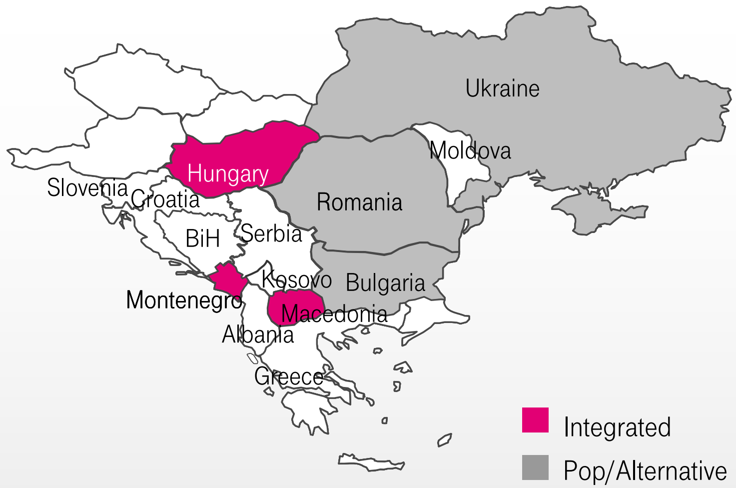
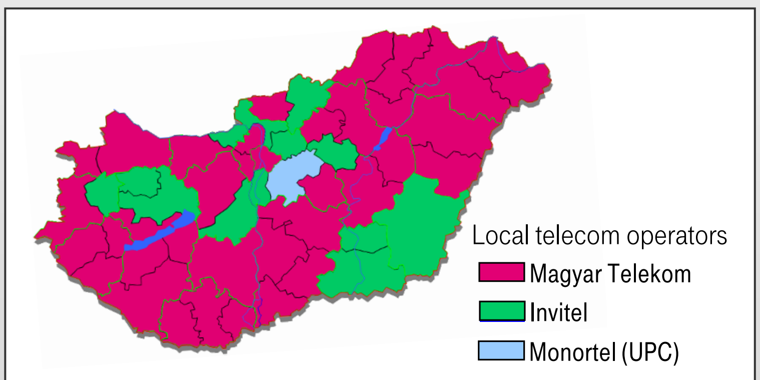
Presentation
Magyar Telekom First Quarter 2010 results

Economic difficulties continue to exert downward pressures

Overview – Magyar Telekom Group at a glance

International presence





Integrated operations in Hungary, Macedonia and Montenegro

- leading telecommunications service provider in all three countries
- leading SI/IT service provider in Hungary

EUR 2.5bn market capitalization

Stock exchange listings

- listed on NYSE and Budapest Stock Exchange
- traded in London

Majority owned by Deutsche Telekom (59.2%)

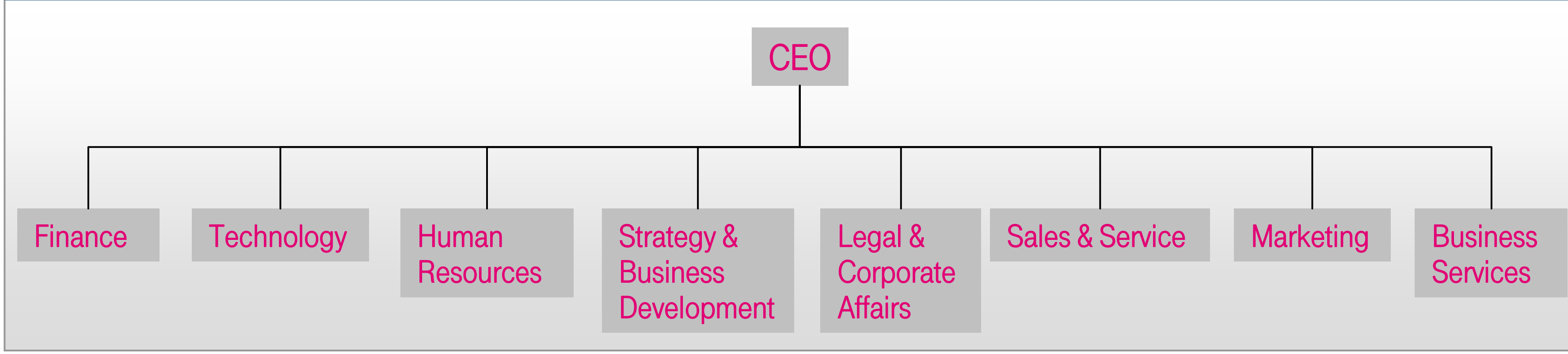
Strategy

One Company

- 3Screen Company
- ICT leadership
- Service innovation
- Regional presence

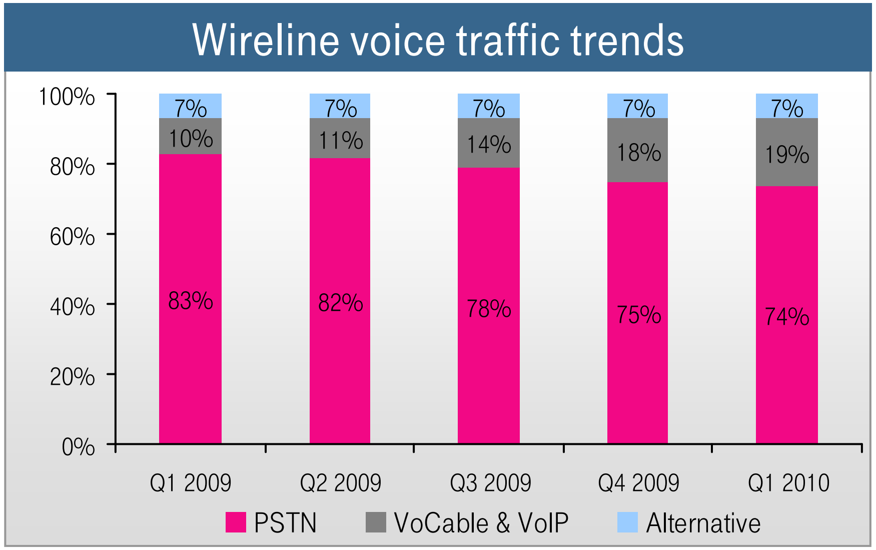
Change in organizational structure

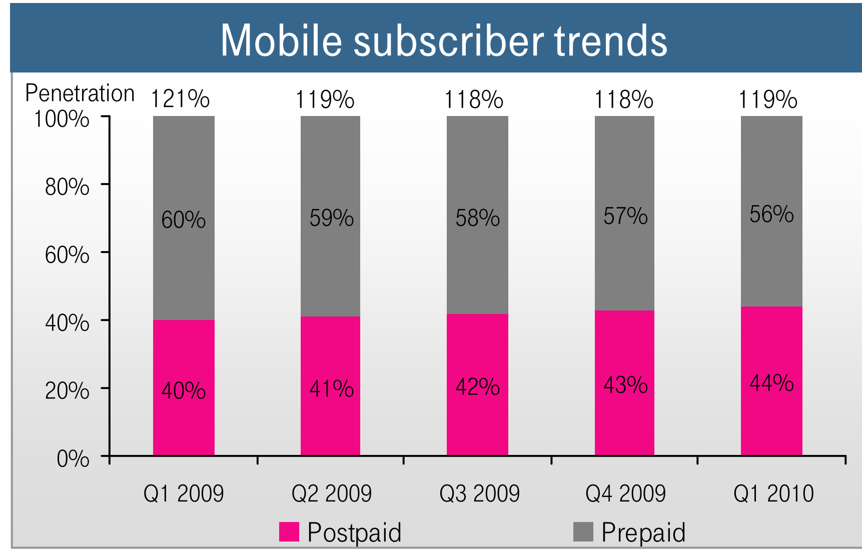
New organizational structure – effective from July 1, 2010

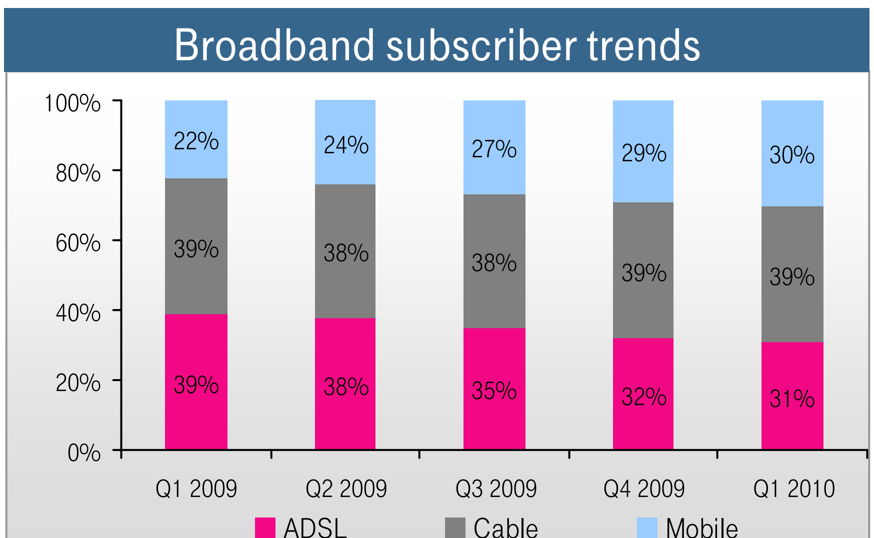


- improve effectiveness in responding to quickly changing market and economic conditions
- changes will enhance cooperation between marketing, sales and technology areas
- streamlining of the Finance area and the integration of the finance areas of the Business Units is driven primarily by the related rationalization and cost saving potentials
- new areas:
  - Marketing: all mass market product management, communications, market research and branding competencies
  - Sales & Service: responsible for sales, customer service, provisioning and logistics for customer premise equipment
  - Legal & Corporate Affairs: Legal and Regulatory, Public Affairs, Internal Audit, Compliance, Security

