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PRESS RELEASE

Agenda for Tele2 AB's Analyst and journalist briefing in London today

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today host an analyst and journalist briefing in London, UK. The meeting will focus on Tele2's new strategy and operational developments in its main countries. For those who cannot participate in London, there is a possibility to join via an audio cast.

Here is the final agenda for the day (all times in GMT):

11.00 AM-11.25 AM Way2Win

11.25 AM-11.50 AM Focused Technology Choices

11.50 AM-12.15 PM Value Champion

12.15 PM-12.40 PM Step-Change Productivity

12:40 PM-12:50 PM Q&A

12.50 PM-01.30 PM Lunch

01:30 PM-02.00 PM Sweden – Our continuing evolution as challenger

02.00 PM-02.15 PM Baltics– Preparing a region for LTE

02.15 PM-02.45 PM The Netherlands – Challenger opportunity

02.45 PM-02.50 PM Summary

02.50 PM-03.00 PM Q&A

You can follow the presentations via audio cast on this link: <http://www.media-server.com/m/p/snu3tnva>

For more information, please contact:

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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 14 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services 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 2013, we had net sales of SEK 30 billion and reported an operating profit (EBITDA) of SEK 6 billion.

The logo for Tele2, featuring the word "TELE2" in a bold, black, sans-serif font. The "2" is significantly larger and more prominent than the other characters.