



Press Release

2011-07-01

## Thomas Ekman Appointed New Market Area Director Nordic and CEO of Tele2 Sweden

**Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), today announced that Thomas Ekman has been appointed new Market Area Director Nordic and CEO of Tele2 Sweden.**

Thomas Ekman has a strong background in telecommunications, media and TV gained from holding various management positions as Chief Commercial Officer Consumer segment Tele2 Sweden, Sales Director Tele2 Sweden and Sales Director at Viasat Sweden and Everyday.com during his 12 years within Tele2 and the Kinnevik group.

Mats Granryd, President and CEO of Tele2 comments: "I am pleased to announce that Thomas Ekman will be the new Market Area Director for the Nordic region. Thomas is a true culture bearer and has held a leading role in transforming Tele2 into a more competitive player. His strong operational experience will continue to be very valuable to us in our work to further strengthen Tele2's position and utilize the growth in the Nordic market. "

Thomas Ekman will start his new position as of today.

### Contacts

Lars Torstensson, Investor Inquiries, Telephone: +46 702 73 48 79

Pernilla Oldmark, Press Inquiries, Telephone: +46 704 26 45 45

**TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL.** We have 31 million customers in 11 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, cable TV and content services. Ever since Jan Stenbeck founded the company in 1993, it has been a tough challenger to the former government monopolies and other established providers. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2010, we had net sales of SEK 40.2 billion and reported an operating profit (EBITDA) of SEK 10.3 billion.