MANAGED SERVICES & SHARED NETWORKS

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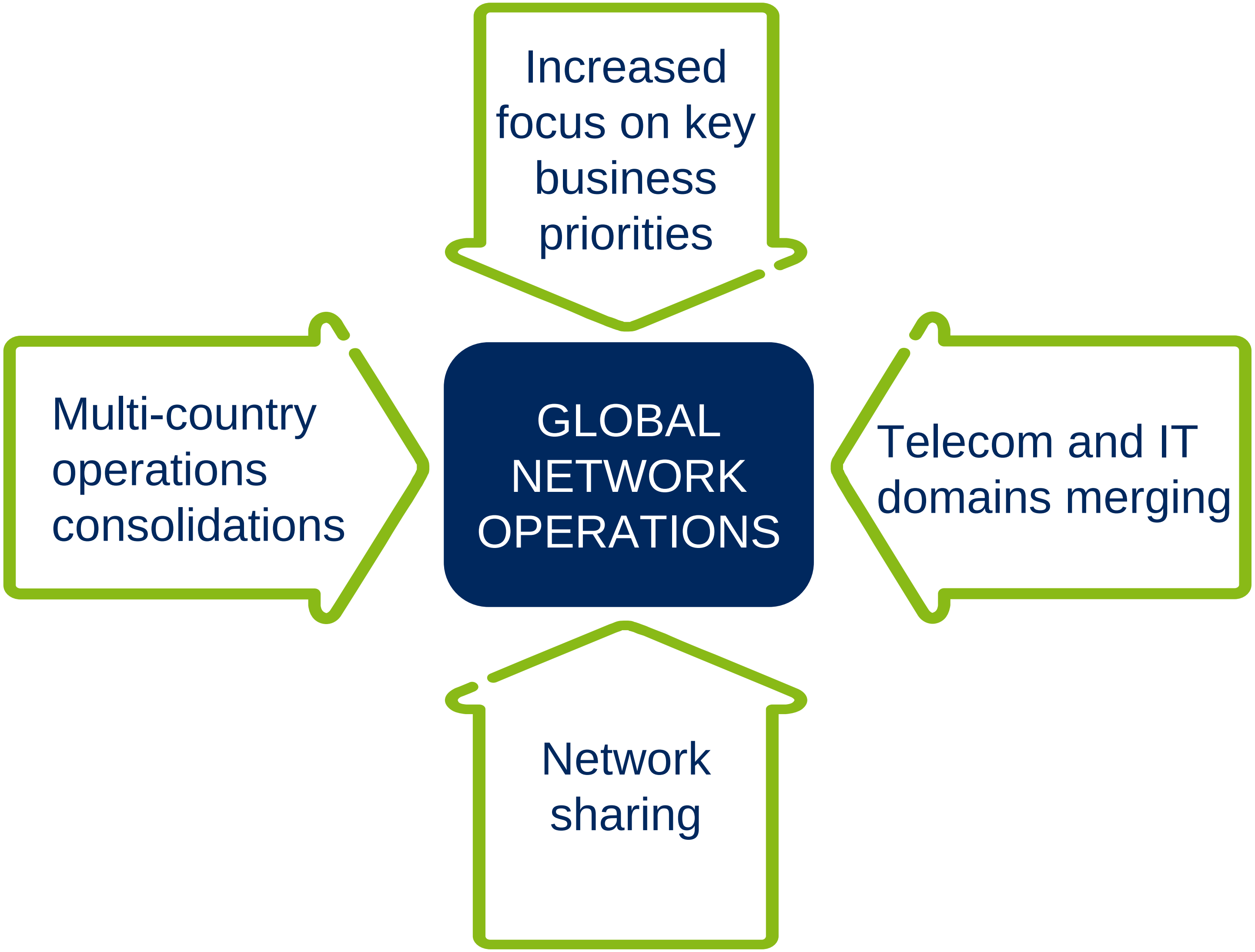
VICE PRESIDENT,
HEAD OF MANAGED SERVICES

SAFE HARBOUR

THIS PRESENTATION MAY CONTAIN FORWARD LOOKING STATEMENTS. SUCH STATEMENTS ARE BASED ON OUR CURRENT EXPECTATIONS AND ARE SUBJECT TO CERTAIN RISKS AND UNCERTAINTIES THAT COULD NEGATIVELY AFFECT OUR BUSINESS. PLEASE READ OUR EARNINGS REPORTS AND OUR MOST RECENT ANNUAL REPORT FOR A BETTER UNDERSTANDING OF THESE RISKS AND UNCERTAINTIES.

