



Press Release

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Günther Vogelpoel Appointed New Market Area Director Western Europe and CEO of Tele2 Netherlands

Stockholm - Tele2 AB, ("Tele2"), (Stockholm Stock Exchange: TEL2 A and TEL2 B), today announced that Günther Vogelpoel has been appointed as new Market Area Director Western Europe and CEO of Tele2 Netherlands. Günther Vogelpoel succeeds Henrik Ringmar who will be leaving the company.

Günther Vogelpoel has a strong telecom background from his 12 years within Tele2 through his positions as Managing Director Consumer Segment Tele2 Netherlands, Chief Operating Officer Tele2 Netherlands, Regional Director Customer Operations Tele2 Benelux, UK & Ireland and Marketing Manager Fixed Telephony Tele2 Netherlands.

Mats Granryd, President and CEO of Tele2 comments: "Günther Vogelpoel has forged a successful career within telecommunications over the last 12 years. His solid operational experience from Tele2 Netherlands makes him extremely well suited to continue to lead Tele2 in Western Europe, as it continues to focus on profitable growth. Henrik Ringmar has strongly contributed to the successful development of Tele2 over the years through his positions as Market Area Director Western Europe, CEO of Procure It Right and CEO of Tele2 Norway. He has also been a formidable culture bearer within Tele2 and as one of the strongest shining lighthouses, we will miss him greatly."

Günther Vogelpoel commented: "I am proud to become the new CEO and Market Area Director of such a unique organization with a strong company culture and highly motivated and skilled employees. I am very enthusiastic and committed to take Tele2 to the next level in Western Europe by focusing on operational excellence and customer loyalty so we will continue to offer the Best Deal in every market segment."

Henrik Ringmar commented: "After 13 incredible years within Tele2, it now feels natural to take the next step. Tele2 Netherlands is stronger than ever and its portfolio of assets puts it in an excellent competitive position. I know Günther Vogelpoel is an exceptional leader, so I see that it is a great achievement for Tele2 that he has accepted this appointment to be the new Market Area Director Western Europe and CEO Tele2 Netherlands. "

Günther Vogelpoel will start his new position May 1, 2011.

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TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL. We have 31 million customers in 11 countries. Tele2 offers mobile services, fixed broadband and 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 2010, we had net sales of SEK 40.2 billion and reported an operating profit (EBITDA) of SEK 10.3 billion.