

Business Update

October 12, 2006

Miles Flint

Sony Ericsson



Business Update, **Conference Call**

Safe Harbor Statement

This presentation contains forward looking statements. Such statements are based on our current expectations and are subject to certain risks and uncertainties that could negatively affect our business. Please read our financial results for a better understanding of these risks and uncertainties.



Q3 2006 – Financial Results

	2005	2006	
	Q3	Q2	Q3
Sales (EUR m.)	2,055	2,272	2,913
Units shipped (m.)	13.8	15.7	19.8
NIBT (EUR m.)	151	211	433
Net Income (EUR m.)	104	143	298
ASP	148	145	147



Continued Growth in Sales & Volume

2006 Per Quarter

Q1

Q2

Q3

Sales

Million EUR

1,992

2,272

2,913

Volume

Million units

13.3

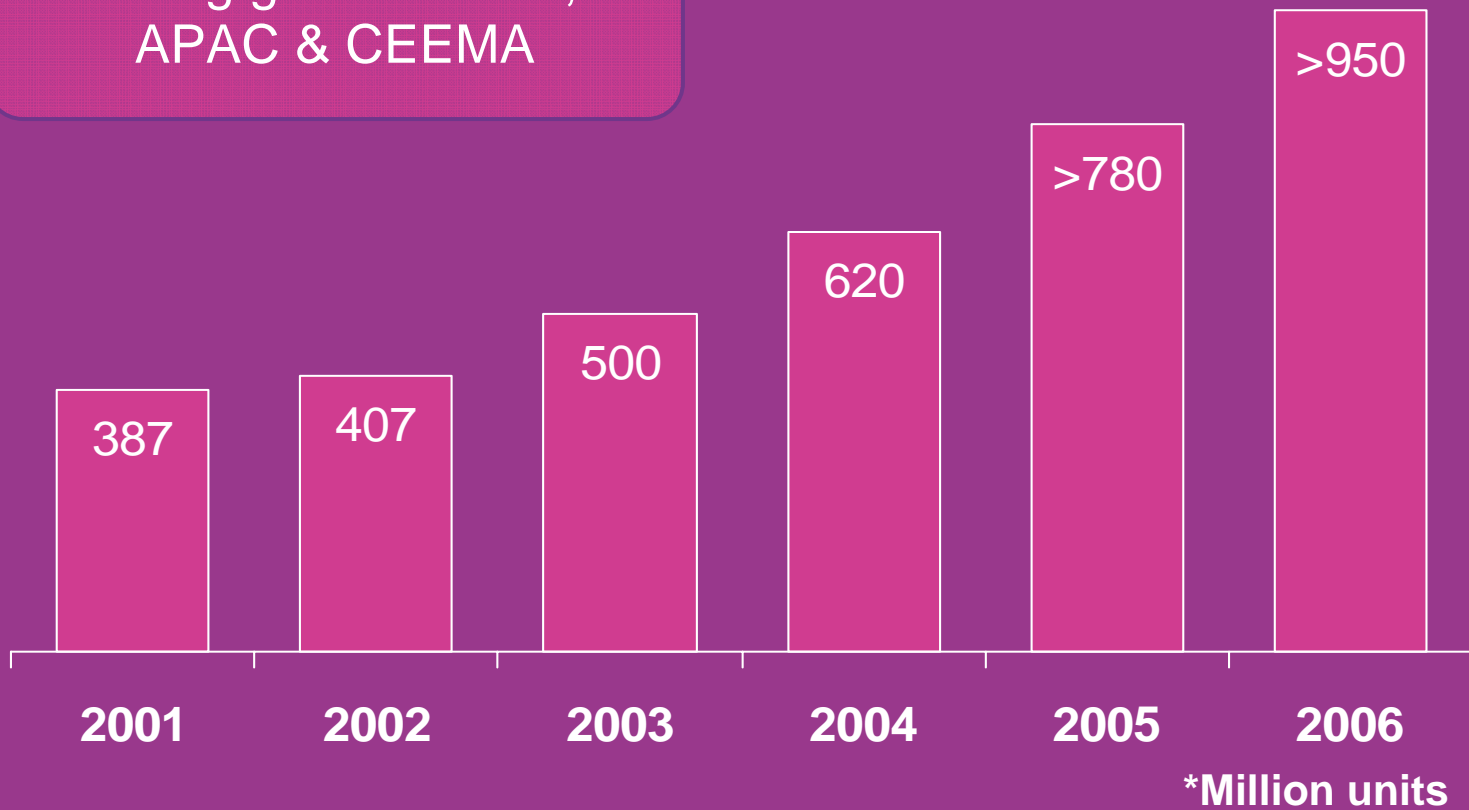
15.7

19.8

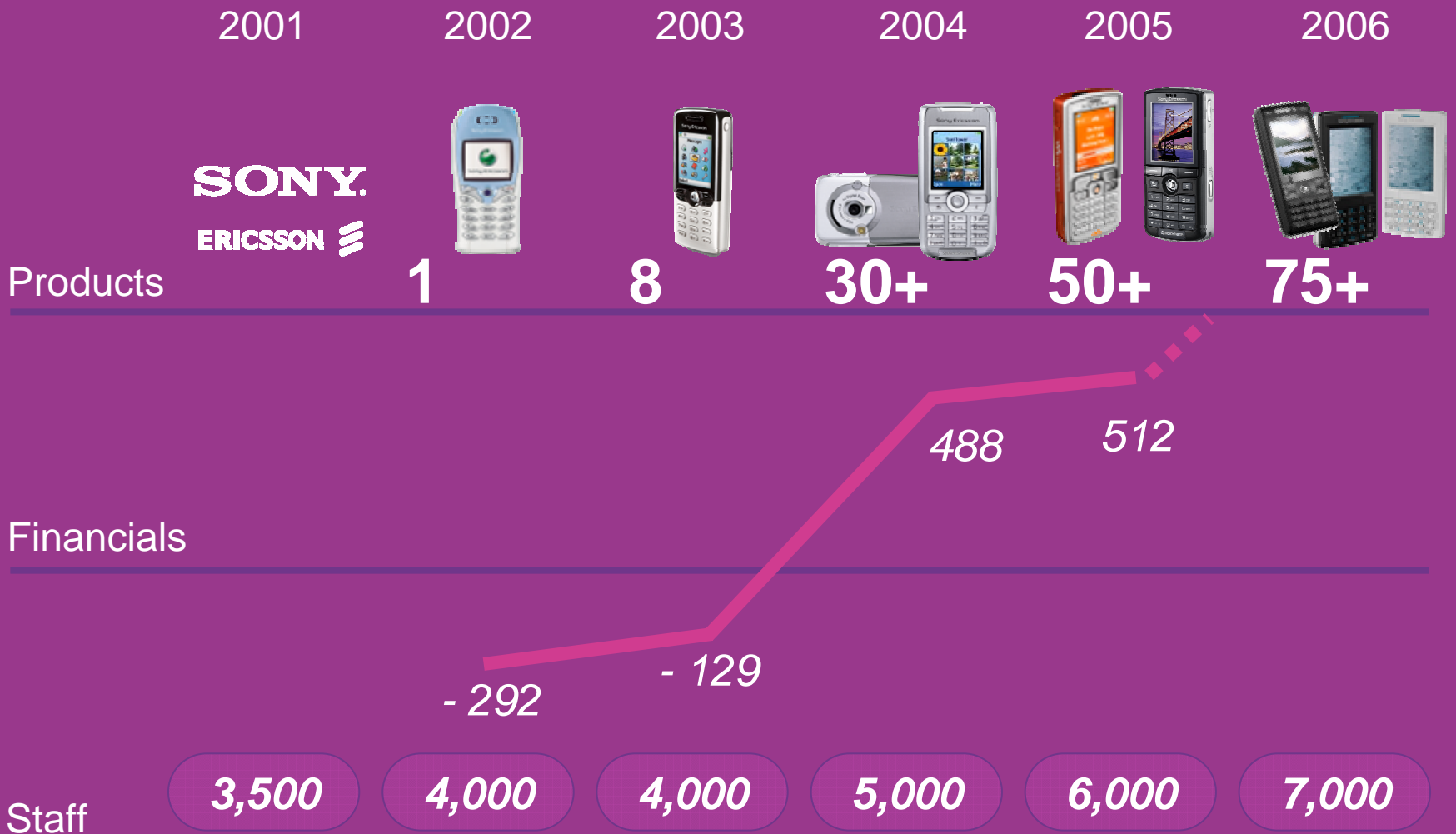


Market still on track for >950 million units

Strong growth China,
APAC & CEEMA



5th Anniversary Company Milestones



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Profitability Reinvested For Growth

2006

7,000+ people employed worldwide

Growth in product development & building sales force in emerging markets such as Russia, Eastern Europe, India & Pakistan

