

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  
2016-09-29

## **PRESS RELEASE**

# **Tele2 to offer end-to-end IoT start kits for enterprises**

**Stockholm –Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announced a joint offering together with Microsoft and Libelium.**

Together, the three companies will deliver a complete IoT "plug & play" developer start kit, containing Libelium hardware, Microsoft Azure IoT Platform and connectivity from Tele2. The IoT developer kit will make it easier for enterprises to start their IoT journey and deploy IoT projects much faster.

Many companies struggle today with where and how to develop an IoT solution. This "plug & play" IoT developer kit is the best option for both small and large organisations who want to develop an IoT solution with connectivity, cloud platform and real sensors. In addition to connectivity and the cloud platform, the IoT kit includes nodes for Smart Cities, Smart Security, Smart Environment and Smart Agriculture applications.

Rami Avidan, Managing Director, Tele2 IoT, comments: "These kits will lower the barriers to get started and help our customers on their IoT journey. We are dedicated to work with our partners to simplify and give all enterprises the benefits of IoT with new revenue models, reduced time to market and lower operational costs. I believe this is a prime example of that dedication."

Anders Wendt, Business Group Lead, Cloud & Enterprise at Microsoft AB, comments: "We are proud to launch this joint value proposition together with Tele2, a telecom operator dedicated to IoT. This solution is a true market changer. It will basically give any company or organization the opportunity to get started with IoT in a simple way, fully in line with our ambition to provide technology for everyone to help them create new opportunities and achieve more."

Alicia Asín, CEO, Libelium, comments: "The Internet of Things generates a lot of hype but the lack of integrated solutions from hardware to application level is a barrier for fast adoption. The new kit with Tele2 connectivity and Microsoft Azure cloud platform, joined to Libelium devices, is removing this barrier."

The IoT developer kit is available for order from today. More information about the kits can be found here: <https://www.the-iot-marketplace.com/libelium-tele2-azure-development-kit>

### **For more information, please contact:**

Angelica Gustafsson, Press inquiries, Tele2 AB, Phone: +46 704 26 41 42

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 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. For definitions of measures, please see the last page of the Annual report 2015.

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.