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PRESS RELEASE

Tele2 to offer Viaplay in the Baltics

Stockholm – Tele2 Group (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that it expands the partnership with MTG’s (Modern Times Group) Viaplay video streaming service that is being launched in the Baltics today.

As the Rio 2016 Olympic Games kick off in the beginning of August, Tele2 customers all over the Baltic region will be able to enjoy more online content from the Olympics than ever before, through Viaplay.

Tele2’s 4G population coverage is continuously growing and is now above 97 percent in the region. The smartphone penetration also continues to increase at a rapid pace, making this partnership highly beneficial for Tele2’s customers.

Viaplay features thousands of hours of movies, TV series, kids’ content and the best live sports including UEFA Champions League football, English Premier League football, Formula 1 motor racing, EuroLeague basketball, KHL ice hockey, boxing and all the action from the Rio 2016 Olympic Games. The service will be brought to Tele2 customers through mobile subscriptions in a range of packages and campaigns.

Allison Kirkby, CEO of Tele2 AB, comments: “We are delighted to be extending our partnership with MTG into the Baltic markets. Our newly built out world class 4G networks will enable Baltic consumers to enjoy seamless mobile connectivity whilst enjoying great content from Viaplay. This partnership unlocks the power and flexibility of wireless connectivity combined with high quality OTT sports, movie and TV content.”

For more information, please contact:

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TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 16 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, content services and global IoT solutions. Ever since Jan Stenbeck founded the company in 1993, it has been a tough challenger to the former government monopolies and other established providers. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2015, we had net sales of SEK 27 billion and reported an operating profit (EBITDA) of SEK 5.8 billion. For financial definitions, please see the last page of the Annual report 2015.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The "2" is significantly larger and more stylized than the other characters.