

ERICSSON 

TAKING YOU FORWARD

3GSM

2004

3GSM

CARL-HENRIC SVANBERG
President and CEO

2004

Mobile communications - a growth industry

- Largest subscriber growth ever
 - 300 million net subscriber additions
 - 27% world penetration
- 3G breakthrough
 - 18 million WCDMA subscribers
 - HSDPA accelerates opportunities for new services
- GSM growth continues
 - 16 new GSM countries
 - Paving way for EDGE and WCDMA

Vendors as strategic partners

- Enable new business growth
- Drive efficiency – reduce operating expenses
 - Safe technology evolution
 - Operational excellence
 - Run network operations



Ericsson key achievements 2004

Financials

- **Solid earnings**
 - Mobile network sales up 26% in constant currencies
 - Professional services up 14% in constant currencies
- **Best in class margins due to operational excellence**
 - Operating margin 22% full year
- **Solid financial position**
 - Net cash of SEK 42.9 b.

Services key achievements

- More than 400 networks built, expanded or migrated
- 550 million subscribers supported worldwide
- A total of 35 million subscribers in managed networks
- Largest managed services contract to date with H3G Italy



Strategic wins

More than 20 strategic wins

- H3G Italy – managed services
- Cingular – WSDMA including HSDPA
- T-Mobile Germany – GSM replacement

Proven handset strategy

- Sony Ericsson
 - 2004 a successful year
 - Strengthened market position
 - Strong product portfolio
- Ericsson Mobile Platforms
 - 14 customers
 - 30 percent market share UMTS handsets 2004



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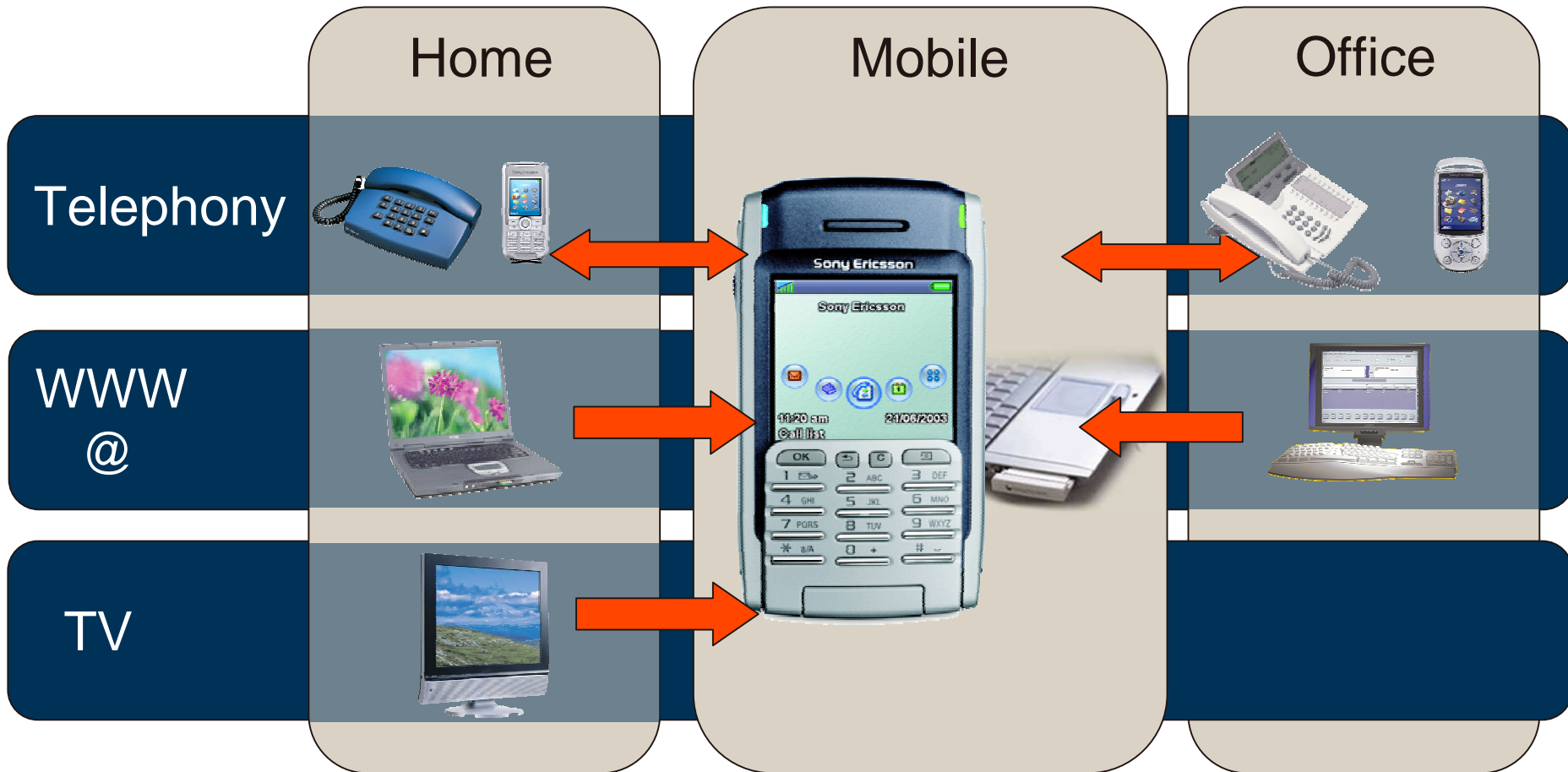
HSDPA

