

# 2009 North American Investor Relations Forum

Ericsson Silicon Valley  
San Jose, California  
13 August, 2009

7:45 am	Registration and breakfast	<b>Ericsson Silicon Valley</b> <i>200 Holger Way San Jose, CA 95134</i>
8:30 am	Welcome and Introduction	<b>Gary Pinkham</b> VP of Investor Relations, Ericsson
	Ericsson Market Position and Strategy	<b>Johan Bergendahl</b> VP of Marketing and Chief Marketing Officer Group Function Sales and Marketing, Ericsson
	IP & Broadband Strategy	<b>Georges Antoun</b> VP and Head of Product Area IP and Broadband Networks Business Unit Networks, Ericsson
	All-IP Network Transformation	<b>Arpit Joshipura</b> VP of Strategy and Market Development, Ericsson
9:20 am	Q&A	
9:40 am	Coffee break	
10:10 am	Creating the Ecosystem for the Mobile Broadband Era	<b>Jan Uddenfeldt</b> SVP and Senior Technology Advisor to the CEO, Ericsson
	Bringing Broadband to Mobile Internet Devices	<b>Pankaj Kedia</b> Director of Global Ecosystem Programs, Mobile Internet Device Intel Corporation
10:45 am	Q&A	
11:00 am	Multimedia Strategy	<b>Stefan Hedelius</b> Head of Strategy and Business Development Business Unit Multimedia, Ericsson
	Services – A Key Growth Driver	<b>Peter Laurin</b> VP and Head of Managed Services, Western Europe Business Unit Services, Ericsson
	Network Advantage –Sprint and Ericsson	<b>Scott Willis</b> VP and General Manager, Sprint KAM, Ericsson North America
11:50 am	Q&A	
12:10 pm	Lunch	
1:00 pm	Technology Trends	<b>Håkan Eriksson</b> SVP and Chief Technology Officer, Ericsson
	Mobile Broadband and Its Business Case	<b>Ulf Ewaldsson</b> VP and Head of Product Area Radio Business Unit Networks, Ericsson
	Backhaul – Providing the Right Capacity	<b>Don McCullough</b> Head of Marketing, Product Area IP Broadband Business Unit Networks, Ericsson
2:25 pm	Q&A	
2:50 pm	Coffee break	
3:15 pm	Executive Roundtables	
5:00 pm	Closing	