

PRESS RELEASE

Tele2 IoT enters Gartner's Magic Quadrant for Managed M2M Services Worldwide

After less than four years as a dedicated IoT Communications Service Provider, Tele2 IoT is named as one of the global IoT connectivity service providers in Gartner's Magic Quadrant.

Continuing its strong growth, Tele2 IoT currently has 150 employees and customers with devices in 160 countries. This year, Tele2 IoT has been included in Gartner's Magic Quadrant, a culmination of research that positions players in the market of managed M2M services worldwide.

Rami Avidan, CEO Tele2 IoT, comments: "We believe that Gartner's inclusion of us in the quadrant is a proof point of us delivering on our IoT strategy with the vision to become the orchestrator of a smarter world. We also see this as a recognition of our unique offering in the IoT market".

When assessing Tele2 IoT's services, Gartner looked at two key areas:

1. **Completeness of vision** - our market understanding, marketing strategy, sales strategy, product strategy, business model, vertical/industry strategy, innovation and geographic strategy
2. **Ability to execute** - our product/service offering, overall viability, sales execution/pricing, market responsiveness/record, marketing execution, customer experience and operations

Based on the evaluation, Gartner places Tele2 IoT at the intersection of, Leaders, Visionaries, Followers and Niche players in the quadrant, and acknowledges Tele2 IoT across multiple vertical use cases in manufacturing, transportation and logistics, retail, and energy and utilities for MNCs requiring connectivity in a large number of countries in Europe and the Middle East.

Disclaimer: *Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

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
2017-11-03

For more information, please contact:

Angelica Gustafsson, Head of Public Relations, Tele2 AB, Phone: +46 704 26 41 42

Erik Strandin Pers, Head of Investor Relations , Tele2 AB, Phone: +46 733 41 41 88

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 8 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.

TELE2