



GN Netcom Restructuring Plan

CEO Toon Bouten, CFO & CRO Anders Boyer, GN Netcom

VP Finance, IR & Comm., Jens Bille Bergholdt, GN Store Nord

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Safe Harbour Statement

The forward-looking statements in this presentation reflect management's current expectations of certain future events and financial results. Statements regarding 2008 are, of course, subject to risks and uncertainties which may result in material deviations from the outlook set forth. Furthermore, some of these expectations are based on assumptions regarding future events which may prove incorrect.

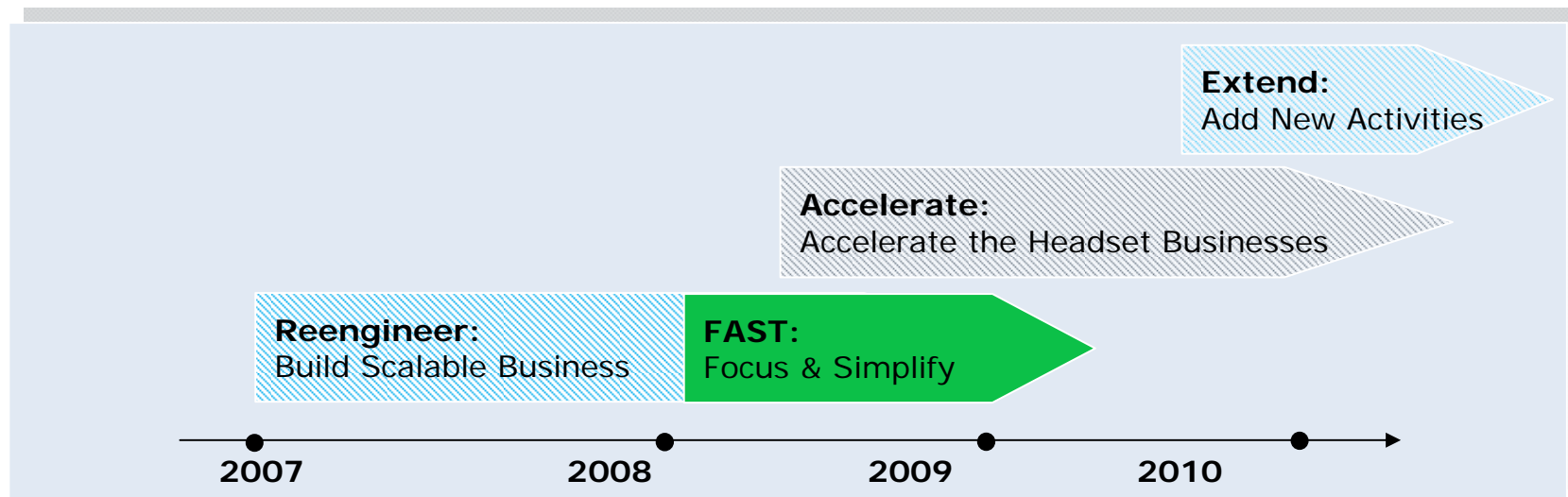
Factors that may cause actual results to deviate materially from expectations include – but are not limited to – general economic developments and developments in the financial markets, technological developments, changes and amendments to legislation and regulations governing GN's markets, changes in the demand for GN's products, competition, fluctuations in sub-contractor supplies, developments in class action and patent infringement litigation in the United States, and the integration of company acquisitions.

This interim report, announcement or presentation should not be considered an offer to sell or buy securities in GN Store Nord.



FAST vs the February 2007 Strategy

FAST = Focused And Simplifying Turnaround



The program was developed in collaboration with the previous Supervisory Board and is anchored in and approved by the new Supervisory Board that took office effective June 16



FAST = Focused And Simplifying Turnaround

- GN Netcom is launching a comprehensive restructuring program in order to turn around the Mobile division's unsatisfactory earnings and to strengthen profitability in CC&O Headsets
- Significant simplification of the entire organization, including of the supply chain, a stronger focus on selected core markets, key accounts and product segments
- Staff cuts by up to 250 employees
- The FAST program is expected to be fully implemented in the second quarter of 2009
- The initiatives described above are expected to reduce GN Netcom's overheads by approximately DKK 125 million in 2009 and by another approximately DKK 25 million in 2010
- The 2008 revenue and EBITA before non-recurring costs are unchanged at DKK 2,700 million and DKK 125-175 million
- Non-recurring costs are expected to be at the level of DKK 200 million most of which will be expensed during 2008
- The outlook for the rest of GN Store Nord Group is unchanged



Program Management & R&D

FROM:

Diverse and Complex

TO:

Focused and Simplified

- Development primarily done in-house from innovation to industrialization
- Large pipeline of products which partially cannibalize each other

- Innovative high-end products developed in-house
- Competitive advantage parts of development done in-house
- Focused pipeline of products



Production and Distribution

FROM:

Diverse and Complex

TO:

Focused and Simplified

- Manage an outsourced production by 13 EMS' (of which ~4 key partners)
- In-house procure components
- "Forecast driven" supply chain

- Outsourced production and procurement with 3-4 EMS'
- Strategic component sourcing
- "Build to order" supply chain for Mobile Headsets



Sales and Marketing

FROM:

Diverse and Complex

TO:

Focused and Simplified

- >5 layers of marketing
- ~60 Mobile products with various margins
- ~700 Mobile customers of various sizes in ~50 countries
- CC&O sales in > 50 countries

- ~15 Mobile products with a managed "lowest margin"
- <100 large customers/channels, managed from ~20 countries
- CC&O sales in < 30 countries



Support Functions

FROM:
Diverse and Complex

TO:
Focused and Simplified

- Poor data/information structure and systems
- Time spent on data generation and fire fighting

- One global IT platform
- Simplified data and information structure



What We Have to Do

The hard facts:

- Up to 250 positions will be terminated (of which 70 effected already)
- Fully implemented by Q2 2009
- Total Operating Expenses (OPEX) savings of DKK 150 million

Goal:

- Mobile EBITA improving significantly to a run rate breakeven by the end of 2009
- Higher profitability in CC&O Headsets (from an unsatisfactory level)



GN Netcom Continues in the Mobile Headset Business

- GN Netcom was the first with Bluetooth headsets
- GN Netcom is the largest Bluetooth headset provider
- Short term:
 - Expensive to exit the mobile headset market
 - Convergence between Bluetooth headset technologies and Office headsets
 - Economies of scale
- Long term:
 - Bluetooth could develop into an attractive market through increased penetration and new consumer Bluetooth applications such as stereo
 - Costly to re-enter market



Q&A