

Kuala Lumpur, Malaysia
Checking the account balance



Portland, Oregon, USA
Broadcasting live on the Internet



Milan, Italy
Sharing a goal with friends across the world



Every moment counts

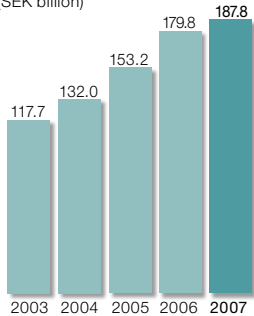
Freeze any moment in time. Anywhere in the world. No matter where you look, you will find people taking advantage of telecommunications: at home, on city streets, in remote locations, at work, in transit.

They are talking, working, keeping in touch, exchanging ideas, buying, selling, checking news, downloading information, watching videos. No matter what they are doing, it's a new, natural part of their lives. In many ways, Ericsson is at the heart of this. Our technology and services make these moments possible.

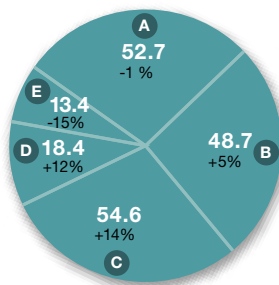
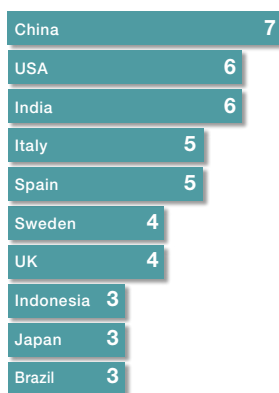
1.6 million
new
subscriptions
per day

The number of GSM/WCDMA subscriptions around the world increased by 1.6 million per day in 2007. *Source: Informa*

NET SALES
(SEK billion)



OUR 10 LARGEST MARKETS 2007
percent of total sales



SALES BY REGION 2007
Ericsson net sales (SEK billion) and change (%) year-over-year

- A Western Europe
- B Central & Eastern Europe, Middle East and Africa
- C Asia Pacific
- D Latin America
- E North America

The Ericsson advantage

Ericsson provides communication networks, professional services and multimedia solutions to the world's largest and most demanding operators and service providers. We are also engaged in bringing telecommunication to benefit people in developing areas of the world.

Long-term dedication to our customers

The essence of the telecommunication business is long-term and trusted relationships between vendors and operators. With records of service exceeding a century in almost every market in the world, Ericsson has some of the strongest operator relationships in the industry. Simply put, operators know what they get when they choose to work with Ericsson – a trusted partner committed to making them as successful as they can possibly be.

Technical superiority

For more than 130 years, Ericsson's commitment to research and development has been at the heart of the Company's vision to provide the means for people everywhere to communicate. In addition to substantial contributions to standardization organizations, Ericsson has one of the industry's strongest patent portfolios with approximately 23,000 granted worldwide. Furthermore, we capitalize on our

investments by creating, securing, protecting and licensing our portfolio of patents in support of our business goals.

Operational Excellence

Simple, efficient and effective processes that consistently yield high-quality products and services with low cost of ownership provide competitive advantage. In this way we help our customers become as successful as they possibly can. Operational excellence, combined with our core values of professionalism, respect and perseverance, is instrumental to our ways of working.

THE ERICSSON VISION

Our vision is to be the prime driver in an all-communicating world. A world in which all people can use voice, text, images and video to share ideas and information whenever and wherever they want. As the leading supplier of communication networks and services, Ericsson plays a vital role in making such a world a reality.