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## **PRESS RELEASE**

# **Tele2's Leadership Team attempts bicycling from Riga to Vilnius**

**On August 21, the Group Leadership Team members of Tele2 will attempt to complete a 356 kilometer Bike Race from Riga to Vilnius in two days. The purpose is to fearlessly raise money for a good cause.**

It will be possible to follow the entire journey on a map in real-time with the help of Tele2's IoT connectivity at [www.tele2.com/Biketour](http://www.tele2.com/Biketour). There, you can also vote for the contestant that you think will win the race. For each vote on a contestant that crosses the finish line, Tele2 will donate 5 SEK to SOS Children Villages in Lithuania and Latvia. The donation will be handed to the organization when the race is completed.

Throughout the race, the Leadership Team will visit several cities in both Latvia and Lithuania to arrange activities to further raise money and to meet people and customers in the Baltic region where Tele2 successfully has been operating for about 20 years.

The team members are currently preparing themselves for the race, follow the preparations in Tele2's social media channels through #Tele2BikeTour and #WeAreTele2.

Read more about the participants, follow the race and place your vote here:  
[www.tele2.com/Biketour](http://www.tele2.com/Biketour)

**For more information, please contact:**

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**TELE2'S MISSION IS TO FEARLESSLY LIBERATE PEOPLE TO LIVE A MORE CONNECTED LIFE.** We believe the connected life is a better life, and so our aim is to make connectivity increasingly accessible to our customers, no matter where or when they need it. 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 offers mobile services, fixed broadband and telephony, data network services, content services and global IoT solutions. Every day our 17 million customers across 9 countries enjoy a fast and wireless experience through our award winning networks. Tele2 has been listed on the NASDAQ OMX Stockholm since 1996. In 2016, Tele2 had net sales of SEK 28 billion and reported an operating profit (EBITDA) of SEK 5.3 billion. For definitions of measures, please see the last pages of the Annual Report 2016. Follow @Tele2group on Twitter for the latest updates.

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.