



2004 SECOND QUARTER RESULTS MEETING AND CONFERENCE CALL

MONDAY, AUGUST 2, 2004

**Hosts: Lars-Johan Jarnheimer – President and Chief Executive Officer
Håkan Zadler – Chief Financial Officer#**

Tele2 AB, the leading alternative pan-European telecommunications company, will announce its financial results for the second quarter 2004 at 6.00 am CET (5.00 am UK time) on Monday, August 2, 2004.

Tele2 will present the results, in Swedish, at a meeting at Brasserie by the Sea, Tullhus 2, Skeppsbron in Stockholm, at 7.45 am CET (6.45 am UK time) on Monday, August 2, 2004.

The company will host a conference call for the global financial community at 4.00 pm CET (3.00 pm UK time / 10.00 am EST). Both the meeting and the conference call will be webcast in listen-only mode on Tele2's website at www.tele2.com.

To participate in the meeting and/or the conference call, please register at:

<http://www.sharedvalue.net/tele2/Q204/default.asp>

The dial-in number to join the conference call will be available upon registration.

You may also register by filling out the information below and returning it by fax to +44 (0)20 7321 5020 or contact Shared Value at +44 (0)20 7321 5010.

NAME: _____
COMPANY: _____
FUNCTION: _____
SECTOR / COVERAGE: _____
PHONE: _____
FAX / E-MAIL: _____

- Yes, I will participate in the conference call. Yes, I will participate in the meeting.
 Yes, I will participate in both the conference call and the meeting.
 No, I will be unable to participate. Please keep my name on the Tele2 mailing list.
 Please remove my name from the Tele2 mailing list.
 Please add my colleague _____ to the Tele2 mailing list.

Tele2 is Europe's leading and profitable alternative telecom operator. With our unique values, we provide cheap and simple telecom for all Europeans every day. We have 24 million customers in 24 countries. We offer products and services in fixed and mobile telephony, Internet access, data networks, cable TV and content services. Our main competitors are the former government monopolies. Tele2 was founded in 1993 by Jan Stenbeck and has been listed on Stockholmsbörsen since 1996. The share has also been listed on Nasdaq since 1997. Tele2 always strives to offer the market's best prices. In 2003 we had net sales of SEK 36,911 million and reported a profit of SEK 5,710 million (EBITDA). Tele2 always strives to offer the market's best prices.#
