

V svetu (se) igra / Playing all Over the World
Si.mobil 2004



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TRR: 02922-0050478116, identifikacijska številka za DDV: SI60595256,
matična številka: 1196332, številka registrskega vložka: 1/29430/00 Ljubljana,
osnovni kapital: 9.300.000.000 SIT

Uprava družbe: Zoran Thaler, predsednik uprave • Andreas Maierhofer, član uprave

Prokurist družbe: Milan Zaletel

Direktorji: Marko Lukšič, tehnični direktor

- Nataša Zakotnik Šmidovnik, direktorica Naročniškega sektorja
- Dejan Turk, direktor Marketinga in prodaje • Milan Zaletel, finančni direktor

Nadzorni svet: Boris Nemšič, predsednik

Člani: Erich Gnad • Hannes Ametsreiter • Stefano Colombo • Bojan Dremelj • Josef Vinatzer



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Transaction account: 02922-0050478116, Tax number: SI60595256,
Registration entry number: 1196332, Company identification number: 1/29430/00 Ljubljana,
Share capital: SIT 9,300,000,000

Management Board: Zoran Thaler, CEO • Andreas Maierhofer, COO

Procurator: Milan Zaletel

Directors: Marko Lukšič, Technical Director

- Nataša Zakotnik Šmidovnik, Customer Service Director
- Dejan Turk, Marketing and Sales Director • Milan Zaletel, Finance Director

Supervisory Board: Boris Nemšič, Chairman

Members: Erich Gnad • Hannes Ametsreiter • Stefano Colombo • Bojan Dremelj • Josef Vinatzer

Lastniki / Owners:

- Mobilkom Beteiligungsgesellschaft mbH - 75,00001%
- Istrabenz holdinška družba, d.d. - 8,24%
- Intereuropa Globalni logistični servis, d.d. - 5,48%
- Iskratel Telekomunikacijski sistemi, d.o.o. - 5,46%
- Medaljon upravljanje drugih družb d.d. - 2,35%
- Probanka d.d. - 2,35%
- Telemach družba za komunikacijske storitve, d.o.o. - 1,12%

Vodstvo Si.mobila / Si.mobil Management Team



Zoran Thaler, Andreas Maierhofer

Nagovor uprave

Po uvedbi nove blagovne znamke Si.mobil - Vodafone smo v letu 2004 pokazali njene atribute in njene vrednote v celoti predstavili trgu.

Z novo, jasno strategijo izrazite cenovne prednosti in visoke kakovosti smo maja trgu ponudili najbolj ugodne pogovore znotraj omrežja in v druga mobilna omrežja. Junija smo ponudili Vodafone live!, globalno storitev in izkušnjo, ki jo naši uporabniki lahko delijo z milijoni po svetu in Evropi. Tehnološkim trendom smo sledili s tehnologijo EDGE.

Vsi strateški premiki, ki so se zgodili po polletju, so odraz potrebe po spremembi in temeljiti zasnovi novega pristopa. Trg elektronskih komunikacij v Sloveniji je namreč tudi v letu 2004 veljal za enega izmed najslabše reguliranih v Evropi in tudi po vstopu v Evropsko unijo se stanje na področju zagotavljanja poštene konkurence še ni popravilo. V letnem poročilu je tudi Evropska komisija ugotovila, da na trgu ni zadostne konkurence, oziroma je podjetjem, ki delujejo v senci starega monopolista, težko rasti. Z jesenskimi volitvami in burnim dogajanjem v novembru in decembru se je pokazalo novo upanje, da se bodo stvari vendarle uredile in da bodo spremembe v političnem okolju pospešile izvajanje zakonodaje.

Nove strateške usmeritve Si.mobila v pretežno rezidenčni segment uporabnikov, cenovna prednost in kakovost so kljub zelo majhni rasti števila uporabnikov pripomogle k temu, da imamo kakovostno bazo uporabnikov. Povprečni prihodek na uporabnika (ARPU) se je v primerjavi z letom poprej zvišal za 1,2 % in znaša 3.586 SIT. Ne glede na to, da je število uporabnikov ob koncu leta naraslo le za 0,5 % in je znašalo 363.283, so finančni rezultati pokazali pozitiven trend rasti.

Z uvedbo Vodafone live!, ki smo ga v začetku junija ponudili skupaj z mobilkomom austria in VIPnetom, se je opazno povečala uporaba podatkovnih vsebin med našimi uporabniki. Število uporabnikov GPRS-a se je v primerjavi z letom poprej več kot podvojilo, narasla pa je tudi poraba multimedijjskih sporočil (MMS), in sicer za šestkrat.

Tako se je povečal tudi delež uporabe podatkovnih storitev, saj znaša 15,5 %, kar je za 1,3 odstotne točke več kot v letu poprej. Celotni prihodki Si.mobila so se v letu 2004 povečali za 9,7 % in so znašali 21 milijard SIT. V primerjavi z enakim obdobjem lani se je poslovni izid iz poslovanja pred amortizacijo (EBITDA) povečal za 59 % in je znašal 4,9 milijarde SIT. Poslovni izid iz poslovanja (EBIT) je prvič pozitiven in znaša 23,1 milijon SIT.

V letu 2004 je Si.mobil preoblikoval vizijo in poslanstvo podjetja z novo strategijo in novo paleto izdelkov in storitev, ki so preprosti za uporabo, ter v središče vseh aktivnosti postavil zadovoljstvo svojih uporabnikov. Naša vizija, bogatiti življenje z močjo mobilnih storitev brez meja, je uresničljiva v kontekstu skupine mobilkom austria in strateškega partnerstva z Vodafonom. Z domačim znanjem, domačo strokovno ekipo in podporo znanja, izkušenj ter preverjenih in kakovostnih proizvodov dosegamo še tako zahtevne uporabnike.

Trgu smo v začetku leta predstavili Vodafone Mobile Connect Card, globalni produkt, prilagojen potrebam slovenskih uporabnikov. Kartica z uporabniškim vmesnikom v slovenskem jeziku in enostavnimi rešitvami zagotavlja odlično uporabniško izkušnjo.

Novembra 2004 pa smo prvič predstavili podoben produkt, ki podpira tudi prenos podatkov preko tehnologije EDGE. Vodafone Mobile Connect Card, ki podpira EDGE, je rešitev, ki omogoča hitrosti do 236 kbit/s.

Si.mobilovo omrežje je še pridobilo na kakovosti in ob koncu leta smo 99,4 % slovenske populacije omogočali kakovosten signal in v celoti nadgrajeno omrežje GPRS. Tehnologija EDGE je bila ob koncu leta na voljo 40 % prebivalcem Slovenije, saj smo z njo nadgradili območje Ljubljane, Maribor z okolico, Celje, Velenje, Kranj, Novo mesto in Portorož.

