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PRESS RELEASE

Tele2 M2M strengthens its presence in the Benelux region

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces a strengthened presence and new partnerships for its Machine-to-Machine (M2M)/Internet of Things (IoT) implementations in the Benelux region.

Tele2 has during the last couple of months signed up a number of new local partners, as well as strengthened its own presence in the region, to even better meet the increasing demand of M2M/IoT implementations.

Rami Avidan, Commercial Director at Tele2 M2M, comments: "I am happy to announce a number of new strong partnerships in the Benelux. By integrating and partnering with best of breed local partners in the region, we make sure that our customers get qualitative solutions tailored to their specific needs. Through our partnerships, we also make it simpler and quicker for the customers to roll-out the solutions in scale. The Benelux area is one of our focus regions, and these activities further increase our growth in the area".

Tele2 M2M is an Event Partner to the Internet of Things Congress in Amsterdam, which is taking place today, 29th September 2015. Rami Avidan will address the audience in a keynote speech and many of Tele2's M2M partners will join Tele2 as partner exhibitors at the event.

The new partners that Tele2 announces are:

RedSalt - A Local System Integrator (SI) partner, focus on inspiring customers to embark on their IoT journey with the best IoT workshops in the region – www.redsalt.nl

Giant Leap Technologies - IoT specialists, local SI with specialized knowledge in different industries and the experience needed to connect anything, anywhere – www.giantleap.info

MobileTrack - Specialists in LBS and IoT solutions for Care&Comfort, Safety&Security and Heavy Industries – www.mobiletrack.nl

MultiCap - Value Added Distributor with unique track & trace platform – www.multicap.be

Service Cruiser – Innovative Field Service outsourcing partner focused on supporting IoT device vendors, integrators, service providers and retailers – www.servicecruiser.com

AVIC - IoT specialists, experienced team that has worked in the industry for years. Specialized knowledge in different industries and interesting niche solutions – www.avic.nl

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

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Visit Tele2's stand on the [Internet of Things event](#) in Amsterdam to meet our M2M team.

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.

TELE2