the enabler for mobile broadband

Build on existing consumer behavior



Mobile Triple Play



Håkan Eriksson

CTO

Mobile Triple Play

Home

Mobile

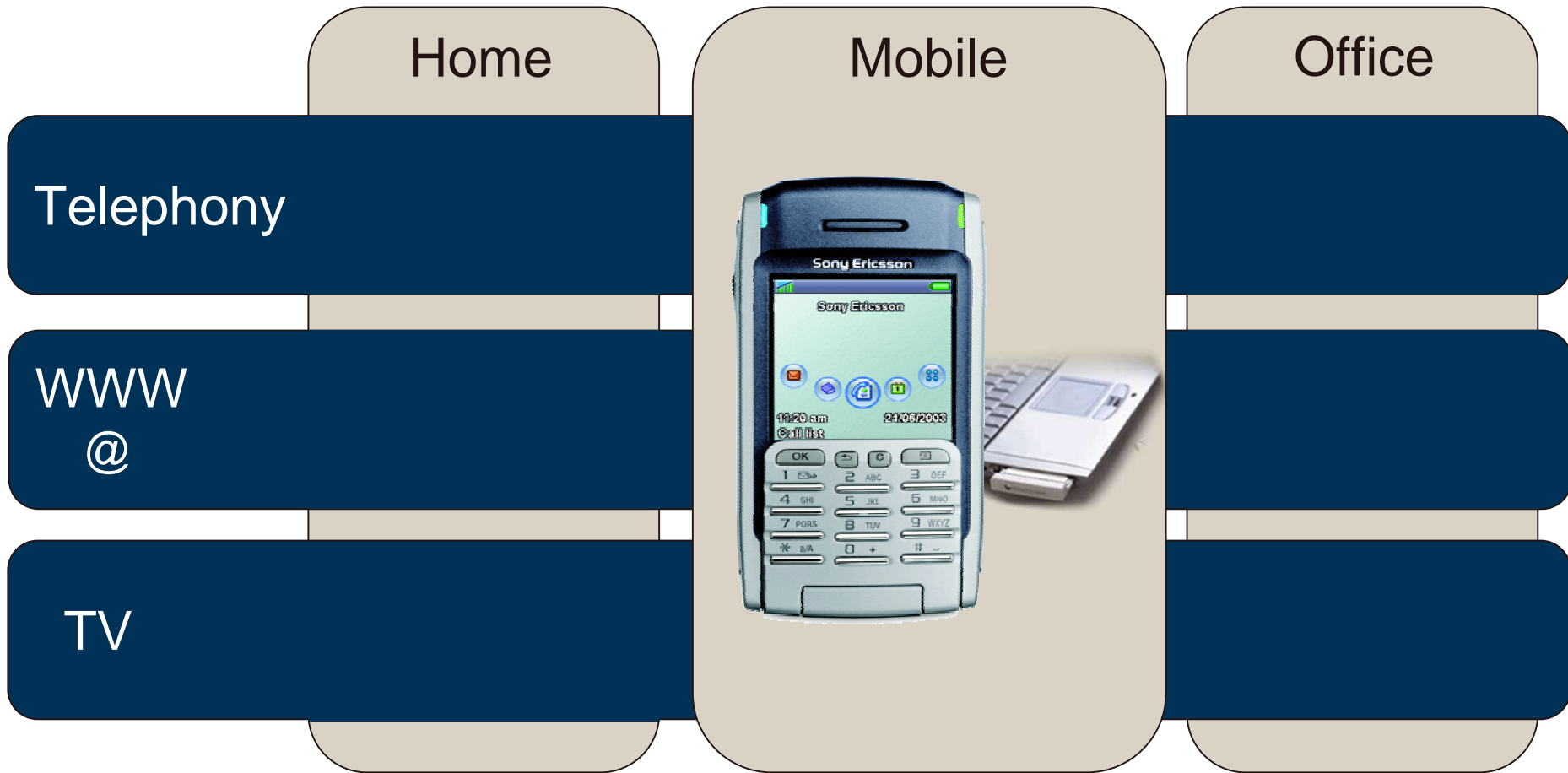
Office

