



Press release
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Tele2 AB: Jeff Dodds Appointed New CEO of Tele2 Netherlands

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announced that Jeff Dodds has been appointed new Executive Vice President and CEO of Tele2 Netherlands. Jeff succeeds Ernst-Jan van Rooijen who has been acting CEO and who now reassumes his role as CFO of the company.

Jeff has spent the past five years working for Virgin Media, most recently in the role of Chief Marketing Officer, responsible for Commercial Strategy, Customer Experience and all aspects of Brand and Marketing. Since October last year Jeff has also been acting as an Executive Strategy Consultant, working with European telecoms companies Liberty Global and ComHem and the leading UK advertising agency Bartle Bogle Hegarty (BBH).

Mats Granryd, President and CEO of Tele2, commented: "It is a great pleasure to welcome Jeff to the Tele2 family. We feel confident that he will be able to maximise our Dutch business and fulfill the growth potential that we are pursuing in the market. Jeff has a proven track record of swiftly and resolutely guiding companies to achieve great results. Together with our experienced CFO, Ernst-Jan, who has done a phenomenal job as acting CEO for the past months, they constitute a team that will offer our customers what they need for less".

Jeff commented: "I'm a huge fan of challenger brands and the benefits they bring to consumers, often providing game changing innovation and increased value for money. And having spent the last five years at Virgin Media, the opportunity to join Tele2 to lead their challenge in the Dutch market is incredibly exciting".

Jeff Dodds will assume his position on April 14th 2014.

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TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 15 million customers in 10 countries. Tele2 offers mobile services, fixed broadband and fixed 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 2013, we had net sales of SEK 30 billion and reported an operating profit (EBITDA) of SEK 6 billion.