



Press Release  
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## Tele2 Russia added 48,000 new customers in November

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announced that its Russian operations added 48,000 new customers in November 2011. Tele2 Russia has 20.5 million customers in total.

As a result, Tele2 expects the subscriber base to reach between 20.6 – 20.7 million by year-end 2011 (earlier 21 million).

Mats Granryd, President and CEO of Tele2 comments: "We have chosen to focus our activities on reducing the value of customer churn rather than on competing on net intake. We still believe that Russia is Tele2's most important growth market and the company will continue to have a balanced approach between customer intake and profitability".

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**TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL.** We have 34 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.