

INTERIM UPDATE

ERICSSON MOBILITY REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

This document is a scheduled update to some sections of the Ericsson Mobility Report, released in June 2015.

To view or download a copy of the original report, please visit:
www.ericsson.com/ericsson-mobility-report

We will continue to share traffic and market data, along with our analysis, on a regular basis.

SUBSCRIPTIONS

Mobile broadband subscriptions passed 3 billion in Q2 2015

TRAFFIC

55% growth in data traffic between Q2 2014 and Q2 2015

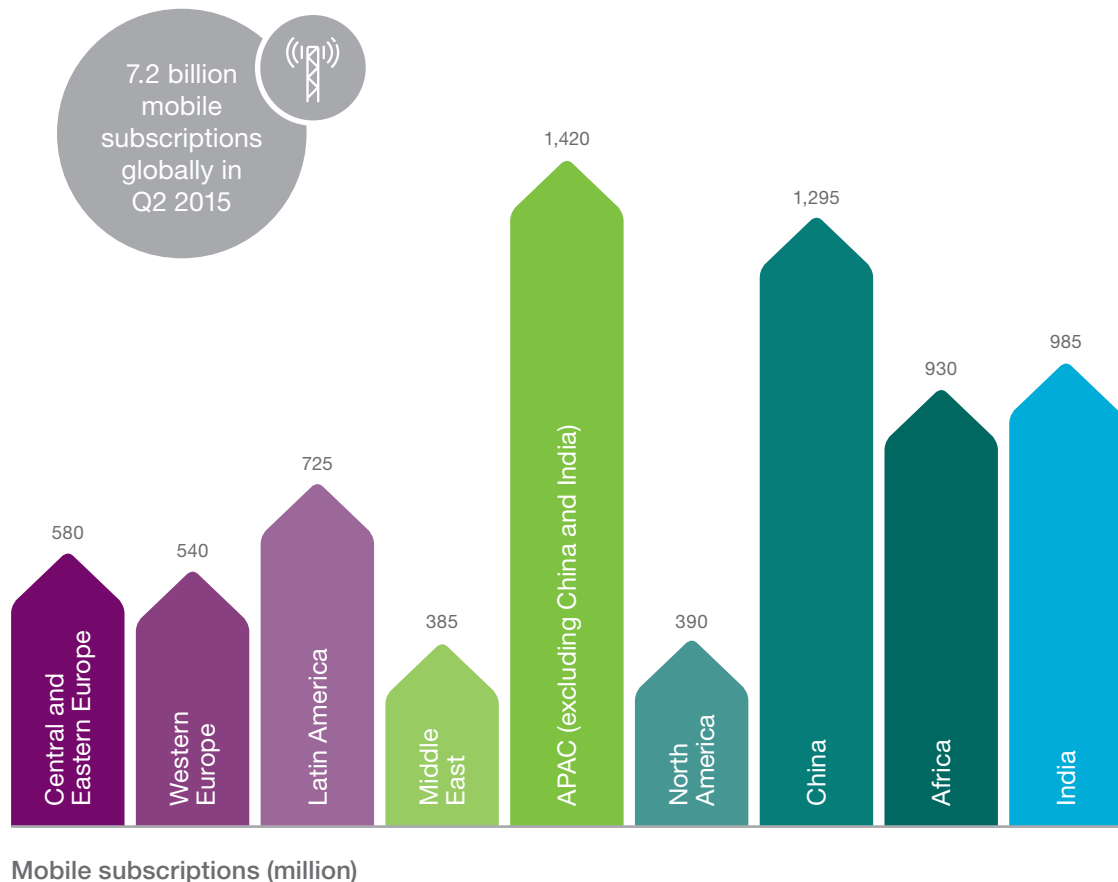
AUGUST 2015

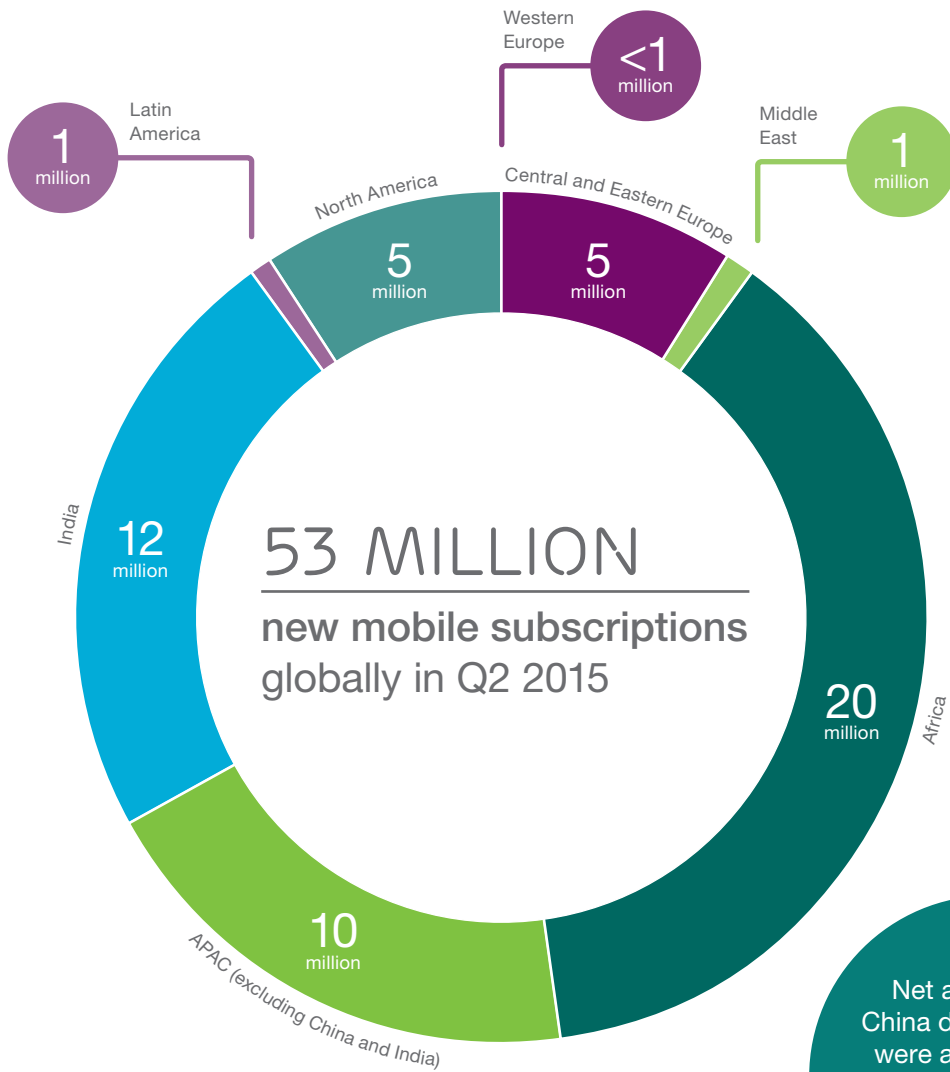
MOBILE SUBSCRIPTIONS Q2 2015

53 million new subscriptions were added during Q2 2015, bringing the global total to around 7.2 billion. However, the actual number of subscribers is around 4.9 billion, since many have several subscriptions.

