

INVITATION

TELE2 CORPORATE RESPONSIBILITY DAY

Last year, Tele2 was one of the first companies in the world to set up a Capital Markets Day with a full focus on Corporate Responsibility. Now we are repeating the success.

For us at Tele2, it is crucial to maintain the hard-earned trust of consumers and other stakeholders and to show that we always walk the talk.

We want to offer our key stakeholders* increased transparency and the opportunity to get first-hand information on our anti-corruption work, privacy and integrity, our operations and challenges in Kazakhstan, supply chain sustainability, M2M opportunities to reduce environmental impact and more.

This year's Tele2 Corporate Responsibility Day will be more interactive and enable dialogues in small groups. Tele2 will be represented by members from the top-management and our experts. Amongst other things, you will hear how and why we decided to let go of one quarter of the personnel of the company we bought when entering Kazakhstan, why all contracts need to be viewed by a minimum of 4 eyes and how we qualified for becoming a Nordea Swedish Star investment, something we are very proud of. We appreciate all of our strong and proactive stakeholders' input so welcome to join, ask questions and challenge us to improve even further!

*The presentations will be aimed meeting the information needs of ESG investors, business customers, NGOs, Authorities and business partners – but everyone is of course welcome to join us!

When: June 10th 2014 14:00 – 17:15 CET with a following mingle.

Where: Tele2 Head Offices in Kista, Borgarfjordsgatan 16, Stockholm.

There will be designated busses to Kista departing from the Stockholm Opera, Gustav Adolfs Torg at 13:30 CET. Sign up for a bus seat as well as for the event in the registration form.

For international investors there will also be dial in opportunities, welcome to contact us for registration and more information on that.

Schedule: 14:00 CET arrival and start-up. 14:10–17:00 CET presentations, office tour and Q&A sessions. 17:15–18:30 CET mingle.

Registration: To register follow this link <http://www.tele2event.com/cr2014.html>

If you have any questions, contact Marie Baumgarts, Head of Corporate Responsibility, at marie.baumgarts@tele2.com or telephone +46 704 26 44 58.

Welcome!

Tele2 is one of Europe's fastest growing telecom operators, always providing customers with what they need for less.

We have 15 million customers in 10 countries. Tele2 offers mobile services, fixed broadband and fixed telephony, data network services, cable TV and content services. 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 2013, we had net sales of SEK 30 billion and reported an operating profit (EBITDA) of SEK 6 billion.