

Press Release 2014-04-01

Caroline Fellenius-Omnell appointed Group General Counsel of Tele2 AB

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that Caroline Fellenius-Omnell has been appointed new Group General Counsel and Member of the Tele2 AB Leadership Team, effective as of 1 May 2014. She will be reporting to Mats Granryd, President and CEO.

Caroline comes from the position as Group General Counsel at Sidel, based in Switzerland. Previously she was General Counsel Europe at Tetra Pak in Paris. She has also worked at Electrolux, and law firms Skadden Arps Slate Meagher & Flom and Mannheimer Swartling - both in Brussels and Stockholm. Caroline has successfully built and developed legal teams globally. She has a strong background in international corporate law, with a particular focus on EU & Competition Law.

Mats Granryd, President and CEO at Tele2 AB, comments: "It feels great to welcome Caroline to the Tele2 family and our Leadership Team. We are confident that her extensive international experience from several different industries and EU & Competition Law will be of great value to the Tele2. She also has just the right personal challenger mindset that we are looking for."

Caroline Fellenius-Omnell comments: "I am highly motivated to join a challenger company such as Tele2 in the role as Group General Counsel. Tele2 has a strong brand with a very appealing history and future outlook. I feel a strong personal match with the company's growth ambitions and value oriented leadership."

For further information, contact:

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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.