

# CUSTOMER VIEW

FEBRUARY 2012



ERICSSON

## MOBILE BROADBAND GOES FURTHER

Supporting connectivity around the world

# CUSTOMER VIEW

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## WELCOME

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### ENABLING SOCIAL INCLUSION EVERYWHERE



Mobile broadband is now becoming available in some of the most remote areas of the world. As subscriber numbers grow and user habits evolve in these areas, so too must the networks that sustain them. Ericsson

is helping operators from all over the globe to ensure that these needs are met.

In this issue of CustomerView, we see how a public-private initiative involving Entel and Ericsson has led to 3G mobile broadband coverage for the rural population of Chile. This offers a model to follow for other nations around the world. Vietnam has also seen success, with VinaPhone's new 3G mobile broadband network reducing the country's digital divide.

Telstra, Australia's new converged all-IP transport network covers vast distances, bringing to market superior mobile and fixed services more quickly than ever before. Meanwhile, in Angola, Unitel has utilized an over-the-air platform to enable automatic configuration of smartphones, paving the way for mobile broadband.

These are just some of the ways in which Ericsson solutions are helping to enable the networked society. It gives me great pleasure to share these stories with you, and I hope you enjoy reading them.

#### **Arun Bhikshesvaran**

Vice President Marketing & CMO, Ericsson

## CONTENTS

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### 3 **BETTER WITH MOBILE BROADBAND**

A public-private initiative delivers mobile broadband coverage to Chile's sparse rural population, increasing productivity and enhancing quality of life



### 7 **3G: VIETNAM'S NEW REVOLUTION**

VinaPhone's new mobile broadband network has opened up a whole world of information, services and communication



### 11 **SHIFT TO ALL-IP TRANSFORMS BUSINESS**

Telstra's converged all-IP transport network has become a major strategic asset



### 15 **READY FOR ACTION**

Unitel opens the door to a seamless provision of rich multimedia content



### 19 **ON THE GRID**

Digicel Pacific brings 3G mobile broadband to Papua New Guinea

A young woman with dark hair, wearing a grey sweater with blue trim, is looking intently at a laptop screen. The laptop is on a wooden desk and displays a colorful, stylized illustration of a cityscape with a sun and buildings. The background is slightly blurred, showing a classroom environment with a wooden desk and a chair.

