

A decorative graphic on the left side of the slide, composed of numerous circles of varying sizes. The circles are colored in shades of green and blue, arranged in a pattern that suggests a globe or a network of connections.

MARKET UPDATE

REGION CHINA & NORTH EAST ASIA

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PRESIDENT, ERICSSON CHINA & NORTH EAST
ASIA

SAFE HARBOR

THIS PRESENTATION CONTAINS FORWARD LOOKING STATEMENTS.

SUCH STATEMENTS ARE BASED ON OUR CURRENT EXPECTATIONS AND ARE SUBJECT TO CERTAIN RISKS AND UNCERTAINTIES THAT COULD NEGATIVELY AFFECT OUR BUSINESS.

PLEASE READ OUR EARNINGS REPORTS AND OUR MOST RECENT ANNUAL REPORT FOR A BETTER UNDERSTANDING OF THESE RISKS AND UNCERTAINTIES.



MARKET ENVIRONMENT & DYNAMICS

DYNAMIC MARKETS IN ALL RESPECTS

INCL. THE 2ND, 3RD AND 15TH LARGEST ECONOMIES IN THE WORLD

Mainland China



Population: 1.35 B
 GDP(09): TUSD 4.9,
 8.7% YoY
 Mobile*: 757M, 56%
 (Mar. 2010)

Japan



Population: 127 M
 GDP (09): TUSD 5.06,
 -5.3% YoY
 Mobile*: 112M, 87%
 (Mar. 2010)

Hong Kong & Macau



Population: 7.4 M
 GDP(09): BUSD 210,
 -3% YoY
 Mobile*: 9.9 M, 134%
 (Mar. 2010)

Taiwan



Population: 23.5 M
 GDP(09): BUSD 378,
 -2.5% YoY
 Mobile*: 26 M, 111%
 (Mar. 2010)

Korea



Population: 48.6 M
 GDP (09): TUSD 0.83,
 0.2% YoY
 Mobile*: 48.5M, 99.8%
 (Mar. 2010)



MAINLAND CHINA: HUGE MARKET & POTENTIAL

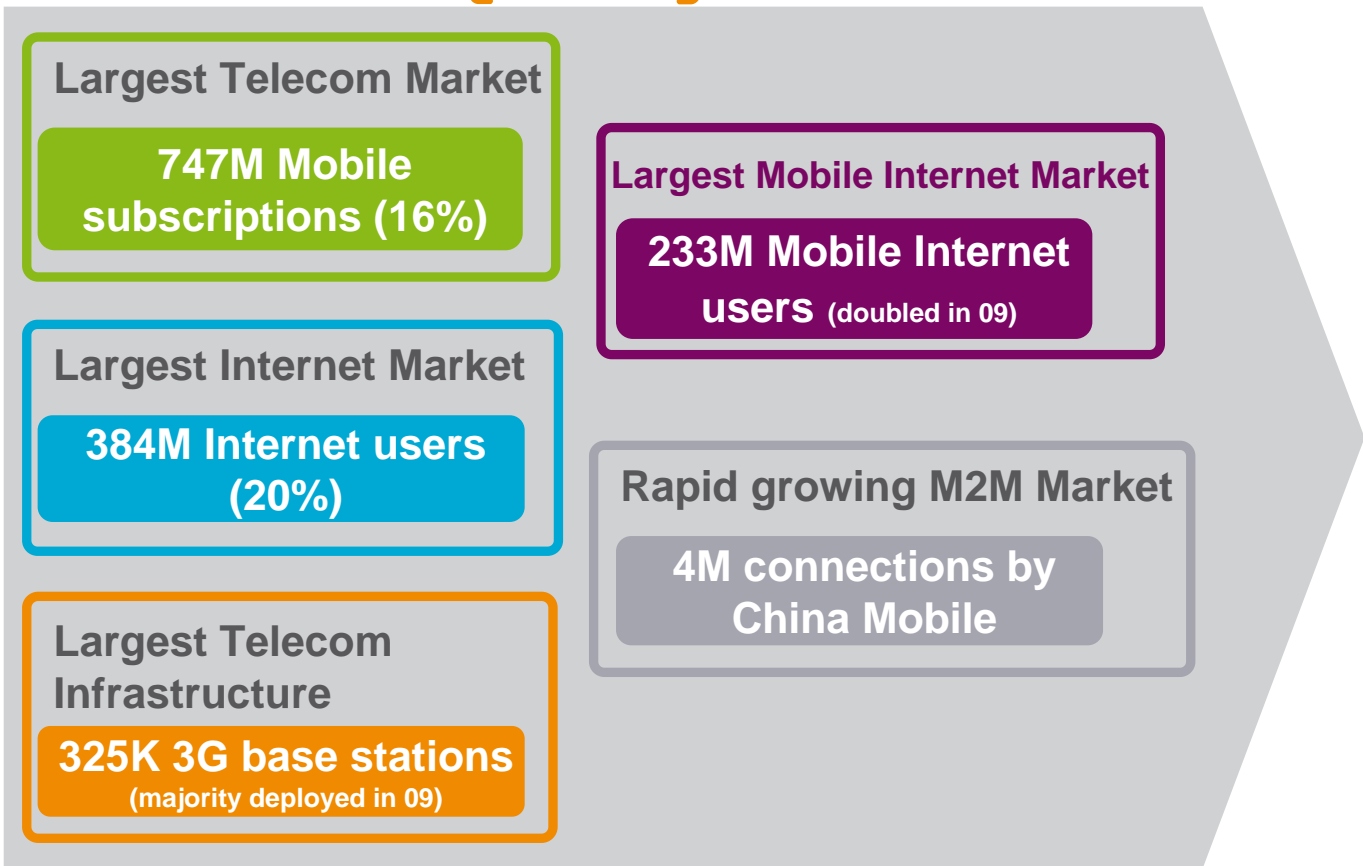
[1999]

