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PRESS RELEASE

Tele2 M2M provides connectivity solutions to Spotter's launch of consumer grade GPS tracker

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that it will provide connectivity solutions to the Dutch company Spotter. Spotter has announced it will launch a highly user-friendly GPS tracker in Benelux and has chosen Tele2 M2M as its connectivity provider. The Spotter GPS tracker will be available from mid-July 2015 onward in Benelux and is also expected to launch in other Western European countries soon.

Spotter is a Dutch company that specializes in GPS track & trace solutions for the consumer market. Spotter allows you to trace anything you care about. Consumers can give the Spotter to their children or place it in their car, boat or motorcycle and monitor their locations on Google Maps via an online account. When travelling, they can check the locations via the free Spotter app for Smartphones and Tablets.

Rami Avidan, Commercial Director M2M, Tele2 Group, comments: "We are very proud to be Spotter's connectivity supplier. This is a proof of our competitive M2M offer to the market and our relentless focus on quality of service. The seamless connectivity experience that we provide is of course crucial in a case like this, where you want to be able follow moving objects – no matter where they go. The deal with Spotter is a concrete example of Tele2's vision to reduce the barriers of entry to the M2M/IoT market."

Sander de Potter, CEO at Spotters GPS, comments: "Tele2 provides us with a flexible business model that fits our needs. The possibility to integrate to their connectivity platform and the availability of all networks in Europe was a great fit for our new tracking solution. The enthusiasm and spirit of the Tele2 team to make a successful launch for our new product confirmed our feeling that we made the right choice of connectivity partner."

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 2014, we had net sales of SEK 26 billion and reported an operating profit (EBITDA) of SEK 5.9 billion.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The "2" is significantly larger and more prominent than the other characters.