

ERICSSON AT 3GSM WORLD CONGRESS 2005
14-17 February, Cannes

ERICSSON BRIEFING FOR INVESTORS, ANALYSTS AND MEDIA

When: Tuesday 15 February, 12.30 p.m. - 1:30 p.m.
Registration and light lunch from 11.30 a.m., no advance RSVP required
Where: Grand Salon, Hotel Carlton Intercontinental, 58 Boulevard de la Croisette,
Who: The briefing will be hosted by President and CEO Carl-Henric Svanberg.
Webcast: The briefing will be accessible via a live webcast
on www.ericsson.com/investors and www.ericsson.com/press

ERICSSON'S PRESENCE AT LE PALAIS DES FESTIVALS

The Ericsson stand will be in Hall 1, A15, and close by we will host the Ericsson Internet Café, including an industry facilitator corner.

In the industry facilitator corner, we will show the advances in WCDMA interoperability between vendors, handsets, and Ericsson networks. Visitors will be able to see demonstrations of video conferencing, video mail, mobile reporter, TV over mobile, and multiparty gaming.

Our outdoor area offers a demonstration of Ericsson's EDGE and WCDMA footprint, HSDPA, as well as transmission solutions for mobile networks.

ERICSSON'S PARTICIPATION IN THE CONGRESS PROGRAM

As part of the congress program, Ericsson will hold one presentation and participate in two panel discussions:

Monday 14 February, 9.10-9.35 a.m.

Håkan Eriksson, Head of Ericsson R&D, and CTO, will be one of the keynote speakers in the seminar "The business importance of technical innovations" under the topic "Changing the way of communicating with HSDPA."

Tuesday 15 February, 12.00-1.20 p.m.

Bert Nordberg, Executive Vice President, Sales & Marketing, will participate in a panel discussion in the seminar "Strategies for defining new revenue streams" under the topic "Can operators resist or offset downward pressures on price, where do these pressures come from and which other industries will affect mobile strategy."

Wednesday 16 February, 2.35-3.55 p.m.

Mats Dahlin, Head of Business Unit Enterprise, will participate in a panel discussion in the seminar "Implementation strategies for driving service take-up" under the topic "Demystifying mobile for enterprises - security, speeds, interoperation, vertical applications."

For the complete congress program and to purchase passes
<http://www.3gsmworldcongress.com/2005/>

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/investors>

FOR FURTHER INFORMATION, PLEASE CONTACT:

Nathalie Mozdiniewicz
Ericsson Investor Relations
direct: +1 212 843 8449
mobile: +1 646 752 2083
nathalie.mozdiniewicz@ericsson.com