

## Norwegian telecom operator, NetCom

# FREE RIDE

RECEIPT:  
Reference number:  
NetCom

Pickup address:  
Sandakerveien 24  
Ola Nordmann

Pickup time:  
Date: 14.12.2009  
Time: 13.40

Thank you for  
choosing Oslo Taxi

What would you do if you wanted to invite your 70 most important customers to a world premiere, but weren't allowed to tell them anything about what they were about to see? On an ordinary Monday? In the middle of a busy working day? With no real funds?

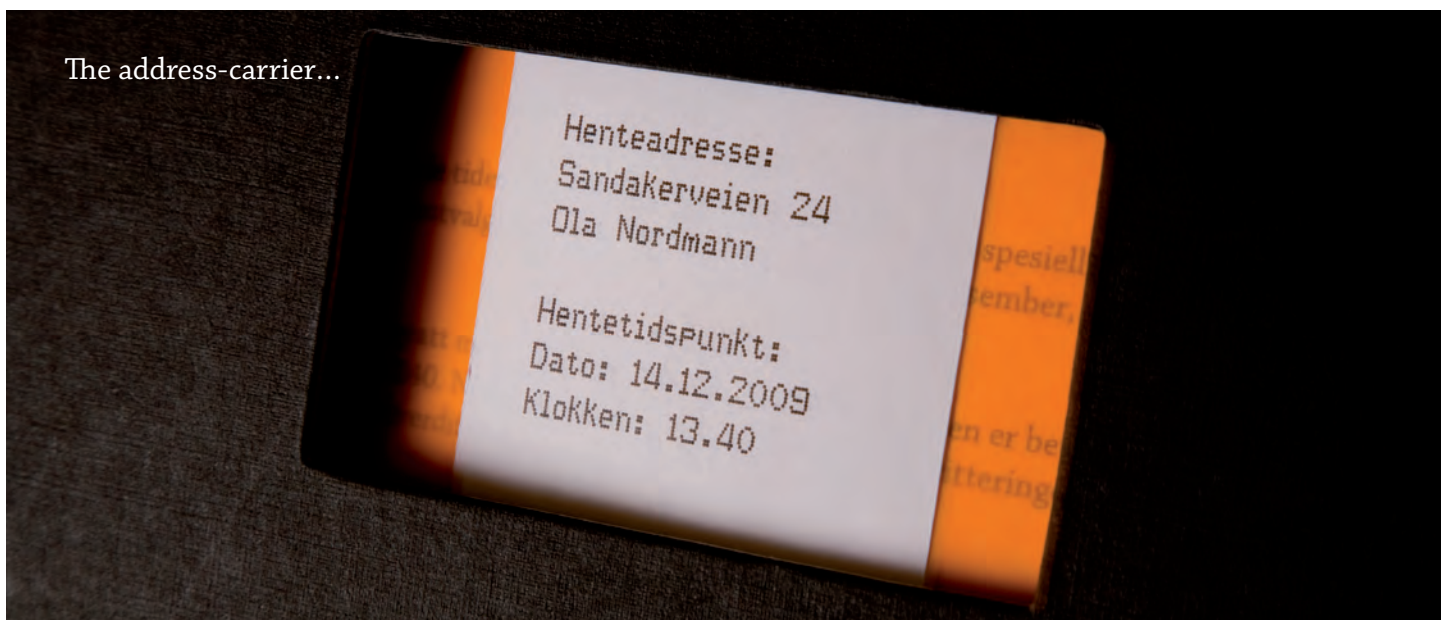
Norwegian telecom operator, NetCom, distributed an order receipt for a pre-paid taxi, along with a simple letter – personally handed over by a sharp dressed man/woman. The receipt was personal, and the pick-up time was set, according to the individual travel time to the destination.

In total 50 VIP's turned up for the world premiere of NetCom's 4G wireless broadband net. And every single one of those who couldn't make it, called in to the enclosed telephone number, explaining why they weren't able to attend (!).





The folder, as received by the VIP.



The address-carrier...



And behind it, the invitation to the event from the NetCom CEO.

Dear Ola Nordmann

These are exciting times. On Monday 14 December at "Latter" in Oslo, I have the pleasure of inviting You to a VIP gathering for selected NetCom clients.

As You will see, I have taken the liberty of ordering a taxi for You. It is pre-paid an will pick You up at 13.40, sharp. NB: Please take good care of this receipt as it might turn out to be of great value.

The event, lasting from 14.00 to 16.00, also include a brief lecture by Erik Newth as well as some entertainment. If You are unable to attend, kindly notify Mr Lasse Grøndal on 922 85 511, or by e-mail to [lasse.grondal@netcom-gsm.no](mailto:lasse.grondal@netcom-gsm.no).

What You are about to experience is ground-breaking in every way, but exactly what it is will have to remain a secret for the time being. What I can say, however, is that this will be one of those moment in life You will refer to as "I was there when..."

Yours truly,

August Baumann  
CEO  
NetCom AS

*"The one who wants to perfect his work, must first sharpen his tools"*  
Confucius