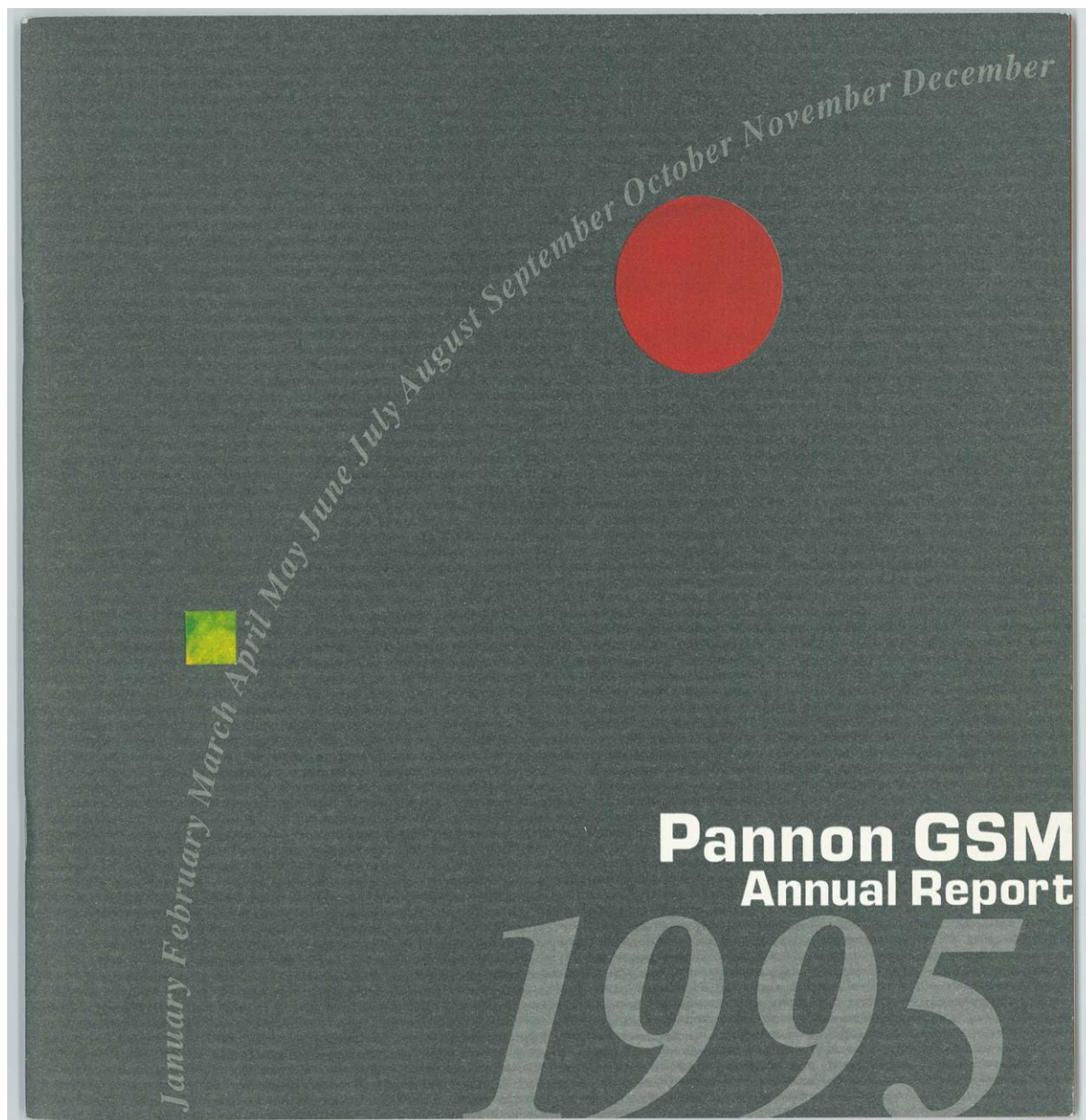


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# Mission

1995

Our mission is to provide businesses and private individuals with the highest quality and most customer-oriented telecommunications services in Hungary. The freedom to communicate efficiently, irrespective of place and time, is a basic human need. Pannon GSM will satisfy this need. In so doing it will provide customers with the opportunity to enhance the quality of their personal life, to improve the efficiency of their business, and in a broader sense, to advance the Hungarian economy.

If customers are free to choose a telecommunication service provider, they will opt for the one that delivers the best quality and the greatest value. In Hungary, Pannon GSM will be the company of customers' choice.

Customer satisfaction is essential in attracting and keeping new subscribers as well as in laying the foundation of Pannon GSM's financial success. Keeping customers satisfied with the service and winning their loyalty is crucial to maintain stable and attractive working conditions for the staff and

to post a reasonable return for the shareholders. Thus, the only possible measure of service quality is customer satisfaction.

There is more to achieving total customer satisfaction than providing cost effective mobile telecommunications services relying on state-of-the-art technology. The adoption of excellent customer service—something of a quality yet unprecedented in Hungary—is equally important. Besides the customer service people, this task involves responsibilities for the entire staff as well as the partners of Pannon GSM. Customer satisfaction must be a primary focus for everyone engaged in any activity.



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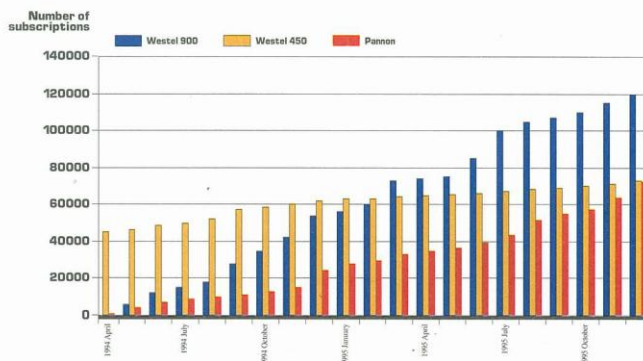
# Pannon GSM and the Hungarian market

Pannon GSM Telecommunications Rt. was awarded a concession by the Ministry of Transport, Telecommunications, and Water Affairs for the establishment and operation of a national 900 MHz cellular telephone network in 1993.

The company's activity includes network establishment, basic service provision, value-added service development and the distribution and

maintenance of SIM cards, handsets and accessories.

The combination of international telecommunication operating know-how and a thorough knowledge of the local market has made Pannon GSM's strategy a success. Pannon GSM is proud to have created a world-class telecommunication system in Hungary while also contributing to the success and growth of its subscribers' businesses.



Growth forecasts predict an extraordinary expansion which is estimated to result in a 12% to 13% GSM penetration, or 1.3 million subscribers in Hungary by 2003.