TELEBRIEFING 1, 09:00 AM CET

SEBASTIAN TOLSTOY
VP Radio Business Development

TELEBRIEFING 2, 05:00 PM CET

STIAN KILDAL
Head of Product Line, Wi-Fi and Mobile Enterprise
THE NEXT OPERATOR CHALLENGE

Investment Flow

Coverage

Capacity

Operators grow current business

Operators expand in Enterprise

Investment Effect

Investment

Network Capacity

Traffic Growth
### 1. Operators' Current Business

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network performance</td>
<td>20%</td>
</tr>
<tr>
<td>Value for money</td>
<td>16%</td>
</tr>
<tr>
<td>Ongoing communication</td>
<td>11%</td>
</tr>
<tr>
<td>Price</td>
<td>10%</td>
</tr>
<tr>
<td>Customer support</td>
<td>9%</td>
</tr>
<tr>
<td>Account management</td>
<td>8%</td>
</tr>
<tr>
<td>Billing and payment</td>
<td>7%</td>
</tr>
<tr>
<td>Handset/Devices offered</td>
<td>7%</td>
</tr>
<tr>
<td>Initial purchase</td>
<td>7%</td>
</tr>
<tr>
<td>Loyalty rewards</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Ericsson Consumer Lab "Global network performance study 2013"

**PERFORMANCE DRIVES LOYALTY**

APP COVERAGE – PERFORMANCE RELEVANT TO THE USER

- **10 Mbps**
- **1 Mbps**
- **0.1 Mbps**
- **>10 Mbps**

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2. OPERATORS IN ENTERPRISE

BIG TRENDS
- Cloud
- Workforce Mobility
- BYOD
- M2M
- HD Voice

NETWORK REQUIREMENTS
- Ubiquitous
- High Performance
- Secure

OPERATOR NETWORKS ADDRESS NEW BUSINESS REALITIES

Mobile Broadband
- Internet everywhere

Cloud
- Centralized services
Indoor Options Are Lacking

- Large Buildings and Venues
  - Not meeting future demands
  - Today's solutions are built mainly for voice coverage
- Medium-Large Buildings and Venues
  - Lack of deployment flexibility
  - Not cost efficient to cover broad range of building/venue sizes
- Small-Medium Buildings and Venues
  - Limited scalability
  - Costly to add capacity, frequencies and new technologies eg. LTE

Not meeting future demands
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RADIO DOT SYSTEM

› Elegant design
› Simple deployment
› 100% integrated
Redefining Small Cells

› First frequency independent architecture
› Most cost-effective, modular, high performance indoor radio system
› The only app coverage most buildings will ever need

Technology breakthrough backed by 14 patents
MACRO BASE STATION ARCHITECTURE

RF power and Band defined by Radio Unit (RU)

Capacity defined by Digital Unit (DU), Baseband

Packet Backhaul
ANTENNA INTEGRATED RADIO (AIR) ARCHITECTURE

RBS architecture optimized for high power RF performance
New architecture optimized for low power indoor configurations
Radio Dot (Dot)
› Ultra compact radio
› Discreet and easy to install
› Radio and power over LAN cable

Indoor Radio Unit (IRU)
› Frequency independent
› Software defined radio
› Integrated powering for Radio Dots

Digital Unit (DU)
› Pooled baseband resources
› Feature parity and 3GPP evolution
› Leverages RBS 6000 baseband
HITTING THE SWEET SPOT

Medium to Large Building

DU and IRU co-located with star configuration to Radio Dots.

Common configuration for single tenant enterprise buildings.

Large to Very Large Building

Baseband centrally located in the building.

IRU distributed to floor or building segment levels.

Subtending nearby RBS

Baseband shared with nearby RBS, eg. on roof top or wall.

Enables advanced coordination between outdoor and indoor coverage.

Campus or Large Venue

Multiple installations cover multiple buildings or a large venue (eg. school campus, enterprise campus, stadium).

Centralized baseband can be shared by indoor and outdoor facilities, supporting expansions over time.
TAPPING ERICSSON-WIDE INNOVATION

+ Ericsson Research
+ Global Services Business Unit
+ In-building, small RBS, RAN, antenna
+ Global Customer Units
100% INTEGRATED

› 3G and LTE outdoor and indoor networks evolve and grow in lockstep
› Common processes and tools drive operational efficiencies
› Network optimization benefits accrue to users wherever they are

FUNCTIONAL PARITY AND SYNCHRONIZED EVOLUTION ACROSS RADIO PORTFOLIO
› Enabling Operators to cost-effectively address current and future coverage and capacity requirement in the broadest range of buildings
› Delivering a seamless user experience between outdoors and inside – today and as networks evolve
RADIO DOT SYSTEM BUSINESS STRATEGY

› Business Unit: Networks
› Patents: 14 patents under filing addressing system architecture, installation, soft cell concepts and advanced technologies for enhancing performance
› Customer trials: Q2 2014
› General Availability: H2 2014
› Market Focus: Global
› Go-to-market Model: Mobile Operators
› Ericsson Regional Engagement Model: Worldwide through Regional Engagement Practices, Customer Units, Services and Support Teams