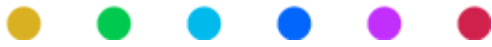
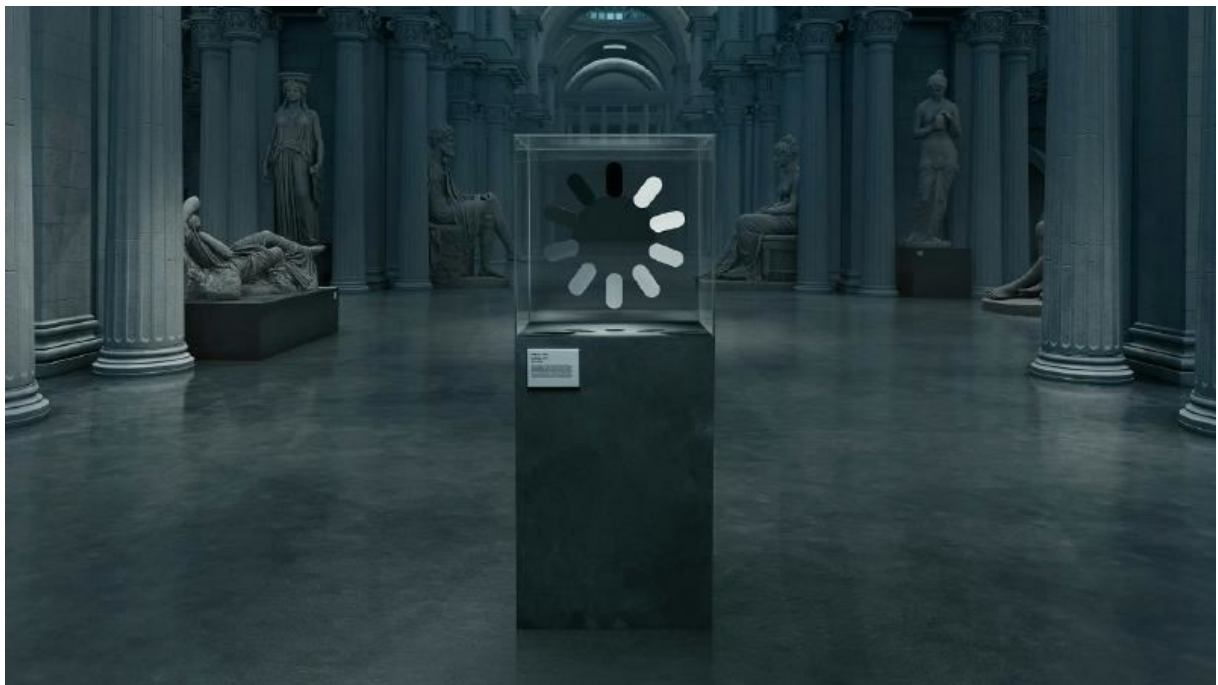


TELE2



Tele2 opens online buffering museum

The buffering symbol – the spinning symbol you see when content lags on your mobile phone – will soon be a memory. With Tele2's expanded 5G, the mobile network's capacity will increase and be up to 10 times faster in the future and make this symbol history. Tele2 is now opening an online [buffering museum](#) to preserve this symbol for future generations. The symbol will also be exhibited in a special display inside the newly opened Tele2 store at Kungsgatan 35 in Stockholm, Sweden, which has become a pop-up museum.



According to research undertaken by Infostat in October 2022, 82 percent of Swedes say that they have at some point been annoyed by their mobile phone loading apps or websites slowly and 64 percent say that they have occasionally or even more often not done what they had planned with their mobile phone because of buffering*.

5G increases the mobile networks capacity and will be up to 10 times faster and the buffering symbol will hopefully become a rare sight. Tele2 is opening a digital [buffering museum](#) where visitors will be able to see the symbols for generations to come.

- 5G is not just higher speeds but also shorter response times which means that buffering will be nothing more than a memory and so we have opened the buffering museum. We are now working to make this new technology available for our customers with the goal of building Sweden's best and fastest 5G network, says Oscar Karlsson, Director, B2C Commercial, Tele2.

This initiative will be visible around Stockholm from today and a display with the buffering symbol will be in the new Tele2 store at Kungsgatan 35, Stockholm, Sweden.

* The Infostat survey was conducted in October 2022 with 1600 Swedes who were randomly recruited and asked questions as part of a web panel. The speed of our mobile network varies subject to your

specific location, what mobile phone/equipment you have, and how many other people are connected to the network at the same time. Infostat is a statistics company specialized in the smart collection, processing, presentation, and analysis of social and market statistics.

Visit [buffering museum](#).

See the video about the [buffering museum here](#)

For more information, please contact:

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Tele2's purpose is to *enable a society of unlimited possibilities*. Ever since Tele2 was founded in 1993, we have continued to challenge prevailing norms and dusty monopolies. Today our 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 2021, Tele2 generated revenue of SEK 27 billion and reported an underlying EBITDAaL of SEK 10 billion. For latest news and definitions of measures, please see our homepage www.tele2.com