



**FOR IMMEDIATE RELEASE**

Monday, April 3, 2000

## **NETCOM AB ANNOUNCES THE LAUNCH OF MOBILE TELEPHONY SERVICES IN NORWAY**

**New York and Stockholm – April 3, 2000 - NetCom AB (“NetCom”, “the Group”) (Nasdaq Stock Market: NECS), the leading provider of telecommunication services in the Nordic countries, the Baltic region and Poland, today announced Tele2 Norge AS will become a service provider of mobile telephony.**

Tele2 Mobil will offer both pre-paid and fixed subscription with prices below the low-cost alternatives on offer today. Advantageous packages will be offered to Tele2 customers who subscribe to both Internet and fixed telephony services. For customers using Tele2 fixed telephony services today all expenses related to telephone usage will be presented on the same bill. Tele2 has agreed with Telenor to lease capacity from Telenor’s network, thus giving Tele2 Mobil equal range of coverage.

Henrik Ringmar, the managing director of Tele2 Norway comments, “Our aim is to make it both cheap for the customer and offer superior service levels, with no fixed subscriptions and complicated billing agreement. Our offer will enable the customer to always know the exact cost of using the telephone.”

Tele2 becomes the first service provider offering pre-paid cards. Tele2 Mobil aims to be operational during the second quarter of 2000.

Tele2 will become the first operator to leverage the relationship between fixed and mobile telephony, which becomes apparent through the sign-up and pricing of the service. By offering mobile telephony services Tele2 will enhance its position as the price leader whilst also offering an excellent quality of service to its customers.

Tele2 is well established with existing telecom- data- and Internet activities and expertise in Norway, Sweden and Denmark and forms part of the listed company NetCom AB. Tele2 is the largest Internet company in Scandinavia with over 1 000 000 customers and is the second largest telecom operator in Norway with a total of 500 000 telephony and internet customers.

*NetCom AB, formed in 1993, is the leading telecommunications company in the Nordic countries, the Baltic region and Poland. It has GSM cellular operations in Sweden (Comviq and Tele2Mobil), in Europe through Société Européenne de Communication SA and in Estonia through Ritabell. In the areas of public telecommunications, data communication services and Internet, NetCom operates Tele2 in Sweden, Tele2 A/S in Denmark and Norge AS in Norway. NetCom also operates Datamatrix, specializing in systems integration, 4T Solutions and Optimal Telecom in addition to Kabelvision, a Swedish cable TV services company and Everyday.com, a joint venture with Modern Times Group. NetCom is listed both on the Stockholm Stock Exchange under the symbols NCOMA and NCOMB and on the Nasdaq Stock Market under the symbol NECS.*

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