



Sense Communications International ASA

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4th Quarter results 2002
January 28, 2002



Change of focus

Focus 2002

- Cashflow and profitability
 - Improvement cashflow 150 MNOK (ref 2001)
 - Improvement EBIT 137 MNOK (ref 2001)*

Focus 2003

- Growth and profitability

*) comparable accounting principles

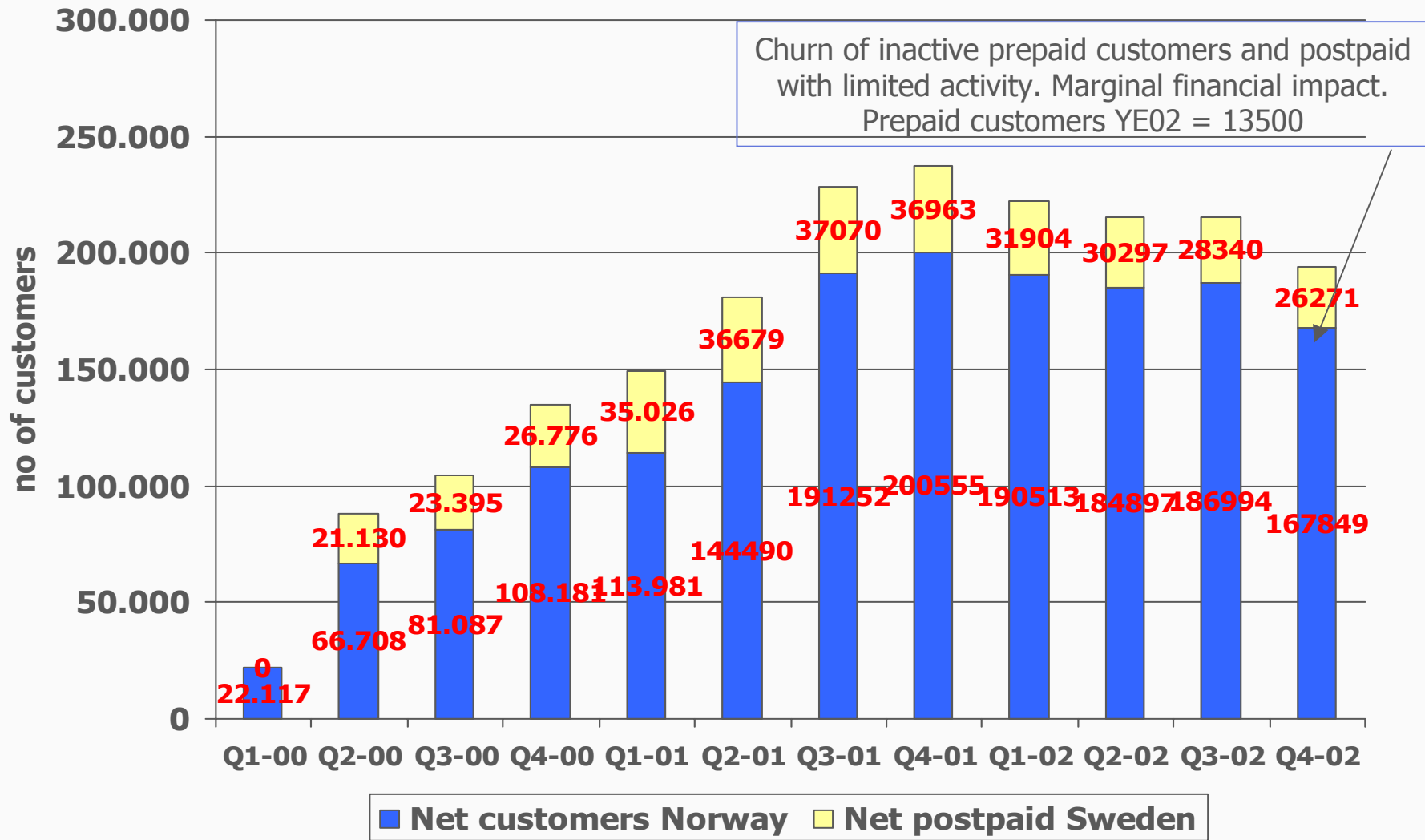
Highlights Q4-2002

- Fourth consecutive quarter with positive EBIT
- Positive cash flow

- First Nordic operator to launch ease-of-use MMS
- Launch www.sense.se web shop
- Major enhancements to www.sense.no
 - Pay invoice directly on the sense web
 - Overview of traffic incurred since last invoice
 - Invoice library
 - Track your own inquiries to customer service

