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PRESS RELEASE

## Tele2 launches new sustainability strategy to lead in sustainability

**Stockholm – Tele2 AB (“Tele2”) (Nasdaq Stockholm: TEL2 A and TEL2 B) today launches its new sustainability strategy. A comprehensive analysis, including input from over 9,000 internal and external stakeholders, has resulted in four new focus areas for Tele2’s sustainability efforts going forward. By integrating the new sustainability strategy throughout its operations, Tele2’s ambition is to lead in sustainability.**

In April 2020, Tele2 became the first telco in the Nordics and the Baltics to be climate neutral in its own operations. A huge milestone that also became the starting point for the renewal of Tele2’s sustainability strategy, with a new and bolder ambition: *To lead in sustainability*. During the second half of 2020, Tele2 conducted a comprehensive analysis of its past and future sustainability efforts, including gathering input from over 9,000 employees, consumers, B2B customers and investors.

– It is important for us that our sustainability efforts are focused on areas where we can maximize our impact. Our sustainability efforts should benefit us, our customers and society at large. We can make a significant impact while also becoming more efficient and find new business opportunities, not least within B2B, says Kjell Johnsen, President and CEO of Tele2.

The new sustainability strategy will be integrated into Tele2’s operations throughout the company, including both Sweden and the Baltics. To further the sustainability agenda, responsibilities within Tele2 have been clearly defined and a part of the management’s short-term incentives will be directly dependent on sustainability targets.

### **Four focus areas**

Tele2’s analysis resulted in a number of sustainability areas where Tele2 can make, or already makes, a difference. However four areas stood out as especially significant for both internal and external stakeholders, while also aligning with business strategy and relevant UN Sustainable Development Goals:

*Advance circular economy to combat climate change* – Following becoming climate neutral in its own operations, Tele2 will now focus on decreasing the environmental impact of its value chain, including vendors’ use of resources as well as customers’ reuse and recycle behavior. Advancing circular economy can also provide Tele2 with access to new business opportunities that are currently underserved in the marketplace.

*Maximize potential through an inclusive and diverse workplace* – Tele2 builds an inclusive environment where diverse talent can perform at their best. As already communicated, one of Tele2’s targets is a gender balanced workforce by 2023, but the company focuses on diversity from other important perspectives as well.

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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*Boost innovation for sustainability* – Tele2 will use its technology and connectivity expertise to drive the development of products and services that increase efficiency and creates sustainability value. One example is [IoT](#), where our technology can help both monitor and conserve resources while improving efficiency and reducing unnecessary costs.

*Protect children in a connected society* – Tele2 will continue its efforts to implement technical solutions and drive behavioral change in order to protect children online. A recent example is the launch of [the parental guidance platform Lajka](#) in Sweden, together with the Swedish Prince Carl Philip and Princess Sofia's Foundation.

– The new strategy will advance, sharpen and concentrate our sustainability efforts. It includes KPI:s and short-term activities within each focus area, as well as long-term targets which will guide us towards our ambition to lead in sustainability. We firmly believe that embracing sustainability leads to better choices and more value for our customers, shareholders and employees, says Viktor Wallström, EVP Communications & Sustainability at Tele2.

For more information and targets within each focus area, please visit [www.tele2.com](http://www.tele2.com).

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Tele2's vision is to be *the smartest telco in the world, creating a society of unlimited possibilities*. 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 2019, Tele2 generated revenue of SEK 28 billion and reported an underlying EBITDAaL of SEK 9 billion. For latest news and definitions of measures, please see our homepage [www.tele2.com](http://www.tele2.com).

**TELE2**