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PRESS RELEASE

Tele2 Sweden increases size of data buckets

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholmsbörsen: TEL2 A and TEL2 B) today announced that Tele2 Sweden increases the sizes of all its data buckets in order to enable true mobility for both consumers and businesses.

The Swedish mobile data usage has increased rapidly in the recent years and a general trend of digitalization together with high usage of streaming media services has changed the customer needs dramatically. In Sweden, Tele2 has an extremely efficient and powerful 4G/LTE network that offers the scale needed to stimulate higher data usage in a cost efficient way.

Anders Olsson, EVP and Group CCO at Tele2 AB, comments: "I have spoken about the voice to data transition for many years and in Sweden it is now really kicking off. As Tele2 Sweden has continued to build out its 4G capacity and reach, we can match the needs of the customers and now offer true mobility. A high market maturity is needed, which we have in Sweden, and therefore I do not foresee the same kind of offerings on our other markets in the short term."

The new price plans in Sweden will be available for both present and new customers as well as both the consumer and the business segment.

Tele2 Sweden's new mobile price plans

| Consumer | Business |
|------------------|------------------|
| 0,5 GB – SEK 198 | 1 GB – SEK 298 |
| 5 GB – SEK 248 | 7 GB – SEK 348 |
| 20 GB – SEK 298 | 25 GB – SEK 398 |
| 50 GB – SEK 398 | 50 GB – SEK 448 |
| 100 GB – SEK 548 | 100 GB – SEK 548 |
| | 500 GB – SEK 948 |

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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 2014, we had net sales of SEK 26 billion and reported an operating profit (EBITDA) of SEK 5,9 billion.

