



Press release

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Tele2 launches global M2M solution

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) is making a global launch within the rapidly growing machine-to-machine (M2M) sector. Initial markets for this launch are Sweden, Norway and the Netherlands, but Tele2 M2M Global Solutions is already able to serve customers globally.

Tele2 has made investments in personnel and IT to become a competitive player on the M2M market. With an advanced technical platform, a dedicated M2M support function and a highly skilled team, Tele2 will be able to provide a simple, flexible and customer oriented M2M alternative. As always when it comes to Tele2, the price will also be highly competitive.

Mats Granryd, President and CEO of Tele2 AB, comments: "The potential of M2M is great and we believe that now is the time to make a dedicated move. The market is ready for a broad roll-out, as more and more companies see how they can connect IT and communication services with their business processes - with cost savings and new revenue streams as a result."

Initially, Tele2 M2M will focus on Sweden, Norway and the Netherlands, but the capability is global from the start.

Mats Granryd continues: "Even if we will have our M2M customer base in parts of the Tele2 footprint, the M2M business is global in its nature. Our customers' activities are increasingly international in character – almost regardless of size. Hence, it is natural for us to offer them our services wherever they go".

For more information about Tele2 M2M Global Solutions, visit: www.m2m.tele2.com

For further information, contact:

Lars Torstensson, EVP Corporate Communication, Telephone: +46 702 73 48 79

Viktor Wallström, Press Inquiries, Telephone: +46 703 63 53 27

TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 15 million customers in 10 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 2012, we had net sales of SEK 31 billion and reported an operating profit (EBITDA) of SEK 6 billion.