

Tele2 Capital Markets Day



Agenda

1. Intro and Overview
2. Sweden Consumer
3. Sweden Business
4. Technology
5. Capex, Cash Flow and Remuneration
6. Sustainability and Organization
7. Summary



Today's Presenters



Kjell Johnsen
President and CEO, Tele2 Group



Samuel Skott
EVP, Chief Commercial Officer



Karin Svensson
EVP, People and Change



Yogesh Malik
EVP, CTIO



Mikael Larsson
Group CFO



Stefan Trampus
EVP, Tele2 B2B

A large-scale photograph of a sailboat on the ocean at sunset. The sun is low on the horizon, creating a bright glow and a shimmering reflection on the water's surface. The sky transitions from a deep blue to a warm orange near the horizon. The text 'SMARTEST TELCO IN THE WORLD' is overlaid in a large, white, sans-serif font across the upper half of the image.

SMARTEST TELCO IN THE WORLD

Enabling a society of unlimited possibilities

Our medium
term ambition
3-year horizon

LEADING TELCO

In the Nordic & Baltic region

Superior
customer experience

Best industry
shareholder return

High employee
engagement

Lead in
sustainability

Our growth strategy

Reignite growth
in Sweden Consumer

- Distinctly positioned leading brands
- Win the household through FMC and excellent customer experience
- Accelerate digitalization of customer journeys

Recognized leader
in Sweden B2B & IoT

- To be the trusted digitalization & communication partner
- Multi-segment approach with value creation focus
- Lead through FMC, future proof business models & technologies

Continued growth
in the Baltics

- Lead in customer satisfaction and brand reputation
- Develop next-generation household offerings
- Strengthen our position in B2B

Our strategic enablers

Unique people and culture

- Walk the talk leadership that aligns and engages
- Evolve Tele2:s culture to maintain competitive advantage
- Attract and retain performance driven people with future proof competencies
- Diverse and inclusive workplace to be proud of

Reliable connectivity

- Network modernization through 5G and 10G
- Distinct partner to commercial business units
- Customer focused network operations
- Architecture enabling Leading Digital Telco

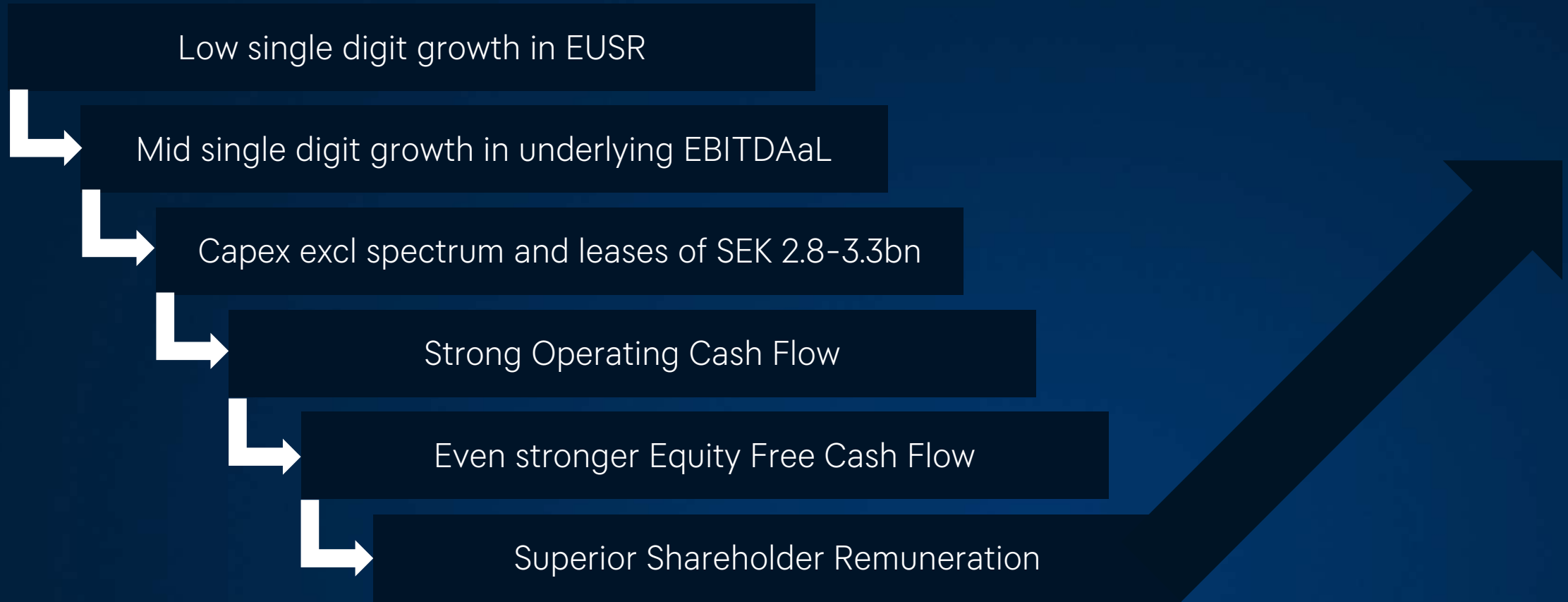
Next generation operations

- Execute on the Business Transformation Program
- Ensure end-to-end process harmonization
- Execution powered by data driven insight
- Continuous optimization to achieve efficiency

Our Culture

The Tele2 Way

A Model for Superior Shareholder Remuneration



Leading Brands Capturing Value From Full Market

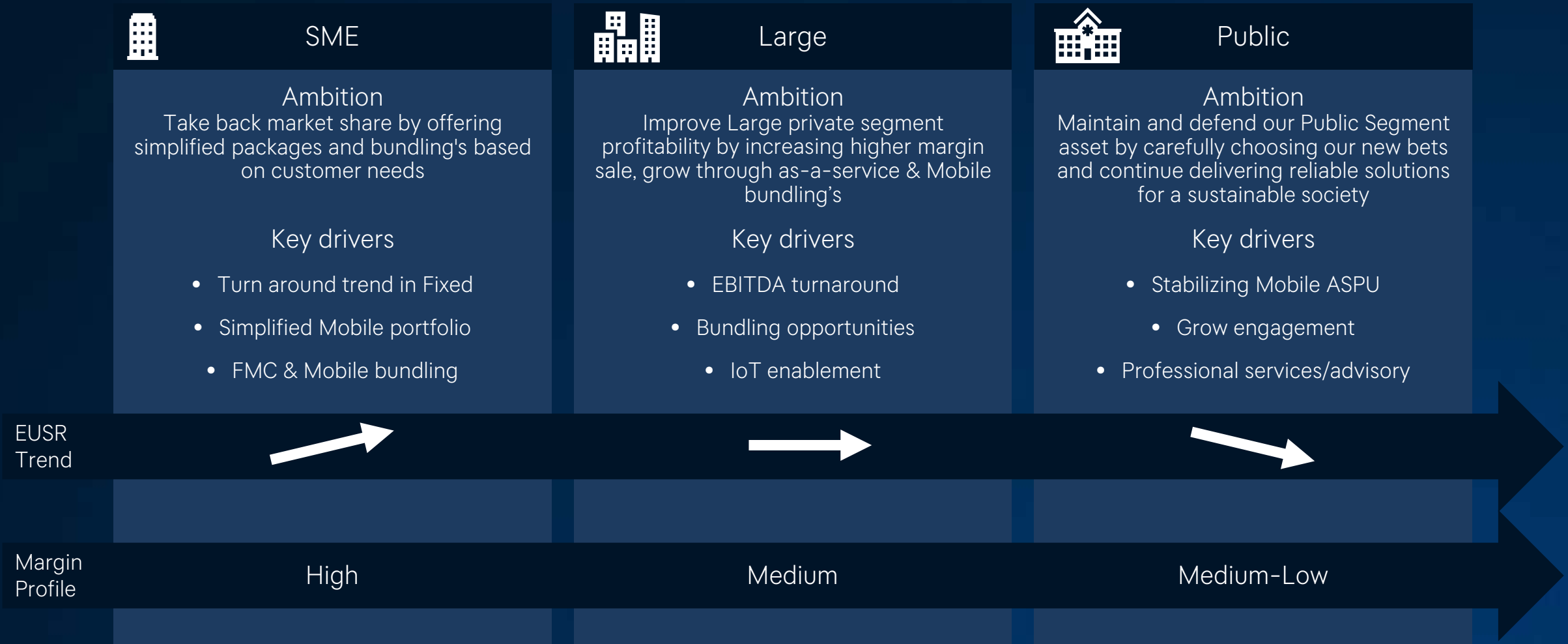
Dual Brand Strategy to Drive Both Price and Volume



Covering the Whole Consumer Market



Clear Focus on Each Segment in Sweden B2B



High Exposure to One of the Most Attractive Telco Markets in Europe

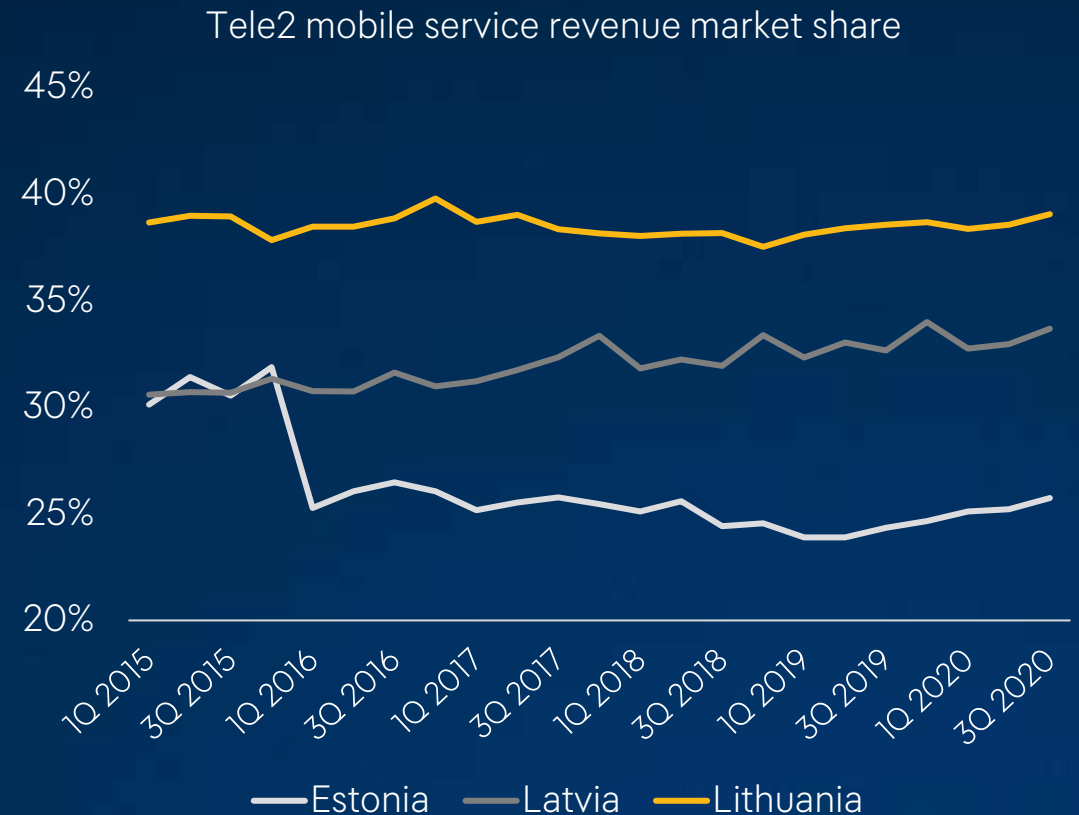
Market structure – Three player markets



Rational FMC

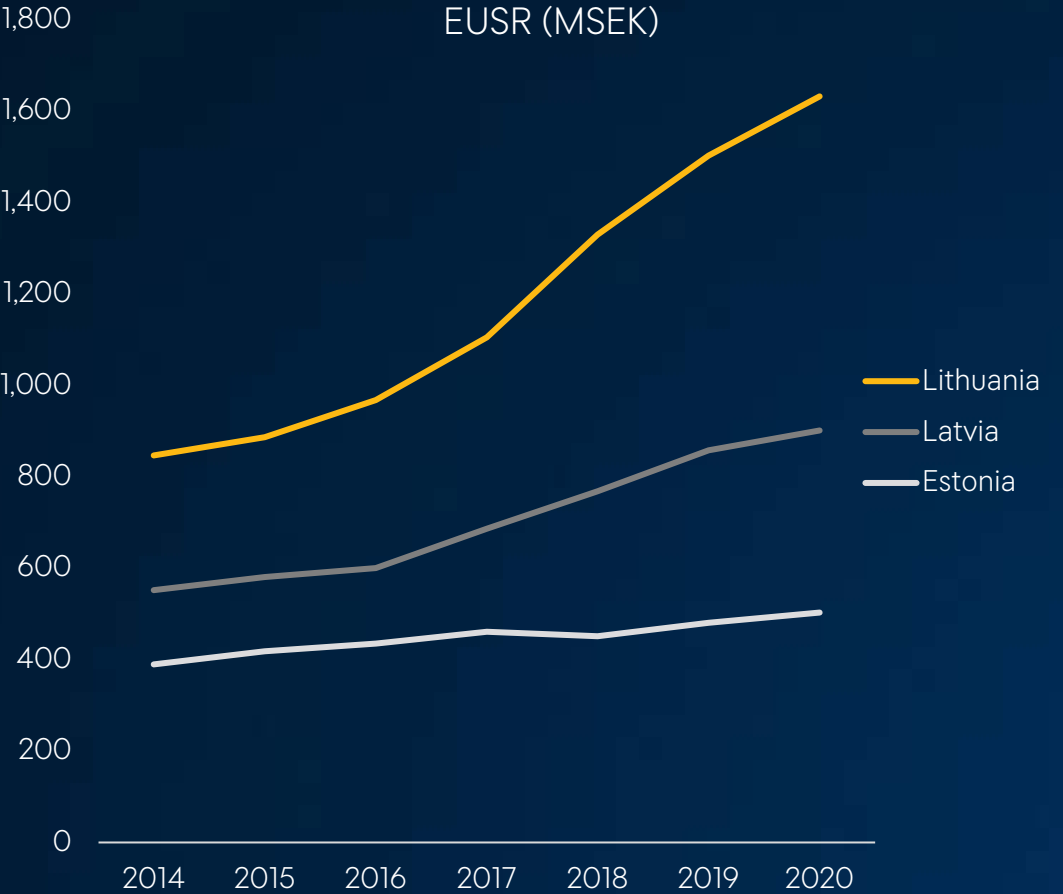
- Only more-for-more FMC playbook
- Tele2's mobile-centric bundle of mobile telephony & mobile broadband is a competitive alternative to fixed broadband in all markets
- Mobile broadband has grown faster than fixed internet in the past 3-5 years