MAJOR TRENDS IN OUTSOURCING



ERICSSON - MANAGED SERVICES

FLEXIBLE FUNCTIONAL SCOPE

	Strategy	Design	Plan	Build	Operate	
					Field operations	Network operations
Business support system		■	■	■	■	■
Service Network		■	■	■	■	■
Core network		■	■	■	■	■
Trans. network		■	■	■	■	■
Access network		■	■	■	■	■

■ Ericsson responsibility □ Operator responsibility

2010 HIGHLIGHTS SHOW DIVERSITY

New technologies

- 3 Italia: IT infrastructure
- TDC Denmark: LTE
- Telefonica Brasil: Wireline
- Netia Poland: Wireline
- MTS India: Multivendor
- Endesa Spain: Enterprise
- Correos Spain: Enterprise
- CableTica CostaRica: Cable TV

New models

- MBNL UK: Network sharing
- TSIC: Multicountry delivery
- Mobilicity Canada: 3G Greenfielder

Reinforcing core

- Vivo Brazil
- Vodafone Germany
- Axis Indonesia

New geographies

- China Mobile
- China Unicom

38 Managed Services contracts signed first 9 months 2010, of which 21 extensions/expansions

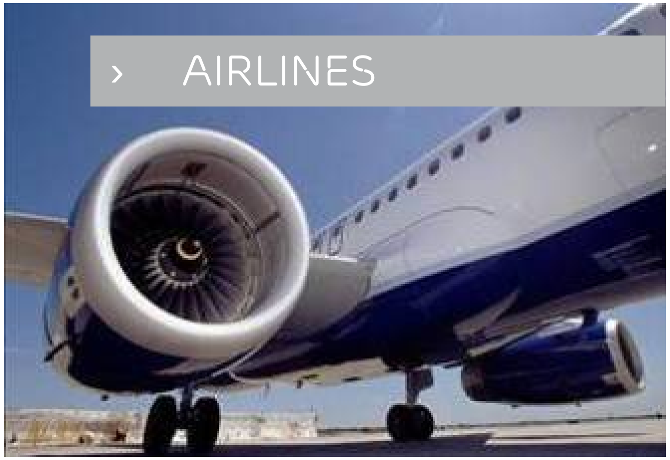
EXPANDING BUSINESS AND INNOVATING OFFERING

- Building on our leadership position
  - Continued focus on mobile and fixed operators
  - Capitalize on stronghold in Europe and establishment in North America; capture opportunities in fast growing markets
  - Excel in managed operations and field services
  - The trusted partner with global scale and proven HR processes
- Innovating and driving the market – new business models
  - Create flexible solutions to meet customer needs, including service layer/BSS/OSS
  - Innovate offering to create customer value in key areas, e.g., network sharing
  - Expand business into adjacent industries based on our leading capabilities, e.g, media broadcaster

Outsourcing reshapes industries

SHARED NETWORKS

INDUSTRIES WITH SIMILAR CHARACTERISTICS HAVE INDUSTRIALIZED



[In order to secure scale, optimize cost/assets and focus on customer value-add]

