



FOR IMMEDIATE RELEASE

1 July, 2003

TELE2 LAUNCHES FIXED LINE OPERATION THROUGHOUT BELGIUM

New York and Stockholm – Tele2 AB, (“Tele2”), (Nasdaq Stock Market: TLTOA and TLTOB and Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company, today begins the national roll-out of its fixed line telephony services in Belgium, after a successful launch in Brussels six months ago.

Lars-Johan Jarnheimer, President and CEO of Tele2 AB commented: “All Belgian consumers will now be able to benefit from the characteristically low prices and simple tariff structure offered by Tele2. We are very pleased with the strong position that Tele2 has established in Brussels, only six months after launch. We are confident that the success encountered in Brussels will be replicated quickly in the rest of Belgium.”

Tele2 AB, formed in 1993, is the leading alternative pan-European telecommunications company offering fixed and mobile telephony, data network and Internet services under the brands Tele2, Tango and Comviq to over 17.7 million people in 22 countries. Tele2 operates Datamatrix, which specializes in systems integration, 3C Communications, providing integrated credit card processing, web payment solutions and public payphones; Transac, providing billing and transaction processing service; C³, offering co-branded pre-paid calling cards and Optimal Telecom, the price-guaranteed residential router device. The Group offers cable television services and, together with MTG, owns the Internet portal Everyday.com. The Company is listed on the Stockholmsbörsen, under TEL2A and TEL2B, and on the Nasdaq Stock Market under TLTOA and TLTOB.

CONTACTS

Lars-Johan Jarnheimer
President and CEO, Tele2 AB

Telephone: + 46 8 562 640 00

Andrew Best/ Dwayne Taylor
Investor enquiries

Telephone: + 44 20 7321 5022 / 5038

Visit us at our homepage: <http://www.Tele2.com>