713	2.926.442
2	Dolgoročne pasivne časovne razmejitve Long-term accrued costs and deferred revenue		189.815	337.156
C	DOLGOROČNE OBVEZNOSTI / LONG-TERM LIABILITIES		76.038.577	76.119.828
I.	Dolgoročne finančne obveznosti / Long-term financial liabilities	8.1.10	76.038.577	76.119.828
1	Dolgoročne finančne obveznosti do družb v skupini Long-term financial liabilities to group companies		76.038.577	76.119.828
2	Dolgoročne finančne obveznosti do bank Long-term financial liabilities to banks		0	0
Č	KRATKOROČNE OBVEZNOSTI / SHORT-TERM LIABILITIES	8.1.11	58.986.329	42.964.572
II.	Kratkoročne finančne obveznosti / Short-term financial liabilities		7.231.705	9.379.336
1	Kratkoročne finančne obveznosti do družb v skupini Short-term financial liabilities to group companies		7.231.705	7.562.049
2	Kratkoročne finančne obveznosti do bank Short-term financial liabilities to banks		0	1.817.270
3	Druge kratkoročne finančne obveznosti Other short-term financial liabilities		0	17
III.	Kratkoročne poslovne obveznosti Short-term operating liabilities		51.754.624	33.585.237
1	Kratkoročne poslovne obveznosti do družb v skupini Short-term operating liabilities to group companies		15.185.767	379.507
2	Kratkoročne poslovne obveznosti do dobaviteljev Short-term trade payables		35.739.605	32.425.743
3	Druge kratkoročne poslovne obveznosti Other short-term operating liabilities		829.252	779.987
D	KRATKOROČNE PASIVNE ČASOVNE RAZMEJITVE SHORT-TERM ACCRUED COSTS AND DEFERRED REVENUE	8.1.12	5.843.790	4.354.982
	ZABILANČNE OBVEZNOSTI / OFF-BALANCE SHEET ITEMS	8.1.13	20.879.872	26.656.259



4 Izkaz poslovnega izida za leto 2007 – različica I Profit and Loss Statement for 2007 – Version I

v EUR / in EUR	Pojasnila / Note	2007	2006
1 Čisti prihodki od prodaje / Net sales	8.2.1	185.740.910	122.559.448
3 Usredstveni lastni proizvodi in lastne storitve Capitalised own products and own services		0	199.676
4 Drugi poslovni prihodki (s prevrednotevalnimi poslovnimi prihodki) Other operating revenue (including revaluation operating revenue)	8.2.2	975.208	2.055.204
5 Stroški blaga, materiala in storitev / Costs of goods, materials and services	8.2.3	118.399.361	77.256.488
a) Nabavna vrednost prodanega blaga in materiala ter stroški porabljenega materiala / Costs of goods and materials sold and costs of materials used		26.443.460	8.887.126
b) Stroški storitev / Costs of services		91.955.901	68.369.362
6 Stroški dela / Labour costs	8.2.4	10.654.330	10.223.535
a) Stroški plač / Payroll costs		7.681.052	7.152.028
b) Stroški socialnih zavarovanj / Social security costs		1.934.763	1.635.115
c) Drugi stroški dela / Other labour costs		1.038.515	1.436.392
7 Odpisi vrednosti / Write-downs in value		22.947.372	32.762.064
a) Amortizacija / Depreciation and amortisation expense	8.2.5	20.838.101	31.070.965
b) Prevrednotevalni poslovni odhodki pri neopredmetenih sredstvih in opredmetenih osnovnih sredstvih / Revaluation operating expenses associated with intangible assets and property, plant and equipment Revaluation operating expenses associated with current operating expenses	8.2.5	187.311	236.984
c) Prevrednotevalni poslovni odhodki pri obratnih sredstvih Revaluation operating expenses for working capital	8.2.6	1.921.960	1.454.115
8 Drugi poslovni odhodki / Other operating expenses	8.2.7	889.724	711.395
Poslovni izid iz poslovanja / Operating result (EBIT)		33.825.331	3.860.846
11 Finančni prihodki iz poslovnih terjatev Financial revenue from operating receivables	8.2.8	1.400.477	1.340.301

v EUR / in EUR		Pojasnila / Note	2007	2006
b)	Finančni prihodki iz poslovnih terjatev do drugih Financial revenue from operating receivables due from others		1.400.477	1.340.301
12	Finančni odhodki iz oslabitve in odpisov finančnih naložb Financial expenses due to impairment and write-offs of investments	8.2.9	140.853	362.306
13	Finančni odhodki iz finančnih obveznosti Financial expenses for financial liabilities	8.2.9	3.924.993	3.845.565
a)	Finančni odhodki iz posojil, prejetih od družb v skupini Financial expenses for loans, received from group companies		3.905.404	3.600.411
b)	Finančni odhodki iz posojil, prejetih od bank Financial expenses for loans, received from banks		19.589	245.154
14	Finančni odhodki iz poslovnih obveznosti Financial expenses for operating liabilities	8.2.9	13.802	3.875
b)	Finančni odhodki iz obveznosti do dobaviteljev in meničnih obveznosti Financial expenses for trade payables and bills payable		13.802	3.875
Celotni poslovni izid / Financial revenue from the operating receivables			31.146.160	989.401
17	Davek iz dobička / Income tax	8.2.11		0
18	Odloženi davki / Deferred taxes	8.2.12	-5.722.064	8.336.501
19	Čisti poslovni izid obračunskega obdobja / Net profit for the period	8.2.10	25.424.096	9.325.902

Celotni poslovni prihodki so v letu 2007 dosegli 186,72 milijona EUR, kar kaže na močno, 52-odstotno rast glede na leto 2006.

Total operating revenues in 2007 reached EUR 186.72 million showing strong growth of 52% compared with 2006.





5 Izkaz denarnih tokov od 1. 1. 2007 do 31. 12. 2007 – različica II

Statement of Cash Flows for the Period from January 1 to December 31, 2007 - Version II

v EUR / in EUR	2007	2006
A DENARNI TOKOVI PRI POSLOVANJU / CASH FLOWS FROM OPERATING ACTIVITIES		
a) Postavke izkaza poslovnega izida / Items from income statement	50.515.354	44.841.722
Poslovni prihodki (razen prevrednotenja) in finančni prihodki iz poslovnih terjatev Operating revenue (except from revaluation) and financial revenue from operating receivables	188.116.595	126.154.629
Poslovni odhodki brez amortizacije (razen za prevrednotenje) in finančni odhodki iz poslovnih obveznosti / Operating expenses excluding depreciation or amortisation (except for revaluation) and financial expenses from operating liabilities	-131.879.177	-89.649.408
Davki iz dobička in drugi davki, ki niso zajeti v poslovnih odhodkih Income taxes and other taxes not included in operating expenses	-5.722.064	8.336.501
b) Spremembe čistih obratnih sredstev (in časovnih razmejitev, rezervacij ter odloženih terjatev in obveznosti za davek) poslovnih postavk bilance stanja / Changes in net operating assets in balance sheet items (including accruals and deferrals, provisions and deferred tax assets and liabilities)	502.725	-2.827.746
Začetne, manj končne poslovne terjatve / Opening less closing operating receivables	-9.679.822	-7.397.233
Začetne, manj končne aktivne časovne razmejitve Opening less closing deferred costs and accrued revenue	-1.922.731	-2.584.318
Začetne, manj končne odložene terjatve za davek / Opening less closing deferred tax assets	5.722.064	-8.336.501
Začetne, manj končne zaloge / Opening less closing inventories	-13.462.911	2.118.394
Končni, manj začetni poslovni dolgovi / Closing less opening operating liabilities	18.169.387	11.404.331
Končne, manj začetne pasivne časovne razmejitve in rezervacije Closing less opening accrued costs and deferred revenue, and provisions	1.676.737	1.967.581
c) Prebitek prejemkov pri poslovanju ali prebitek izdatkov pri poslovanju (a+b) Net cash flows from operations or net cash flows applied to operations (a+b)	51.018.079	42.013.975
B DENARNI TOKOVI PRI NALOŽBENJU / CASH FLOWS FROM INVESTING ACTIVITIES		
a) Prejemki pri naložbenju / Cash receipts from investing activities	0	0
b) Izdatki pri naložbenju / Cash payments for investing activities	-27.302.481	-32.773.861
Izdatki za pridobitev neopredmetenih sredstev Cash payments to acquire intangible assets	-6.895.946	-15.055.875
Izdatki za pridobitev opredmetenih osnovnih sredstev Cash payments to acquire property, plant and equipment	-20.406.535	-17.717.985
c) Prebitek prejemkov pri naložbenju ali prebitek izdatkov pri naložbenju (a+b) Net cash from investing activities or net cash flows applied to investing activities (a+b)	-27.302.481	-32.773.861
C DENARNI TOKOVI PRI FINANCIRANJU / CASH FLOWS FROM FINANCING ACTIVITIES		

v EUR / in EUR		2007	2006
a)	Prejemki pri financiranju / Cash receipts from financing activities	0	4.700.355
	Prejemki od povečanja dolgoročnih finančnih obveznosti Cash proceeds from increase in long-term financial liabilities	0	4.700.355
b)	Izdatki pri financiranju / Cash payments for financing activities	-6.294.727	-12.544.266
	Izdatki za dane obresti, ki se nanašajo na financiranje Interest paid on financing activities	-4.065.846	-4.207.870
	Izdatki za odplačila dolgoročnih finančnih obveznosti Cash repayments of long-term financial liabilities	-81.251	0
	Izdatki za odplačila kratkoročnih finančnih obveznosti Cash repayments of short-term financial liabilities	-2.147.631	-8.336.396
c)	Prebitek prejemkov pri financiranju ali prebitek izdatkov pri financiranju (a+b) Net cash from financing activities or net cash flows applied to financing activities (a+b)	-6.294.727	-7.843.912
D	KONČNO STANJE DENARNIH SREDSTEV / CLOSING BALANCE OF CASH	30.480.289	13.059.418
x)	Denarni izid v obdobju / Net cash inflow or outflow for the period	17.420.870	1.396.203
y)	Začetno stanje denarnih sredstev / Opening balance of cash	13.059.418	11.663.216



6 Izkaz gibanja kapitala Statement of changes in equity

a) Izkaz gibanja kapitala od 1. 1. do 31. 12. 2007

Statement of changes in equity from January 1, 2007 until December 31, 2007

v EUR / in EUR	I. Vpoklicani kapital I. Called-up capital	II. Kapitalske rezerve II. Capital surplus	V. Preneseni čisti poslovni izid V. Retained earnings	VI. Čisti poslovni izid poslovnega leta VI. Net profit or loss for the period	SKUPAJ TOTAL
	1. Osnovni kapital 1. Share capital		2. Prenesena čista izguba 2. Retained net loss	1. Čisti dobiček poslovnega leta 1. Net profit for the period	
A. Začetno stanje 1. 1. 2007 Opening balance as per January 1, 2007	38.808.212	90.079.778	-96.280.128	0	32.607.862
B. Premiki v kapital Movements into equity	0	0	0	25.424.096	25.424.096
d) Vnos čistega poslovnega izida poslovnega leta Net profit or loss for the period	0	0	0	25.424.096	25.424.096
C. Premiki v kapitalu Movements within equity	-27.212	27.212	25.424.096	-25.424.096	-25.424.096
c) Poravnava izgube kot odbitne sestavine kapitala Settlement of loss as a deduction component of equity	0	0	25.424.096	-25.424.096	-25.424.096
Č. Premiki iz kapitala Movements out of equity	0	0	0	0	0
D. Končno stanje 31. 12. 2007 Closing balance as per December 31, 2007	38.781.000	90.106.990	-70.856.032	0	58.031.958

b) Izkaz gibanja kapitala od 1. 1. do 31. 12. 2006
Statement of changes in equity from January 1, 2006 until December 31, 2006

v EUR / in EUR	I. Vpoklicani kapital I. Called-up capital	II. Kapitalske rezerve II. Capital surplus	V. Preneseni čisti poslovni izid IV. Retained earnings	VI. Čisti poslovni izid poslovnega leta V. Net profit or loss for the period	SKUPAJ TOTAL
	1. Osnovni kapital 1. Share capital		2. Prenesena čista izguba 2. Retained net loss	1. Čisti dobiček poslovnega leta 1. Net profit for the period	
A. Začetno stanje 1. 1. 2006 Opening balance as per January 1, 2006	38.808.212	90.079.778	-105.606.029	0	23.281.957
B. Premiki v kapital Movements into equity	0	0	0	9.325.901	9.325.901
d) Vnos čistega poslovnega izida poslovnega leta Net profit or loss for the period	0	0	0	9.325.901	9.325.901
C. Premiki v kapitalu Movements within equity	0	0	9.325.901	-9.325.901	0
c) Poravnava izgube kot odbitne sestavine kapitala Settlement of loss as a deduction component of equity	0	0	9.325.901	-9.325.901	0
Č. Premiki iz kapitala Movements out of equity	0	0	0	0	0
D. Končno stanje 31. 12. 2006 Closing balance as per December 31, 2006	38.808.212	90.079.778	-96.280.128	0	32.607.862

**Bilančna izguba**
Accumulated loss

V EUR / In EUR	2007	2006
a) Čisti poslovni izid poslovnega leta / Net profit or loss for the period	25.424.096	9.325.901
b) + prenesena čista izguba / + retained loss from previous periods	-96.280.128	-105.606.029
c) + zmanjšanje rezerv iz dobička / + decrease in revenue reserves	0	0
č) - povečanje rezerv iz dobička po sklepu uprave (zakonskih rezerv, rezerv za lastne delnice in lastne poslovne deleže in statutarnih rezerv) / - increase in revenue reserves based on a decision of the management (legal reserves, reserves for own shares and interests, and statutory reserves)	0	0
d) - povečanje rezerv iz dobička po odločitvi uprave in nadzornega sveta (drugih rezerv iz dobička) / - increase in revenue reserves based on a decision of the management and the supervisory board (other revenue reserves)	0	0
= bilančni dobiček (a+b+c-č-d), ki ga skupščina razporedi = Accumulated profit (a+b+c-d-e) appropriated by the annual general meeting of shareholders as follows:		
- na delničarje / - distributed to shareholders		
- v druge rezerve / - allocated to other reserves		
- za prenos v naslednje leto in / - carried forward to the following period and		
- za druge namene / - appropriated for other purposes		0
Ali / Or		
= bilančna izguba / = Accumulated loss	-70.856.032	-96.280.128

Povzetek pomembnih računovodskih usmeritev Summary of the significant accounting policies

7

Podlaga za sestavo računovodskih izkazov

Računovodski izkazi v tem poročilu so sestavljeni na osnovi Slovenskih računovodskih standardov 2006, ki jih je izdal Slovenski inštitut za revizijo.