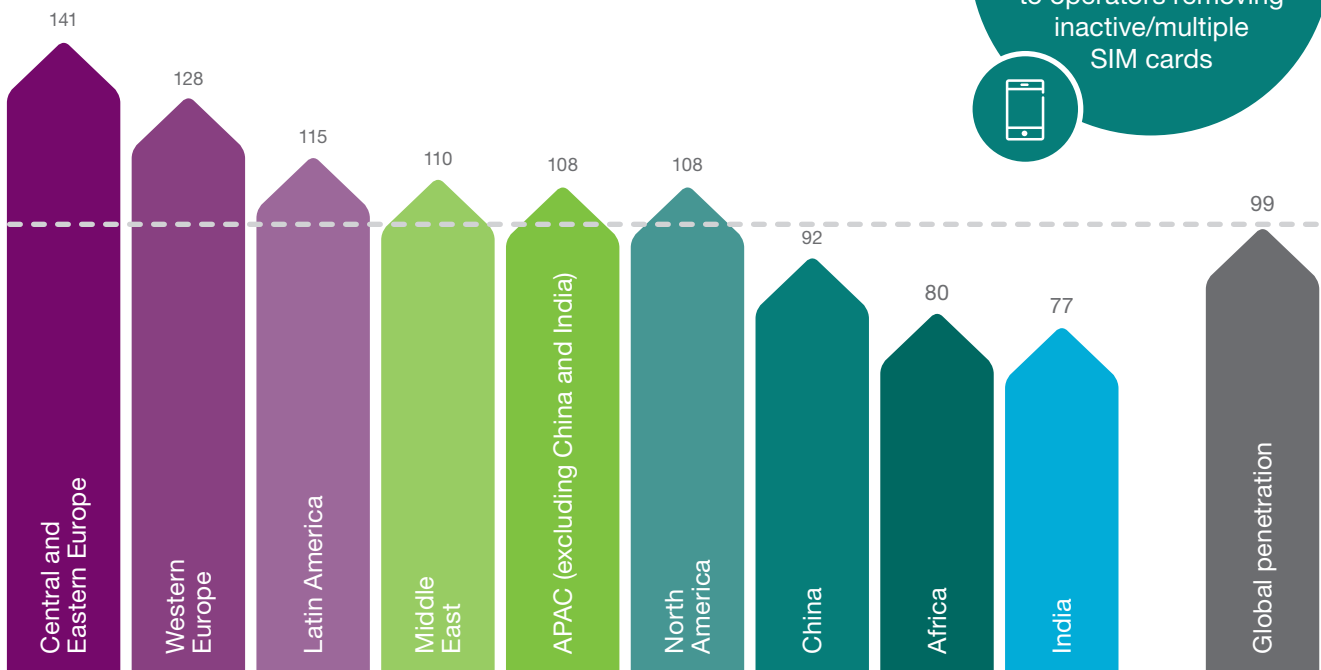
Mobile penetration was 99 percent in Q2 2015. Other interesting developments include:

- > Mobile subscriptions are growing around 5 percent year-on-year and 0.7 percent quarter-on quarter
- > India grew most during the quarter in terms of net additions (+12 million), followed by Myanmar (+5 million), Nigeria (+4 million), USA (+4 million) and Bangladesh (+3 million)
- > The number of mobile broadband subscriptions grew by around 140 million in Q2 2015 to reach around 3.1 billion. This reflects a year-on-year increase of around 25 percent
- > WCDMA and HSPA subscriptions grew by around 50 million and LTE subscriptions increased by approximately 115 million to around 740 million. The total number of subscriptions capable of using GSM grew by 70 million, while GSM-only subscriptions declined by 80 million
- > Around 340 million smartphones were sold in Q2 2015. This device represented more than 75 percent of all mobile phones sold in Q2 2015, compared to around 65 percent in Q2 2014. Of all mobile phone subscriptions, around 45 percent are associated with smartphones, leaving considerable room for further uptake





Net additions for China during Q2 2015 were approximately zero. This is partly due to operators removing inactive/multiple SIM cards



