



**FOR IMMEDIATE RELEASE**

Thursday, August 31, 2000

## **NETCOM AB ANNOUNCES AN AGREEMENT BY TELE2 A/S TO BECOME DENMARK'S FIRST MVNO**

New York and Stockholm – August 31, 2000 - NetCom AB ("NetCom", "the Group") (Nasdaq Stock Market: NECSB), a leading provider of telecommunication services in the Nordic countries, the Baltic region and Poland, announced today that its subsidiary in Denmark, Tele2 A/S, had entered into an agreement with SONOFON, to become a Mobile Virtual Network Operator (MVNO), enabling it to provide mobile telephony services to its customers.

Following the passing of the Tele Act in May 2000, SONOFON is the first operator to open its networks to companies wishing to develop mobile virtual networks in Denmark, making this agreement with Tele2 A/S the first of its kind in Denmark.

As an MVNO, Tele2 A/S will be able to offer mobile telephony services to its existing fixed line customer base of over 600,000, in a cost-effective and flexible manner, offering a range of services including post- and prepaid contracts and roaming.

*Lars-Johan Jarnheimer, NetCom's President and CEO, stated, "This landmark agreement represents the beginning of a new era in telephony service provision. We are now able to offer our customers a combined package of telecommunications services through the effective use of new technology. With the deregulation of the telecommunications markets, we look forward to entering into similar service agreements with network operators throughout Europe."*

*NetCom AB, formed in 1993, is a leading telecommunications company in the Nordic countries. The Company provides GSM cellular services, under the Comviq and Tele2Mobil brands in Sweden, under Tele2Mobil in Norway, through its Ritabell subsidiary (Q-GSM) in Estonia and under the Tele2 brand in Lithuania. For public telecommunications, data communications and Internet access, NetCom has the Tele2 brand in Sweden and the subsidiaries Tele2 A/S in Denmark and Tele2 Norge AS in Norway. Datametrix, which specializes in systems integration, and Optimal Telecom are also part of NetCom AB. The Group offers cable television services under the Kabelvision brand name. NetCom AB has a 17.8% stake in Société Européenne de Communication SA. The Company is listed on the Stockholm Stock Exchange, under NCOMA and NCOMB, and an ADR listed on the Nasdaq Stock Market, under NECSB.*

### **Contacts:**

**Lars-Johan Jarnheimer**  
President and CEO, NetCom AB, Sweden

**Telephone: + 46 8 562 640 00**

**Andrew Best**  
Shared Value Ltd, London

**Telephone: + 44 (0)20 7321 5010**

**Visit our homepage: <http://www.netcom.se>**

**This announcement is neither an offer to purchase nor a solicitation of an offer to sell shares of Société Européenne de Communication S.A. At the time NetCom AB (publ) commences its offer, it will file a registration statement, including a prospectus, with the U.S. Securities and Exchange Commission. THE PROSPECTUS AND RELATED OFFER DOCUMENTS WILL CONTAIN IMPORTANT INFORMATION THAT SHOULD BE READ CAREFULLY BEFORE ANY DECISION IS MADE WITH RESPECT TO THE OFFER. The registration statement will be made available to all shareholders of Société Européenne de Communication S.A. at no expense to them. The registration statement, which includes the prospectus, and related offer documents filed with the Commission will also be available for free at the Commission's website at [www.sec.gov](http://www.sec.gov).**

**This press release contains forward-looking statements that involve inherent risks and uncertainties. We have identified certain important factors that may cause actual results to differ from those contained in such forward-looking statements. See "Description of Business – Risk Factors" in the Annual Report of NetCom AB (publ) on Form 20-F filed with the U.S. Securities and Exchange Commission as updated with other filings from time to time.**