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PRESS RELEASE

Tele2 announces internal reorganization

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces a reorganization of its organization and Leadership Team, to enable the benefits of its already announced productivity program, the Challenger Program, to be realized.

This includes the following changes in the roles of Tele2 Leadership Team Members:

- Niklas Sonkin, currently Executive Vice President, Market Area Director, Eurasia & acting CTIO becomes Executive Vice President & Chief Operating Officer. He will oversee all CTIO and Shared Operations for the Group, and maintains responsibility for Kazakhstan and Germany.
- Lars Torstensson, currently Executive Vice President, Communications & Strategy becomes Executive Vice President, New Growth & Strategy.
- Anders Olsson, currently Executive Vice President, Chief Commercial Officer becomes Executive Vice President, Strategic Projects, initially focusing on the successful execution of the Challenger Program.
- Malin Holmberg, currently acting Executive Vice President, Market Area Director Central Europe, becomes permanent in her role.

Allison Kirkby, CEO of Tele2 AB, comments: "Within the framework of the Challenger Program we have analyzed and evaluated our internal way of working and come to the conclusion that a Leadership Team reorganization is necessary in order to increase our customer focus and to fully leverage Group knowledge and scale efficiencies."

The new Leadership Team structure will become effective as of October 15.

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, 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.