

INTERIM UPDATE

ERICSSON MOBILITY REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

This document is a scheduled update to the subscription and traffic data section in the Ericsson Mobility Report, released in November 2016

To view or download a copy of the original report, please visit: www.ericsson.com/mobility-report

SUBSCRIPTIONS

Mobile broadband subscriptions grew by around 220 million during Q4 2016

TRAFFIC

Mobile data traffic grew 55% between Q4 2015 and Q4 2016

FEBRUARY 2017

MOBILE SUBSCRIPTIONS Q4 2016

The total number of mobile subscriptions in Q4 2016 was around 7.5 billion, with 132 million new subscriptions added during the quarter

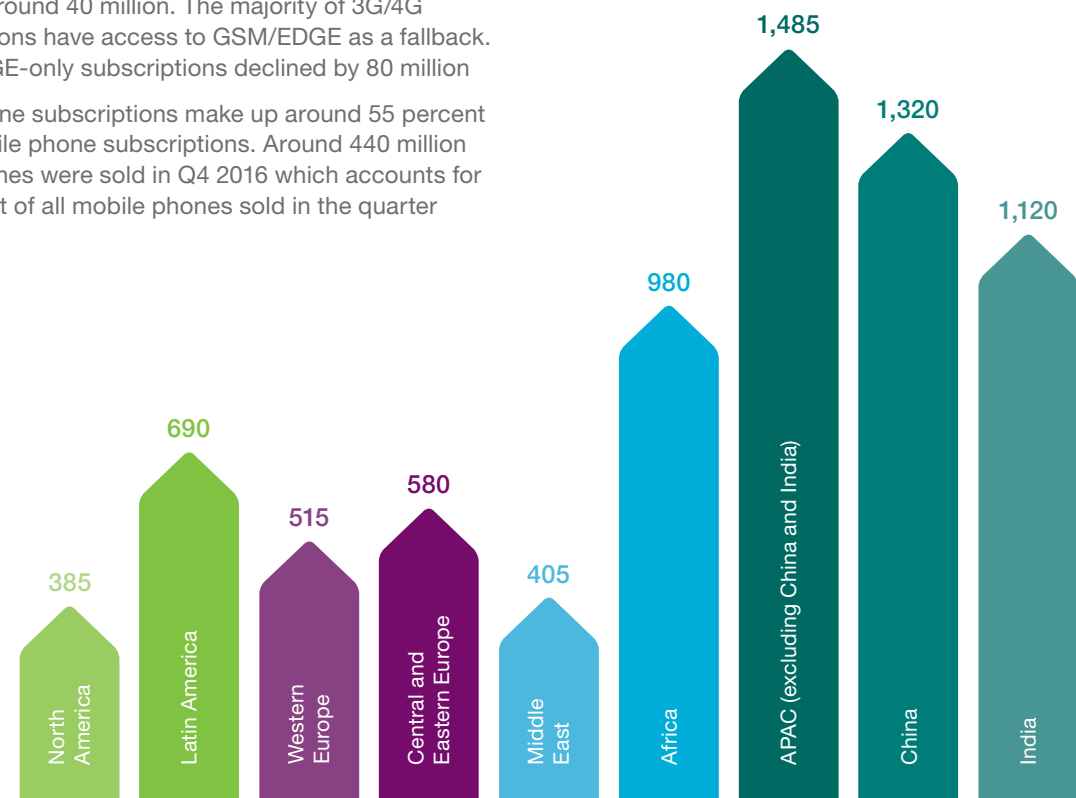
Mobile penetration was 101 percent in Q4 2016. Other interesting developments include:

- > Mobile subscriptions are growing around 4 percent year-on-year
- > India grew the most in the quarter (+70 million), followed by China (+10 million), Indonesia (+5 million), Mexico (+3 million) and the US (+3 million) in terms of net additions. The strong subscription growth in India was partly due to the launch of an attractive “welcome offer” for LTE by one operator
- > The number of mobile broadband subscriptions¹ grew by around 220 million in Q4 2016 to reach around 4.3 billion. This reflects a year-on-year increase of around 25 percent
- > LTE subscriptions increased by approximately 200 million to around 1.8 billion and WCDMA/HSPA subscriptions grew by around 40 million. The majority of 3G/4G subscriptions have access to GSM/EDGE as a fallback. GSM/EDGE-only subscriptions declined by 80 million
- > Smartphone subscriptions make up around 55 percent of all mobile phone subscriptions. Around 440 million smartphones were sold in Q4 2016 which accounts for 85 percent of all mobile phones sold in the quarter