43M Mobile Subscriptions (9%)

8.9M Internet Users (4%)

No 3G yet

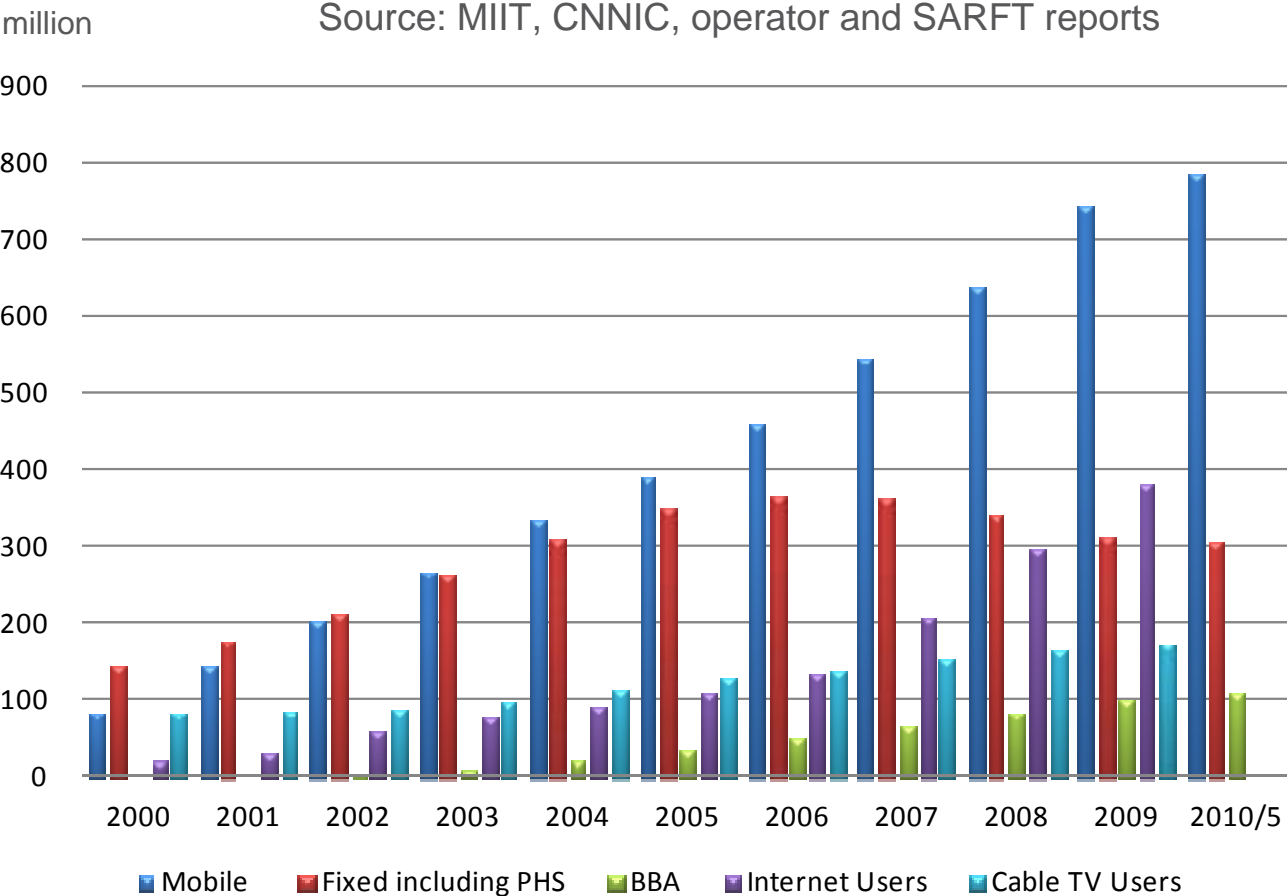
[2009]



