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President and CEO

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Telecom
- an industry in change

A changing business environment

From	To
Technology	Consumer benefits
Lead through growth	Financial return
"Inside out" perspective	"Outside in" perspective

Global penetration approximately 20%

Growth on pace for 2 billion subscriptions within next 5 years

Western Europe*
312 m., 80%

North America
165 m., 51%

World
1280 m., 20%

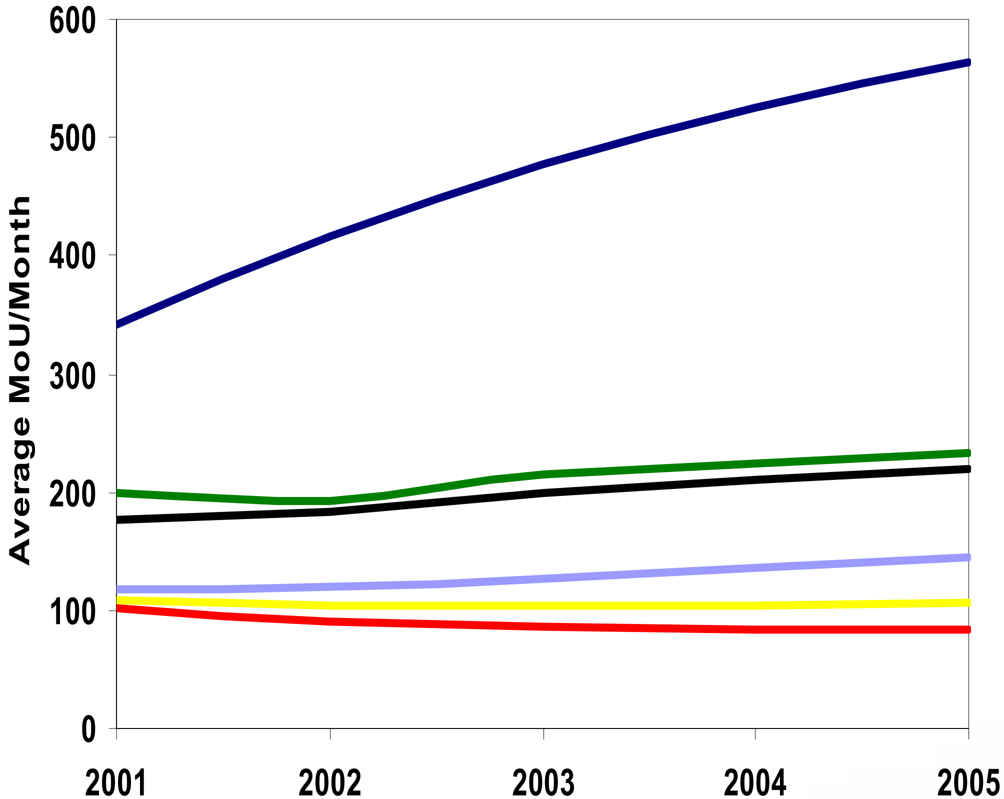
Latin America
114 m., 21%

Asia Pacific
495 m., 13%

Central Europe, Middle East and Africa
194 m., 13%

Cellular subscriptions
Region end Q3, 2003 (million)
***Western Europe includes the EU countries + Norway and Switzerland**

