



## Experience Love in 3D – Tele2 Introduces 5G Dating

**Stockholm – Tele2 AB (“Tele2”) (Nasdaq Stockholm: TEL2 A and TEL2 B) takes dating to the next level with 5G and hologram technology to combat the loneliness of the holiday season. On December 7, Tele2 5G Dating will be launched in shopping area Gallerian in Stockholm – a new type of dating experience where you can meet in 3D without being in the same place.**

A fifth of Swedish singles feel lonelier during Christmas than at any other time of the year, and half feel that traditional dating apps make it difficult to find meaningful relationships. This is shown by a recent survey by Tele2, conducted by Kantar Sifo. In the 5G Dating experiment, Tele2 is showcasing a new way of meeting via holograms where two people, despite being in different places, can meet as if they were in the same room, creating a genuine experience for those who are dating.

Holobox is a technology solution that makes it possible to create a realistic 3D projection of a person in life-size, creating the illusion that the person is present in the room – even though they are in another place. This technology combines advanced 3D visualization with 5G connectivity to enable a seamless and lifelike experience in real time.

*"At Tele2, we want to constantly push the boundaries of how we use technology to create new, meaningful ways to meet. Our investment in 5G Dating is both an experiment and a glimpse of the future – where digitalisation gives us the opportunity to feel close, even at a distance. Christmas is a time when loneliness can feel extra strong, and we hope that 5G technology can contribute to people being able to meet and feel connected in a new way," says Björn Lindberg, 5G expert, at Tele2.*

The survey also highlights Swedish singles' curiosity about exploring new types of dating experiences where technology facilitates more genuine connections. 36 percent of respondents are open to try dating via holograms or other 3D technology, which can make digital encounters more real.

On December 7, Tele2 5G Dating will be presented in the Gallerian in Stockholm and consumers will have the opportunity to try dating via hologram technology. As part of the initiative, Tele2 is collaborating with TV personality and former Swedish "Bachelor" Simon Lindström, who invites his followers to date him in the shopping area Gallerian.

*"Holobox technology is still new to many, but we are convinced that this way of communicating will become increasingly common in the future. We hope that many people will want to come by the mall and experience what the meetings of the future can look like with the help of 5G," says Björn Lindberg, 5G expert, at Tele2.*

### **About the survey**

The survey was conducted in the Kantar Media web panel (Sifo panel) during the period 31 October–10 November 2024. A total of 3596 people aged 18–55 were interviewed, of which 1150 were single. The web panel is nationally representative recruited based on random samples. There is no self-recruitment in Kantar Media's web panel (the Sifo panel).

### **For more information, please contact:**

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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](http://www.tele2.com)

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