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PRESS RELEASE

Malin Holmberg appointed acting Market Area Director and Member of Tele2 AB's Leadership Team

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that Malin Holmberg has been appointed acting Market Area Director for Lithuania, Estonia, Latvia, Croatia, Austria and member of Tele2 AB's Leadership Team, effective as of 1 August 2015. She will be reporting to Mats Granryd, President and CEO of Tele2 AB.

Malin comes from the position as CEO of Tele2 Croatia that she assumed in June, 2012. Previously she has held the position of Group Product Director within the Tele2 Group. Malin has very successfully built and developed the Croatian business of Tele2 during her years as CEO and will continue to have that role as well.

Niklas Sonkin will maintain the position of acting CTIO of Tele2 AB as well as remain in charge of Germany and Kazakhstan.

Mats Granryd, President and CEO at Tele2 AB, comments: "I am happy to welcome Malin to the Leadership Team of Tele2 AB. Her experience and strong track record from the telecom industry will definitely be a benefit to the market areas that she will be responsible for and I am looking forward to her contributions to the development of the Group."

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 2014, we had net sales of SEK 26 billion and reported an operating profit (EBITDA) of SEK 5.9 billion.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The "2" is significantly larger and more prominent than the other characters.