



Press release
2014-10-28

Tele2 and Cubic Telecom announce M2M partnership

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) and Cubic Telecom, a global mobile network operator, today announced that they are entering a strategic partnership to provide global M2M/IoT solutions to companies in the PC OEM and automotive space.

M2M/IoT implies that machines send information to one another using SIM cards and without the direct involvement of human interaction. These signals aim to control a process or tell a machine to perform a certain action. M2M/IoT is currently one of the fastest-growing business segments in technology.

The partnership between Cubic Telecom and Tele2 enables global enterprise customers to utilize Cubic Telecom's end-to-end cloud based solution to quickly deploy and implement M2M/IoT services. The M2M services bring added value to the end user, and drive new revenue streams for the enterprises. Some of the world's leading Fortune 500 brands, such as HP, Lenovo, and Sierra Wireless, are already relying on this cloud based solution to help them deliver connectivity, management and monetizing M2M/IoT devices on a global basis.

Barry Napier, CEO of Cubic Telecom comments: "We want to make it as easy as possible for enterprises to run their businesses. By expanding our footprint through partnering with Tele2 we not only meet the needs of our expanding customer base by allowing them to grow internationally with proven tools, but we provide them with a clear advantage over their competition."

Tele2 has recently made extensive capability investments in their M2M business, signaling that this is a key focus for the operator going forward.

Rami Avidan, Head of Tele2 M2M Global Solutions comments: "We see great opportunity in the M2M/IoT space and we are delighted to be working with Cubic Telecom to bring the benefits of M2M/IoT to their markets and provide solutions for some of the largest brands in the world."

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TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 14 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services 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 2013, we had net sales of SEK 30 billion and reported an operating profit (EBITDA) of SEK 6 billion.