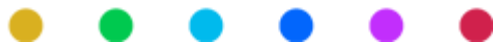


# TELE2



## Tele2 Partners with Warner Bros. Discovery to Enhance Entertainment Offering with Global Streaming Service Max

Tele2 AB ("Tele2") (Nasdaq Stockholm: TEL2 A and TEL2 B) and Warner Bros. Discovery (WBD) have entered a partnership to strengthen Tele2's entertainment offerings by incorporating the renowned global streaming service Max into their service. Tele2's TV customers can enjoy an expanded selection of content through a seamless integration of Max, bringing acclaimed HBO Original series like "The White Lotus" and "The Last of Us" alongside popular local content such as "Wahlgrens World", and Tele2 content, all in one user-friendly location.

The streaming and TV market today is increasingly fragmented and the demand for a simplified and unified viewing experience is more pronounced than ever. To meet this demand and simplify the customer experience, Tele2 has partnered with Warner Bros. Discovery to integrate their global streaming service Max into its entertainment offering.

Starting today, Max is part of Tele2's entertainment offering and customers will find all their favorite entertainment like "The White Lotus", "The Last of Us", "Wahlgrens World", "Across the Atlantic" and much more, in one location, making it easier than ever to enjoy a comprehensive and hassle-free viewing experience without the need for multiple subscriptions.

- We are very pleased to be able to offer our customers the best-in-class entertainment through our partnership with Max. This partnership means that our offering will be even stronger and more diverse, giving our customers more choice and access to high-quality content, says Petr Cermak, EVP Chief Commercial Officer, at Tele2.

- This partnership with Tele2 is an important step in our strategy to expand Max's reach and enhance its accessibility across more households. By integrating Max into Tele2's entertainment offerings, we are streamlining and enriching the viewing experience. Furthermore, it allows us to deliver our extensive portfolio, featuring both acclaimed international series and cherished local content, to a broader audience, says Jesper Steenberg, GVP Distribution & Games Nordics, at Warner Bros. Discovery.

For more information about Tele2's new entertainment offering and how you can take advantage of it, please visit [Tele2's website](#).

### About Max

Max® is the premier global streaming platform from Warner Bros. Discovery that delivers the most unique and captivating stories, ranging from the highest quality in scripted programming, movies, documentaries, true crime, adult animation, and live sports and news (where available). Max is the destination for prestigious entertainment brands such as HBO, Warner Bros., Max Originals, DC, Harry Potter, as well as iconic shows like Friends and The Big Bang Theory, all in one place.

### About Tele2

Tele2 is a leading telco with the purpose to enable a society of unlimited possibilities. Through our networks and services — ranging from mobile and fixed connectivity, telephony and data network services to TV, streaming and global IoT solutions — we are deeply connected to every aspect of today's digital lifestyle. By making our infrastructure more powerful, reliable and sustainable, we enable society to become that as well. Tele2 was founded in 1993 and is listed on Nasdaq Stockholm. In 2024, Tele2 generated revenue of SEK 30 billion and reported an underlying EBITDAaL of SEK 11 billion. For latest

news and definitions of measures, please see our homepage [www.tele2.com](http://www.tele2.com)

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