



## Tele2 is the First Operator to Launch a Broadband Connection Guarantee

According to a new survey\*, 62 percent of all Swedes have had disturbances on their fixed broadband at some point during the year. Therefore, Tele2 is the first operator in Sweden to launch a connection guarantee when you order broadband, so that your router always can be connected, no matter what happens.

Being connected has become a central part of our lives. Whether it's watching TV series, playing online games, paying bills or communicating with others, connectivity is fundamentally important.

When Tele2 asked what would be the worst everyday situation consumers could imagine, "the car will not start" ended up as number one. Unfortunately, this is one area Tele2 can't help with.

In second place was when the broadband is down at home. Just over 62 percent of the respondents stated that they had some kind of problem with their broadband in the past year. Over a third of respondents said that these interruptions lead to frustration or anger at not being able to surf everyday or follow their favorite shows.

Tele2 can now provide its customers with a better and guaranteed online experience. With the broadband guarantee and a completely new type of guarantee – a connection guarantee – Tele2's customers can use the mobile network if something happens to the fixed connection, without losing their Wi-Fi.

*-Tele2 is not only Sweden's largest TV provider but also one of Sweden's largest broadband providers and it means we have a great responsibility in making sure it will always work. Our customers want stability, security and speed on their broadband. A video call with a hospital service simply must not be interrupted. With our new connection guarantee, you always have Wi-Fi at home. If you watch movies, you can keep doing it. If you play games, you can continue with it. Play, browse, watch – it happens automatically when there is a disturbance. You can always continue with what you are doing, says Joakim Öhrström, Head of Product Management Connectivity at Tele2.*

When a customer signs up for one of Tele2's broadband options (500, 600, 1000 or 1200), a USB dongle and a SIM card are included, in addition to a router. You install your router as usual and then insert the SIM card into the USB stick, which in turn is placed in the router. Should there be a temporary problem with the fixed broadband service, your router will automatically switch from the fixed to the mobile network until the error is corrected. Your wireless connection will continue to work without you having to change anything in your settings. When the broadband issue is resolved, the router automatically returns to using the wired connection.

Should it turn out that the outage occurred due to a power outage, you can remove the USB dongle from the router and plug it into a laptop. The dongle requires no drivers and works on both PC as Mac.

The service is included in Broadband 500, 600, 1000 and 1200. In the future, it will be available for purchase in all broadband subscriptions for SEK 149 / month.

### More from the survey:

This would be most difficult if broadband were to go down – top 3:  
Not being able to use streaming services – 32%  
Not being able to surf on a computer or tablet – 17%  
Cancelled work meetings – 15%

\*The survey was conducted 2023-08-23 in Norstat's Sweden panel. The survey is based on 501 responses, aged 18-75 years.

**For more information, please contact:**

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**About Tele2**

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 2022, Tele2 generated revenue of SEK 28 billion and reported an underlying EBITDAaL of SEK 10 billion. For latest news and definitions of measures, please see our homepage [www.tele2.com](http://www.tele2.com)