Highlights from the quarter

- Mobile-end user service revenue continues to grow
- Solid quarter for Swedish consumer postpaid
- Data monetization particularly strong in the Baltic region

- Commercial launch of our Dutch 4G-only network
- 4G coverage now at 90% in all major markets
- Croatia network swap complete and ready for 4G launch

- Sweden mobile EBITDA up 6% and margin improved to 28%
- JV with Kazakhtelecom announced
- Challenger on track for 1 bn savings target in 2018

- Tele2 and Comviq awarded for most satisfied customers in 2015
- Shared Operations established in India and expanding in Latvia
- Post-quarter end introducing new Leadership Team members
Monetization of data is our key priority

Year-on-year growth, Tele2 Group

<table>
<thead>
<tr>
<th>Mobile end-user service revenue</th>
<th>Mobile EBITDA</th>
<th>Average data usage per mobile customer**</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2% (**+5%*)</td>
<td>-4% (-4%*)</td>
<td>+94%</td>
</tr>
</tbody>
</table>

*FX adjusted
**Average data usage excludes traffic on MVNO networks.
Continued growth in mobile end-user service revenue

Year-on-year growth for mobile end-user service revenue, Tele2 Group

Average +6.8%
Continued growth in mobile end-user service revenue FX adjusted

Year-on-year growth for mobile end-user service revenue, Tele2 Group

Average +5.9%
Market year-on-year development

Mobile end-user service revenue*

- **Sweden:** +0.3%
- **Austria:** -7%
- **Germany:** -12%
- **Netherlands:** +4%
- **Croatia:** +1%
- **Lithuania:** +8%
- **Latvia:** +1%
- **Estonia:** +10%
- **Kazakhstan:** -10% (25% ex FX)

Data usage growth
(Excluding MVNO networks)

Q4 14 Q4 15

+121%

*Excluding non-recurring items in Q4 2015
Austria = total net sales
Q4 Highlights

- Total revenue impacted by lower equipment sales and decline within fixed and B2B. Large enterprise continued to show stable growth, while SME declined due to price aggression in the market.
- Consumer mobile postpaid grew mid-single digit, driven by Comviq.
- Data monetization continues with mobile margin up from 26% to 28% for the quarter.
Tele2 Sweden

Churn Tele2 brand

-20% from Q4 14 to Q4 15

Mobile net intake (thousands)

-58 from Q4 14 to Q4 15

Most satisfied customers award

- Comviq and Tele2 awarded no 1 and no 2 respectively for the most satisfied residential customers, by the Swedish Quality Index. Tele2 awarded no 1 in B2B fixed telephony and broadband

Q4 Highlights

- Tele2.0 provides more flexibility, transparency and simplicity which has led to increased loyalty and lower churn
- Customer net intake in the quarter continued to grow across all segments, particularly in mobile postpaid
- Comviq and Tele2 awarded no 1 and no 2 respectively for the most satisfied residential customers, by the Swedish Quality Index. Tele2 awarded no 1 in B2B fixed telephony and broadband
Q4 Highlights

- Monetization driven by data centric pricing and trade-ups in data buckets
- Lithuania grew 8%, and Estonia grew 10% in mobile end-user service revenue
- Customers moving into towards higher value postpaid, and prepaid declining as expected
- Excluding gain from sale of frequency licence in Q4 2014, EBITDA growth YoY was 5%
- First operator in the region to test triple carrier aggregation LTE advanced with speeds above 300Mbps
Tele2 Netherlands

Net sales
(SEK million)

Q4 (SEK million)

EBITDA and EBITDA margin
YTD (SEK million)

Q4 Highlights

- Official launch of 4G-only network negatively impacted the results for the quarter
- Gross intake higher since launch however net intake impacted by higher churn due to competitive pressure in 3G SIM-only market
- B2B announced significant new deal from a strong pipeline
- First pilots with VULA high speed broadband services commenced in the quarter
Tele2 Netherlands

Outdoor population coverage now at 95%

Spontaneous Brand Awareness (Memo2)

