

Stockholm 26 November, 2014

# Press Release



**MILlicom**  
THE DIGITAL LIFESTYLE

## Tigo Sports launches in Bolivia

**Stockholm, 26 November 2014 – Millicom (Stockholmsbörsen: MIC), the international telecommunications and media company, announced that its operation in Bolivia will launch a new *Tigo Sports* TV channel today.**

The channel has been available in Paraguay since February and the version in Bolivia will feature exclusively top matches from the country's football league, the Liga de Fútbol Profesional Boliviano, starting with the "Clásico" fixture between the two La Paz teams, Bolivar and The Strongest. Tigo has been the sponsor of the Bolivian Football League since 2013.

The channel will also feature exclusively the English Premier League, FIFA World Cup qualifying matches, basketball, motor racing, golf and sports news updates from around the world. It will also include a feature on Chavo Salvatierra, the world champion Bolivian rally motorcyclist.

*Tigo Sports* in Bolivia will be available 24/7 in HD exclusively to *Tigo Star* mid and premium package customers on cable and via the company's new and fast-growing satellite service which launched in May.

Hans-Holger Albrecht, Millicom's President and Chief Executive, said "There is an enormous appetite for sport in Bolivia and we are delighted that Tigo Sports will bring the best action to our customers via cable and our new satellite TV service. It is another example of how we are combining great content with great technology to promote the digital lifestyle and make Tigo the leading name for such services in our markets."

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

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We believe in better. We believe in **tigo**

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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 fourteen countries, primarily under the *Tigo* brand, Millicom offers innovative and customer-centric products. Millicom employs more than 16,000 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.