20% growth in employees



2001 – 2006 Steady Growth In Portfolio

2002

2003

2004

2005

2006



T68i



2001 -2006 Steady Growth In Portfolio

2002

2003

2004

2005

2006



T610



Z600



T310



Z200



T230



T105



P900



2001 – 2006 Steady Growth In Portfolio

2002

2003

2004

2005

2006



P910

Z1010

S700

K500/ F500/ K508



T630

Z500

K700

V800



2001 – 2006 Steady Growth In Portfolio

2002

2003

2004

2005

2006



J200



J210



J300



T290



K300



W800



K750



Z520



W600



W550



K700



K500



P990



K600



K608



J210



Z800



V800



S700



W900



2001 – 2006 Steady Growth In Portfolio

2002

2003

2004

2005

2006



I  new products



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I new products

New Products Announced



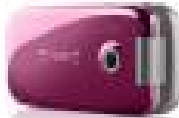
K320



K618



Z558



Z610



W830



W958



W43S



BT watch

New Products Shipped



K610im



K618



K790



P990



Z525



Z550



Z610



Z710



W710



W850



W43S



Further Expansion of the Portfolio

Global

China



Z610

Americas



Z550a



K320



W830
Walkman®
phone



W958c
Walkman®
phone

Z558



Continued Expansion of Accessory Line-up



Quartz movements
Exact time keeping
Time indicated

- analog
- OLED from phone



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Not just products



Music



PlayNow™ Update
One click access to premium content Collaboration
with Sony BMG Music & Sony ATV Music Publishing