Opportunities for continued traffic growth



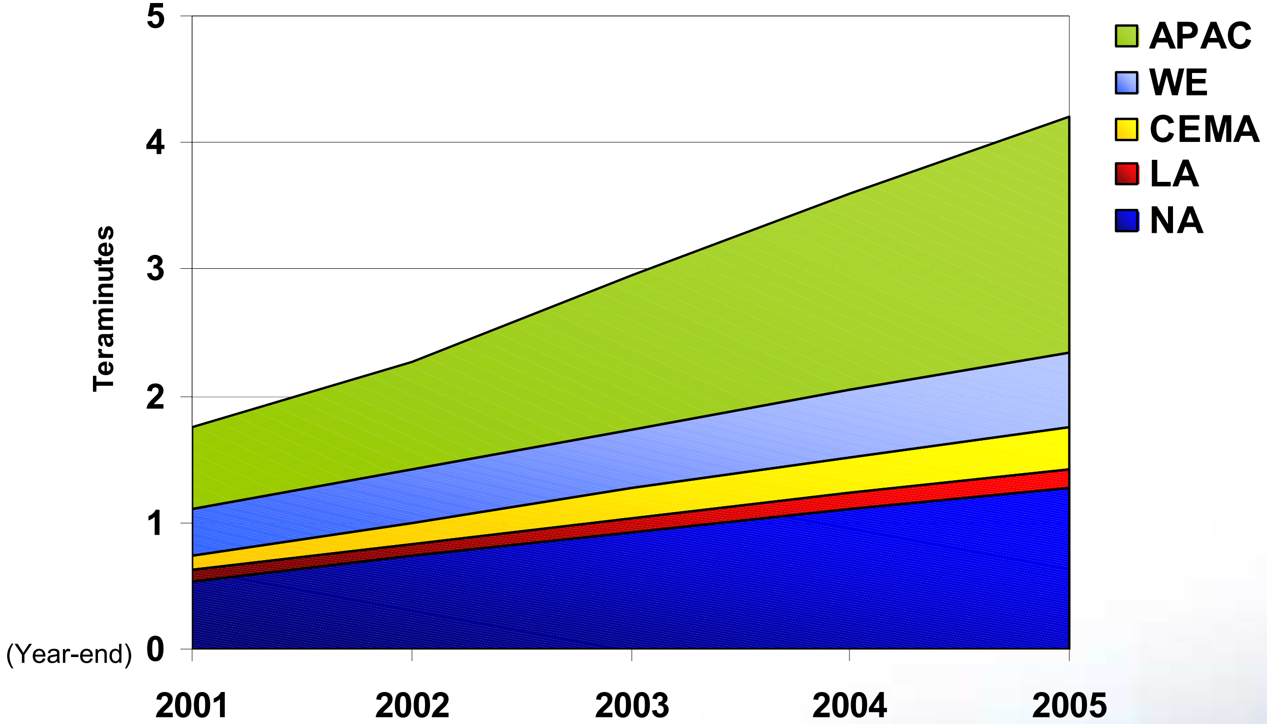
Mobile voice traffic development average minutes of use (2001-2005)

Drivers for growth

- Tariffs
- Quality
- Simplicity
- Value added services to consumers and enterprise

North America
Asia Pacific
Global average
Western Europe
Central Europe, Middle East, Africa
Latin America

Total voice traffic by region
(current trend)



Traffic doubles every three years

Asia Pacific: A fast growing mobile market

- Over 70% of world's mobile data subscribers
- 3G licenses being issued in 9 major markets
- 4-5 million new subscribers every month in China
  - Reached 257 million October 2003
- Mobile data services a key driver for new mobile revenues

