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PRESS RELEASE

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MIKAEL LARSSON TO LEAVE HIS POSITION AS CFO OF KINNEVIK

Investment AB Kinnevik ("Kinnevik") today announced that Mikael Larsson has communicated his intention to leave his position as Chief Financial Officer of Kinnevik after the next AGM in May 2015.

Mikael Larsson joined Kinnevik as CFO in 2001.

"On behalf of all of us at Kinnevik, I would like to express our deepest gratitude to Mikael for his outstanding contribution. Mikael's business judgment and financial expertise have been enormously valuable to Kinnevik during this period of transformation. We wish him the best for his future endeavors" says Lorenzo Grabau, CEO of Kinnevik.

"As the CFO of Kinnevik for the past 13 years, I have had the privilege to be closely involved in the transformation of the company by focusing our investments on new growth sectors now representing over half of the company's asset base. Kinnevik is today one of the world's leading entrepreneurial investment groups with a stronger financial position than ever" says Mikael Larsson.

Whilst leaving his executive position at Kinnevik in May 2015, Mikael Larsson will remain involved with the Kinnevik Group. The Kinnevik Board will propose to the nomination committee of Transcom WorldWide that Mikael continues to serve as a Director.

Joakim Andersson, currently Kinnevik Group Treasurer, has today been appointed Deputy CFO of Kinnevik. Joakim joined Kinnevik in 2001 and became Group Treasurer in 2007.

For further information, visit www.kinnevik.se or contact:

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Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50 companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures.

Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.