



FOR IMMEDIATE RELEASE

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NETCOM JOINS FORCES WITH SAS AND AMADEUS TO LAUNCH AN ELECTRONIC TRAVEL MARKETPLACE IN THE NORDIC REGION

New York and Stockholm –October 6, 2000 - NetCom AB (Publ) (“NetCom”, “the Group”) (Nasdaq Stock Market: NECSB), a leading alternative pan-European provider of telecommunications and related services, today announced that it has signed a partnership agreement with SAS, the largest airline company in Scandinavia and Amadeus, a supplier of a leading global distribution system, to launch a new electronic travel marketplace in the Nordic region, targeting business and private travellers.

The marketplace, named Nordic Travel Hub (“NTH”) will be launched during the first half of 2001 and will offer its customers a full range of services, ranging from advanced travel management functions to tailor-made solutions. A long-term agreement has been reached with Bennett BTI, the leading travel agency for business travellers in the Nordic countries, which, through its extensive local networks, will undertake ticket handling and customer support functions for NTH.

Commenting on the agreement, Lars-Johan Jarnheimer, President and CEO of NetCom said: “This deal provides NetCom with a unique opportunity to integrate with content providers horizontally in the value chain. Initially we believe that m-commerce presents great opportunities for travel services. We anticipate great potential for further mobile internet functions and the creation of NTH positions us at the heart of the m-commerce arena.”

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 and Q-GSM to over 9 million people in twenty 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 Modern Times Group, 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 NECSB. ADRs representing NetCom’s Class A shares have also been approved for listing on the Nasdaq Stock Market.

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