The consumer

ERICSSON

The consumer

Mobile applications	Fixed applications

The consumer

Mobile applications

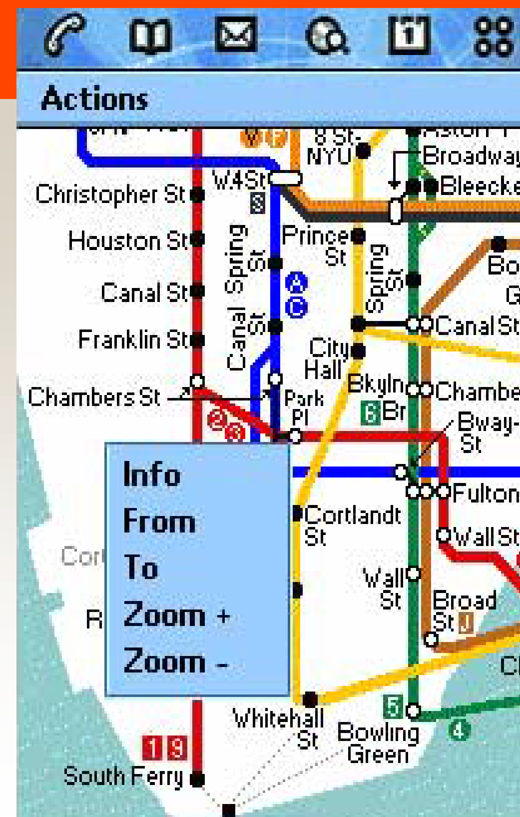
Person-to-person

- Voice
- E-mails
- Instant talk
- Video calls
- MMS
- SMS

The consumer

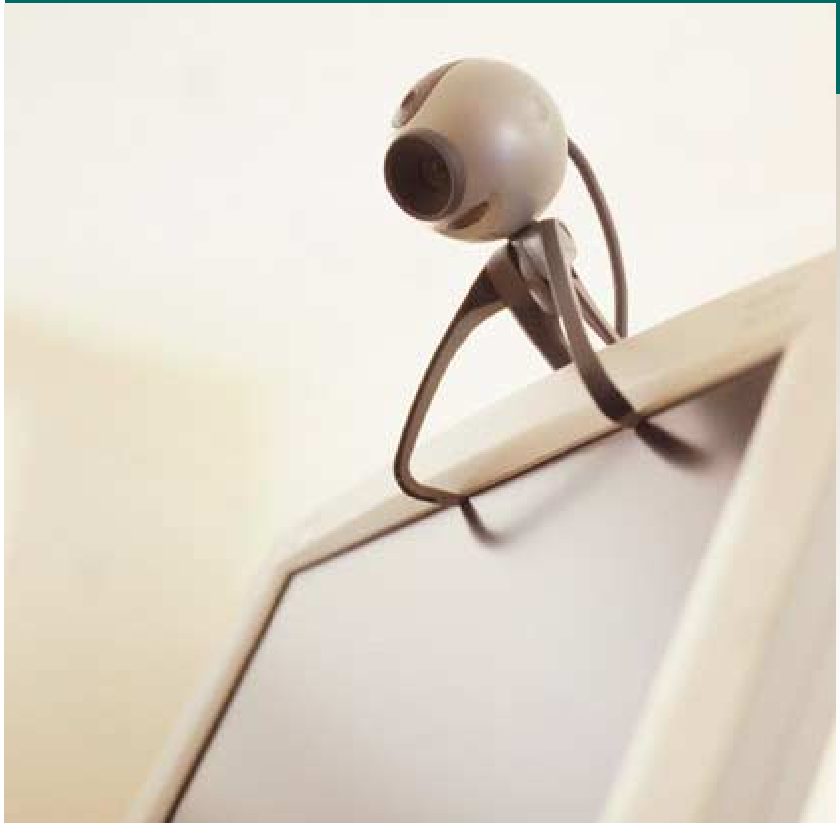
Mobile applications

Person-to-person	**Person-to-content**
Voice	Streaming
E-mails	Positioning
Instant talk	Multi-media download
Video calls	MMS
MMS	SMS
SMS	Internet



The consumer

Fixed applications



Person-to-person

- Games
- E-mails
- Voice
- Video calls
- Corporate access

The Consumer

Fixed applications

Person-to-person	Person-to-content
Games	Games
E-mails	Internet
Voice	News
Video calls	Corporate access
Corporate access	

3G a reality today

- Mass market 2005
- Commercial launch in major European countries 2004
- 3G handsets on par with 2G
  - Battery and size
  - 6-8 suppliers within short
- Ericsson delivers presently to 27 countries
  - 13% of Systems sales