Hungarian market – infrastructure based-competition







Source: NRA

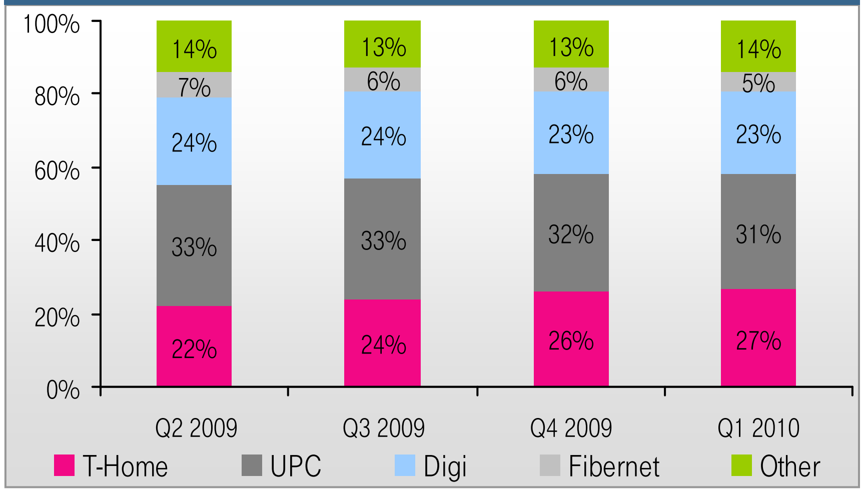
Competing infrastructures

- Copper network: LTO structure, 80% of households served by Magyar Telekom
- Cable network: over 70% household coverage, most of which upgraded to high-speed broadband service
- Mobile network: three quality networks with UMTS capability
- Fiber rollout: not just LTOs but other start-up/cable companies also rolling out fiber network

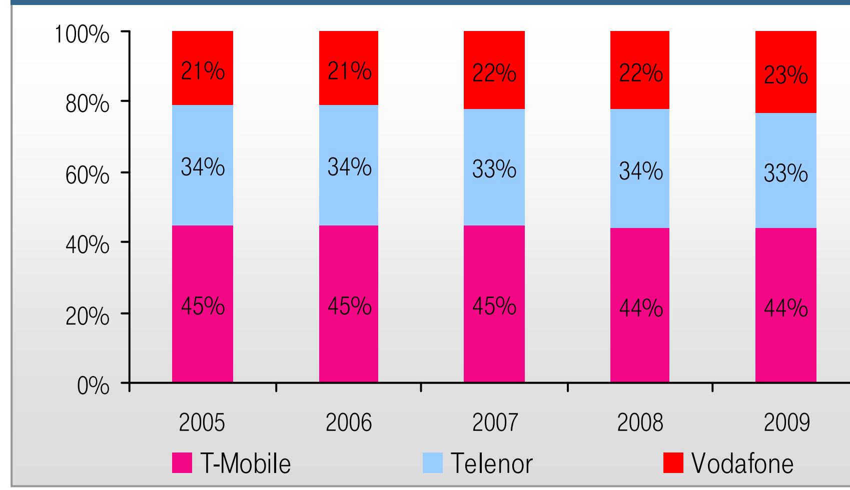
Strong infrastructure based competition with triple play services offered on copper, fiber, cable and mobile networks

Strong positions across all segments of the Hungarian market

TV market shares

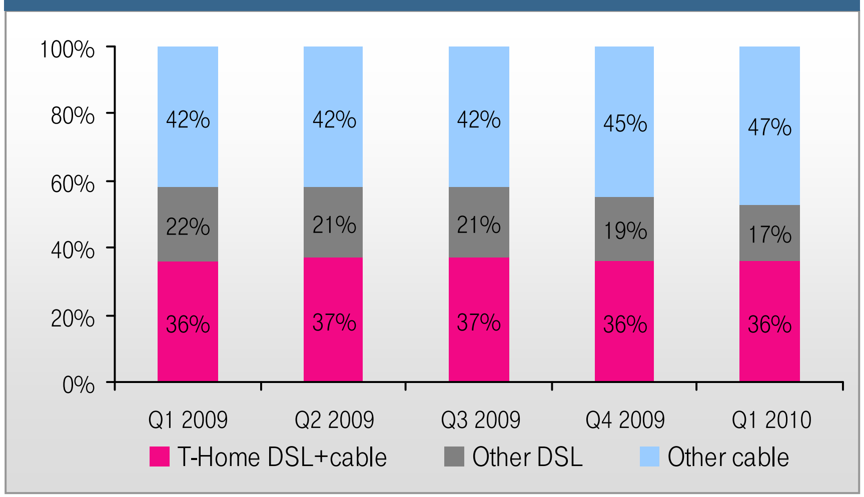


Mobile voice market shares**

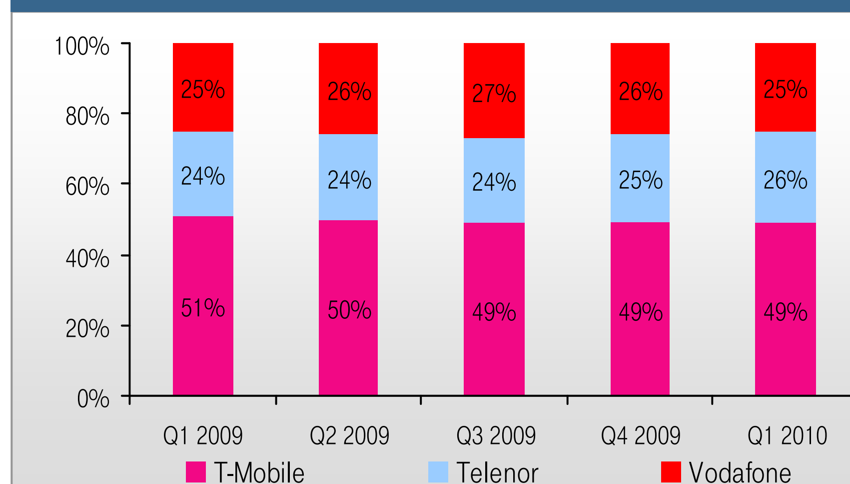


**based on active SIM cards

Wireline broadband market shares



Mobile broadband market shares***

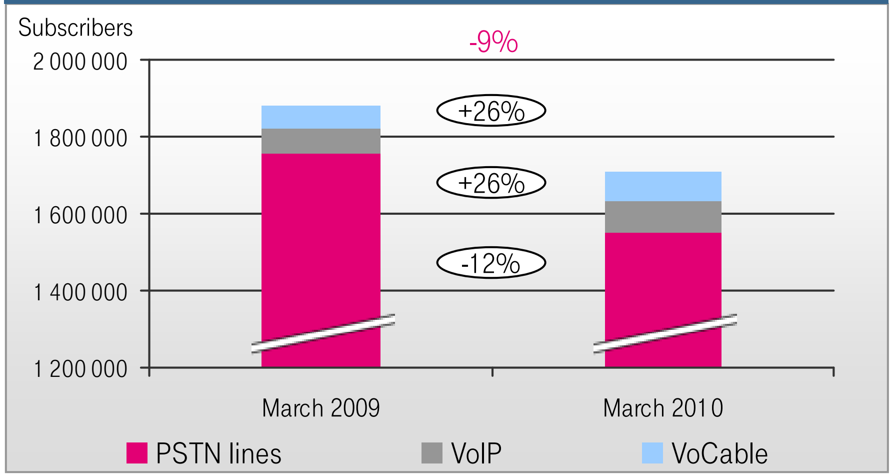


Source: NRA

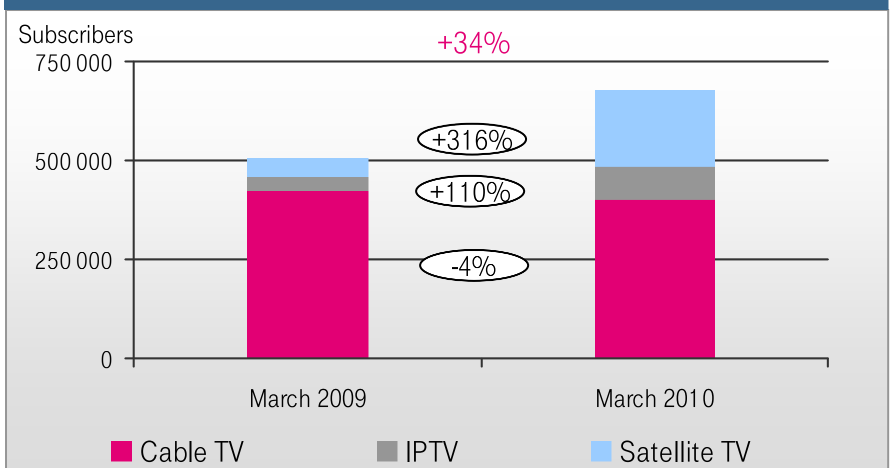
***based on traffic generating subs.