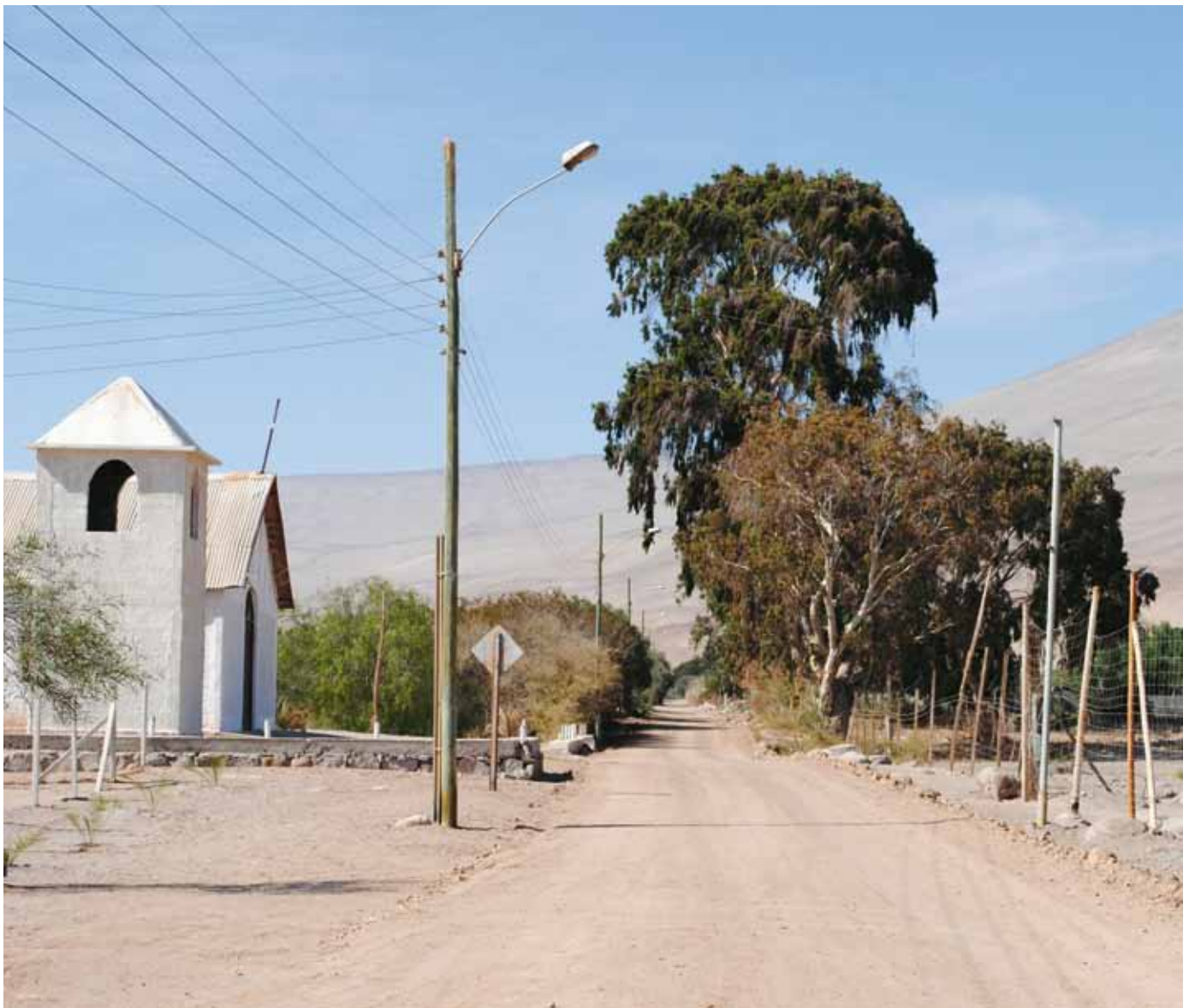
# BETTER WITH MOBILE BROADBAND

A public-private initiative delivers mobile broadband coverage to Chile's sparse rural population, increasing productivity and enhancing quality of life



This project can be replicated in countries that have connectivity challenges and low coverage of fixed-line telecommunications.”

Antonio Buchi  
CEO, Entel



# ACCESS ALL AREAS

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## CUSTOMER PROFILE

Entel is the leading mobile operator in Chile. It has a fully converged offering spanning mobile broadband, fixed broadband and telephony.

Entel was created in 1964 following a large earthquake. Its inception was a government initiative to replace the infrastructure damaged by the disaster at the same time as improving telecom quality.

Around 20 years later the organization was privatized into separate mobile and fixed businesses, which were later brought together within the Entel brand. Throughout these developments it has remained committed to its goal of connecting the people of Chile.

Website: [www.entel.cl](http://www.entel.cl)

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Chile's geography is unique. Its rural communities are isolated by huge distances and hostile terrain. In a bid to improve quality of life and boost GDP, the Government of Chile initiated a public-private partnership to deliver mobile broadband coverage to over 90 percent of the country's rural population.

By bringing together the public and private sectors, the project was able to fill the commercial gap which often leaves rural areas without a high-quality connection. Pedro Pablo Kuczynski, Minister for Telecommunications and Transport, Chile explains how this setup

helps to meet the project's goals: "In the main cities you have companies fighting and competing to produce good services, but with areas in which demand is low you need an extra effort. The idea was to have a public-private relationship to go and serve those areas. Our initial estimate when we started the project was that for every 10 percent increase in connectivity we would gain 1.5 percent in productivity."

