

A close-up, slightly blurred image of a compass rose. The needle is pointing towards the top right, between the 'N' and 'NE' markers. The dial shows degrees from 0 to 340, with major markings every 20 degrees and minor markings every 5 degrees. The text 'N', 'NW', 'NE', and 'E' are visible on the dial.

# One Brand for CEE

## A1 Brand Strategy

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Group Commercial Director  
A1 Group



### 10 years ago

### today

- |   |  |
|---|--|
| ▪ 80% Prepaid                                       | ▪ 60% Postpaid   |
| ▪ Minutes incl. in tariff:<br>own network           | ▪ Minutes incl. in tariff:<br>unlimited  |
| ▪ Data volume in tariff:<br>0 MB                    | ▪ Data volume in tariff:<br>up to 20 GB  |
| ▪ 2G GPRS network                                   | ▪ 4G network   |
| ▪ Messaging: SMS                                    | ▪ Messaging: Viber   |
| ▪ Media consumption:<br>linear TV, copied<br>movies | ▪ Media consumption:<br>Youtube, Netflix<br>(foreign accounts)   |
| ▪ Competition:<br>Makedonski Telekom,<br>Cosmofone  | ▪ Competition:<br> |

# Our Market Environment...

10 years ago



today




# ...is at a Turning Point

 Commoditization of classical telco services (voice, messaging, data)

 Music-streaming

 On-demand-video on all screens (TV, smartphone, tablet)

 Smart home and voice assistants

 Virtualisation of B2B services

# Effective?



## TELEKOM AUSTRIA GROUP



# The Solution

Group	Austria	Bulgaria	Croatia	Belarus	Slovenia	Serbia	N. Macedonia	Digital



**Local A1 Logos**



**Product-specific A1 Logos**

One common brand – but with space for local execution



# A1 Brand Structure



Our Vision

## Empowering digital life

A1 Masterbrand

Brand Pillars  
**Connecting people, places  
and things**

**Solutions that enrich  
life in the digital age**

**Delivering a total  
customer experience**

Local Interpretations



# What are the Benefits

- ✓ Common development of OTT- services such as Music or Video
- ✓ Branding of hardware
- ✓ Better positioning vs. new competitors
- ✓ Higher attractiveness on labour markets (Employer Branding)
- ✓ Improved cohesion within A1 group's employees
- ✓ Synergies in communication





Th **A<sup>1</sup>** nk You!