Telephony

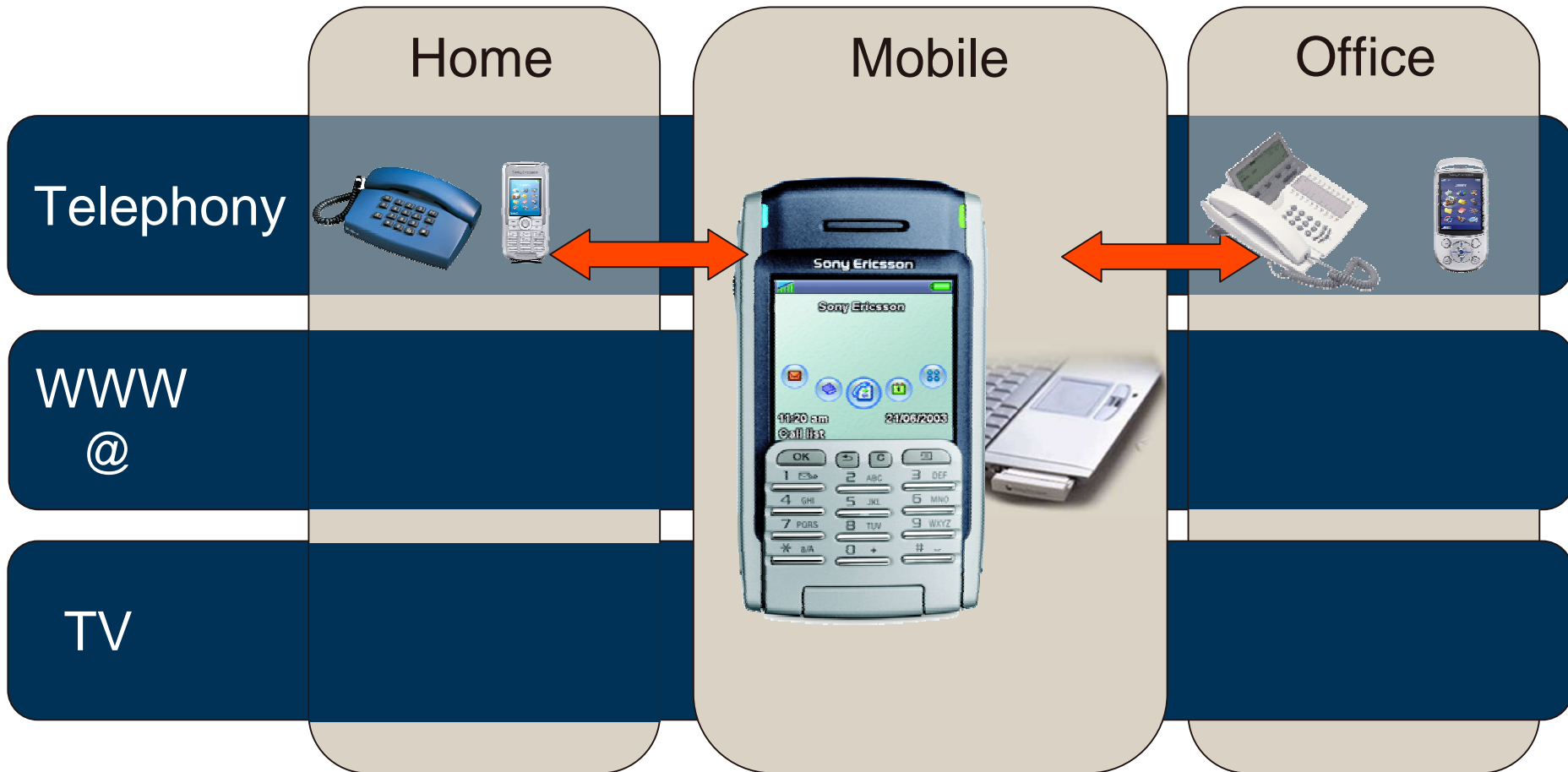
WWW
@

TV

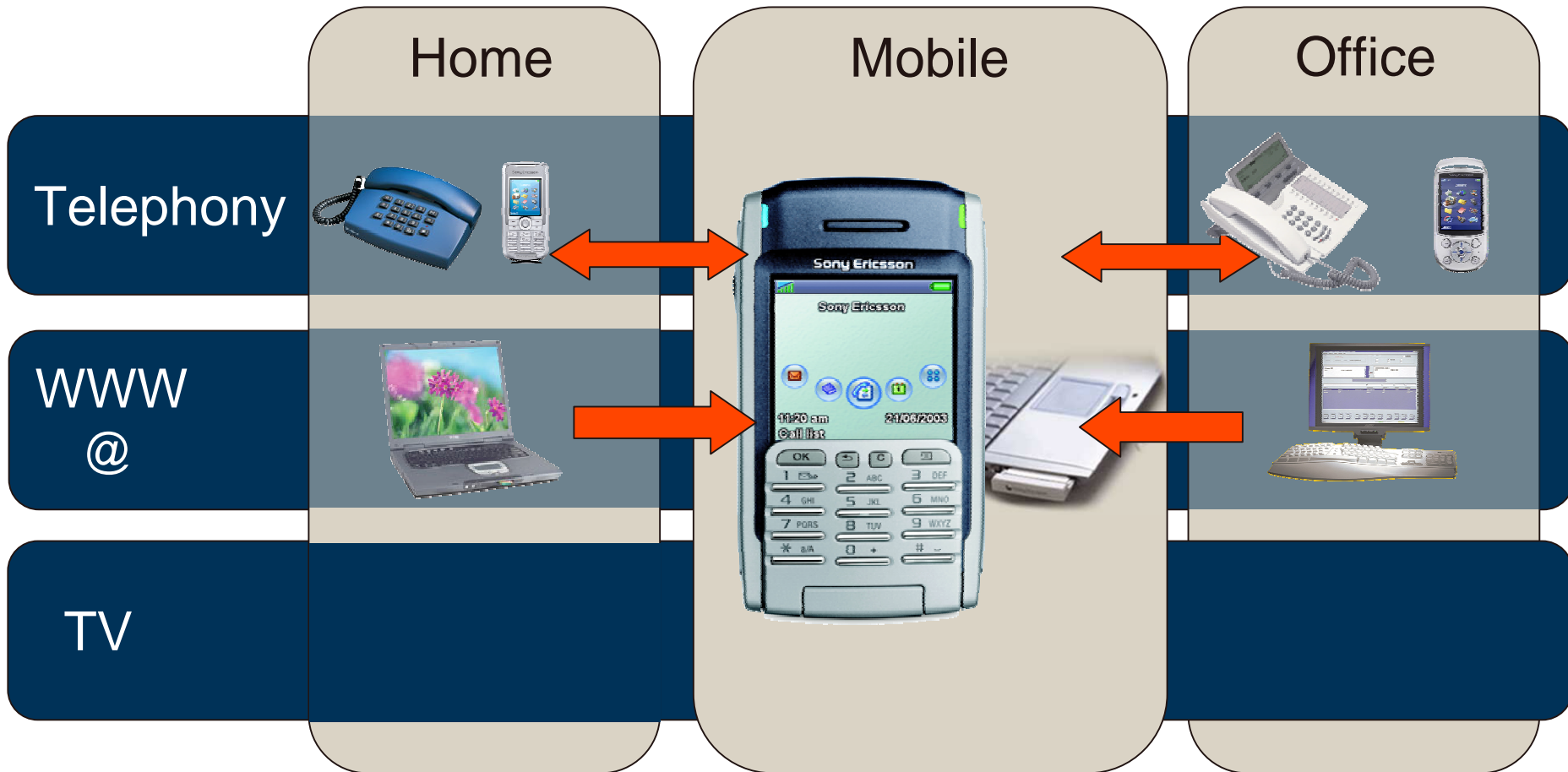
Mobile Triple Play



Mobile Triple Play



Mobile Triple Play

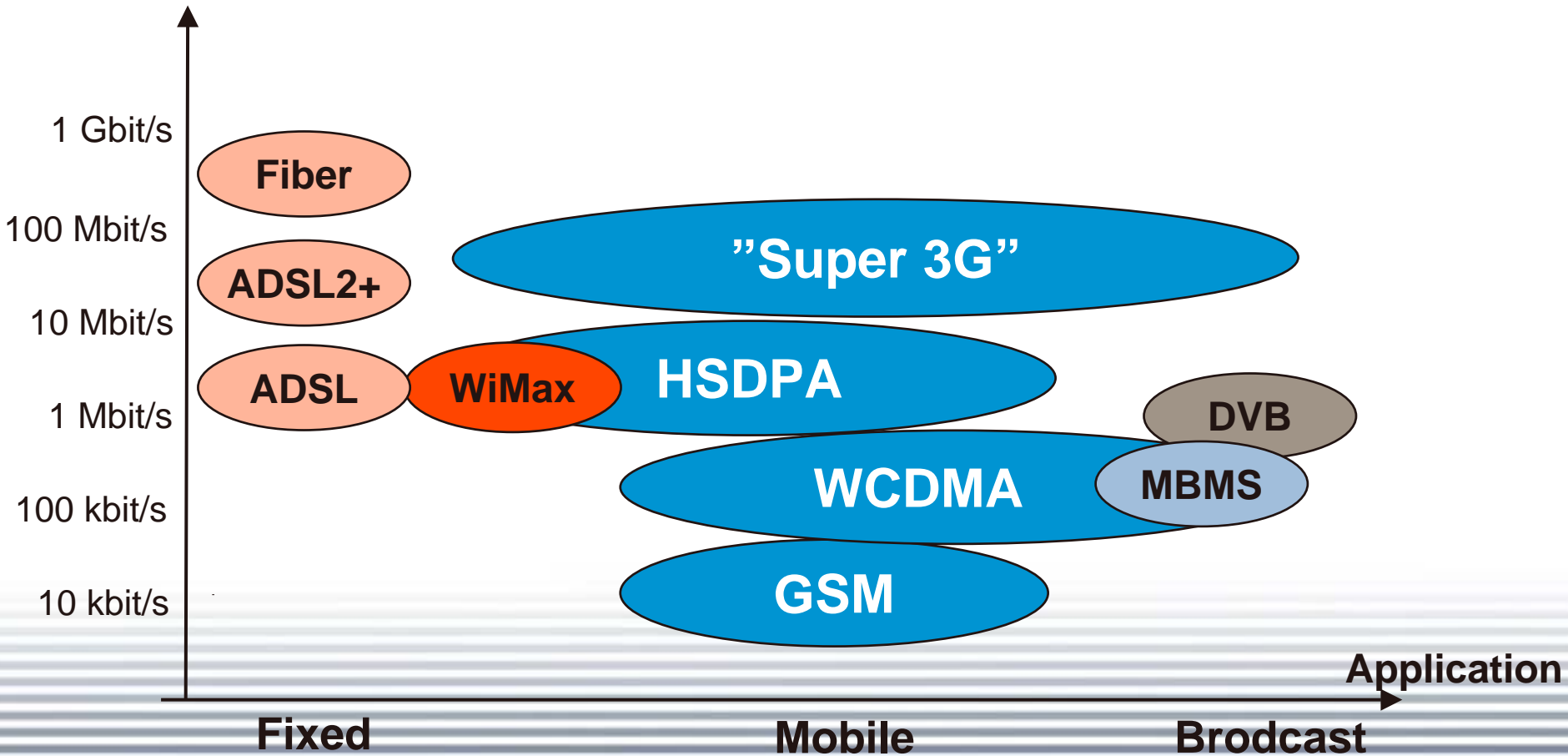