### A joint approach

Entel and Ericsson put in a united bid for the project. The two companies have been in a strategic partnership since 1997, so their collaborative involvement was a natural step. Antonio Buchi, CEO, Entel explains the thinking behind the proposal and the joint approach: "For not very dense areas of population, the wireless network that we proposed was the best alternative. Ericsson was chosen because of its experience in these kind of networks, its technical abilities and its ability to become a partner for an operator like us."

Based on a strong commercial offer and a belief that the collaboration would deliver the project successfully, Entel and Ericsson's bid was successful and the work began.

### The golden triangle

With the financial backing of the government, Ericsson took full responsibility for the roll-out of the network, while Entel focused on service provision. Nicolás Brancoli, Head of Customer Unit Chile, Ecuador & Peru, Ericsson details the setup: "We provide everything, from looking for the right sites at the places the government asked to have broadband, until the network is optimized and is in operation.

"The key is to have a 'golden triangle' – government, operator and provider – with the same vision. Together we can bring actual practical benefits to people and towns that don't have broadband today, and that will make a difference."

### New possibilities

The solution provides Chile's rural communities with top-quality access on a par with its main cities. This enables the provision of critical services in areas including education, health and governance. It also provides new opportunities for local businesses who can leverage the benefits of connectivity.

These possibilities improve rural quality of life and will help to quash Chile's trend of urbanization.



The key is to have a ‘golden triangle’ – government, operator and provider – with the same vision. Together we can bring actual practical benefits to people.”

**Nicolás Brancoli**  
Head of Customer Unit Chile,  
Ecuador & Peru, Ericsson



## OVERVIEW

### CUSTOMER:

Entel, Chile

### CUSTOMER OBJECTIVE

- > Provide mobile broadband coverage to Chile’s rural population.
- > Work in partnership with the Government of Chile and Ericsson to achieve the right commercial model.

### SOLUTION

- > End-to-end project delivery, including civil works, implementation, integration and activation services.
- > A complete mobile broadband network, including main remote base stations for 2G and 3G/HSPA, MINI-LINK microwave transmission and core network.
- > Ericsson’s commitment meant that Entel could focus on service provision and enabled the pair to approach the Government of Chile with a truly world-leading offer.

### CUSTOMER BENEFITS

- > Over 90 percent of rural population connected.
- > Cutting-edge service provision.

They also boost productivity outside of the main cities, ultimately increasing Chile’s GDP.

The public-private partnership provides a model to follow for other nations around the world, says Antonio Buchi: “This project is a milestone for Chilean connectivity. It can be replicated in countries that have connectivity challenges and low coverage of fixed-line telecommunications.”



## A WINDOW TO THE WORLD

Chaca is a desert valley some 1,630 km from Santiago, home to a farming population of 120. Hugo Cerola Meoline is the only professor in the local primary school, and its 12 pupils come from throughout the valley. The school bus starts its journey two hours before lessons begin. The driver sounds the horn to wake up the children as he makes his way down the valley and then drives back again towards the school with the children.

Mobile broadband gives the children a range of possibilities, says Hugo: “It opens a window to the world, but it also motivates the students. They long to get connected again and again, not only for education but also for enjoyment.”

Even more significantly for Hugo, it changes the way he teaches. “As a professor, connectivity brings me greater possibilities. For example, a video can show much more than I can explain with words. One example of that was the soccer World Cup: the students could use mobile broadband to visit South Africa, learn about the country and see what happened during the event.”

# 3G: VIETNAM'S NEW REVOLUTION

VinaPhone's new mobile broadband network  
has opened up a whole world of information,  
services and communication



# BRINGING 3G TO THE PEOPLE

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## CUSTOMER PROFILE

VinaPhone is a 100 percent wholly owned subsidiary of Vietnam Posts and Telecommunications Corporation (VNPT), the incumbent state-owned full service provider in Vietnam.

VinaPhone launched its GSM service in Vietnam in 1996, and built a strong subscriber base of 25 million customers prior to launching its 3G service on October 12, 2009. The company became the first operator to roll out 3G services in the country.