- > The number of unique subscribers is around 5.2 billion. The difference between the number of subscriptions and the number of subscribers is due to inactive subscriptions, multiple device ownership and/or optimization of subscriptions for different types of calls



5.2 BILLION
unique subscribers



Mobile subscriptions (millions)

¹ Mobile broadband is defined as HSPA, LTE, CDMA2000 EV-DO, TD-SCDMA and Mobile WiMAX

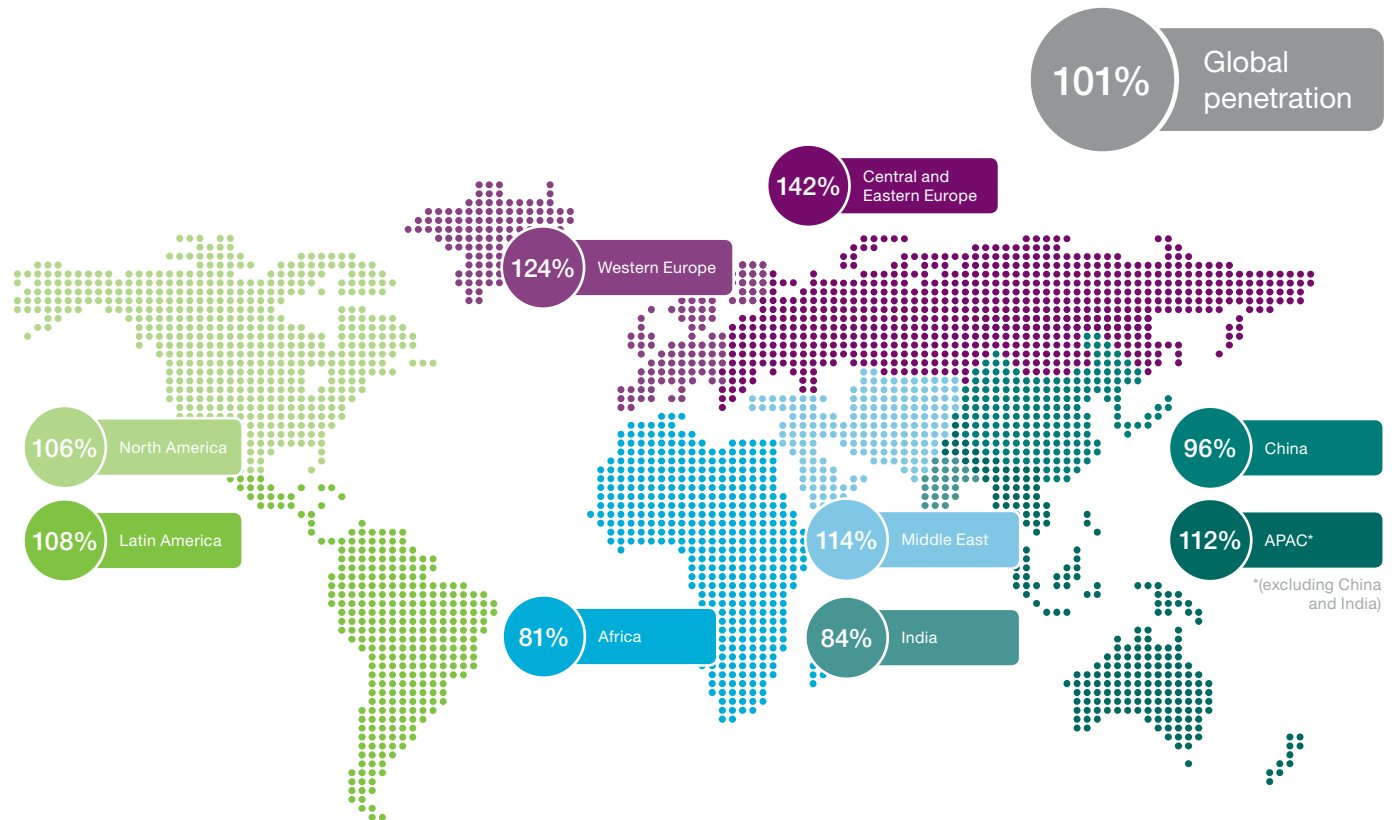
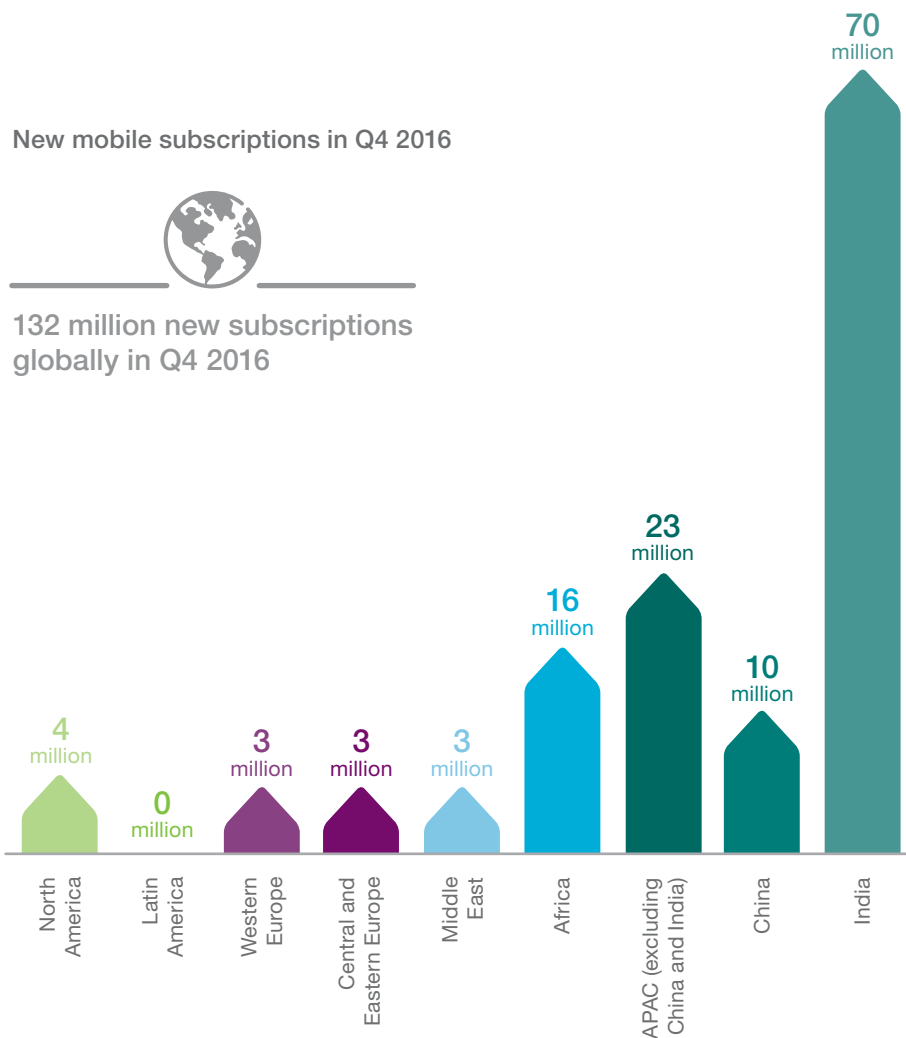
New mobile subscriptions in Q4 2016



132 million new subscriptions globally in Q4 2016

Top 5 countries by net additions Q4 2016

- 1 India +70 million
- 2 China +10 million
- 3 Indonesia +5 million
- 4 Mexico +3 million
- 5 USA +3 million



Subscription penetration (percent of population)

MOBILE TRAFFIC Q4 2016

The graph below shows total global monthly data and voice traffic from Q4 2011 to Q4 2016.¹ It depicts a continued strong growth in data traffic and voice traffic growth in the mid-single digits per year. The growth in data traffic is being driven by the rise of mobile data subscriptions, along with a continued increase in average data volume per subscription. Data traffic grew around 13 percent quarter-on-quarter and 55 percent year-on-year. It should be noted that there are large differences in traffic levels between markets, regions and operators.



Source: Ericsson traffic measurements (Q4 2016)

¹ Traffic does not include DVB-H, Wi-Fi, or Mobile WiMAX. Voice does not include VoIP

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