Vlaganja v za to potrebno strojno in programsko opremo so stroškovno ugodna, saj EDGE deluje v obstoječem frekvenčnem spektru, omogoča nadgradnjo obstoječe omrežne infrastrukture in ne zahteva gradnje novih baznih postaj.

Načrti za leto 2005 so, da bi s tehnologijo EDGE nadgradili še več omrežja in tako skupno pokrili do 70 % prebivalstva.

Ostre razmere na trgu so nas prisilile, da smo znižali cene pogovorov ter trgu ponudili nov sklop preglednih in ugodnih tarif ter priljubljenih naprav. Našim naročnikom smo ponudili t. i. tarife Smart z ugodno ceno klicev znotraj omrežja za samo 5 SIT na minuto ter z Opcijo mobilni za 22 SIT v mobilno omrežje Mobitela in Debitela.

Našim obstoječim naročnikom smo omogočili, da migrirajo na nove tarife.

Za mlade uporabnike mobilne telefonije smo pripravili poseben paket Orto Smart. Naročniški paket, namenjen mladim od 15 do vključno 27 let, vključuje tarife Smart in 5 SIT za poslani SMS. S predstavitvijo Vodafone live!, izborom vsebin in ekskluzivnimi telefoni Vodafone live! ter paketom Orto Smart smo v drugi polovici leta dosegli prav našo ciljno skupino uporabnikov.

Leto 2004 je bilo leto dveh osnovnih usmeritev, vzpostavitve cenovne prednosti s tarifami Smart in nujenja globalnih produktov in storitev z Vodafone live!. Trg smo zaznamovali in postavili nove trende.

Naredili smo vse, da bi svoj položaj na trgu okrepili.

Za rast števila uporabnikov pa nista dovolj le prodaja novih paketov in cenovna politika, čeprav smo bili tudi tu v drugi polovici leta uspešni.

Potrebna je korenita sprememba miselnosti pristojnih, tako regulatorja kot varuha konkurence in pristojnega ministrstva.

Nenazadnje tudi glavnega konkurenta, ki uživa prevladujoči položaj na trgu in ima neugodno politiko vezave uporabnikov.

Delovanje v skupini mobilkom austria, največji skupini mobilnih operaterjev v Srednji Evropi, pa od nas zahteva ravno to, rast in odlično poslovanje. Leto 2005 bo za nas zelo pomembno. Ob podpori lastnikov ter nadaljnjem uvajanju novih storitev in produktov bomo posegli tudi na druge segmente uporabnikov mobilne telefonije. Ključnega pomena za nas bo pomladanska ponudba produktov in storitev za poslovne uporabnike. Pozitiven trend finančnih rezultatov je osnova za preboj, veliko pa pričakujemo tudi od spremenjenih pravil igre in uvajanja poštene konkurence, kjer mora svoje prispevati tudi država.

Uprava Si.mobila

Management Board Introduction

Following the introduction of the Simobil - Vodafone brand, we showcased its characteristics and values. With a new and clear strategy of price leadership and high quality, we offered the most competitive prices for calls within the network, as well as into other mobile networks.

In June we introduced Vodafone live!, a global service and a global experience that our users can share with millions of users in Europe and worldwide. We followed the technological trends with the introduction of EDGE.

All the summer strategic moves stemmed from a need for change and a thoroughly redesigned approach. The Slovene electronic communications market was still regarded as having one of the poorest regulations in Europe, and in spite of entering the European Union, the conditions of ensuring fair competition have not improved. Even the European Commission, in its yearly report, noted that there is not enough competition in the market, and that the companies working in incumbent's shade have difficulties growing. The autumn elections and the tumultuous November and December events brought some hope that changes in the political environment will help speeding up the execution of regulation.

Si.mobil's new strategic directions, mainly towards residential users, the price leadership and quality, have contributed to a high quality customer base, in spite of a very small rise in the number of new users. The average revenue per user (ARPU) grew by 1.2 % with regard to the previous year, and is now at SIT 3,586. Regardless of the fact that the number of new users rose by mere 0.5 % at the end of the year to 363,283, the financial results show positive growth trends.

The introduction of Vodafone live! in the beginning of June, together with mobilkom austria and VIPnet, brought a noticeable growth of data content usage. The number of GPRS users more than doubled since a year ago, while the use of multimedia messaging (MMS) grew six fold. With all those activities, data services usage grew, and is now at 15.5 %, which is 1.3 percentage points more than a year ago.

Si.mobil's total 2004 revenue grew by 9.7 % in 2004 to SIT 21 billion. Comparing with the year before, EBITDA grew by 59 % to SIT 4.9 billion. The EBIT level at SIT 23.1 million was positive for the first time.

In 2004 Si.mobil renewed the company's vision and mission. With the new strategy and a new product and service portfolio, both easy to use, we put user satisfaction into the centre of our activities. Our vision - to enrich people's lives with the power of borderless mobile services - can be realized in the context of the mobilkom austria group and the strategic partnership with Vodafone. With local knowledge, a professional local team and the support of knowledge, experience and verified quality products, we can reach even the most demanding users.

In the beginning of the year we introduced Vodafone Mobile Connect Card, a global product adapted to the needs of Slovene users. With a Slovene interface and simple solutions the card ensures an excellent user experience.

In November 2004 we first introduced a similar product with support for data transfer over EDGE technology.

This advanced solution of Vodafone Mobile Connect Card, enables speeds up to 236 kbit/s.

The quality of Si.mobil's network has been further improved, and by the end of the year 99.4 % of population had access to high quality signal and a fully upgraded GPRS network. By the end of the year 40 % of Slovene population had access to EDGE technology, as networks in Ljubljana, Maribor with surroundings, Celje, Velenje, Kranj, Novo mesto and Portorož were upgraded with this technology. Investments in this hardware and software are cost-effective, because EDGE operates in the existing frequency spectrum, enables existing network infrastructure upgrades, and does not require construction of new base stations. The plans for 2005 include upgrading an even larger portion of the network to EDGE technology, reaching up to 70% of the population.

Tough competition forced us to lower voice-call prices and offer a new range of clear and value-oriented price plans along with all the favourite devices. The new price plan, named Smart, offers a good value for calls within our network at a mere SIT 5 per minute and, together with the "Opcija Mobilni", at SIT 22 for calls to Mobitel and Debitel mobile networks. We gave our existing customers the option to migrate to the new price plan system.

We prepared a special price plan named Orto Smart aimed at young mobile telephony users. The price plan, available to young people from 15 up to 27 years, includes Smart prices and SMSs for SIT 5. With the introduction of Vodafone live!, a selection of content, the exclusive Vodafone live! phones and the Orto Smart plan we managed to reach our target user group in the second half of the year.

2004 has been a year of two primary directions, the establishment of price leadership with the Smart price plans and offering global product with Vodafone live!. We marked the market and set new trends. We did everything to strengthen our market position.

