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Press Release



MILlicom
THE DIGITAL LIFESTYLE

Millicom launches a free social TV app in Colombia

Stockholm, April 1, 2014 – Millicom (Stockholmsbörsen: MIC) today unveiled mi.tv (www.mi.tv), a free social TV application available for Android phones and a web app for smartphones, PCs and tablets.

mi.tv will revolutionize the way users get guidance, information and inspiration on what's airing on TV, follow shows, be reminded of favourite programmes and share the experience with friends. Users can tailor the service to their own taste and link to social media.

mi.tv recommends shows based on users' preferences, requiring no more browsing and zapping around 300 cable TV channels to find inspiration: mi.tv will "cherry pick" and inspire you, so you never miss a thing.

Martin Lewerth, Millicom's EVP for Home and Digital Media, commented "With over 20 million Facebook accounts and one of the highest pay TV penetration rates in Latin America, Colombia is an ideal market for combining social media and TV, in a single solution with mi.tv".

For more please visit: www.millicom.com or contact

Press Enquiries:

Carolina Corsello, Head of Corporate Communication and Branding
+ 44 7717 665118
press@millicom.com

Julian Eccles, VP, Corporate Communications
+ 44 7720 409374
press@millicom.com

Investor Enquiries:

Justine Dimovic, Director, Head of Investor Relations
+352 27 759479

investors@millicom.com

About Millicom and mi.tv

mi.tv is the first service to be created by Millicom's team at Millicom Digital Ventures which aims to build digital services for the entertainment and media sectors in Latin America and Africa.

Millicom is a leading international telecommunications and media company dedicated to emerging markets in Latin America and Africa. Millicom sets the pace when it comes to providing digital lifestyle services to the world's emerging markets, giving access to the world, primarily through mobile devices. Operating in 15 countries, Millicom offers innovative and customer-centric products. Millicom employs more than 10,000 people and provides mobile, cable, broadband, TV content, online and financial services to over 50 million customers. Founded in 1990, Millicom is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm under the symbol MIC. In 2013 Millicom generated revenue of \$5.16 billion and EBITDA of \$1.9 billion