Website: [www.vinaphone.com.vn](http://www.vinaphone.com.vn)

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Vietnam is one of Asia's fastest-growing economies, making solid progress in reducing the number of people living below the poverty line. But while urban areas have benefited from the expanding economy, many rural parts of the country remain poor.

Rapid progress has also been made in the telecommunications sector. Mobile phone usage is widespread and continually increasing, yet internet and mobile penetration in rural areas remains limited. This is partly due to a lack of infrastructure and low literacy levels, but also to limited understanding of the benefits of being connected to the internet.

With mobile data still in its formative stage, the country's rapidly expanding youth market has been driving the growth in demand for cutting-edge services and reliable internet access.

### At the forefront of the revolution

When VinaPhone decided to invest in a 3G mobile broadband network in 2009, the company was set a tough deadline: the network had to go live that October. The operator signed a contract with Ericsson in late August 2009 to design, deliver and roll out a 3G mobile broadband network in the heavily populated south of the country in just six weeks. In doing so, they set what was almost certainly an industry record.

All eyes are now on VinaPhone, thanks to its revolutionary 3G service.

### A new user experience

Mobile broadband will accelerate economic development, changing the lives of many rural people as a result. Mobile communication can help streamline trade and commerce, create a virtual marketplace, provide access to education and healthcare, relay news, coordinate emergency

services, and facilitate everyday government administration.

The internet, along with the applications and services it has created, has had a revolutionary effect on the way people interact and conduct business.

The Vietnamese Government's issue of 3G licenses to operators in 2009 is in line with its plans for a new and innovative digital economy.

Thanks to VinaPhone's vision of widely available 3G, Vietnam will now be able to provide mobile broadband access to all of its citizens in a cost-effective way, reducing the digital divide between members of the population.

In urban areas, new VinaPhone services, such as real-time road traffic information, will help reduce congestion and make travel more efficient. In addition, faster network speeds will enable users to enjoy a wide range of services, such as streaming TV and other multimedia services.



Our strategic alliance with Ericsson will bring mobile users in Vietnam a whole new experience driven by the best 3G network.”

Lam Hoang Vinh  
CEO, VinaPhone





We have built a totally new relationship with VinaPhone – it’s an equal and trusting strategic partnership.”

**Denis Brunetti**

Vice President, Ericsson Vietnam



### Working together builds success

Ericsson was chosen across both the MSS Core and 3G network domains to ensure a successful end-to-end 3G launch.

Its partnership with VinaPhone goes beyond the traditional operator-vendor relationship. A joint project management model was developed, with both companies aligning their team structures and management activities, and adopting one common approach. Weekly management meetings ensured that the necessary high-level cross-company “Steering Group” mechanism was in place.

One key success factor for the project was Ericsson’s strong presence in Vietnam. This meant that the right technical and business experts could be sourced in a timely manner. Having a strong local workforce meant that Ericsson could react quickly to VinaPhone’s network transformation needs and aggressive rollout schedule. This in turn has helped VinaPhone efficiently meet the needs of its business customers and consumers.

A team of Ericsson solution architects worked on systems integration at VinaPhone, and daily contact between the network deployment engineers ensured a smooth rollout.

This collaborative approach – together with its flexible ways of

working internally – enabled Ericsson to roll out the 3G network service in record time. The relationship is one of equal engagement, with network improvements, design, integration and training being taken into consideration by both parties. The companies’ long-term vision is for a roadmap that includes service and network evolution consultancies and training.

The specific solutions and services provided by Ericsson include 3G radio portfolio, MSS, network rollout, design, integration and training.

### Increasing revenues while cutting costs

VinaPhone’s network rollout has generated growth by attracting a mix of additional rural subscribers (many receiving mobile connectivity for the first time as networks expand beyond major urban areas) and by increasing in 3G-stimulated data usage and higher-end services.

Since the network’s launch, there has been a dramatic improvement in VinaPhone’s subscriber base and revenues. The operator’s revenue target was exceeded by 10 percent in 2009, and an additional 30 percent increase was secured during 2010.

