Tele2 appoints Nicholas Högberg as new EVP Chief Commercial Officer B2C and Deputy CEO Sweden

Stockholm – Tele2 AB ("Tele2") (Nasdaq Stockholm: TEL2 A and TEL2 B) appoints Nicholas Högberg as Executive Vice President, Chief Commercial Officer and Deputy CEO Sweden, reporting to CEO Jean Marc Harion.

Starting December 1, 2025, Nicholas joins Tele2 and brings more than 25 years of executive leadership experience across the telecommunications, media and technology sectors. As CEO of 3 (Hi3G Access), he led the company through nine years of market share growth, and later steered the tech scale-up Bannerflow on one of Europe's most impressive organic growth journeys. Today, Nicholas is Group CEO of Satellite Group, a rapidly expanding company in staffing and education, and also serves on the boards of Tele2 and AI company Canucci.

- *I am very pleased to welcome Nicholas to the team. He brings a strong leadership that blends a challenger's mindset with commercial sharpness and deep industry expertise. Having served at Tele2's Board of Directors for the last 18 months, Nicholas is familiar with the company and our people, and he comes well prepared to dive straight into the opportunities we have ahead and to help us deliver on our growth plan, says Jean Marc Harion, CEO & President at Tele2.*

Nicholas Högberg will step down from Tele2's Board of Directors upon taking up his new position. In conjunction with Nicholas' appointment, Petr Cermak will leave Tele2.

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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