Računovodski izkazi so sestavljeni v EUR, zaokroženi so na eno enoto.

Uprava je pri sestavi računovodskih izkazov podala ocene, presoje in predpostavke, ki so vplivale na uporabo računovodskih usmeritev in na izkazane vrednosti sredstev, obveznosti, prihodkov ter odhodkov. Dejanski rezultati lahko od teh ocen odstopajo.

Družba nima opredeljenih niti področnih niti območnih odsekov.

Principles of preparation of financial statements

The financial statements have been prepared in compliance with Slovenian Accounting Standards 2006 issued by the Slovenian Institute of Auditors.

The financial statements are presented in EUR, rounded to the nearest unit.

In the preparation of financial statements the management of the Company has made certain judgments, estimates and assumptions that affected the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

The Company does not have any defined service line or geographical sectors.

7.1

Poslovni izid iz poslovanja je v letu 2007 znašal 33.825.331 EUR.

Operating result (EBIT) for 2007 amounts to EUR 33,825,331.





7.2 Tečaj in način preračuna v domačo valuto

Poslovni dogodki v tuji valuti so preračunani v EUR po veljavnem srednjem tečaju Banke Slovenije na dan poslovnega dogodka. Tečajne razlike med dnem poslovnega dogodka in dnem plačila so pripoznane v izkazu poslovnega izida kot odhodki ali prihodki financiranja.

Poslovne terjatve in obveznosti, izražene v tuji valuti, so preračunane v EUR po veljavnem srednjem tečaju Banke Slovenije na dan bilance stanja. Finančne obveznosti, izražene v tuji valuti, so preračunane v EUR po srednjem tečaju Banke Slovenije na dan bilance stanja. Denarna sredstva ter dolgoročne in kratkoročne finančne naložbe, izražene v tuji valuti, so v EUR preračunane po srednjem tečaju Banke Slovenije na dan bilance stanja. Tečajne razlike iz tega naslova so pripoznane v izkazu poslovnega izida kot odhodki ali prihodki financiranja.

7.3 Neopredmetena sredstva in dolgoročne aktivne časovne razmejitve

Neopredmetena sredstva zajemajo naložbe v premoženjske pravice. Naša družba uporablja model nabavne vrednosti, neopredmetena sredstva torej vodimo po njihovih nabavnih vrednostih, zmanjšanih za amortizacijske popravke vrednosti po metodi enakomernega časovnega amortiziranja in nabrane izgube zaradi oslabitev. Nabavna vrednost vsebuje tudi revalorizacijski popravek zaradi inflacije, ki se je oblikoval do vključno leta 2001.

Dolgoročne aktivne časovne razmejitve se nanašajo na dolgoročno odložene stroške pridobivanja naročnikov, vlaganja v tuja osnovna sredstva, dolgoročno razmejene stroške priključnin podatkovnih vodov in dolgoročno razmejene stroške najemnin lokacij za bazne postaje. Stroški pridobivanja naročnikov nastanejo

Exchange rate and the method of translation into local currency

Transactions in foreign currency are translated into EUR at the middle exchange rate of Bank of Slovenia effective at the date of the transaction. Foreign exchange differences between the date of the transaction and the day of payment are recorded in the profit and loss statement as financial revenues or expenses.

Foreign operating receivables and liabilities are translated into EUR at the middle exchange rate of Bank of Slovenia effective at the balance sheet date. Financial liabilities denominated in foreign currency are translated into local currency at the middle exchange rate of Bank of Slovenia effective at the balance sheet date. Cash, long-term and short-term investments denominated in foreign currency are translated into local currency at the middle exchange rate of Bank of Slovenia effective at the balance sheet date. Foreign exchange differences arising from these transactions are recorded in the profit and loss statement as financial revenues or expenses.

Intangible assets and long-term deferred costs and accrued revenues

Intangible assets comprise investments into property rights. The Company has chosen the cost model and hence measures intangible assets at costs of purchase less accumulated straight-line amortisation and impairment adjustments. The acquisition value also includes a price-index revaluation adjustment, which was recognised until 2001.

Long-term deferred costs and accrued revenue refer to long-term deferred subscriber acquisition costs, investments in fixed assets owned by third parties, long-term deferred connection fees for data lines and long-term deferred rents for base station sites. Subscriber acquisition costs are incurred by subsidising the handsets and are deferred over the (typically) two-year subscription agreement. The subsidised handset costs are

zaradi subvencioniranja telefonskih aparatov in se razmejujejo v času trajanja naročniškega razmerja (praviloma dve leti). Subvencionirani stroški telefonskih aparatov se v trenutku nastanka zmanjšajo za pričakovane predčasne odpovedi naročniških razmerij. Vlaganja v tuja osnovna sredstva se razmejujejo v obdobju desetih let, priključnine podatkovnih vodov v obdobju trajanja koncesije (do leta 2013) in najemnine v času trajanja najemnih pogodb.

Opredmetena osnovna sredstva

Uporabljamo model nabavne vrednosti in torej opredmetena osnovna sredstva vodimo po njihovih nabavnih vrednostih, zmanjšanih za amortizacijske popravke vrednosti po metodi enakomernega časovnega amortiziranja in nabrane izgube zaradi oslabitev. Nabavna vrednost vsebuje tudi revalorizacijski popravek zaradi inflacije, ki se je oblikoval do vključno leta 2001.

Nabavna vrednost osnovnih sredstev vsebuje njegovo nakupno ceno, uvozne in nevračljive nakupne dajatve ter stroške, ki jih lahko pripišemo neposredno njegovi usposobitvi za nameravano uporabo, zlasti stroške dovoza in namestitve. Sredstva, pridobljena v lastni režiji, se pripoznajo in merijo po stroških materiala, lastnega dela ter ustreznega deleža splošnih stroškov poslovanja. V nabavno vrednost določenih osnovnih sredstev (baznih postaj) vključujemo tudi stroške razgradnje, h kateri smo zavezani pogodbeno. Stroški razgradnje so ocenjeni na podlagi cen izvajalcev za posamezen tip bazne postaje, inflacionirani na trenutek nastanka in diskontirani na sedanjo vrednost. Stroškov izposojanja ne vključujemo v nabavno vrednost osnovnih sredstev.

Brezplačno pridobljena opredmetena osnovna sredstva izkazujemo po njihovi pošteni vrednosti.

Ločeno izkazujemo dele opredmetenih osnovnih sredstev večjih vrednosti, ki imajo različno dobo koristnosti.

decreased by upfront estimated subscriber churn. Investments in fixed assets owned by third parties are deferred over 10 years, whereas connection fees are deferred in the period of the granted concession (until 2013). Rents are deferred over the contractual rent period.

Property, plant and equipment

The Company has chosen the cost model and hence measures property, plant and equipment at costs of purchase less accumulated straight-line depreciation and impairment adjustments. The acquisition value also includes a price index revaluation adjustment, which was recognised until 2001.

The acquisition value of property, plant and equipment includes its purchase price, including import duties and non-refundable purchase taxes, as well as any costs directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management, especially costs of transport and installation. Own produced assets are recognised and measured at costs of material, hourly rates of own work and the related part of overhead costs. The acquisition value of certain assets (base stations) also includes the costs of dismantling and removing the item and restoring the site on which it is located, the obligation for which the Company incurs contractually. The costs of dismantling and removing the item are estimated based on contractor prices for each type of base station, increased for inflation until the estimated period of dismantling and discounted to their present value. The Company does not include borrowing costs into the acquisition value of property, plant and equipment.

Property, plant and equipment donated is measured at fair value.

7.4



Stroški, ki kasneje nastanejo v zvezi z opredmetenim osnovnim sredstvom, povečujejo njegovo nabavno vrednost, če povečujejo njegove prihodnje koristi v primerjavi s prvotno ocenjenimi. Popravila ali vzdrževanje opredmetenih osnovnih sredstev so namenjena obnavljanju ali ohranjanju prihodnjih gospodarskih koristi, ki jih pričakujemo na podlagi prvotno ocenjene stopnje učinkovitosti sredstev. Kadar se pojavijo, se pripoznajo kot odhodki.

Vrednost opredmetenih osnovnih sredstev preverjamo vsako leto ob koncu leta in ugotavljamo morebitno oslabitev. Če obstajajo dokazi, da so sredstva oslabljena, ocenimo nadomestljivo vrednost sredstev. Nadomestljiva vrednost sredstev je njihova čista prodajna vrednost ali pa vrednost pri uporabi, odvisno, katera je višja. Pri ocenjevanju vrednosti pri uporabi ocenjene bodoče denarne tokove diskontiramo na sedanjo vrednost z uporabo diskontne stopnje pred obdavčitvijo, ki odraža časovno vrednost denarja in specifična tveganja sredstev. Za sredstvo, ki ne ustvarja denarnih tokov, ki bi bili pretežno neodvisni od denarnih tokov drugih sredstev, se nadomestljiva vrednost ugotavlja za denar ustvarjajočo enoto, ki ji sredstvo pripada. Izguba zaradi oslabitve se pripozna, če knjigovodska vrednost sredstva ali njegove denar ustvarjajoče enote presegajo njegovo nadomestljivo vrednost. Izgube iz oslabitve se pripoznajo v poslovnem izidu.

Ob odtujitvi ali uničenju opredmetenega osnovnega sredstva se pripoznajo prevrednotevalni poslovni prihodki ali odhodki kot razlika med prodajno vrednostjo in neodpisano knjigovodsko vrednostjo sredstva.

In case an item of property, plant and equipment is composed of separate components of higher value with different useful lives, the components are recognised and measured separately.

Subsequent expenditures incurred in relation with property, plant and equipment, increase the purchase value of an asset if its future benefits are increased compared to those assessed originally. Major repairs or maintenance are intended to renew or maintain the future economic benefits that are expected on the basis of the originally estimated rate of performance of an asset and are recognised as expenses when incurred.

The carrying amounts of the Company's property, plant and equipment are reviewed at each balance sheet date to determine whether there is any indication of impairment. If any such indication exists, the asset's recoverable amount is estimated. The recoverable amount of property, plant and equipment is the greater of the net selling price and value in use. In assessing the value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. For an asset that does not generate largely independent cash flows, the recoverable amount is determined for the cash-generating unit to which the asset belongs. An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the income statement.

The difference between the net sales value and the net book value of disposed or liquidated assets is transferred to revelatory operating revenue or expense.

Amortizacija

Opredmetena osnovna sredstva in neopredmetena sredstva amortiziramo po metodi enakomernega časovnega amortiziranja. Drobni inventar se amortizira skupinsko. Zemljišča se ne amortizirajo.

Opredmeteno osnovno sredstvo se začne amortizirati prvi dan naslednjega meseca po tem, ko je razpoložljivo za uporabo. Neopredmeteno sredstvo se začne amortizirati, ko je na voljo za uporabo.

Amortizacijske stopnje temeljijo na dobi koristnosti sredstev in znašajo:

Depreciation and amortisation costs 7.5

Property, plant and equipment and intangible assets are depreciated and amortised on a straight-line basis. Low-value assets are depreciated using the composite-life method of depreciation. Land is not depreciated.

Property, plant and equipment are subject to depreciation on the first day of the month after they have been ready for operation. An intangible asset is subject to amortisation when ready for use.

Rates of depreciation and amortisation are based on the useful life of assets and are as follows:

Sredstvo Item	Doba koristnosti (v letih) 2007 Useful life (in years) 2007
Neopredmetena sredstva / Intangible assets	
Koncesije / Concessions	15
Programska oprema in licence / Software and licences	1-10
Opredmetena osnovna sredstva / Property, plant and equipment	
Bazne postaje in centrale / Base stations and mobile switches	5-15
Računalniška oprema / Computer equipment	3-4
Transportna oprema / Transportation equipment	7
Druga oprema / Other equipment	3-7
Drobni inventar in rezervni deli / Low-value assets and spare parts	3-8

Terjatve

Terjatve vseh vrst se izkazujejo v nominalnih zneskih, ki izhajajo iz ustreznih listin, zmanjšanih za popravek vrednosti za dvomljive terjatve, ki temeljijo na izkušnjah iz prejšnjih let in pričakovanjih za prihodnost.

Za kasnejše odpise terjatev so potrebne ustrezne dokazne listine: sodna odločba, sklep prisilne poravnave, sklep stečajnega postopka in druge ustrezne listine.

Terjatve, za katere domnevamo, da ne bodo poravnane v rednem roku (rok, dogovorjen v skladu s pogodbo oziroma drugo ustrezno listino)

Receivables

Receivables of all categories are initially recognised at the nominal amounts stated in the accounting documents less allowance for doubtful receivables, which is based on historical experience and future expectations.

Subsequent write-off of receivables is subject to the availability of substantiating documents, such as a court decision, a decision on compulsory settlement, a decision on a bankruptcy proceeding and other documents.

Provisions are created for receivables that are believed to be uncollectible by their due date (as



ali ki niso poravnane v rednem roku, se izkazujejo kot dvomljive in se zanje vračunava zneske popravka vrednosti terjatev. Popravek vrednosti terjatev se oblikuje, kot sledi:

• terjatve, zapadle od 0 do 30 dni	5 %
• terjatve, zapadle od 31 do 60 dni	40 %
• terjatve, zapadle od 61 do 180 dni	60 %
• terjatve, zapadle od 181 do 365 dni	90 %
• terjatve, zapadle več kot 365 dni	100 %

Za dvomljive terjatve iz naslova pogodbenih kazni družba oblikuje naslednje popravke vrednosti:

• nezapadle terjatve	45 %
• terjatve, zapadle od 0 do 365 dni	90 %
• terjatve, zapadle več kot 365 dni	100 %

Popravek vrednosti dvomljivih terjatev se obračuna in knjiži v breme prevrednotevalnih poslovnih odhodkov, razen popravka dvomljivih terjatev iz naslova pogodbenih kazni, ki se obračuna in knjiži v breme odloženih prihodkov.

