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PRESS RELEASE

Tele2 IoT strengthens its presence in France

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces a strengthened presence and offering for its Internet of Things (IoT) implementations in France.

During the last couple of months, Tele2 IoT has recruited dedicated resources in France and signed a strategic partnership with Sisteer, in order to secure the right setup needed to support the important IoT market that France represents. Tele2 IoT expects the total number of connections in France to double within three years.

Rami Avidan, Managing Director at Tele2 IoT, comments: "France is a large and central IoT market in Europe, so we are happy to announce our strong partnership with Sisteer. Their solid local presence will complement our own resources in a fantastic way, and together we will be very competitive in supporting the French market."

Sisteer, Tele2's new partner, is the leading alternative connectivity reseller in France, a strong enabler that is well set-up to deploy telecom and IoT connected systems to the market.

Alain Bureau, CEO at Sisteer adds: "The Sisteer/Tele2 partnership is born from a magic formula: the quality and reliability of a large operator, the proximity and solid telecom expertise of a French recognized actor, together with one of the best IoT connectivity platforms."

To further accelerate the presence in the French market, Tele2 and Sisteer will together host an event, IoT Talks Paris on June 8th. The purpose of this event is to engage and inspire even more customers and partners to start their IoT journey. Visit www.tele2iottalks.com/paris for more information and registration.

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 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 2015, we had net sales of SEK 27 billion and reported an operating profit (EBITDA) of SEK 5.8 billion.

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, with a thick, blocky appearance.