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PRESS RELEASE

Tele2 AB presents 4G plans for the Dutch market

London – Tele2 AB, (Tele2), (NASDAQ Stockholm: TEL2 A and TEL2 B) today announced that it will launch its 4G network in the beginning of 2015 in the Netherlands. Existing and new customers will be experiencing the new LTE-advanced network from March.

The first network clusters launch in three weeks and will cover an area stretching from Rotterdam to Amsterdam. The rollout will continue across the entire country at a pace that ensures the best possible user experience for customers. By the end of March 2016, Tele2 expects to reach nationwide coverage.

Jeff Dodds, CEO Tele2 Netherlands comments: “Over the past two years the team at Tele2 has been focused on building the best performing 4G network in the Netherlands, with the ambition of giving our customers a mobile experience that secures their lifetime loyalty. Thanks to our extremely low setup and operating costs, we believe Tele2 is in the best possible position to challenge the incumbent Dutch operators, in a market where 4G is still considered by consumers to be an expensive premium service and price levels for mobile data remain amongst the highest in Europe.”

Tele2 Netherlands is the first provider in the world in the process of launching a 4G only network. Tele2 has no costly 2 or 3G networks to maintain, a benefit which when combined with the cost advantages of their site sharing agreement with T-Mobile and the relatively small investment in license costs, results in a substantial cost improvement compared to their existing MVNO setup. Tele2 estimates the costs of operating as an MNO as opposed to an MVNO to be as much as 85% lower. This provides Tele2 with lots of scope to challenge the market.

For more information, please contact:

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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.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The letter "E" is stylized with a vertical bar through its center.