



Press Release
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Tele2 Capital Market Day 2009: New financial targets for Tele2's mobile operations in Sweden

Stockholm - Tele2 AB, ("Tele2"), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B), today announced new financial targets for its Swedish mobile operations.

Tele2's mobile operations in Sweden will target a higher market share in the postpaid segment, with the aim to improve the long-term customer lifetime value. In the short term, the strategy will lead to higher total acquisition costs, resulting in an EBITDA margin moving towards 30 percent in 2010.

Harri Koponen, President and CEO of Tele2, comments: "We are the number one in the Swedish prepaid market. To improve the growth profile of our company, we need to increase our efforts in the postpaid arena. I strongly believe that the long-term benefits will significantly offset the short-term investments in a higher-value customer base."

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Tele2 is one of Europe's leading alternative telecom operators. Tele2's mission is to provide affordable and easy connectivity for everyone at anytime. Tele2 always strives to offer the market's best prices. We have 25.4 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 2008, we had net sales of SEK 39.5 billion and reported an operating profit (EBITDA) of SEK 8.2 billion.