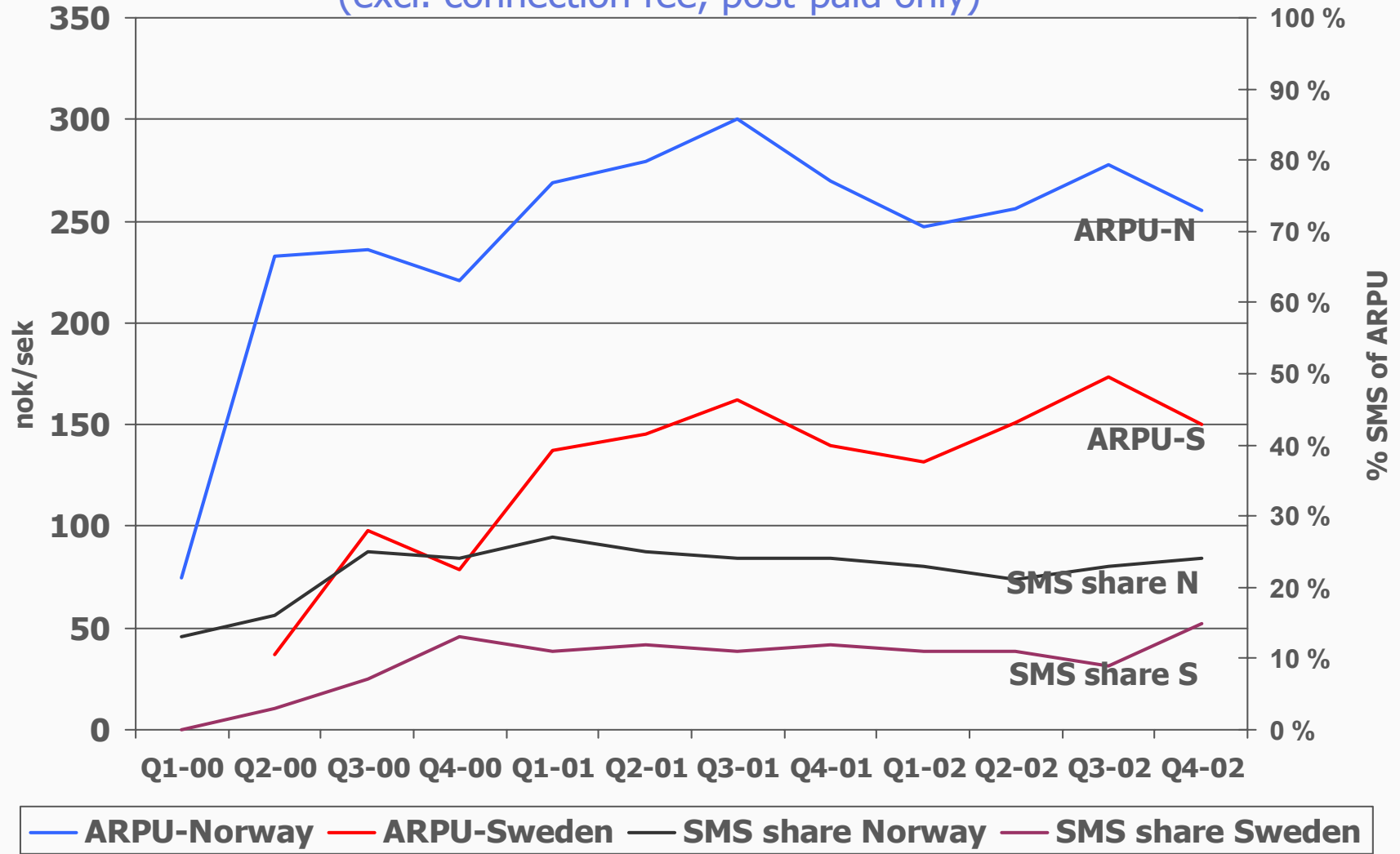
- New (interim) prices from Telenor effective from 29.10.02
- As previously announced; Reduction in customer base, inactive prepaid and postpaid with limited activity, marginal financial impact.