Yet a new price plan offering and a new price policy are not enough for growth of customer base, even though we were very successful in the second half of the year. A radical change in the way that authorities operate is needed; especially the regulating body and the guardian of competition, as well as the authoritative ministry. The largest competitor, using its dominating market position, was still using a very unpleasant customer binding strategy.

Operating in mobilkom austria group, the largest group of mobile operators in Central Europe, requires us to show growth and excellent business performance. 2005 will be an important year for us. With the support of owners and further introduction of new products and services, we will reach out to other segments of mobile telephony users. The spring offering of products and services to business users will be of vital importance. The positive trends of financial results are the basis for a breakthrough, and we have great expectations from the new rules of the game and the introduction of fair competition, where the government will have to do their part as well.

Si.mobil Management Board

Sodobimo medij igre

Z dinamično, svobodno, aktivno, nikoli končano, neprestano spreminjajočo se ter vsebinsko in oblikovno neomejeno igro Obvladaj svet! sooblikujemo novo kulturo, kulturo novomedijskih tehnologij.

Igra za vse in vsakogar ...

Z občutkom izbran igralni material in pozorno oblikovana pravila omogočajo vsestransko dostopnost in množičnost naše igre.

Medtem ko je kakovost naših storitev rasla, je prenova naročniških paketov prinesla spust cen in nas uveljavila kot cenovno najbolj prijaznega ponudnika mobilnih storitev. Vsi naročniški paketi so napredovali v tri pakete Smart in za mlade Orto Smart, ki uporabnikom prinašajo večjo preglednost in pestrost ter nižje cene. Znotraj omrežja lahko uporabniki Si.mobil - Vodafone kličejo najceneje (po 5 SIT/min), z Opcijo Mobilni pa tudi v drugo omrežje ceneje, kot če bi bili tam (po 22 SIT/min).

K temu prištejejo še možnost ustanavljanja skupine Partner Bonus, ki ponuja do 30 odstotkov nižjo mesečno naročnino. Nismo pa spregledali tudi uporabnikov predplačniškega sistema Halo, ki je prav tako napredoval v Halo Smart z nižjimi in preglednejšimi cenami pogovorov, naročniki pa lahko svoje Halo prijatelje razveselijo s cenejšimi paketi ob uporabi Halo Partner Bonusa. Tako smo za svoje uporabnike v preteklem letu skrbeli bolje kot kadarkoli doslej.

Improving the gaming media

With dynamic, free, active, never-ending, constantly changing and in many ways unlimited game Master the World!, we are helping to redefine the new culture, the culture of new media technologies.

Game for each and every one ...

Carefully chosen game material and attentively formed rules enable universal mass access to our game.

While the quality of our services continues to grow, we've renewed our price plans, resulting in a price-dive, positioning us as the most price-friendly mobile operator in the market. Our price plans moved forward to three Smart packages and Orto Smart for young people, bringing greater transparency and variety as well as lower prices. Si.mobil - Vodafone users can now make the cheapest calls within the network (5 SIT/min), and, with the "Opcija Mobilni", can call into other networks for less as if they were there (22 SIT/min). Add to this the option of creating Partner Bonus groups, offering up to 30 percent lower monthly fee. Naturally we did not overlook the users of the Halo prepaid system, now upgraded to Halo Smart, with its lower and more transparent call prices. Meanwhile, our subscribers can delight their Halo friends with cheaper prepaid packages using Halo Partner Bonus. This year we've taken better care of all of them than ever before.



... za manj in bolj drzne ...

Po poti vznemirljivih avantur naše igre

lahko stopate z našo pomočjo ali pa smelo korakate sami.

V lanskem letu so agenti v našem polno zasedenem klicnem centru prevzeli preko milijon klicev, pri čemer jim je novi informacijski sistem omogočil hiter dostop do vseh ključnih podatkov o uporabniku, saj nadgrajeni sistem odzivnika ponuja kopico ključnih informacij.

Poleg tega so agenti klicnega centra tudi sami klicali mnogo uporabnikov in jih povpraševali, kaj jim še lahko ponudimo in kaj si še želijo od svojega operaterja.

Priklicati so uspeli kar 76 odstotkov vseh uporabnikov Si.mobil - Vodafone ter jim predstaviti vse novosti v ponudbi.

Mnogi med klicanimi so se kmalu za tem oglasili na enem izmed 179 prodajnih mest, hitro podpisali novo pogodbo in odšli z novim mobilnim telefonom.

V kolikor jih je agentov klic zgolj zamamil, ne pa tudi popolnoma premamil, so lahko v katerem izmed sedmih Si.mobil - Vodafone centrov ali na katerem izmed 35 ekskluzivnih prodajnih mest Vodafone live! v živo preizkusili nove telefone in storitve. Dosti jih je bilo, ki se prepričljivi ponudbi niso mogli upreti in so se pogumno spustili v novo avanturo.

... for the less and more daring ...

**You can trod the road of our exciting adventure with our help,
or courageously stride by yourself.**

Our fully engaged call centre agents have answered over a million calls, while the new information system has enabled quick access to all users' key data, as the upgraded caller system displays vital user information as well. In 2004 our agents managed to contact 76 percent of all Si.mobil - Vodafone users, to spread the word on our new offers.

Many of those users soon turned up at one of Si.mobil - Vodafone's 179 shops and authorized dealers, simply signing a new contract, and leaving with a new mobile phone.

If the agent's call enticed, but did not seduce them, users could stop by one of seven Si.mobil - Vodafone centres, or at one of 35 Vodafone live! exclusive authorized dealers, where they could test the new phones and services. Many could not resist the tempting offer and boldly descended into the new adventure.





... za vsako priložnost ...

... za tihe večere v dnevni sobi, za hrupne zabave, za igrišče, za samoto narave ...

Dobro leto po vzpostavitvi partnerstva z največjim mobilnim operaterjem na svetu smo ponudili tudi njegovo najpopularnejšo izkušnjo - Vodafone live!. Znan je po kakovostnih globalnih vsebinah in seveda napolnjen tudi s slovenskimi vsebinami ter prirejen za domače uporabnike. Prvi so ga preizkusili ambasadorji Vodafone live!, med katere sodijo tudi naši zaposleni in nekateri znani Slovenci. Družita jih mladost in aktivno življenje in nihče od njih mobilnega telefona ne uporablja zgolj za telefoniranje, temveč tudi za to, da ugotovi, kje bo zvečer najbolj divja zabava, kdo koga osvaja, ali so Vividova dekleta res spodaj brez, kaj pravi horoskop, s kakšno prednostjo so zmagali naši in kakšna je smuka na Pohorju. Odgovore na vse to in še več ponuja portal Vodafone live!, ki smo ga pri Si.mobil - Vodafone junija predstavili skupaj s sestrskimi operaterji iz skupine mobilkom austria. Število dvanajst predstavlja popolnost in meni Vodafone live! ima dvanajst ikon, ki privedejo do vsake vsebine. Sistem lahko glede na pogostost uporabe vrstni red uporabniku prilagodi sam. Nove vsebine nadgrajujejo klasični portal WAP z večpredstavnostjo in vsebinami partnerjev, kot so RTV Slovenija, Časnik Finance, Delo revije, AMZS, FHM, Vivid ... Seveda pa je tudi najprimernejša dostopna točka za nakupovanje novih melodij zvonjenja, galerije MMS sličic, igrice Java™, vstopnic za kino, dostopa do novic, športnih rezultatov, vremenskih razmer, urnika dogajanja po vsej državi in tudi žgečkljivih vsebin za bolj pestre trenutke. Ob uporabi ekskluzivnih telefonov Vodafone live! zares edinstveno doživetje.