Keeping or growing market share

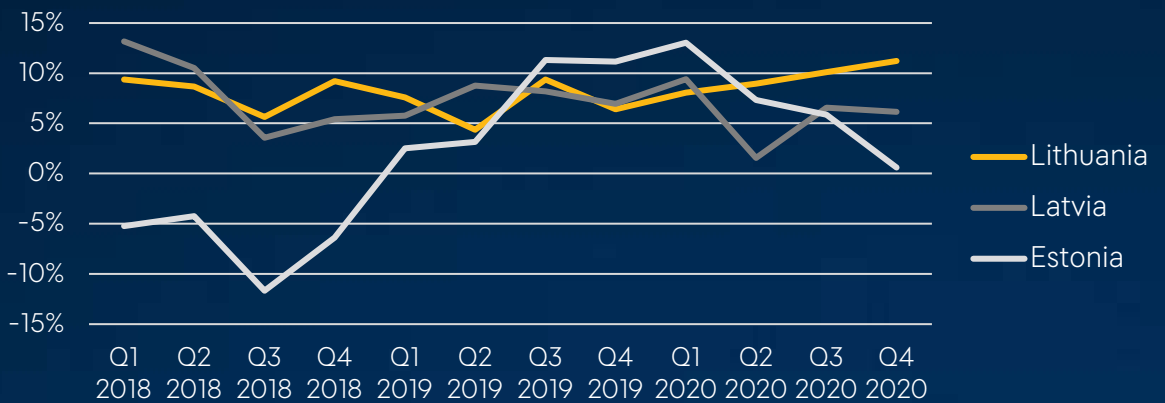


Strong Track Record of Growth, Set to Continue

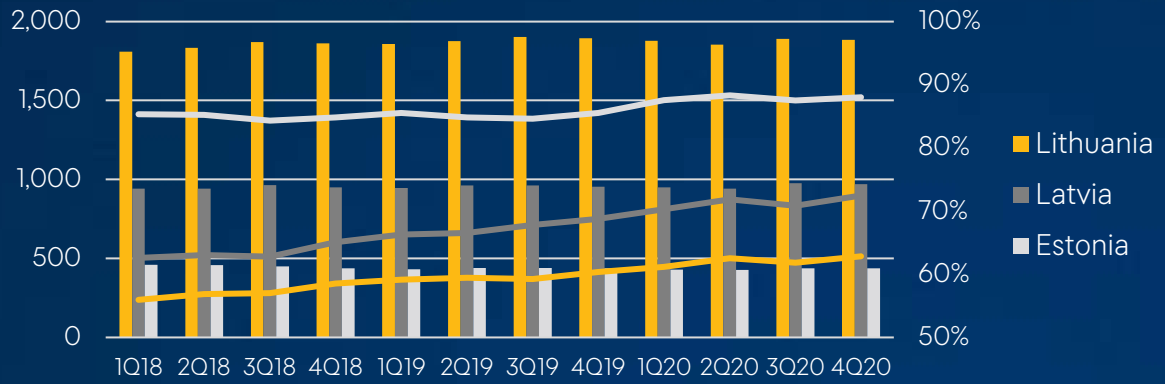
EUSR Development



Organic Mobile ASPU Growth



Mobile RGUs (of Which Postpaid)



Key Strategic Initiatives

TELE2

Consolidate brands in Sweden
Tele2 to be the leading premium brand



Continue growth in the Baltics and
prepare for FMC

COMVIQ

Continue the Comviq success story
Balanced growth through volume and value



Consolidate and decommission IT
systems over next 6 quarters



Invest for growth in broadband



Deliver at least SEK 1bn savings



Turn around Sweden B2B
Trend shift 2021 and stabilize 2022

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Three key drivers of B2C growth



Next phase of convergence with two leading brands covering the full market



Value led connectivity strategy supported by continued volume growth



Stable TV & Play development through continued modernization

NEXT PHASE OF CONVERGENCE



FMC 1.0: All About Building Loyalty in Overlapping Base

Successful FMC uptake in overlapping base

FMC uptake at 80% of the overlapping customer base

Building further loyalty in base

Positive churn reduction effects on core connectivity categories in FMC 1.0

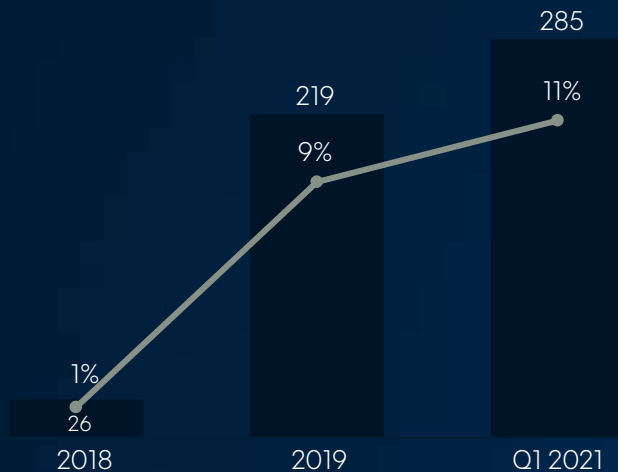
... to maintain value & product hold of existing Fixed & Mobile customers

The FMC base >x2 the product hold and ASPU vs non-FMC

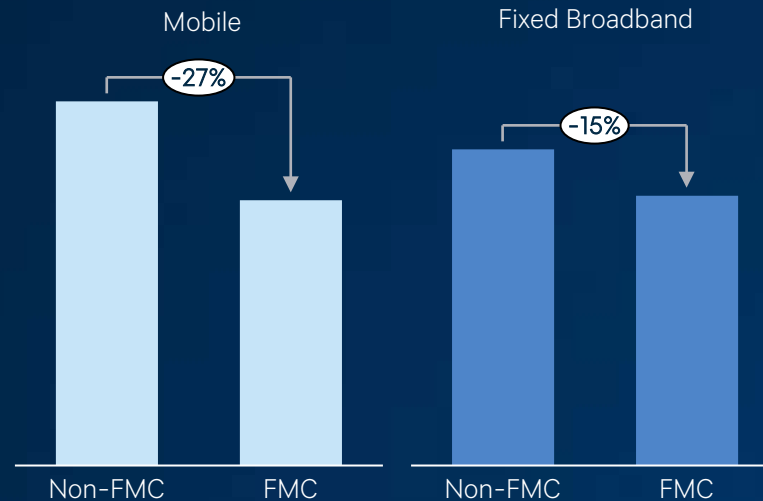
More-for-more program key lock-in tool for FMC base, not discount driven

FMC ('000 & % of B2C base)

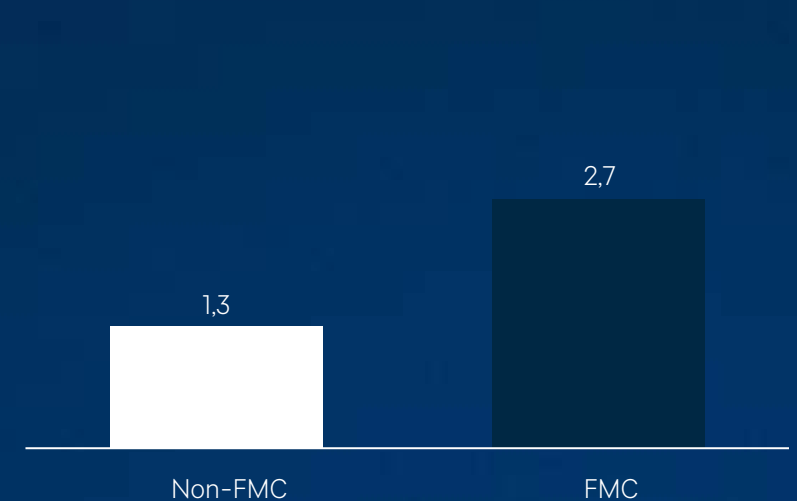
● Penetration



Annual churn rate per product (Non-FMC vs FMC)



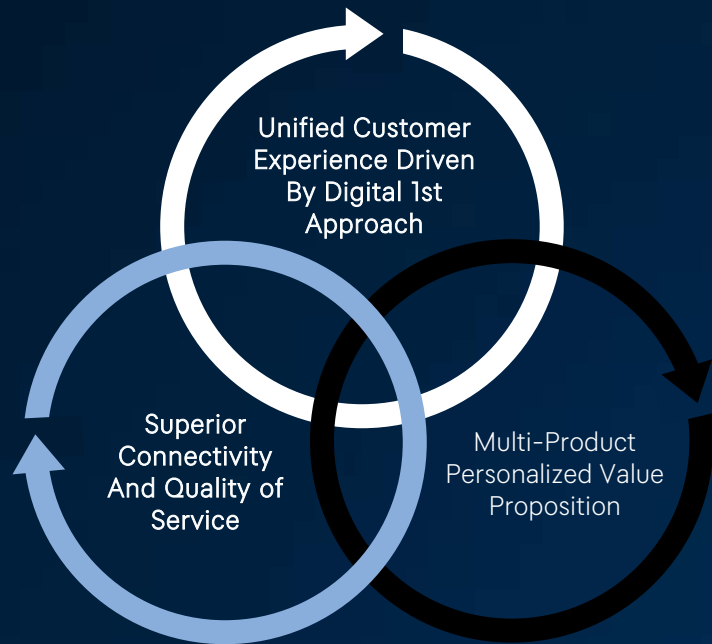
Average product hold (Non-FMC vs FMC)



Note: "B2C Base" refers to the total number of individual customers who subscribe to at least one service from the Tele2 Group

Next Phase of FMC: A Truly Convergent Customer Experience

A truly convergent customer experience covering the full household needs



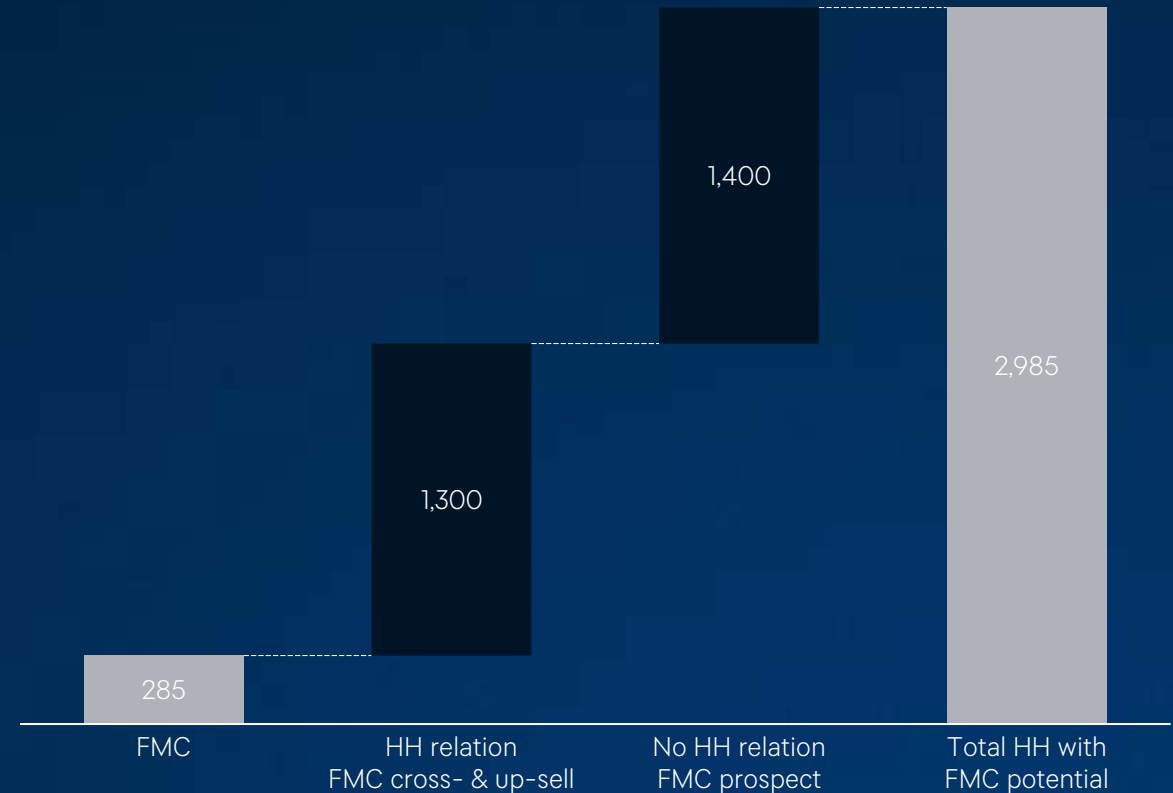
5G
Remote Phy
Next generation BB & TV

Accelerate development of digital journeys
Transition to one IT stack

Personalized connectivity and digital services offers based on data driven customer insights

Tapping into a much larger cross- & upsell opportunity

Sizing the potential for FMC growth in the consumer business
Across brands; Thousand, Households (HHs)



