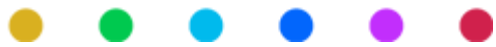


TELE2



Tele2 and Disney+ join forces in first Swedish bundle, delivering award-winning entertainment to consumers

Stockholm (23 September, 2024) – Tele2 AB (“Tele2”) (Nasdaq Stockholm: TEL2 A and TEL2 B) and The Walt Disney Company Nordic & Baltic has entered an agreement to provide Tele2 customers with more entertainment through Disney+. From September 24th 2024, new Tele2 TV & Streaming subscribers will have Disney+ included in their subscription. This is the first Disney+ bundle offering in Sweden.

The new agreement supports Tele2s ambition to create a more attractive entertainment offering within the streaming universe and allows for the company’s TV customers to bring Disney+ into their TV and Streaming package.

Disney+ is one of the biggest and most popular streaming services on the market, offering a world of award-winning, exclusive entertainment with new TV series, blockbuster movies, and exclusive Originals to watch. Together with Disney, Tele2 is taking further steps to offer consumers quality content at a great price.

“The addition of Disney+ to the Tele2 portfolio enhances our ability to deliver exceptional entertainment to our customers. At Tele2, our constant ambition is to increase value for our customers, and offering the best entertainment is central to that goal. We are proud to be part of the first Swedish bundle collaboration with Disney+ and look forward to providing our viewers access to one of the world’s most compelling streaming services” says Hendrik de Groot, Chief Commercial Officer at Tele2.

Starting September 24, Disney+ will be included in both Tele2 TV and streaming packages for new customers. Existing streaming subscribers will also gain access to Disney+ on this date. For existing Tele2 TV subscribers, access to Disney+ will be rolled out and made available over time, or there is the option to upgrade to the new portfolio for immediate access.

“We are pleased to join forces with Tele2, one of the biggest players in the Swedish telecom industry with an outstanding entertainment distribution platform. Tele2 shares our commitment to enhancing customer satisfaction through a premium content offering. This fall, we will jointly offer Tele2 subscribers access to live European football, alongside an impressive entertainment lineup of award-winning movies and TV series, and an unprecedented library of Disney, Pixar, Marvel, and Star Wars classics” says Hans van Rijn, Senior Vice President and Country Manager, The Walt Disney Company Nordic & Baltic

Tele2 is a leading telco with the purpose to enable a society of unlimited possibilities. Through our networks and services — ranging from mobile and fixed connectivity, telephony and data network services to TV, streaming and global IoT solutions — we are deeply connected to every aspect of today's digital lifestyle. By making our infrastructure more powerful, reliable and sustainable, we enable society to become that as well. Tele2 was founded in 1993 and is listed on Nasdaq Stockholm. In 2023, Tele2 generated revenue of SEK 29 billion and reported an underlying EBITDAaL of SEK 10 billion. For latest news and definitions of measures, please see our homepage www.tele2.com

About Tele2 Play

Tele2 Play is the Tele2 Group's streaming platform where you as a TV or Streaming customer of Tele2 gather all your entertainment, world-class sports and children's favorites in one place. You can also take your entertainment with you throughout the EU. The Film & Series streaming package offers hundreds of films, series, family entertainment and documentaries from partners and services such as Viaplay and Skyshowtime. Movies & Series costs 199 SEK/month. The service works on both Android and iOS and can be used with Chromecast or Airplay. We reserve the right for any typographical errors and changes. Read more at www.tele2play.se.

About Disney+

Disney+ is the dedicated streaming home for movies and shows from Disney, Pixar, Marvel, Star Wars, and National Geographic, along with The Simpsons and much more. In select international markets, it also includes the general entertainment content brand, Star. The flagship direct-to-consumer streaming service from Disney, Disney+ offers an ever-growing collection of exclusive originals, including feature-length films, documentaries, live-action and animated series, and short-form content. With unprecedented access to Disney's long history of incredible film and television entertainment, Disney+ is also the exclusive streaming home for the newest releases from The Walt Disney Studios. For more, visit disneyplus.com, or find the Disney+ app on most mobile and connected TV devices.

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