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PRESS RELEASE

Allison Kirkby appointed new CEO of Tele2 as Mats Granryd leaves the company

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that the Board of Directors has appointed Allison Kirkby as the new CEO of Tele2 AB effective from 1 September 2015. Allison Kirkby succeeds Mats Granryd who will leave the company.

Mike Parton, Chairman of the Board of Directors of Tele2, comments: "Mats Granryd has informed the board of his wish to step down as CEO of Tele2 and take up a new opportunity as Director General for the GSMA. As the Board constantly reviews and plans the succession of its top management team, Allison Kirkby had already been identified as the next CEO in the event that Mats Granryd would step down. Allison has forged a successful career within the FMCG, Media, Retail and Telecom industries and she has proven at Tele2 that she can drive and manage operational excellence throughout the organization. Her strong operational experience makes her extremely well suited to lead Tele2, as it continues to focus on profitable growth across its core markets. Mats Granryd has contributed tremendously to the successful development of Tele2 over the years and I have personally enjoyed working closely with him. I would like to thank him and take the opportunity to wish him all the best in his future career at the GSMA."

Mats Granryd commented: "After 5 incredible and transformational years as CEO for Tele2, I feel the time is right to move on to new opportunities. Tele2 is stronger than ever and there are several achievements that I am especially proud of, such as our ability to constantly outgrow the industry within mobile services and the way we have created shareholder value to our owners through strong business performance and inorganic activities. Every day at this very unique company has been exiting, and I will greatly miss all the wonderful people of Tele2 and of course its relentless challenger spirit."

Allison Kirkby commented: "I am delighted to take on the role as the new CEO of Tele2 AB. Together with my Leadership Team we will continue to challenge the industry and ensure that the success of Tele2 will continue."

Mats Granryd will stay with the company until the 31st of December 2015, facilitating an effective transition process.

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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, content services and global M2M/IoT solutions. 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.