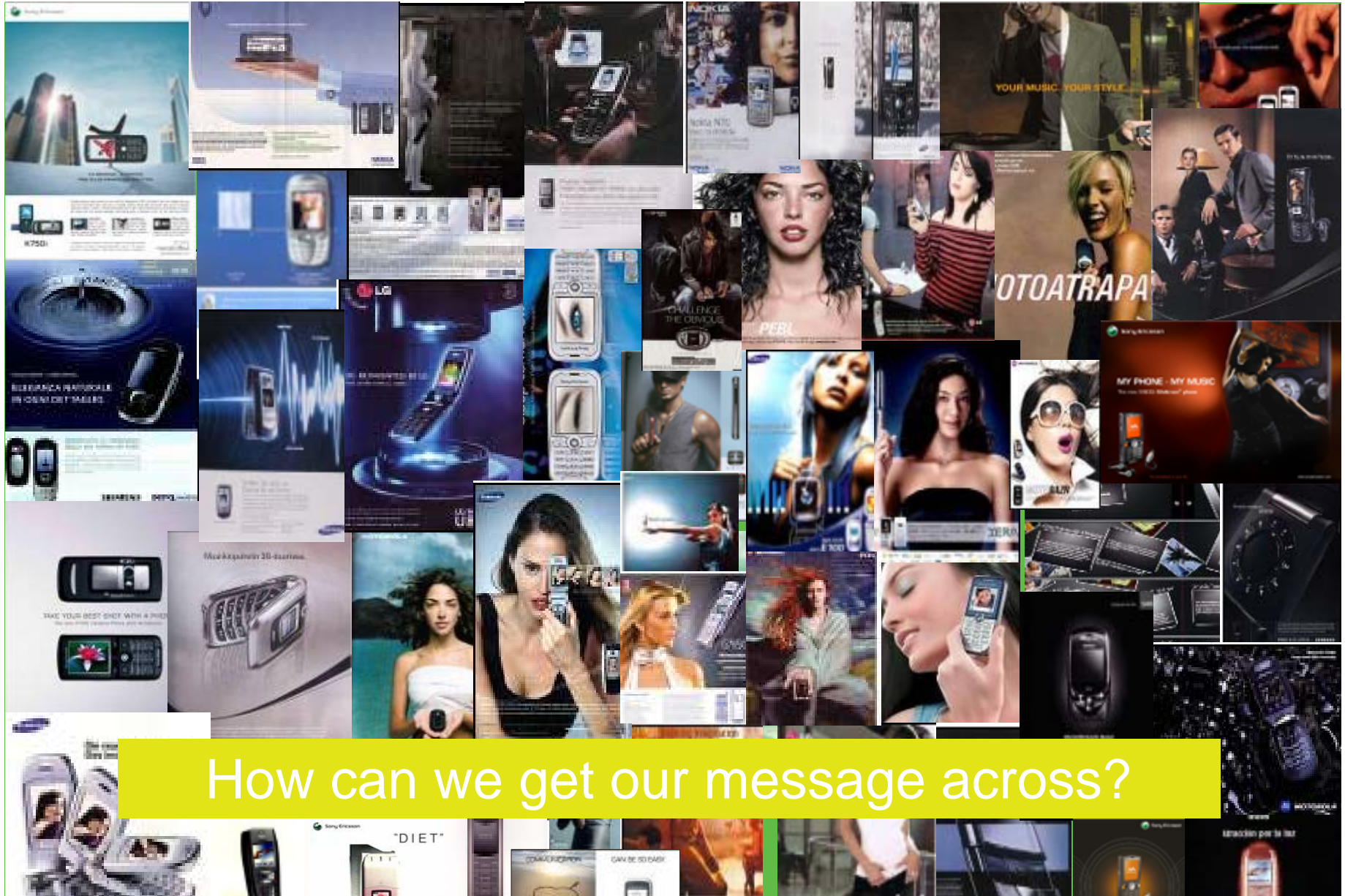


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I  our brand



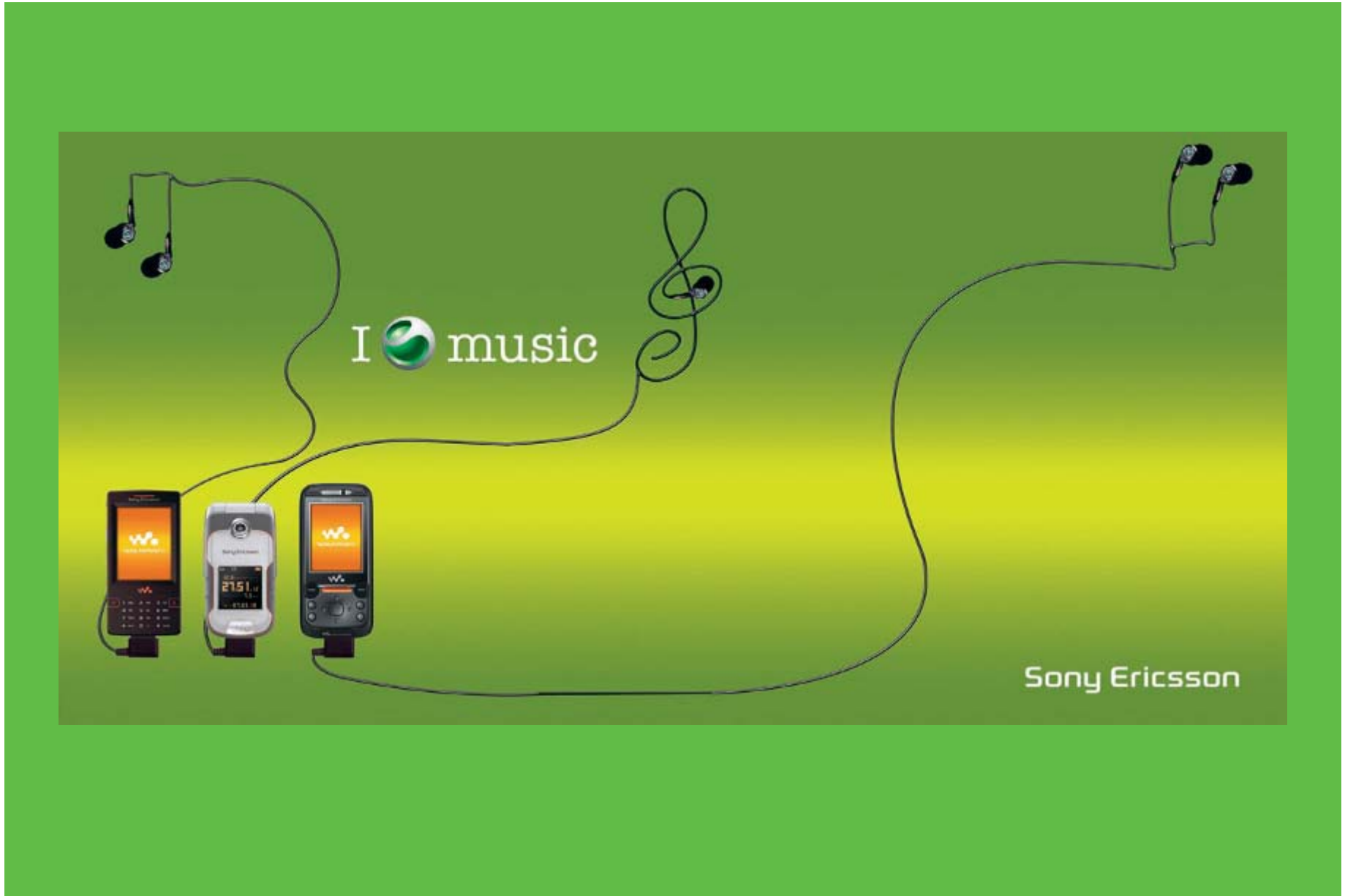
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How can we get our message across?