MOVING THE MODEL WITH THE MARKET

Network operation

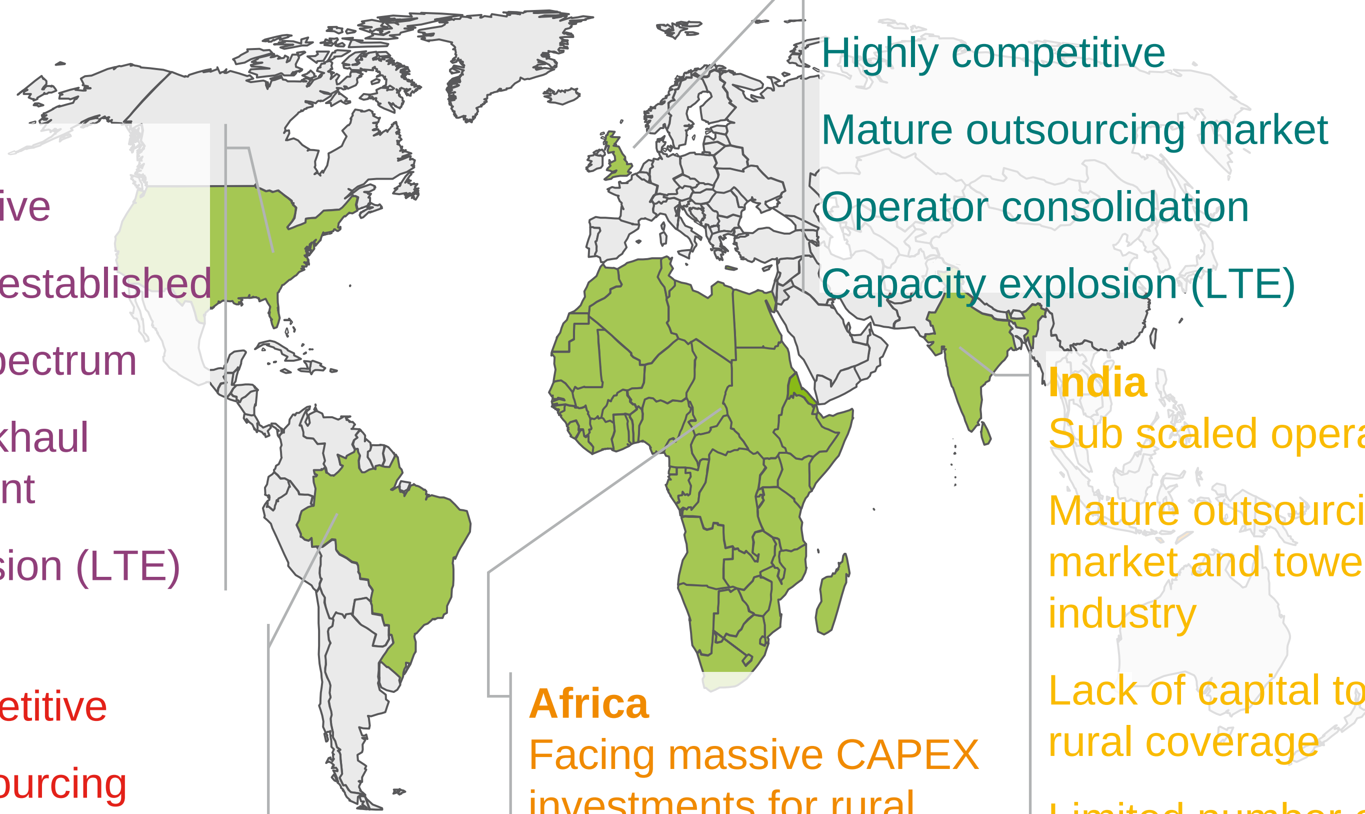
- Telecom industry crisis
- Core business re-evaluation
- From technology to marketing
- OPEX
- Demand for flexibility

Shared Capacity

- Maturing markets
- Competition increase
- Sub-scaled operators
- Technology shifts
- Regulations open up
- New business models
- OPEX & CAPEX

From operational to structural efficiencies

DRIVERS AND MARKET PREREQUISITES ARE DIFFERENT



USA
Highly competitive

Tower industry established

Free trade of spectrum

Alternative backhaul providers present

Capacity explosion (LTE)

Brazil
Highly competitive

Mature outsourcing market (Field)