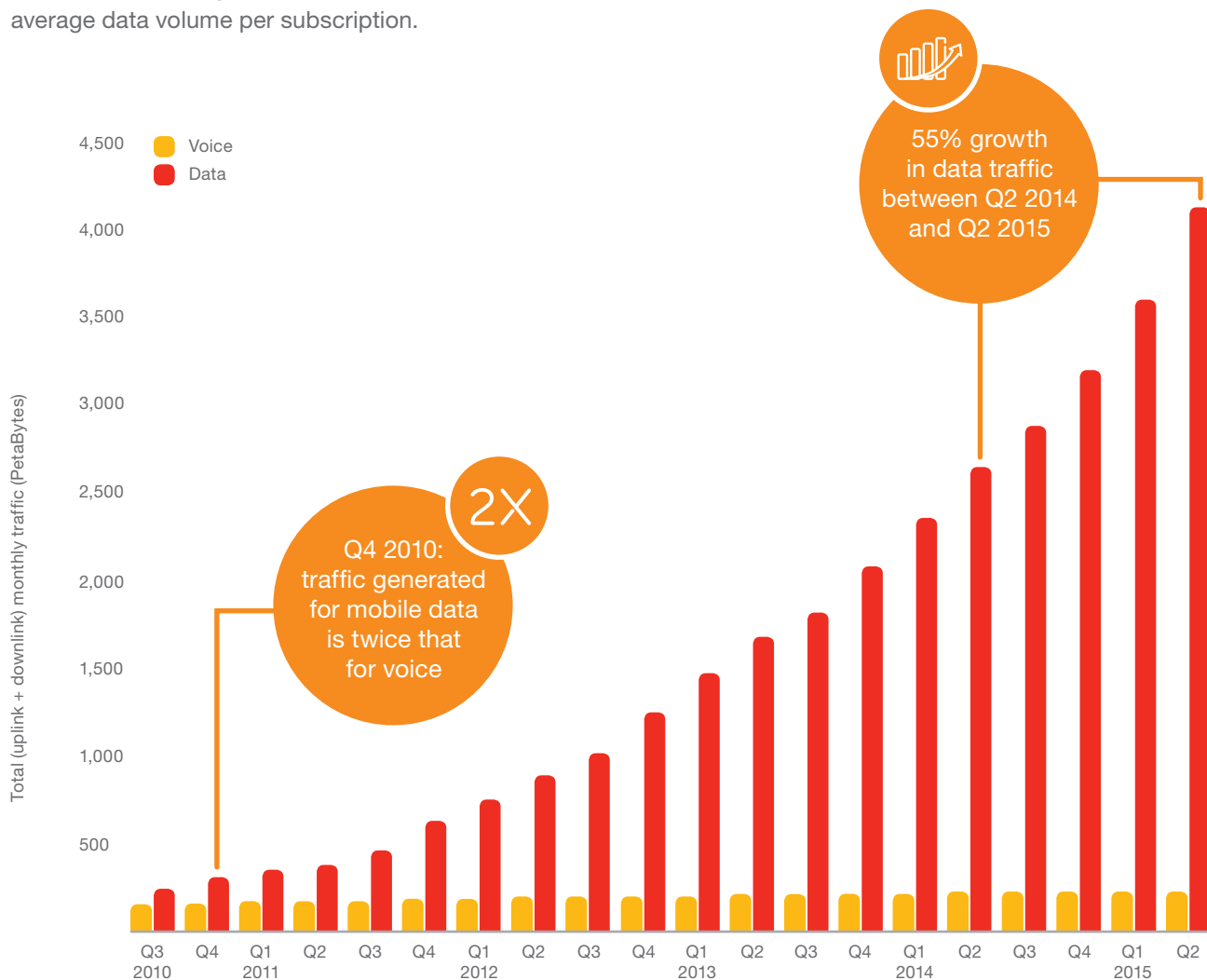
Penetration

MOBILE TRAFFIC Q2 2015

Global traffic in mobile networks

The graph below shows total global monthly data and voice traffic from Q3 2010 to Q2 2015¹. It depicts a gradual increase in data traffic, as well as voice traffic growth in the mid-single digits per year. The growth in data traffic is being driven by the rise of mobile data subscriptions, along with a continued increase in average data volume per subscription.

Data traffic grew around 15 percent quarter-on-quarter and 55 percent year-on-year. It should be noted that there are large differences in traffic levels between markets, regions and operators.



¹ Traffic does not include DVB-H, Wi-Fi, or Mobile WiMax. Voice does not include VoIP.

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