One Converged Premium Brand to Unlock FMC Potential

The new Tele2

- Two of Sweden's strongest brands combined, creating one Unlimited premium brand
- Enhanced and simplified customer experience with superior customer interactions through one webpage, one customer service and one retail chain
- One fully converged brand undergoing digital transformation



Key milestone in journey of Unlimited possibilities

Internal Transformation

- Merged brands, Channels and Customer Operations
- All customers migrated to FMC IT stack
- Finalize building an IT architecture enhancing the digital customer experience
- Migration of Boxer into Tele2

Customer Experience

- Mobile, broadband and entertainment converged and rebranded across touchpoints
- One environment and invoice for new and Mobile customers
- Accelerate cross- and upselling
- Fully consistent FMC customer experience and one invoice for all
- New and improved purchase flows for all products
- Brand portfolio optimization and enhanced FMC experience for DTT customers
- Real cross-sell flows with personal offers, purchase flows and MFM benefits



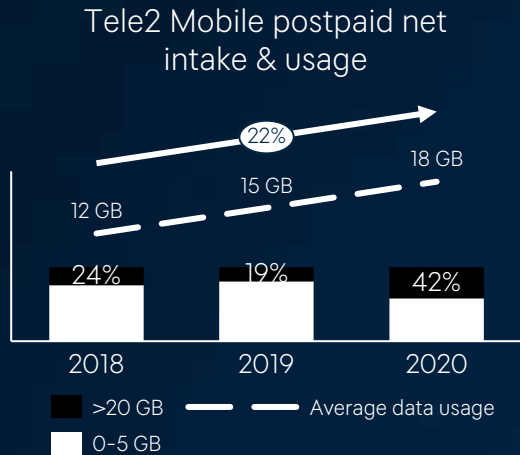
VALUE-LED CONNECTIVITY STRATEGY



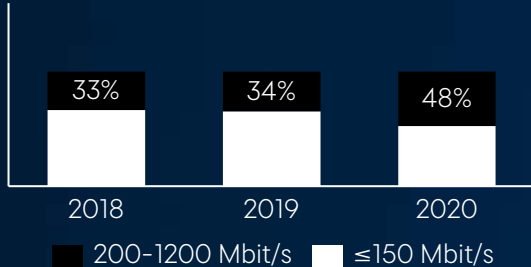
Value Creation Through More-For-More Pricing

Increasing demands

Customers request higher broadband speeds and mobile data allowances

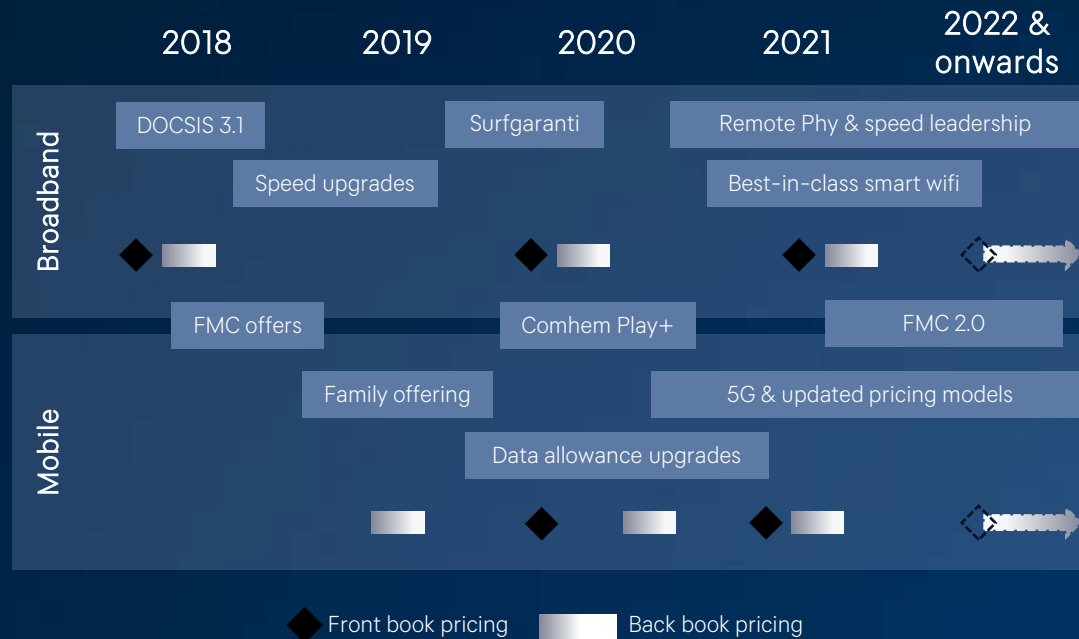


Tele2 Broadband net intake



Pricing cycle

Improvements and upgrades to justify higher prices

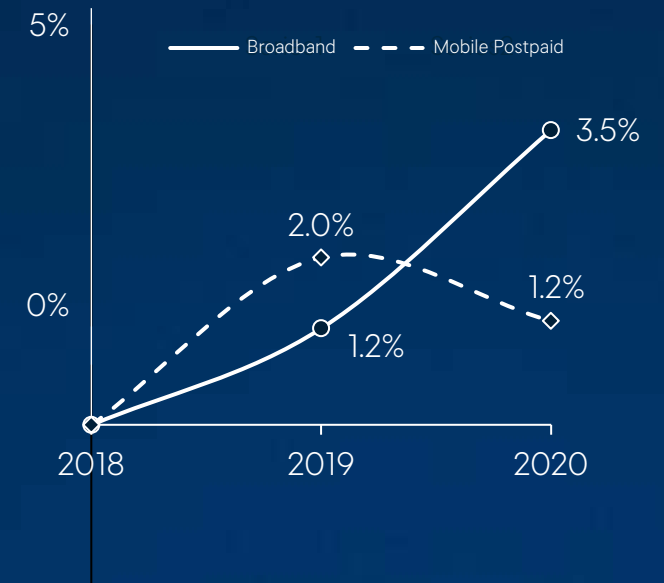


Increased ASPU

Consequently, more customers are having better services paying higher prices

Tele2 ASPU YoY development

Broadband and mobile core product ASPU for individual customers



Source: Post- och Telestyrelsen, Note: ASPU excl. roaming, fees, add-ons as well as periodization of discounts across binding period. Broadband ASPU excludes group agreement customers

Supported By Continued Volume Growth

Cross-sell opportunity in next phase of FMC

- Drive volume through accelerated cross- and upsell in second phase of FMC

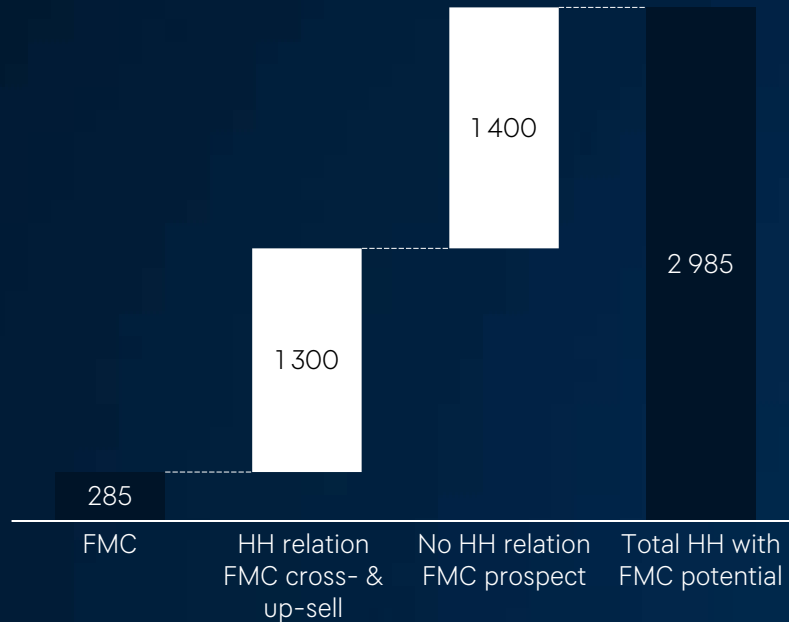
Continue momentum in Comviq postpaid growth

- Maintain strong volume growth balanced with more-for-more pricing
- Driven by Comviq's strong market position and pre-to-postpaid movements

Continue momentum in Broadband growth

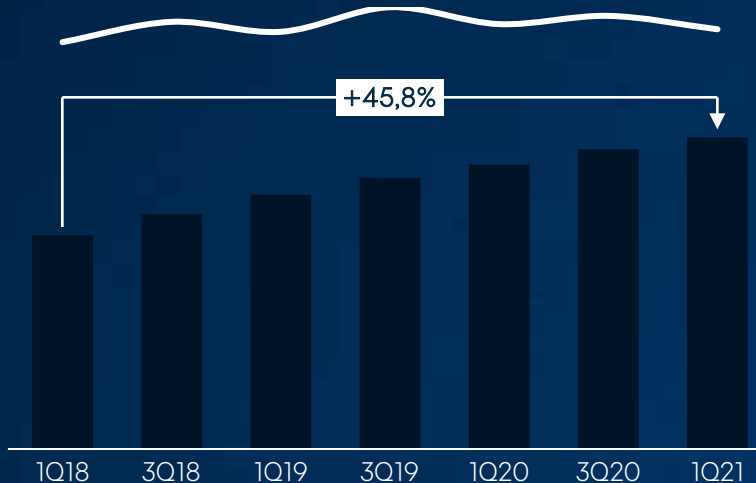
- Maintain growth after Com Hem is rebranded Tele2, with CX improvements, superior Wi-Fi and Remote Phy roll out
- Use Comviq Broadband to compete with value players, utilizing strong brand and attractive offerings

Sizing the potential for FMC growth in the consumer business
Thousand, HHs



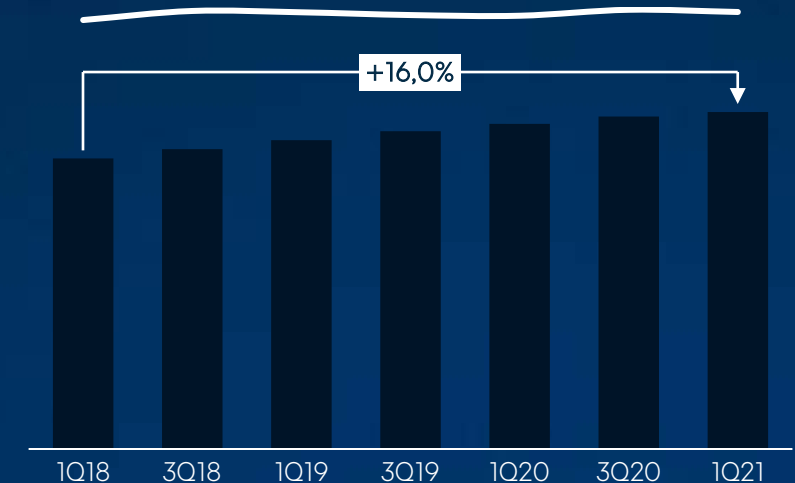
Comviq postpaid
RGUs; SEK

— ASPU ■ Customer base



Broadband
RGUs; SEK

— ASPU ■ Customer base



MODERNIZING TV & PLAY



Strong and Stable Position in the TV Market

Market growth is coming from SVOD, but Pay-TV is here to stay

- Stable household penetration of digital Pay-TV (DTV)
- SVOD penetration driven by stacking

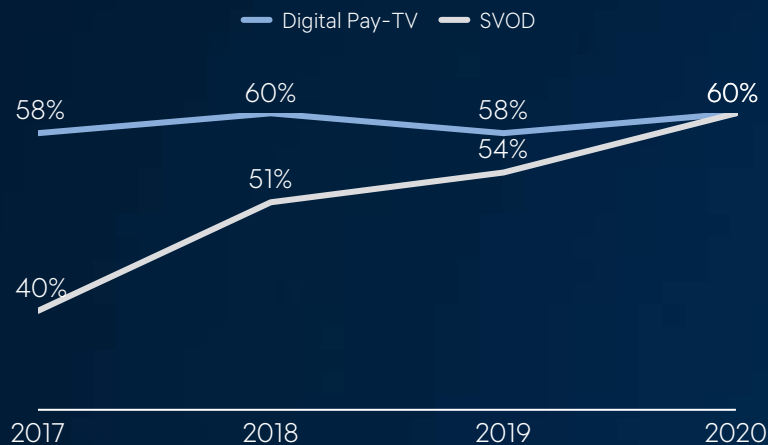
We have a strong position and capabilities

- Large TV customer base for cross- and upselling
- Stable customer base in core TV segment
- Slow decline in DTT not accelerating

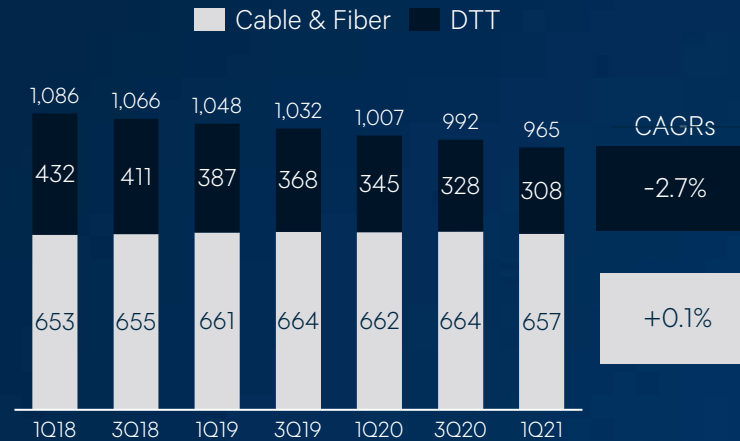
Sustain profitability despite EUSR decline

- Variable cost model with limited downside to profit and cash flow
- Large part of revenue decline coming from low-margin Premium

