



Press Release
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Dmitry Strashnov Appointed New CEO of Tele2 Russia

Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), announced today that Dmitry Strashnov has been appointed new CEO of Tele2 Russia. Dmitry Strashnov succeeds Donna Cordner as she will be leaving the company.

Dmitry Strashnov has a strong background from his previous roles as Chief Operating Officer of Tele2 Russia, Vice President and General Manager of Consumer Lifestyle Sector at Philips in Russia and General Director of Sales and Marketing at Electrolux in Russia.

Harri Koponen, President and CEO of Tele2 comments: "I am very pleased to announce the appointment of Dmitry Strashnov as new CEO of Tele2's Russian operations. He brings extensive experience of marketing, sales and customer care in the consumer segment to the company. Dmitry also has a strong network in the Russian marketplace overall and more specifically in retail and distributorship that will prove very important when Tele2 Russia pushes ahead into new regions. I would also like to take this opportunity to thank Donna Cordner for her strong contribution to the Group as she moves on to meet new challenges."

Fredrik Linton will assume the position as head of Strategy and M&A at Tele2. He has been with the Group since 2005.

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 24.5 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 OMX Nordic Exchange since 1996. In 2008, we had net sales of SEK 39.5 billion and reported an operating profit (EBITDA) of SEK 8.2 billion.