Mobile Triple Play



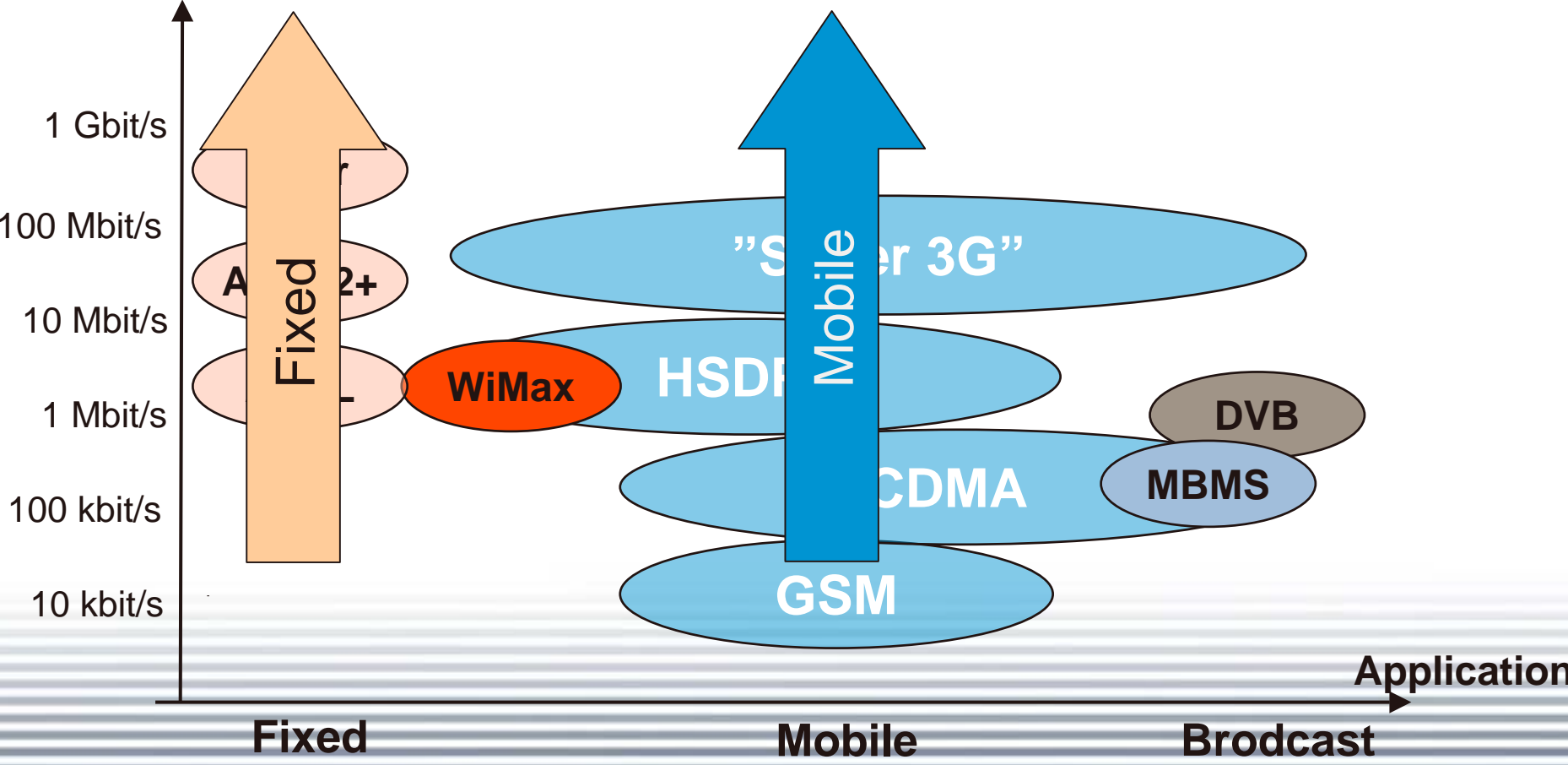
Technology overview

End-user bit rate

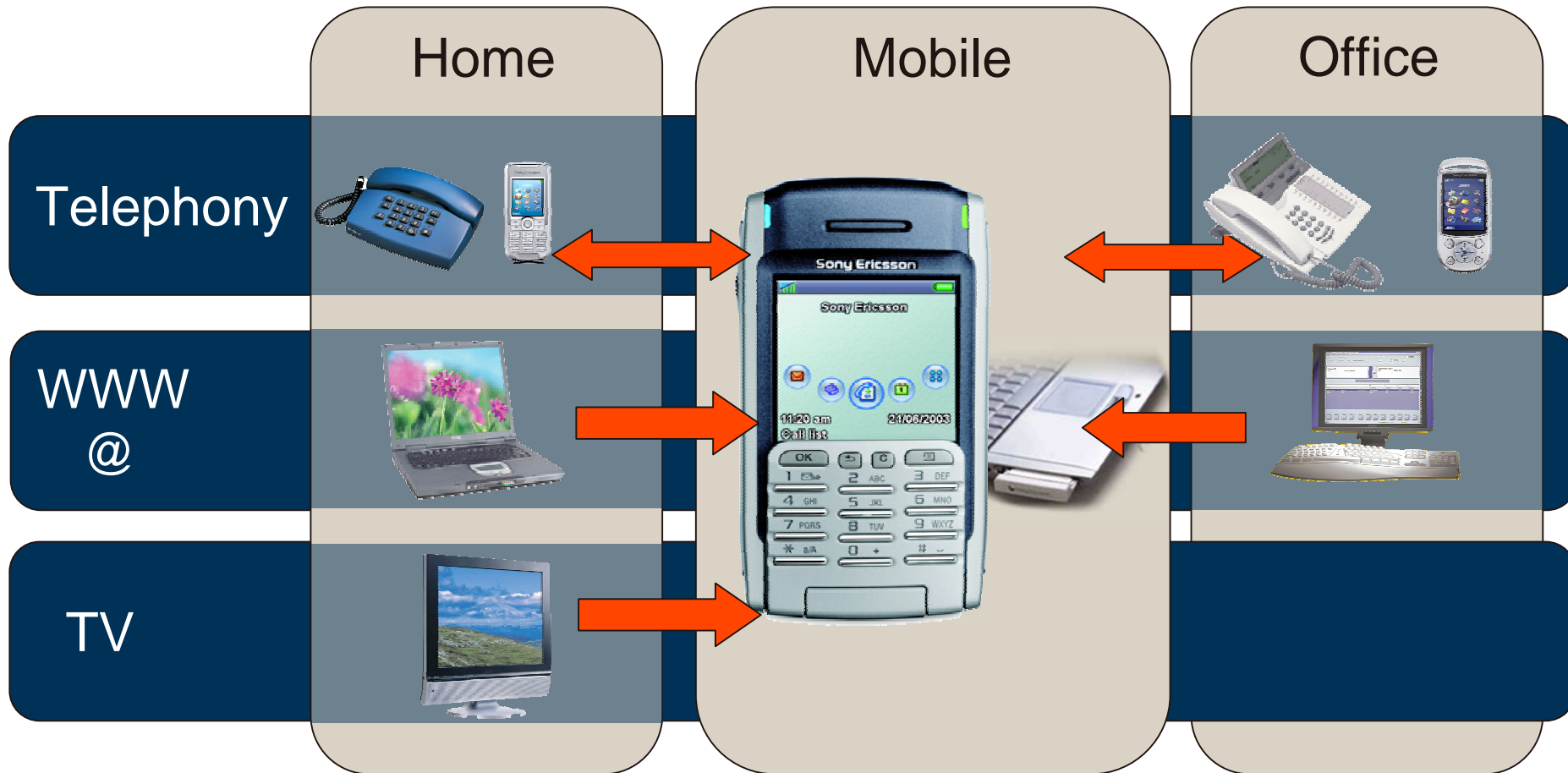


Technology overview

End-user bit rate

