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2019-12-18

PRESS RELEASE

Tele2 IoT recognized in Gartner's Magic Quadrant for the third year running

Stockholm – Tele2 AB (“Tele2”) (Nasdaq Stockholm: TEL2 A and TEL2 B) For the third consecutive year, Tele2 IoT has been named as a global Niche Player in Gartner's Magic Quadrant for Managed IoT Connectivity Services, Worldwide.

Tele2 IoT has firmly established its position in the IoT/M2M market globally, with customers in more than 160 countries.

– We are incredibly proud to have again been included in Gartner's Magic Quadrant. It reflects our strong offering to the market and our enormous growth in the past year, says Cyril Deschanel, Chief Commercial Officer at Tele2 IoT

When assessing Tele2 IoT's services, Gartner looked at two key areas:

1. Completeness of vision: Tele2 IoT's market understanding, marketing strategy, sales strategy, product strategy, business model, vertical/industry strategy, innovation, and geographic strategy
2. Ability to execute: Tele2 IoT's product/service offering, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience, and operations

– As competition has increased and evaluation criteria has been tightened, Tele2 IoT has strengthened its completeness of vision, Deschanel concludes.

Tele2 IoT is part of the Tele2 Group, managing all businesses across M2M and IoT. With a broad offering of connectivity and enabling services, our horizontal market position makes our offering suitable for all industries. We help customers develop and implement the right IoT solution, and we help them grow when they are ready.

If you are a client of Gartner, you can read the full report here
<https://www.gartner.com/document/3976258?ref=solrAll&refval=235873331>

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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 constantly strive to be *the truly integrated challenger* – providing speed, data and video content, no matter where or when. Ever since Tele2 was founded in 1993, we have continued to challenge prevailing norms and dusty monopolies. Today, our award winning networks enable mobile and fixed connectivity, telephony, data network services, TV, streaming and global IoT solutions for millions of customers. We drive growth through customer satisfaction and smart combined offerings. Tele2 has been listed on Nasdaq Stockholm since 1996. In 2018, Tele2 generated revenue of SEK 30 billion and reported an underlying EBITDA of SEK 9 billion. For latest news and definitions of measures, please see our homepage www.tele2.com

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