



Investor Release

Magyar Telekom

IR contacts:	Position:	Telephone:	E-mail address:
Linda László	Head of Investor Relations	+36-1-457-6084	laszlo.linda@telekom.hu
Márton Teremi	IR manager	+36-1-457-6229	teremi.marton@telekom.hu
Rita Walfisch	IR manager	+36-1-457-6036	walfisch.rita@telekom.hu

Magyar Telekom to introduce a new, integrated customer care and billing system

Budapest, April 8, 2013 – Magyar Telekom (Reuters: MTEL.BU and Bloomberg: MTELEKOM HB), the leading Hungarian telecommunications service provider announces that in April 2013 it will start the introduction of its new, integrated customer relations management (CRM) and billing system. The successful introduction of the state-of-the-art next generation system will contribute to enabling the Company to ensure high level and efficient service accessible anywhere and at any time for its residential, SMB and enterprise customers.

Magyar Telekom is introducing an advanced and integrated CRM and billing system, which, through its reliable operation ensures a significant improvement in the quality of customer experience and more efficient customer service than before. Due to the state-of-the-art IT and technology background of the next generation system a unified and integrated data processing will be implemented, which corresponds in all aspects to industry best practices and the local legal environment and enables simpler, easier and faster service and dealing for residential, SMB and enterprise customers. From October 2013, customer service processes related to fixed line services for all residential customers will be served by the new system, which will reach full functionality also covering mobile products in 2014.

As customers and products will be managed in a unified system, new offers will be able to enter the market in a shorter time and delivery times will also decrease, so customers will receive the product or service ordered in a shorter time. Furthermore, easier, quicker and more flexible dealing can increase our customers' convenience.

Once the full range operation of the system is reached, Magyar Telekom will issue more transparent and simpler bills in a new format. The next generation system also facilitates the implementation of the unified bill which will include all services. Thanks to the advanced IT background the ratio of successful transactions is expected to improve and bill and other complaints will decrease. Another result of the innovative system will be significantly reduced operating costs due to the replacement of outdated technologies.

This investor news may contain forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore should not have undue reliance placed upon them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors are described in, among other things, our Annual Reports for the year ended December 31, 2011 available on our website at <http://www.telekom.hu>.