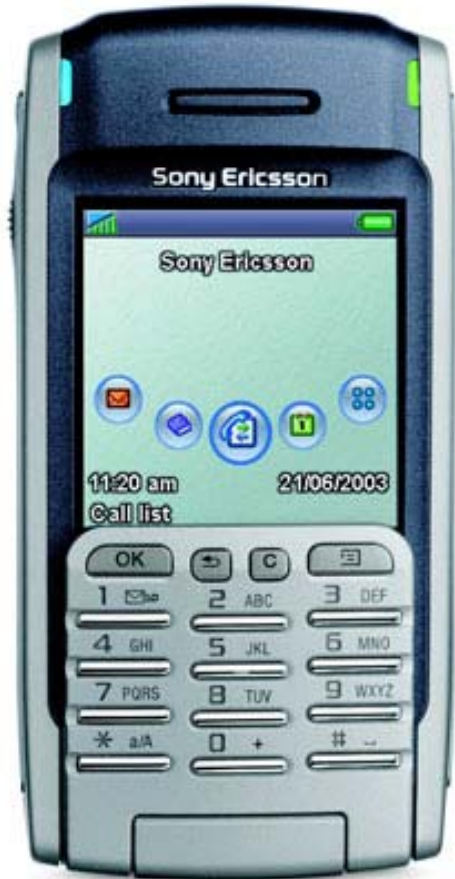


Mobile Triple Play



Mobile Broadband

Mobile Office Application



One Phone
Push e-mail
Unified Messaging
Video Telephony
Synchronization
Web Access (Intranet)

