



2004 THIRD QUARTER RESULTS MEETING AND CONFERENCE CALL

WEDNESDAY, OCTOBER 20, 2004

**Hosts: Lars-Johan Jarnheimer – President and Chief Executive Officer
Håkan Zadler – Chief Financial Officer**

Tele2 AB, the leading alternative pan-European telecommunications company, will announce its financial results for the third quarter 2004 at 6.00 am CET (5.00 am UK time) on Wednesday, October 20, 2004.

Tele2 will present the results at a meeting at Cass Business School, Lecture Theatre 2006, 106 Bunhill Row in London, at 8.30 am UK time (9.30 am CET) on Wednesday, October 20, 2004.

The company will host a conference call for the global financial community at 16.00 CET (15.00 UK time / 10.00 am EST). Both the meeting and the conference call will be webcast in listen-only mode on Tele2's website at www.tele2.com.

To participate in the meeting and/or the conference call, please register at:

http://www.tele2.com/register_q32004.phtml

The dial-in number to join the conference call will be available upon registration.

You may also register by filling out the information below and returning it by fax to +46 (0)8 5620 0040 or contact Lena Krauss at +46 (0)8 5620 0045 or by e-mail to investor.relations@tele2.com.

NAME: _____

COMPANY: _____

FUNCTION: _____

PHONE / E-MAIL: _____

- Yes, I will participate in the conference call. Yes, I will participate in the meeting.
 Yes, I will participate in both the conference call and the meeting.
 Please remove my name from the Tele2 mailing list.
 Please add my colleague _____ to the Tele2 mailing list.

Tele2 is Europe's leading and profitable alternative telecom operator. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have close to 25 million customers in 24 countries. We offer products and services in fixed and mobile telephony, Internet access, data networks, cable TV and content services. Our main competitors are the former government monopolies. Tele2 was founded in 1993 by Jan Stenbeck and has been listed on Stockholmsbörsen since 1996. The share has also been listed on Nasdaq since 1997. Tele2 always strives to offer the market's best prices. In 2003 we had net sales of SEK 36,911 million and reported a profit of SEK 5,710 million (EBITDA). Tele2 always strives to offer the market's best prices.