... for every occasion ...

... for quiet evenings in the living room, noisy parties, the playground, the solitude of nature ...

A year after establishing a partnership with the largest mobile operator in the world, we began offering Vodafone's most popular experience - Vodafone live!. Famous for its quality global content and naturally also packed with Slovene content, we adapted it for Slovene users. The first people to try out the new portal were Vodafone live! Ambassadors, who included our employees as well as some Slovene celebrities. Their common traits were youth and an active lifestyle. And, naturally, none of them uses their mobile only for making calls, but also to find out where the wildest party of the night is, who's dating who, if the Vivid Girls are really going bare under their dresses, what today's horoscope holds, how much our team won by, and what Pohorje's ski slopes are like today. All this and more can be found on the Vodafone live! portal, which we at Si.mobil - Vodafone introduced in June, simultaneously with our sister companies of the mobilkom austria group. The number twelve represents perfection and the ideal layout, and the Vodafone live! menu accordingly displays twelve icons, which lead to tons of access, and every piece of content. The system can automatically adjust the icons' order to users' frequency of visits. The new content enhances a classic WAP portal with multimedia and partner content. We are proud to count the national television RTV Slovenia, the business newspaper Finance, the magazine publishing powerhouse Delo revije, the traffic authority AMZS, FHM magazine, erotic publisher Vivid and others among our partners. Naturally, Vodafone live! is also the ideal portal to purchase new ring tones, MMS pictures, Java™ games, cinema tickets, to access the news, sports scores, weather updates, the daily event schedule for the whole country, as well as steamier content for those sizzling moments. With exclusive Vodafone live! handsets, it all combines to make a truly unique experience.



... za družbeno osveščanje ...

Ena bistvenih značilnosti naše igre je njena vpetost v družbeno in kulturno dogajanje; funkcioniira kot dejavnik družbenega in kulturnega življenja.

Pri Si.mobilu se trudimo biti čimbolj odgovorni do družbe, v kateri delujemo in katere del smo tudi sami.

Tako pogosto sodelujemo v humanitarnih akcijah, pri katerih omogočamo našim uporabnikom doniranje prek SMS sporočil in pomagamo humanitarnim organizacijam, kot so Materina dušica, SOS telefon za ženske in otroke in Zavetišče za zapuščene živali Gmajnice.

Družbeno odgovornost razumemo tudi kot skrb za bolj kakovostno življenje mladih, zato smo organizirali zimski "Žur z razlogom" na Dvornem trgu v Ljubljani, kjer so nastopili nekateri vodilni domači DJ-i, donacijo pa smo namenili ustanovi Mali vitez za pomoč mladim, ozdravljenim raka.

Tudi našim uporabnikom smo omogočili, da prispevajo z SMS donacijo.

Mladim smo želeli pomagati pri življenjski usmeritvi kot generalni sponzor Festivala Dnevi radovednosti - Kako postati, ki jih seznanja s podrobnostmi o poklicih, za katere se zanimajo. Mladim smo se pridružili tudi kot sponzor dveh največjih dogodkov elektronske glasbe v Sloveniji - Meetme in Sindustry, kjer smo bili prisotni z Vodafone live!.

Prav izkušnja Vodafone live! je bila tudi portal v dogajanje na svetovni turneji Recycled Loops. Za tem imenom stojita največja slovenska avtorja elektronske glasbe DJ Umek in DJ Valentino Kanzyani, tudi sama ambasadorja Vodafone live!, - ki sta sproti objavljala vtise z nastopov po vsem svetu. In nenazadnje, mladim do 27. leta smo ponudili naročniški paket z največ dodanimi vrednostmi - Orto Smart (poleg "Smart" cen klicev ponuja Orto Smart še SMS-e po 5 tolarjev).

... za bolj tekmovalne ...

Naša igra omogoča zadovoljiti tudi slo po zmagi, časti, ugledu in slavi.

Nogomet, najpomembnejša postranska stvar na svetu, je v Sloveniji prevzel ime Liga Si.mobil - Vodafone. Si.mobil je že šesto leto njen generalni sponzor, kar zagotavlja klubskemu dogajanju temeljno podporo in možnost nadaljnega razvoja. To pričakujejo tudi gledalci.

Naše ime je prevzela tudi serija tekem za državni pokal v vse bolj priljubljenem deskanju na snegu, sedaj znana kot Si.mobil - Vodafone Snowboard Tour Slovenija. Ob naši pomoči so že tako atraktivne tekme postale način druženja, izvor zabave in dodatnih atrakcij. Poleg tega smo bili tudi sponzorji spletne igre F1. Seveda pa je ena najpomembnejših stvari pri športu inspiracija, iskanje in vključevanje mladih talentov, zato smo pri Si.mobilu ponudili podporo tudi Slovenski univerzitetni športni zvezi, ki organizira udeležbo naših vrhunskih študentskih športnikov na univerzijadah in aktivno sodeluje pri dvigu priljubljenosti in kakovosti športa med študenti.

... for social consciousness ...

One of the crucial elements of our game is the crucial position in social and cultural events; it functions as a factor of social and cultural life.

We at Si.mobil endeavour to act as a responsible corporate citizen and to fulfil our responsibilities to the society where we operate, and of which we are part. We often participate in humanitarian drives, where we enable our users to make donations via SMS messages.

We have assisted humanitarian organizations such as Materina Dušica, SOS Telephone for Women and Children, and the Asylum for Abandoned Animals of Gmajnica. We also understand our responsibility in helping to provide a higher quality of life for youth, which is why we organized this winter's "Party with a Reason" in Ljubljana's Dvorni trg square, where several leading local DJs performed. The proceeds were donated to the Mali Vitez Foundation, which aims to help youth who have survived cancer.

Also our users were enabled to donate to the Foundation, via SMS donation.

Additionally, we wanted to help young people in making their career decisions, so we served as the general sponsor for the festival "Dnevi radovednosti - kako postati", where young people were able to learn more about the professions in which they are interested.