Mobile TV

- Meets existing user need
- Builds on the TV channel concept
- Delivered using
 - Mobile Network,
 - Unicast - today
 - MBMS - tomorrow
 - DVB-H - tomorrow



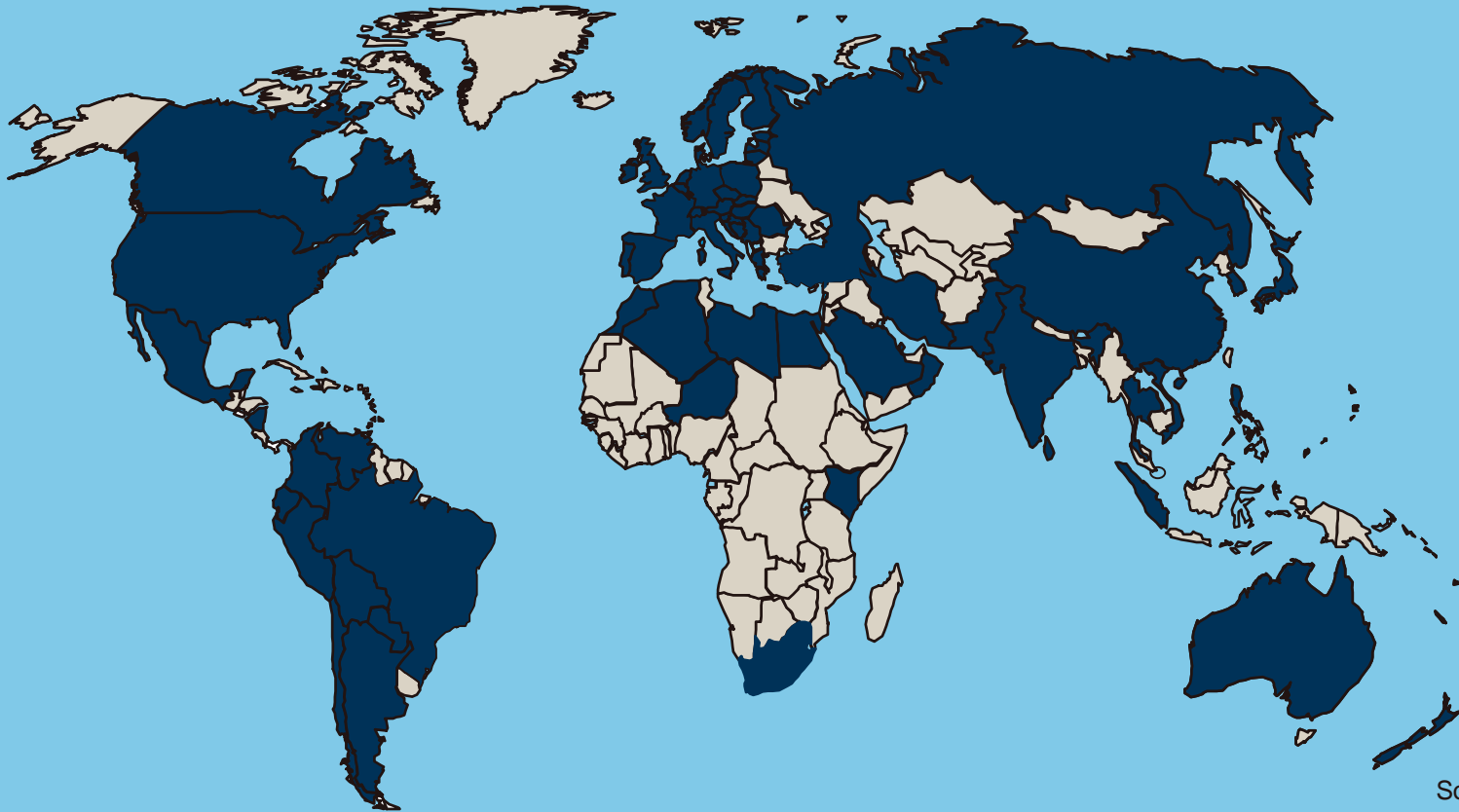
Mobile Broadband

Mikael Bäck

Vice President WCDMA Radio Networks
Business Unit Access

WCDMA – The Global Choice

