

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 unifies its brand structure, increases further its 4G/LTE network coverage and introduces the “Next” tariff packages

Budapest – March 27, 2013 – Magyar Telekom (Reuters: MTEL.BU and Bloomberg: MTELEKOM HB), the leading Hungarian telecommunications service provider (“the Company”) announces that it is unifying its brand structure; furthermore, by the end of the year its 4G/LTE-based mobile internet service will be made available for close to 40% of the country’s population and it will also introduce the “Next” tariff packages with unlimited domestic calls or calls within the network and text messages.

The need for the ability to transfer among technologies and operate in a simpler and more transparent manner has called for the implementation of changes also in the area of brand strategy. With this spirit it intends to unify its brand structure under the “T” brand: while retaining the values of the currently powerful market brands it will mould them into a single brand in the mid-term. The aim is for customers in the future to be able to access every service under a single brand. At the same time the implementation of the “T” brand does not affect the corporate customers: Magyar Telekom Group affiliate, T-Systems Hungary will continue to provide comprehensive telecommunications and IT infrastructure, application development and systems integration services for them under the T-Systems brand name.

Magyar Telekom’s endeavour is to exploit the possibilities inherent in offering new and innovative services responding flexibly to the change in customer needs and offer real customer experience to its customers. In this spirit the Company will make the 4G/LTE-based available to close to 40% of the population in 2013. In line with that it will further expand the choice of tariff packages that enables the use of the 4G/LTE network.

As of April 1, 2013 Magyar Telekom introduces two new “Next” tariff packages. The “Next L” tariff package includes unlimited within network calls and text messages for a monthly charge of HUF 15,900, while the “Next XL” tariff package includes unlimited calls and text messages to all domestic basic rate direction for HUF 20,990 per month. The data content of the packages will be 2 GB and 3 GB per month, respectively, and can be used on the Company’s 4G/LTE network.

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>.