Note: (X%) is percentage of global total

Govt.'s programs to support: BRMB 400 in 3G, BRMB 150 in FTTx, Internet of things...

CHINA: A DYNAMIC TELECOM MARKET



- › **Steady growth in Mobile:** 780 + million, penetration rate over 58%
- › **Declining PSTN+PHS subscriptions:** nearly 307 million
- › **Steady growth in Wireline BBA subscriptions:** over 110 million
- › **Rapid growth in Internet Users:** 400+ million (est.)
- › **Huge Cable TV users:** 190 million (est.)

AN OVERVIEW OF OPERATORS



- › By 2010 Q1
 - 531 million GSM subscriptions
 - 7.7 million TD subscriptions
 - Number of Employees 149,600
 - Market Cap 189 BUSD
- › China Mobile has launched their own OS (Ophone), Appstore, etc.
- › Deploying GPON and IMS for residential and enterprise customers



- › By 2010 Q1
 - 147 million GSM subscriptions
 - 4.8 million WCDMA subscriptions
 - 102 million fixed subscriptions
 - Number of Employees 216,600
 - Market Cap 29 BUSD
- › Working on Uniplus; Leverage on terminal, e.g. iPhone, LePhone



- › By 2010 Q1
 - 60 million CDMA 1X subscriptions
 - 5.6 million CDMA EV-DO subscriptions
 - 189 million fixed subscriptions
 - Number of Employees 312,500
 - Market Cap 38 BUSD
- › Working on E-Surfing Space; Launch Blackberry services

SARFT: AGGRESSIVE TO EXPAND



- § 157 cities, >1 million users (by 2010 Q1)
- § Target: to cover 337 cities, 500 million population by 2011
- § CMMB-2 for interactive capability
- § TD/CMMB phones

