

Tele2 AB  
Skeppsbron 18  
P.O Box 2094  
SE-103 13 Stockholm, Sweden  
Telephone +46 8 5620 0060  
Fax: +46 8 5620 0040  
www.tele2.com  
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## **PRESS RELEASE**

# **Tele2 IoT provides NorthStar with Product Cloud**

**Stockholm –Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that they are providing the IoT solution Product Cloud to the leading energy storage provider NorthStar.**

NorthStar has, in partnership with Tele2 IoT and other key partners, developed a customized solution for connected energy storage. By using Product Cloud from Tele2, NorthStar will start selling the solution NorthStar ACE™, Advanced Connected Energy, to the customers, primarily used for back-up power at mobile network sites. NorthStar ACE™ will enable secure remote services, increase the safety during installation and maintenance and provide substantial cost savings through increased lifetime and reduced need for service and maintenance.

The solution is based on security technology from Kombridge, a company that Tele2 acquired in August this year. NorthStar aims to have all of their products NorthStar ACE™ Bluetooth enabled, and it will be sold as an add-on-service that can be activated remotely.

Rami Avidan, Managing Director IoT, Tele2 Group comments: “This solution shows some of the great values of implementing an IoT solution in an industrial application. Not only can the customers of NorthStar have a much better control of the status of their assets, they will also save cost and increase the lifetime of the product, which is also good for the environment.”

Per Werin, Chief Marketing Officer at NorthStar, comments: “We are very excited to launch NorthStar ACE™ and to have this great service available for our customers. Tele2 has been an important part in the development and has done a great job in delivering a customized cloud solution in record time. We are very much looking forward to the continued cooperation with Tele2.”

**For more information, please contact:**

Angelica Gustafsson, Press Inquiries, Tele2 AB, Phone: +46 704 26 41 42  
Kristoffer Carleskär, Investor Inquiries, Tele2 AB, Phone: +46 704 26 45 19

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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 17 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, content services and global M2M/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.

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