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## **PRESS RELEASE**

# **Tele2 and MTG's Viaplay enter partnership**

**Stockholm – Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) Swedish brand enters a partnership with MTG's online streaming service Viaplay. The agreement will enable Tele2 to offer Viaplay access to its 3.7 million Swedish mobile customers.**

Both new and existing Tele2 Sweden customers will from the end of January 2015, have the option to include Viaplay in their subscription. Viaplay is an online streaming service and available on a wide range of internet connected devices.

The ability to deliver an excellent user experience is much due to 4G, which has become a game changer within the telecom market. Customers will be able to watch series, sports and movies on Viaplay without constant loading interruptions. The entering of different valuable partnerships has become an important part of Tele2's strategy.

Lars Torstensson, EVP Communication and Strategy comments: "We are happy to have signed an agreement with MTG's Viaplay. Partnership programs are important for us to make use of the capabilities that we have through our 4G network and modern billing capabilities together with making the customer experience even better."

**For more information, please 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 14 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services 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.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The letter "E" is stylized with a vertical line through its center.