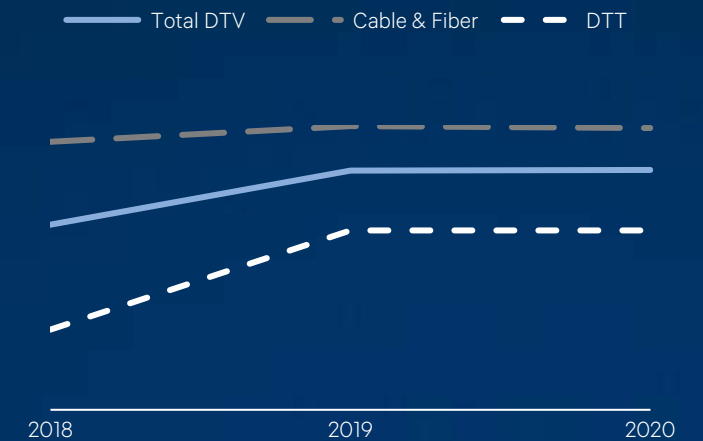
Household penetration, DTV vs. SVOD
Swedish households (market data)



DTV customer base
(Sweden B2C, Thousands)



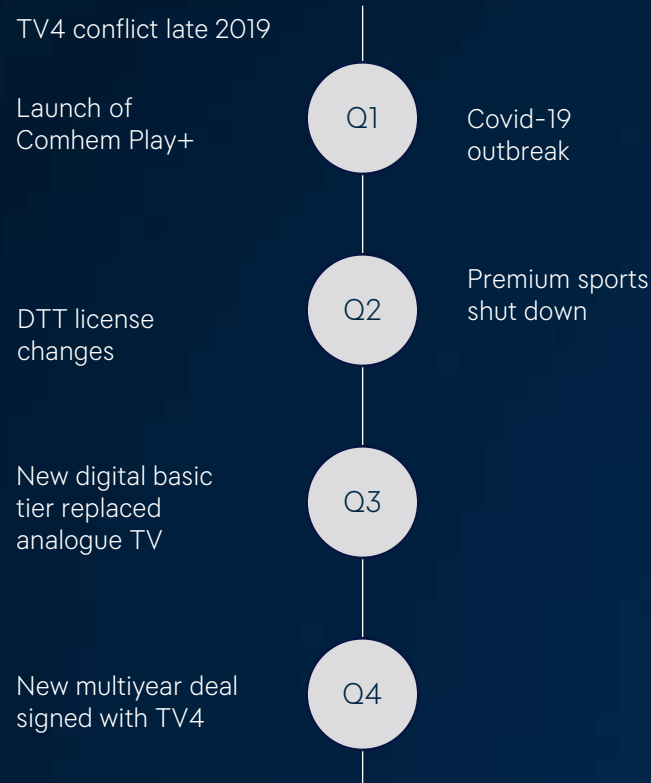
DTV gross margins
Sweden B2C



Source: Mediavision, Post- och Telestyrelsen. Note: HH penetration data refers to Q3 2017-2019 and Q4 2020. Gross margin excludes temporarily lower content cost during 2019.

2020 Was an Eventful Year With Start of 2021 Showing Signs of Stabilization

2020 was an eventful year



But we also laid the foundation for modernizing out TV business

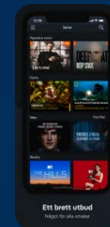
Digitalization of TV and introduction of new basic tier



Secured OTT rights needed to build the future of TV

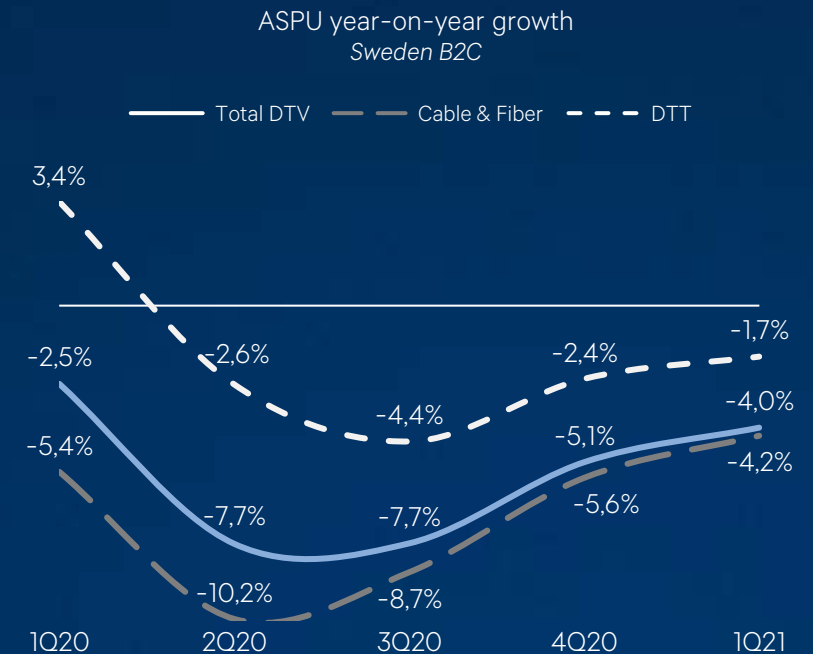


Comhem Play+



Stabilization is in sight

- DTV ASPU year-on-year development trending towards pre-COVID levels



Further Stabilization Achieved Through Continued Modernization Based on Aggregation Business Model

Evolution of TV & Play



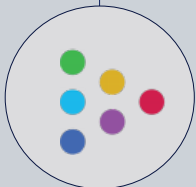
TiVo

Cater to linear viewing habits



TV Hub

Modernize STB based offer and introduce streaming



Comhem Play+

App centric streaming offer added on top

Future TV & Play Experience

Next Gen TV Hub and App centric proposition combined in renewed viewing experience



Next Gen
STB



- Renew viewing experience with more intuitive and personalized UI/UX and added functionalities (Cloud PVR, top-level domain) both catering for Linear 1st and VOD centric users
- Continue development of TV & Play portfolio leveraging Comhem Play+ product in combination with Linear streaming
- Introduce next generation of low-cost TV Hub catering for active migration from legacy set-top box (STB) to improve customer experience and reduce churn
- Evolve content partnership models to new alternatives incl. software development kit (SDK) deep linking

Three Key Drivers of B2C Growth



Taking the next step in FMC journey by accelerating cross- and upsell, now with our fully converged premium brand Tele2 and our simple, digital brand Comviq



Investing to meet increasing market demand for connectivity and continue to generate value through our more-for-more strategy, supported by sustainable volume growth



Stabilizing and modernizing our TV business by managing the installed base and building a future proof TV & Play product portfolio

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Introducing a Deep Dive Into Tele2 B2B

Updated B2B
Strategy

Financial
Ambition

Change

Strategic Direction

Recognized leader in Sweden B2B & IoT

Utilization of
Tele2 assets



Digitalization &
communication
partner



Segmented
customer focus



Operational
excellence



Objective to achieve
long-term profitable growth



Strong Capabilities and Assets

We have been able to retain strong capabilities and assets even if we have had challenges in recent years

Market position

- Mobile → #2 in Sweden
- Fixed → #2 in Sweden
- H&A → #1 in Sweden
- IoT → Top 10 Europe

Infrastructure



Swedavia Airports
Sundsvalls kommun
SKÖVDE KOMMUN
västrafik
Kriminalvården
LUNDS UNIVERSITET
ERSTA DIAKONI
S:t Erik Kom
REGION DALARNA
Skatteverket
LYCKSELE KOMMUN
ERSTA DIAKONI
SVERIGES RIKSBANK
ÅKLAGARMYNDIGHETEN
Nordea
Riksidrottsförbundet
Eskilstuna kommun
Danske Bank
ÖREBRO
VOLVO
TRAFIKVERKET
VÄSTRA GÖTALANDSREGIONEN
GOTLANDS KOMMUN
Region Örebro län
Region Norrbotten
Region Halland
SEB
LANDSTINGET SÖRMLAND
Region Västmanland
postnord
Försäkringskassan
NCC
ATG

Telephony
Internet, IP, VPN & kapacitet
SD WAN, LAN & WLAN
Växel & Contact center
Security
Meeting- & collaboration services
Server, warehousing & cloud
Hardware
Collaboration
Consulting, project management & Integration

Portfolio

inuit
Microsoft Partner
Cisco Partner Gold Certified
Check Point SOFTWARE TECHNOLOGIES LTD
Enghouse Interactive
AVAYA
Mitel
Apple
GENESYS
MobileIron
KVALITETS DIPLOM SVENSK KVALITETSBSAS

Competence

Digitalization and Communication Partner



Tele2's Role in a Digitalized Society

Digitalization in the market accelerates the need of adoption among our customers, where Tele2 takes clear steps to meet those needs



Workplace agility & collaboration



Digitalization & efficiency improvement in public



New technology

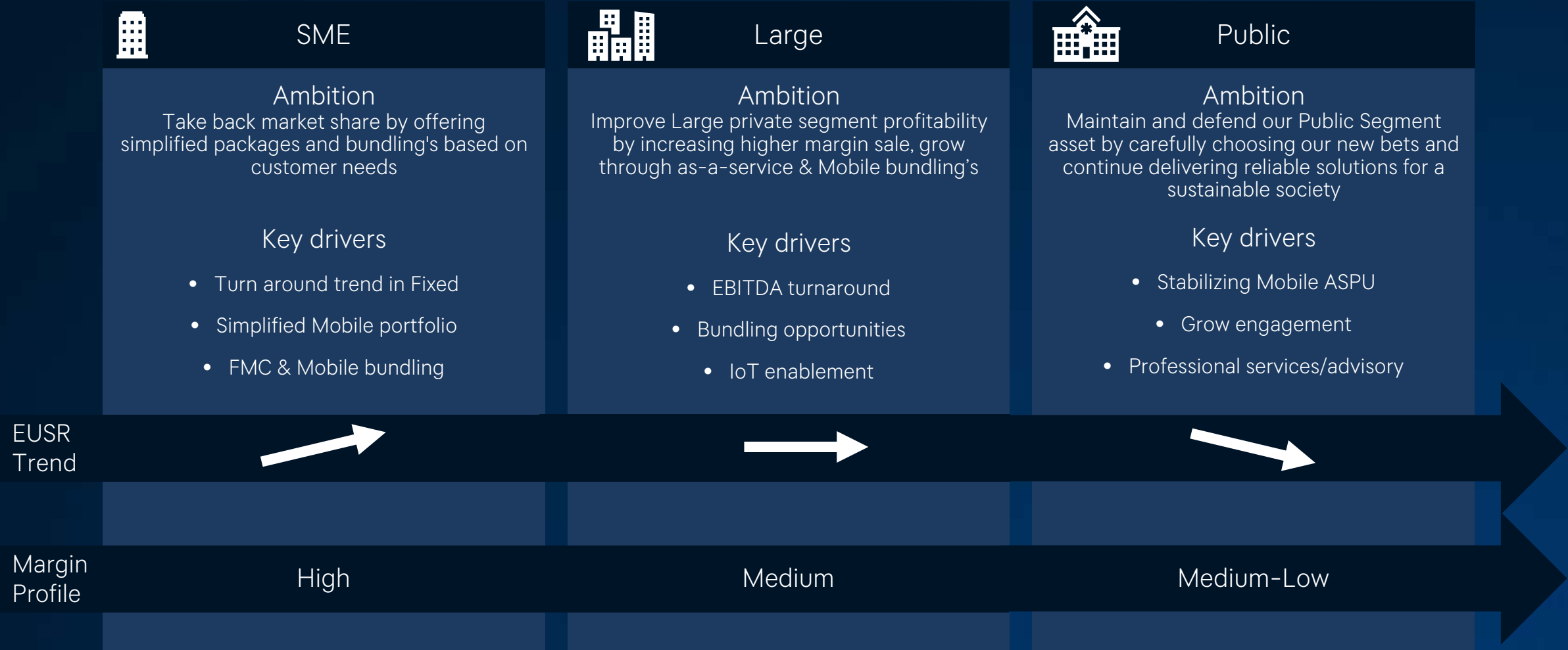


Sustainability, security & simplicity



Productivity & automation

Segmented Customer Focus



Small- and Medium Enterprise

Take back market share in *SME* by offering simplified packages and bundlings based on customer needs







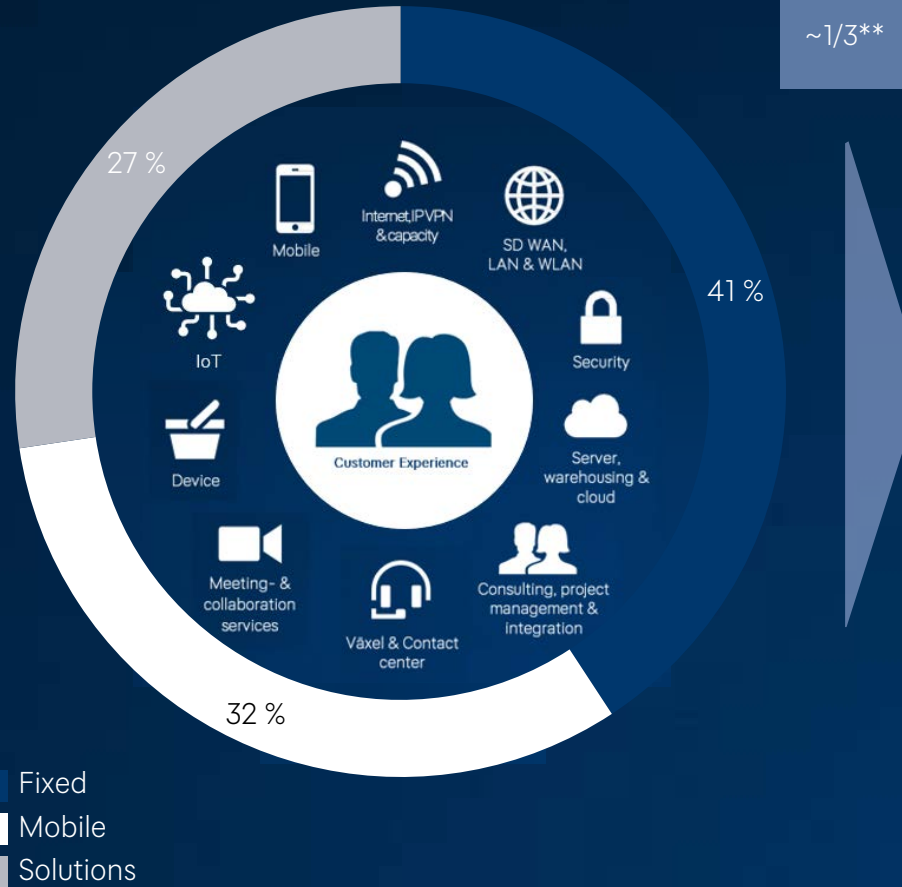
*current share of EUSR
 **EUSR split based on Tele2's 2020 reported numbers


