



Press Release
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Roxanna Zea Appointed Chief Strategy Officer at Tele2 AB

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announced that Roxanna Zea has been appointed Chief Strategy Officer at Tele2 AB.

Roxanna Zea has a very strong background from her previous roles at Google Inc as Head of Strategy & Initiatives (UK, Northern & Central Europe) and other leadership roles in Partnerships and Sales Operations. She has also had several successful years as a consultant at A. T. Kearney and Andersen LLP.

Mats Granryd, President and CEO of Tele2 AB, commented: "Increasingly we are seeing the telecommunications and Internet worlds converge to the point of virtually becoming one and the same playing field. I am therefore very happy to welcome Roxanna in my Leadership Team as Chief Strategy Officer. Through her extensive experience gained from her various roles at Google and A. T. Kearney, she will help me navigate in a complex but exciting data centric future."

Roxanna Zea will begin her new position on the 17th of September 2012.

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TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE BEST DEAL. We have 36 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 41 billion and reported an operating profit (EBITDA) of SEK 11.2 billion.