NGB

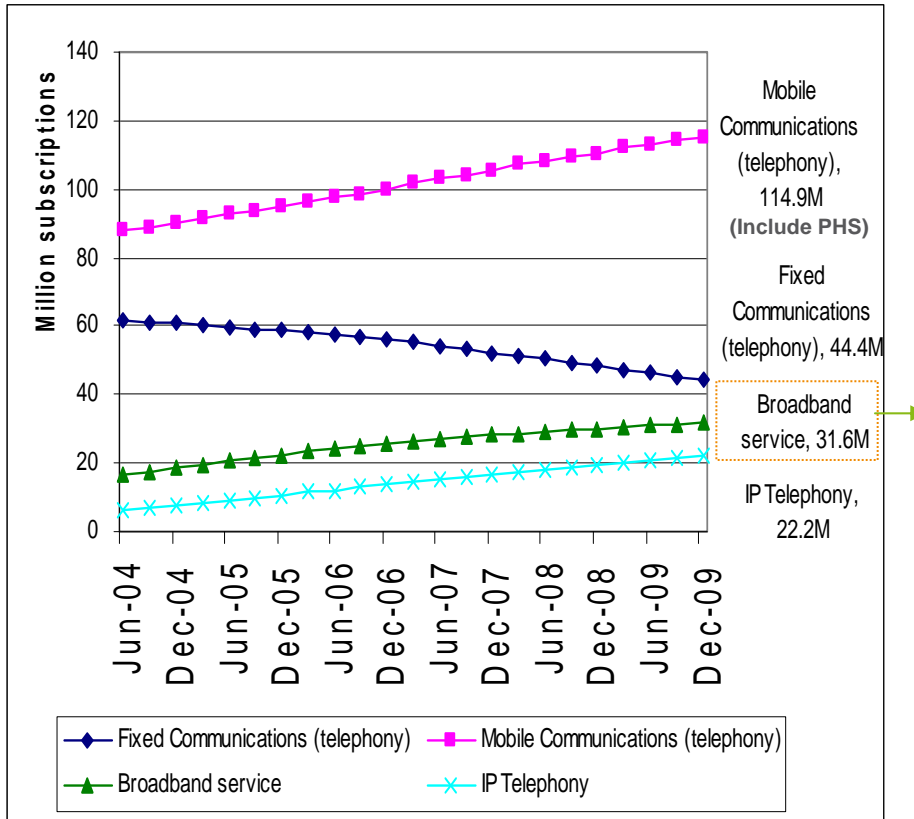
- § BRMB 100 over 5 years
- § 30 million NGB users by 2013
- § 100Mbps bandwidth per user
- § Pilot NGB network initiated in Shanghai this July



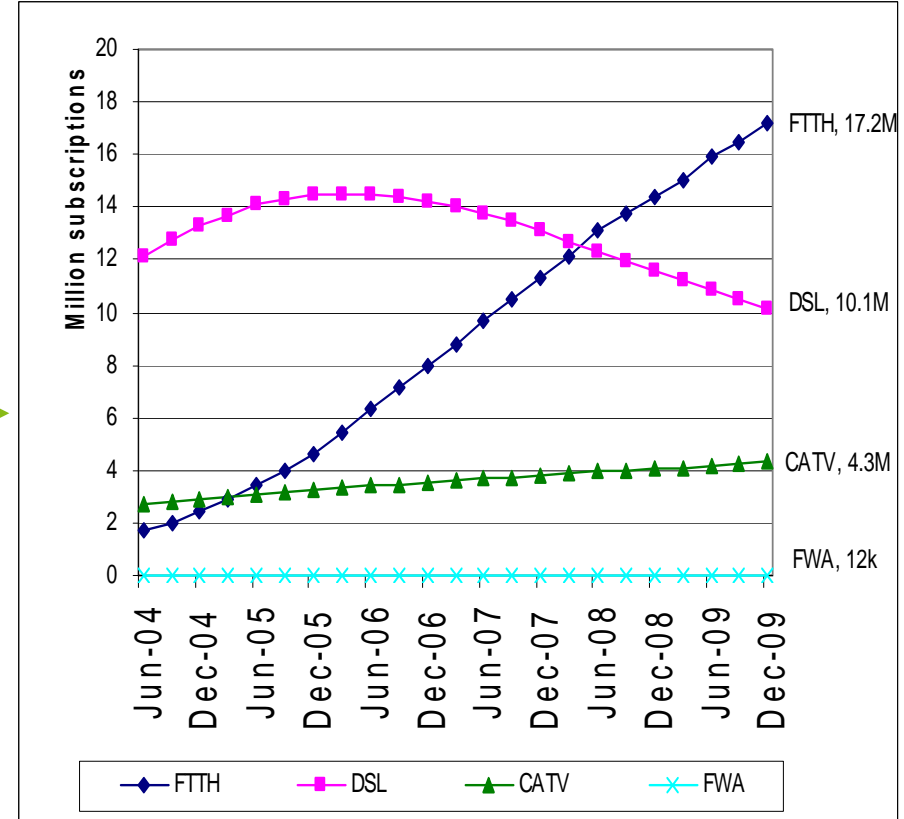
To be the Player across all media!