Large Private Enterprise

Improve *Large private* segment profitability by increasing higher margin sale, grow through 5G Enterprise Networks & Mobile bundlings


Key drivers & customer needs

-  Effortless usage
-  Customization
-  Combination of services
-  Seamless experience



EBITDA turnaround 

5G enterprise networks opportunities 

IoT enablement 

Margin profile: Medium

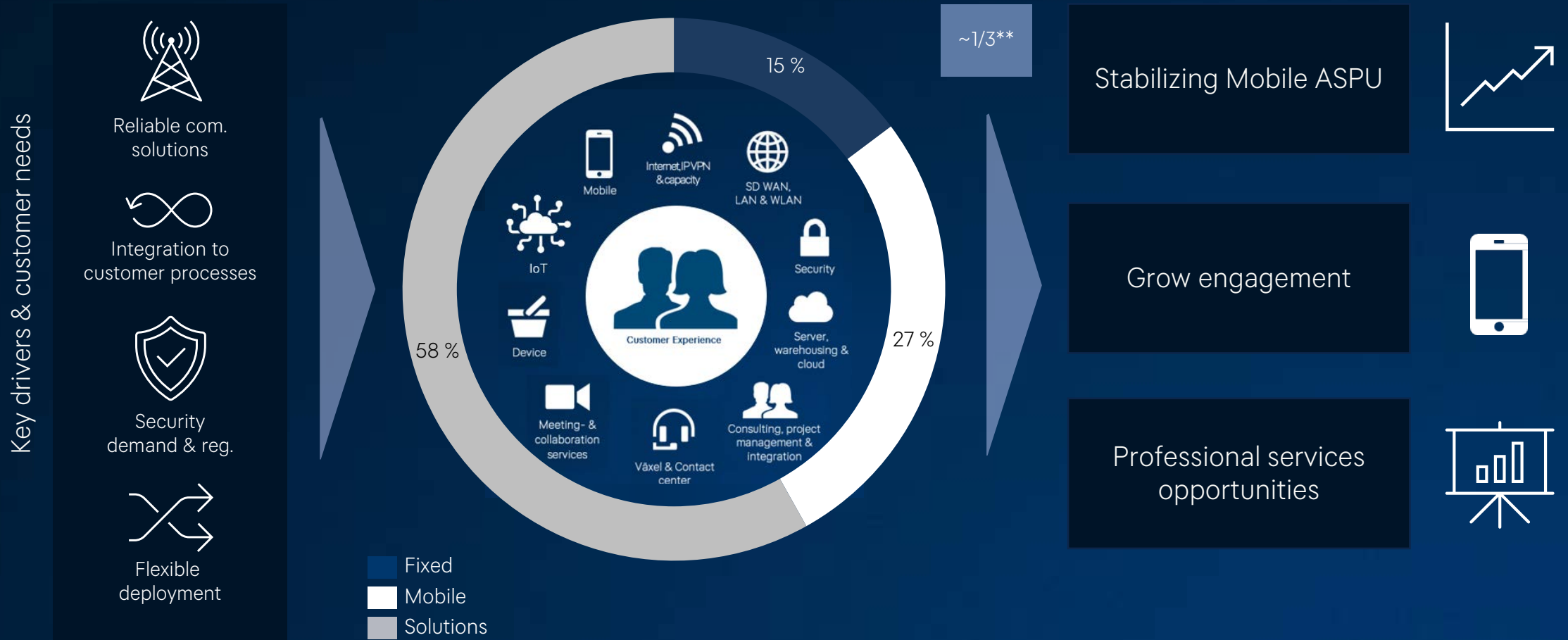
EUSR Trend



*current share of EUSR
**EUSR split based on Tele2's 2020 reported numbers

Public Enterprise

Maintain and defend our Public Segment asset by carefully choosing our new bets and continue delivering reliable solutions for a sustainable society



Margin profile: Medium-Low

EUSR Trend



*current share of EUSR
 **EUSR split based on Tele2's 2020 reported numbers

Operational Excellence

PORTFOLIO OPTIMIZATION



UC profitability improvements: +4% Q1

Portfolio simplification program

QUALITY OF SERVICE & AUTOMATION



Average cost/delivery -15%

Top 2 in NPS/CSAT performance in the market

SIMPLIFICATION & FUTURE PROOF IT SYSTEMS



100% of customers in target BSS 2021 Q4

5% YoY increase of order handled online vs customer service

DATA & ANALYTICS



All data sources in BI target platform 2023

NBO model for entire B2B customer base released in H2 2022

Employee diversity +3% p.p. by Q4 2022



COMPETENCE



High employee engagement: 82/100 Q4 2022

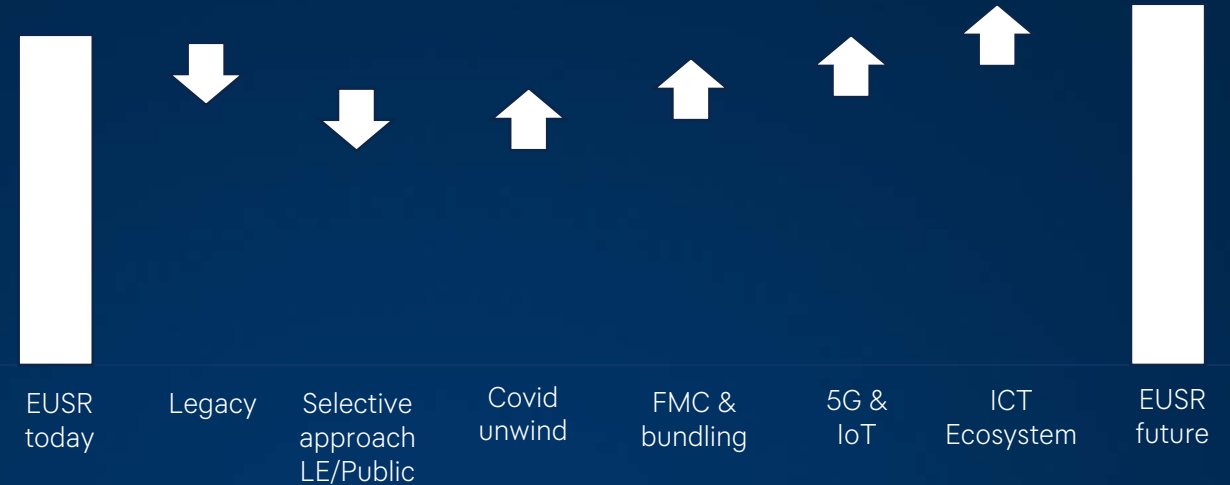
A Turnaround Towards Growth

The EBITDA impact trend is gradually improving, and we can see a turnaround towards growth for Tele2 Sweden B2B

Key factors

- Fixed legacy decline phased out by 2023
- More selective approach in Large Private & Public
- Covid return to new normal
- FMC & bundling will drive volume and ASPU
- Start monetizing 5G and enterprise networks
- Continue IoT growth journey
- ICT partner ecosystem

EUSR development illustrative



Improved efficiency will be achieved by portfolio optimization, automation and increased use of data & analytics

Positive Signs in Several Strategic Focus Areas

We are already seeing positive signs in several strategic focus areas supporting our ambition to turnaround to EUSR growth

-27%

Q1 2021 YoY in reduced churn on Mobile Post Paid RGUs in the small segment



Significant profit improvements on large accounts

TELE2

INTERNET OF THINGS

+25% YoY in IoT EUSR in Q1 2021



Large & Public customer base in target IT stack by Q4 2021

39% → 81%

Customer satisfaction improvement Datanet access



Successful 5G pilots create a lot of buzz

Key Takeaways

Updated B2B strategy in place

- Important role to play in digitalization
- Clear focus areas and strategic ambition

Financial ambition

- Return to revenue growth
- Improving EBITDA trend

Signs of change

- Positive signs that support both profitability improvement and EUSR turnaround

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OUR
CONTEXT



STRATEGIC
INITIATIVES



ENABLING
FACTORS

A wide-angle landscape photograph featuring a dark asphalt road that curves from the bottom left towards the center. To the left of the road is a steep, dark hillside with sparse vegetation. In the distance, a small town or village is visible on a hillside, partially obscured by a light mist or haze. The sky is a deep blue with wispy white clouds, and a bright sun is setting or rising on the horizon, creating a golden glow. The text "OUR CONTEXT" is overlaid in the center of the image in a white, sans-serif font.

OUR CONTEXT

DCT – Our New IT and Network Organization



Fixed infrastructure – 3,5M households reach and 1,7 households connected with our HFC



Significant spectrum advantage



Strong customer base



Advanced services e.g. TV & IoT



Strong network sharing agreements



Legacy systems and opportunity for streamlining

DIGITAL CAPABILITIES
& TECHNOLOGY

End-to-End mindset



End-to-End

Embracing End-to-End through a unified customer, IT & network perspective

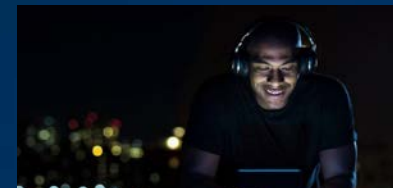


Always asking ourselves
what it means for the customer
maintains a strict customer focus

Billions of touchpoints, transactions and network metrics provide us with a complete 360° customer view