7.7 Zaloge

Zaloge so ovrednotene po nadomestitveni oziroma čisti iztržljivi vrednosti, odvisno, katera je nižja. Za zmanjševanje količin zaloge med letom uporabljamo metodo drsečih povprečnih cen. Cena količinske enote zaloge je sestavljena iz nakupne cene, uvoznih in drugih nevračljivih nakupnih dajatev ter neposrednih stroškov nabave, kamor sodijo prevozniki stroški, stroški špedicije in carinskega posredovanja ter stroški uvoznih dajatev.

7.8 Denarna sredstva

Denarna sredstva, sestavljena iz gotovine v blagajni, knjižnega denarja na računih pri banki na odpoklic, vezanih depozitov na odpoklic in denarja na poti, se izkazujejo po nominalni vrednosti.

stipulated in a contract or other official document) or that are overdue, are deemed doubtful, and a valuation allowance is calculated for their value.

The valuation allowance is calculated, as follows:

• overdue from 0 to 30 days	5%;
• overdue from 31 to 60 days	40%;
• overdue from 61 to 180 days	60%;
• overdue from 181 to 365 days	90%;
• overdue more than 365 days	100%;

Allowance for doubtful receivables for contractual penalties is calculated, as follows:

• receivables not yet due	45%;
• overdue from 0 to 365 days	90%;
• overdue more than 365 days	100%;

Bad debt expense for doubtful receivables are formed and charged to revaluatory operating expenses, except for bad debt expense for doubtful receivables from contractual penalties, which are formed and charged as a reduction of deferred revenues.

Inventories

Inventories are stated at the lower of cost and net realisable value. The cost price for inventory units is determined using the moving average method. Costs of inventories comprise of: purchase price, import duties and other non-refundable duties, and other directly attributable costs of acquisition, such as costs of transportation, forwarding charges, customs clearance charges, and import charges.

Cash

Cash includes cash in hand, cash in banks, cash in transit and callable deposits. Cash is carried at nominal value.

Kapital

Celotni kapital sestavljajo osnovni kapital, kapitalske rezerve, prenesena čista izguba iz prejšnjih let in prehodno še nerazdeljeni čisti dobiček poslovnega leta.

Osnovni kapital vodimo v domači valuti.

Rezervacije in dolgoročne pasivne časovne razmejitev

Rezervacije se pripoznajo v bilanci stanja, ko ima družba zaradi preteklega dogodka pravno ali posredno obvezo in je verjetno, da bo pri poravnavi obveze potrebovala odtok dejavnikov, ki omogočajo pritekaneje gospodarskih koristi. Če je učinek bistven, se znesek rezervacije določi z diskontiranjem pričakovanih bodočih denarnih tokov z diskontno stopnjo pred obdavčitvijo. Ta odraža trenutno tržno oceno časovne vrednosti denarja in lahko tudi tveganje, ki je specifično za obveznost.

Dolgoročne rezervacije vključujejo dolgoročno vračunane stroške zaposlenih, razen stroškov pokojninskega načrta, merjenih v višini bodoče koristi, ki so jo zaposleni zaslužili v zameno za svoje storitve v tekočem in preteklih obdobjih. Rezervacijo izračunamo z uporabo metode natečenih zaslužkov in se diskontira na sedanjo vrednost.

Equity

Total equity comprises of share capital, capital surplus, net loss carried forward from previous periods and net profit for the financial period not yet appropriated.

Share capital is recorded in local currency.

Provisions and long-term accrued costs and deferred revenues

A provision is recognised in the balance sheet when the Company has a legal or constructive obligation as a result of a past event, and it is probable that an outflow of economic benefits will be required to settle the obligation. If the effect is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessment of the time value of money and, where appropriate, the risk specific to the liability.

Provisions include long-term service benefits other than pension plans, which are measured at the amount of future benefit that employees have earned in return for their service in the current and prior periods. The obligation is calculated using the projected unit credit method and is discounted to its present value.

7.9

7.10



Dolgoročne rezervacije vključujejo tudi natečeno obveznost za stroške razgradnje baznih postaj, h kateri smo pogodbeno zavezani. Stroški razgradnje so ocenjeni na podlagi cen izvajalcev za posamezen tip bazne postaje, inflacionirani na trenutek nastanka in diskontirani na sedanjo vrednost. Rezervacija se povečuje za časovno komponento zaradi bližanja trenutka razgradnje.

Dolgoročne pasivne časovne razmejitve vključujejo dolgoročno odložene prihodke za brezplačno pridobljena osnovna sredstva, ki se zmanjšujejo vzporedno z obračunavanjem amortizacije teh sredstev.

7.11 Dolgovi

Vsi dolgovi se ob začetnem pripoznavanju ovrednotijo z zneski iz ustreznih listin o njihovem nastanku (brez s tem povezanih transakcijskih stroškov). Obveznosti se kasneje zmanjšujejo za odplačane zneske in morebitne drugačne poravnave v dogovoru z upnikom. Dolgoročne obveznosti se zmanjšujejo tudi za tisti del, ki bo moral biti poplačan v manj kot letu dni in se izkazuje med kratkoročnimi obveznostmi.

7.12 Kratkoročne časovne razmejitve

Kratkoročno odloženi stroški vsebujejo zneske, ki ob svojem nastanku še ne bremenijo dejavnosti naše družbe, ker storitve še niso bile opravljene. Kratkoročno nezaračunani prihodki se pojavijo, če se pri ugotavljanju poslovnega izida utemeljeno upoštevajo prihodki, družba pa zanje še ni dobila plačila, niti jih ni zaračunala.

Vnaprej vračunane stroške sestavljajo stroški, ki so pričakovani, a se še niso pojavili in se nanašajo na obdobje, za katerega družba ugotavlja poslovni izid. Kratkoročno odloženi prihodki pa nastanejo, če so storitve že zaračunane, naša družba pa jih še ni opravila. Prihodki se kratkoročno odložijo tudi, ko je z njimi povezano plačilo v trenutku prodaje še dvomljivo.

Provisions also include the asset retirement obligation for the location of base stations, based on contractual obligations. The obligation is calculated based on contractor prices for each type of base station, increased for inflation until the estimated period of dismantling and discounted to their present value. The obligation is increasing due to passage of time.

Long-term accrued costs and deferred revenue includes long-term deferred revenue for assets acquired free of charge. The deferral is released in line with depreciation of the fixed assets.

Liabilities

Liabilities of all categories are initially stated at their cost from appropriate documents (without the transaction fees). Liabilities are decreased either by paid amounts or by other forms of settlement approved by the creditor. The portion of long-term liabilities payable within one year is shown under current liabilities.

Short-term accrued and deferred items

Short-term deferred costs include amounts paid for services not yet rendered. Revenues are accrued when the Company has considered the service rendered but where no invoice has yet been issued to the customer and no payment has been received.

Accrued costs include costs incurred and services rendered by suppliers, where supporting documents are yet to be received. They relate to the accounting period for which the operating result is to be determined. Revenues are deferred when the Company has invoiced the customer or when payment has been received for services it has agreed to render in the future. Revenues may also be deferred, when the related payment remains doubtful at the moment of sale.

Pripoznavanje prihodkov

Prihodke od poslovanja sestavljajo vrednosti prodanega trgovskega blaga in opravljenih storitev v obračunskem obdobju. Pripoznajo se v izkazu poslovnega izida pod naslednjimi pogoji:

- dobava oziroma storitev je bila opravljena,
- tveganje je prešlo na kupca,
- prihodek je mogoče zanesljivo izmeriti,
- upravičeno pričakujemo, da bodo prihodki vodili do prejemkov.

Prihodki so izkazani brez davka na dodano vrednost, drugih davkov in s prodajo povezanih popustov.

Prihodki iz naslova opravljenih storitev se nanašajo na storitve mobilne komunikacije in vsebujejo naročnikom zaračunane zneske za mesečne naročnine, pogovore, sporočila SMS, druge storitve mobilne komunikacije (vključno s storitvijo prenosa podatkov) in priključnine.

Naročnine in pogovore naročnikom zaračunavamo prek mesečnih obračunskih ciklov in jih izkazujemo kot prihodke v posameznem mesecu. Nezaračunani prihodki iz storitev, ki so že bile opravljene v času od obračuna do konca posameznega meseca, so vračunani, vnaprej zaračunane mesečne naročnine pa so odložene. Prihodki od prodaje predplačniških kartic so odloženi, dokler uporabniki storitev mobilnih pogovorov ne izkoristijo.

Prihodki iz mednarodnega gostovanja naročnikov drugih tujih mobilnih operaterjev v omrežju Si.mobil - Vodafone se na mesečni osnovi zaračunavajo partnerjem pri mednarodnem gostovanju.

Prihodki od prodaje blaga se nanašajo na prodano telekomunikacijsko opremo ter na prodane telefonske aparate in z njimi povezane dodatke. Telefonski aparati se naročnikom, ki sklenejo naročniško razmerje, prodajajo po subvencionirani ceni. S tem povezani stroški se razmejujejo in praviloma v obdobju dveh let postopoma prenašajo med stroške.

Recognition of revenues

Operating revenues comprise revenues earned from sales of merchandise and services in the accounting period. They are recognised in the profit and loss statement under the following conditions:

- delivery of goods or the performance of services has been accomplished;
- the risk has passed to the buyer;
- the revenue can be reliably measured;
- it can be justifiably expected that the revenues will lead to cash inflows.

Revenue is measured excluding VAT, taxes and discounts in relation to the sale.

Revenue from services relates to mobile telecommunications and comprises amounts charged to customers in respect of monthly fixed fees, airtime usage, messaging, provision of other mobile telecommunications services (including data services and information provision) and connection fees for connecting customers to the network.

Fixed fees and airtime charged incurred by contract customers are invoiced and recorded as part of a periodic billing cycle and recognised as turnover over the related period. Unbilled turnover resulting from services already provided from the billing cycle date to the end of each period is accrued. Unearned monthly fixed fees, which are paid in advance by customers and relate to periods after period end are deferred. Revenue from the sale of prepaid airtime is deferred until such time as the customer uses the airtime.

Roaming revenues for visitors in the Si.mobil network are charged on a monthly basis to roaming partners.

Revenue from the sale of goods is primarily related to handsets and accessories. The handsets are sold to end-customers at a subsidised price. The subsidy is treated as subscriber acquisition costs and is capitalised and amortised over the two year subscription service



Prevrednotevalni poslovni prihodki se pojavijo ob odtujitvi opredmetenih osnovnih sredstev in neopredmetenih sredstev.

Finančni prihodki (vključno s prevrednotevalnimi finančnimi prihodki) so prihodki iz naslova obresti in pozitivne tečajne razlike.

7.14 Pripoznavanje odhodkov

Poslovni odhodki se pripoznajo, ko je trgovsko blago prodano ali storitve opravljene. Plačila iz naslova poslovnega najema se pripoznajo v poslovnem izidu po enakomerni časovni metodi v času trajanja najema.

Prevrednotevalni poslovni odhodki se pripoznajo, ko je opravljeno ustrezno prevrednotenje.

7.15 Davki

Davek v izkazu poslovnega izida se nanaša na odmerjeni davek iz dobička in odložene davke.

Odmerjeni davek iz dobička je davek, za katerega pričakujemo, da bo plačan od obdavčljivega dobička za poslovno leto, ob uporabi davčnih stopenj, uveljavljenih na datum poročanja, vključno z morebitnimi prilagoditvami davčnih obveznosti v povezavi s preteklimi poslovnimi leti.

Odloženi davki izhajajo iz zneska prenesene davčne izgube in začasnih razlik po metodi obveznosti po bilanci stanja, pri čemer upoštevamo začasne razlike med knjigovodsko vrednostjo sredstev ter obveznostmi za potrebe finančnega poročanja in zneskov za potrebe davčnega poročanja.

Odložena terjatev za davek se pripozna v obsegu, za katerega obstaja verjetnost, da bo na razpolago prihodnji obdavčljivi dobiček, v breme katerega bo v prihodnje mogoče uporabiti odloženo terjatev. Odložene terjatve za davek se zmanjšajo za znesek, za katerega ni več verjetno, da bo mogoče uveljaviti davčno olajšavo, povezano s sredstvom.

period less an initial adjustment for expected churn.

Revaluation operating revenues result from the disposal of tangible and intangible fixed assets.

Financial revenues (including revaluation financial revenues) are revenues from interests and foreign exchange gains.

Recognition of expenses

Operating expenses are recognised when the merchandise is sold or the service is rendered. Payments made under operating lease are recognised in the income statement on a straight-line basis over the term of the lease.

Revaluation operating expenses are recognised when revaluation is performed

Taxes

Tax expense (income) in the profit and loss for the year refers to current tax expense (income) and deferred tax expense (income).

Current tax is the expected tax payable on the taxable income for the year, using rates enacted or substantially enacted at the balance sheet date, and any adjustment to the tax payable in respect of previous years.

Deferred taxes derive from the tax loss carry-forwards and deductible temporary differences based on the balance sheet liability method, where temporary differences between the book and tax value of assets and liabilities are considered.

Deferred tax assets are recognised if there is assurance beyond reasonable doubt that future taxable income would be sufficient to allow the benefit to be realised. Deferred tax assets are reduced for the amount, for which it is no longer considered probable that the tax benefit would be realised.

Izkaz denarnih tokov

Izkaz denarnih tokov je sestavljen po posredni metodi (različici II) iz podatkov bilance stanja na dan 31. 12. 2007 in bilance stanja na dan 31. 12. 2006, iz podatkov izkaza poslovnega izida za leto 2007 ter iz dodatnih podatkov, potrebnih za prilagoditev pritokov in odtokov ter za ustrezno razčlenitev pomembnejših postavk.

Izkaz denarnih tokov sestavljajo denarni tokovi pri poslovanju, naložbenju in financiranju.

Denarni tokovi pri poslovanju so izračunani na podlagi poslovnega izida obračunskega obdobja, popravljenega za spremembe v zalogah, poslovnih terjatvah, aktivnih in pasivnih časovnih razmejitev, odloženih davkih in poslovnih dolgovi ter ob upoštevanju davka od dobička pravnih oseb.

Denarni tokovi pri naložbenju zajemajo plačila v zvezi z nabavo in odtujitvijo neopredmetenih sredstev ter opredmetenih osnovnih sredstev.