A paradigm shift in the telecom industry

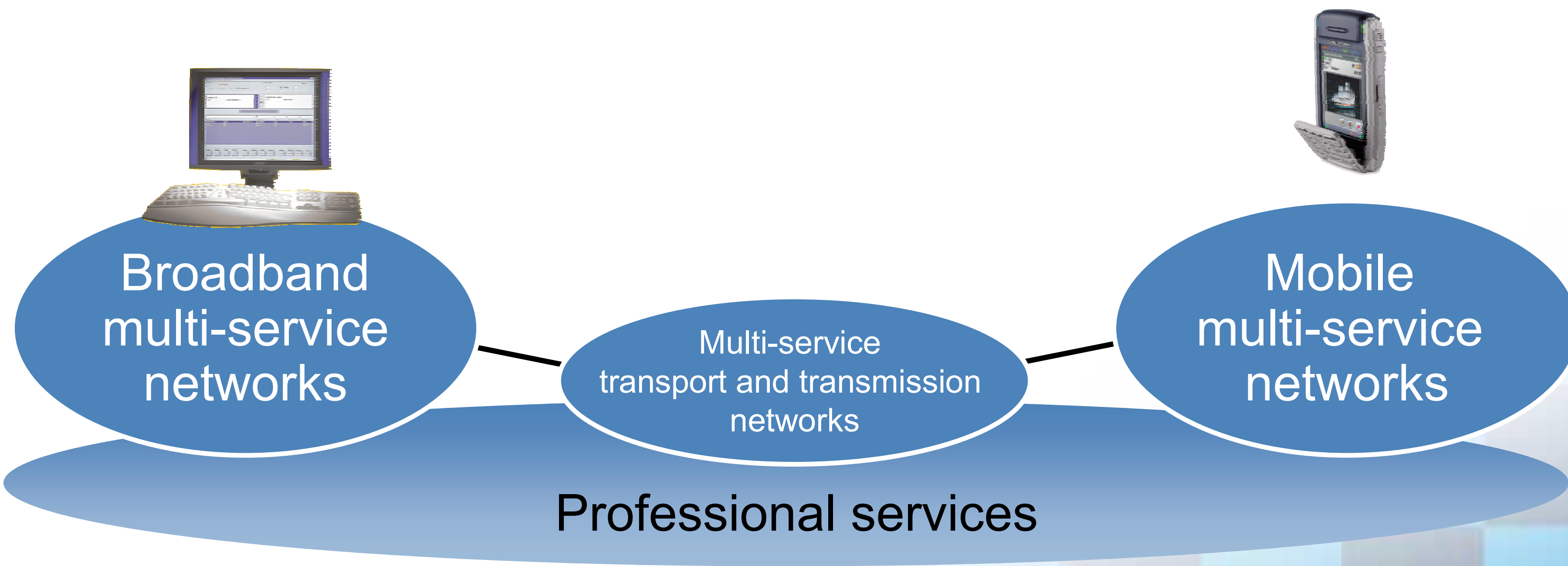
Drivers for 3G

- Higher capacity and speed
- New services
- More cost efficient – also for voice
- Extension of 2G – full roaming

The obvious alternative going forward

It is all about reachability and ease of use

End-to-end solutions including systems, services, handsets and mobile platforms



We help the leading operators and service providers in the world to be more successful

China Telecom

Vodafone

China Unicom

China Mobile

NTT DoCoMo

China Netcom

Telefonica

Verizon

Wireless

Orange

TIM

Deutsche Telekom

Cingular

Our position in systems and services

Leading in:

- Mobile systems
- Mobile services (e.g. MMS, PrePaid)
- Professional services to mobile operators
- ”Softswitch” market
- Transmission and transport networks
- Ethernet broadband access solutions

Our efforts in China

- Collaboration since 1892
- One of Ericsson's global supply hubs
- A strong and committed five-year plan
- Strong local R&D
- Good corporate citizen

Third quarter development on plan

- Back to profit
- Steady improvement in all areas
- Two consecutive quarters of sales growth
- Strong cash flow
- Steady growth in Professional Services business

Well on track

Business focus going forward

Within existing areas and products

- 3G – a new technology – our area of expertise
- Boost CDMA position through common 3G hardware
- Continue to develop the GSM market – upgrade to EDGE
- Capture the "next billion market" – communication for all
- Grow Professional Services – leverage our installed base

Capture strategic advantage of Sony Ericsson

Business focus going forward

New or improved technologies and services

- New 3G services – leader in a new and fast growing area
- Capture opportunities in broadband market
- Launch “3G evolved” – “beyond 3G” research
- Expand Managed Services – beyond installed base
- Enterprise – a segment with untapped potential

Leverage our competence in systems integration

Market outlook 2003 and 2004

- Mobile systems market could decline by more than 10% for 2003 (USD)
- Mobile systems market 2004 expected to be in line with 2003 (USD)
- Good growth in professional services markets

Market outlook for 2003 unchanged

Our direction is clear

- Leverage our market and technology leadership
  - Take advantage of our size
- Lead our industry into multi-media
  - Broadband, 3G and beyond
- Increased focus on the consumer
  - Consumer needs drive innovation

Ready for an industry in change