3Play as growth engine & retention tool in the residential segment

Fixed voice access



TV customer growth



Strong focus on triple play on all networks (fixed line, cable and mobile)

- the launch of Sat TV enabled country-wide offerings
- new packages include more favorable VoIP solutions
- triple play offers start from HUF 5,040/month (~EUR 18)
- ratio of xPlay customers ~37%

T-Home Sat TV launch

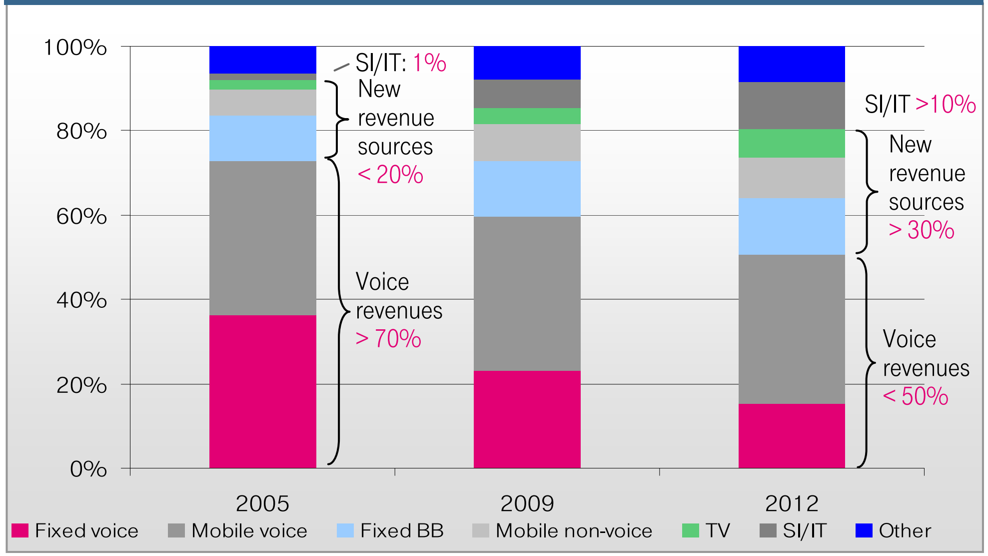
- service launched in November 2008
- demand exceeding expectations – number of customers over 196,000
- retention benefit: more than two-thirds of satellite TV customers are part of a 2Play or 3Play package

New generation access rollout

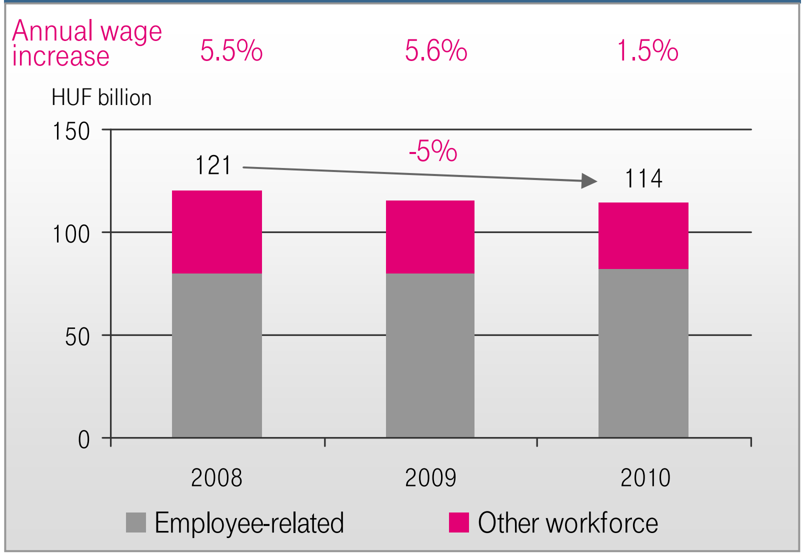
- 5-year plan to cover ~30% or 1.2mn of Hungarian households with bandwidth of up to 100 Mbps
- household coverage by end-2009: 170k fiber and 370k Docsis 3.0
- rollout plan for 2010: 50k fiber and 220k Docsis 3.0
- total investment requirement of HUF 40 billion (of which HUF 8 billion spent in 2009 and HUF 5 billion is planned for 2010)

Changing trends require continued efficiency improvements

Change in revenue mix



Underlying TWM expense in Hungary



Dynamic change in revenue mix

- continued decline of voice revenues
- pronounced growth in revenues from non-traditional services such as SI/IT and TV services

New revenue sources have lower EBITDA margin

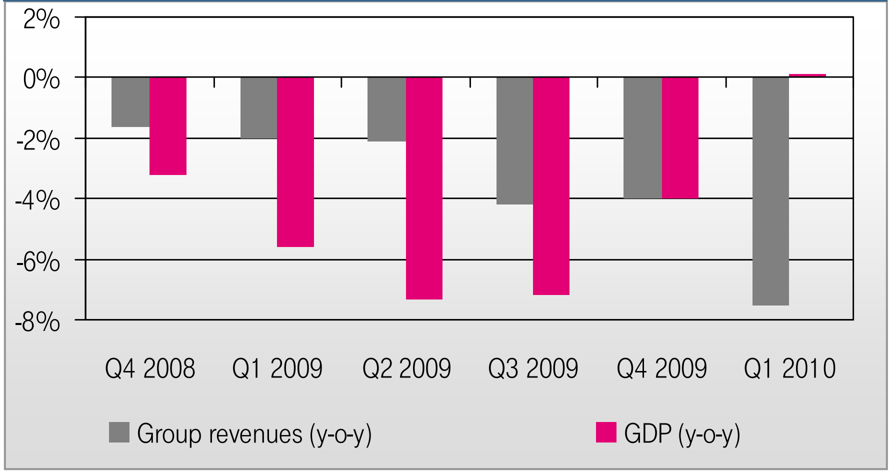
- pressure on profitability eased by efficiency improvement measures

Headcount reduction in 2010

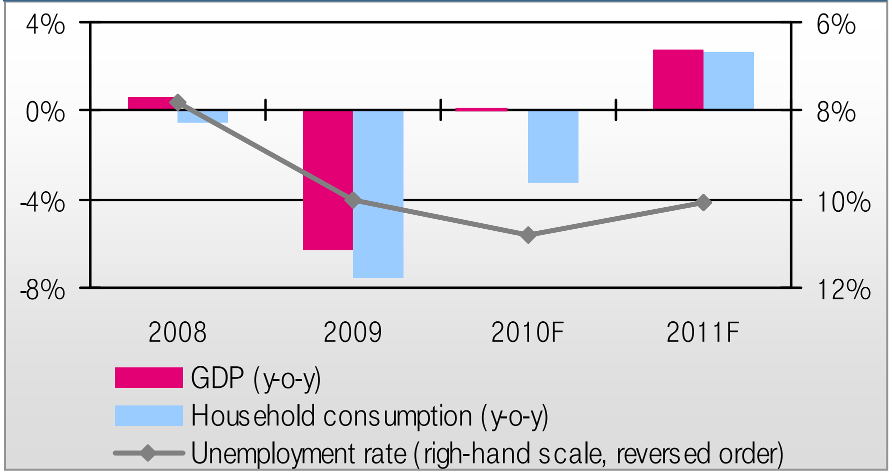
- agreement with trade unions reached in September 2009
- 400+ employee redundancies at the parent company by end-2010
- goal is to reduce underlying TWM-related expenses by HUF 6.5bn by 2010 despite wage increases
- severance-related expenses amounted to HUF7bn (accounted for in Q4 2009)

Economic environment – still a drag on Magyar Telekom

Group revenues and Hungarian GDP



Hungarian macroeconomic indicators



Source: European Commission May-2010 forecasts

Economic indicators influence telecommunication spending in different ways

- in 2009 all components of economic activity suffered a meaningful decline in Hungary
- telecommunication spending lags GDP trend
- the demand for telecommunication services is more closely correlated with employment, disposable income and household consumption development

Recession is putting significant pressure on business performance

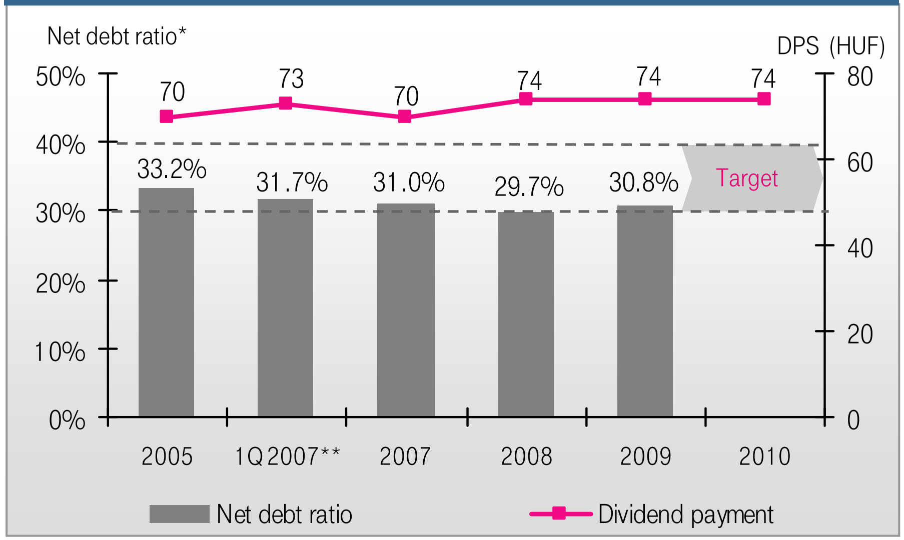
- customers in all sectors are heavily rationalizing their telecommunication spending
- churn rates have increased and usage has decreased both in the residential and business segment
- bad-debt ratio increased to 1.6% by end-March 2010 (from 0.9% a year earlier)

Continued pressure on telecommunication spending expected in 2010

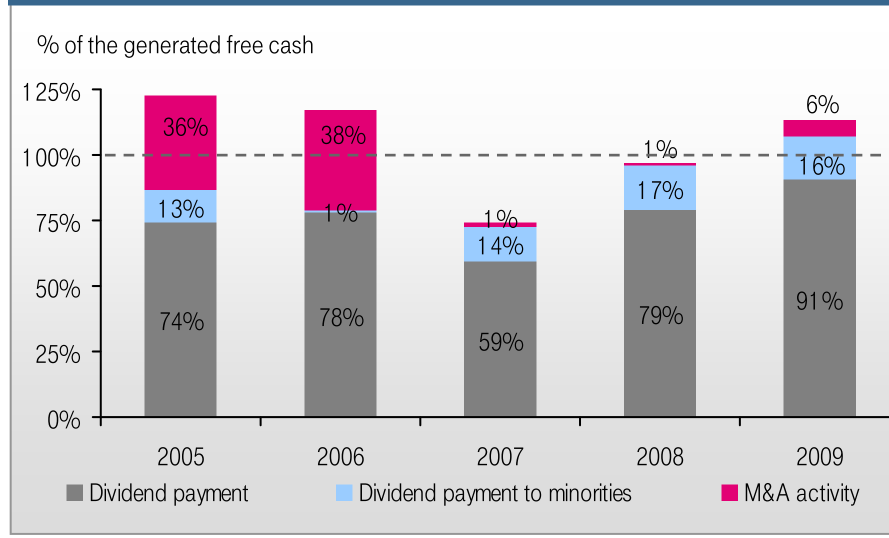
- despite stabilizing GDP, other lagging indicators set to remain weak in 2010
- unemployment likely to peak in H2 2010
- contained wage and disposable income developments
- continued relatively tight credit conditions