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熟練技巧と願望のバランス

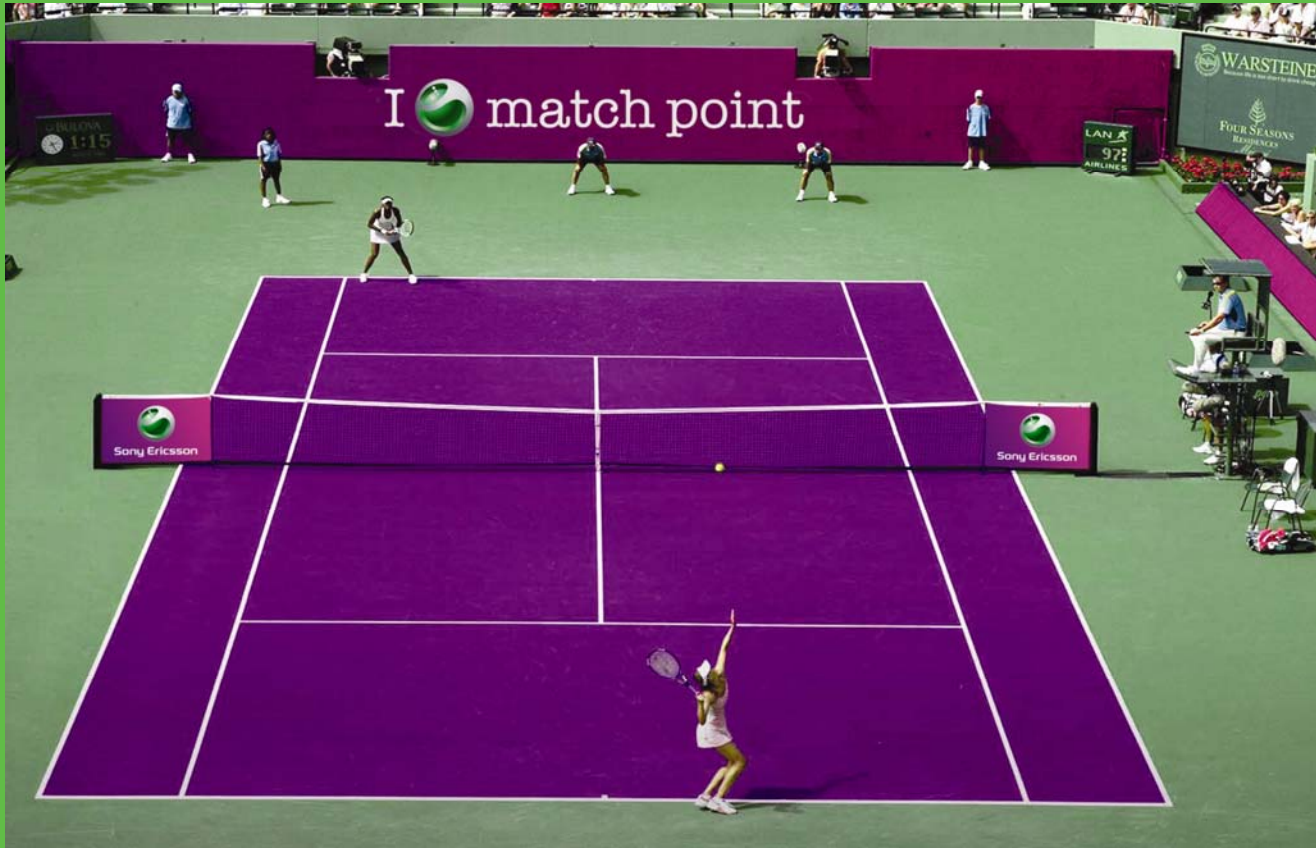
私  精密さ



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The Worldwide Title Sponsor Of The WTA Tour



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Casino Royale – Silver K800/K790



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New London Store



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Q & A



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I  communicating

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