Customer impact



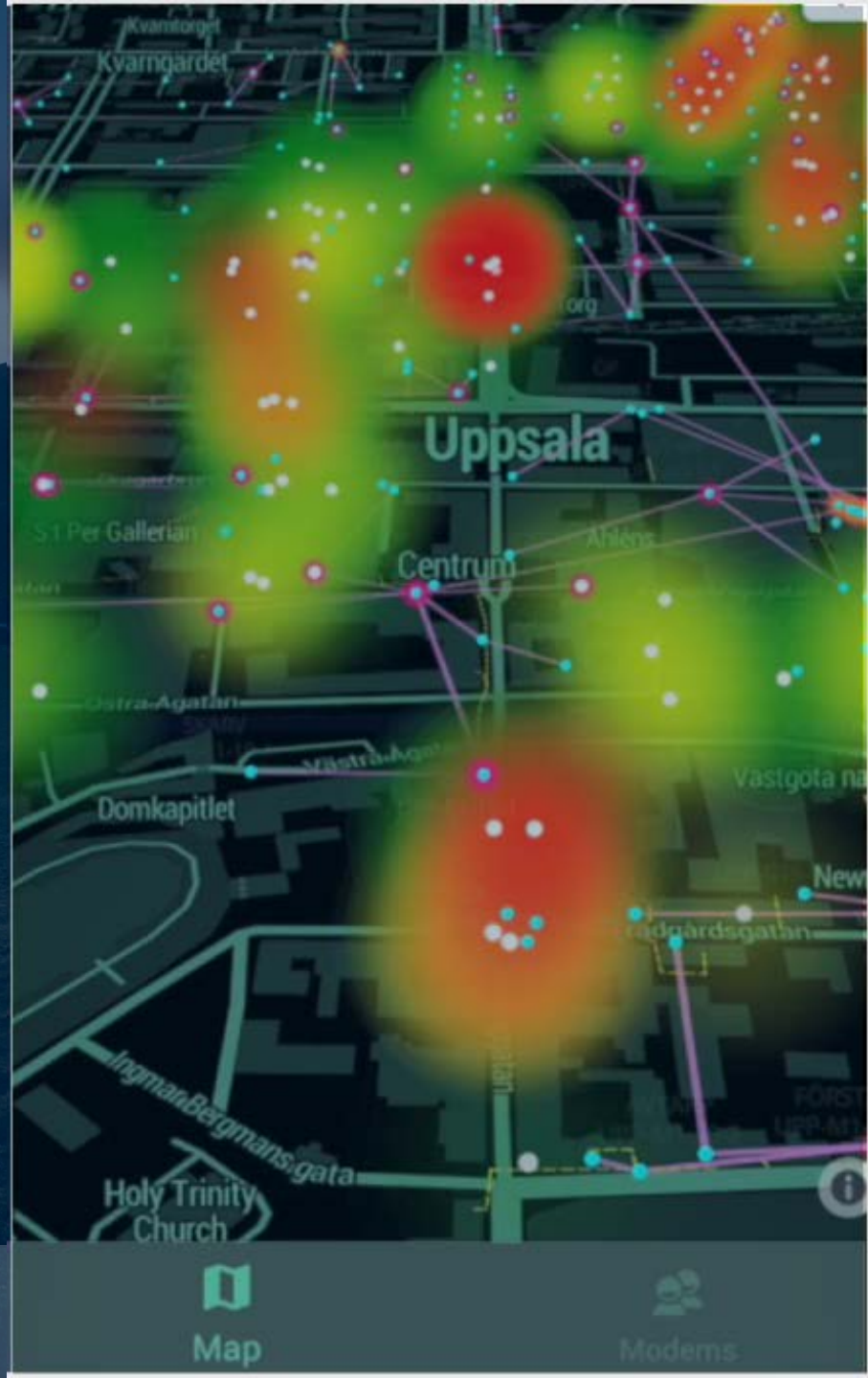
Customer behavior



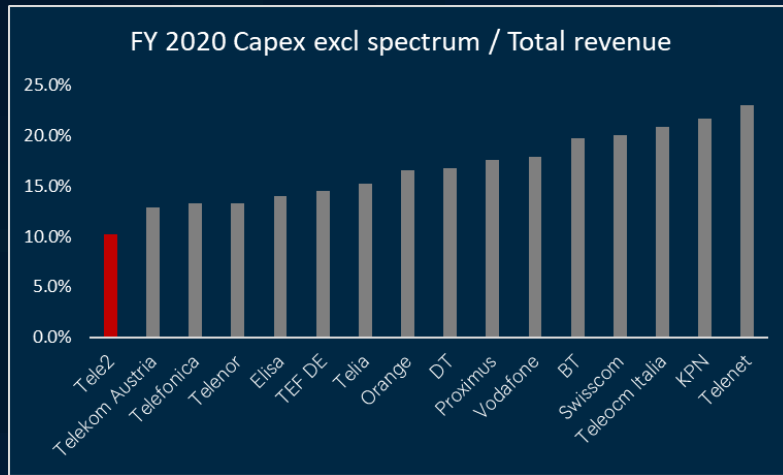
Customer needs



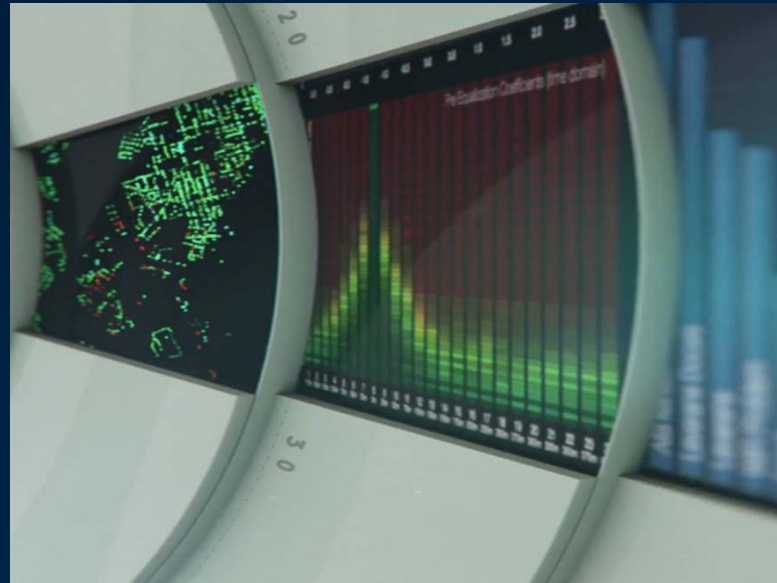
A reliable home essential utility



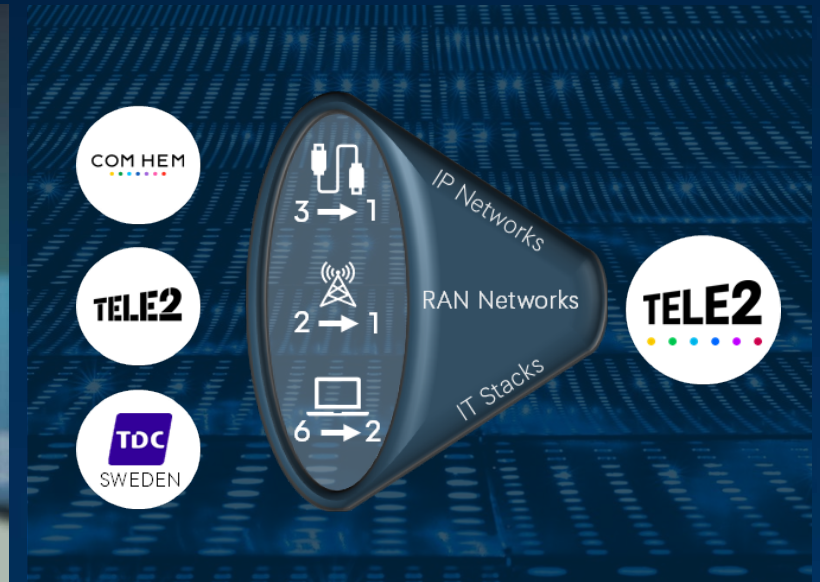
Continuously Improving our Operating Model



Network sharing makes us cost-efficient



Automation to optimize processes



Simplifying our assets

Our operating model and sustainability focus make Tele2 the most energy efficient operator in Sweden

A landscape of rolling green hills at sunset. The sun is low on the horizon, casting a warm glow over the hills. The sky is filled with soft, colorful clouds. The text "STRATEGIC INITIATIVES" is overlaid in the center of the image in a white, sans-serif font.

STRATEGIC INITIATIVES

A landscape of rolling hills at sunset. The sun is low on the horizon, casting a warm glow over the hills. A winding road is visible on the left side of the image. The sky is filled with soft, colorful clouds.

STRATEGIC PILLARS

Superior reliability
by quality and
simplification

Enabling new
revenues

Leading
digital telco

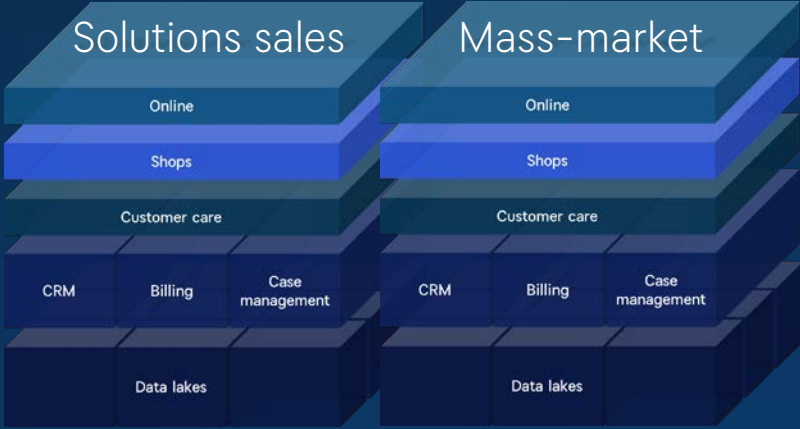
Our IT Journey After the Merger

> 6 different IT stacks



Migrations & decommissioning

Simplified target systems with modern architecture



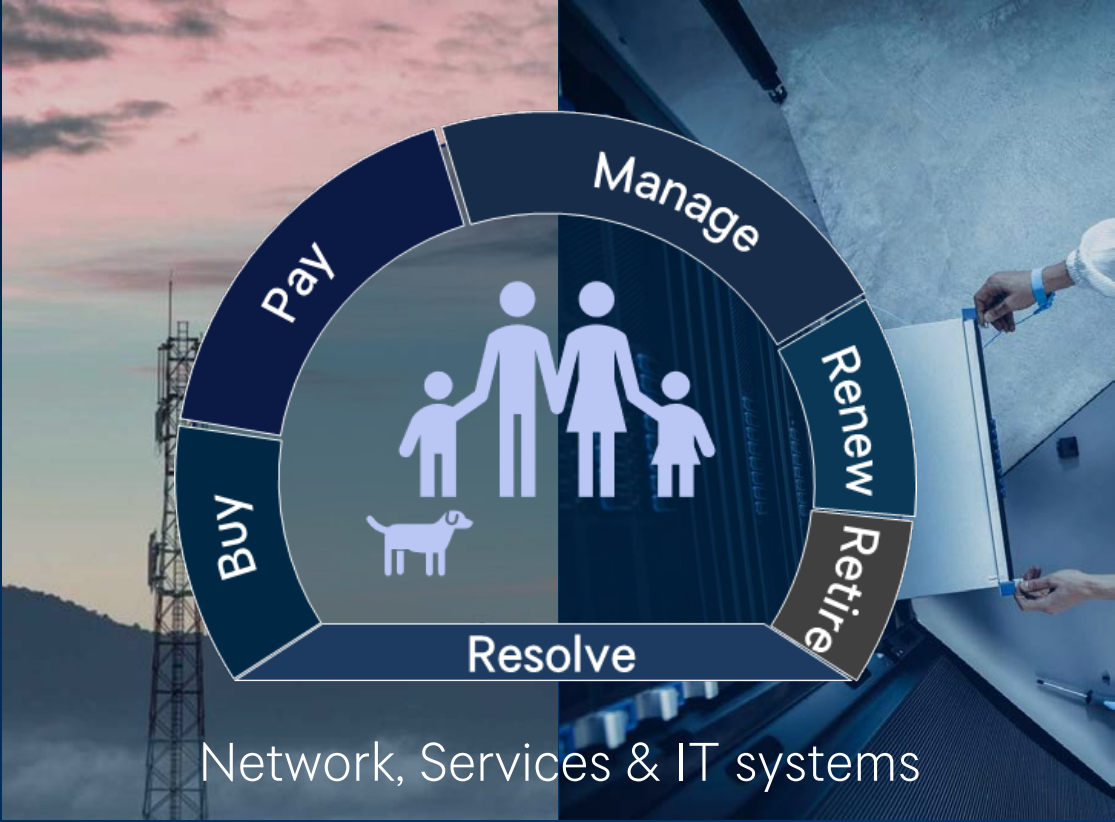
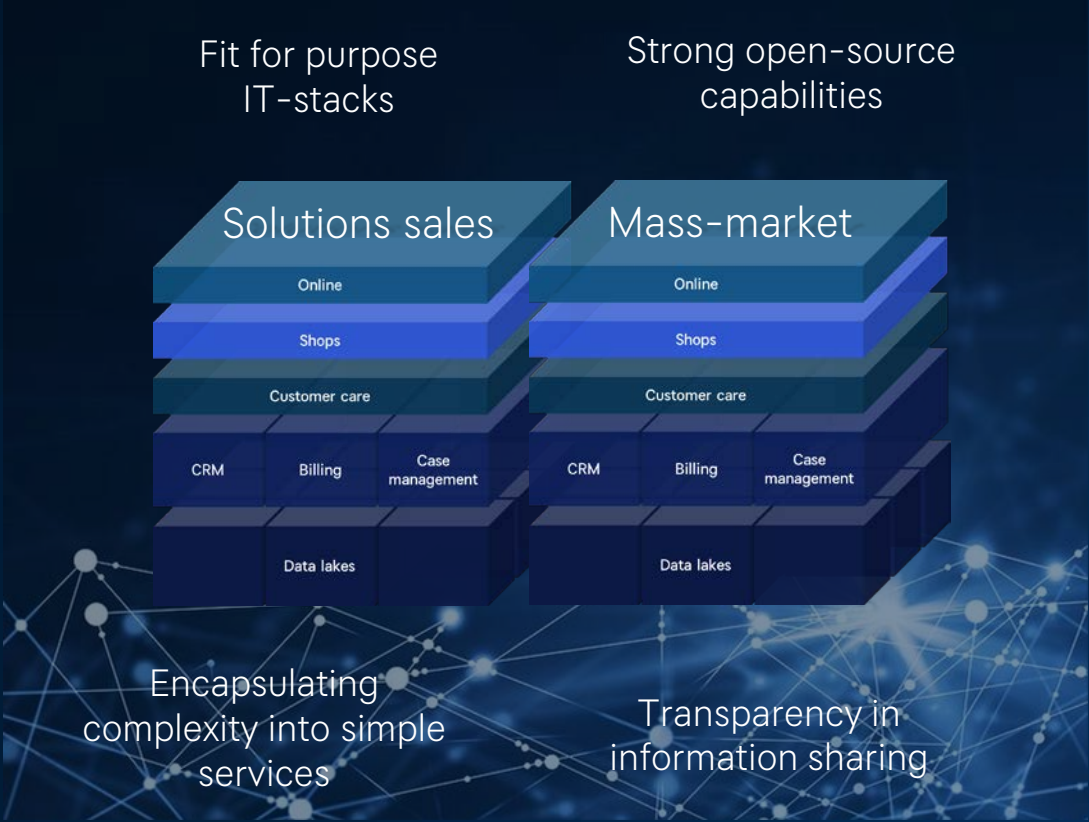
Today status decommissioning:

- 1 Stack completed (2020)
- 1 Stack ongoing (2021)
- 2 Planned (2022)

Building Architecture to Enable Digital Customer Experience

Inhouse capabilities to become a true digital telco...