- Coverage by 2007

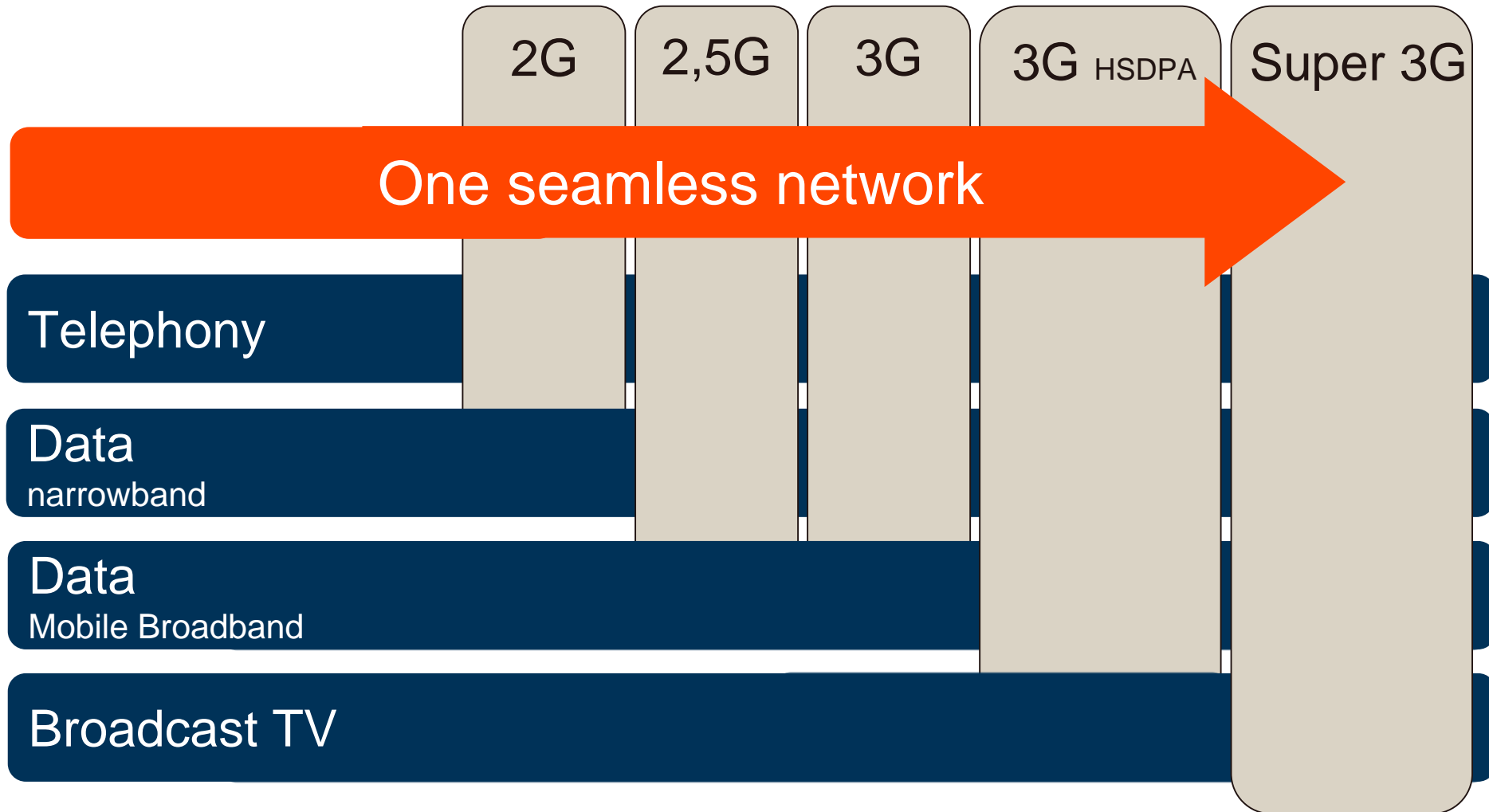


Source: External info

Economies of Scale - Worldwide roaming

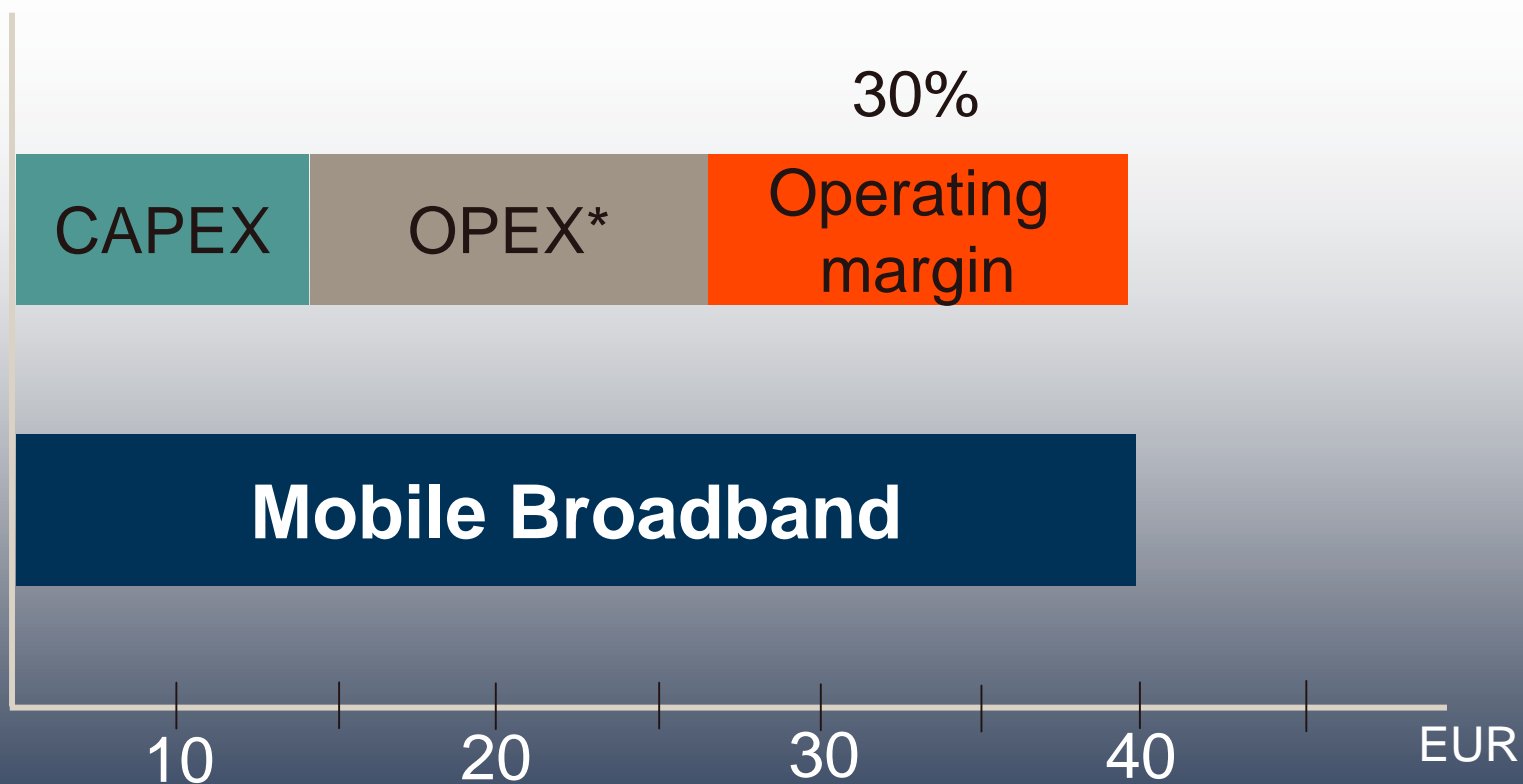
Future proofness

- Following the tradition from GSM – GPRS - EDGE



Mobile broadband

Flat-rate business case

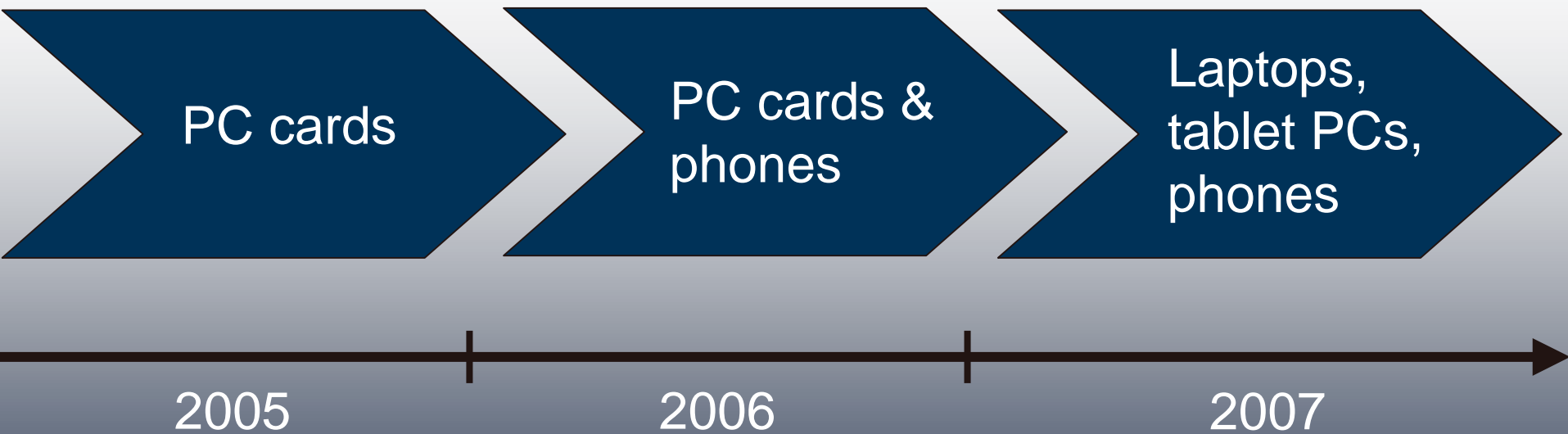