We joined young people as the sponsor of two of the largest electronic music events in Slovenia - Meet.me and Sindustry - where we were presenting Vodafone live!. In addition, the Vodafone live! experience was the gateway to events for the Recycled Loops world tour. Recycled Loops features Slovenia's renowned electronic musicians DJ Umek and DJ Valentino Kanzyani, who also served as Vodafone live! Ambassadors and posted their impressions from the world tour on Vodafone live!. Last but not least, we offered young people aged 27 and below the option to choose the price plan with the highest added value - Orto Smart (along with the "Smart" call prices, Orto Smart also offers 5 SIT per SMS).

... for the competitive ...

Our game also enables gratification of the quench for victory, for honour, for respect, and for fame.

Football, that most popular sport, has taken the name "Si.mobil - Vodafone League" in Slovenia. Si.mobil has been the general sponsor for the sixth year, and has ensured strong support to league clubs, and provided the opportunity for further development. And the fans expect nothing less. The series of races for the national cup in snowboarding now also bears our name, and this more and more popular sport now features the Si.mobil - Vodafone Snowboard Tour of Slovenia. Through our support these already attractive competitions have become enjoyable social events as well as a source of parties and additional attractions. F1 races are among the fastest spectacles in the world and Si.mobil is the sponsor of the F1 web game. Naturally, one of the most important thing about sports is the inspiration, search for, and inclusion of talented young people, which is why at Si.mobil we have offered our support to the University Sports Association of Slovenia, which manages participation of our top university student athletes at the World University Games, and actively serves to arouse popularity and raise the quality of sport among students.

... za ljubitelje ostrine hitrosti ...

edge1 [edž] samostalnik: rob, greben; meja; ostrina; moč; pridevnik, pogovorno: prednost, privilegij

Naše omrežje sodi med najbolj zanesljive, v letu 2004 pa smo tudi povsem zakorakali v tretjo generacijo mobilne telefonije z nadgradnjo omrežja s tehnologijo EDGE.

Med prvimi na svetu smo pričeli ponujati hitrejši prenos podatkov preko tehnologije EDGE, ki je bil ob koncu leta na voljo v vseh večjih mestih, kar predstavlja približno 40 odstotkov prebivalstva.

Hkrati s to nadgradnjo smo postavili tudi 37 novih baznih postaj in nadgradili celotno omrežje z GPRS kodnima shemama CS3 in CS4, ki omogočata 60 odstotkov (do 80 kb/s) hitrejši prenos podatkov po vsej državi.

EDGE pa prinaša še nadaljnjih 236 kb/s. Vsekakor je izjemno pomemben vidik tehnologije EDGE tudi samo zavarovanje investicije, saj gre za nadgradnjo obstoječega omrežja,

ki ne zahteva izgradnje novih baznih postaj in pridobitev koncesij.

In to med drugim pomeni, da bodo naši uporabniki opazili zgolj večje hitrosti prenosa podatkov, ne pa tudi višjih računov. V prvi polovici leta 2005 bo ostrina hitrosti EDGE dostopna že 70-im odstotkom prebivalcev Slovenije v vseh velikih mestih in kongresnih centrih.

... for the speed enthusiasts ...

edge /edž/ noun: border, brink or threshold; sharp side. 2 sharpness or vigour; advantage.

Our network is cutting-edge in reliability, and in 2004 we marched fully into the ranks of the third-generation mobile technology by upgrading our network with EDGE technology.

We were among the first in the world to offer higher speed data transfers through EDGE, which, by the end of the year, we made available in all major towns, reaching approximately 40 percent of the population.

Additionally, we built 37 new base stations and upgraded the whole network to GPRS code schemes CS3 and CS4, which enable 60 percent (up to 80 kb/s) faster data transfer throughout the entire country.

EDGE brings even higher transfer rates (up to 236 kb/s). Investment protection is certainly a crucial advantage of EDGE technology, as it upgrades the existing network without requiring the construction of new base stations or granting of licences. This means that our users will notice higher data speeds, and not higher bills.

In the first half of 2005, EDGE's speeds sharpness will be available to 70 percent of Slovene population, in all major towns and congress centres.

In the first half of 2005, EDGE's speeds sharpness will be available to 70 percent of Slovene population, in all major towns and congress centres.





... za dinamične in neučakane ...

Z bistro uporabo premišljeno in dovršeno izdelanih dodatnih igralnih rekvizitov naša igra prerašča osnovne dimenzije in postaja igra brez meja.

Vodafone Mobile Connect Card predstavlja GPRS modem za prenosnike in veliko več. S preprostim in prijaznim uporabniškim vmesnikom se uporabnik v nekaj sekundah poveže v internet in ima neposreden dostop do programov za brskanje po spletu, prebiranje elektronske pošte in takojšnje sporočanje. Poslovni uporabniki imajo tudi možnost neposredne povezave v intranet svojega poslovnega omrežja. Prav ti dve lastnosti že večkrat nagrajeno Vodafone Mobile Connect Card postavljata daleč pred konkurenčne izdelke. Z njim smo uporabniku poleg hitrega dostopa od vsepovsod omogočili tudi odlično podporo in pregled nad porabo. Vodafone Mobile Connect Card je že pripravljena za delo z GPRS kodnimi shemami CS3 in CS4, tako da omogoča višje hitrosti prenosa kot običajni modem. Kmalu bo na trg prišla tudi njena naslednica Vodafone Mobile Connect Card, ki podpira EDGE. Priljubljeno storitev Vodafone Eurocall, ki ponuja preglednejše in nižje cene za klice med gostovanji v tujini, smo v letu 2004 nadgradili. Povečali smo število zlatih operaterjev, pri katerih lahko naši uporabniki kličejo ceneje, po še nižjih cenah pa lahko sedaj kličejo iz vseh sosednjih držav. Hkrati smo Eurocall nadgradili s ponudbo poenoteni in nižjih cen za prenos podatkov med gostovanjem, kar je še posebej uporabno za lastnike Vodafone Mobile Connect Card, najbolj pa smo razveselili navdušence nad večpredstavnostnimi sporočili MMS, saj jih lahko iz tujine pošiljajo po isti ceni kot doma. Naša ponudba gostovanj sodi med najugodnejše, vendar jo nameravamo izpopolnjevati še naprej; v začetku leta 2005 že s cenikom mednarodnega gostovanja Vodafone World.

... for the dynamic and restless ...

With clever use of well-defined and produced gaming accessories, our game is outgrowing its basic dimensions, becoming a true game without frontiers.