...with interactions according to customer preference



10G Fixed Access Network Modernization with Remote-Phy

Physical cable modem termination system



Virtualized cable modem termination system core



Increased capacity & high speed

x10
Downstream Capacity Increase

x25
Upstream Capacity Increase

Customer satisfaction

25%
Fewer Incidents

15%
Fewer Support Contacts to CS

Reduced Opex baseline

70%
Less Power Consumption

30%
Less Maintenance

Source: internal numbers from Remote PHY pilots in Motala & Sundsvall

10G Fixed Access Network Roll-out



22k Landlords 1.7M Households



Full Network Modernization



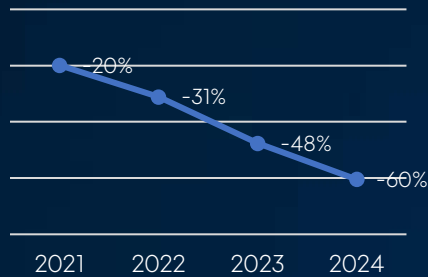
RAN modernization
and 5G rollout



Mobile Core and IP network
modernization



*First in Sweden
with real 5G*



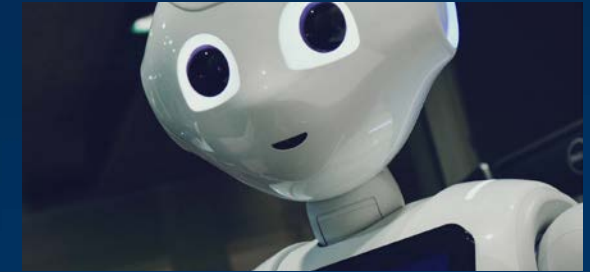
Aiming for lowest
production costs per GB

*Decreased Mobile Access
production cost per data unit vs 2020*



Simplicity and quality uplift

*Standardized design and state of
the art solutions*



New business
opportunities

*e.g., Enterprise networks & MEC,
eMBB & FWA*

SUNAB Closedown in Progress with Customer Experience in Mind

Closedown plan



Closedown of SUNAB
3G Network

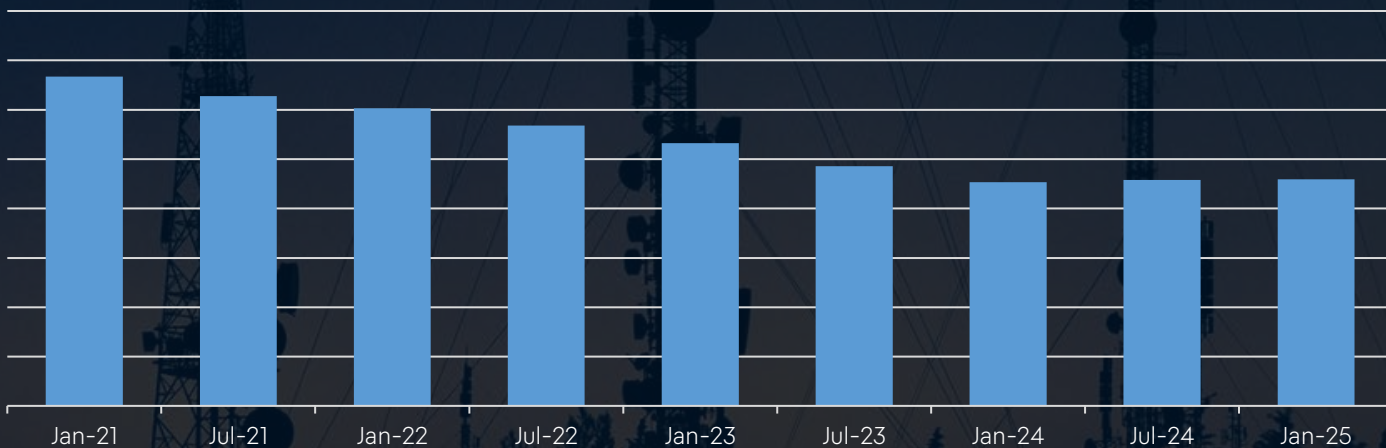
>15%
of sites

Closedown Goal 2021



Accelerating VoLTE

Total sites in Tele2's Networks



Streamlining to one single network

2G 3G 4G 5G



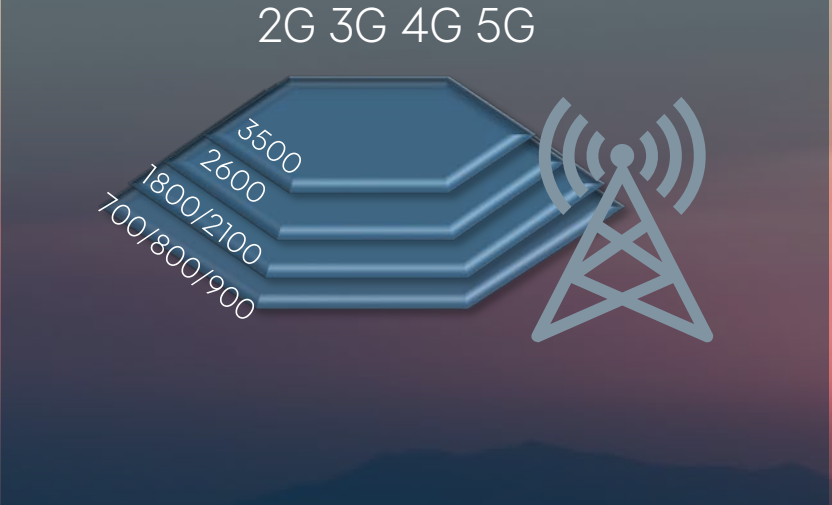
	700 MHz	800 MHz	900 MHz	1,8 GHz	2,1 GHz	2,6 GHz	3,5 GHz
Band size (MHz)	2*10	2*10	2*20	2*30	2*20	2*40	100

A Significantly Better Network and Customer Experience

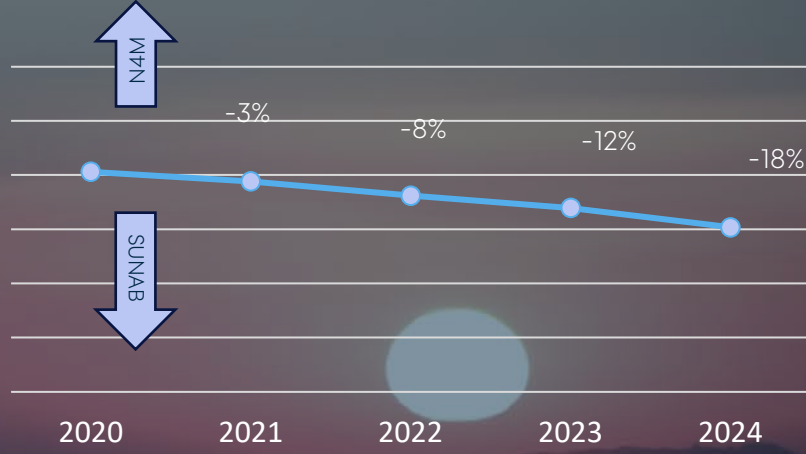
Delivering next level reliability and quality...



...and a mobile network with >100% increased capacity...



...performed with lower total JV Opex

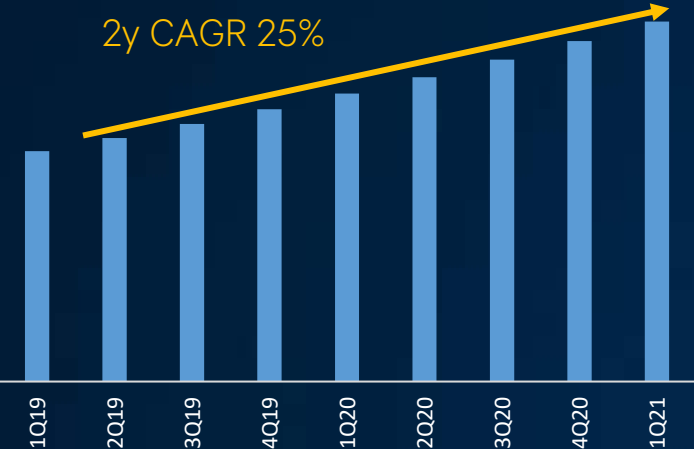


Proactive Capex management to serve increased demands

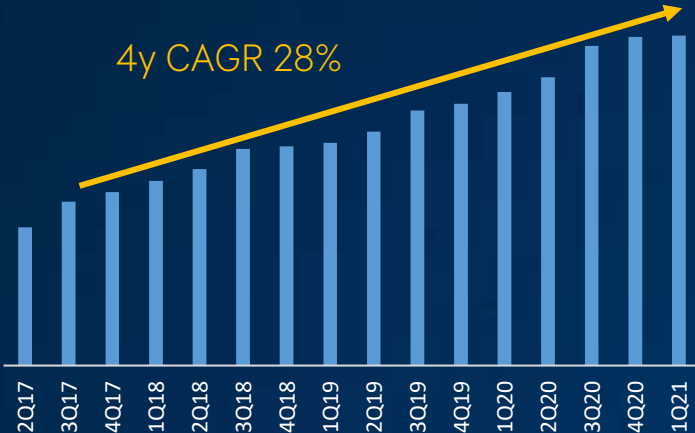
Meet the customer demands of tomorrow on premium user experience throughout the entire customer journey End-to-End

Unlock new business opportunities

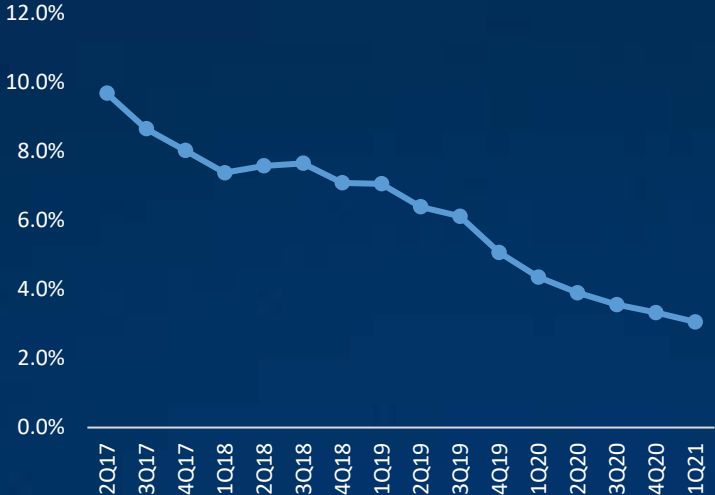
Steady historical growth of Fixed Data
(total data consumption in fixed network)



Steady historical growth of Mobile Data
(total data consumption in mobile network)



The share of 3G data is declining





ENABLING FACTORS

Grass Root Analytics

Customer & Business Data



E2E CX Insight



Network & Operations Data



KPIs & Processes



Culture & Skills



Architecture



Technology

Enabling Our Success by the Way We Work

Before at site

Effectively utilizing Big Room Planning with over 1000 participants

Aligned autonomy and fit for purpose ways of working with full agility

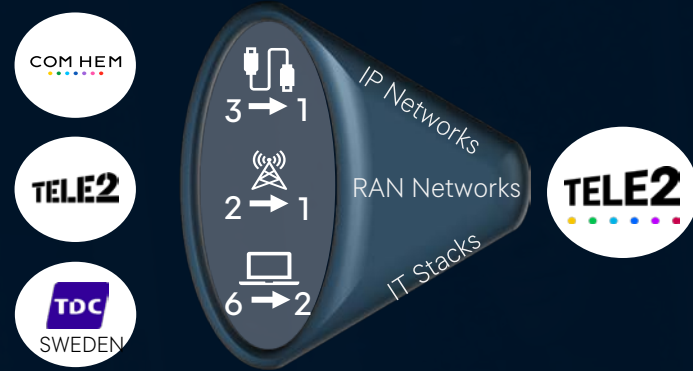
Effective tools for remote collaboration

Now remote



Key Takeaways

Making Easy & Simple



Full Modernization



Enable Grass Root Analytics



Agenda

1. Intro and Overview
2. Sweden Consumer
3. Sweden Business
4. Technology
5. Capex, Cash Flow and Remuneration
6. Sustainability and Organization
7. Summary



Strong Growth in OCF

Reducing steady state capex

- Entire Swedish RAN consolidated into Net4Mobility
- More efficient fixed network with Remote Phy
- Fewer IT systems
- Fewer CPEs and more digital sales

As a result, capex will return to low levels post 5G rollout.

Top-line growth, cost cutting, and a capex efficient model leads to strong operating cash flow growth