Note:* average over six european mobile operators

Flat-rate business case

Additional

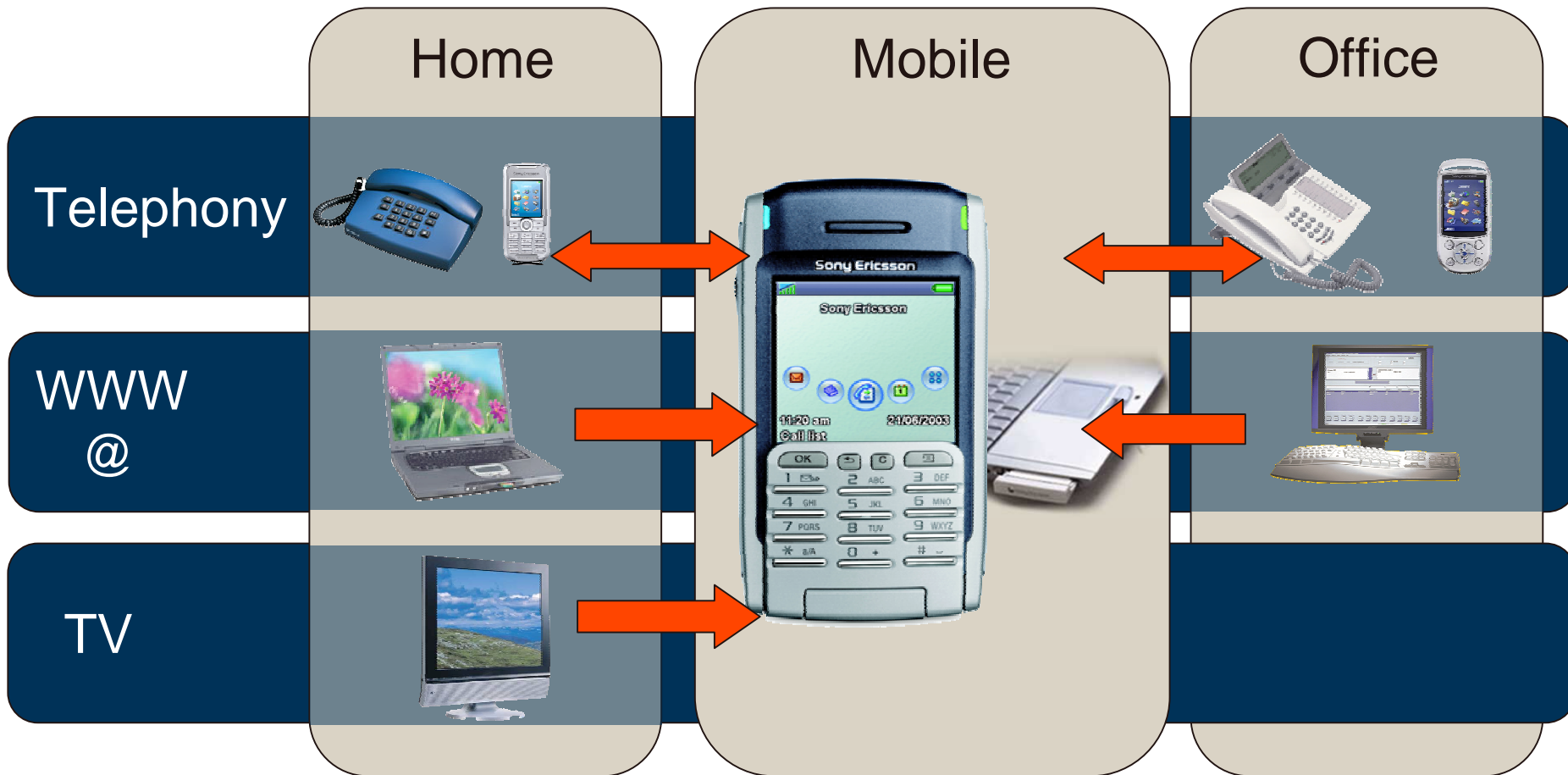
HSDPA consumer availability



Technology and Market leadership

- First demo one year ago

Mobile Triple Play



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