



Press Release
2010-06-07

Mats Granryd Appointed President and CEO of Tele2

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announced that the Board of Directors has appointed Mats Granryd as President and CEO of Tele2 AB effective from 1 September 2010.

Mats Granryd has a consistent and successful career in telecommunications internationally and in Sweden. He has deep, senior executive experience in emerging markets, the realisation of new technologies and implementing consumer strategies.

Mats is currently the head of Northern Europe and Central Asia for Ericsson, AB. He previously led the North West Europe, India, CDMA and North Africa units and the global customer accounts for Vodafone and Bharti. Before joining Ericsson he was a management consultant in telecom strategies at ARRIGO and Andersen. Mats holds an MSc from the Royal Institute of Technology in Stockholm.

Mike Parton, Chairman of the Board of Directors of Tele2 commented: "The Board is pleased to bring the intensive search process to a successful conclusion with the recruitment of Mats Granryd and we look forward to working with him. From our many conversations, I believe his excellent understanding of emerging markets, technologies and consumer implementation, together with his achievements as a divisional leader, position him well to lead Tele2 in its chosen markets".

Mats Granryd commented: "I am thrilled to have the opportunity to lead Tele2, a company I have known and admired as a telecom challenger. I think that my understanding of the industry's current and emerging technologies and operational experience in emerging and consumer markets will be of value to the company; I look forward to working with the board and executive team to deliver the Best Deal for our customers everywhere."

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 28 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 2009, we had net sales of SEK 39.5 billion and reported an operating profit (EBITDA) of SEK 9.4 billion.