

Business Update

January 17, 2007

Miles Flint

Sony Ericsson

Safe Harbor Statement

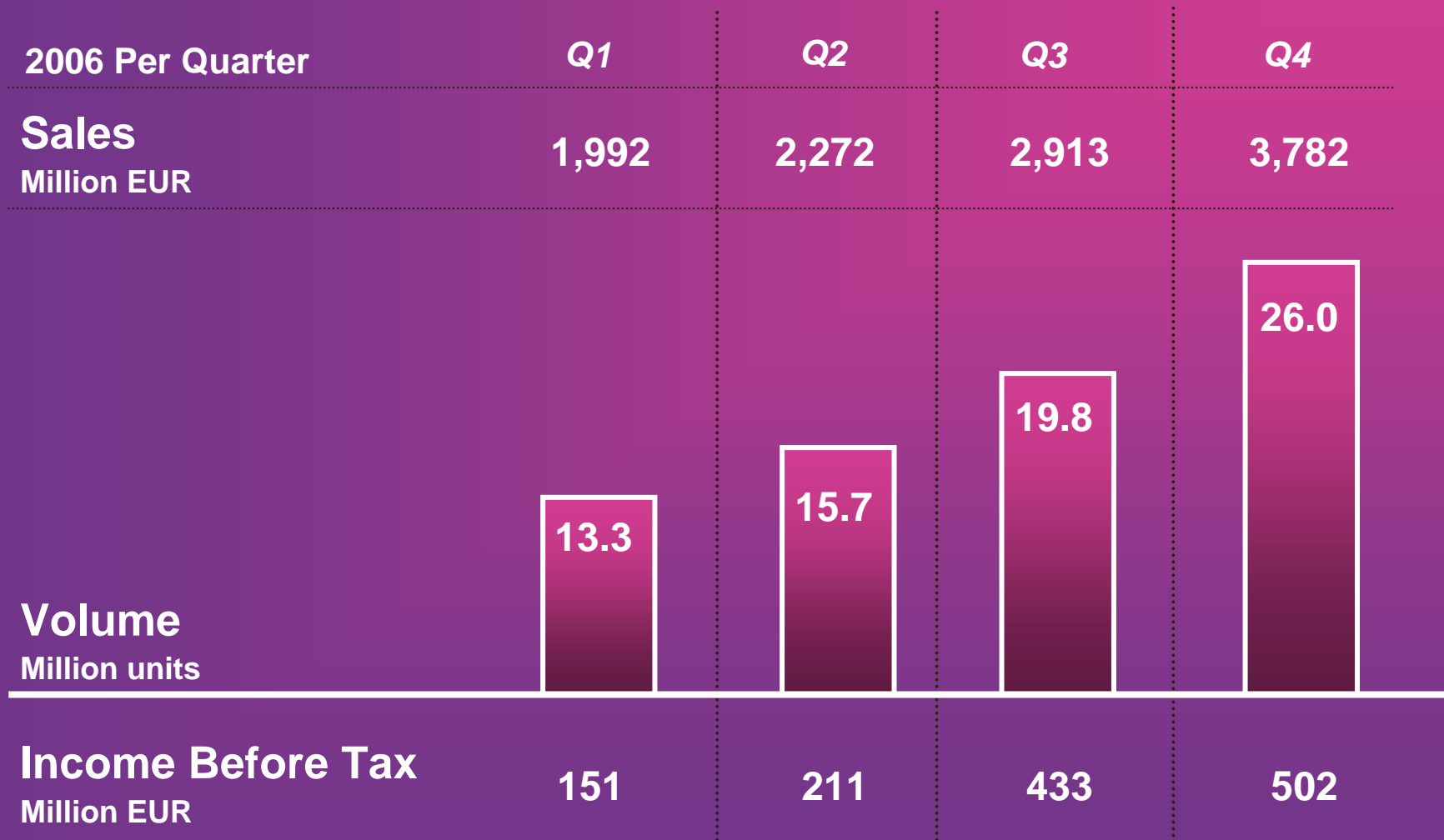
This presentation contains forward looking statements. Such statements are based on our current expectations and are subject to certain risks and uncertainties that could negatively affect our business. Please read our financial results for a better understanding of these risks and uncertainties.

Q4 2006 – Financial Results

Confidential

	2005		2006
	Q4	Q3	Q4
Sales (EUR m.)	2,310	2,913	3,782
Units shipped (m.)	16.1	19.8	26.0
IBT (EUR m.)	206	433	502
Net Income (EUR m.)	144	298	447
ASP	142	147	146

Record Shipments, Sales, & Profits in 2006



Confidential Full Year 2006 – Financial Results

	FY 2005	FY 2006
Sales (EUR m.)	7,268	10,959
Units shipped (m.)	51.2	74.8
IBT (EUR m.)	512	1,298
Net Income (EUR m.)	350	997
ASP	142	146