Customers



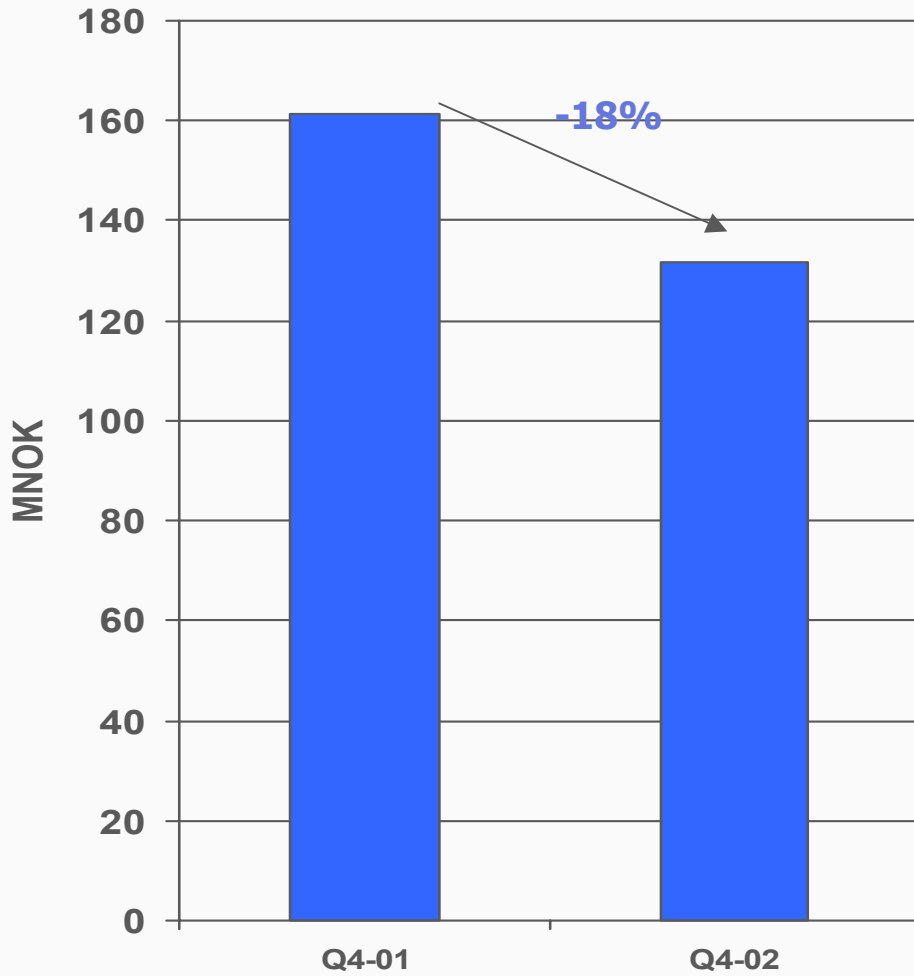
ARPU & SMS share

(excl. connection fee, post-paid only)