Denarni tokovi pri financiranju vključujejo spremembe v velikosti ali sestavi lastniškega kapitala, povečanje ali zmanjšanje finančnih dolgovi in izplačila dividend.

Naložbi v koncesije za GSM bosta pokriti v času trajanja koncesijske pogodbe do leta 2013, koncesija za UMTS pa do leta 2021.

Statement of cash flows

The statement of cash flows has been prepared using the indirect method of reporting cash flow, taking into account data from the balance sheet as of December 31, 2007, the balance sheet as of December 31, 2006, the profit and loss statement for the year 2007, and additional data, which are required to adjust inflows and outflows and to adequately itemise significant items.

The cash flow statement comprises cash flows from operating, investing and financing activities. The cash flows from operating activities are calculated based on the profit and loss statement of the accounting period, adjusted for the change in inventories, accounts receivables, short-term accrued and deferred items, accounts payables, deferred taxes and corporate income tax.

The cash flows from investing activities comprise cash flows related to acquisition and disposal of intangible, tangible and financial fixed assets.

The cash flows from financing activities include changes in amount or composition of equity, increase or decrease of debts and dividend payments.

Concessions for GSM are amortised over the term of the concession agreement (until 2013), whereas the concession for UMTS will be amortised until 2021.





8 Razčlenitve in pojasnila k računovodskim izkazom Notes to the financial statements

8.1 Bilanca stanja

Balance sheet

8.1.1 Neopredmetena sredstva in dolgoročne aktivne časovne razmejitve 37.425.577 EUR

Intangible assets and long-term deferred costs and EUR 37,425,577

V EUR / In EUR	31. 12. 2007	31. 12. 2006
Neopredmetena sredstva / Intangible assets	19.322.106	21.768.355
Koncesije / Concessions	12.929.343	14.424.680
Programska oprema in licence / Software and licences	6.392.763	7.343.675
Dolgoročne aktivne časovne razmejitve / Long-term deferred costs and accrued revenue	18.103.471	14.715.793
Vlaganja v tuja osnovna sredstva / Investments in fixed assets owned by third parties	1.533.142	1.637.456
Dolgoročno odloženi stroški priključnin podatkovnih vodov Long-term deferred costs for usage of data lines	632.543	629.939
Dolgoročno odloženi stroški najemnin lokacij za bazne postaje Long-term deferred costs for usage of land for base stations	670.636	560.530
Dolgoročno odloženi stroški pridobivanja naročnikov Long-term deferred costs of customer acquisition	15.267.150	11.887.868
Skupaj / Total	37.425.577	36.484.148

Koncesije

Med temi sredstvi sta izkazani koncesiji za uporabo radiofrekvenčnih spektrov za storitve mobilne telefonije GSM, ki veljata za omrežje GSM 900 in 1800, ter koncesija za UMTS. Naložbi v koncesije za GSM bosta pokriti v času trajanja koncesijske pogodbe do leta 2013, koncesija za UMTS pa do leta 2021.

Programska oprema in licence

Investicije v programsko opremo in licence so v letu 2007 znašale 2.616.135 EUR.

Concessions

The item includes concessions for the use of radio-frequency spectrums for GSM mobile telephony (GSM 900/1800 MHz networks) as well as the UMTS concession. Concessions for GSM are amortised over the term of the concession agreement (until 2013), whereas the concession for UMTS will be amortised until 2021.

Software and licences

In 2007, additions to software and licences amounted to EUR 2,616,135.

Dolgoročne aktivne časovne razmejitve

Dolgoročne aktivne časovne razmejitve so se v letu 2007 povečale za naslednje zneske:

- vlaganja v tuja osnovna sredstva (75.255 EUR);
- zakupnine podatkovnih vodov (114.446 EUR);
- vnaprej plačane najemnine za lokacije baznih postaj (191.905 EUR);
- odloženi stroški pridobivanja naročnikov (20.998.625 EUR).

Tabela gibanja neopredmetenih sredstev in dolgoročnih aktivnih časovnih razmejitev je prikazana v Prilogi 1.

Long-term deferred costs and accrued revenue

Long-term deferred costs and accrued revenue items increased for the following amounts in 2007:

- investments in fixed assets owned by third-parties (EUR 75,255);
- leases for data lines (EUR 114,446);
- prepaid rental fees for land (base stations) (EUR 191,905);
- deferred subscriber acquisition costs (EUR 20,998,625).

Refer to Enclosure 1 for a schedule of movements in intangible assets and long-term deferred costs and accrued revenue.

Opredmetena osnovna sredstva 66.201.913 EUR

Property, plant and equipment EUR 66,201,913

8.1.2

V EUR / in EUR		
Sredstvo / Item	31. 12. 2007	31. 12. 2006
Zemljišča / Land	9.039	9.039
Bazne postaje in centrale / Base stations and mobile switches	36.431.530	36.312.517
Računalniška oprema / Computer equipment	1.503.238	2.112.785
Transportna oprema / Transport equipment	35.243	14.344
Druga oprema / Other equipment	4.692.603	4.248.571
Drobni inventar in rezervni deli / Low-value assets and spare parts	588.897	749.787
Opredmetena osnovna sredstva v gradnji ali izdelavi Tangible fixed assets under construction	20.320.878	13.589.426
Predujmi za opredmetena osnovna sredstva / Advances for tangible fixed assets	2.620.485	3.829.803
Skupaj / Total	66.201.913	60.866.273

Zemljišča

Družba v letu 2007 ni vlagala v zemljišča, že obstoječa naložba pa se nanaša na zemljišče, kupljeno zaradi dostopa do bazne postaje.

Bazne postaje in centrale

Investicije v bazne postaje so v letu 2007 znašale 11.828.272 EUR. Ocenjena življenjska doba baznih postaj je 5 let za opremo in 15 let za infrastrukturo, uporabljena metoda amortiziranja pa je linearna.

Land

Land includes land that has been purchased in order to ensure access to base stations. There were no new investments in land during 2007.

Base stations and mobile switches

In 2007, additions to base stations and mobile switches amounted to EUR 11,828,272. The estimated useful life of base stations is 5 years for equipment and 15 years for infrastructure assets. The straight-line method of depreciation is used.



Neodpisana vrednost stroškov razgradnje, ki so vključeni v vrednost naložb v bazne postaje, je na dan 31. 12. 2007 znašala 926.825 EUR.

Druge naložbe v opredmetena osnovna sredstva

Druge naložbe v opredmetena osnovna sredstva vključujejo investicije v računalniško opremo (464.748 EUR v letu 2007), drugo opremo (3.072.169 EUR v letu 2007) ter drobni inventar in rezervne dele (275.552 v letu 2007).

Opredmetena osnovna sredstva v gradnji ali izdelavi in predujmi za opredmetena osnovna sredstva

Gre za investicije v izgradnjo baznih postaj in investicijski material v skladišču, ki je prav tako namenjen izgradnji omrežja. Med investicijami v teku so izkazane tudi naložbe v IT-opremo, povezano z baznimi postajami.

Tabela gibanja opredmetenih osnovnih sredstev je v Prilogi 2.

Hipoteke

Osnovna sredstva na dan 31. 12. 2007 niso zastavljena.

Finančne obveze

Znesek finančnih obvez za pridobitev opredmetenih osnovnih sredstev je na dan 31. 12. 2007 znašal 485.568 EUR.

Investicije v bazne postaje so v letu 2007 znašale 11.828.272 EUR.

Book value of assets retirement costs included in the base stations value amounted to EUR 926,825 as of December 31, 2007.

Other plant and equipment

In 2007, other additions to property, plant and equipment included additions to computer equipment (EUR 464,748), other equipment (EUR 3,072,169) and low-value assets and spare parts (EUR 275,552).

Property, plant and equipment in the course of construction and advances for acquisition of property, plant and equipment

The item includes investments in base stations and mobile switches as well as investments in materials, which are required for network construction. Property, plant and equipment in the course of construction also includes investments in IT equipment related to base stations.

Refer to Enclosure 2 for a schedule of movements in property, plant and equipment.

Mortgages

As of December 31, 2007, no fixed assets were pledged as security.

Commitments

The amount of commitments for the purchase of property, plant and equipment amounted to EUR 485,568 on December 31, 2007.

In 2007, additions to base stations and mobile switches amounted to EUR 11,828,272.



Odložene terjatve za davek
14.444.057 EUR

Deferred tax assets
EUR 14,444,057

8.1.3

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Iz naslova prenesenih davčnih izgub / From tax loss carry-forwards	11.387.059	16.595.829
Iz začasnih odbitnih razlik / From deductible temporary differences	3.056.998	3.570.292
Skupaj / Total	14.444.057	20.166.121

Družba izkazuje odložene terjatve za davek v višini 14.444.057 EUR, od tega 11.387.059 EUR iz naslova prenesenih davčnih izgub in 3.056.998 EUR iz naslova odbitnih začasnih razlik (zaradi hitrejše amortizacije za poslovne kot za davčne namene 2.237.587 EUR, davčno še nepriznanih popravkov vrednosti terjatev 93.200 EUR in zalog 24.889 EUR, davčno še nepriznanih rezervacij za jubilejne nagrade in odpravnine ob upokojitvi 55.799 EUR ter davčno še nepriznanih rezervacij za stroške razgradnje 645.522 EUR).

Družba na podlagi davčnega načrta za prihodnja leta in na podlagi sprejete davčne zakonodaje ocenjuje, da bo na voljo dovolj obdavčljivega dobička, kar podpira pripoznavanje odloženih terjatev za davek.

The Company recognises deferred tax assets in the amount of EUR 14,444,057, there of EUR 11,387,059 from tax loss carry-forwards and EUR 3,056,998 from deductible temporary differences (shorter depreciation and amortisation periods for business than for tax purposes in the amount of EUR 2,237,587, tax non-deductible valuation allowances of receivables in the amount of EUR 93,200 and tax non-deductible valuation allowances for inventories in the amount of EUR 24,889, as well as tax non-deductible provisions for jubilee payments and retirement indemnity payments in the amount of EUR 55,799 and assets retirement provision in the amount of EUR 645,522).

Based on a tax plan for future years and based on the valid tax legislation the Company has assessed that there will be enough taxable income available to recognise deferred tax assets in full.

V EUR / in EUR	Odložene terjatve za davek 1. 1. 2007				Odložene terjatve za davek 31. 12. 2007
	Deferred tax assets Jan 1, 2007	Doknjižbe Additions	Stornacije Reversals	Poraba Utilisation	Deferred tax assets Dec 31, 2007
Iz naslova prenesenih davčnih izgub From tax loss carry-forwards	16.595.829		6.885	5.201.884	11.387.059
Iz začasnih odbitnih razlik From deductible temporary differences	3.570.292	78.712		592.008	3.056.998
Skupaj / Total	20.166.121	78.712	6.885	5.793.892	14.444.057



Zmanjšanje odloženih terjatev za davek na podlagi prenesenih davčnih izgub izhaja iz pokrivanja preteklih davčnih izgub z dobičkom poslovnega leta. Zmanjšanje odloženih terjatev za davek na podlagi začasnih odbitnih razlik pa izhaja iz različnih dob koristnosti opredmetenih osnovnih sredstev in neopredmetenih sredstev za poslovne namene.

The reduction of the deferred tax liabilities based on tax losses carried forward arises from covering tax losses from the preceding years with the income of the fiscal year. The reduction of the deferred tax liabilities based on deductible temporary difference arises from different useful lives of tangible and intangible assets for business purposes.

8.1.4 Zaloge 16.569.777 EUR

Med zalogami vodimo trgovsko blago. Večji del zaloge trgovskega blaga se nanaša na zalogo telekomunikacijske opreme, ki smo jo v letu 2007 kupili z namenom nadaljnje prodaje. Preostale zaloge predstavljajo mobilni telefonski aparati, predplačniški paketi in dodatki k telefonskim aparatom.

Inventories EUR 16,569,777

Inventories include inventories of merchandise. The major portion of inventories of merchandise comprises telecommunications equipment the Company purchased in 2007 with the intent of selling. The remaining amount comprises mobile phones, prepaid packages and handset accessories.

V EUR / in EUR	Kosmata vrednost Gross amount	Popravek vrednosti Allowances	Čista vrednost 31. 12. 2007 Net amount Dec 31, 2007	Čista vrednost 31. 12. 2006 Net amount Dec 31, 2006
Trgovsko blago / Products and merchandise	6.690.290	245.124	6.445.166	3.106.866
Telekomunikacijska oprema Telecommunications equipment	11.328.777	1.204.166	10.124.611	0
Skupaj / Total	18.019.067	1.449.290	16.569.777	3.106.866

Konec leta 2007 je popravek vrednosti za telekomunikacijsko opremo znašal 1.204.166 EUR, za mobilne telefonske aparate in ostalo blago pa 245.124 EUR. Med knjigovodskimi in iztržljivimi vrednostmi zalog ni bistvene razlike.

At the end of 2007, the value adjustment was EUR 1,204,166, for telecommunication equipment and EUR 245,124 for handsets and other goods. There is no significant difference between book and net realisable values.

Pri opravljenem popisu v letu 2007 je bilo za 6.329 EUR inventurnih primanjkljajev.

Stock taking in 2007 resulted in EUR 6,329 of negative differences.

Kratkoročne poslovne terjatve
30.869.344 EUR

Short-term operating receivables
EUR 30,869,344

8.1.5

v EUR / v EUR

Terjatve / Receivables	31. 12. 2007	31. 12. 2006
Kratkoročne terjatve do kupcev / Short-term operating trade receivables	16.676.525	14.244.742
Kratkoročno dani preujmi in varščine / Short-term advances and security deposits	5.985.842	2.517.789
Kratkoročne terjatve do podjetij v skupini Short-term operating receivables due from group companies	5.370.381	3.113.462
Druge kratkoročne terjatve / Short-term operating receivables due by others	2.836.596	1.313.528
Skupaj / Total	30.869.344	21.189.521

**Terjatve na dan 31. 12. 2007 po rokih zapadlosti
v plačilo**

**Short-term operating receivables as per due
date on December 31, 2007**

	Terjatve / Receivables
Nezapadle / Not yet due	7.322.895
Zapadle / Due	23.546.449
Skupaj / Total	30.869.344

Kratkoročne terjatve do kupcev

Short-term operating trade receivables

V EUR / in EUR	Kosmata vrednost Gross amount	Popravek vrednosti Allowances	Čista vrednost 31. 12. 2007 Net amount Dec 31, 2007	Čista vrednost 31. 12. 2006 Net amount Dec 31, 2006
Kupci v državi – naročniki Domestic customers – subscribers	25.125.340	16.657.442	8.467.897	5.948.101
Kupci v državi – ostali Domestic customers – others	5.725.214	316.779	5.408.436	6.600.722
Kupci v tujini Foreign customers	3.179.421	379.228	2.800.192	1.695.919
Skupaj / Total	34.029.975	17.353.449	16.676.525	14.244.742



Kratkoročne terjatve do naročnikov na dan 31. 12. 2007 predstavljajo terjatve iz naslova mesečnih naročnin, pogovorov in drugih storitev GSM v višini 8.467.897 EUR. V letu 2007 je bil zanje dodatno oblikovan popravek vrednosti v višini 1.547.572 EUR.

