

Tele2 AB
Skeppsbron 18
P.O Box 2094
SE-103 13 Stockholm, Sweden
Telephone +46 8 5620 0060
Fax: +46 8 5620 0040
www.tele2.com
Reg No 556410-8917
VAT No SE556410891701
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PRESS RELEASE

Tele2 starts data revolution in Dutch market

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces the launch of its new 4G mobile propositions into the Dutch market starting tomorrow, November 12th.

The Dutch proposition builds on three important pillars: great coverage and great speed at the lowest price.

24 months after the activation of the first antenna, Tele2 Netherlands has now grown its network to reach 92% 4G outdoor population coverage. Nationwide population coverage is expected by the end of the first quarter next year. Activated carrier aggregation enables the Dutch LTE Advanced network to achieve maximum speeds of up to 225Mb/s.

The cost benefits that come as a result of Tele2 building its state-of-the-art network will enable new and disruptive propositions – step-changing the value offered to Dutch consumers. Tele2 aims to be the world's first '4G only' mobile operator, providing both 'data' and from next year 'voice' over 4G without the need for old 2G/3G technology.

Allison Kirkby, CEO and President Tele2 Group, comments: "Tele2 is about to revolutionize the mobile market in The Netherlands. The Netherlands is the sixth country where we have opened our own 4G-infrastructure, and it is our intention to stimulate demand for mobile connectivity, by offering the Dutch population much larger, more affordable 4G data bundles, and thereby offering great value for money".

Jeff Dodds, CEO Tele2 Netherlands: "It's time for the Dutch consumers to release the handbrake when it comes to mobile data usage. Over the last three years price levels in the Netherlands have remained amongst the highest in Europe, and we're here to shake up the market and start a data revolution, with the launch of our new superfast LTE-Advanced mobile network, offering great speed, great coverage and the lowest price".

Disruptive propositions

Tele2 aims to create a permanent shift in the Dutch mobile data consumption. Due to the relatively high price and small size of their mobile data bundles, Dutch consumers today often seek out and use public Wi-Fi hot spots. Tele2 seeks to enable Dutch consumers to 'drown themselves in data' and from launch, Tele2 will introduce a 24GB bundle with unlimited voice/SMS, for a monthly cost of €35 (handset costs not included). Tele2's new data bundles will also come in the following sizes; 8GB, 4GB and 1,5GB, all in combination with unlimited voice/SMS. The smallest data bundle in the range will be 1GB, which is offered with 100 minutes/SMS. Tele2 aims to reach a revenue market share of 20%.

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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For more information, please contact:

Viktor Wallström, Head of Public Relations, Tele2 AB, Phone: +46 703 63 53 27
Louise Tjeder, Head of Investor Relations, Tele2 AB. Phone: +46 704 26 46 52

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.

TELE2