

Tele2 AB
Skeppsbron 18
P.O Box 2094
SE-103 13 Stockholm, Sweden
Telephone +46 8 5620 0060
Fax: +46 8 5620 0040
www.tele2.com
2016-05-25

PRESS RELEASE

Tele2 and IBM to fast-track IoT for European businesses

Stockholm - Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces an agreement with IBM (NYSE: IBM) to jointly help European businesses fast-track the implementation and lower the point of entry for new Internet of Things (IoT) projects and business models.

Working jointly, Tele2 will provide global connectivity and related services whilst IBM will leverage its Watson IoT platform and Global Business Solutions (GBS) consulting approach to bring selected industry IoT offerings to market. IoT, Big Data analytics and cognitive capabilities will be brought together into offerings such as asset management, location based services, connected products and supply chain management.

The companies will offer a joint IoT Starter Kit to enable customers to quickly start Internet of Things projects. The Starter Kit contains SIM cards and an integration into IBM Bluemix so that customers can quickly connect and start developing IoT solutions. IBM will be responsible for the implementation, integration, cloud-based services and roll-out of the solutions. Combined with Tele2's world class connectivity and value added services, the solution will enable businesses across Europe enhance the customer experience using the latest IoT technologies.

Rami Avidan, Managing Director, Tele2 IoT, comments: "IBM's industry leading solutions combined with Tele2's IoT competence will help clients on their IoT journey and allow them to introduce new revenue models, reduce time to market and lower operational costs."

Louise Skordby, Executive, European Digital Operations Leader IBM, commented: "I am convinced that by combining our respective strengths, IBM and Tele2 we will be able to offer powerful new solutions for businesses across Europe enabling them to leverage the power of the Internet of Things."

For more information, please contact:

Viktor Wallström, Communications Director, Tele2 AB, Phone: +46 703 63 53 27
Louise Tjeder, Head of Investor Relations, Tele2 AB, Phone: +46 704 26 46 52

TELE2 IS ONE OF EUROPE'S FASTEST GROWING TELECOM OPERATORS, ALWAYS PROVIDING CUSTOMERS WITH WHAT THEY NEED FOR LESS. We have 16 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, content services and global M2M/IoT solutions. 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 2015, we had net sales of SEK 27 billion and reported an operating profit (EBITDA) of SEK 5.8 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.