Ericsson’s energy-efficient solutions and services are not only helping VinaPhone reduce its operational expenditure and save costs, but are also reducing its long-term environmental impact.

## OVERVIEW

### CUSTOMER:

VinaPhone, Vietnam

### CUSTOMER OBJECTIVE

- > Launch of 3G services ahead of competition.
- > Increase revenues and profit.
- > Improve competitive position.
- > Establish strategic partnership.

### ERICSSON SOLUTION

- > Rollout of MSS core and 3G Radio network.
- > Ericsson Services, such as training, support and network design.
- > Create a Strategic Alliance Partnership.

### CUSTOMER BENEFITS

- > First operator to roll out 3G network.
- > Reduced operational costs and increased revenue.
- > Improved staff skills and knowledge.
- > End-to-end business partner.

# SHIFT TO ALL-IP TRANSFORMS BUSINESS

Telstra's converged all-IP transport network  
has become a major strategic asset



# TELSTRA TRANSFORMS TRANSPORT NETWORK

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## CUSTOMER PROFILE

Telstra is the leading full-service provider of fixed and wireless services in Australia, and owns and operates the country's largest cable network. It also has operations in New Zealand and China, including Hong Kong.

Australia's harsh natural environment puts great demand on telecoms equipment. The vast distances mean it can take days to reach and repair a faulty node. Flexibility, scalability and simplicity are therefore key components in successfully carrying out a major network upgrade in the country.

Website: [www.telstra.com.au](http://www.telstra.com.au)

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Australia's appetite for fixed and mobile broadband services has exploded in the past couple of years. Thanks to its investment in a converged all-IP transport network, Telstra can now bring better and faster fixed and mobile IP-based services to market more quickly than ever before. Furthermore, the cost-effectiveness of launching new services has improved significantly.

Over the past 10 years, driven by the dramatic growth of fixed and mobile broadband services, Telstra has evolved its national transport infrastructure in order to enhance capacity and coverage, while reducing unit cost. The nationwide transport network offers flexibility and speed-to-market, and has

become a major strategic asset for both Telstra and Australia.

In 2005, a new architecture was adopted. The original telephony-oriented architecture was replaced with a much more powerful and flexible nationwide Ethernet-enabled transport network that connects all cities and towns. The transformed transport network allowed Telstra to move much more quickly and cost effectively when launching new fixed and mobile IP-based services.

Mike Wright, Executive Director, Telstra Networks & Access Technologies, says: "Having transformed to a converged IP-based network and taking advantage of the technology roadmap where we use dense wave division multiplexing and a highly scalable network, we have taken what was traditionally a transport network that was taken for granted – something you connected places together with – and actually turned it into an asset."

Given the size and natural landscape of Australia, transforming the transport network required considerable engineering skill. The telecoms equipment has to survive temperatures exceeding 50°C. Remote locations and the harsh

environment outside cities means it can take days to reach and repair a faulty node.

Over these long distances, further savings have been made by taking advantage of the increased optical reach of new equipment. Instead of the usual 50km spans, routes are being upgraded to 100km spans. A recently built section in the remote Arnhem Land area in northern Australia has a span of 200km. The benefits of fewer repeater sites include enhanced reliability, savings on building maintenance and site rent, and reduced energy consumption and emissions.

Telstra has recently taken advantage of spare capacity within the existing fiber routes to configure redundant routes between all major transport nodes. The result is a transport network with extremely high reliability. This project was easily justified, considering the enormous revenues now dependent on the transport network.

The creation of a long-haul transport network with enormous capacity, coverage and resilience has meant that Telstra can introduce new networks on top of the transport network extremely quickly and with only modest incremental cost.



Working with Ericsson as our transport technology partner, we have built a high-capacity business asset with unsurpassed coverage and reliability.”

Mike Wright,  
Executive Director, Telstra Networks  
& Access Technologies, Australia





The long-term relationship gives us the opportunity to share with each other our plans and innovations – to our mutual benefit.”