JAPAN: STABLE GROWTH IN MOBILE AND FTTH SUBS, BUT EXPLOSION IN DATA

Number of Telecom Service Sub.



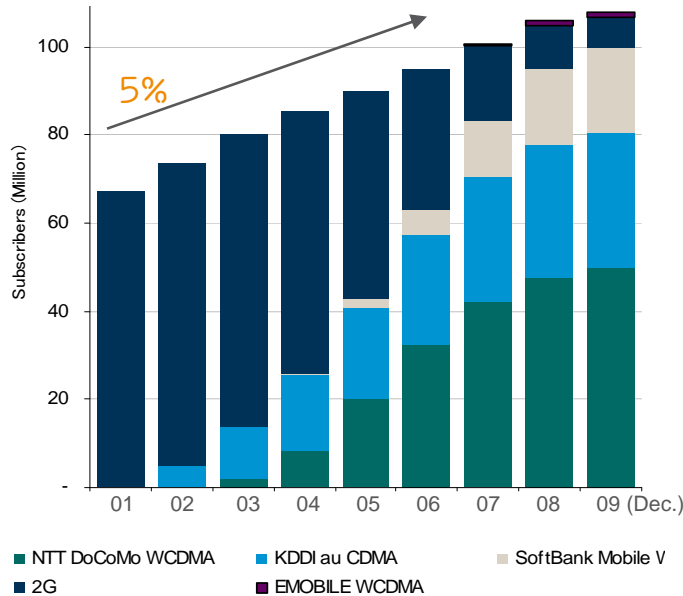
Number of Broadband Service Sub.



Source : Ministry of Internal Affairs and Communications

JAPAN: A FLOURISHING 3G MARKET

Mobile subscriptions in Japan



As of Mar. 2010

112M MOBILE SUBSCRIBERS

97.5% 3G;

87% PENETRATION;

POST PAID SHARE 99%;

83% MOBILE INTERNET USE

		TOTAL		NTT docomo		KDDI au		SoftBank		EMMOBILE	
2010/1 - 3		Average		Average		Average		Average			
Monthly ARPU (JPY)		4,705		5,060 (↓)		5,000 (↓)		3,890 (↓)			
	Voice (JPY)	2,410	51%	2,590	51%	2,730	55%	1,750	45%		
	Data (JPY)	2,296	49%	2,470	49%	2,270	45%	2,140	55%		

Note: Arrows show trends compared to the previous quarter.

Note: Circles show changes compared to the previous quarter.

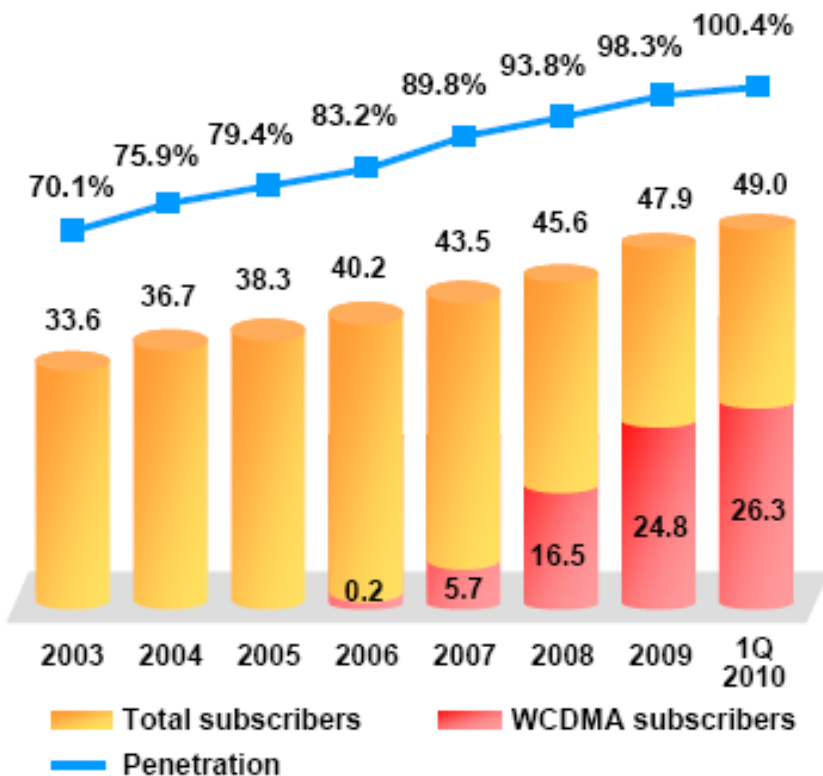
Source: Telecommunications Carriers Association, Mobile Operator Homepages, Informa

