



Press Release  
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## **Tele2 Capital Market Day 2009: New financial targets for Tele2**

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

The definition of a core business within Tele2 is that the EBITDA margin should be 20 percent or more. Tele2's mobile operations on own infrastructure should target mid 30 percent or higher over the long term.

A long-term ROCE target of 20 percent is set for the Tele2 group, as the company wants to lay particular stress on cost control and optimal use of capital.

Lars Nilsson, CFO of Tele2, comments: "We need to continuously raise the bar for our company and set demanding targets that challenge our organization and keep us on our toes. I believe that this shows our shareholders and lenders that Tele2's house is in order and that we have a solid operational foundation to leverage on in the future."

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### **Further information can be obtained from:**

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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.*