Vodafone Mobile Connect Card is a GPRS modem for notebook computers and much more. With its simple, intuitive and user-friendly interface, users can connect to the Internet in a few seconds and have direct access to an internet browser, e-mail client and instant messenger. Business users may additionally connect directly to their company intranet. These two features put the award-winning Vodafone Mobile Connect Card significantly ahead of competitors' products. With this, we have managed to give our users not only fast and convenient access to the Internet from any location, but also excellent support and usage overview. Vodafone Mobile Connect Card already supports the GPRS code schemes CS3 and CS4, which gives it a higher transfer rate than a regular modem, and thus makes it a viable phone line replacement for many mobile young people. On top of that, we are already preparing the launch of its successor, the Vodafone EDGE supported Mobile Connect Card. The popular Vodafone Eurocall service, which offers the clearest and lowest priced calls while roaming abroad, was upgraded in 2004. We increased the number of Golden Operators, with whom our users can make cheaper calls when roaming; meanwhile users can make even cheaper calls when calling from all neighbouring countries. At the same time, we have upgraded Vodafone Eurocall with transparent and lower roaming data prices, which is especially advantageous to Vodafone Mobile Connect Card users. Among the most pleased were the MMS enthusiasts, who can now send them from abroad for the same price as at home. Our roaming offer is one of best, and we intend to keep improving it - in the beginning of 2005, with the launch of Vodafone World roaming tariffs.



... za preudarne in odgovorne ...

Igra Obvladaj svet! je zasnovana na znanju ter resnem in odgovornem odnosu do sveta.

Samo na ta način lahko izpolnjuje svoje bistvo - da zabava, kratkočasi, sprošča, krepi, osrečuje, vzgaja, uči in povezuje.

Mladi Si.mobilov kolektiv s povprečno starostjo 30 let se dobro zaveda pomena znanja in nenehnega izobraževanja. Naši zaposleni so v letu 2004 opravili kar 650 izobraževalnih dni, medtem ko se jih skoraj 10 odstotkov izobražuje ob delu.

Vse večja uporaba mobilne telefonije pri mnogih še zmeraj vzbuja nelagodne občutke, predvsem zaradi strahu pred povečanjem sevanja in morebitnimi negativnimi posledicami na okolje in zdravje.

Zato smo se pri Si.mobilu odločili za sodelovanje z nekaterimi državnimi ustanovami, drugimi telekomunikacijskimi družbami in RTV Slovenija pri ustanovitvi Foruma EMS.

Namen te ustanove je zbiranje informacij o domačih ter mednarodnih raziskavah s področja elektromagnetnih sevanj in obveščanje javnosti, vladnih inštitutov, nevladnih organizacij in medijev o njihovih izsledkih.

Hkrati smo pri Si.mobilu podpisali Kodeks dobre prakse o umeščanju virov elektromagnetnih sevanj v prostor, katerega cilj je vzpostavitev dobrega partnerstva z lokalnimi skupnostmi, v katere postavljamo bazne postaje in drugo opremo.

... for the prudent and responsible

Master the World! game is based on knowledge and a serious and responsible relation to the world.

This is the only way it can fulfil its purpose - to entertain, amuse, relax, strengthen, make happy, educate, teach and connect.

At Si.mobil we are especially well aware of the importance of young people, and our average employee age is a mere 30 years.

Since we are also aware of the importance of education, our employees conducted 650 days of training in 2004, and almost 10 percent of our employees are currently attending university part-time.

The increasing usage of mobile telephony still arouses uneasiness among some people, primarily due to fears about increasing radiation, and possible negative effects on the environment and health.

That is why we at Si.mobil have decided to establish the EMS Forum, in cooperation with certain government institutions, other telecommunication companies, and national television - RTV Slovenia. The aim of the EMS forum is to gather data on domestic and international research concerning electromagnetic radiation, and to inform the public, government institutions, non-governmental organizations, and media of their findings.

At the same time we have signed a code of good practice in the placement of sources of electromagnetic radiation.

This code aims to establish good partnerships with local communities where base stations and other equipment are placed into the environment.





Dr. Boris Nemšič

Nagovor predsednika nadzornega sveta

Po letih dobrih finančnih izkazov, a rahli stagnaciji rasti uporabniške baze, je Si.mobil v letu 2004 ubral pot popolne transformacije. Dobro pripravljena prenova strateških usmeritev je, skupaj z izjemno argumentacijo, močnim vodstvom ter ekipo lokalnih direktorjev, omogočila Si.mobilu doseči cenovno prednost v Sloveniji. Na trgu, kot je slovenski, zgolj hrabra poteza prilagoditve cen ni dovolj.

Si.mobil je bil uspešen tudi v sledenju tehnološkim trendom ter je predstavil EDGE in modro izbrane produkte ter storitve.

Pri vsem smo se potrudili prilagoditi trgu in lokalnim uporabnikom. Lokalni pristop, ki je splošno privzeta praksa v skupini mobilkom austria, omogoča našim podjetjem oviti svojo ponudbo v zahteve lokalnega trga ter hkrati izkoristiti globalni aspekt mobilnih komunikacij, ki ga omogoča strateško partnerstvo z Vodafonom.

Ta konkretni trg je zahteven tako v smislu uporabnika kakor tudi v smislu regulative. Energija, ki smo jo vložili v spremembo načina mišljenja, nam daje močno upanje, da v letu 2005 ne bodo zgolj uporabniki, temveč tudi celotno politično okolje začutili resnično in pošteno konkurenco na trgu elektronskih komunikacij.

Si.mobil je zelo pomemben člen skupine mobilkom austria in postaja vse pomembnejši most za nadaljnjo rast skupine.

Dr. Boris Nemšič, predsednik Nadzornega sveta

Chairman of the Supervisory Board Speech

After years of good financial performance but some stagnation in customer base growth,

Si.mobil took the path of complete transformation in the year 2004. The well prepared renewal of strategic directions, along with excellent argumentation and a strong management team, in combination with a local team of directors, enabled Si.mobil to successfully and with the support of its owners, become the first and only price leader in Slovenia.

On a market like Slovenian, the daring move of price adjustment is not enough. Si.mobil was successful in following technological trends, introducing EDGE and smartly chosen products and services. Everything was done to fit the market and local users.

The local approach, a commonly established practice in mobilkom austria group, enables our operational companies to wrap their offer with the demands of the local markets, but not ignoring the global aspect of mobile communication, which is covered by the strategic partnership of the group with Vodafone.

This particular market is also demanding in the sense of the user, as well as in the political sense.

The energy, which was put into the change of the mindset, gives us strong belief that in 2005 not only the users, but also the political environment will finally feel the true and fair competition of the electronic communication market. Si.mobil is a very important part of the mobilkom austria group and is becoming more and more important bridge for further expansion of the group.