KOREA'S WIRELESS MARKET

MORE STABLE GROWTH IN MOBILE DATA, SO FAR...

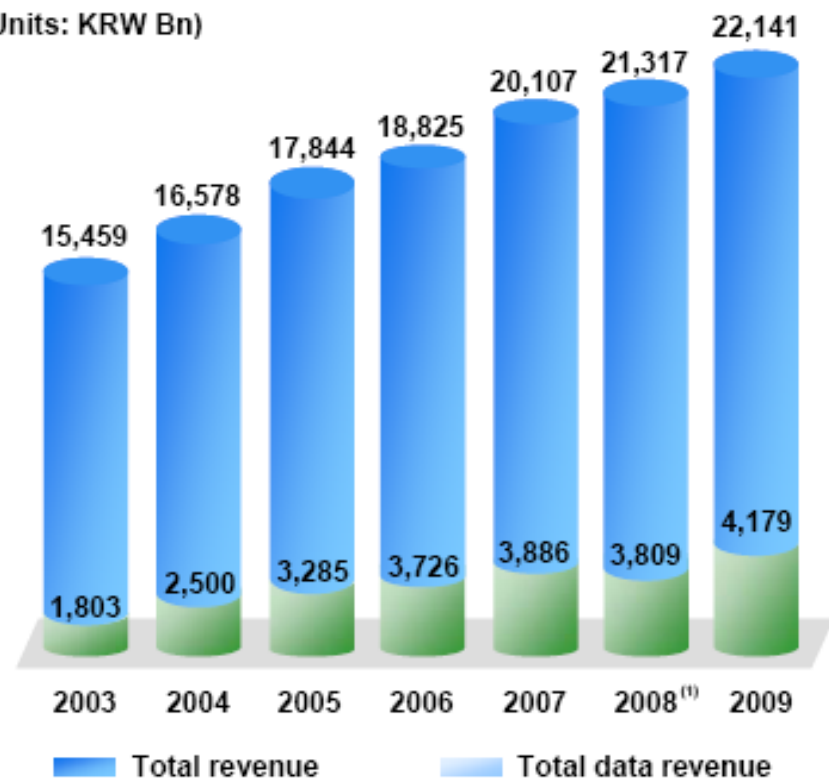
Wireless market trend

(Units: Million, %)



Wireless market's total revenue and data revenue

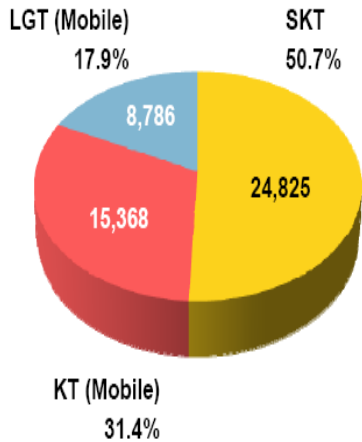
(Units: KRW Bn)



