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PRESS RELEASE

Tele2 first Swedish operator to launch eSIM connectivity through Windows

After a fruitful cooperation with Microsoft, Tele2 is proud to become the first Swedish operator to provide support for the new eSIM technology in Windows based devices. Laptops and tablets with eSIM will be able to connect to internet anywhere, without any additional hardware, directly via the Mobile Plans application preloaded in Windows 10.

Tele2 and Microsoft has cooperated intensively in order to develop everything necessary to offer the new technology. Starting now, laptops with the latest version of Windows 10 and an embedded SIM (eSIM) chip will be able to connect to Tele2's net anywhere, at any time. The technology is expected to be included in most future laptops and tablets, with an increasing number launching during the second half of 2018.

"This is clearly the next step for a simpler and more connected life. eSIM makes it possible to connect your device to internet anywhere, without the hassle of having to bring additional equipment, tether using your mobile phone, or scout for a WiFi zone", explains Joacim Rask, Head of Business Development at Tele2.

Long-term, eSIM may even abolish the need for physical SIM-cards completely. And although mobile phones, tablets and computers might seem like the obvious devices for this kind of technology, the possibilities are far from limited to the tools we share information with today.

"The kinds of devices with internet connection increase every day. We already see connected cars, glasses, and even dog collars, but nearly everything will be part of the future connected society. Tele2 plays a part in this evolution, as this eSIM cooperation with Microsoft clearly exemplifies, says Joacim Rask.

The range of laptops and tablets with eSIM chips is still limited on the Swedish market, but is expected to increase rapidly during the coming years. At the same time, Tele2 will continue to develop support for other kind of devices and technologies.

See the attached images for examples on how a consumer connects to Tele2 internet using eSIM via the Mobile Plans application preloaded in Windows 10.

For more information, please contact:

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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.

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TELE2'S MISSION IS TO FEARLESSLY LIBERATE PEOPLE TO LIVE A MORE CONNECTED LIFE. We believe the connected life is a better life, and so our aim is to make connectivity increasingly accessible to our customers, no matter where or when they need it. 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 offers mobile services, fixed broadband and telephony, data network services, content services and global IoT solutions. Every day our 17 million customers across 8 countries enjoy a fast and wireless experience through our award winning networks. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2017, Tele2 had net sales of SEK 25 billion and reported an EBITDA of SEK 6.4 billion. For definitions of measures, please see the last pages of the Annual Report 2017. Follow @Tele2group on Twitter for the latest updates.

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