Ostale terjatve do kupcev v državi vključujejo terjatve do posrednikov, terjatve do podjetij iz komisijske prodaje telefonov in terjatve do partnerjev pri medomrežnem povezovanju. Popravek vrednosti zanje je bil v letu 2007 povečan za 91.137 EUR.

Terjatve do kupcev v tujini vključujejo predvsem terjatve iz naslova mednarodnega gostovanja. V letu 2007 je bil zanje dodatno oblikovan popravek vrednosti v višini 298.036 EUR.

As of December 31, 2007, short-term operating trade receivables due from post-paid customers included receivables related to monthly subscription, airtime and other GSM services in the amount of EUR 8,467,897. In 2007, additional allowances were formed for these receivables in the net amount of EUR 1,547,572.

Short-term operating trade receivables include receivables from other domestic customers including dealers, retailers and interconnection partners. In 2007, allowances increased in the net amount of EUR 91,137.

Receivables due to customers abroad include mainly receivables from international roaming. In 2007 the allowances increased by EUR 298,036.

V EUR / in EUR	Popravek vrednosti 1. 1. 2007 Valuation allowance Jan 1, 2007	Doknjižba Additions	Doknjižba (v breme odloženih prihodkov) Additions (charged to deferred revenues)	Poraba (odpis) Utilisation (write-off)	Popravek vrednosti 31. 12. 2007 Valuation allowance Dec 31, 2007
Kupci v državi - naročniki Domestic customers - subscribers	15.109.870	327.828	1.219.744	0	16.657.442
Kupci v državi - drugi Domestic customers - others	225.642	91.137	0	0	316.779
Kupci v tujini Customers abroad	81.192	298.036	0	0	379.228
Skupaj Total	15.416.704	717.001	1.219.744	0	17.353.449



Kratkoročno dani predujmi in varščine
Short-term advances and security deposits

VEUR / in EUR	Kosmata vrednost Gross amount	Popravek vrednosti Allowances	Čista vrednost 31. 12. 2007 Net amount Dec 31, 2007	Čista vrednost 31. 12. 2006 Net amount Dec 31, 2006
Dani predujmi za obratna sredstva Advances for current assets	64.778	10.138	54.640	6.910
Dani predujmi izvršiteljem Advances to bailiffs	75.220	67.698	7.522	10.691
Dani predujmi v tujino Advances to suppliers abroad	5.855.080		5.855.080	2.431.497
Dane varščine / Security deposits	68.600		68.600	68.691
Skupaj / Total	6.063.678		5.985.842	2.517.789

Kratkoročne terjatve do podjetij v skupini
**Short-term operating receivables due from
group companies**

VEUR / in EUR	Kosmata vrednost Gross amount	Popravek vrednosti Allowances	Čista vrednost 31. 12. 2007 Net amount Dec 31, 2007	Čista vrednost 31. 12. 2006 Net amount Dec 31, 2006
VIPnet d.o.o. / VIPnet d.o.o.	894.129	0	894.129	1.924.416
Mobilkom Austria AG & Co KG Mobilkom Austria AG & Co KG	684.751	0	684.751	1.138.237
Mobilkom Austria Group Services GmbH Mobilkom Austria Group Services GmbH	0	0	0	11.000
Mobilkom CEE / Mobilkom CEE	1.900.146		1.900.146	
Mobilkom [Liechtenstein] AG Mobilkom [Liechtenstein] AG	1.440	0	1.440	1.289
VIP Operator / VIP Operator	1.147.405		1.147.405	
VIP Mobile / VIP Mobile	327.579		327.579	
Mobiltel AD / Mobiltel AD	414.931	0	414.931	38.520
Skupaj / Total	5.370.381	0	5.370.381	3.113.462

**Druge kratkoročne terjatve****Short-term operating receivables
due from others**

V EUR / in EUR	Kosmata vrednost Gross amount	Popravek vrednosti Allowances	Čista vrednost 31. 12. 2007 Net amount Dec 31, 2007	Čista vrednost 31. 12. 2006 Net amount Dec 31, 2006
Terjatve iz naslova DDV / VAT receivable	2.266.170	0	2.266.170	881.564,06
Terjatve za refundacije nadomestil plač Receivables for refund of compensation payments	9.980	0	9.980	4.867,73
Terjatve do bank / Receivables due from banks	393.794	0	393.794	180.080,08
Terjatve do izdajateljev kreditnih kartic Receivables due from card issuers	110.479	0	110.479	161.782,58
Terjatve do delavcev / Receivables due from employees	3.803	0	3.803	34.775,48
Terjatve iz naslova obresti / Interest receivables	60	0	60	59,94
Terjatve do drugih / Other receivables	52.311	0	52.311	50.398,19
Skupaj / Total	2.836.596	0	2.836.596	1.313.528,06

Terjatve niso zavarovane, z izjemo danega predujma v tujino za storitve v letu 2007, ki je zavarovan z bančno garancijo.

Kreditno tveganje terjatev do naročnikov je široko razpršeno in ni pomembno (večina naročnikov konec leta 2007 je fizičnih oseb). Za ostale terjatve do prodajnih posrednikov ter drugih domačih in tujih operaterjev mobilne telefonije pretekle izkušnje kažejo, da ni pomembnih tveganj iz tega poslovanja. Na dan izdelave bilance stanja ni bilo pomembne odvisnosti od nobenega od zgoraj naštetih dolžnikov. Ni razlike med knjigovodsko vrednostjo in vrednostjo, ki najbolje predstavlja največjo možno izpostavljenost tveganju zaupanja na dan bilance stanja.

Majhen delež transakcij se izvaja v USD in drugih valutah, zato valutno tveganje za družbo nima bistvenega pomena.

Receivables are not secured, except for advances given to a foreign company for services to be rendered in 2007, which is covered by a bank guarantee.

Credit risk from short-term operating trade receivables due from subscribers is widely diversified and is not considered significant as most of the customer as per year end 2007 were private individuals. For other receivables due from dealers as well as other local and foreign mobile operators, historical experience has shown that there are also no significant risks involved. As of the balance sheet date there was no significant dependency on any of the aforementioned debtors.

Only a relatively small portion of the transactions is denominated in USD, therefore currency risk is not considered significant.

Dobroimetje pri bankah, čeki in gotovina
30.480.289 EUR

Bank balance, cheques and cash
EUR 30,480,289

8.1.6

Med denarnimi sredstvi vodimo gotovino v blagajnah, denarna sredstva pri poslovnih bankah in denarna sredstva v sistemu dnevne izravnave denarnih tokov (cash-pooling).

The Company handles cash on hand, bank balances and callable deposits.

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Denarna sredstva pri bankah / Bank balances	3.275.807	3.051.748
Gotovina v blagajni / Cash on hand	30.248	1.982.140
Vezani depoziti na odpoklic: / Callable deposits:	27.174.234	8.025.530
»Cash pooling« - TFG / »Cash pooling« - TFG	27.174.234	0
Depozit pri Bank Austrii / Deposits at Bank Austria	0	8.025.530
Skupaj / Total	30.480.289	13.059.418

Aktivne časovne razmejitve
6.361.225 EUR

Short-term deferred costs (expenses) and accrued revenues EUR 6,361,225

8.1.7

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Kratkoročno odloženi stroški / Deferred costs (expenses)	630.880	531.080
Prehodno nezaračunani prihodki / Accrued revenues	5.730.345	3.907.415
Skupaj / Total	6.361.225	4.438.495

Kratkoročno odloženi stroški vključujejo razmejene stroške za najemnine lokacij baznih postaj in druge odložene stroške (elektrika, zavarovanje avtomobilov, strokovna literatura itd.).

Deferred costs (expenses) include deferred costs of rental fees for land (base stations) and other deferred costs (power supply, car insurance, technical literature, etc.).

Prehodno nezaračunani prihodki vključujejo storitve telefonskih pogovorov za december 2007, zaračunane v januarju 2008, nezaračunane prihodke iz mednarodnega gostovanja in medomrežnega povezovanja za december 2007, zaračunane v januarju 2008, ter druge prehodno nezaračunane prihodke.

Accrued revenues include revenues from mobile communication services provided in December 2007 and billed in January 2008, revenues from roaming and interconnection services provided in December 2007 and billed in January 2008, and other accrued revenues.

**8.1.8 Kapital 58.031.958 EUR**

Kapital podjetja po stanju na dan 31. 12. 2007 znaša 58.031.958 EUR. Osnovni kapital sestavlja 9.300.000 navadnih delnic z nominalno vrednostjo 4,17 EUR. Vse delnice so vplačane. Kapitalske rezerve znašajo 90.106.990 EUR ter se nanašajo na vplačilo večinskega delničarja v višini 83.914.446 EUR in na splošni prevrednotevalni popravek kapitala v višini 6.192.544 EUR. Čisti dobiček iz poslovanja za poslovno leto 2007 znaša 25.424.096 EUR.

Equity EUR 58,031,958

As of December 31, 2007, positive equity in the amount of EUR 58,031,958 was recorded. The share capital is divided into 9,300,000 ordinary shares at par value of EUR 4.17. All shares are called. Capital surplus amounts to EUR 90,106,990 and refers to a payment from the majority shareholder in the amount of EUR 83,914,446 and general equity capital revaluation allowance in the amount of EUR 6,192,544. Net profit for 2007 amounts to EUR 25,424,096.

8.1.9 Rezervacije in dolgoročne pasivne časovne razmejitve 3.451.528 EUR

Dolgoročne rezervacije vključujejo dolgoročno vračunane stroške za jubilejne nagrade, dolgoročno vračunane stroške za odpravnine ob upokojitvi in rezervacije za stroške razgradnje. Dolgoročne pasivne časovne razmejitve pa vsebujejo postavke brezplačno prejetih osnovnih sredstev, ki se zmanjšujejo z obračunavanjem amortizacije teh sredstev.

Provisions and long-term accrued costs and deferred revenue EUR 3,451,528

Long-term provisions include accrued costs for jubilee payments, accrued costs for retirement indemnity payments and a provision for dismantling costs. Long-term accrued costs and deferred revenue includes an item resulting from received fixed assets received free-of-charge, which is released in line with the depreciation of these assets.

V EUR / in EUR	Dolgoročne rezervacije 1. 1. 2007 Provisions Jan 1, 2007	Doknjižbe Additions	Stornacije Releases	Poraba Utilisation	Dolgoročne rezervacije 31. 12. 2007 Provisions Dec 31, 2007
Jubilejne nagrade / Jubilee payments	96.444	0	4.570	0	91.874
Odpravnine ob upokojitvi / Retirement indemnity	75.125	0	18.795	0	56.330
Stroški razgradnje / Assets retirement provision	2.754.874	358.635	0	0	3.113.509
Brezplačno pridobljena osnovna sredstva Free-of-charge assets	337.156	0	0	147.341	189.815
Skupaj / Total	3.263.599	358.635	23.365	147.341	3.451.528

Rezervacije za jubilejne nagrade in odpravnine ob upokojitvi so oblikovane na podlagi aktuarskega izračuna. Obveznosti so enake sedanji vrednosti bodočih izplačil.

Provisions for jubilee payments and accrued costs for retirement indemnity payments are formed based on actuarial calculation. The liabilities are equal to the current value of future payouts.

Po pričakovanjih naj bi se pričelo z odstranjevanjem baznih postaj po letu 2013 po poteku licence za GSM 900 (brez upoštevanja možnosti podaljšanja licence). Rezervacije iz naslova brezplačno pridobljenih osnovnih sredstev se porabljajo v višini tekoče amortizacije teh sredstev.

According to expectations the dismantling of base stations should start after 2013, when the GSM 900 license expires (without considering the possibility of extending the license). The provisions related to fixed assets attained free of charge are released at the amount of the current amortisation of these assets.

Dolgoročne obveznosti 76.038.577 EUR

Long-term liabilities EUR 76,038,577

8.1.10

Med dolgoročnimi finančnimi obveznostmi vodimo dolgoročna prejeta posojila od podjetij v skupini v višini 76.038.577 EUR.

Long-term financial liabilities include long-term financial liabilities to companies in the amount of EUR 76,038,577.

V EUR / In EUR	31. 12. 2007	31. 12. 2006
Mobilkom International GmbH & Co KEG, Dunaj / Mobilkom International GmbH & Co KEG, Vienna	69.538.577	69.619.827
TFG / TFG	6.500.000	6.500.000
Skupaj / Total	76.038.577	76.119.827

Dolgoročno dobljeno posojilo s strani mobilkoma znaša na dan 31. 12. 2007 69.538.577 EUR. Obrestna mera za posojilo se je v letu 2005 povečala s 4,98 % na 5,08 % letno, od tega je 80 % celotne obrestne mere fiksne, 20 % pa variabilne, ki se usklajuje kvartalno. Glavnica zapade v plačilo decembra 2009.

The long-term loan from mobilkom amounts to EUR 69,538,577 on December 31, 2007. The interest rate applied to the loan increased in 2005 from 4.98% to 5.08% p.a. (80% of the total interest rate is fixed, and 20% is variable, adjusted each quarter). The principal value is payable in December 2009.

Dolgoročno dobljeno posojilo s strani Telekomu Finanzmanagement GmbH (TFG) znaša na dan 31. 12. 2007 6.500.000 EUR. Obrestna mera za posojilo znaša 3,8 % letno, vezana je na 3-mesečni EURIBOR in se usklajuje kvartalno. Obresti zapadajo v plačilo kvartalno, glavnica pa zapade v plačilo aprila 2009.

