



FOR IMMEDIATE RELEASE
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NETCOM AB ANNOUNCES A NEW ORGANIZATIONAL STRUCTURE FOR THE COMBINED NETCOM GROUP

New York and Stockholm – November 8, 2000 – NetCom AB (“NetCom”, “the Group”) (Nasdaq Stock Market: NECS), a leading pan-European telecommunications company, today announced a new organizational structure. The new structure will combine the management of NetCom and its newly acquired subsidiary, Société Européenne de Communication S.A. (SEC), and becomes effective immediately.

NetCom will be organized and managed by Market Area Directors in six main market areas who will report directly to Lars-Johan Jarnheimer, these are as follows:

1. **Nordic Area** (Sweden, Norway, Denmark, Finland and Datamatrix) – Fredrik Berglund
2. **Baltics and Eastern Europe** (Baltics, Poland, the Czech. Republic) – Johnny Svedberg
3. **Central Europe** (Germany, Holland, Switzerland and Austria) – Roman Schwarz
4. **Southern Europe** (France, Italy and Spain) – Jean-Louis Constanza
5. **Luxembourg** (Belgium, Liechtenstein, Tango, 3C and Transac) – Jean-Claude Bintz
6. **Other interests** (Optimal Telecom, IntelliNet, C³) – Magnus Mandersson

Lars-Johan Jarnheimer, President and CEO of NetCom AB stated: “The new management structure will leverage the size and the considerable economies of the combined NetCom Group. This will strengthen our aim to be a growth company in new markets focused on customer acquisition, churn management and cost control.”

Anders Björkman, President and CEO of SEC will be leaving the combined Group. He will remain with the Group until December 14, 2000 to help put in place the new management structure.

Lars-Johan Jarnheimer comments: “We regret Anders’ departure and thank him for his contribution to the development of NetCom and SEC. We are pleased he will be working in a field close to our own operations and look forward to doing business together in the future.”

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 approximately 10 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; C are also part of NetCom AB. The Group offers cable television services under the Kabelvision brand name. NetCom AB has a majority interest 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 NECS.

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