



FOR IMMEDIATE RELEASE
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TELE2 AB BECOMES THE FIRST MVNO IN THE NETHERLANDS

New York and Stockholm – August 24, 2001 – Tele2 AB (formerly NetCom AB, “Tele2”, “the Group”) (Nasdaq Stock Market: TLTOA and TLTOB and Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company, today announced that it had become the first Mobile Virtual Network Operator (MVNO) in the Netherlands. Tele2 has signed an agreement with Telfort, a GSM operator in the Netherlands, which is fully owned by British Telecom. The agreement will enable Tele2 to offer mobile telephony services in the country in addition to the existing fixed line offering.

Lars-Johan Jarnheimer President and CEO of Tele2 stated, “This agreement enables us to gain cost-effective, efficient and flexible access to the mobile network. As a result, we will be able to offer our current subscriber base, of approximately 1 million fixed line customers in the Netherlands, cheap access to mobile telephony services from September.”

The MVNO agreement gives Tele2 its own exchanges and thus the capacity to handle incoming traffic unlike a service provider agreement. Further, as an MVNO, Tele2 will be able to develop its own products such as prepaid and postpaid services and international roaming.

Tele2’s first MVNO agreement was announced in Denmark in October 2000.

Tele2 AB, (formerly NetCom 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, Comviq and Q-GSM to 12.9 million people in 21 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 TLTO.

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