

2009 SNAPSHOT

THIS IS ERICSSON

Founded in 1876, Ericsson is a leading provider of communications networks, related services and multimedia solutions. Through our joint ventures ST-Ericsson and Sony Ericsson, we are also a major provider of handsets. Our experience building networks in more than 175 countries gives us unique customer and consumer insights, and our extensive portfolio of telecommunications solutions and intellectual property (patents) offer a true business advantage. We are committed to working with our customers and partners to expand the borders of telecommunications for the benefit of people everywhere.

Our operations have been divided into segments that create competitive advantage and best meet the needs of our global customer base.

> NETWORKS

Technology leadership, a broad product portfolio and scale enable Ericsson to excel in meeting the coverage, capacity and network evolution needs of fixed and mobile operators. We provide products for all major standards as well as all essential elements of a network on an end-to-end solutions basis.

> SERVICES

Expertise in network design, rollout, integration, operation and customer support, combined with a global structure and robust local capabilities, enables us to understand and respond to the unique challenges of each customer. As a result we are able to capitalize on the trend for operators to outsource a broader range of activities.

> MULTIMEDIA

Innovative application platforms, service delivery and revenue management solutions, combined with leading content developer and application provider relationships, enable Ericsson to help customers create exciting and differentiating multimedia services.

> SONY ERICSSON

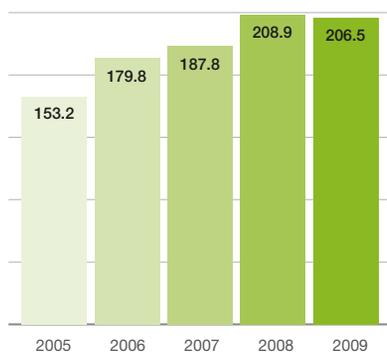
The complementary strength of Sony Ericsson further enhances our consumer perspective for superior end-to-end offerings. Sony Ericsson offers exciting consumer experience through phones, accessories, content and applications.

> ST-ERICSSON

ST-Ericsson represents the link between infrastructure and handsets in Ericsson's offering. They provide a market-leading portfolio of wireless platforms and semiconductors.

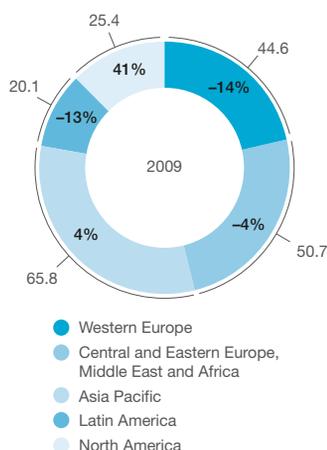
NET SALES

(SEK billion)



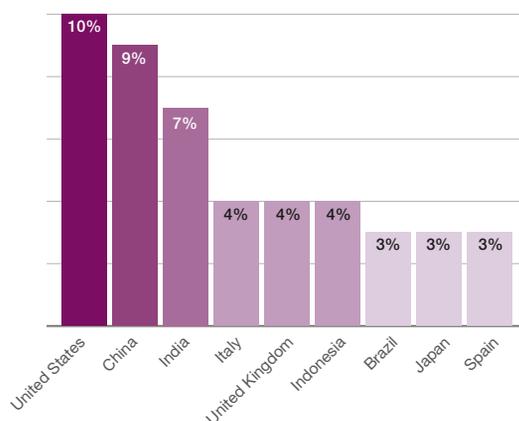
SALES BY REGION 2009

Ericsson net sales (SEK billion) and change year-over-year



OUR LARGEST MARKETS

Percent of total sales



Performance

In a progressively more challenging environment during the year, Ericsson's market shares were well maintained, adjusted operating margin was slightly improved, and cash conversion was well above target.

Grow faster than the market

In the economic slowdown, the market for GSM/WCDMA network equipment and related services is estimated to have declined by more than 10%. Ericsson's sales for comparable units were down 9%, adjusted for currency and hedging effects. A decline in Networks in line with the market was partly offset by an increase in Professional Services, driven by strong growth in managed services. Reported Multimedia sales increased by 5% for comparable units. The Multimedia market is still too fragmented to make relevant overall market growth estimates.

Best-in-class operating margins

Operating margin, excluding JV results and restructuring, improved slightly to 12% (11%) despite lower volumes and remained the highest among major listed competitors. Multimedia showed the greatest improvement, up significantly from breakeven levels in 2008.

Cash conversion of more than 70%

Cash conversion was well above the target at 117% (92%), reflecting management's ongoing focus on improving working capital efficiency as well as a lower level of turnkey projects.

CURIOUS MINDS

Ericsson holds 25,000 patents worldwide. We are proud of our heritage of innovation and believe that our commitment to R&D is what keeps us among the top players in telecoms.

Our people are the best in the business. Our ideas are setting the standard. Our innovation is born out of a desire to create solutions for a better world.



KEY DEVELOPMENTS

- > Two billion subscribers supported by Ericsson 24 hours a day, 7 days a week.
- > Ericsson provides managed services to network operators which together serve 370 million subscribers.
- > North America set to become Ericsson's largest and fastest growing market.
- > Ericsson's presence in North America elevated – Chief Technology Officer relocated to Silicon Valley.
- > Ericsson is the only supplier selected to participate in all major 4G/LTE projects.
- > A new brand launched with the value proposition: "Innovating to Empower".
- > Both joint ventures make progress on returning to report profits.

FINANCIAL RESULTS IN SHORT

NET SALES SEK 206.5 billion	NET CASH SEK 36.1 billion (Dec. 31, 2009)
OPERATING INCOME* SEK 24.6 billion	EARNINGS PER SHARE SEK 1.14
OPERATING MARGIN* 12 percent	

*Excluding restructuring charges and share in earnings of JVs