



Press release  
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## Tele2 AB: Leadership Team structure change to enhance focus on main markets

**Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announced a change in its Leadership Team structure, to enhance focus on its main markets and ensure maintained attention to the smaller growth assets. This new structure will take effect immediately.**

Tele2 identifies Sweden, Russia, the Netherlands and Norway as the most important operations within the Group in terms of revenue generation. To maximize leverage of current and future opportunities in these markets, Tele2 has decided to remove the Market Area Director concept and instead appoint dedicated Chief Executive Officers, leading to a stronger management focus in the main markets.

Thomas Ekman is CEO of Tele2 Sweden, Jere Calmes CEO of Tele2 Russia and Gunther Vogelpoel CEO of Tele2 Netherlands. Arild Hustad, CEO of Tele2 Norway, will assume a place in the Leadership Team. Niklas Sonkin has overall responsibility for Austria, Croatia, Estonia, Germany, Kazakhstan, Latvia and Lithuania, making up smaller but important growth and cashflow generating operations. Apart from Arild Hustad who joins the Leadership Team, its members remain the same.

Mats Granryd, President and CEO of Tele2, comments: "All of our markets face exciting opportunities. To fully leverage on these opportunities, we strongly believe in dedicated management who can focus completely on the task at hand. The new structure highlights the importance that Sweden, Russia, the Netherlands and Norway have for the group. In addition, Niklas Sonkin will bring together the experience and expertise from the 7 smaller Tele2 operations. By enabling maximum dedication and synergy within the group, the new structure fully supports our Growth Strategy."

### **Tele2 Group Leadership team**

Mats Granryd – President and CEO Tele2 Group

Lars Nilsson – Senior Executive Vice President / Group CFO

Cecilia Lundin – Executive Vice President Human Resources

Thomas Ekman – Executive Vice President and CEO Tele2 Sweden

Jere Calmes – Executive Vice president and CEO Tele2 Russia

Günther Vogelpoel – Executive Vice President and CEO Tele2 Netherlands



Arild Hustad – Executive Vice President and CEO Tele2 Norway  
Niklas Sonkin – Executive Vice President Central Europe and Eurasia  
Anders Olsson – Executive Vice President / Group CCO  
Lars Torstensson – Executive Vice President Corporate Communication  
Joachim Horn – Executive Vice President / Group CTIO  
Roxanna Zea – Executive Vice President Strategy

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**TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE CUSTOMERS WHAT THEY NEED FOR LESS.** We have 38 million customers in 11 countries. Tele2 offers mobile services, fixed broadband and telephony, 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 NASDAQ OMX Stockholm since 1996. In 2012, we had net sales of SEK 43.7 billion and reported an operating profit (EBITDA) of SEK 11 billion