Dr. Boris Nemšič, Chairman of the Supervisory Board

Poslovni rezultati Si.mobila - izbrani kazalniki

Business results of Si.mobil - selected indicators

	2004	2003	2002
Prihodki (v mio SIT) / Revenues (in mio SIT)	20,989.3	19,128.3	17,888.9
EBITDA (v / in mio SIT)	4,873.0	3,058.8	429.1
EBIT (v / in mio SIT)	23.1	-837.2	-2,776.5
Število uporabnikov / Number of Users	363,283	361,466	350,022
Tržni delež (GSM) / Market Share (GSM)	23.3 %	23.6 %	23.9 %
Čisti poslovni izid (v mio SIT) / Net Income (in mio SIT)	-1,224.7	-5,215.3	-7,248.9
Penetracija / Penetration	79.1 %	76.5 %	74.7 %
ARPU (v / in SIT)	3,586	3,543	3,502

Finančni podatki za leto 2004

Si.mobil d.d. je v večinski lasti družbe mobilkom austria AG, ki je hčerinsko podjetje Telekoma Austria AG. Telekom Austria AG kotira na newyorški borzi (NYSE) in pripravlja konsolidirane računovodske izkaze v skladu z ameriškimi računovodskimi standardi (US GAAP). Za namene konsolidacije računovodskih izkazov na ravni Telekoma Austria AG pripravlja **Si.mobil** finančne podatke v skladu z internimi računovodskimi navodili in usmeritvami skupine. Ta navodila in usmeritve je **Si.mobil** izbral tudi za svoj poslovni informacijski sistem in za namene načrtovanja in predračunavanja.

V nadaljevanju so predstavljeni računovodski podatki iz našega internega poročevalskega paketa za leto 2004, ki jih je revidirala revizijska hiša KPMG Slovenija.

Si.mobil v skladu z zakonskimi določbami pripravlja tudi računovodske izkaze v skladu s Slovenskimi računovodskimi standardi. Tudi te je revidirala družba KPMG Slovenija in izdala revizijsko mnenje brez pridržka.

Navkljub tržnim razmeram, ki tudi v letu 2004 niso bile naklonjene razvoju konkurence na slovenskem trgu mobilnih komunikacij, je **Si.mobil** v poslovnem letu 2004 izboljšal svoje poslovne rezultate. Prihodki so se v primerjavi z letom 2003 povečali za 9,7 % na 20,9 mrd SIT in odražajo spremenjeno strategijo **Si.mobila** in naše mednarodne povezave. Tako so se povečali prihodki od gostovanj tujih uporabnikov v omrežju **Si.mobila** (+19 %), prihodki iz naslova medomrežnih povezovanj (+13 %) in prihodki iz prodaje storitev in blaga uporabnikom (+8 %). Ob tem smo posebno pozornost namenili tudi upravljanju stroškov in kombinacija teh aktivnosti nam je pomagala, da smo poslovni izid iz poslovanja pred amortizacijo (EBITDA) v primerjavi z letom 2003 povečali za 59 % na 4,9 mrd SIT. Prvič v svojem poslovanju je **Si.mobil** dosegel pozitiven poslovni izid iz poslovanja (EBIT) v višini 23 mio SIT, kar predstavlja pomemben mejnik v našem poslovanju. Čista izguba je znašala 1,2 mrd SIT.

Si.mobil je v poslovnem letu 2004 ohranil nivo naročnikov iz 2003 (363 tisoč), rahlo povečal število minut pogovorov, opravljenih v **Si.mobil** omrežju, povečal število poslanih kratkih sporočil ter izrazito povečal število poslanih multimedijskih sporočil (MMS) in podatkovni promet (GPRS).

Si.mobil je tudi v letu 2004 nadaljeval z načrtom vlaganj, saj je za naložbe skupno porabil 3,6 mrd SIT. Investicije smo usmerili predvsem v optimizacijo omrežja, razširitev naše prisotnosti na trgu, kakovost omrežja in uvedbo novih storitev. V letu 2004 je **Si.mobil** nadaljeval z izvajanjem strategije 3G in je omrežje še naprej nadgrajeval s tehnologijo EDGE. Ob koncu leta je s tehnologijo EDGE zagotovil 40-odstotno pokritost prebivalstva.

V letu 2004 je **Si.mobil** zmanjšal potrebo po zunanjem financiranju, zato so nova posojila lastnika **Si.mobilu** znašala 8 milijonov evrov.

Financial Information for the year 2004

Si.mobil is a majority owned subsidiary of mobilkom austria AG, which is a subsidiary of Telekom Austria AG. Telekom Austria AG is listed on the New York Stock Exchange (NYSE) and prepares its consolidated financial statements in accordance with Generally Accepted Accounting Principles in the United States (US GAAP). As a result, **Si.mobil** prepares financial information for group consolidation purpose in accordance with the accounting instructions and guidelines, internal to the group, which ultimately allow Telekom Austria AG to prepare its US GAAP consolidated financial statements. These instructions and guidelines are also used in our management information system and for the purpose of planning and forecasting.

The financial information on the following pages is an extract from our internal reporting package for 2004, which has been audited by KPMG Slovenija.

To comply with local requirements, **Si.mobil** prepares statutory financial statements in accordance with the Slovene Accounting Standards. The financial statements for 2004 were audited by KPMG Slovenija, and an unqualified audit opinion was issued.

In spite of market conditions remaining unfavourable to competition development in the Slovene mobile communication market, **Si.mobil** improved its financial results in 2004. Compared to 2003, the income rose by 9.7 % to SIT 20.9 billion, reflecting **Si.mobil's** new strategy and our international partnerships. Income from visitor roaming increased by 19 %, the income from interconnection by 13 %, and income from the sale of products and services by 8 %. We also paid special attention to costs management. With the combination of these activities, we managed to increase EBITDA to SIT 4.9 billion or by 59 %, compared to 2003. For the first time from the beginning of our operations, **Si.mobil** achieved a positive EBIT of SIT 23 million, which is an important milestone in our business. Net loss amounted to SIT 1.2 billion.

In the fiscal year 2004, **Si.mobil** managed to retain the number of subscribers (363k), slightly increased the number of minutes of voice calls in its network, increased the number of sent text messages (SMS), and significantly increased the number of sent multimedia messages (MMS), as well as data traffic (GPRS).

In 2004 **Si.mobil** continued executing the investment plan, spending SIT 3.6 billion for CAPEX. Investments were focused mainly on network optimization, expanding market presence, network quality and new service rollout. **Si.mobil** also continued pursuing the 3G strategy, expanding EDGE coverage to 40 % of the population.

In 2004 **Si.mobil** decreased the need for external financing, hence the new shareholder loans amounted to € 8 million.