Dividend policy

Historical dividend payments



Usage of free cash flow



Net debt ratio was 30.0% at the end of March 2010

The Annual General Meeting approved the payment of HUF 74 dividend per share after 2009 earnings

Dividend policy driven by targeted balance sheet structure

- keep net debt ratio within 30-40% range
- maintain a flexible balance sheet in case value-creating acquisition opportunities arise

Current dividend yield is 11%*

*yield calculation is based on the share price of HUF 695 (February 26, 2010)

* net debt / (net debt + total equity)

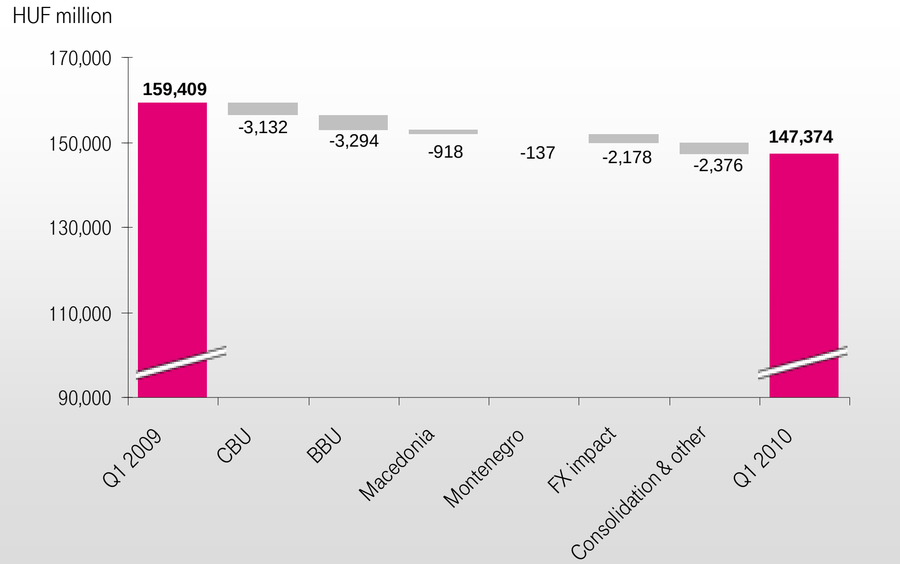
** 2006 dividend payment (for 2005 financials) was delayed to January 2007

Public targets for 2010 maintained

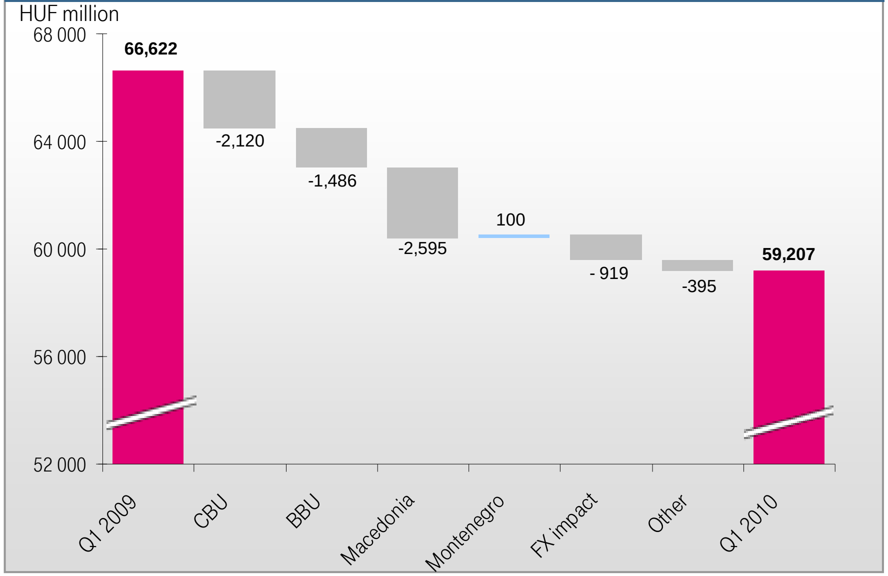
	2010 public targets	2010 Q1 results
Revenue	5-7% decline ▪ decreasing consumer spending ▪ rationalization in the business sector ▪ stronger HUF compared to average 2009 FX rates	7.5% decline ▪ continued recessionary impacts ▪ intense competition ▪ saturated core markets ▪ significant forint strengthening
Underlying* EBITDA *Excluding special influences*	5-7% decline ▪ intense competition and adverse economic environment negatively impacting margins ▪ margin pressure due to higher portion of SI/IT revenues	11.1% decline ▪ cost cutting initiatives could not fully offset the negative trends in voice revenues
Capex	approximately 5% decline ▪ focusing on cost discipline ▪ higher portion of less Capex intensive SI/IT revenues	22% decrease ▪ expected to converge to public target during the year

Q1 2010 results – Business Unit analysis

Revenue development



Underlying EBITDA development



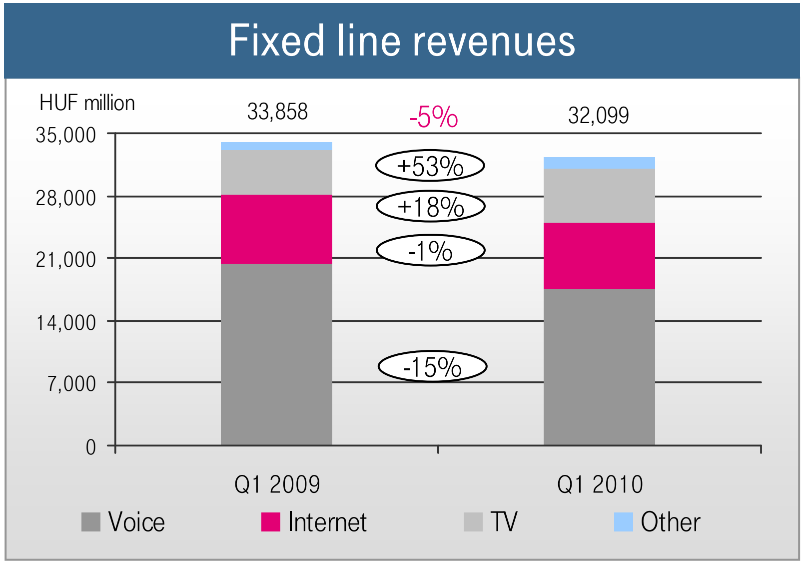
7.5% revenue decline driven by recession, competition and regulation

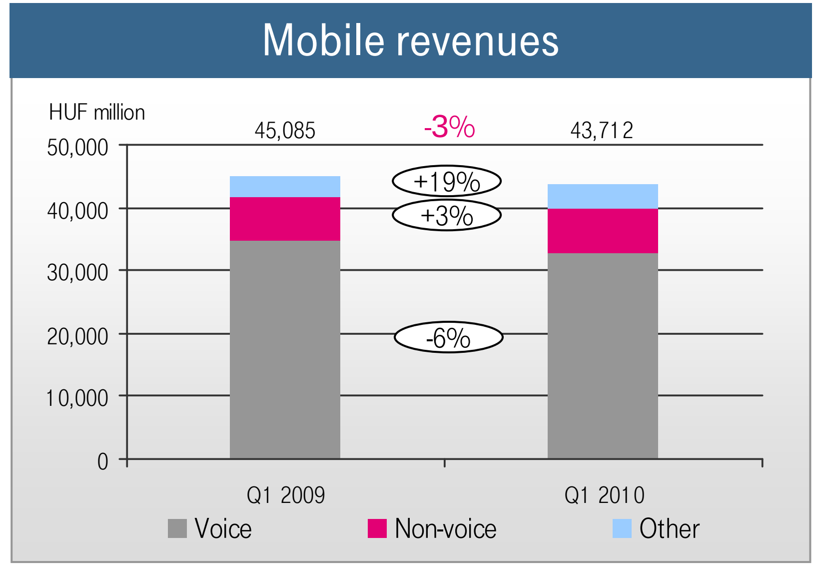
- CBU revenues declined primarily due to continuing intense competition and depressed household consumption
- BBU revenues down driven by decline in both private and public sector spending, lower SI/IT revenues
- international revenues were negatively impacted by unfavorable FX translation impact

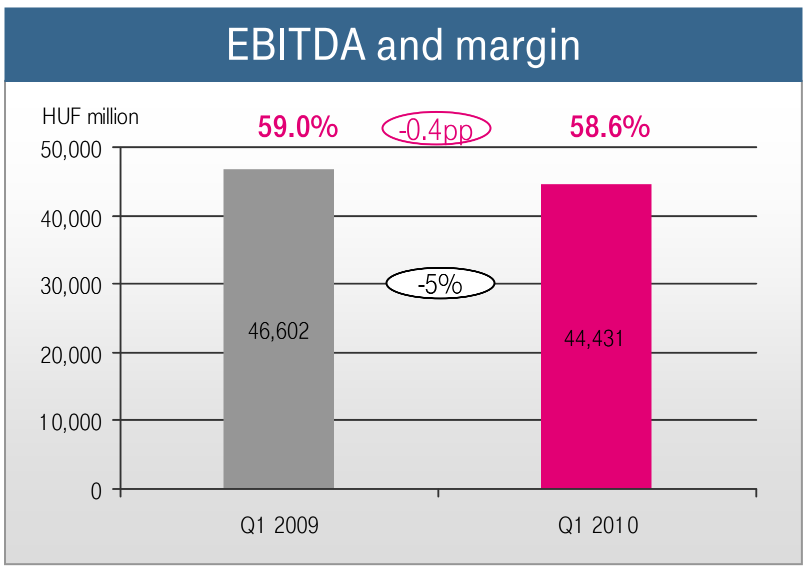
11.1% underlying EBITDA decline driven by changing revenue mix and economic recession

