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TELE2 LAUNCHES MOBILE SERVICES IN FRANCE

Stockholm – Tele2 AB, (“Tele2”), (Stockholmsbörsen: TEL2A and TEL2B), the leading alternative pan-European telecommunications company today announced, that two months after signing its MVNO agreement, it is launching mobile services in France.

Following the agreement signed with Orange France in April this year, Tele2 will, from Friday June 17, give French customers the opportunity to use Tele2 as their mobile provider. Tele2 will become the No 4 mobile operator in France with this national launch and the only one offering its customers a complete and convergent offer of fixed telephony, broadband Internet and mobile, under one brand.

A pre launch campaign over the Internet has already attracted more than 100,000 prospective customers, and a survey by TNS Direct indicated that 31% of the French population might consider switching to Tele2 Mobile in the next 6 months.

Lars-Johan Jarnheimer, CEO of Tele2 said; “We are delighted to have been able to launch mobile services in France so quickly. The French mobile market is crying out for more competition and our mobile offer of simple and economical tariffs will benefit our customers in France as it has elsewhere in Europe. We are excited by the prospects this launch presents.”

Tele2 is Europe’s leading alternative telecom operator. Tele2 always strives to offer the market’s best prices. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have 28.7 million customers in 25 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. In 2004 we had operating revenue of SEK 43 billion and reported a profit (EBITDA) of SEK 6.6 billion.

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