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PRESS RELEASE

Richard Peers appointed Chief People & Change Officer and new member of Tele2 AB's Leadership Team

Stockholm - Tele2 AB, (Tele2), (NASDAQ OMX Stockholm: TEL2 A and TEL2 B) today announces that Richard Peers is appointed Executive Vice President, Chief People & Change Officer and member of Tele2 AB's Leadership Team. He will assume the new position 20th of July 2016 and report to Allison Kirkby, President and CEO.

Tele2 considers our people to be one of our most important assets and operates in an exciting and dynamic environment. In support of this, Tele2 will appoint Richard Peers as Chief People & Change Officer to strengthen its people focused strategies.

Richard has a strong background in telecoms, leading international HR teams and in managing global change programs. He joins Tele2 from General Electric where he was the Global Organisation and Talent Leader for the Energy Connections business. Prior to General Electric, Richard spent fourteen years with Vodafone in a number of senior HR and Finance roles, most recently as the HR Director for Vodafone Global Enterprise. Richard started his career at PricewaterhouseCoopers where he trained as a Chartered Accountant (FCA). He is also a Fellow of the Chartered Institute of Personnel and Development (FCIPD).

Allison Kirkby, President and CEO of Tele2 AB, comments: "Since launching our new Operating Model in October and now in our second year of the Challenger Program, I am very excited about Richard joining our team to bring proven leadership to our people and talent strategies, during this period of change."

Richard Peers, incoming EVP Chief People & Change Officer at Tele2 AB, comments: "I am delighted to be joining Tele2 in the role of Chief People & Change Officer. I feel a real affinity with the Tele2 culture and I am looking forward to working with Allison and the leadership team to drive the people and organisation agenda."

As a consequence of this new position, Elinor Skogsfors will leave her position as Executive Vice President Human Resources and the Tele2 AB Leadership Team. Elinor will remain within the company, supporting Richard in his Group HR team.

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 16 million customers in 9 countries. Tele2 offers mobile services, fixed broadband and telephony, data network services, content services and global M2M/IoT solutions. 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 2015, we had net sales of SEK 27 billion and reported an operating profit (EBITDA) of SEK 5.8 billion.

TELE2