



FOR IMMEDIATE RELEASE

January 10, 2000

NetCom divests its shares in Transcom WorldWide S.A.

New York and Stockholm – January 10, 2001 – NetCom AB ("NetCom", "the Group") (Nasdaq Stock Market: NECS), a leading pan-European telecommunications company, today announced that its subsidiary Société Européenne de Communication has divested its entire 37% holding in Transcom WorldWide S.A. to Industriförvaltnings AB Kinnevik ("Kinnevik").

Transcom WorldWide has a total of 22 call centers in 14 countries and employs approximately 5,500 people. The company offers clients a broad range of relationship management services, including inbound and outbound calls, Interactive Voice Response, Internet Services, e-mail processing and broadcast fax.

NetCom, formed in 1993, is a leading alternative pan-European telecommunications company offering fixed and mobile telephony, data network and internet services under the brands Tele2, Tango, Comviq, Baltkom GSM and Q-GSM to 11 million people in 20 countries. NetCom operates Datamatrix, which specializes in systems integration, Optimal Telecom, 3C Communications, operating public pay telephones and public internet services; Transac, providing billing and transaction processing services; C³, offering co-branded pre-paid calling cards and IntelliNet, the price-guaranteed residential router device. The Group also offers cable television services in Sweden, Estonia and Lithuania under the brands Kabelvision, Tele2 and C-Gates, and together with MTG, owns the internet portal Everyday.com. The Company is listed on the Stockholm Stock Exchange, under NCOMA and NCOMB, and has ADRs listed on the Nasdaq Stock Market, under NECSA and NECSB.

CONTACTS

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

Telephone: + 46 8 562 640 00

Andrew Best
Shared Value

Telephone: + 44 20 7321 5010

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