



**Press Release**  
2014-03-20

## **Allison Kirkby Appointed New CFO of Tele2 AB**

**Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that Allison Kirkby has been appointed new CFO of Tele2 AB, effective as of 1 May 2014. She succeeds Lars Nilsson in the position.**

Allison, aged 46, has a strong breadth of consumer industry experience from a career of over 25 years spent in FMCG, Media, Telecom & Retail businesses. She was most recently the Chief Financial Officer of Shine Group, the global media production company, where she played a key role in successfully integrating the USD 675 million business into News Corporation (now 21st Century Fox). Prior to this Allison was Virgin Media's Executive Director of Finance Operations & Transformation, which succeeded a successful two decades with Procter & Gamble in a variety of senior financial & operational roles. She is also an Independent Non-Executive Director & Audit Chair at Greggs Plc, the UK retailer, and a Fellow of the Chartered Institute of Management Accountants.

Mats Granryd, President and CEO at Tele2 AB, comments: "I am very pleased to announce Allison Kirkby as our new Chief Financial Officer. We couldn't have found a better replacement and I am certain that Allison's valuable financial experience and strong personality will contribute to the continued success of Tele2. Lars has been a pleasure to work with and he has done a tremendous job during his time at Tele2, strongly contributing to the development of the company, especially its solid financial position."

Allison Kirkby comments: "I am delighted to join such a strong company as Tele2 in the role as Chief Financial Officer. I believe that my financial & operational experiences from several different companies and industries will be a strong asset in the further development of Tele2. Moreover, I feel a solid personal match with the company culture, the Tele2 brand character and its growth ambition. The Tele2 way, the challenger spirit and the company's will to do bold and different things really attracted me."

Lars Nilsson comments: "After seven incredible years as CFO for Tele2, it is time for new challenges. The timing is right from a personal, as well as professional perspective. Tele2 is in a very sound financial state and is a company that continues to show good results. I am confident that Allison together with the rest of the Tele2 team will continue to build on that strong position."

### **For further information, contact:**

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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.