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PRESS RELEASE

Tele2's 4G/LTE-network will cover 90 percent of the population in the Baltics by the end of 2015

London – Tele2 AB, (Tele2), (NASDAQ Stockholm: TEL2 A and TEL2 B) today announce its plans to provide 90 percent of the population with 4G/LTE network coverage in the Baltic States – Lithuania, Latvia and Estonia – by the end of 2015.

During 2014, Tele2 finalized its network modernization in the Baltic region and invested a total of EUR 50 million in attaining the objective of the project – create the most up-to-date mobile network in the Baltic countries. It was one of the most significant investment projects in the Baltic region's mobile communication industry. Tele2 has also secured the full spectrum portfolio necessary for LTE development – 800, 900, 1800, and 2100 MHz in all the states, together with 450 and 2300 MHz in Estonia, and 2600 MHz in Latvia and Lithuania. This will enable Tele2 to reach its goal to cover 90 percent of the Baltic population by the end of 2015.

Niklas Sonkin, Executive Vice President Central Europe and Eurasia comments: "The Baltic region together with Sweden, are our next areas of growth for 4G/LTE services. The demand for mobile data in the Baltic region is tremendous and Tele2's revenue from data services demonstrates rapid growth".

In 2014, the share of data revenue reached 24 percent of all service revenue in Estonia, 22 percent in Latvia, and 12 percent in Lithuania. An acceleration in data usage is expected in the near future, as prices for data services and smart gadgets becomes more affordable.

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 number "2" is significantly larger and more prominent than the letters "TELE".