

PRESS RELEASE

Jon James appointed new CEO of Tele2 Netherlands and member of Tele2 AB's Leadership Team

Stockholm – Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces that Jonathan (Jon) James is appointed new CEO of Tele2 Netherlands and member of Tele2 AB's Leadership Team. Jon succeeds Malin Holmberg who will leave the company.

Jon James was most recently COO at Swedish cable operator Com Hem, where he led the consumer business through a successful transformation. He has over 20 years of experience within the media and telecom industry. Before joining Com Hem, Jon worked for the British operator Virgin Media where he led the company's broadband and television businesses, as well as holding the position of Group Strategy Director.

Following Tele2 Netherlands launch of the world's first 4G only network in November 2015, we have reached nationwide 4G population coverage and more than 1 million mobile customers. Our strategy is now fully focused on creating significant value from commercial innovation and operational excellence. Jon brings extensive experience to enable this next phase of development in the Netherlands, with an outstanding track-record of operational value creation.

Allison Kirkby, President and CEO, Tele2 AB, comments: "I am excited to welcome Jon to the Tele2 family. He brings with him a wealth of experience in the telecoms world and has delivered great results in his previous roles. I am confident that his leadership will enable Tele2 Netherlands to execute the next phase of our strategy. I would also like to express my great appreciation to Malin for leading Tele2 Netherlands during this important phase of mobile roll-out and operational restructuring. Malin has been a key contributor to Tele2 over the last years, driving market share growth in Croatia and also adding value to Group and Market Area Central. I wish her every success in the future."

Jon James, incoming CEO of Tele2 Netherlands, comments: "I am delighted to be joining the Tele2 family. The team have created an excellent platform in the Netherlands, in particular the advanced mobile network and unique brand - I am looking forward to helping accelerate the business' growth."

Malin Holmberg, outgoing CEO of Tele2 Netherlands, comments: "I truly enjoyed my time at Tele2 and I am proud of my contribution to the company's success. I would like to thank Allison and the Board for all their confidence in me during these past 8 years and my colleagues across the footprint for their support."

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Jon assumes the position as CEO of Tele2 Netherlands with effect from March 6th and Malin will stay with the company until June 30th, enabling a successful transition.

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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 2016, Tele2 had net sales of SEK 28 billion and reported an operating profit (EBITDA) of SEK 5.3 billion. For definitions of measures, please see the last page of the Annual report 2015.

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