ERICSSON NORTH AMERICAN INVESTOR RELATIONS FORUM

Thursday 14 August

Time	Agenda	Speaker	Meeting Room	
7:30 am	Breakfast and registration		Atlantic Foyer	Level 3
8.30 am	Welcome and Introduction	Gary Pinkham, VP of Investor Relations	Atlantic	Level 3
8.35 am	Industry Outlook and Trends	Guest Speaker: Torbjörn Nilsson, Senior Advisor to Ericsson CEO & Group Johan Bergendahl, VP and CMO, Ericsson	Atlantic	Level 3
9.20 am	North American Market Perspectives	Arun Bhikshesvaran, CTO and Vice President Strategy & Marketing, Ericsson North America	Atlantic	Level 3
9.35 am	Q&A		Atlantic	Level 3
9.50 am	Coffee break		Atlantic	Level 3
10.20 am	Technology Trends - Expected Technology shifts	Håkan Eriksson, Senior Vice President and CTO, Ericsson	Atlantic	Level 3
11.00 am	Mobile Broadband	Magnus Ewerbring, Director Product Line, WCDMA RAN, Ericsson Magnus Kristersson, Head of Product Management, Mobile Broadband Modules, Ericsson	Atlantic	Level 3
11:40 am	Q&A		Atlantic	Level 3
12.00 pm	Lunch		Atlantic	Level 3
1.00 pm	Television Powered By Full Service Broadband	Arpit Joshipura , Head of IP Solutions, Ericsson Peter Linder, Director End-to-End Network Solutions, Business Unit Networks, Ericsson Eugene Sarmiento , Manager, Sales Development Content & Media, Ericsson	Atlantic	Level 3
1.50 pm	Services and Telecom	Peter Laurin, VP Multimedia, System Integration and Hosting, Ericsson, North America	Atlantic	Level 3
2:10 pm	Telecom and Sustainability	Elaine Weidman, Director, Corporate Responsibility, Ericsson	Atlantic	Level 3
2.25 pm	Q&A		Atlantic	Level 3
2.40 pm	Coffee Break Transfer To Roundtable Rooms		Atlantic	Level 3
3.10 pm	Executive Roundtable: Technology (*Speakers Rotate*)	Håkan Eriksson, Senior Vice President and CTO, Ericsson Magnus Ewerbring, Director Product Line, WCDMA RAN, Ericsson	Mediterranean	Level 3
3.50 pm	Executive Roundtable: Market and Strategy (*Speakers Rotate*)	Guest Speaker: Torbjörn Nilsson, Senior Advisor to Ericsson CEO & Group Johan Bergendahl, VP and CMO, Ericsson	Caspian	Level 3
4.25 pm	Executive Roundtable: IPTV and Broadband (*Speakers Rotate*)	Arpit Joshipura , Head of IP Solutions, Ericsson Peter Linder, Director End-to-End Network Solutions, Business Unit Networks, Ericsson Eugene Sarmiento , Manager, Sales Development Content & Media, Ericsson	Aegean	Level 3
5.00 pm	Forum Closes			