

Stockholm  
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**MILlicom**  
THE DIGITAL LIFESTYLE

# Press Release

## Millicom launches its first satellite TV service today

**Stockholm, 24 April, 2014 – Millicom (Stockholmsbörsen: MIC), the international telecommunications and media company, announced that its operation in Bolivia will launch the company's first direct-to-home (DTH) satellite TV service today.**

The new DTH service from Tigo Bolivia coincides with the launch of its cable service in the country following the acquisition of the fixed-line company Multivision in 2013. The services will be promoted under the new "Tigo Star" brand which highlights the company's range of cable and broadband services across Latin America.

Commenting on the launch of the service today, Millicom's President and CEO, Hans-Holger Albrecht said "The launch of satellite services is another significant step in the transformation of Millicom into a diversified digital lifestyle provider. DTH reaches right across Bolivia and offers all of its people a new choice in entertainment and information."

The DTH service will launch with 75 channels, including eight in HD, five free-to-air and eight premium services. The service will be of particular interest to over 6.5m of Bolivia's 10.5m people who live outside areas of cable coverage.

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**For more please visit: [www.millicom.com](http://www.millicom.com) or contact**

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### **About Millicom**

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.