Lack of capital to build rural coverage

Europe

Highly competitive

Mature outsourcing market

Operator consolidation

Capacity explosion (LTE)

Africa
Facing massive CAPEX investments for rural

Tower industry not developed

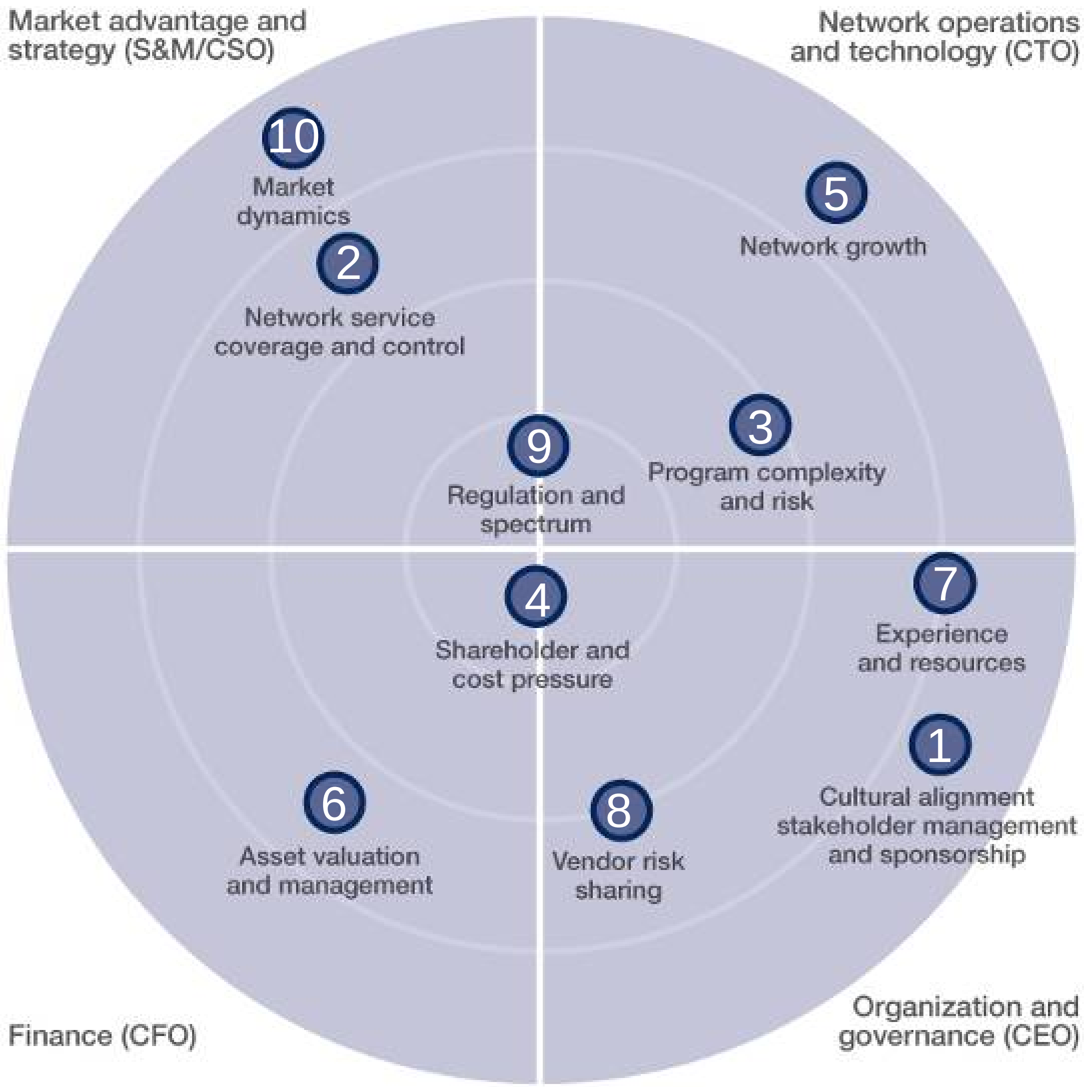
India
Sub scaled operators

Mature outsourcing market and tower industry

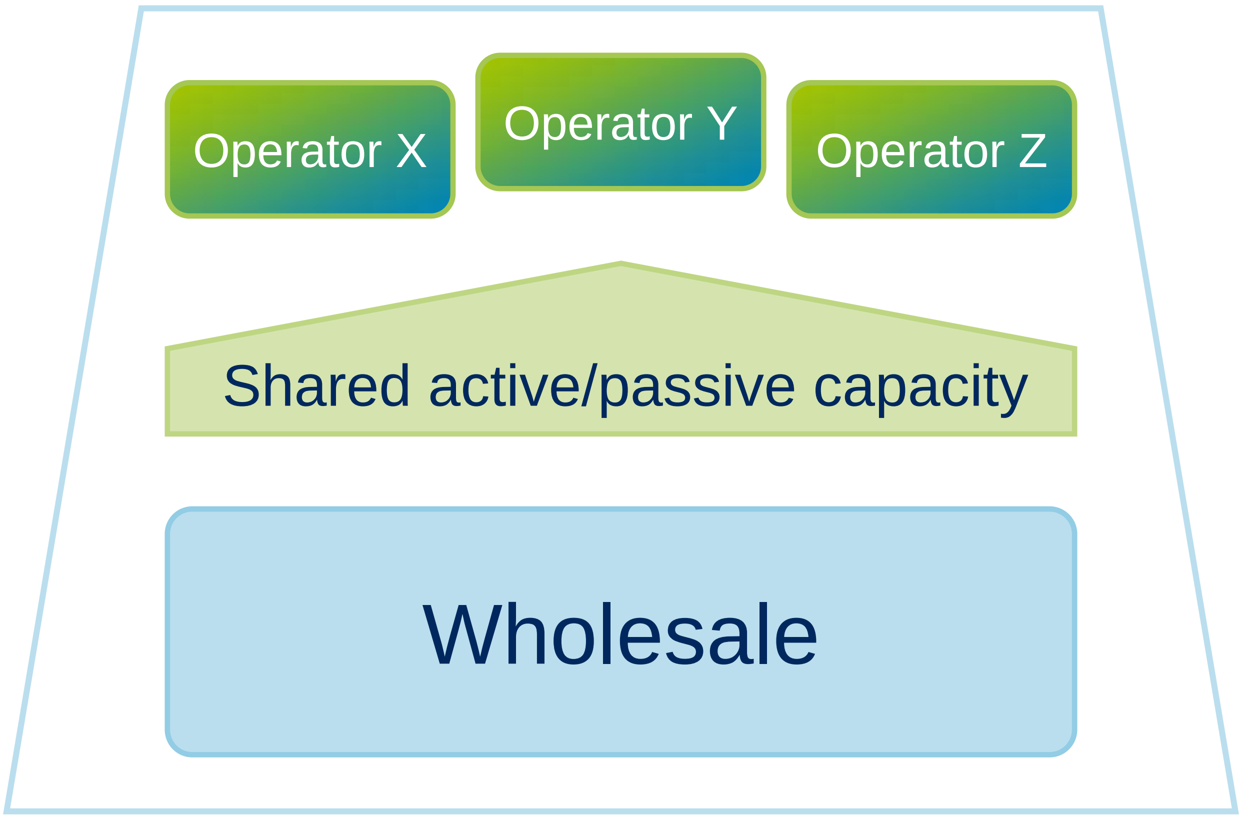
Lack of capital to build rural coverage

Limited number of licenses

TOP 10 CHALLENGES



BUSINESS MODEL WILL DIFFER FROM CASE TO CASE AND EVOLVE OVER TIME



[We are only on the beginning of this journey…]

SCALE AND SKILL ADVANTAGE

- 40,000 in-house services professionals
- DNA from Operator - large part of our employees come from operators
- Managing networks with over 750 million subscribers
- Multi-vendor, multi-technology
  - 50% of the nodes in managed networks are non-Ericsson
- Supporting operators with over 2 billion subscribers

ERICSSON