



Press Release

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## Andrei Smelkov Appointed New Chairman of the Management Board and CEO of NEO in Kazakhstan

Stockholm - Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announced that Andrei Smelkov has been appointed new Chairman of the Management Board and CEO of operator NEO in Kazakhstan.

Andrei Smelkov has a strong background from his previous role as CEO of Beeline's operations in Kyrgyzstan. He has also held positions such as Deputy General Director of Beeline's operations in Uzbekistan and Head of Beeline's Veliky Novgorod branch in Russia. Andrei Smelkov has in total eight years of experience in senior management in the mobile telecommunications sector.

Niklas Sonkin, Executive Vice President and Market Area Director Central Europe and Eurasia, comments: "I am very pleased to announce the appointment of Andrei Smelkov as new CEO of NEO in Kazakhstan. Andrei has forged a successful career within telecommunications over the last eight years. His strong operational experience from emerging markets makes him extremely well suited to lead NEO and take its operations to the next level together with our partners in Kazakhstan."

Tele2 today completed the acquisition of a majority share of 51 percent in NEO.

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**TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL.** We have 27 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 39.3 billion and reported an operating profit (EBITDA) of SEK 9.2 billion.