

PRESS RELEASE

Guillaume van Gaver appointed EVP International and new member of Tele2 AB's Leadership Team

Stockholm - Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces that Guillaume van Gaver is appointed Executive Vice President International and member of Tele2 AB's Leadership Team. Also, Lars Torstensson, Executive Vice President New Growth & Strategy, has decided to leave Tele2 to pursue new opportunities outside of the company.

This re-introduction of a Market Area Director role for the markets outside of Sweden and Netherlands ensures renewed focus within the Leadership Team. In his position, Guillaume will oversee Tele2 operations in the Baltics, Kazakhstan, Croatia, Austria and Germany. He will assume the new position on July 5th 2016 and report to Allison Kirkby, President and CEO.

Guillaume has more than 20 years of international experience in the Telecommunication and Retail Industries. He has worked in the US, Europe and Middle East and previous workplaces include Orange, Mobinil, EE and Dixons Carphone. He has held several management positions within the areas of Commercial and General Management. The latest including the repositioning of the retail activities of Dixons Carphone in Continental Europe to CWS – a new entity focusing on B2B services. Amongst other key achievements he drove the expansion of the Egyptian subsidiary of Orange to increase its customer base from 7 to 21 million.

Allison Kirkby, President and CEO of Tele2 AB, comments: "I am very happy to be able to welcome Guillaume to the Tele2 family. He is a proven telecoms leader, with many years of experience from different markets and companies in the industry, showcasing great results. He therefore brings solid competence - and French finesse - to our Leadership Team."

Guillaume van Gaver, incoming EVP International at Tele2 AB, comments: "Tele2's challenger profile is very attractive to me and I am thrilled to be joining such a strong value driven company. I believe I can build from my experience to deliver strong success with the local team in their respective markets.

Lars Torstensson has decided to leave the company to pursue new opportunities. Lars joined Tele2 in 2007 and has held several top management positions within Investor Relations,

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2016-06-27

Communications, Strategy and New Growth. He will remain in his position at Tele2 until mid-November.

Allison Kirkby, President and CEO of Tele2 AB, comments: "I want to thank Lars for many great contributions during his 10 years with the company. He has been a true ambassador for "The Tele2 Way" and I have personally enjoyed working with him, both as a colleague and a friend. I wish him every success in his new adventure."

Lars Torstensson, EVP New Growth & Strategy at Tele2 AB, comments: "I have had a truly fantastic time at Tele2 and I want to thank all my teammates. When I was offered to become part of the management team at Gelato, I felt that this was a great opportunity for me to experience the digital transformation in a new and different context – innovating the printing industry. I am extremely proud of the strength of the team and the business I leave at the Tele2 Group."

The information is of such character, which Tele2 AB (publ) shall disclose in accordance with the Securities Market Act (2007:528) and/or the law on Trading with Financial Instruments (1991:980). The information was distributed for disclosure at 08:00 CEST on 27 June 2016.

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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 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.

