



Press release  
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## **Tele2 AB: Jere Calmes Appointed New CEO of Tele2 Russia and Steps Down as Non-Executive Board Member**

**Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announced that Jere Calmes has been appointed new CEO of Tele2 Russia. He will assume his new position February 11, 2013.**

Jere Calmes has a strong background from his Russia-based roles as President and CEO at Pharmacy Chain 36.6 and Executive Vice President and General Manager VimpelCom Moscow. He has also held senior management positions at Wind Telecomunicazione SpA, ECMS MobiNil and Motorola Inc. More recently, Jere Calmes was Managing Director at Fast Lane Ventures. Jere Calmes has been a member of the Tele2 Board of Directors since May 2008.

Mats Granryd, President and CEO of Tele2, comments: "I am very pleased to announce the appointment of Jere Calmes as the new CEO of Tele2 Russia. Russia is Tele2's largest market and its future success is crucial. Many exciting opportunities and challenges lie ahead so having Jere's experience and knowledge as a part of my Leadership team will be a tremendous resource for Tele2's future achievements in Russia."

Mike Parton, Chairman of the Board of Directors, says: "On behalf of the Board, I want to welcome Jere to his new position. I have accepted his resignation from the Board, and look forward to benefiting from his leadership in his new role as CEO of Tele2 Russia. Under Mats and his strengthened team, our Russian operation will be in a great position to continue to grow its mobile business across its footprint."

Jere Calmes, CEO of Tele2 Russia, comments: "As a board member I have followed our success in the Russian mobile market with great interest. I now look very much forward to taking the operational role as CEO of Tele2 Russia and contributing to our continued success in the country."

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**TELE2 IS ONE OF EUROPE'S LEADING TELECOM OPERATORS, ALWAYS PROVIDING THE CUSTOMERS WHAT THEY NEED FOR LESS.** We have 38 million customers in 11 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, cable TV and content services. 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 2012, we had net sales of SEK 43.7 billion and reported an operating profit (EBITDA) of SEK 11 billion