**Emilio Romeo,**  
Director of Telstra Customer Unit, Ericsson



“Ericsson has given us a platform that is highly flexible and scalable”, Wright says. “For instance, we recently launched dual-carrier HSPA without having to rework the network. The same was true when we introduced a content distribution network that supports, among other things, our internet TV offer. We are able to deliver these services very easily by building on the infrastructure that was already in place.”

Telstra’s transition approach has delivered capex and opex savings for the transport network and will continue to do so while enabling greater capacity and revenue growth for networks using this transport network.

“Working with Ericsson as our transport technology partner, we have built a high capacity business asset with unsurpassed coverage and reliability. We are now using it to bring new services to market in record time,” says Michael Lawrey, Executive Director, Architecture, Telstra Online and Media.

Emilio Romeo, Director of Telstra Customer Unit, Ericsson, adds: “The long-term relationship between Telstra and Ericsson gives us the opportunity to share with each other our plans and innovations – to our mutual benefit.”

## REAL IMPACTS

Data traffic is exploding in Australia. Subscribers want faster broadband speeds and access to the latest services.

With the all-IP transport network, operators can deliver new products and services quickly. The all-IP network is simple, smart and scalable, which means that new technologies can be added continuously to provide the best service to subscribers and give operators the competitive edge to thrive in the market.

## OVERVIEW

**CUSTOMER:**  
Telstra, Australia

### CUSTOMER OBJECTIVE

- > Grow capacity while reducing growth in opex and capex.
- > Transform the transport network to a converged all-IP transport network for fixed and mobile services.

### ERICSSON SOLUTION

- > Over 35,000 optical transport elements (OMSxx family) deployed in Telstra’s network across Metro, Regional and Rural, carrying all traffic types from Access to the Core.
- > Over 28,000km of next-generation DWDM equipment (MHL3000) connecting all major centers, with proven scalability from 10Gbps to 40Gbps per channel.

### CUSTOMER BENEFITS

- > Ability to handle broadband traffic growth of 30% annually since 2008.
- > Reduced annual capex and opex spend since 2008.



# READY FOR ACTION

Unitel opens the door to a seamless provision of rich multimedia content



With ADC, customers don't have to worry about setting up their terminal to access services like MMS and the internet, which directly impacts their satisfaction level."

Joel Rego  
Services Development Manager, Unitel



# GROWING TOGETHER

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## CUSTOMER PROFILE

Unitel is currently the leading mobile operator in Angola. The company has long pioneered the mobile telecommunications market in the country, introducing GSM in 1998 and launching 3G services in April 2001. With around 7 million subscribers, it now covers all 18 provinces of the country and more than 100 municipalities.

Website: [www.unitel.ao](http://www.unitel.ao)

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Mobile telecommunications is a fast growing market in Angola. While innovative services like internet and MMS are attracting new subscribers, ease of use is essential in keeping them satisfied. With configuration a key concern, Unitel chose an over-the-air (OTA) platform to ensure devices were properly and automatically configured for multimedia services.

### Added value

To make it easier for its subscribers to use value-added services on their mobile phones, Unitel employed Ericsson's Automatic Device Configuration (ADC). It effortlessly allows these capabilities to be accessible without the need for any action from the subscriber. It also reduces the burden on the customer care call center and cuts opex. Unitel initially launched ADC in its

network in December 2008. MMS was due to be launched for the first time in Angola at this time and Unitel wanted an easy way for its subscribers to utilize this new service.

Joel Rego, Services Development Manager, Unitel explains that by improving customer experience and the quality of service delivery, the company sees satisfied subscribers and higher retention levels: "It's important that access to services is as easy as possible. With the ADC solution, subscribers don't have to worry about setting up their terminal to access services like MMS and the internet, which directly impacts their satisfaction level and our bottom line."

With a short turnaround schedule and the difficulties faced in getting a server through customs, the project was a race against the clock. Bruno Vilares, Solution Architect, Ericsson explains how the two parties stepped up to the task: "The time restraints and logistics of the project were a real challenge, but we did it. Our flexibility and confidence in our solution ensured that we delivered a first-of-its-kind deployment."