- business unit results under pressure due to further erosion of high-margin voice revenues
- 5.6% wage increase for parent company employees in April 2009
- negative FX impact on result of international subsidiaries
- cost cutting measures to mitigate margin pressure

Consumer Services Business Unit (CBU) - Financials







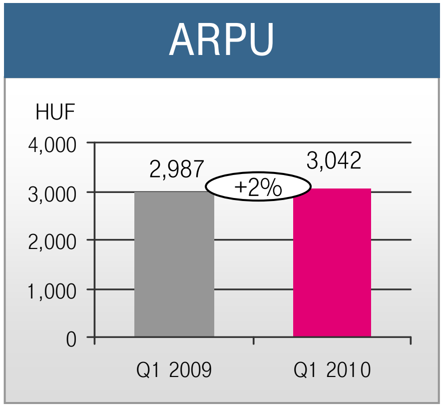
Revenue decline principally driven by recession

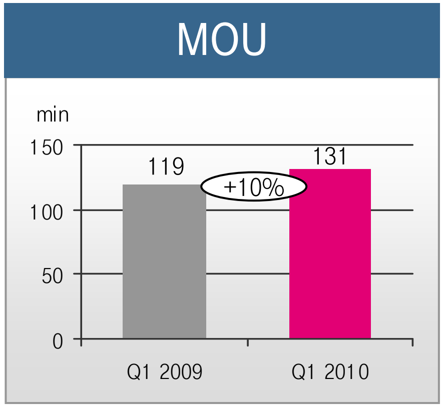
- depressed consumer spending remains the most significant negative driver
- churn remained high both in fixed line and mobile
- voice migration towards IP based solutions
- Internet revenues down due to price reductions
- regulatory impacts on mobile revenues (cut in mobile termination rates and roaming tariffs)

EBITDA margin broadly stable

- disciplined efficiency improvement efforts offset the negative revenue impact

CBU – mobile operations





Mobile voice market still under pressure

- customers are cost sensitive
- due to lower disposable income churn levels are still high
- in Q1 2010 customer number decline stopped and penetration slightly increased
- ARPU stabilized on the back of higher usage

Tariff erosion

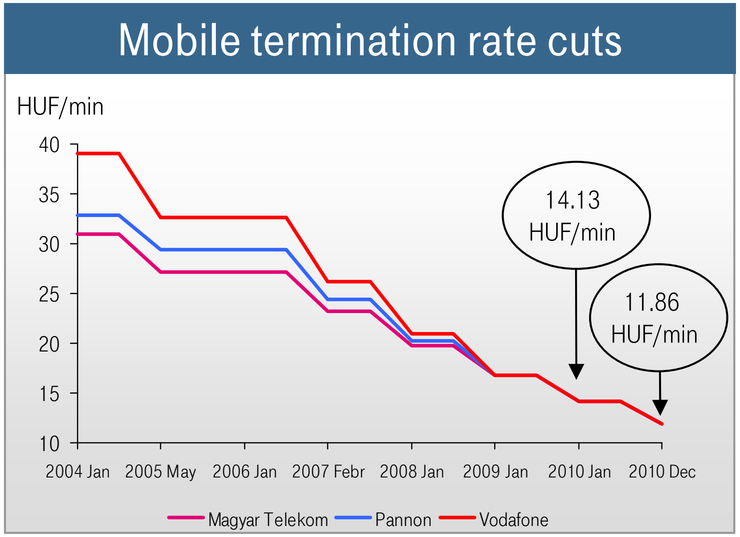
- average voice revenue per minute decline of 9%
- more conscious package selection
- wide use of closed-user-group services
- annual cuts in mobile termination rates
- EU-regulated roaming tariffs

Mobile internet development

- leading market position with 49% market share
- number of subscribers exceeded 460,000 at end of Q1 2010
- 3G/HSDPA network covering ~75% of population

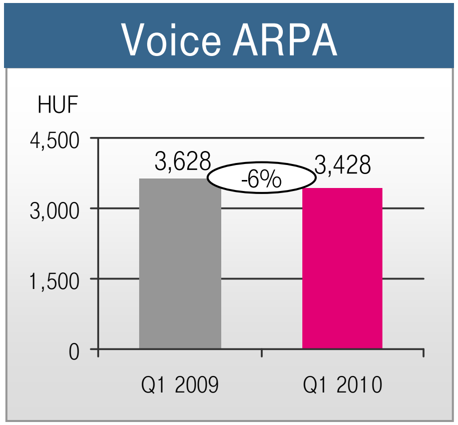
Mobile termination fee regulation

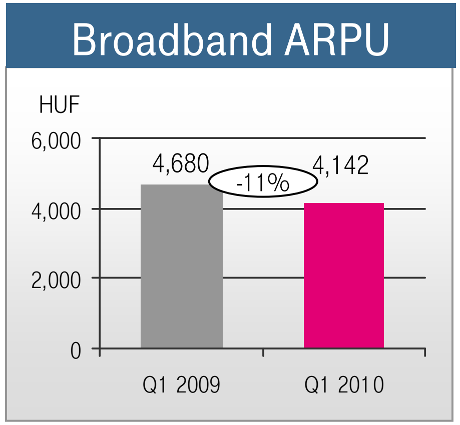
- asymmetry eliminated from beginning of 2009
- further 16% cuts in Jan-2010 and Dec-2010
- current rates are 14 HUF/min (EUR 0.05)



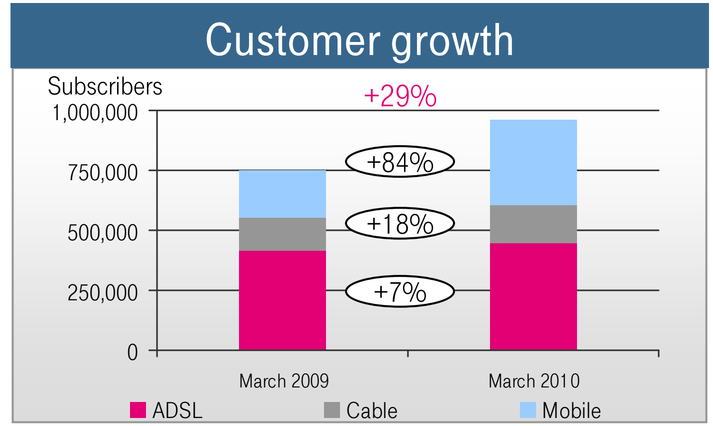
CBU KPIs

Fixed

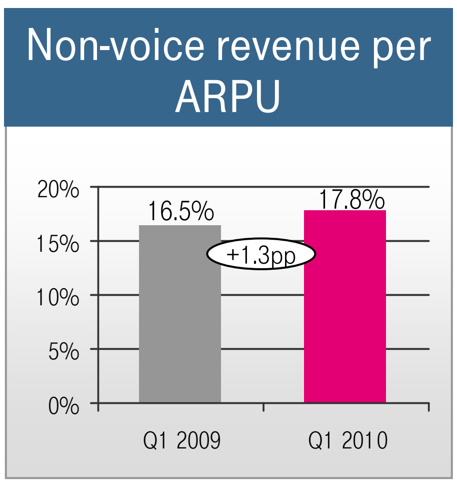


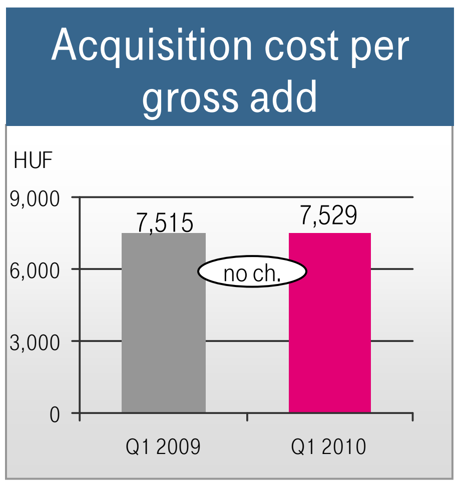


Fixed & mobile broadband

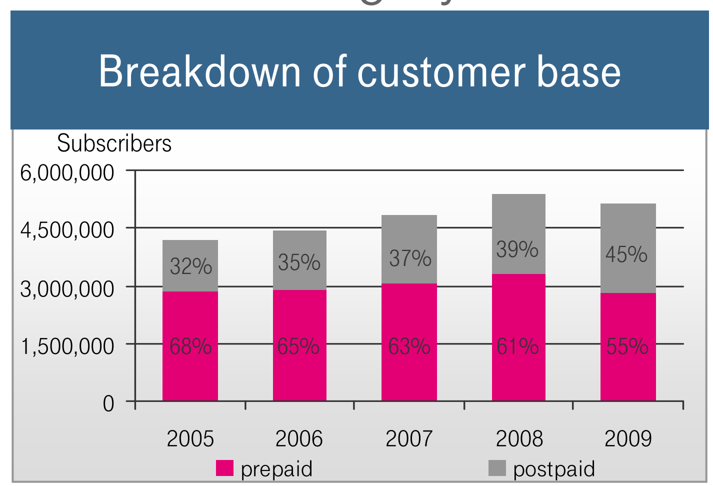


Mobile





T-Mobile Hungary



Regulatory snapshot

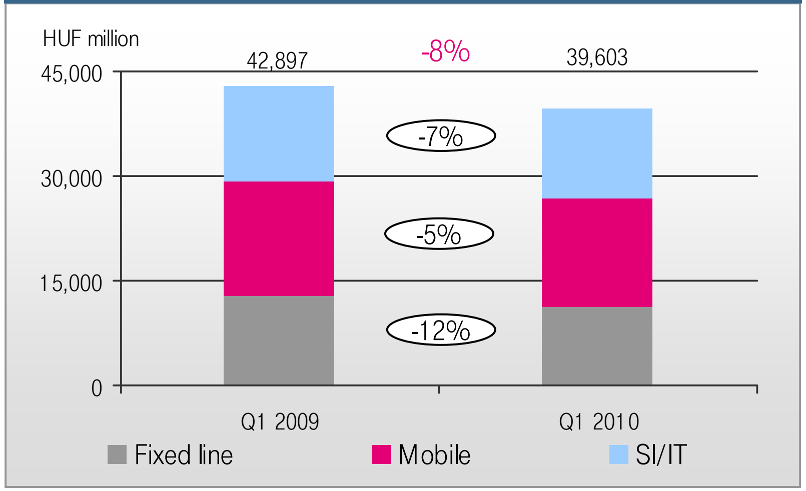
Regulation in line with EU recommendations in all three countries