OPERATOR LANDSCAPE IN KOREA

Market share by subscribers

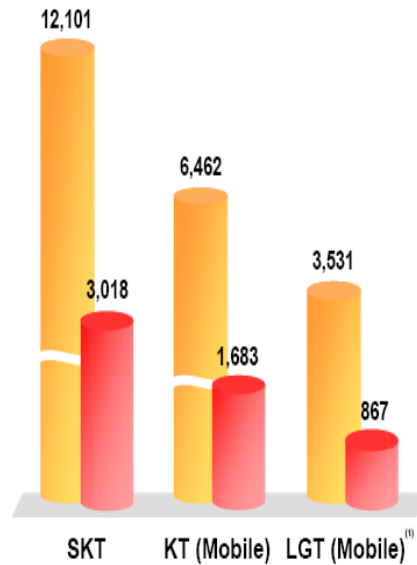
(Units: 000s, %)



Service revenue

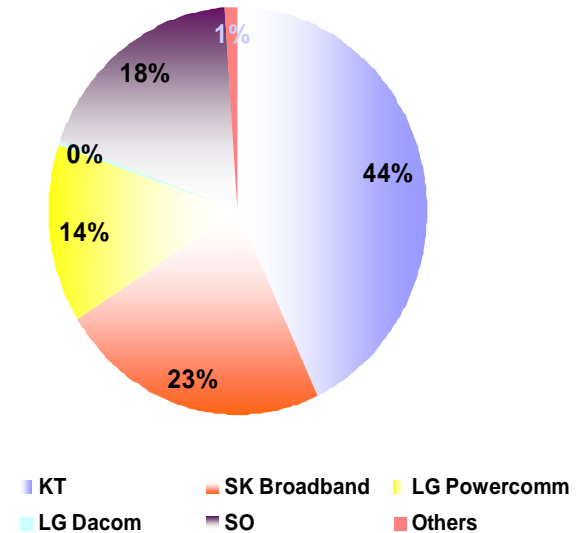
(Units: KRW Bn)

2009 1Q 2010



Broadband Internet

Market Share

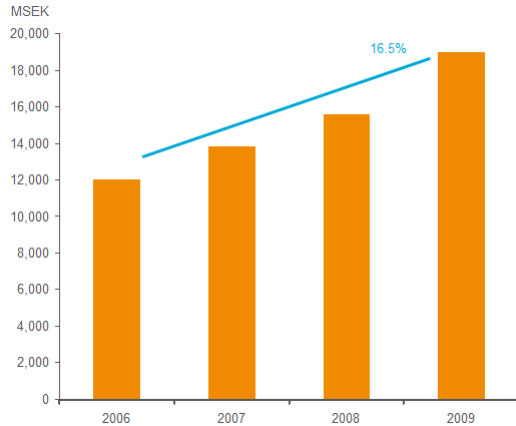


- › Subscribers: KT, 7M; SK, 3.7M, LG, 5.9M
- › Korea Gov. started “1G internet project to every home” last year
- › IPTV penetration: around 5M



ERICSSON IN REGION CHINA &
NORTH EAST ASIA

ERICSSON IN CHINA



Solid Growth: faster than market,

2nd largest Market

Percentage of total sales (2009)

United States	10%
China	9%
India	7%
Italy	4%
UK	4%
Indonesia	4%
Brazil	3%
Japan	3%
Spain	3%



Strong Services Organization: 36 customer network support centers, 6,000 local engineers



Largest Global Supply Center, significant sourcing

CSR:

Many Best Employer Awards
 WSJ Asia 200 2009 Award
 Green Company 2009 Award



Fastest growing and 2nd largest Global R&D base

ERICSSON IN JAPAN

The Telecom Industry in Japan:

- › New technologies and applications first in Japan
- › A developed market with growth potential
- › Aggressive new entrants drive competition

Ericsson gaining Market Share thanks to:

- › Technology leadership
- › Economies of scale
- › “End to end” capabilities
- › Strong Local Presence

Operators



SoftBank EN MOBILE
NTT docomo KDDI



ERICSSON IN KOREA

- › Ericsson is leading Green Mobile Technology in Korea

JULY 2009, STOCKHOLM

Korean President met Ericsson for the co-operation to grow Green Eco-System based on 4G technology



JULY 2009, KISTA

Green Mobile Technology Cooperation between KT and Ericsson at Ericsson Headquarter



DECEMBER 2009, SEOUL

2009 Korea-EU Industrial Cooperation Day
Ericsson awarded 'Green Pioneer' Distinction for 4G based Green Eco-System





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