

# TELE2



## Swedish Telecoms Giant invents Connected Chocolate Box ahead of the Festive Season

Tired of running out of Christmas sweets before the holidays have even begun? Now there's technology that detects if you sneak a piece of the Christmas chocolate. Swedish telecoms company Tele2 has developed a connected chocolate box that sends a notification to your phone when the lid is opened.



The company conducted a survey\* finding that 4 out of 10 people sneak pieces from the Christmas chocolate box before the start of the holidays. 15 percent said they had experienced running out of Christmas sweets before the big day.

The connected box, dubbed Chocolate Bytes, helps avoid that last-minute dash to the shop by discovering the praline thief in good time before Christmas. A sensor detects if the lid is opened, triggering a notification to your phone. You can be at work and be alerted to any family members sneaking a piece.

- We always want to explore how technology is used in different contexts, big and small. We are becoming increasingly connected and digitization affects our everyday lives, not least our traditions. The connected chocolate box is a playful experiment, but it may also spark thoughts about future Christmas traditions, says Karin Nygren, Director B2C, Tele2.

Tele2 is currently undergoing its largest network modernization to date, aiming to provide the majority of Swedes with access to 5G by the end of 2023. This means higher speeds and

faster response times, enabling connectivity and interconnection of devices at an entirely new level.

Chocolate Bytes is available for consumers to win through a social media competition. For more information please visit <http://www.tele2.se/nyheter/chocolate-bytes>.

\*The Tele2 survey was conducted by Kantar Sifo in the Kantar Media web panel (Sifo panel) from November 11 to 14, 2023. A total of 1072 individuals aged 18-79 were interviewed, of which 1029 stated that they celebrated Christmas.

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**About Tele2**

Tele2 is a leading telecommunications company with the aim of enabling a society with unlimited possibilities. Through our networks and services — ranging from broadband, data networks, mobile and landline telephony to TV, streaming, and global IoT services — we are deeply connected to all aspects of today's digital lifestyle. By making our infrastructure more powerful, secure, and sustainable, we facilitate the same kind of societal development. Tele2 was founded in 1993 and is listed on Nasdaq Stockholm. In 2022, the company generated revenue of 28 billion SEK, with an underlying EBITDAaL of 10 billion SEK. For the latest news and financial definitions, please visit our website [www.tele2.com](http://www.tele2.com).