Bilanca stanja na dan 31. 12. 2004 in 2003

Balance Sheet as of 31 December 2004 and 2003

v '000 SIT / in '000 SIT	31/12/2004	31/12/2003
GIBLJIVA SREDSTVA / CURRENT ASSETS		
Denarna sredstva in kratkoročne finančne naložbe / Cash and cash equivalents	1,714,825	780,944
Kratkoročne terjatve do kupcev / Accounts receivable net of allowance	2,575,812	2,800,170
Kratkoročne terjatve do kupcev v skupini / Due from related parties	174,722	221,066
Zaloge / Inventory	1,086,976	820,996
Aktivne časovne razmejitev / Prepaid expenses	1,267,172	1,102,334
Ostale kratkoročne terjatve iz poslovanja / Other current assets	391,492	554,125
Skupaj gibljiva sredstva / Total current assets	7,210,999	6,279,635
STALNA SREDSTVA / LONG-TERM ASSETS		
Neopredmetena dolgoročna sredstva / Other intangible assets	3,907,869	4,227,539
Opredmetena osnovna sredstva / Property, plant and equipment	19,281,808	20,067,315
Ostala dolgoročna sredstva / Other assets	180,279	220,926
Dolgoročno odložene terjatve za davek / Long-term deferred tax assets	632,695.00	984,236
Skupaj stalna sredstva / Total long-term assets	24,002,651	25,500,016
SKUPAJ SREDSTVA / TOTAL ASSETS	31,213,650	31,779,651

KRATKOROČNE OBVEZNOSTI / CURRENT LIABILITIES

Kratkoročne obveznosti iz financiranja / Short-term debt and current maturities of long-term debt	3,409,636	2,481,867
Kratkoročne obveznosti do dobaviteljev / Accounts payable	4,191,701	5,291,110
Kratkoročno vnaprej vračunani stroški / Accrued liabilities	508,961	404,274
Kratkoročne obveznosti do dobaviteljev v skupini / Due to related parties	6,697	22,193
Ostale kratkoročne obveznosti iz poslovanja / Other current liabilities	253,279	236,211
Kratkoročno odloženi prihodki / Deferred income	485,007	380,952
Kratkoročno odložene obveznosti za davek / Short-term deferred tax liability	23,923	73,013
Skupaj kratkoročne obveznosti / Total current liabilities	8,879,204	8,889,620

DOLGOROČNE OBVEZNOSTI / LONG TERM LIABILITIES

Dolgoročne obveznosti iz financiranja / Long-term debt	18,850,546	18,439,227
Dolgoročne obveznosti iz finančnega najema / Long-term lease obligations	0	6,011
Dolgoročne obveznosti do zaposlenih / Employee benefit obligations	22,601	20,651
Druge dolgoročne obveznosti / Other long-term liabilities	460,943	54,290
Skupaj dolgoročne obveznosti / Total long-term liabilities	19,334,090	18,520,179

KAPITAL / SHAREHOLDERS' EQUITY

Osnovni kapital / Common stock	9,300,000	9,300,000
Kapitalske rezerve / Additional capital	21,259,000	21,245,747
Prenesena izguba iz preteklih let / Retained earnings	-27,207,614	-25,982,887
Popravek kapitala / Other comprehensive income	-351,030	-193,008
Skupaj kapital / Total shareholders' equity	3,000,356	4,369,852
SKUPAJ OBVEZNOSTI IN KAPITAL / TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	31,213,650	31,779,651

Izkaz poslovnega izida za leto 2004 in 2003

Income Statement for the years 2004 and 2003

v '000 SIT / in '000 SIT	31/12/2004	31/12/2003
Prihodki iz poslovanja / Operating revenues	16,719,883	15,347,167
Prihodki iz naslova medomrežnih povezav / Interconnection revenues	4,269,403	3,781,128
Skupaj prihodki iz poslovanja / Revenues	20,989,286	19,128,295
Stroški blaga in materiala / Material expenses	-3,334,039	-2,907,069
Stroški dela / Employee costs	-1,949,669	-2,133,525
Stroški iz naslova medomrežnih povezav / Interconnection costs	-2,848,255	-2,596,993
Stroški drugih storitev / Other operating expenses	-7,984,345	-8,431,915
Rezultat iz poslovanja pred amortizacijo, obrestmi in davki / Operating result (EBITDA)	4,872,978	3,058,793
Amortizacija opredmetenih osnovnih sredstev / Depreciation	-4,341,480	-3,417,624
Amortizacija neopredmetenih dolgoročnih sredstev / Amortization	-508,446	-478,343
Rezultat iz poslovanja pred obrestmi in davki / Net operating result	23,052	-837,174
Ostali prihodki in odhodki / Other income - net	-133,204	-685,406
Prihodki iz obresti in drugi prihodki financiranja / Interest income	299,333	162,543
Odhodki iz obresti in drugi odhodki financiranja / Interest expense	-1,058,783	-2,053,927
Rezultat pred obdavčitvijo / Net result before taxes	-869,602	-3,413,964
Odloženi davek iz dobička / Deferred income tax	-355,125	-1,795,252
Čisti dobiček ali izguba pred izrednimi postavkami / Income before extraordinary items	-1,224,727	-5,209,216
Učinek spremembe računovodskih načel / Effect of change in accounting principles	0	-6,127
Čisti dobiček ali izguba / Net income	-1,224,727	-5,215,343
Sprememba popravka kapitala / Other comprehensive income	-158,022	-255,326
Čisti dobiček ali izguba po spremembi popravka kapitala / Comprehensive income	-1,382,749	-5,470,669

Izkaz finančnega izida za leto 2004 in 2003

Cash Flow Statement for the years 2004 and 2003

v '000 SIT / in '000 SIT	31/12/2004	31/12/2003
Finančni tok iz poslovanja / Cash flow from operations	4,162,180	-2,062,012
Čisti dobiček ali izguba / Net income	-1,224,727	-5,215,343
Amortizacija / Depreciation and amortization	4,849,926	3,895,966
Dobiček ali izguba pri prodaji opreme / Result from sale of equipment	-24,531	156
Spremembe pri dolgoročnih rezervacijah / Change in long-term provisions	1,950	-59,460
Spremembe obveznosti iz poslovanja in PČR / Change in operating liabilities and accruals	161,272	-4,390,057
Spremembe terjatev iz poslovanja in AČR / Change in operating receivables and deferrals	309,145	914,590
Spremembe vrednosti zalog / Change in inventory	-265,980	996,884
Spremembe odloženih davkov / Change in deferred taxes	355,125	1,795,252
Finančni tok iz investiranja / Cash flow from investing activities	-3,407,789	-3,826,007
Naložbe v opredm. osnovna sredstva in neopredm. dolgoročna sredstva / Capital expenditures	-3,565,084	-3,936,403
Pritoki iz prodaje osnovnih sredstev / Proceeds from sale of equipment	157,295	44,952
Dolgoročne finančne naložbe / Purchase of investments - long-term	0	65,444
Finančni tok iz financiranja / Cash flow from financing activities	179,490	6,383,313
Odplačilo glavnice obveznic / Principal payment on bonds	0	-227,869
Pritoki iz povečanja dolgoročnih obveznosti iz financiranja / Proceeds from issuance of long-term debt	1,918,005	6,390,532
Sprememba kratkoročnih obveznosti iz financiranja / Change in bank overdrafts and short-term debt	0	1,925,808
Odplačilo glavnice dolgoročnega dolga / Principal payments on long-term debt	-1,738,515	-1,705,158
Finančni izid / Net change in cash and cash equivalents	933,881	495,294
Začetno stanje denarnih sredstev / Cash and cash equivalents at beginning of period	780,944	285,650
Končno stanje denarnih sredstev / Cash and cash equivalents at end of period	1,714,825	780,944