Share of switchers, postpaid handset segment (GFK)

Q4 Highlights

- 4G Network came out on top in 3 out of 6 categories on TV show "Kassa", one of the largest consumer review TV shows in the Netherlands. Outdoor coverage is now at 95%
- Spontaneous Brand Awareness increased 10% during 5 weeks following launch
- Handset sales are up 50% since launch
- Measures underway to reduce churn and attract higher value customers
Tele2 Kazakhstan

### Net sales Q4
(KZT million)

- **Q4 14:** 9,432
- **Q4 15:** 12,687

**+35%**

### EBITDA and EBITDA margin Q4
(KZT million)

- **Q4 14:** 433
- **Q4 15:** 12

**-97%**

### EBITDA and EBITDA margin YTD
(KZT million)

- **FY 14:** 1,133
- **FY 15:** 1,372

**+21%**

---

**Q4 Highlights**

- Strong net sales growth of 35% due to strong customer growth and higher incoming traffic
- Continued positive net intake of 38K
- EBITDA in the quarter impacted by intensified competition
- Final regulatory approval received. JV deal closing anticipated in Q1 2016. Integration planning well underway
- Government announced technological neutrality and issued additional spectrum for LTE in 800MHz and 1800MHz
Financial Overview
## Financial highlights

<table>
<thead>
<tr>
<th></th>
<th>Q4 2014 (SEK billion)</th>
<th>Q4 2015 (SEK billion)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales</td>
<td>6.9</td>
<td>6.9</td>
<td>+1%</td>
</tr>
<tr>
<td>Mobile end-user service revenue</td>
<td>3.2</td>
<td>3.3</td>
<td>+2%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>1.4</td>
<td>1.3</td>
<td>-5%</td>
</tr>
<tr>
<td>CAPEX</td>
<td>1.0</td>
<td>1.2</td>
<td>+19%</td>
</tr>
</tbody>
</table>
## Financial highlights

<table>
<thead>
<tr>
<th></th>
<th>FY 2014</th>
<th>FY 2015</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net sales (SEK billion)</td>
<td>26.0</td>
<td>26.9</td>
<td>+3%</td>
</tr>
<tr>
<td>Mobile end-user service revenue (SEK billion)</td>
<td>12.5</td>
<td>13.2</td>
<td>+6%</td>
</tr>
<tr>
<td>EBITDA (SEK billion)</td>
<td>5.9</td>
<td>5.8</td>
<td>-3%</td>
</tr>
<tr>
<td>CAPEX (SEK billion)</td>
<td>3.5</td>
<td>4.2</td>
<td>+23%</td>
</tr>
<tr>
<td>Ordinary dividend (SEK billion)</td>
<td>2.2</td>
<td>2.4</td>
<td>+10%</td>
</tr>
</tbody>
</table>

% Change: 
- Net sales: +3% 
- Mobile end-user service revenue: +6% 
- EBITDA: -3% 
- CAPEX: +23% 
- Ordinary dividend: +10%
Mobile end-user service revenue

Tele2 Group (SEK million)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Revenue (SEK million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 14</td>
<td>3,205</td>
</tr>
<tr>
<td>Q1 15</td>
<td>3,184</td>
</tr>
<tr>
<td>Q2 15</td>
<td>3,324</td>
</tr>
<tr>
<td>Q3 15</td>
<td>3,422</td>
</tr>
<tr>
<td>Q4 15</td>
<td>3,282</td>
</tr>
</tbody>
</table>

Development per market (SEK million)

<table>
<thead>
<tr>
<th>Market</th>
<th>Revenue (SEK million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 14 Sweden</td>
<td>-15</td>
</tr>
<tr>
<td>Q4 15 Baltics</td>
<td>29</td>
</tr>
<tr>
<td>Q4 15 Netherlands Kazakhstan</td>
<td>102</td>
</tr>
<tr>
<td>RoW</td>
<td>-27</td>
</tr>
<tr>
<td>Q4 15</td>
<td>3,282</td>
</tr>
</tbody>
</table>
CAPEX