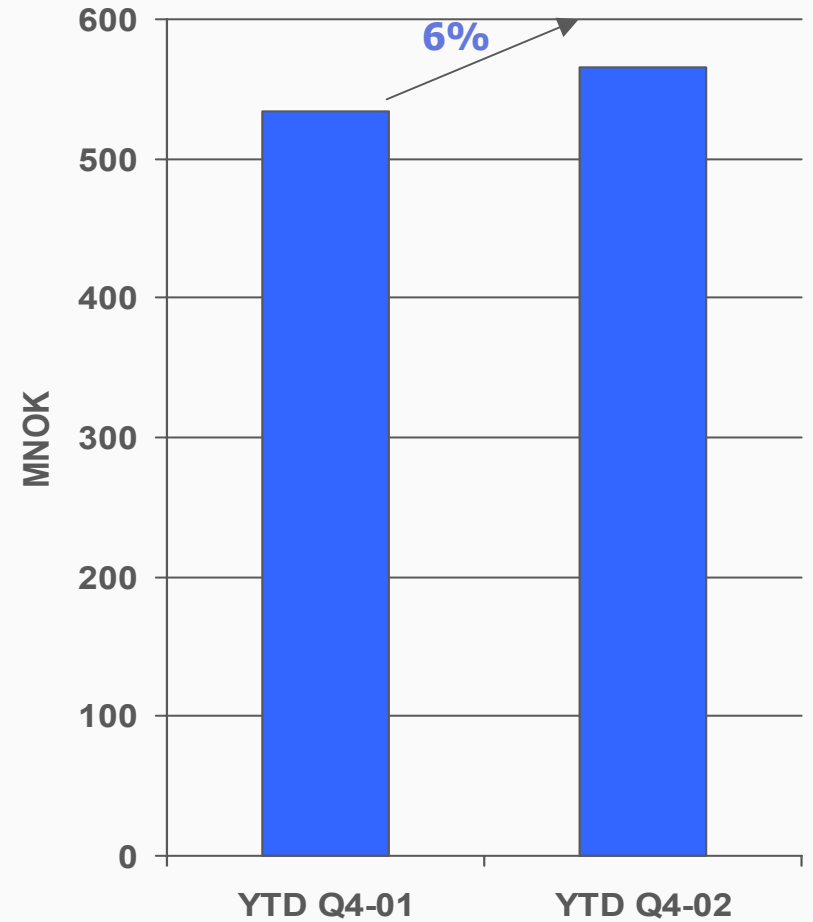


Sales

Qtr vs Qtr

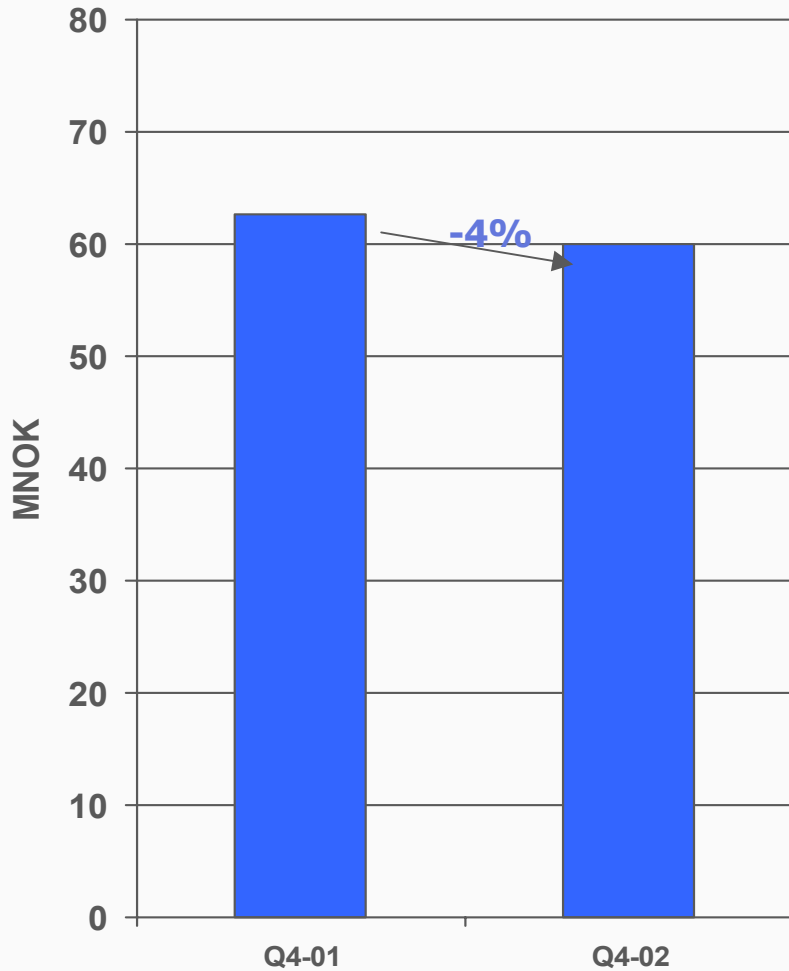


Year to date

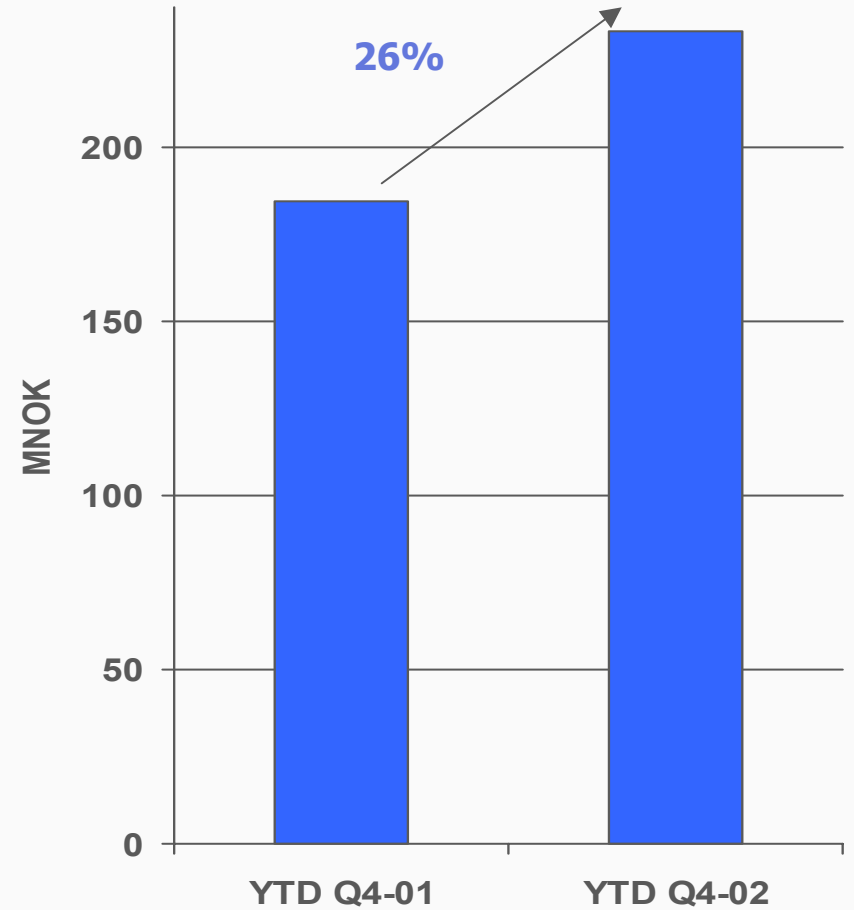


Gross margin contribution

Qtr vs Qtr

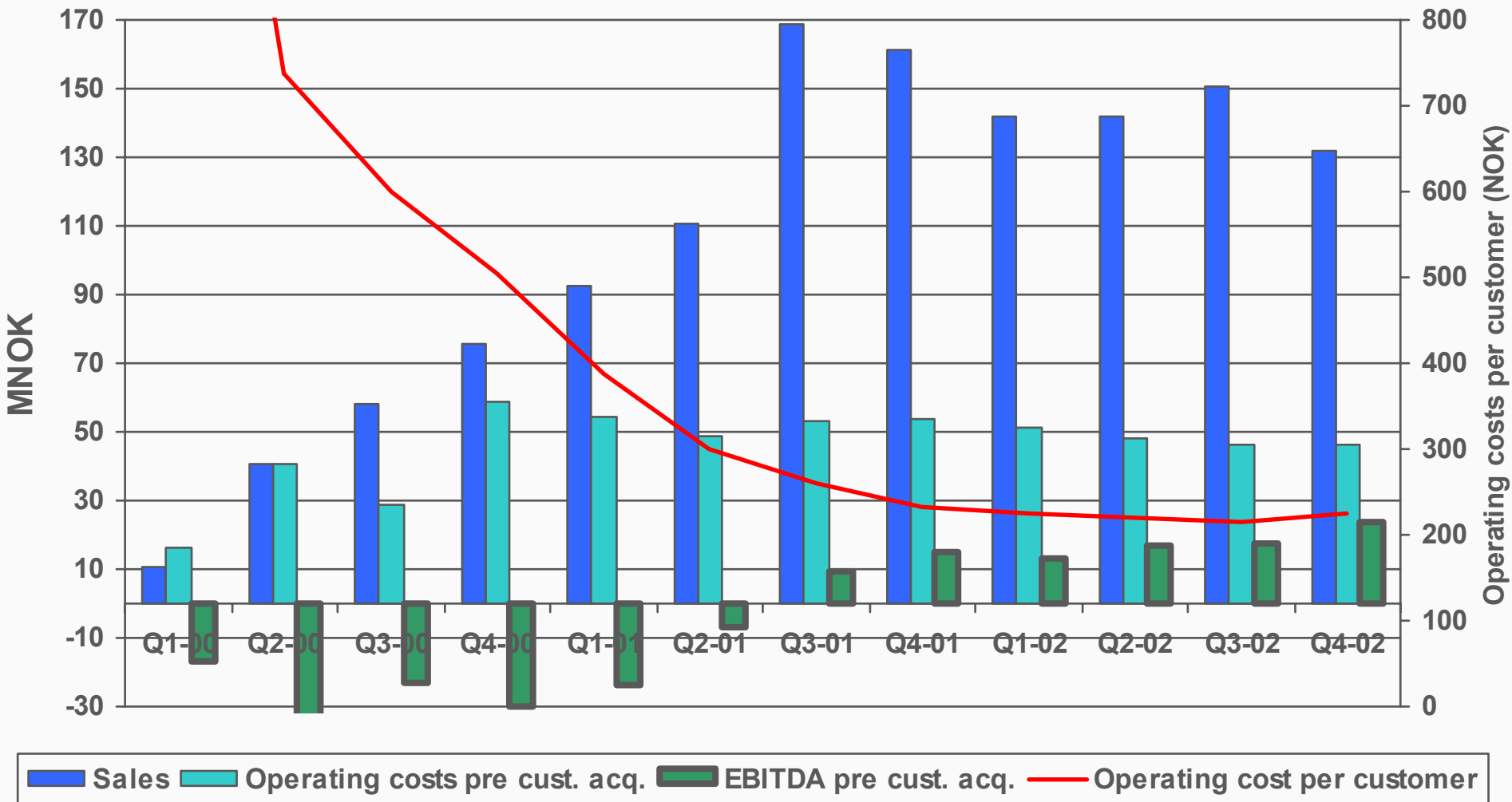


Year to date



Operating cost efficiency

- all time high ebitda pre customer acquisition



Profit & Loss summary *

MNOK

	4th Quarter			Year to date (Q4)		
	2002	2001	Variance	2002	2001	Variance
Sales	131,7	161,5	-18 %	565,4	535,1	6 %
Cost of goods sold*	71,7	98,8	-27 %	332,4	350,5	-5 %
Gross Margin	60,0	62,7	-4 %	233,0	184,6	26 %
Operating costs**	56,4	58,7	-4 %	226,5	305,3	-26 %
EBIT	3,6	4,0	-11 %	6,6	-120,7	105 %
One time items	-2,0	-9,9		-2,0	-11,5	
EBIT	1,6	-5,9	126 %	4,6	-132,2	103 %
EBITDA	11,3	10,0	13 %	34,6	-100,9	134 %
EBITDA pre customer acquisition	23,6	15,2	55 %	70,1	-5,2	1461 %

* Network costs from Telenor as per revised pricelist from October 29, 2002. Presented pricelist is disputed by Sense and decision from the Post-and Teleauthorities (NPT) has been appealed by Sense and Telenor.

