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PRESS RELEASE

James Maclaurin appointed Interim Group CFO and Member of Tele2 AB's Leadership Team

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announces that James Maclaurin has been appointed Interim Group CFO and Member of Tele2 AB's Leadership Team, effective as of 1 October 2015. He will be reporting to Allison Kirkby, President and CEO of Tele2 AB.

James is a veteran telecoms CFO and operational leader with a career in the industry spanning 22 years and has held a number of Group CFO positions, including Group CFO of Axiata Group, a major Asian multi-market mobile operator listed in Kuala Lumpur, Malaysia, CFO of Vodafone's Central European and African businesses, Group CFO of Celtel, the 15 market pan-African mobile operator and Group CFO of UbiNetics a software developer based in Cambridge UK. James' formative years (1993-2003) were spent with GEC and Marconi in Asia and Europe where he rose to the role of Group EVP Finance.

James assumes an Interim Group CFO position at Tele2 AB, while the process for the permanent candidate continues.

Allison Kirkby, President and CEO at Tele2 AB, comments: "I am delighted to welcome James to the company. James was introduced to me via our Chairman, as they had prior experience of working together at Marconi. His breadth of financial and operational experience in the Telecoms industry is perfect for Tele2 at this time, particularly as we are executing on our Challenger Program. He will be a great addition to our Leadership Team."

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 stylized than the other characters.