

PRESS RELEASE

Stina Andersson appointed EVP Strategy & Business Development and new member of Tele2 AB's Leadership Team

Stockholm - Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces that Stina Andersson is appointed Executive Vice President Strategy & Business Development and member of Tele2 AB's Leadership Team.

Stina will own strategic planning and business development, for the group, including operational oversight of Tele2's IoT division. She will assume the position on 5 December 2016 and report to Allison Kirkby, President and CEO.

Stina knows the Tele2 business well from her five years with Kinnevik, Tele2's largest shareholder, where she most recently held the position of Investment Director and member of the Investment AB Kinnevik Management Team. Prior to this, Stina was Head of Strategy for Kinnevik, responsible for developing, executing, and sustaining corporate strategic initiatives involving Kinnevik's largest holdings. Stina has also worked at McKinsey. She holds a Master of Science in Business and Economics from Stockholm School of Economics and a CEMS Master's in International Management from HEC Paris and Stockholm School of Economics.

Allison Kirkby, President and CEO of Tele2 AB, comments: "I am both proud and excited to have recruited such a great talent to Tele2 and our Leadership Team. Stina has exactly the qualities and experience we are looking for in this role, having delivered great results in her previous positions at Kinnevik and McKinsey. I am also delighted to have been able to leverage the strength of the Kinnevik talent pool to fill this important position for Tele2."

Stina Andersson, incoming EVP Strategy & Business Development at Tele2 AB, comments: "I am thrilled to be joining Tele2 and feel that the Tele2 culture and values correspond very well with my approach and way of working. I look forward to drive the Strategy & Business Development agenda together with Allison and the Leadership Team."

In conjunction with this change, Viktor Wallström is appointed Vice President, Group Communications, and starts reporting directly into Allison Kirkby. Viktor joined Tele2 in 2013 as Head of Public Relations & Internal Communications and has since then showed very strong performance and advanced within the company.

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 17 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 definitions of measures, please see the last page of the Annual report 2015.