Today, the configuration provides service throughout the entire country, supplying 7 million subscribers through two servers. Unitel and Ericsson are now preparing for an upgrade to provide more functionalities and services, using a total of four servers.

The evolution means that Unitel is able to deliver further functionalities with the new upgrade and will have the capacity to configure iPhones, Android and Windows smartphones.

### Service satisfaction

Unitel's Joel Rego explains why it chose Ericsson for the project: "We already had a very good relationship with Ericsson and they had an excellent record in platform installation. They won on every count: technical knowledge, commercial understanding and implementation time."

Bruno Vilares describes the future possibilities afforded by the solution: "Unitel is improving each year in terms of its network and service offering. We're providing all the technical support we can to help them keep providing new services to their users. In a way we're growing together."



We're providing all the technical support we can to Unitel to help them provide new services to their users. In a way we're growing together."

**Bruno Vilares**  
Solution Architect, Ericsson



## TECHNICAL FOCUS

Automatic Device Configuration (ADC) enables easy and seamless configuration of phones to support internet and MMS services. For person-to-person purposes, ADC ensures that the user is immediately able to access services from day one.

With ADC, operators will support multimedia functions, ultimately

improving quality of service, creating and sustaining an important relationship with users. In addition, device-per-user information can help find target groups and better direct new services to specific user groups.

ADC also ensures that enterprises can easily take control of their device fleets. It enables straightforward access to services, such as email, provides support for various devices and secures sensitive information.

## OVERVIEW

### CUSTOMER:

Unitel, Angola

### CUSTOMER OBJECTIVE

- > Provide configuration support for various devices.
- > Ensure ease of use in order for users to take full advantage of multimedia services.
- > Improve quality of service delivery based on real-time device usage information.

### SOLUTION

- > Automatic Device Configuration (ADC) makes it possible for operators to take instant action with device detection information from the core network. The correct configuration details are automatically provided to the mobile phone over-the-air.

### CUSTOMER BENEFITS

- > Optimized user experience.
- > Reduced number and duration of customer care calls, cutting opex and improving customer satisfaction.
- > Informed dialog with users regarding supported multimedia services.

# ON THE GRID

## DIGICEL PACIFIC BRINGS 3G MOBILE BROADBAND TO PAPUA NEW GUINEA

The people of Papua New Guinea are receiving mobile broadband services for the first time. Using a hybrid power solution which combines solar panels, rechargeable batteries and diesel generators, Digicel Pacific is offering 3G mobile services to rurally-based users at an affordable price.

### **Cheaper, greener broadband**

Papua New Guinea is one of the most rural areas in the world, with only 18 percent of its population living in cities. "The solar hybrid power solution is specifically suited to isolated areas outside the power grid, where the materials and manpower can only be delivered by helicopter," says Per Wahlén, Key Account Manager, Digicel Pacific, Ericsson. "We see a great interest from operators in the entire region for these types of solutions, as more focus is put on saving operation costs and moving to more environmentally friendly solutions."



**“It’s an important move, not only for us, but even more so for our subscribers.”**

John Mangos, CEO, Digicel Papua New Guinea

The batteries used for the solution are rechargeable, and last longer than standard batteries. By combining fuel with solar energy, the costs are also largely reduced. Fuel levels can be monitored using a network-management solution, removing the need for human intervention. These factors combined mean a significantly lower price tag for customers.

### **An important move**

Digicel Pacific is the largest mobile operator in Papua New Guinea, Samoa, and Vanuatu, and has recently launched 2G/GSM networks in Fiji, Tonga and Nauru.

“Since launching our 2G network in Papua New Guinea in 2007, Ericsson

has built more than 600 2G/GSM sites for us. By introducing the RBS 6000 radio base station, the road to introducing 3G/WCDMA was paved and this convinced us to go ahead and launch 3G,” says John Mangos, CEO, Digicel Papua New Guinea. “It’s an important move, not only for us, but even more so for our subscribers.”

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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