

STOCKHOLM--([BUSINESS WIRE](#))--Millicom (Stockholmsbörsen: MIC) (STO:MIC), the international telecommunications and media company, today announced that it has acquired certain media rights to the 2014 FIFA World Cup Brazil™ that will allow Tigo customers in seven Latin American countries to enjoy live coverage of the 2014 FIFA World Cup™ on their mobile handsets and via broadband Internet.

Millicom has exclusive mobile transmission rights for Colombia, Costa Rica and Honduras whose national teams have succeeded in qualifying for the final tournament of the 2014 FIFA World Cup™, as well as Guatemala, El Salvador and Paraguay whilst in Bolivia these rights are non-exclusive. Millicom also has the non-exclusive broadband Internet rights in the same countries.

The tournament runs from 12 June to 13 July, during which period Tigo customers in Latin America will be able to access all 64 live matches with multi-angle views, live statistics, dedicated social media, news, schedules as well as other exclusive FIFA World Cup™ material. Tigo will launch a dedicated FIFA World Cup™ application for smartphones and tablets for the most popular Android and iOS operating systems.

Commenting on the partnership today, Millicom's President and CEO, Hans-Holger Albrecht, said "Football is a passion for so many people in Latin America. With the FIFA World Cup this year the interest and excitement will be huge. Our customers will want to see the action wherever they are, so we are delighted to give them that service as part of their digital lifestyle."

"This is fantastic news for football fans in Colombia, Costa Rica, Honduras, Guatemala, El Salvador, Paraguay and Bolivia as it makes the 2014 FIFA World Cup far more accessible for fans in these territories as they need not to worry about missing any of the vital moments from the 64 matches of football's flagship event returning after 36 years to South America," explains FIFA TV Director Niclas Ericson.

About Millicom

Written by Australian Business

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.

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