** customer acquisition per revised accounting principle for customer acquisition costs

Cash flow

	MNOK
= EBIT	1,6
+ depreciation & amortization	7,8
+ net finance	-1,2
+ investments (capex)	-5,3
+ change customer receivables	4,5
+ change trade payables	-1,8
+ other	0,6
= change cash position	6,3

	31.12.02	30.09.02	31.12.01
FIXED ASSETS			
Intangible assets	190,1	192,3	202,9
Tangible assets	3,9	4,5	7,5
Financial assets	0,1	0,4	0,5
Total fixed assets	194,1	197,2	210,9
CURRENT ASSETS			
Inventories	8,8	8,4	8,3
Accounts receivables	131,0	135,6	137,3
Pre-paid expenses	0,9	6,6	3,7
Other	4,9	7,0	11,5
Bank deposits, cash etc.*	100,8	94,5	111,7
Total current assets	246,3	252,1	272,5
TOTAL ASSETS	440,4	449,3	483,4
Equity	253,5*	257,8	264,0
Long term liabilities	71,1	72,0	78,2
Short term liabilities	115,8	119,5	141,3
TOTAL EQUITY & LIABILITIES	440,4	449,3	483,4

*Includes bank guarantees

** change from Q3-02 due to purchase of own shares

Shareholder issues

- Average outstanding shares; 77,940,347
- Stock price development during the quarter; 3,65 til 3,10 (-16%)
- Number of shares traded during the quarter; 17,8 million (approx. 23% of outstanding shares)
- Average number of shares traded per day; approx. 300,000 (approx. 0,4% of outstanding shares)



Market issues

Sense.Cash campaign on TV3 with SMS-response based sales

Sense launches ease-of-use MMS as first Nordic operator

Simple way to get started

Send MMS to everybody (directly from MMS to e-mails)

Major enhancements to www.sense.no

- Pay invoice directly on the sense web
- List traffic incurred since last invoice
- Invoice library
- Track your own inquiries to customer service

Launch of webshop in Sweden (www.sense.se)

Summary Q4-2002

- Major enhancements to www.sense.no
- Launch of www.sense.se web shop
- Continued profitability
 - Positive EBIT in all quarters in 2002
 - Improvement EBIT 137 MNOK (ref 2001)*
- Positive cash flow (6.3 MNOK in Q4)
 - Improvement cashflow 150 MNOK (ref 2001)

*) comparable accounting principles

Sense going forward

- Stronger focus on sales & marketing
 - Continued focus on postpaid
 - Increased focus on prepaid
- Enhance web services (www.sense.no/www.sense.se)
 - Customer self service
 - Relaunch Sense webshop
- Balance customer growth and profitability
- Finalise Netcom negotiations



Thank you for your attention!

www.sense.com

Detailed profit & loss

	Q4-2002			Year to Date			
	act 2002	2001	act vs 2001	2002	2001	var	
Sales	131,7	161,5	-18 %	565,4	535,1	6 %	131,8
COGS	71,7	98,8	-27 %	332,4	350,5	-5 %	71,7
Gross Margin	60,0	62,7	-4 %	233,0	184,6	26 %	
	52,6	46 %	39 %				
Operating costs;							
Compensation	9,2	8,8	5 %	34,6	34,8	-1 %	10,9
External Customer care and billing	9,1	15,8	-42 %	48,5	55,4	-13 %	
External operations & administration	7,1	9,7	-27 %	32,1	37,6	-15 %	
Sales&Marketing incl. retention	3,7	2,1	75 %	12,9	16,3	-21 %	
Ordinary depreciation&amotrization of	7,8	6,0	29 %	28,0	19,8	41 %	8,1
Customer acquisition	12,3	5,2	136 %	35,6	95,8	-63 %	
Provision bad debt	3,5	6,0	-42 %	18,8	27,3	-31 %	
Other costs	3,8	5,1	-25 %	16,1	18,3	-12 %	
Total operating costs	56,4	58,7	-4 %	226,5	305,3	-26 %	58,4
EBIT pre One time items	3,6	4,0	-11 %	6,6	-120,7	105 %	1,7
One time items	-2,0	-9,9		-2,0	-11,5		
EBIT	1,6	-5,9	126 %	4,6	-132,2	103 %	
Net finance	-1,2	1,2		-5,4	7,4		
Ordinary result before tax	0,4	-4,7		-0,9	-124,8		
EBITDA	11,3	10,0	13 %	34,6	-100,9	134 %	
EBITDA pre cust acq.	23,6	15,2	55 %	70,1	-5,2	1462 %	