- Hungary: fully in line with the EU Regulatory Framework
- Macedonia: liberalization of fixed line market in progress, regulated mobile termination rates
- Montenegro: new telecommunication law adopted in 2008 – full liberalization expected in 2010

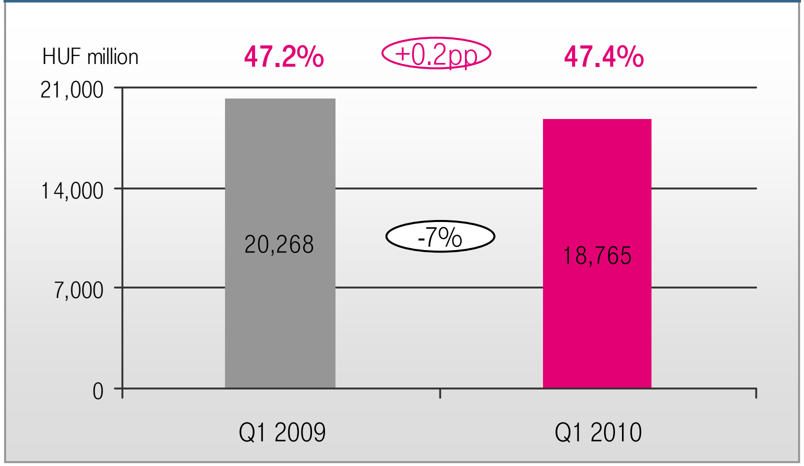
	Hungary	Macedonia	Montenegro
Reference interconnection offer	✓	✓	✓
Reference unbundling offer	✓	✓	✗
Wholesale line rental	✗	✓	✗
Bitstream access	✓	✓	✗
Number portability (fixed and mobile)	✓	✓	✗
Regulated mobile termination rates	✓	✓	✓
EU mobile voice roaming regulation	✓	✗	✗

Business Services Business Unit (BBU) - Financials

Revenues



EBITDA and margin



Falling voice and data revenues

- rationalization and cost cutting initiatives at our key corporate clients lead to reduction in their telecom spending
- both private and public sector affected by economic recession
- number of fixed voice and data customers decreasing
- strong pressure on mobile tariffs resulting in lower ARPU level

SI/IT revenue decline

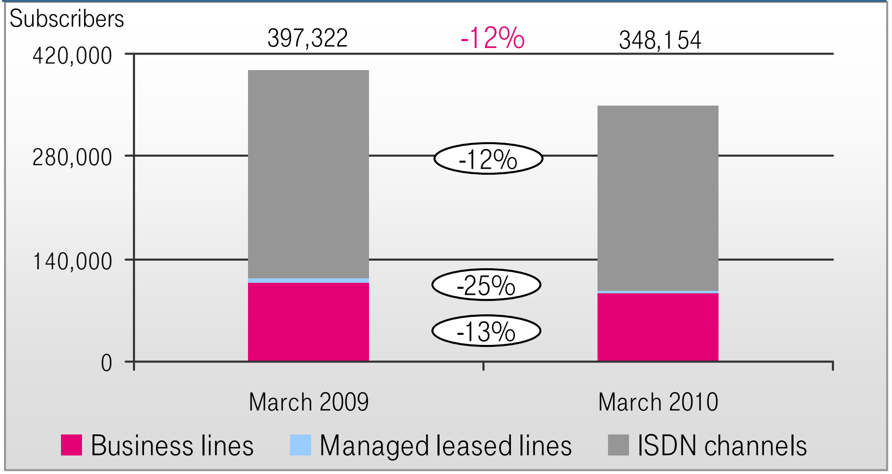
- leading market position maintained
- project driven business, fluctuations in quarterly revenues
- private and public sector projects delayed/cancelled due to cost restrictions

Change in revenue mix puts pressure on EBITDA margin

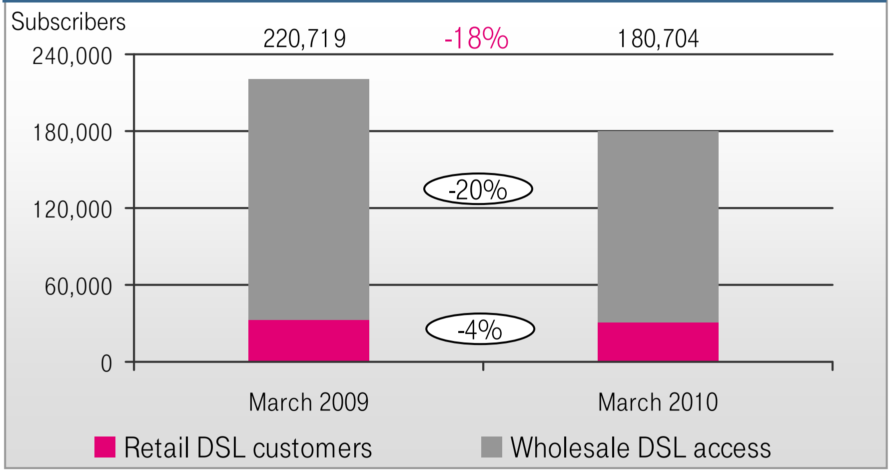
- ratio of lower-margin SI/IT revenues is continuously increasing, while high-margin voice revenues are declining
- however, due to their lower Capex-intensity SI/IT services have similar return characteristics
- despite structural pressures Q1 2010 EBITDA margin was kept flat reflecting the results of the cost cutting initiatives

BBU KPIs

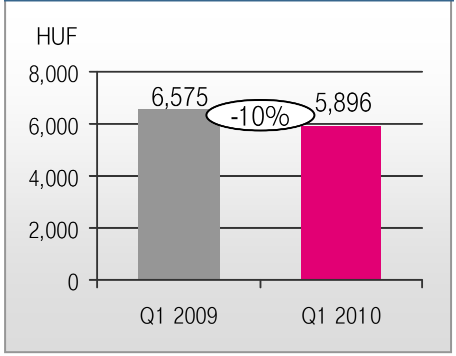
Fixed voice access



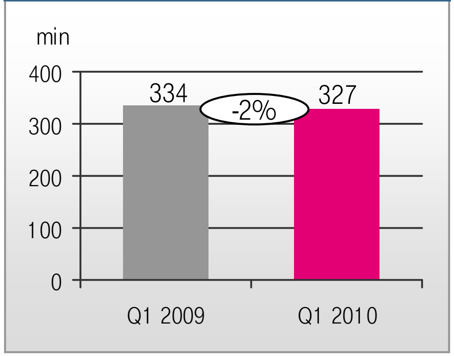
DSL connections



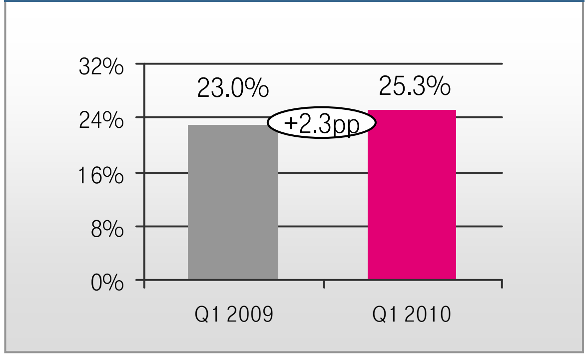
Mobile ARPU



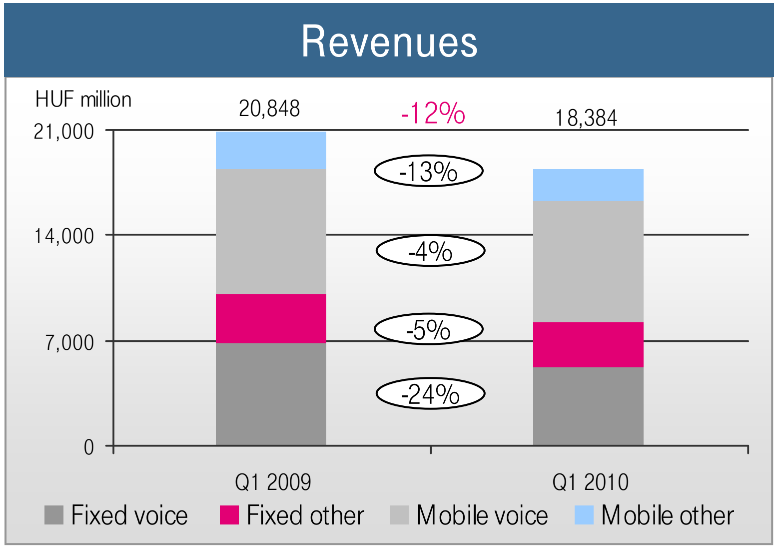
Mobile MOU

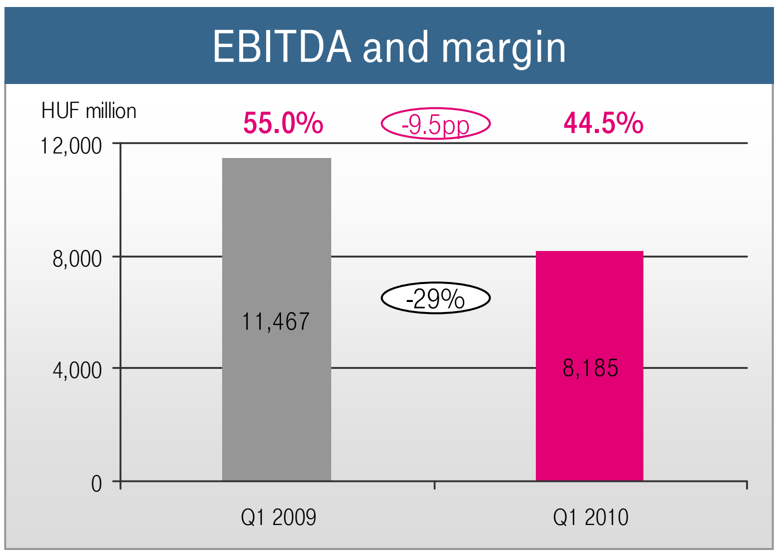


Non-voice revenue per ARPU



Macedonia - Financials





Results negatively impacted by FX impact

- HUF strengthened on average by 7.8% to the Macedonian Denar in Q1 2010
- excluding FX impact revenues were down by 4%
- excluding FX impact underlying EBITDA down by 23% (driven by two one-off items amounting to HUF 1.5bn)