The long-term loan from Telekom Finanzmanagement GmbH (TFG) amounts to EUR 6,500,000 as of December 31, 2007. The interest rate applied to the loan is 3.8% annually, linked to the 3-month EURIBOR, and adjusted each quarter. The interest is due quarterly and the principal is due in April 2009.

Posojila v višini 15 milijonov EUR iz naslova odobrene kreditne linije nismo črpali.

The approved line of credit in the amount of EUR 15 million has not been utilised.

Posojili nista zavarovani z instrumenti zavarovanja.

The loans are not secured.

**Dolgoročne finančne obveznosti imajo naslednje zapadlosti****Total long-term financial and operating liabilities are due as follows**

V EUR / in EUR	Dolgoročne finančne obveznosti Financial liabilities
Zapadlost v roku 1 leta (kratkoročni finančni dolgovi) / Due within 1 year (short-term)	
Zapadlost v 1-5 letih / Due in 1-5 years	76.038.577
Zapadlost po 5 letih / Due after 5 years	0
Skupaj / Total	76.038.577

Obrestno tveganje prejetih posojil je nizko, saj so obrestne mere vezane na EURIBOR. Glede na razvojni trend, ki kaže, da nenehno izboljšujemo svoje poslovanje in s tem denarna sredstva iz poslovanja, je tudi tveganje nepovrnitve posojil zanemarljivo.

Interest rate risk of loans received is considered low, since the interest rates are linked to EURIBOR. Also the risk of non-repayment is low since the development trend has shown that the Company is constantly improving its operations and thus also its operating cash flows.

Dolgoročne obveznosti 1. 1. 2007 Long-term liabilities Jan 1, 2007	Povečanje/ zmanjšanje za- radi spremem- be tečaja Additions/ Decreases due to foreign- exchange differences	Črpanje Additions	Odplačila Repayments	Dolgoročne obveznosti 31. 12. 2007 Long-term liabilities Dec 31, 2007	
Dolgoročne finančne obveznosti do podjetij v skupini / Long-term financial liabilities to group companies	76.119.827	81.250	0	0	76.038.577
Skupaj / Total	76.119.827	81.250	0	0	76.038.577

Kratkoročne obveznosti 58.986.329 EUR**Short-term liabilities EUR 58,986,329****8.1.11**

V EUR / In EUR	31. 12. 2007	31. 12. 2006
Kratkoročne finančne obveznosti / Short-term financial liabilities	7.231.705	9.379.335
Kratkoročne poslovne obveznosti / Short-term operating liabilities	51.754.624	33.585.237
Skupaj / Total	58.986.329	42.964.572

Kratkoročne finančne obveznosti**Short-term financial liabilities**

V EUR / In EUR	31. 12. 2007	31. 12. 2006
Kratkoročne finančne obveznosti do podjetij v skupini Short-term financial liabilities to group companies	7.231.705	7.562.049
Kratkoročne finančne obveznosti do bank / Short-term financial liabilities to banks	0	1.817.270
Druge kratkoročne finančne obveznosti / Other short-term financial liabilities	0	16
Skupaj / Total	7.231.705	9.379.335

Kratkoročno dobljena posojila pri podjetjih v skupini v znesku 7.231.705 EUR se nanašajo na obresti za posojilo mobilkoma.

Short-term loans from group companies in the amount of EUR 7,231,705 include accrued mobilkom loan interests.

Kratkoročne poslovne obveznosti**Short-term operating liabilities**

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Kratkoročne obveznosti na podlagi predujmov Short-term operating liabilities from advances	16.860.139	9.391.909
Kratkoročne poslovne obveznosti do dobaviteljev Short-term trade payables	32.653.578	23.033.834
Kratkoročne poslovne obveznosti do podjetij v skupini Short-term operating liabilities to group companies	1.411.655	379.507
Kratkoročne poslovne obveznosti do drugih Other short-term operating liabilities	829.252	779.987
Skupaj / Total	51.754.624	33.585.237

**Kratkoročne obveznosti na podlagi predujmov****Short-term operating liabilities from advances**

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Obveznosti za predujme – podjetja v skupini / Payables for advances – group companies	13.774.112	9.199.003
Obveznosti za predujme – drugi / Payables for advances – others	3.086.027	192.907
Skupaj / Total	16.860.139	9.391.909

Kratkoročne poslovne obveznosti do dobaviteljev**Short-term trade payables**

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Obveznosti do dobaviteljev v državi / Short-term trade payables to domestic suppliers	18.701.317	21.190.694
Obveznosti do dobaviteljev v tujini / Short-term trade payables to foreign suppliers	13.952.261	1.843.140
Skupaj / Total	32.653.578	23.033.834

Kratkoročne poslovne obveznosti do podjetij v skupini**Short-term operating liabilities to group companies**

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Mobilkom Austria AG & Co KG / Mobilkom Austria AG & Co KG	495.178	301.999
VIPnet d.o.o. / VIPnet d.o.o.	543.921	0
Mobilkom [Liechtenstein] AG / Mobilkom [Liechtenstein] AG	270	263
Mobilkom Austria Group Services GmbH / Mobilkom Austria Group Services GmbH	64.239	22.876
Telekom Austria AG / Telekom Austria AG	35.280	5.717
VipNet usluge d.o.o. / VipNet usluge d.o.o.	69.047	45.643
VIP Mobile / VIP Mobile	2.628	0
Mobiltel AD / Mobiltel AD	201.092	3.009
Skupaj / Skupaj	1.411.655	379.507

Kratkoročne obveznosti do drugih**Other short-term operating liabilities**

V EUR / in EUR	31. 12. 2007	31. 12. 2006
Obveznosti za čiste plače / Net wages and salaries	384.309	322.062
Obveznosti za davke iz plač / Taxes from gross wages and salaries	90.377	82.318
Obveznosti za prispevke iz plač / Contributions from gross wages and salaries	132.562	119.462
Druge obveznosti do delavcev (prehrana, prevoz na delo) Other payables to employees (meal allowance, commuting allowance)	60.916	72.424
Obveznosti iz naslova koncesije / Concession fee payable	1.301	63.287
Obveznosti za davek na plačilno listo / Taxes on wages and salaries	110.297	108.920
Obveznosti iz naslova obresti / Interest payable	0	0
Druge kratkoročne obveznosti / Other short-term liabilities (debts)	49.490	11.488
Skupaj / Total	829.252	779.960

**Pasivne časovne razmejitve
5.843.790 EUR****Cruded costs (expenses) and deferred
revenues EUR 5,843,790****8.1.12**

V EUR / In EUR	31. 12. 2007	31. 12. 2006
Kratkoročno odloženi prihodki / Short-term deferred revenues	3.546.050	2.406.885
Kratkoročno vnaprej vračunani stroški / Short-term accrued costs (expenses)	2.299.740	1.948.097
Skupaj / Total	5.843.790	4.354.982

Kratkoročno vnaprej vračunani stroški vključujejo vračunane stroške za izplačilo bonusa za zaposlene, direktorje in vodje za leto 2007 ter druge vračunane stroške.

Short-term accrued costs and expenses include costs of bonus for 2007 for directors, managers and employees and other accrued costs.

Kratkoročno odloženi prihodki se nanašajo na prodane in neaktivirane čeke za pogovore v sistemu Halo, na aktivirane in še neporabljene čeke v omenjenem sistemu ter na vnaprej zaračunane naročnine naročnikom za januar 2008.

Short-term deferred revenues include deferred revenues from sale of call vouchers yet to be activated and those activated but not yet used up (Halo system) and for revenues from subscriptions for January 2008 charged in advance.

Med načrtovanim oblikovanjem in črpanjem ter uresničenim oblikovanjem in črpanjem ni pomembnih odstopanj.

There are no significant discrepancies between the planned formation and utilisation, and the realised formation and utilisation.



8.1.13 Zabilančna sredstva / obveznosti 20.879.872 EUR

Zabilančna evidenca vključuje odobrena in nečrpana posojila lastnikov v višini 15.000.000 EUR, prejete garancije v višini 5.820.327 EUR in dane garancije v višini 59.545 EUR.

Glede na koncesijsko pogodbo smo zavezani plačevati koncesijske dajatve do izteka te pogodbe v letu 2013 (za GSM) in 2021 (za UMTS).

Off-balance sheet items EUR 20,879,872

Off balance sheet items include shareholder loans extended but not yet utilised in the amount of EUR 15,000,000, received guarantees in the amount of EUR 5,820,327 and given guarantees in the amount of EUR 59,545.

According to the concession agreements, the Company is obliged to pay concession fees until the expiration of the contract in 2013 (GSM) and 2021 (UMTS).

8.2 Izkaz poslovnega izida

Izkaz poslovnega izida je izdelan po naravnih vrstah stroškov.

Prikaz poslovnega izida ob upoštevanju stroškov po funkcionalnih skupinah prikazuje naslednja tabela:

Profit and Loss Statement

The profit and loss statement has been prepared showing cost items by types; the profit and loss statement showing cost items by individual functional groups is shown below:

V EUR / in EUR	2007	2006
Čisti prihodki od prodaje, usredstveni lastni proizvodi in drugi prihodki Net revenues from sale, utilised own products and other revenues	186.716.118	124.814.326
Proizvajalni stroški prodanih proizvodov (z amortizacijo) oz. nabavna vrednost prodanega blaga Cost of sales (with amortisation), or original cost of sold goods	106.903.149	80.337.830
Stroški prodajanja (z amortizacijo) / Selling costs (with amortisation)	32.448.641	28.658.194
Stroški splošnih dejavnosti (z amortizacijo) / Administrative costs (with amortisation)	13.538.997	11.957.456
Poslovni izid iz poslovanja / Operating result (EBIT)	33.825.331	3.860.846

Čisti prihodki od prodaje 185.740.910 EUR**Net sales EUR 185,740,910****8.2.1**

V EUR / in EUR	2007	2006
Čisti prihodki od prodaje storitev / Revenues from sale of services	147.287.413	113.020.037
Čisti prihodki od prodaje blaga / Revenues from sale of goods	38.453.497	9.539.411
Skupaj / Total	185.740.910	122.559.448

Prihodki od prodaje v državi in tujini**Revenues from sale on domestic and foreign markets**

V EUR / In EUR	2007	2006
Prihodki od prodaje v državi / Revenues from sale on domestic market	136.996.891	103.228.703
- Prodaja storitev v državi / - Revenues from sale of services	126.138.446	93.689.292
- Prodaja blaga v državi / - Revenues from sale of goods	10.858.445	9.539.411
Prihodki od prodaje v tujini / Revenues from sale on foreign markets	48.744.019	19.330.745
- Prodaja storitev podjetjem v skupini / - Revenues from sale of services to Group enterprises	7.803.929	7.176.406
- Prodaja storitev drugim podjetjem v tujini / - Revenues from sale of services to other foreign enterprises	13.345.038	12.154.339
- Prodaja blaga podjetjem v skupini / - Revenue from sale of goods to Group enterprises	27.595.052	0
Skupaj / Total	185.740.910	122.559.448

Prihodki od prodaje storitev po vrstah storitev**Revenues from sale of services – by type of service**

V EUR / In EUR	2007	2006
Prihodki od prodaje storitev naročniškega telefoniranja in od prodaje storitev predplačniškega telefoniranja / Services to subscribers and prepaid users	93.868.884	68.374.769
Prihodki od medomrežnega povezovanja in mednarodnega gostovanja / Interconnection and roaming services	51.851.034	43.572.275
Drugi prihodki od prodaje storitev / Other revenues from sale of services	1.567.495	1.072.993
Skupaj / Total	147.287.413	113.020.037

**8.2.2 Drugi poslovni prihodki 975.208 EUR**

Druge prihodke iz poslovanja predstavljajo zaračunana vrednost prodanih osnovnih sredstev v višini 50.705 EUR, prihodki iz sprostitve dolgoročnih rezervacij iz naslova brezplačnih opredmetenih osnovnih sredstev v višini 147.341 EUR, prevrednotevalni poslovni prihodki iz naslova terjatev v višini 90.949 EUR, izterjane terjatve in povrnjeni sodni stroški v višini 676.389 EUR ter drugi prihodki v višini 9.824 EUR.

Other operating revenue EUR 975,208

Other operating revenues include revenues from asset disposals in the amount of EUR 50,705, revenues from the release of long-term provisions from donated fixed assets in the amount of EUR 147,341, as well as revaluation operating revenues from receivables in the amount of EUR 90,949, and collected receivables balance, court costs in the amount of EUR 676,389 and other revenue in the amount EUR 9,824.

8.2.3 Stroški blaga, materiala in storitev 118.399.361 EUR**Cost of goods sold, materials and services EUR 118,399,361**

V EUR / in EUR	2007	2006
Nabavna vrednost prodanega blaga / Cost of goods	23.958.543	7.082.290
Stroški materiala / Cost of materials	2.484.917	1.804.836
Stroški storitev / Cost of services	91.955.901	68.369.362
Skupaj / Total	118.399.361	77.256.488

Nabavna vrednost prodanega blaga je zmanjšana za znesek razmejenih prodajnih spodbud v višini 20.998.625 EUR (v letu 2006: 15.297.772 EUR). Stroški dolgoročnih odloženih prodajnih spodbud so pripoznani med drugimi stroški storitev, in sicer v višini 17.619.343 EUR (v letu 2006: 11.854.423 EUR).

The costs of goods are reduced by the deferred costs related to subscriber acquisition in the amount of EUR 20,998,625 (2006: EUR 15,297,772). Amortisation of long-term deferred costs of subscriber acquisition was included in other costs of services in the amount of EUR 17,619,343 (2006: EUR 11,854,423).

