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PRESS RELEASE

Tele2 launches innovative IoT Portal

Stockholm - Tele2 AB (Tele2), (NASDAQ OMX Stockholm Exchange: TEL2 A and TEL2 B) today announced that it has launched an innovative IoT Portal that enables aggregation of some of the world's most powerful IoT solutions in one single interface.

Tele2 M2M is now taking a next step in its customer and partner proposition by launching the Tele2 IoT Portal. Tele2 is first out of the blocks to launch such a versatile and all-encompassing tool for M2M/IoT solutions.

The Tele2 IoT Portal will include several key components such as a Customer Self-service Module which will allow customers and partners to access incident reporting, contact management, planned/unplanned maintenance messages and service reporting – all on a self-service basis. There is also several integrations with leading technology partners.

Rami Avidan, Commercial Director Tele2 M2M, comments: "I am very excited about this launch and I think it once again shows that we are trying to spearhead the development of M2M/IoT solutions that really makes a difference for our customers and partners. With this portal, we are creating an M2M/IoT application store, where you can choose to include individual tools that can take your business further through the right M2M/IoT solutions."

The first partners to integrate their solutions are:

Telit

Telit is a global leader in products and services that enable the Internet of Things (IoT). The Telit deviceWISE Application Enablement Platform is a Cloud-based IoT service that lets companies connect 'things to apps' by seamlessly integrating data from remote assets with their enterprise systems and web-based and mobile apps. The developer-friendly deviceWISE portal features comprehensive functions for data acquisition, data communications and data consumption, allowing companies to innovate on top of their core competencies and business strengths, not the underlying infrastructure.

Fred Yentz, President and CEO of ILS Technology, a Telit company, comments: "Telit's collaboration with Tele2 gives companies, large and small, a turnkey onramp to the Internet of Things without any upfront investment. Together we offer a scalable solution that reduces the risk, time-to-market, complexity and cost of deploying solutions for remote monitoring and control, industrial automation, asset tracking and field service operations across virtually all industries and market segments around the world."

Microsoft

Microsoft provides the most global and versatile Cloud Platform to deliver reliable and flexible IoT solutions. With Microsoft Azure IoT Services we give our customers the ability to handle

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IoT workloads all the way from small specific solutions to global line of business implementations. Microsoft Azure IoT Services provides tools to support massive data ingestion as well as services for Advanced Analytics in real-time, Big Data analysis and Machine Learning. The possibility of Microsoft Azure IoT Services to connect virtually any device with any protocol combined with an easy to use interface makes the launch of IoT projects easier. In combination with Office365, PowerBI and Azure Web Services, rich visualization and insights can be harnessed and presented in the right format to the right audience for insights and actions.

Richard Lind, CTO of Internet of Things at Microsoft Sweden, comments: "Many organizations face a digital transformation today. New eco-systems and opportunities are created in all industries like manufacturing, healthcare, facilities and logistics. Shifting income models, business models, societal and national capabilities can and will achieve amazing results. This cooperation with Tele2 makes it easy to explore and capitalize on the assets delivered by IoT."

ThingWorx

ThingWorx™, a PTC (Nasdaq: PTC) business, provides the first platform designed to efficiently build and run the applications of today's connected world. The ThingWorx® platform, the centerpiece of PTC's Internet of Things (IoT) technology portfolio, combines capabilities from the PTC Axeda® solution to deliver the world's first complete IoT Platform, which includes connectivity, device cloud, business logic, big data, analytics and remote service applications. The combination delivers a comprehensive IoT technology stack that enables companies to securely connect assets, quickly create applications, and innovate new ways to capture value. Companies are already leveraging this technology to capitalize on the potential that the IoT represents for a wide range of markets, including manufacturing, energy, agriculture, transportation, and government.

Russ Fadel, president, ThingWorx, a PTC Business, comments: "Tele2 is taking a major step forward in the IoT space by providing the Tele2 IoT Portal to simplify their customers' M2M journey and experience. ThingWorx is very pleased to be a core part of this project. We look forward to working with Tele2 to help its customers realize the full value of complementing their M2M Products and Services with the ThingWorx IoT Application Enablement Platform."

More information about the Tele2 IoT Portal will be presented during the M2M Talks event on May 12 in Stockholm. To read more about that, please see www.m2mtalks.com and you can already now join the discussion at #m2mtalks

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

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