



Press Release  
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## **Harri Koponen Appointed New President and CEO of Tele2**

**Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), today announced that the Board of Directors has appointed Harri Koponen as the new President and CEO of Tele2 AB effective from 18 August 2008. Harri Koponen succeeds Lars-Johan Jarnheimer as President and CEO.**

Harri Koponen has a strong industry background from his previous roles as President and CEO at Wataniya Telecom, deputy CEO and president of International Operations at TeliaSonera AB, President and CEO at Sonera Corporation Ltd. and Executive VP and General Manager for Consumer Products North America at Ericsson AB.

Vigo Carlund, Chairman of the Board of Directors of Tele2 commented: "Lars-Johan Jarnheimer informed the board during the fall of 2007 of his desire to step down as CEO of Tele2 and as a result of a thorough executive search process the Board of Directors is pleased to announce the appointment of Harri Koponen as our new President and CEO of Tele2. Harri Koponen has forged a successful career within telecommunications over the last 19 years. His strong operational experience from emerging markets makes him extremely well suited to continue to lead Tele2, as it continues to focus on profitable growth across its core markets. Lars-Johan has contributed tremendously to the successful development of Tele2 over the years and I have personally enjoyed working closely with him over the course of his career. It is my hope that the Kinnevik Group will continue to benefit from Lars-Johan Jarnheimer's unique experience and in-depth knowledge from retail, consumer marketing as well as telecommunications."

Harri Koponen commented: "I am delighted to join such a great company as Tele2 as CEO. I believe that my extensive experience from the telecom service industry will be beneficial to Tele2 in its next phase of evolution. My understanding of both operations across Europe and many emerging markets as well as technical aspects of the fast moving business of mobile communications will be valuable as we continue to build a new Tele2 with a stronger focus on mobile services."

Lars-Johan Jarnheimer commented: "After 10 incredible years as CEO for Tele2, I must say it feels natural to hand over the reins to a new CEO. Tele2 is stronger than ever and the extensive realignment process is showing sound results. I know Harri Koponen is an excellent leader, so I see that it is a great achievement for Tele2 that he has accepted this appointment to be the new President and CEO. "



Harri Koponen will start his new position as President and CEO of Tele2 from 18 of August 2008, which will allow for an effective handover period between the two executives.

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**Further information can be obtained from:**

Vigo Carlund, Chairman of the Board, Telephone: +46 707 62 00 93

*Tele2 is one of Europe's leading alternative telecom operators. Tele2's mission is to provide price leading and easy-to-use telecom. Tele2 always strives to offer the market's best prices. We have 25 million customers in 15 countries. Tele2 offers fixed and mobile telephony, broadband, 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 2007, we had an operating revenue of SEK 43.4 billion and reported an operating profit (EBITDA) of SEK 6.6 billion. Please visit us at [www.tele2.com](http://www.tele2.com).*