Tele2 Group
(SEK million)

<table>
<thead>
<tr>
<th></th>
<th>Q4 14</th>
<th>Q1 15</th>
<th>Q2 15</th>
<th>Q3 15</th>
<th>Q4 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>1,030</td>
<td>938</td>
<td>1,134</td>
<td>932</td>
<td>1,223</td>
</tr>
<tr>
<td>Growth</td>
<td>15.0%</td>
<td>14.4%</td>
<td>17.2%</td>
<td>13.7%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

Development per market
(SEK million)

<table>
<thead>
<tr>
<th></th>
<th>Q4 14</th>
<th>Sweden</th>
<th>Baltics</th>
<th>Netherlands</th>
<th>Kazakhstan</th>
<th>RoW</th>
<th>Q4 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>1,030</td>
<td>8</td>
<td>20</td>
<td>46</td>
<td>76</td>
<td>43</td>
<td>1,223</td>
</tr>
</tbody>
</table>

CAPEX / Net sales

+19%
Free cash flow

Total operations

Tele2 Group
(SEK million)

Free cash flow = Cash flow from operating activities and CAPEX paid

Development
(SEK million)
Debt position and financial leverage

Pro forma net debt / EBITDA 12 m rolling

<table>
<thead>
<tr>
<th>Date</th>
<th>Pro forma net debt (SEK billion)</th>
<th>Pro forma net debt to EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 2014</td>
<td>7.9</td>
<td></td>
</tr>
<tr>
<td>Mar 2015</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>Jun 2015</td>
<td>10.1</td>
<td></td>
</tr>
<tr>
<td>Sep 2015</td>
<td>9.6</td>
<td></td>
</tr>
<tr>
<td>Dec 2015</td>
<td>9.7</td>
<td></td>
</tr>
</tbody>
</table>
Challenger Program Update
Challenger Program progressing

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2015</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplify</td>
<td>30%</td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td>% of products harmonized on shared platforms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discipline</td>
<td>40%</td>
<td>67%</td>
<td>80%</td>
</tr>
<tr>
<td>% of spend strategically sourced &amp; procured</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consolidate</td>
<td>0%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>% reduction in IT OpEx as share of revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transform</td>
<td>12%</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>% of staff in shared operations</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Initiatives commenced in 2015

- **Product Harmonization**
- **Application Rationalization**
- **ICB & Roaming**
- **Return on Marketing Investment**
- **Field Force outsourcing**
- **Transmission optimization**
- **Customer Service offshoring**
- **Finance back office nearshoring**
- **Germany restructuring**
Challenger Program roadmap

- **2014**: Investment phase
- **2015**: Investment phase
- **2016**: Benefits phase
- **2017**: Benefits phase
- **2018**: Benefits phase

Q4
Financial Guidance
Financial guidance 2016

<table>
<thead>
<tr>
<th>Mobile end-user service revenue</th>
<th>EBITDA (SEK billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-single digit % growth</td>
<td>4.6 – 5.0</td>
</tr>
<tr>
<td>Net sales (SEK billion)</td>
<td>CAPEX (SEK billion)</td>
</tr>
<tr>
<td>26 – 27</td>
<td>3.7 – 4.1</td>
</tr>
</tbody>
</table>
Summary
Key priorities moving forward

- Maximize our dual brand strategy strength in Sweden
- Accelerate next phase of Netherlands commercial launch
- JV integration in Kazakhstan
- Commercialize and monetize 4G investments in Baltics, Croatia
- Continuing execution on the Challenger Program
- New Leadership Team established to take business forward
Tele2’s Way2Win

Vision
We will be champions of customer value in everything we do

Mission
We are challengers, fast-movers and will always offer our customers what they need for less

Where we play
- Mobile access
- Our current footprint
- Residential and Business
- M2M & IoT

How we win
- Focused Technology Choices
- Value Champion
- Step-Change Productivity
- Winning People & Culture

Responsible Challenger

The Tele2 Way
THE END