

THIS IS ERICSSON

A global company with local commitment



DID YOU KNOW THAT...

...more than 40% of all mobile traffic goes through Ericsson's networks

...Ericsson delivers a new radio base station every 90 seconds

...Ericsson has one of the industry's strongest patents portfolios with approximately 24,000 patents

...Ericsson has been on the telecommunications market for more than a hundred years

...Ericsson supports networks that together serve more than one billion subscribers

Ericsson provides communication networks, global telecom services and multimedia solutions.

We make it easier for people around the globe to communicate by helping operators to bring new services to their customers and evolving and improving the networks that make these services possible.



“We are doing for broadband what we did for telephony 20 years ago – taking it mobile and making it affordable for more people”

Carl-Henric Svanberg, President and CEO

Ericsson Group
Headquarters

● Market Unit
(Head Office)

Our vision is to be the prime driver in an all-communicating world.

An all-communicating world means a world in which all people can use voice, data, images and video to share ideas and information wherever and whenever they want. We aim to make people's lives easier and richer, provide affordable communication for all and enable new ways to do business.

Telecommunications can do a lot of good things for this world and the people in it. The way we communicate has changed dramatically since the arrival of the mobile telephone and today we cannot imagine living without one. It is a natural part of our lives, and Ericsson had a key role in making that happen. Today we want to do the same for broadband and are now moving towards the migration of fixed and mobile networks which makes it possible to efficiently handle all forms of telecommunication, applications and services.

Make people's lives easier and richer

Provide affordable communication for all

Enable new ways to do business

Whether we are on the move or sitting at a desk, we will not only be able to talk to others on the mobile phone, but to pay our bills, buy groceries, hold a video conference or be entertained by games and music. It is all about enriched communications with higher speed, better coverage and new exciting services at home or at work. People around the world have equal access to information in real time whenever they want and wherever they are. There are few inventions that have such a profound effect on the lives of so many.

Our consumer insights allow us to adjust our services and our business to the local markets and their needs. We are giving the rural communities the possibility to have easy access to education and health care where it may not have been attainable before. For example you can use mobile learning to get educational content in your phone which can overcome the lack of teachers, classrooms and resources.

We are also meeting the need and will to share information quickly and effectively. Today we are used to access the Internet via computers in our homes. We are taking it one step further by enabling this through the mobile phone.



We are now moving beyond just talking and the phone is "moved away from the ear".

We are using the mobile phone to read e-mails, surf the web and share information with our friends and family via sms/text messages, mms, blogs and much more. All of these activities create a need for more capacity in the networks and we are constantly upgrading and developing new technologies to meet the demands of the consumers.

While people can reduce their travelling by using different communication devices, Ericsson can help by making the networks as energy efficient as possible to minimize the impact on the environment.



Long-term customer relations

We have been present in many of our markets for more than a hundred years, building strong, long-term relationships with operators around the world. Our significant scale advantage, our ability to offer end-to-end solutions and a local presence in every major market enable us to be a true partner to our customers.

Commitment to technology leadership

Innovation is an important element of our corporate culture and is key to our competitiveness and future success. By early involvement in creating new standards and technologies we are often first to market with new solutions – a distinct competitive advantage. We invest in research and development (R&D) and strongly contribute in the creation of open standards. As a result, we have a long history of innovation and pioneering of future technologies for more efficient and higher quality telecommunications. Also reflecting our ongoing commitment to technology leadership, we have one of the industry's most comprehensive intellectual property portfolios containing approximately 24,000 patents.

We will continue to devote significant resources to develop complete communications solutions for geographic coverage as well as traffic capacity and thereby drive demand for our products and services.



We always strive to do a better job today than yesterday and to do it in a smarter way than our competitors.

Our core values of **professionalism**, **respect** and **perseverance** are key to our ways of working.

OUR BUSINESS AREAS IN BRIEF

Ericsson is a part of the communication process from the beginning to the end. We have a business that extends from technology research through the development of networks and applications all the way to running and evolving the systems.



Networks

Network infrastructure is what provides the fundamentals so that people can communicate. To bring faster, more reliable and cost-efficient networks to the world is what we do best. What previously took minutes to accomplish, e.g. downloading a song, now takes a few seconds. Networks develops and provides the technology that makes this progress possible. Ericsson pushed development of 2G and 3G. Now, as 3G is in use, our state-of-the-art research will take us even further into the future.

Multimedia

The convergence of telecom, media and Internet has enriched our ways to communicate and enforced telecom operators to deliver value-added services beyond traditional voice. This injects a higher level of complexity and our intent is to be the enabler of new services and applications. Our expertise in managing complex networks capable of delivering IPTV, mobile TV, music solutions, messaging and the possibility to share information gives consumers the multimedia experience they want – whenever and wherever they want it.



Global Services

By outsourcing certain activities to Ericsson, operators can focus on their core business of attracting, serving and retaining customers. We not only develop the networks and provide the technology, we also contribute with everything that is needed to get them up and keep them running. This includes expertise in consulting, systems integration and education & support services. Our business understanding and extensive experience are prerequisites for managing large and complex projects and multivendor networks.

Sony Ericsson

Sony Ericsson Mobile Communications is a joint venture, combining Ericsson's technology leadership with Sony's consumer electronics expertise to create a powerful partnership that brings innovative products to the market and provides us with a valuable link to the consumer. The company was established in 2001, as a provider of multimedia devices such as mobile phones, accessories and PC cards.



SHORT FACTS

Founded:

1876 in Stockholm, Sweden

President and CEO:

Carl-Henric Svanberg

Employees:

78,740 (Dec. 31, 2008)

Net Sales:

SEK 209 billion in 2008

Operating margin:

11.4% in 2008, excl. restructuring charges

Net income:

SEK 12 billion in 2008

Net cash:

SEK 35 billion (Dec. 31, 2008)

Headquarters:

Stockholm, Sweden

Shares:

Class A & Class B shares, traded on
NASDAQ OMX Stockholm
ADS (American depository shares),
traded on NASDAQ, New York