

Capturing growth in South East Asia

CommunicAsia 2005

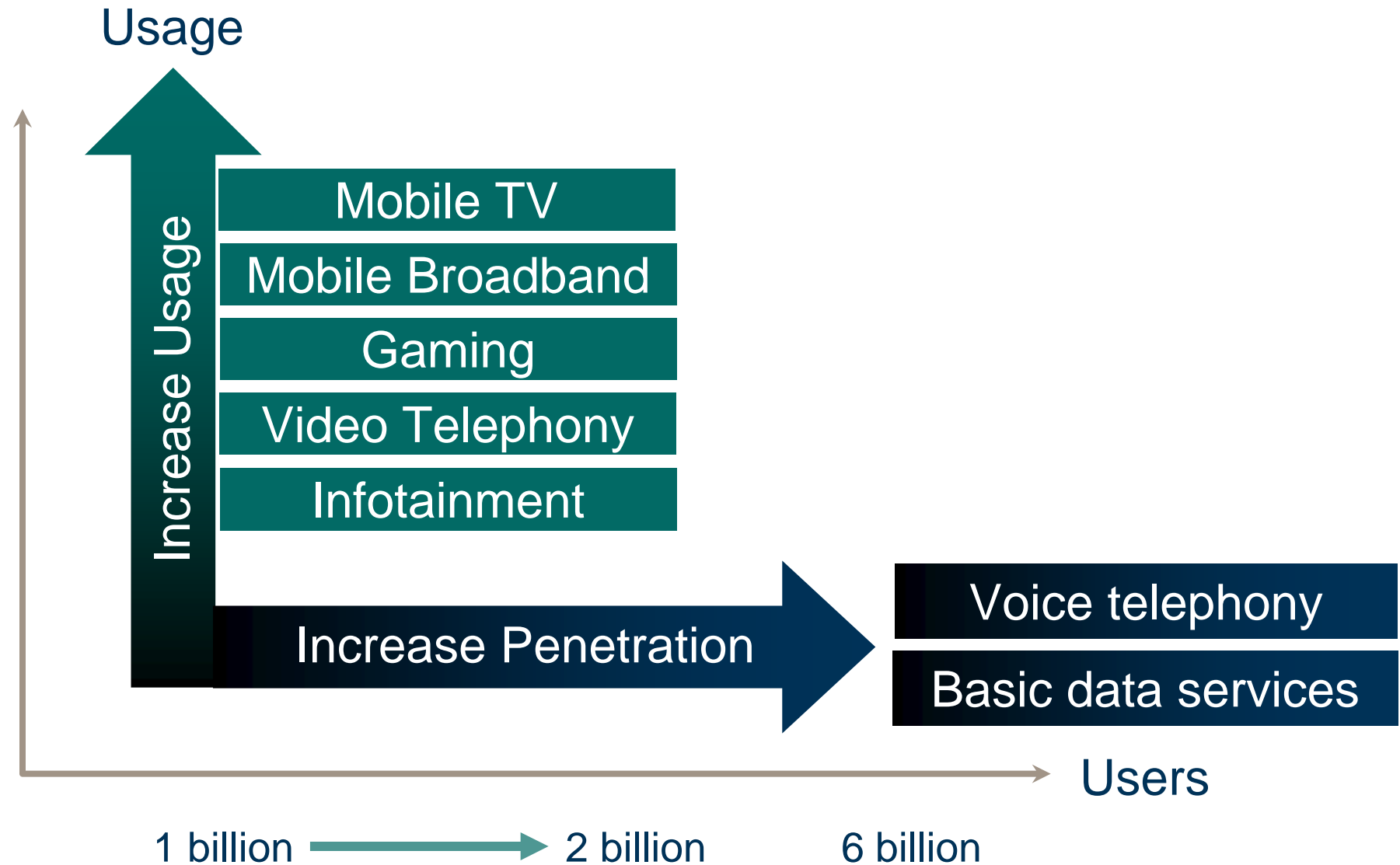


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APAC, the world in a nutshell

The whole scale from advanced to new users with different demands on services



Asia Pacific - Mobile Subscribers

700m and growing

Aust & N Zealand

Advanced market
21m (3% of APAC)

Japan & Korea

Advanced market
126m (18% of APAC)

India/Sri Lanka

Emerging, expanding markets
55m (8% of APAC)

Mainland China, H Kong, Taiwan

Emerging, expanding, advanced
markets
362m (51% of APAC)

South East Asia

Emerging, expanding, advanced
markets
137m (20% of APAC)

Source: EMC

Ericsson South East Asia



South East Asia market trends

Subscriber Growth

Bangladesh, Indonesia,
Pakistan

Data services

Malaysia, Philippines,
Thailand

3G/WCDMA

Increasing momentum

Regional expansion

Maxis, SingTel, TMB,
Telenor

IP-based core
Network & IMS

Broadband penetration,
Strategies for triple play

South East Asia - Key operator challenges

- Emerging markets
- Expanding markets
- Advanced markets

Ericsson is in a strong position to meet operator challenges

Emerging markets

Capacity Growth

“Profitable traffic growth by increasing capacity cost-efficiently”

Expander

“30-50% reduction in no. of sites, Reduce CAPEX & OPEX by 30%”

Managed Capacity

“Capacity and coverage when and where needed”

Network rollout

“Operational efficiency, quality network performance & support”

Lower Total Cost of Ownership

Ericsson is in a strong position to meet operator challenges

Expanding & Advanced markets

Mobile Softswitch

“Evolve to all-IP while slashing Core Network OPEX up to 50%”

IMS

“New multimedia services and reduced OPEX”

Managed Operations

“Improve network performance & reduce network operations cost by up to 20%”

Ericsson is in a strong position to meet operator challenges

Expanding & Advanced markets

Unparalleled 3G experience

“Quick & successful launch, future-proof technology”

Fast Service Launch

“New services in one week, reduce time to market/revenue”

Mobile Broadband

“Always on Internet access enabled by WCDMA Evolved with HSDPA”

Recent milestones

- Warid: 2G Managed Operations
- Grameenphone: GPRS/EDGE & hosting of new services
- Maxis: 3G Managed Operations, Hosting -- M-USE, EMO, Video Gateway
- DiGi: Nationwide EDGE expansion
- Celcom: 2G upgrade, 2G-3G integration

We have a long-term commitment

- Nearly 100 years in the region
- 1,300 employees
- APAC competence centre in Malaysia
 - network design and implementation
 - systems integration
 - training and education
 - hardware repair and services
- Regional hosting centre in Singapore
- 8 of top 10 South East Asia's operators are our customers

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