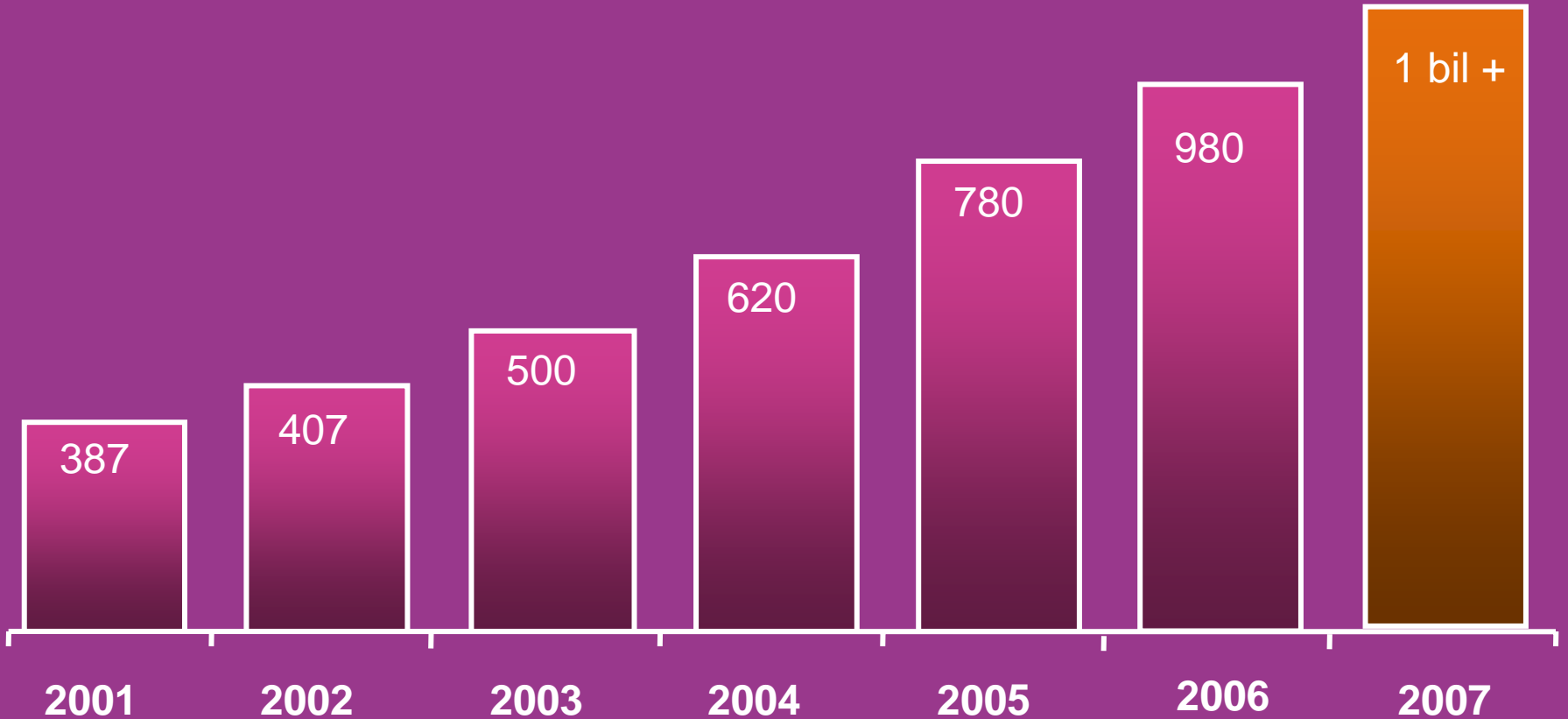
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Growth in Sales, Shipments & Profits Continues



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Total Global Market



*Million units

2006 and 2007 totals are estimates

Confidential


Sony Ericsson Core Focus

Create an aspirational World Class Brand

Build a World Class Product Portfolio

Provide a demand driven World Class Supply Chain

Sony Ericsson

I  our brand

Billboards in Pakistan



Advertisements in Latin America

www.sonyericsson.com

Yo  tener estilo



Nuevo Sony Ericsson Z310. Elige cual quieres llevar.

- Carcazas semi-transparentes • Iconos de funciones luminosas
- Cámara integrada • Bluetooth

Sony Ericsson



Yo  estar sincronizado

Teléfono Sony Ericsson Z710. Sincroniza tu vida profesional, facilita tu vida personal.

- Conectividad Bluetooth™ • EDGE • Internet • Outlook™ • Reproductor de MP3
- Cámara de 2.0 megapíxeles • Memory Stick Micro™ (M2™).

Sony Ericsson

www.sonyericsson.com

Billboard at the Kremlin, Moscow



New London Store



I  new products

2006: Full, Relevant Portfolio for First Time



Walkman at a new price point



W200 Rhythm Black



W200 Pulse White

W880 Walkman phone



Details on February 6th

- Next product announcements on February 6th
- Sony Ericsson Press & Analyst Event at 3GSM Barcelona on February 11th

World Class Supply Chain

- Integration of Beijing manufacturing facilities adds capability
- Centralised procurement & logistics hub drives improved efficiency
- Late-stage customisation improves flexibility

Sony Ericsson Core Focus

A world map is visible in the background, rendered in a light blue color against the dark blue background of the slide.

Create an aspirational World Class Brand

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Q&A

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I  communicating

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