

An aerial photograph of a city, likely Stockholm, Sweden, showing a dense urban landscape with colorful buildings and a prominent church spire. The city is situated on a peninsula or island, with a large body of water in the foreground and background. The sky is blue with some clouds. The text "ANNOUNCING NEW CEO" is overlaid in white, bold, sans-serif font across the center of the image.

ANNOUNCING NEW CEO

October 26, 2016



HELENA NORRMAN

Senior Vice President

Chief Marketing and Communications Officer



LEIF JOHANSSON

Chairman of the Board

BÖRJE EKHOLM

TODAY'S ANNOUNCEMENT



- › Börje Ekholm is appointed President & CEO effective January 16, 2017.
- › Current position as CEO of Patricia Industries.
President and CEO of Investor AB between 2005 – 2015.
- › Remains member of Ericsson's Board of Directors.
- › Jan Frykhammar remains acting CEO until January 16, 2017.

BÖRJE EKHOLM



- › Assumes the role as President & CEO for Ericsson Group on January 16, 2017
- › Current position as CEO of Patricia Industries
- › President and CEO of Investor AB between 2005 – 2015
- › Member of Ericsson’s Board of Directors
- › Holds a Master of Science in Electrical Engineering from KTH Royal Institute of Technology, Stockholm, Sweden, as well as a Master of Business Administration from INSEAD, France.
- › Member of The Royal Swedish Academy of Engineering Sciences
- › Born in 1963

OVERVIEW CEO REMUNERATION



Remuneration Element	
Base salary	SEK 14.2 million
Short-Term Variable Compensation	None
Long-Term Variable Investment	Up to 20% of base salary
Long-Term Variable Compensation	3-year performance period. Total value based on share price development. Final plan design to be determined. Approx. SEK 26 million at target performance.
Pension	SEK 7.7 million (defined contribution)

Note: Notice period 6 months, severance period of 18 months until age of 60.



Q&A



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