



FOR IMMEDIATE RELEASE
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TELE2 A/S BECOMES THE FIRST MOBILE VIRTUAL NETWORK OPERATOR IN DENMARK

New York and Stockholm –October 9, 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 its subsidiary, Tele2 A/S, the leading alternative operator in Denmark, has become the nation’s first mobile virtual network operator (“MVNO”). Tele2 A/S is now able to offer competitively priced mobile telephony to its existing fixed-line customer base of more than 800,000 people.

Today’s launch of Tele2 A/S as an MVNO follows an announcement made on August 31 2000 that Tele2 A/S had entered into an agreement with SONOFON. Following the passing of the Tele Act in May this year, SONOFON was the first operator to open its networks to companies wishing to develop mobile virtual networks.

As an MVNO, Tele2 A/S will be able to develop its own service offering, including pre-paid contracts initially followed by post-paid contracts. It is also the only company on the Danish market to offer the new third generation SIM card with a capacity of 32 kb, enabling customers to choose their own SMS services.

Lars-Johan Jarnheimer, President and CEO of NetCom commented: “Through our new status as an MVNO in Denmark we aim to obtain a position as the country’s second largest mobile telephony company. With the deregulation of the telecommunications market we look forward to implementing the MVNO concept further in other parts of Europe where we do not have our own infrastructure.”

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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