Declining fixed line revenues

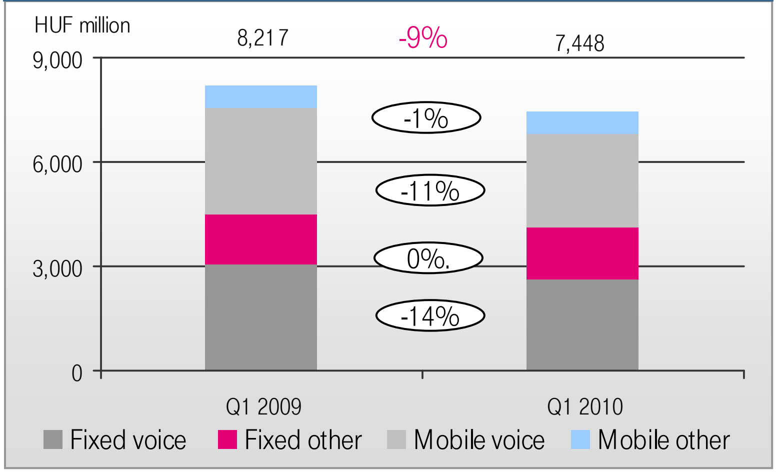
- decreasing fixed voice revenues due to competition from altnets, cables and strong mobile substitution
- consequently, churn remained relatively high and outgoing traffic volumes declined further
- positive contribution from revenues related to broadband services, growing number of ADSL lines
- successful launch of IPTV and 2Play/3Play offers

Mobile revenues helped by improving customer mix

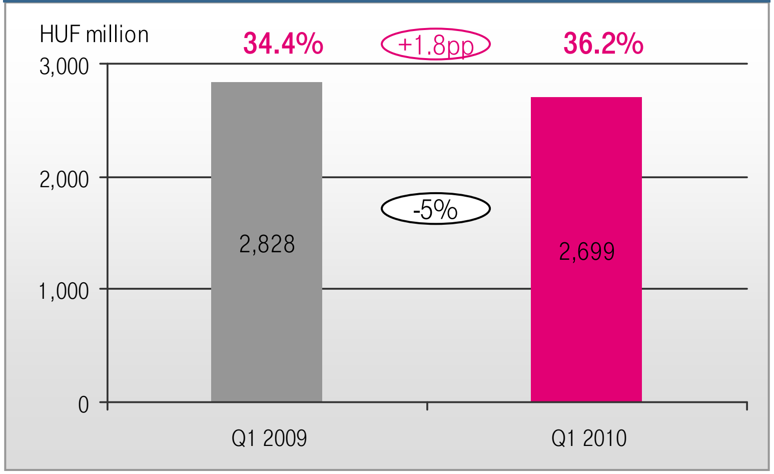
- postpaid share within RPC up 3.7ppt YTD to 31.8%
- MOU at 126 (up by 21%)
- ARPU of HUF 2,492 (~EUR 9)

Montenegro - Financials

Revenues



Underlying EBITDA and margin



Results negatively impacted by FX impact

- HUF strengthened on average by 7.8% to the Euro in Q1 2010
- excluding FX impact, revenues were down by 4% but underlying EBITDA increased by 3%
- HUF 0.9bn special influences due to headcount-reduction related severance expenses in Q1 2010

Fixed voice revenues under pressure

- deterioration in voice retail revenues driven by high mobile substitution
- lower international incoming traffic volume decreased voice wholesale revenues
- growing internet and TV revenues thanks to strong increases in the number of ADSL and IPTV customers

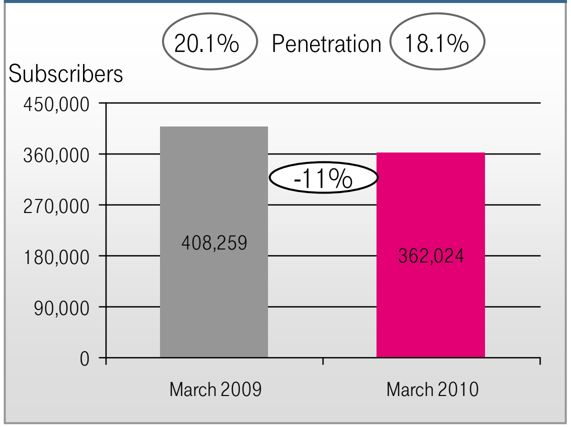
Mobile revenue erosion driven by strong competition

- very intense competition resulting in lower tariff levels, higher subsidies
- focus on the postpaid segment (postpaid RPC up by 7%)
- MOU at 102 (up by 15%)
- ARPU of HUF 2,186 (~EUR 8)

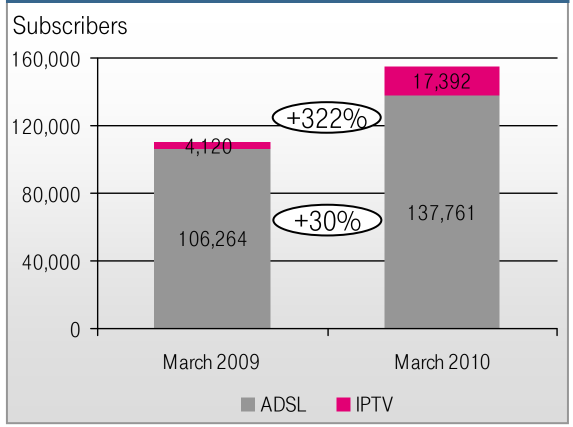
International KPIs

Macedonia

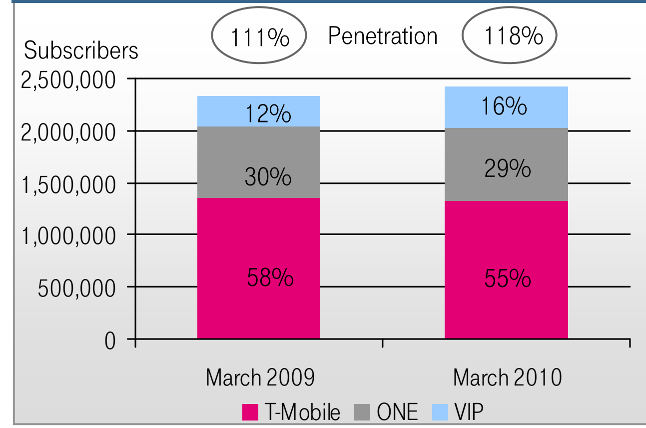
Fixed voice access



ADSL/IPTV customer growth

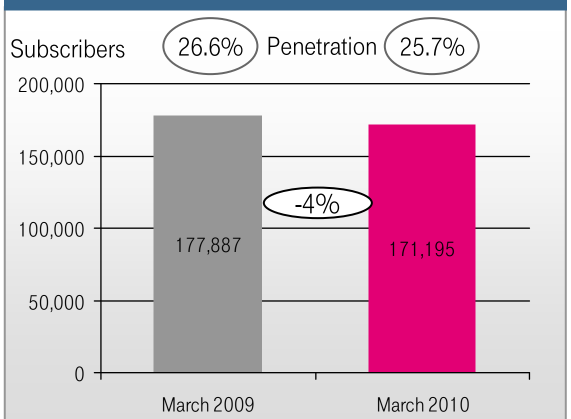


Mobile subscribers

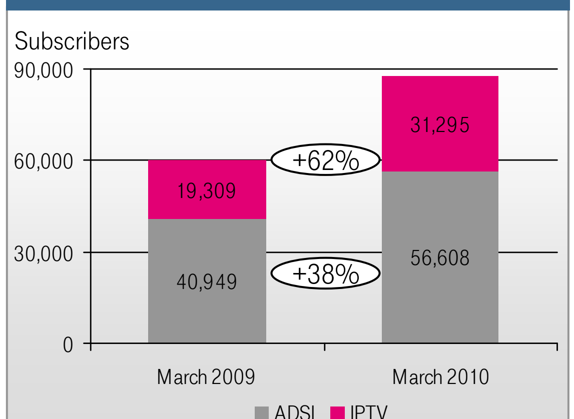


Montenegro

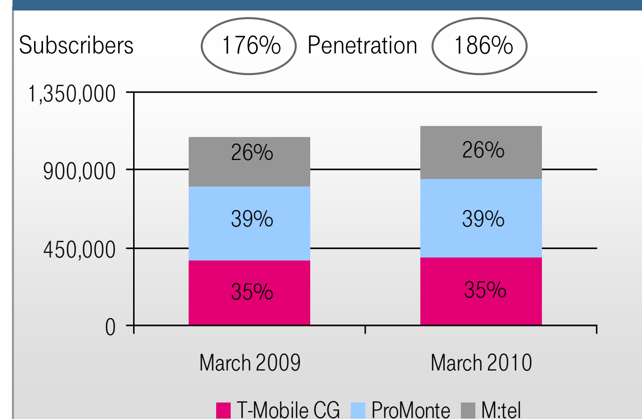
Fixed voice access



ADSL/IPTV customer growth



Mobile subscribers*



*Data based on the active SIM cards published by the Montenegrin Telecom Agency

Magyar Telekom - Consolidated Income Statement

HUF million	Jan-March 2009	Jan-March 2010	Change
Fixed line revenues	70,802	62,352	-11.9%
Mobile revenues	77,041	74,193	-3.7%
System Integration/Information Technology revenues	11,566	10,829	-6.4%
Revenues	**159,409**	**147,374**	**-7.5%**
Total expenses directly related to revenues	(38,806)	(36,668)	-5.5%
Employee-related expenses	(23,620)	(23,337)	-1.2%
Depreciation and amortization	(24,786)	(24,140)	-2.6%
Other operating expenses - net	(32,413)	(29,703)	-8.4%
Total operating expenses	**(119,625)**	**(113,848)**	**-4.8%**
Operating profit	**39,784**	**33,526**	**-15.7%**
Net financial expenses	(9,742)	(8,503)	-12.7%
Share of associates' profits	(176)	(9)	-94.9%
Profit before income tax	**29,866**	**25,014**	**-16.2%**
Income tax	(5,463)	(5,750)	5.3%
Profit for the period	**24,403**	**19,264**	**-21.1%**
Minority interests	2,863	2,818	-1.6%
Equity holders of the Company (Net income)	**21,540**	**16,446**	**-23.6%**