Stroški materiala**Cost of materials**

V EUR / in EUR	2007	2006
Stroški porabljene energije / Costs of energy	1.579.858	1.132.787
Stroški rezervnih delov in materiala za vzdrževanje Costs of spare parts and materials for maintenance	53.510	28.262
Odpis drobnega inventarja / Low-value assets write-off	45.438	61.028
Drugi stroški materiala / Other material costs	35.634	50.626
Stroški pisarniškega materiala in strokovne literature Costs of office stationary and technical literature	770.477	532.133
Skupaj / Total	2.484.917	1.804.836

Stroški storitev**Cost of services**

V EUR / in EUR	2007	2006
Stroški storitev pri izdelavi proizvodov in opravljanju storitev Service costs for outsourced manufacturing and services	7.062.016	4.318.352
Stroški prevoznih storitev / Costs of transportation services	131.246	124.799
Stroški storitev vzdrževanja / Costs of maintenance services	5.845.270	4.518.699
Stroški najemnin / Rental expenses	6.671.407	5.727.056
Stroški plačilnega prometa in bančnih storitev / Costs of fund transfer services and bank charges	430.735	383.992
Nadomestila stroškov delavcem / Remuneration of travel expenses to employees	335.894	302.203
Stroški intelektualnih in osebnih storitev / Costs of professional services	3.118.352	2.922.729
Zavarovalne premije / Insurance premiums	341.146	355.781
Stroški medomrežnih povezav in mednarodnega gostovanja Costs of interconnection and roaming services	36.518.211	25.176.794
Stroški trženja / Marketing costs	11.552.852	11.168.759
Stroški drugih storitev / Other costs of services	19.948.772	13.370.198
Skupaj / Total	91.955.901	68.369.362

Stroški drugih storitev vključujejo stroške prodajnih spodbud, stroške poštinih storitev, stroške telefona in drugo.

Other costs of services include costs of subscriber acquisition, postal charges, telephone charges and other costs.

Stroški revidiranja so v letu 2007 znašali 80.000 EUR, od tega revidiranje letnega poročila 69.500 EUR ter druge storitve revidiranja 10.500 EUR.

Audit costs amounted to EUR 80,000 in 2007, thereof year-end audit EUR 69,500 and other audit services EUR 10,500.

Stroški dela 10.654.330 EUR**Labour costs EUR 10,654,330****8.2.4**

V EUR / in EUR	2007	2006
Plače in nadomestila zaposlenim / Cost of wages and salaries	7.812.882	7.152.028
Dajatve za pokojninsko zavarovanje / Pension insurance costs	796.112	982.924
Druge dajatve za zagotavljanje socialne varnosti / Other social insurance costs	1.006.821	652.191
Drugi stroški dela: / Other labour costs:		
Stroški za prevoz na delo / Commuting allowances	371.699	357.868
Stroški prehrane / Meal allowances	345.574	330.403
Regres za letni dopust / Vacation bonuses	275.986	257.273
Stroški odpravnin in jubilejnih nagrad / Severance pays and anniversary bonuses	33.398	288.053
Drugi stroški dela / Other labour costs	11.858	202.795
Skupaj / Total	10.654.330	10.223.535

**8.2.5 Amortizacija in prevrednotevalni poslovni odhodki pri opredmetenih osnovnih in neopredmetenih dolgoročnih sredstvih 21.025.412 EUR****Depreciation and amortisation expense and revaluation operating expenses associated with intangible assets and property, plant and equipment EUR 21,025,412**

V EUR / in EUR	2007	2006
Amortizacija opredmetenih osnovnih sredstev / Depreciation of property, plant and equipment	15.579.458	25.760.104
Amortizacija neopredmetenih dolgoročnih sredstev / Amortisation of intangible assets	5.258.643	5.310.861
Izguba pri prodaji osnovnih sredstev / Revaluation operating expenses associated with intangible assets and property, plant and equipment	187.311	236.984
Skupaj / Total	21.025.412	31.307.949

8.2.6 Prevrednotevalni poslovni odhodki pri obratnih sredstvih 1.921.960 EUR**Revaluation operating expenses associated with current operating assets EUR 1,921,960**

V EUR / in EUR	2007	2006
Popravek vrednosti terjatev / Allowances for doubtful receivables	717.794	1.341.169
Popravek vrednosti zalog / Allowances for slow-moving and obsolete stock	1.204.166	112.946
Skupaj / Total	1.921.960	1.454.115

8.2.7 Drugi poslovni odhodki 889.724 EUR**Other operating expenses EUR 889,724**

V EUR / in EUR	2007	2006
Dajatve, ki niso odvisne od poslovnega rezultata / Fiscal charges	609.311	423.345
Drugi odhodki / Other expenses	280.413	288.050
Skupaj / Total	889.724	711.395

Dajatve, ki niso odvisne od poslovnega rezultata, se nanašajo na koncesijske dajatve v znesku 502.111 EUR in upravne ter sodne koleke. Drugi odhodki vsebujejo predvsem odhodke za dovoljenja in druge odhodke.

Fiscal charges include concession fees in the amount of EUR 502,111 and administrative fees and court fees. Other expenses include costs of permits and concessions and other costs.

Finančni prihodki iz poslovnih terjatev
1.400.477 EUR

Financial revenue from operating
receivables EUR 1,400,477

8.2.8

V EUR / in EUR	2007	2006
Obresti iz razmerij do drugih / Interest income, customer receivables	1.035.391	1.088.779
Pozitivne tečajne razlike / Foreign exchange gains	119.658	242.892
Drugi prihodki od financiranja / Other financial revenues	245.428	8.630
Skupaj / Total	1.400.477	1.340.301

Finančni odhodki iz oslabitve in odpisov
finančnih naložb, iz finančnih obveznosti in
iz poslovnih obveznosti 4.079.648 EUR

Financial expenses due to impairment and
write-offs of investments, for financial and
for operating liabilities EUR 4,079,648

8.2.9

V EUR / in EUR	2007	2006
Finančni odhodki iz oslabitve in odpisov finančnih naložb		
Financial expenses due to impairment and write-offs of investments	140.853	362.306
Negativne tečajne razlike / Negative foreign exchange differences	140.853	362.306
Finančni odhodki iz finančnih obveznosti / Financial expenses for financial liabilities	3.924.993	3.845.565
Finančni odhodki iz posojil, prejetih od družb v skupini		
Financial expenses for loans received from group companies	3.905.404	3.600.411
Finančni odhodki iz posojil, prejetih od bank / Financial expenses for loans received from banks	19.589	245.154
Finančni odhodki iz poslovnih obveznosti / Financial expenses for operating liabilities	13.802	3.875
Zamudne obresti do dobaviteljev / Late interest charges to suppliers	5.032	3.875
Druge obresti / Other interest	8.770	
Skupaj / Total	4.079.648	4.211.746

Čisti poslovni izid obračunskega obdobja
25.424.096 EUR

Total profit for the period
EUR 25,424,096

8.2.10

V EUR / in EUR	2007	2006
Dobiček iz poslovanja / Operating result	33.825.331	3.860.846
Izguba iz financiranja / Financial result	-2.679.171	-2.871.445
Razlika drugih prihodkov in odhodkov / Difference in other revenues and expenses	0	0
Dobiček pred davki / Income before taxes	31.146.160	989.401
Odloženi davek / Deferred tax	-5.722.064	8.336.501
Skupaj / Total	25.424.096	9.325.902



8.2.11 Davek iz dobička

Obdavčljivi dobiček iz davčnega izkaza smo pokrivali s prenesenimi davčnimi olajšavami za investiranje v opredmetena in neopredmetena osnova sredstva, olajšavami za izplačila dodatnega pokojninskega zavarovanja ter donacijami in prenesenimi davčnimi izgubami iz preteklih let, zato je davek od dobička pravnih oseb za leto 2007 znašal nič. Efektivna davčna stopnja je nič. Celotne nezapadle prenesene davčne izgube preteklih let znašajo 51.745.624 EUR.

8.2.12 Odloženi davki

Od 1. 1. 2006 pripoznavamo odložene davke, ki izhajajo iz obdavčljivih začasnih razlik in prenesenih davčnih izgub. Znesek odloženih terjatev za davek je na dan 1. 1. 2007 znašal 8.336.501 EUR, v letu 2007 pa je bila terjatev za odloženi davek odpravljena v višini 5.722.064 EUR, kar vpliva na odhodek za odloženi davek.

Čisti dobiček iz poslovanja za poslovno leto 2007 znaša 25.424.096 EUR.

Income tax

Taxable income for the current year was fully offset with carry-forward tax credits for investment in tangible and intangible assets, deductions for supplementary pension insurance and donations, as well as loss carry-forwards from previous years, which reduced the current year tax expense to nil. Effective tax rate is nil. Total unexpired tax loss carry-forward from previous years amounts to EUR 51,745,624.

Deferred taxes

From January 1, 2006, the Company recognises deferred taxes related to taxable temporary differences and tax loss carry-forwards. The opening balance of recognised deferred tax assets amounted to EUR 8,336,501, and in 2007, an additional EUR 5,722,064 were recognised as deferred tax assets, which impact income from deferred taxes.

Net profit for 2007 amounts to EUR 25,424,096.



Razmerje med odhodkom za davek in računovodskim poslovnim izidom je naslednje:

The reconciliation between tax expense and taxable income is as follows:

	Davčna stopnja Tax rate		
TEKOČI DAVKI / CURRENT TAXES			
Dobiček pred davki / Income before taxes		31.146.160	
Davek od dobička z uporabo uradne stopnje Income tax (by using the official tax rate)	22 %	31.146.160	6.852.155
Odhodki, ki niso davčno priznani – stalne razlike Tax non-deductible items – permanent differences	22 %	677.166	148.977
Odhodki, ki niso davčno priznani –časne razlike Tax non-deductible items – temporary differences	22 %	357.784	78.712
Odmerjeni tekoči davek / Current tax	22 %	32.181.110	7.079.844
Poraba začasnih razlik / Usage of temporary differences	22 %	-2.690.944	-592.008
Pokrivanje z olajšavami / Usage of deductions	22 %	-5.845.239	-1.285.953
Pokrivanje z davčno izgubo iz preteklih let Usage of tax loss carry-forwards	22 %	-23.644.927	-5.201.884
Dejanski tekoči davek / Actual current tax		0	0
ODLOŽENI DAVKI / DEFERRED TAXES			
Iz naslova prenesenih davčnih izgub From tax loss carry-forwards			
Poraba že oblikovanih odloženih davkov iz naslova davčnih izgub v letu 2006 Usage of recognised deferred taxes from tax loss carry-forwards in 2006	22 %	-23.644.927	-5.201.884
Skupaj odloženi davki iz naslova prenesenih davčnih izgub Total deferred taxes from tax loss carry-forwards			-5.201.884
Iz naslova začasnih odbitnih razlik / From deductible temporary differences			
Dodatno oblikovani odloženi davki iz naslova začasnih razlik – davčni obračun za leto 2006 / Additions to deferred taxes from deductible temporary differences – tax statement 2006	22 %	357.784	78.712
Poraba že oblikovanih odloženih davkov iz naslova začasnih razlik Usage of formed deferred taxes from temporary differences	22 %	-2.690.944	-592.008
Popravek odloženih davkov preteklih let Correction to deferred taxes from previous years	22 %	-31.297	-6.885
Skupaj odloženi davki iz naslova začasnih odbitnih razlik Total deferred taxes from deductible temporary differences			-520.181
SKUPAJ ODLOŽENI DAVKI / TOTAL DEFERRED TAXES			-5.722.064

Glede na spremembe davčne zakonodaje in zniževanje davčne stopnje do leta 2010 smo ocenili davčno stopnjo za izračun odloženih terjatev za davke. Stopnja temelji na stopnji davka v obdobjih, v katerih se bodočasne odbitne razlike in davčne izgube povrnilo, ter znaša 22 %.

The Company has assessed the tax rate applicable for each of the temporary differences based on the period in which it is expected to reverse taking into consideration changes to the Slovenian tax legislation which became effective in December 2006 and includes annual tax rate reductions from 2007 until 2010. The average rate applied to the temporary differences applied at December 31, 2007, is 22%.



8.2.13 Čisti poslovni izid po preračunu kapitala s pomočjo EUR in cen življenjskih potrebščin

Net profit or loss for the period after the revaluation of equity by the use of the EUR exchange rate and the cost of living index

V EUR / in EUR	Znesek kapitala Amount of capital	% rasti Increase in %	Izračunan učinek Effect	Zmanjšan poslovni izid - čisti dobiček Decrease in net profit or loss for the financial year
Kapital - vse kategorije, razen tekočega čistega poslovnega izida (za preračun indeksa cen življenjskih potrebščin) / Equity - all items of capital except current net profit or loss (by the use of the cost of living index)	32.607.862	3,60 %	1.173.883	23.762.835

8.2.14 Dogodki po dnevu datuma bilance stanja

Po dnevu datuma bilance stanja nismo zaznali dogodkov, ki bi pomembno vplivali na bilanco stanja.

Events after the date of the balance sheet

Since the date of the balance sheet the Company has not become aware of any events, which would have a significant impact on the balance sheet.

Izpostavljenost tveganjem

Risk exposure

9

Tržna tveganja in tveganja, povezana s konkurenco

Trg mobilne komunikacije v Sloveniji je zelo zrel in bo zato v prihodnosti rasel počasneje. V takih tržnih razmerah bo postala konkurenca med operaterji na trgu še močnejša. Posledično bo ohranitev obstoječih in pridobivanje novih strank za družbo Si.mobil velik izziv, ki bo vodil tudi k nadaljnjemu dvigu stroškov pridobivanja in ohranjanja naročnikov.

Regulatorna tveganja

Aprila 2007 nam je Agencija za pošto in elektronske komunikacije (APEK) z odločbo podelila status operaterja s pomembno tržno močjo na trgu 16 (zaključevanje klicev v javnih mobilnih omrežjih). Pričakujemo lahko nadaljnje regulativne ukrepe APEK-a na trgu 16 predvsem na področju cene zaključevanja klicev.

V letu 2007 je stopila v veljavo Uredba Evropske komisije na področju mednarodnega gostovanja, s katero je Komisija znižala maloprodajne in veleprodajne cene mednarodnega gostovanja. Uredba predvideva nadaljevanje ukrepov tudi v letu 2008.

Kreditno tveganje

Naši prihodki izvirajo iz različnih virov, med katerimi večino predstavljajo prihodki iz pogovorov in mesečnih naročnin od naročnikov. Ker so bile glavnina pogodbenih naročnikov konec leta 2007 fizične osebe, je kreditno tveganje široko razpršeno in ni pomembno. Drugi viri prihodkov so povezani s prodajnimi posredniki (iz naslova prodaje telefonov) ter drugimi domačimi in tujimi operaterji mobilne telefonije (iz naslova medomrežnih povezav in mednarodnega gostovanja). Pretekle izkušnje kažejo, da ni pomembnih tveganj na podlagi teh aktivnosti. Na dan izdelave bilance stanja ni bilo pomembne odvisnosti od nobenega od zgoraj naštetih dolžnikov.

