



FOR IMMEDIATE RELEASE
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Tele2 sees strong growth in customer intake in Q4 in Central, Southern and Luxembourg regions

New York and Stockholm – December 20, 2001 – Tele2 AB, (“Tele2”, “the Group”) (Nasdaq Stock Market: TLTOA and TLTOB and Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company, today announces that it has experienced strong customer intake in the former SEC operations, namely the Central and Southern Europe and Luxembourg regions.

Tele2 increased its marketing activity in September following a quieter period over the summer months and this additional marketing expenditure has been very successful in attracting new customers. Tele2 estimates that it will add between 650,000-700,000 customers in the fourth quarter in the Central, Southern and Luxembourg regions, which exceed original expectations. This strong performance in the last quarter will mean that the three regions will have acquired some 1.9 million customers in 2001.

Lars-Johan Jarnheimer, President and CEO of Tele2 AB said: "Over the summer months Tele2 cut back on marketing expenditure but in September marketing activity was stepped up substantially as we believed there was an opportunity to increase our market share. In the current climate the strong customer intake in the Central, Southern and Luxembourg regions is encouraging in that it demonstrates the appeal of our low cost offering and shows how price leadership has made Tele2 the key competitor to the PTTs across Europe."

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 13.9 million people in 22 countries. Tele2 operates Datametrix, which specializes in systems integration, 3C Communications, operating public pay telephones and public Internet services; Transac, providing billing and transaction processing service; C³, offering co-branded pre-paid calling cards and IntelliNet and Optimal Telecom, the price-guaranteed residential router device. The Group offers cable television services under the Kabelvision brand name 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.

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