

CommunicAsia 2005



CommunicAsia 2005



Carl-Henric Svanberg

President and CEO

A growth industry

- 300 million net subscriber adds, nearly a million a day
- Towards 2 billion mobile subscribers already this year
- Yet only in the beginning



Current status in the industry

- Second wave 3G
- Continued good GSM momentum
- All-IP opens new opportunities
- Managed services to strengthen business focus

Napster



ERICSSON 
TAKING YOU FORWARD

The Marriage of Mobile and PC



- # 1 digital music brand: Napster
- # 1 content catalogue: Over one million tracks plus ringtones, videos, and more...
- # 1 music service: combines Napster's award winning PC service with Ericsson's state of the art mobile music service.
 - + Supports handsets from all major handset manufacturers
 - + Operators and right owners participate in all revenue streams

Mobile Broadband

Movie

Ericsson key strengths

- Technology leadership with end-to-end capabilities
- Customer intimacy
- Operational excellence

Technology leadership

- Expanding GSM to new areas
- Next generation networks and IMS
- HSDPA enables mobile triple play
- Ericsson Mobile Platforms
- End-to-end capabilities a key differentiator

True industry leadership

Customer intimacy

- 130 years – 140 countries – a unique position
- Balanced market portfolio
- Well positioned for future growth

True industry leadership

Operational excellence

- Organization with simplicity and clarity
- Faster – smarter – inspiring
- Continuous improvements

True industry leadership

Continued leadership

- Technology leadership with end-to-end capabilities
- Global presence
- Operational excellence

CommunicAsia 2005



ERICSSON 

TAKING YOU FORWARD