Market and competition-related risks

The mobile telephony market in Slovenia is very mature and will thus grow at a slower rate in the future. In such market conditions the competition between the operators in the market will intensify. As a result of that the retention of existing and acquisition of new customers will be a great challenge for Si.mobil, leading to a further increase of expenses of acquiring and retaining subscribers.

Regulatory risks:

In April 2007, Si.mobil was assigned as the operator with significant market power ("SMP operator") in market 16 (call termination in public mobile networks). The expected further regulative measures of the Post and Electronic Communications Agency of the Republic of Slovenia (APEK) in market 16 are going to be mainly focused on prices of call termination.

In 2007, the European Commission Regulation in the field of international roaming came into force, with which the Commission lowered retail and wholesale prices of international roaming. The Regulation anticipates further measures in 2008.

Credit risk

Company revenues stem from various sources, of which most revenues arise from voice calls and monthly subscriptions. Because the main body of subscribers at the end of 2007 were individuals, the credit risk is widely dispersed and is not important. Other income sources are connected to sales representatives (for selling mobile phones) and other local and foreign mobile telephony operators (for selling interconnection and international roaming). Previous experience shows that there are no important risks based on these activities. With the date of issuing the balance sheet there was no important dependency from none of the above stated partners.



Obrestno tveganje

Sklenjena imamo posojilna pogodbeno razmerja, vezana na posojila s strani lastnika. Glede na posojilne pogoje, ki vključujejo v večji meri fiksne obrestne mere, družba ni bistveno izpostavljena tveganju spremembe obrestne mere. Pri Si.mobilu ne uporabljamo posebnih finančnih inštrumentov za varovanje pred obrestnim tveganjem.

Valutno tveganje

Naša funkcionalna valuta v letu 2007 je bil evro. Le majhen delež transakcij se izvaja v USD in drugih valutah, zato valutno tveganje za družbo nima bistvenega pomena. Ne uporabljamo posebnih finančnih inštrumentov za varovanje pred valutnim tveganjem.

Likvidnostno tveganje

Likvidna sredstva si zagotavljamo s prilivi iz poslovanja in prilivi iz financiranja na podlagi posojil lastnika, ki so po potrebi zagotovljena. Z razvojem nenehno izboljšujemo svoje poslovanje in s tem denarna sredstva iz poslovanja. Nove tehnologije, ki zahtevajo visoke začetne investicije, bi lahko zahtevale dodatna denarna sredstva za njihovo izvedbo.

Interest-rate risk

The Company is a party to loan-agreements, linked to the loans from the owner. Considering loan conditions, which include for the larger part fixed interest rates, the Company is not significantly exposed to risks regarding changing the interest rate. The Company does not use special financial instruments for safeguarding from interest-rate risks.

Foreign-exchange risk

The Company's functional currency in 2007 was EUR. Only a small share of transactions is conducted in USD or other currencies, therefore the currency risk is not considered significant. The Company does not use special financial instruments for safeguarding from foreign-exchange risks.

Liquidity risk

The Company ensures liquid funds from business operations and from financing, based on the owner's loans, which are provided when needed. Development has proved that the Company is constantly improving its business operations, and thus financial assets from operations. New technologies, which demand high up-front investments, might demand additional financial funds for their use.



Druga razkritja Other disclosures

10

Organi družbe

Člani uprave družbe Si.mobil d.d. so:

Dejan Turk, predsednik uprave

Milan Zaletel, član uprave

Walter Goldenits, član uprave

Uprava v tej sestavi je bila imenovana dne 1. 5. 2007, od 1. 1. 2007 do 30. 4. 2007 pa so družbo vodili predsednik uprave Andreas Maierhofer ter člana uprave Dejan Turk in Milan Zaletel.

Nadzornemu svetu se je v letu 2007 pridružil nov član, njegova sestava je bila ob koncu leta sledeča:

dr. Boris Nemšič, predsednik nadzornega sveta

Erich Hubert Gnad, namestnik predsednika nadzornega sveta

Hannes Ametsreiter, član

Joseph Vinatzer, član

Alfred Gattringer, član

Andreas Maierhofer, član

Zoran Thaler, član

Skupni znesek vseh prejemkov, ki so jih za opravljanje funkcij oziroma nalog v poslovnem letu 2007 prejeli člani uprave, nadzornega sveta in zaposleni z individualnimi pogodbami, vključuje bruto prejemke, ki so vsebovani v obvestilu za napoved dohodnine, regres, bonitete in udeležbe v dobičku. V letu 2007 so znašali 674.423 EUR:

- uprava: 674.423 EUR;
- nadzorni svet: 0 EUR;
- zaposleni z individualnimi pogodbami: 0 EUR.

V poslovnih knjigah nimamo zabeleženih terjatev in obveznosti do uprave ter članov nadzornega sveta.

Bodies of the Company

The members of the management board of Si.mobil are:

Dejan Turk, Chairman of the Board

Milan Zaletel, Member of the Board

Walter Goldenits, Member of the Board

The management board in its current composition was appointed as of May 1, 2007, while from January 1, 2007 until April 30, 2007, the company was managed by Andreas Maierhofer as the chairman of the board, and Dejan Turk and Milan Zaletel as members of the board.

The supervisory board was joined by a new member in 2007, so at the end of the year it consisted of:

dr. Boris Nemšič, President of the

Supervisory Board

Erich Hubert Gnad, Deputy President

of the Supervisory Board

Hannes Ametsreiter, member

Joseph Vinatzer, member

Alfred Gattringer, member

Andreas Maierhofer, member

Zoran Thaler, member

The total cost of the management board, the supervisory board and the employees with individual contracts in 2007 includes gross income, included in the personal income tax return, holiday pay, fringe benefits and profit sharing. In 2007, this amounted to EUR 674,423:

- management board: EUR 674,423;
- supervisory board: EUR 0;
- employees with individual contracts: EUR 0.

The Company has no recorded receivables from or liabilities to the management board or the members of the supervisory board.



11 Kazalniki poslovanja

Other disclosures

	31. 12. 2007	31. 12. 2006
- Stopnja lastniškostifinanciranja (kapital/obveznosti do virov sredstev): - Participation rate of equity capital (Equity/Liabilities):	29 %	20 %
- Stopnja dolgoročnosti financiranja (vsota kapitala in dolgoročnih dolgov skupaj z dolgoročnimi rezervacijami/obveznosti do virov sredstev): - Participation rate of long-term financing (Total equity and long-term debt (including long-term provisions)/Liabilities):	68 %	70 %
- Stopnja osnovnosti investiranja (osnovna sredstva po neodpisani vrednosti/sredstva): - Operating fixed assets rate (Fixed operating assets (at carrying amount)*/Assets):	51 %	74 %
- Stopnja dolgoročnosti investiranja (vsota osnovnih sredstev po neodpisani vrednosti, dolgoročnih finančnih naložb in dolgoročnih poslovnih terjatev/sredstva): - Long-term investment rate (Total fixed operating assets (at carrying amount), long-term investments and long-term operating receivables/Assets):	58 %	74 %
- Koeficient kapitalske pokritosti osnovnih sredstev (kapital/osnovna sredstva po neodpisani vrednosti): - Equity to fixed operating assets ratio (Equity /Fixed operating assets (at carrying amount)):	0,56	0,28
- Koeficient neposredne pokritosti kratkoročnih obveznosti (likvidna sredstva/kratkoročne obveznosti): - Acid test ratio (Liquid assets/Short-term liabilities):	0,52	0,30
- Koeficient pospešene pokritosti kratkoročnih obveznosti (vsota likvidnih sredstev in kratkoročnih terjatev/kratkoročne obveznosti): - Quick ratio (Total liquid assets and short-term trade receivables/Short-term liabilities):	1,04	0,80
- Koeficient kratkoročne pokritosti kratkoročnih obveznosti (kratkoročna sredstva/kratkoročne obveznosti): - Current ratio (Short-term assets/Short-term liabilities):	1,32	0,87
- Koeficient gospodarnosti poslovanja (poslovni prihodki/poslovni odhodki) - Operating efficiency ratio (Operating revenue/Operating expenses):	1,22	1,03
- Koeficient čiste dobičkonosnosti kapitala (čisti dobiček v poslovnem letu/povprečni kapital brez čistega poslovnega izida proučevanega leta) - Net return on equity ratio – ROE (Net profit for financial year/Average equity (less net operating result of the year):	0,68	0,43
- Koeficient dividendnosti osnovnega kapitala (vsota dividend za poslovno leto/povprečni osnovni kapital): - Dividend to share capital ratio (Total dividends paid in the financial year/Average net profit):	0,00	0,00
- Dobiček na delnico**:/ - Earnings per share**:	2,68 EUR	1 EUR
- Število delnic***/ - Number of shares***:	9.300.000	9.300.000

¹ Pri izračunu kazalnika se v osnovna sredstva všttevajo opredmetena osnovna sredstva, neopredmetena osnovna sredstva in dolgoročne aktivne časovne razmejitev.

** Ni razlike med čistim dobičkom na delnico ali popravljenim dobičkom med delnico.

*** Ni razlike med številom delnic in tehtanim povprečnim številom delnic.

¹ In the calculation of performance ratios, fixed operating assets include property, plant and equipment, intangible assets and long-term deferred costs and accrued revenue.

** There is no difference between basic and diluted earnings per share

*** There is no difference between the number of shares and the weighted average number of shares



**Priloga 1: Tabela gibanja neopredmetenih sredstev in dolgoročnih aktivnih časovnih razmejitev (v EUR)**

	Koncesije Concessions	Programska oprema in licence Software and licences
Nabavna vrednost / Costs of purchase		
Stanje 1. 1. 2007 / Balance as of January 1, 2007	22.430.050	20.732.674
Nabava, aktiviranja / Additions	0	2.616.134
Odtujitve, odpisi / Disposals	0	0
Prenos / Transfer		
Stanje 31. 12. 2007 / Balance as of December 31, 2007	22.430.050	23.348.808
Popravek vrednosti / Accumulated amortisation		
Stanje 1. 1. 2007 / Balance as of January 1, 2007	8.005.370	13.388.999
Amortizacija / Additions, amortisation	1.495.336	3.567.046
Amortizacija (stroški) / Additions, recognised in costs		0
Odtujitve, odpisi / Disposals	0	0
Prenos / Transfer		
Stanje 31. 12. 2007 / Balance as of December 31, 2007	9.500.706	16.956.045
Neodpisana vrednost / Net carrying amount		
Stanje 1. 1. 2007 / Balance as of January 1, 2007	14.424.680	7.343.675
Stanje 31. 12. 2007 / Balance as of December 31, 2007	12.929.344	6.392.763

Enclosure 1: Schedule of intangible assets and long-term deferred costs and accrued revenue movements (in EUR)

Vlaganja v tuja osnovna sredstva Investments in fixed assets owned by third parties	Dolgoročno odloženi stroški priključnin podatkovnih vodov Long-term deferred connection fees of data lines	Dolgoročno odloženi stroški najemnin za lokacije baznih postaj Long-term deferred lease of land	Dolgoročno odloženi stroški pridobivanja naročnikov Long-term deferred subscriber acquisition costs	Skupaj Total
2.967.077	1.631.712	1.212.120	54.134.688	103.108.321
75.255	101.044	191.903	20.998.625	23.982.961
-48.549				-48.549
				0
2.993.783	1.732.756	1.404.023	75.133.313	127.042.733
1.329.621	1.001.773	651.590	42.246.820	66.624.173
179.569	0			5.241.951
	98.440	81.797	17.619.343	17.799.580
-48.549	0			-48.549
				0
1.460.641	1.100.214	733.387	59.866.163	89.617.155
1.637.456	629.939	560.530	11.887.868	36.484.148
1.533.142	632.542	670.636	15.267.150	37.425.577

**Priloga 2: Tabela gibanja opredmetenih osnovnih sredstev (v EUR)**

	Zemljišča Land	Bazne postaje in centrale Base stations and mobile switches	Računalniška oprema Computer equipment	Transportna oprema Transportation equipment
Nabavna vrednost / Costs of purchase				
Stanje 1. 1. 2007 / Balance as of January 1, 2007	9.039	115.588.425	7.069.879	137.294
Nabava, aktiviranja / Additions	0	11.828.272	464.748	28.350
Odtujitve, odpisi / Disposals	0	-2.006.771	-351.357	-75.317
Prenos / Transfer				
Stanje 31. 12. 2007 / Balance as of December 31, 2007	9.039	125.409.926	7.183.270	90.327
Popravek vrednosti / Accumulated depreciation				
Stanje 1. 1. 2007 / Balance as of January 1, 2007	0	79.275.909	4.957.093	122.950
Amortizacija / Additions, depreciation	0	11.617.015	1.073.498	7.451
Odtujitve, odpisi / Disposals	0	-1.914.528	-350.559	-75.317
Prenos / Transfer	0	-1.914.528	-350.559	-75.317
Stanje 31. 12. 2007 / Balance as of December 31, 2007	0	88.978.396	5.680.032	55.084
Neodpisana vrednost / Net carrying amount				
Stanje 1. 1. 2007 / Balance as of January 1, 2007	9.039	36.312.517	2.112.786	14.344
Stanje 31. 12. 2007 / Balance as of December 31, 2007	9.039	36.431.530	1.503.238	35.243

Enclosure 2: Schedule of property, plant and equipment movements (in EUR)

Druga oprema Other equipment	Drobni inventar in rezervni deli Low-value assets and spare parts	Opredmetena osnovna sredstva v gradnji in izdelavi Property, plant and equipment in the course of construction	Predujmi za pridobitev opredmetenih osnovnih sredstev Advances for acquisition of property, plant and equipment	Skupaj Total
7.179.066	2.720.869	13.589.426	3.829.801	150.123.800
3.043.819	275.552	6.731.452	0	22.372.193
-117.837	-136.232	0	0	-2.687.514
			-1.209.317	-1.209.317
10.105.048	2.860.189	20.320.878	2.620.485	168.599.162
				0
				0
2.930.495	1.971.081	0	0	89.257.527
2.505.517	392.668	0	0	15.596.149
				0
-23.567	-92.456	0	0	-2.456.427
				0
5.412.445	2.271.292	0	0	102.397.249
4.248.571	749.789	13.589.426	3.829.801	60.866.272
4.692.603	588.897	20.320.878	2.620.485	66.201.913

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