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2016-01-28

## **PRESS RELEASE**

# **Tele2 announces a new Leadership Team**

**Stockholm – Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces a number of changes to the Leadership Team of the company, including a new permanent CFO and new CEOs of Tele2 Sweden and Tele2 Netherlands.**

Allison Kirkby, President and CEO, Tele2 AB, comments: "I am today announcing a number of changes to the leadership of our company, as we embark on the next stage of Tele2's data monetization journey."

### **New CFO, Tele2 Group**

Lars Nordmark, currently CFO of Securitas Direct AB, will join Tele2 as Executive Vice President and Chief Financial Officer. Lars is a Swedish national with many years of experience in telecoms at T-Mobile, Orange and most recently Q-tel. He will assume the position as of 18<sup>th</sup> April and replace James Maclaurin, currently Interim CFO.

Allison Kirkby, President and CEO, Tele2 AB, comments: "I am thrilled to announce Lars Nordmark as our new CFO. Lars brings a wealth of telecoms and leadership experiences to Tele2 and has a strong value creation track record in his previous CFO roles. I would also like to take the opportunity to thank James for his many contributions to the company as Interim CFO during the past months."

### **New CEO, Tele2 Sweden**

Samuel Skott assumes the position of EVP and CEO of Tele2 Sweden as Thomas Ekman leaves Tele2 to take on new challenges outside the company. Samuel Skott started out as a Tele2 Trainee in 2005 and has been an integral part of the Tele2 Sweden leadership team during the past five years, as Commercial Director Residential and most recently as Director Customer and Product Design. Samuel will assume the position of CEO Sweden as of 18<sup>th</sup> April.

Allison Kirkby, President and CEO, Tele2 AB, comments: "I am immensely proud of the talent we have in our company, and therefore thrilled to promote Samuel to the CEO position. Samuel brings extensive experience from his years within Tele2, having been working within the Swedish Leadership Team and playing a major role in the development and the execution of the strategies that have contributed to significant growth in the value of our Swedish business. As for Thomas, he has done a tremendous job heading up our Swedish operation during the past five years. I want to thank him for the many and great contributions in leading Tele2 Sweden to a whole new level and I wish him the best of luck in his new position."

Thomas Ekman, EVP and CEO Tele2 Sweden, comments: "I have had a truly fantastic time within the Kinnevik Group and Tele2 and I want to thank all my colleagues within the company. I've been with Tele2 for the past ten years and when I was offered the opportunity to become Partner and CEO of Cabonline Group, I felt that this was the right challenge and the right time

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for me to accept. I am extremely proud of the strength of the team and the business I leave at Tele2 Sweden. Having worked closely with Samuel I am convinced that Tele2 Sweden will continue to challenge and drive the industry forward.”

### **New CEO, Tele2 Netherlands**

Malin Holmberg who is currently EVP Central Europe and CEO of Tele2 Croatia will take over the position as CEO of the Dutch business, as Jeff Dodds leaves to return to his family and to take up a new role in the UK. Malin has worked for Tele2 since 2009, having joined from Vodafone Group and assumed a position in the Tele2 Leadership Team in the summer of 2015. She has managed to successfully transform the Croatian business and has played an important role in the launch of the new Operating Model and in preparing her region for commercialization and monetization of 4G in 2016. Malin will continue to oversee our Croatian business at this point in time, and take over the Dutch CEO role as of April 1<sup>st</sup>.

Allison Kirkby, President and CEO, Tele2 AB, comments: “Malin has proven to be an inspirational leader within our Group and I feel confident that she has the right experience and leadership qualities to take Tele2 Netherlands forward in its new “post launch” stage. Malin’s experiences in the Tele2 Group, as CEO in Croatia and as MAD for Central Europe within the Leadership Team have prepared her well for this new opportunity within our company. Jeff has done a fantastic job over the last 2 years in setting up the Dutch operation for continued growth, by building out our network and re-launching the Tele2 brand to the Netherlands. Since his family returned to the UK last summer, Jeff and I have been working together on an effective transition plan in order for him to return home. I wish him all the best in his new role.”

Jeff Dodds, CEO Tele2 Netherlands, comments: “I’ve had two great years at Tele2, where I’ve worked alongside some fantastic colleagues, and had the pleasure of leading some of the most talented people in the Dutch telecoms market. I’ll always be proud of launching our 4G mobile network last November. I am now looking forward to a new adventure with TalkTalk Plc back in the UK, from where I’ll enjoy watching Tele2’s continued success.”

The information is of such character, which the Tele2 AB (publ) shall disclose in accordance with the Swedish Securities Market Act (2007:528) and the Swedish law on Trading with Financial Instruments (1991:980). The information was distributed for disclosure on 28<sup>th</sup> January 2016.

### **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.

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