



Press Release
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LARS NILSSON APPOINTED NEW CHIEF FINANCIAL OFFICER OF TELE2

Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), Europe's leading alternative telecom operator, today announced that it has appointed Lars Nilsson as the new Chief Financial Officer. Lars Nilsson's first day at Tele2 will be the first of May. He has previously held the position of Vice President and CFO at Axfood AB, one of the largest food retailers in Scandinavia.

Lars Nilsson has a strong financial background from his previous roles as Vice President and CFO at Axfood AB, CFO of Fritidsresegruppen, President and CEO of Aros Fondkommission and CFO of ABB Financial Services. He has also been a member of Axfood's Executive Committee since 2000.

Lars-Johan Jarnheimer, President and CEO of Tele2, comments: "I am very pleased to announce the appointment of Lars Nilsson as new Chief Financial Officer of the Group. His broad financial experience will be key to us in our ambition to transform and focus our operations in Europe."

Further information can be obtained from:

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Tele2 is Europe's leading alternative telecom operator. Tele2's mission is to provide cheap and simple telecoms for everyone in Europe. Tele2 always strives to offer the market's best prices. We have 29 million customers in 22 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. Tele2 has been listed on Stockholmsbörsen since 1996. In 2006 we had operating revenue of SEK 50.3 billion and we reported an operating profit (EBITDA) of SEK 5.7 billion