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PRESS RELEASE

Tele2 AB: Nomination Committee proposals regarding election of Board of Directors

In advance of the Tele2 AB (publ) (“Tele2”) Annual General Meeting of shareholders to be held on Tuesday 19 May 2015, the Tele2 Nomination Committee, which comprises representatives of Investment AB Kinnevik, Nordea Funds, Andra AP-fonden and Swedbank Robur Funds, proposes the re-election of Mike Parton, Lorenzo Grabau, Irina Hemmers, Mia Brunell Livfors, Erik Mitteregger, Carla Smits-Nusteling and Mario Zanotti as Directors of the Board, and the election of Eamonn O’Hare as new Director of the Board. The Nomination Committee also proposes the re-election of Mike Parton as Chairman of the Board of Directors. Lars Berg has declined re-election.

Eamonn O’Hare was Chief Financial Officer and Board Director of Virgin Media from 2009 up until its sale to Liberty Global in 2013. Between 2005 and 2009, Eamonn served as the UK Chief Financial Officer of Tesco, one of the world’s largest retailers. Before joining Tesco, Eamonn served as Chief Financial Officer and Board Director of Energis Communications and prior to that he spent ten years at PepsiCo in a series of executive roles in Europe, Asia and the Middle East. Eamonn is Founder, Chairman and Chief Executive Officer of Zegona Communications, an investment company focusing on the European media and telecommunications sector. Eamonn is also a Non-Executive Board Director of Dialog Semiconductor, a leading consumer technology supplier to the world’s largest mobile device brands.

Cristina Stenbeck, Chairman of the Nomination Committee, commented: “The Nomination Committee is pleased to have recruited Eamonn O’Hare to the Tele2 Board. Eamonn will add complementary skills to the Board in order for Tele2 to continue to be a market leader in the rapidly changing and growing European telecom industry where Tele2 has been able to capitalise on data growth, and position themselves as a service company fit to meet new consumer needs. In addition he will provide valuable input to the Board’s current capital allocation framework. We are delighted to be able to nominate such a qualified professional to join the Tele2 Board.”

Cristina Stenbeck added: “On behalf of the Nomination Committee, I would also like to take this opportunity to thank Lars Berg for his five years serving on the Tele2 Board during this critical time of strategic transformation.”

The Nomination Committee’s complete proposals will be presented in the notice to Tele2’s Annual General meeting 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.

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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 2014, we had net sales of SEK 26 billion and reported an operating profit (EBITDA) of SEK 5.9 billion.

TELE2