Capex excluding spectrum and leases

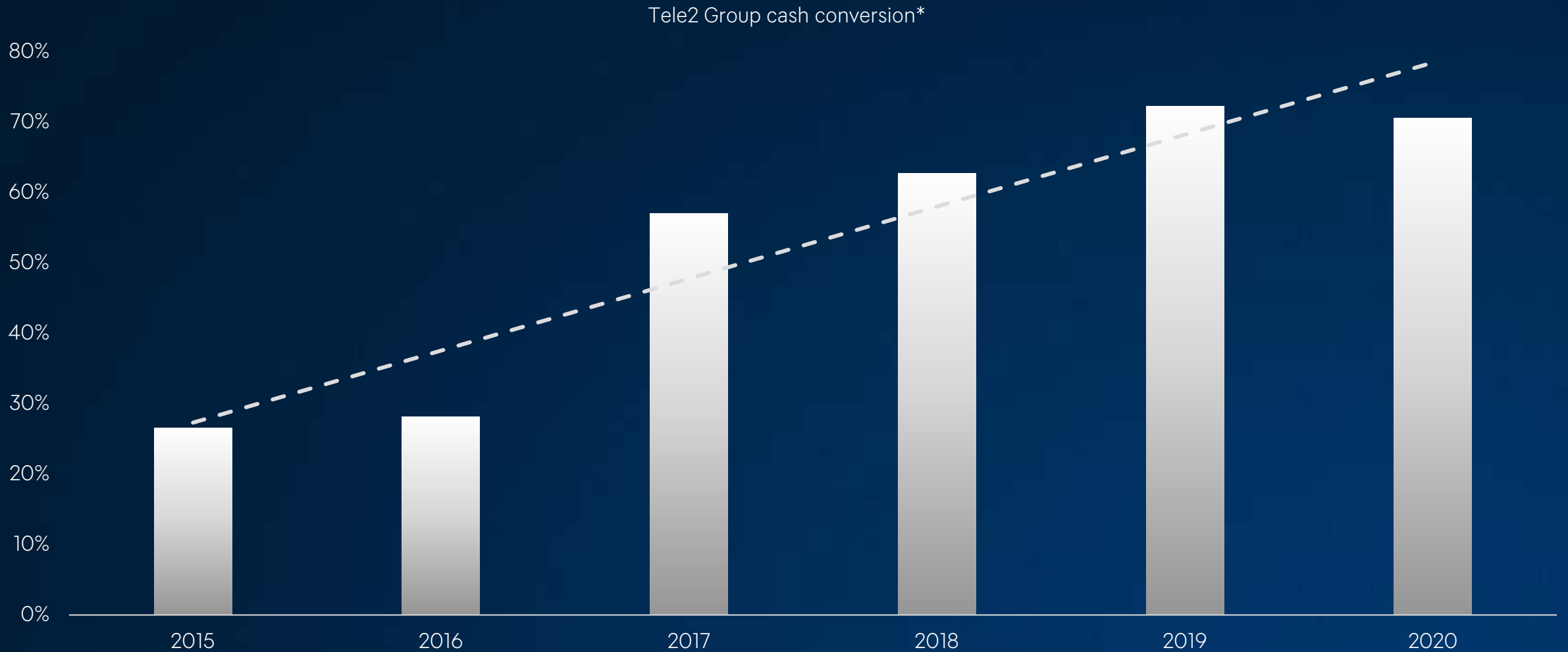
During 5G rollout → SEK 2.8-3.3bn

Post 5G rollout → Lower than pre 5G rollout

Strong OCF

High Cash Conversion

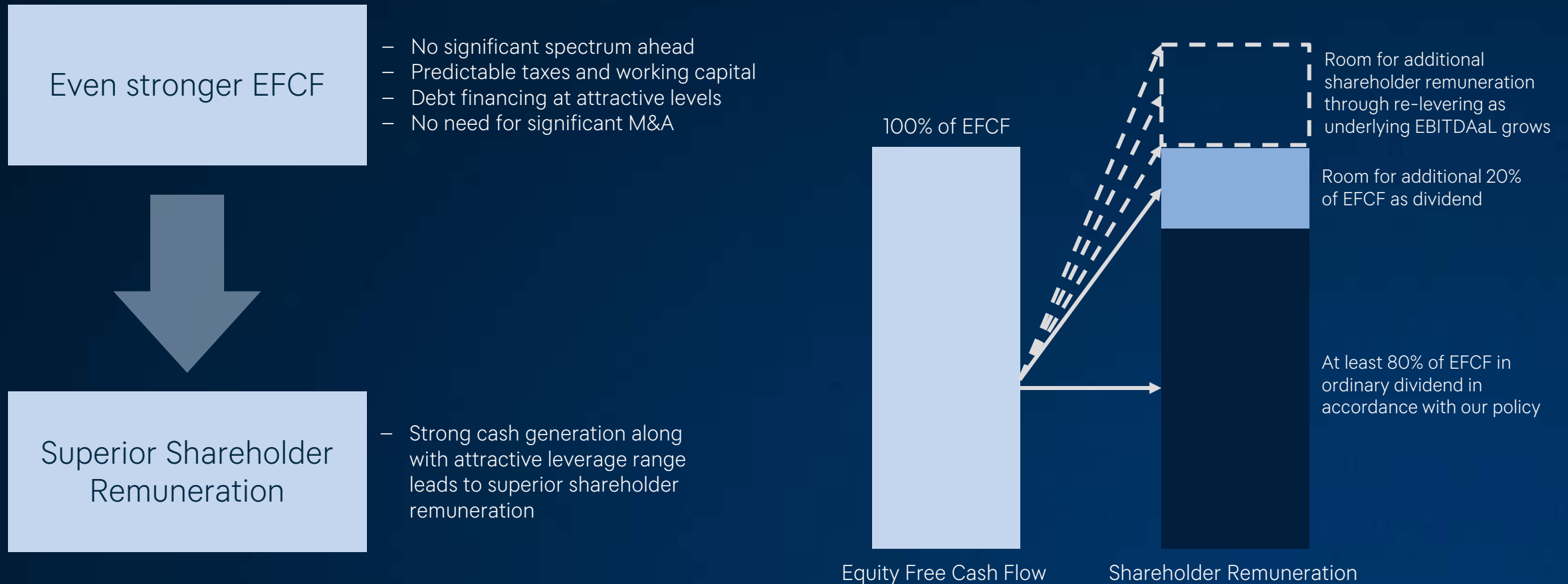
This means that we only need low single digit service revenue growth to achieve strong cash flow growth



Cash conversion = operating cash flow / underlying EBITDAaL

Sustainable Distribution of Over 100% of Equity Free Cash Flow

Growing underlying EBITDAaL and equity free cash flow leads to higher shareholder remuneration in accordance with our distribution policy



Additional Shareholder Remuneration

On top of EFCF growth and the re-levering effect we have additional opportunities to crystalize value for shareholders

The Netherlands

Previous state

Number 4 player



Current state

25% ownership in number 1 player in mobile

Mobile only



FMC capabilities through fixed infrastructure

Negative OFCF

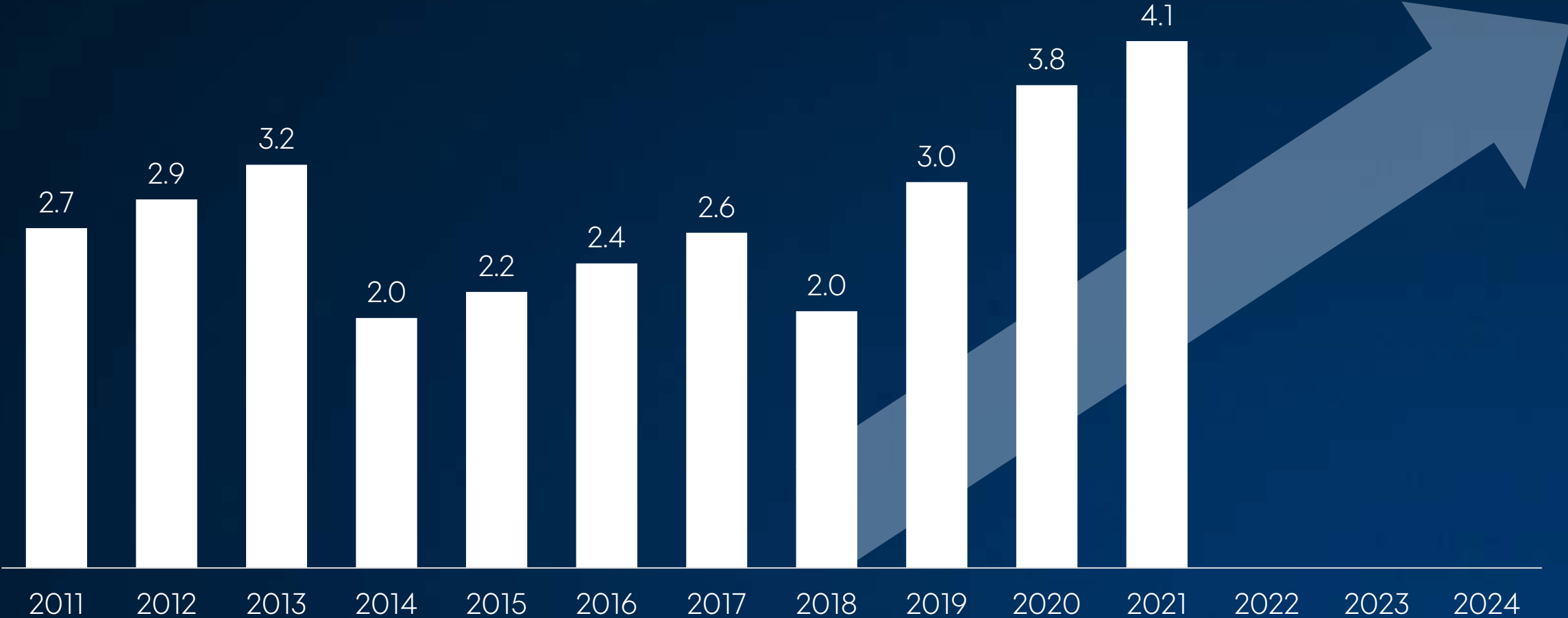


Positive OFCF



Aiming For a Consistently Growing Ordinary Dividend

Ordinary dividend, SEK bn (in the year it was paid)



Superior Shareholder Remuneration

1

EFCF growth through EUSR growth, cost efficiencies and low capex



2

Re-levering growing underlying EBITDAaL at 2.5-3.0x and distributing the cash



3

Additional monetization of non-core assets.



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Lead in Sustainability - Update



First telco in Nordics and Baltics to be climate neutral in our own operations. Approved science-based target



Positive trend for ESG-rating results for several years in a row



Implementing the recommendations of the Task-force on Climate Related Financial Disclosures



For more information, please see the recorded presentation which is available on [Tele2.com](https://www.tele2.com)



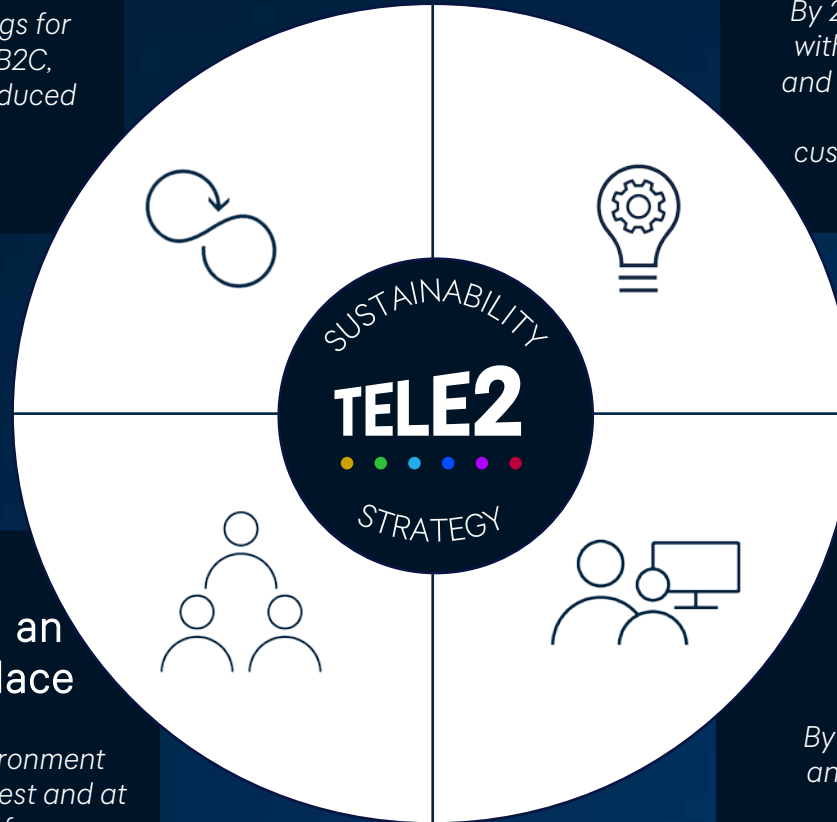
Lead in sustainability – Our Four Focus Areas

Advance circular economy to combat climate change

By 2025 Tele2 will develop winning offerings for relevant customer segments in B2B and B2C, based on a circular business model and reduced climate impact.

Boost innovation for sustainability

By 2025 Tele2 will use connectivity combined with innovative technology to create product and service offerings in partnerships that meet a growing demand from B2B and B2C customers, increase internal efficiencies, and create sustainability value.



Maximize potential through an inclusive and diverse workplace

By 2023, Tele2 will build an inclusive environment where diverse talent can perform at their best and at the same time a gender balanced workforce.

Protect children in a connected society

By 2023 Tele2 will implement technical solutions and drive behavioral change to protect children online and win customers.

Employee Engagement

Keeping employee engagement high and evolving Tele2's culture to maintain a competitive advantage

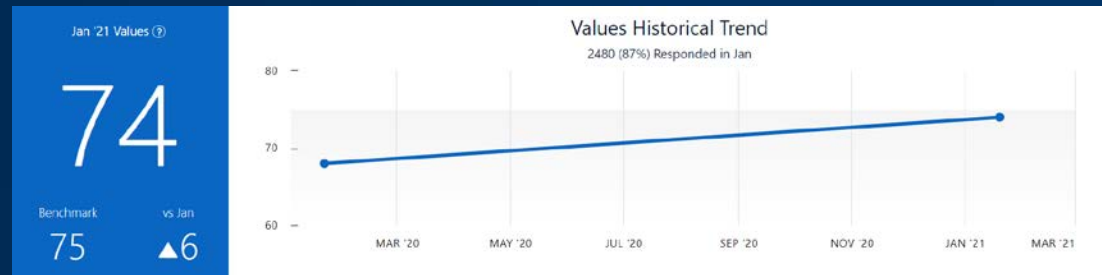
Diverse & Inclusive workplace:
Ambition is to be gender balanced in the end of 2023



How happy are you working for Tele2



Tele2 has a great culture



People at Tele2 live the company values

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Key Strategic Initiatives

TELE2

Consolidate brands in Sweden
Tele2 to be the leading premium brand



Continue growth in the Baltics and
prepare for FMC

COMVIQ

Continue the Comviq success story
Balanced growth through volume and value



Consolidate and decommission IT
systems over next 6 quarters



Invest for growth in broadband



Deliver at least SEK 1bn savings



Turn around Sweden B2B
Trend shift 2021 and stabilize 2022

Our medium
term ambition
3-year horizon

LEADING TELCO

In the Nordic & Baltic region

Superior
customer experience

Best industry
shareholder return

High employee
engagement

Lead in
sustainability

Our growth strategy

Reignite growth
in Sweden Consumer

- Distinctly positioned leading brands
- Win the household through FMC and excellent customer experience
- Accelerate digitalization of customer journeys

Recognized leader
in Sweden B2B & IoT

- To be the trusted digitalization & communication partner
- Multi-segment approach with value creation focus
- Lead through FMC, future proof business models & technologies

Continued growth
in the Baltics

- Lead in customer satisfaction and brand reputation
- Develop next-generation household offerings
- Strengthen our position in B2B

Our strategic enablers

Unique people and culture

- Walk the talk leadership that aligns and engages
- Evolve Tele2:s culture to maintain competitive advantage
- Attract and retain performance driven people with future proof competencies
- Diverse and inclusive workplace to be proud of

Reliable connectivity

- Network modernization through 5G and 10G
- Distinct partner to commercial business units
- Customer focused network operations
- Architecture enabling Leading Digital Telco

Next generation operations

- Execute on the Business Transformation Program
- Ensure end-to-end process harmonization
- Execution powered by data driven insight
- Continuous optimization to achieve efficiency

Our Culture

The Tele2 Way

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