Magyar Telekom - Consolidated Balance Sheet

HUF million	31 Dec 2009	31 March 2010	Change
Current assets	**249,366**	**218,781**	**-12.3%**
Cash and cash equivalents	34,270	45,634	33.2%
Other current financial assets	87,611	45,373	-48.2%
Non current assets	**917,011**	**904,924**	**-1.3%**
Property, plant and equipment - net	550,745	544,115	-1.2%
Intangible assets - net	335,615	331,349	-1.3%
Total assets	**1,166,377**	**1,123,705**	**-3.7%**
Equity	**605,420**	**620,510**	**2.5%**
Current liabilites	**238,323**	**190,442**	**-20.1%**
Financial liabilities to related parties	62,898	46,538	-26.0%
Other financial liabilities	35,193	29,849	-15.2%
Non current liabilites	**322,634**	**312,753**	**-3.1%**
Financial liabilities to related parties	266,998	264,811	-0.8%
Other financial liabilities	26,221	15,110	-42.4%
Total equity and liabilites	**1,166,377**	**1,123,705**	**-3.7%**

Magyar Telekom - Consolidated Cashflow Statement

HUF million	Jan-March 2009	Jan-March 2010	Change
Net cash generated from operating activities	**50 536**	**39 817**	**-21,2%**
Investments in tangible and intangible assets	(19 864)	(15 669)	-21,1%
Adjustments to cash purchases	(9 858)	(6 103)	-38,1%
Purchase of subsidiaries and business units	0	(9)	-
Cash acquired through business combinations	0	0	-
Proceeds from / (Payments for) other financial assets - net	(11 660)	39 174	-436,0%
Proceeds from disposal of subsidiaries	0	780	-
Proceeds from disposal of PPE and intangible assets	503	197	-60,8%
Net cash used in investing activities	**(40 879)**	**18 370**	**-144,9%**
Dividends paid to shareholders and minority interest	0	(13)	-
Net payments of loans and other borrowings	(14 103)	(46 191)	227,5%
Other	0	0	-
Net cash used in financing activities	**(14 103)**	**(46 204)**	**227,6%**

Abbreviations:
3G: third generation, ARPU: average revenue per user, BB: broadband, CBC: call-by-call, CPS: carrier pre-selection, HQ: headquarters, HSDPA: high-speed downlink packet access, IC: interconnection, IP: internet protocol, IT: information technology, LTO: local telecommunication operator, MOU: minutes of use, NGN: next generation network, NRA: National Regulatory Authority, POP: point of presence, RIO: reference interconnection offer, RPC: revenue producing customer, SI: system integration, SIM: subscriber identity module, SMP: significant market power, Special influences: investigation- and headcount reduction-related expenses, Tetra: Terrestrial Trunked Radio, TWM: Total Workforce Management, UMTS: Universal Mobile Telecommunication System, VAS: value added services, VoCaTV: Voice over Cable TV, WiMax: Worldwide Interoperability for Microwave Access, WS: wholesale
HUF/EUR exchange rate: 269.9 (average Q1 2010)

In the course of conducting their audit of the Company's 2005 financial statements, PricewaterhouseCoopers, the Company's auditors, identified two contracts the nature and business purposes of which were not readily apparent to them. In February 2006, the Company's Audit Committee retained White & Case, as its independent legal counsel, to conduct an internal investigation into whether the Company had made payments under those, or other contracts, potentially prohibited by U.S. laws or regulations, including the U.S. Foreign Corrupt Practices Act ("FCPA") or internal Company policy. The Company's Audit Committee also informed the United States Department of Justice ("DOJ"), the United States Securities and Exchange Commission ("SEC") and the Hungarian Financial Supervisory Authority of the internal investigation.

Based on the documentation and other evidence obtained by it, White & Case preliminarily concluded that there was reason to believe that four consulting contracts entered into in 2005 were entered into to serve improper objectives, and further found that during 2006 certain employees had destroyed evidence that was relevant to the investigation. White & Case also identified several contracts at our Macedonian subsidiary that warranted further review. In February 2007, our Board of Directors determined that those contracts should be reviewed and expanded the scope of the internal investigation to cover these additional contracts and any related or similarly questionable contracts or payments.

For further information about the internal and governmental investigations, please refer to the Company's quarterly reports for the first, second and third quarters of 2009 and the Company's annual reports on Form 20-F for the year ended December 31, 2008 filed with the SEC.

On December 2, 2009, the Audit Committee provided the Company's Board of Directors with a "Report of Investigation to the Audit Committee of Magyar Telekom Plc." dated November 30, 2009 (the "Final Report"). The Audit Committee indicated that it considers that, with the preparation of the Final Report based on currently available facts, White & Case has completed its independent internal investigation.

The Final Report includes the following findings and conclusions, based upon the evidence available to the Audit Committee and its counsel:

- As previously disclosed, with respect to Montenegrin contracts, there is "insufficient evidence to establish that the approximately EUR 7 million in expenditures made pursuant to four consultancy contracts ... were made for legitimate business purposes", and there is "affirmative evidence that these expenditures served improper purposes." These contracts were not appropriately recorded in the books and records of the Company and its relevant subsidiaries. As previously disclosed, the Company has already reclassified, in the Company's financial statements, the accounting treatment relating to certain of these contracts to more accurately account for these expenditures.
- As previously disclosed, there is evidence that certain former employees intentionally destroyed documents relating to activities undertaken in Macedonia by the Company and its affiliates.
- Between 2000 and 2006 a small group of former senior executives at the Company and the Company's Macedonian affiliates, authorized the expenditure of approximately EUR 24 million through over twenty suspect consultancy, lobbying, and other contracts (including certain contracts between the Company and its subsidiaries on one hand, and affiliates of a Cyprus-based consulting company on the other hand). The Final Report concludes that "the available evidence does not establish that the contracts under which these expenditures were made were legitimate."
- "The evidence shows that, contrary to their terms, a number of these contracts were undertaken to obtain specific regulatory and other benefits from the government of Macedonia. The Companies generally received the benefits sought and then made expenditures under one or more of the suspect contracts. There is evidence that the remaining contracts were also illegitimate and created a pool of funds available for purposes other than those stated on the face of the agreements." However, the Audit Committee's counsel did not have access to evidence that would allow it to identify the ultimate beneficiaries of these expenditures.
- In entering into these contracts and approving expenditures under them, the former senior executives knowingly caused, structured, or approved transactions that shared most or all of the following characteristics: intentional circumvention of internal controls; false and misleading Company documents and records; lack of due diligence concerning, and failure to monitor performance of, contractors and agents in circumstances carrying a high risk of corruption; lack of evidence of performance; and expenditures that were not for the purposes stated in the contracts under which they were made, but rather were intended to obtain benefits for the Companies that could only be conferred by government action.

The Final Report states that "the Investigation did not uncover evidence showing receipt of payments by any Macedonian government officials or political party officials." Nothing in the Final Report implicates any current senior executive or Board member of the Company in connection with any wrongdoing.

As previously disclosed, the Company has taken remedial steps to address issues previously identified by the independent investigation, including steps designed to revise and enhance the Company's internal controls. In connection with the issuance of the Final Report, the Audit Committee has not made recommendations relating to the Company's compliance program or internal controls. Following its presentation to the Audit Committee regarding remedial actions in light of the Final Report, the Company is considering, in consultation with the Audit Committee, whether and to what extent the Final Report warrants additional remedial actions, including any personnel actions and/or changes in internal control policies and procedures at the Company or its subsidiaries to address the findings of the Final Report.

The Company is continuing to assess the nature and scope of potential legal remedies available to the Company against individuals or entities that may have caused harm to the Company.

As previously announced, the DOJ, the SEC and the Ministry of Interior of the Republic of Macedonia have commenced investigations into certain of the Company's activities that were the subject of the internal investigation. Also, as previously announced, the Hungarian National Bureau of Investigation ("NBI") has begun a criminal investigation into alleged misappropriation of funds relating to payments made in connection with the Company's ongoing internal investigation and the possible misuse of personal data of employees in the context of the internal investigation. These governmental investigations are continuing, and the Company continues to cooperate with those investigations. The Company cannot predict what the final outcome of those investigations may be or the impact, if any, they may have on its financial statements or results of operations. Furthermore, government authorities could seek criminal or civil sanctions, including monetary penalties, against the Company or its affiliates as well as additional changes to its business practices and compliance programs. Magyar Telekom incurred HUF 0.5 bn in expenses relating to the investigations in the first quarter of 2010, which are included in other operating expenses of the Company's Headquarters business segment for financial reporting purposes.

For further questions please contact the IR department:

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In addition to figures prepared in accordance with IFRS, Magyar Telekom also presents non-GAAP financial performance measures, including, among others, EBITDA, EBITDA margin, underlying EBITDA, underlying EBITDA margin and net debt. These non-GAAP measures should be considered in addition to, but not as a substitute for, the information prepared in accordance with IFRS. Non-GAAP financial performance measures are not subject to IFRS or any other generally accepted accounting principles. Other companies may define these terms in different ways. For further information relevant to the interpretation of these terms, please refer to the chapter “Reconciliation of pro forma figures”, which is posted on Magyar Telekom’s Investor Relations webpage at www.telekom.hu/investor_relations.