



Sony Ericsson

Miles Flint
May 10th 2006



Sony Ericsson

Ericsson Capital Markets Day, **New York**

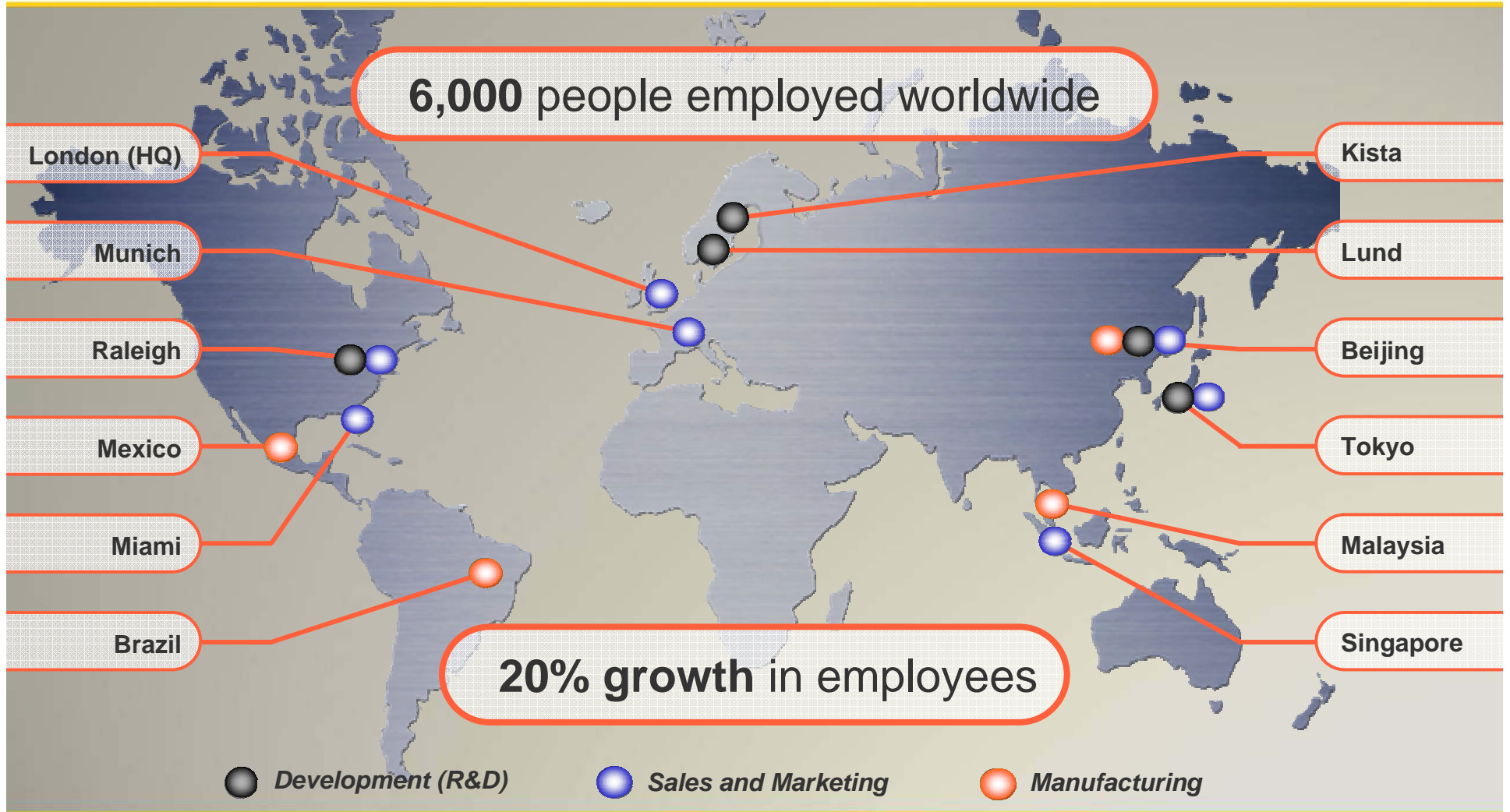
Safe Harbor Statement

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.

Growth in Sales, Shipments & Profits Continues

	2002	2003	2004	2005
Sales Million EUR	4,176	4,673	6,525	7,268
Volume Million units	22.9	27.2	42.3	51.2
Income Before Tax Million EUR	-291	-130	486	514

Profitability Re-invested for Growth



Expanding the GSM/UMTS Portfolio



Strengthening our Presence in Japanese Market

FOMA Stick Phone

NTT
Do Co Mo

SO902i

CDMA 1X EV-DO WIN

au by KDDI

W41s

Company Mission

Establish Sony Ericsson as the most attractive and innovative global brand in the mobile handset industry.



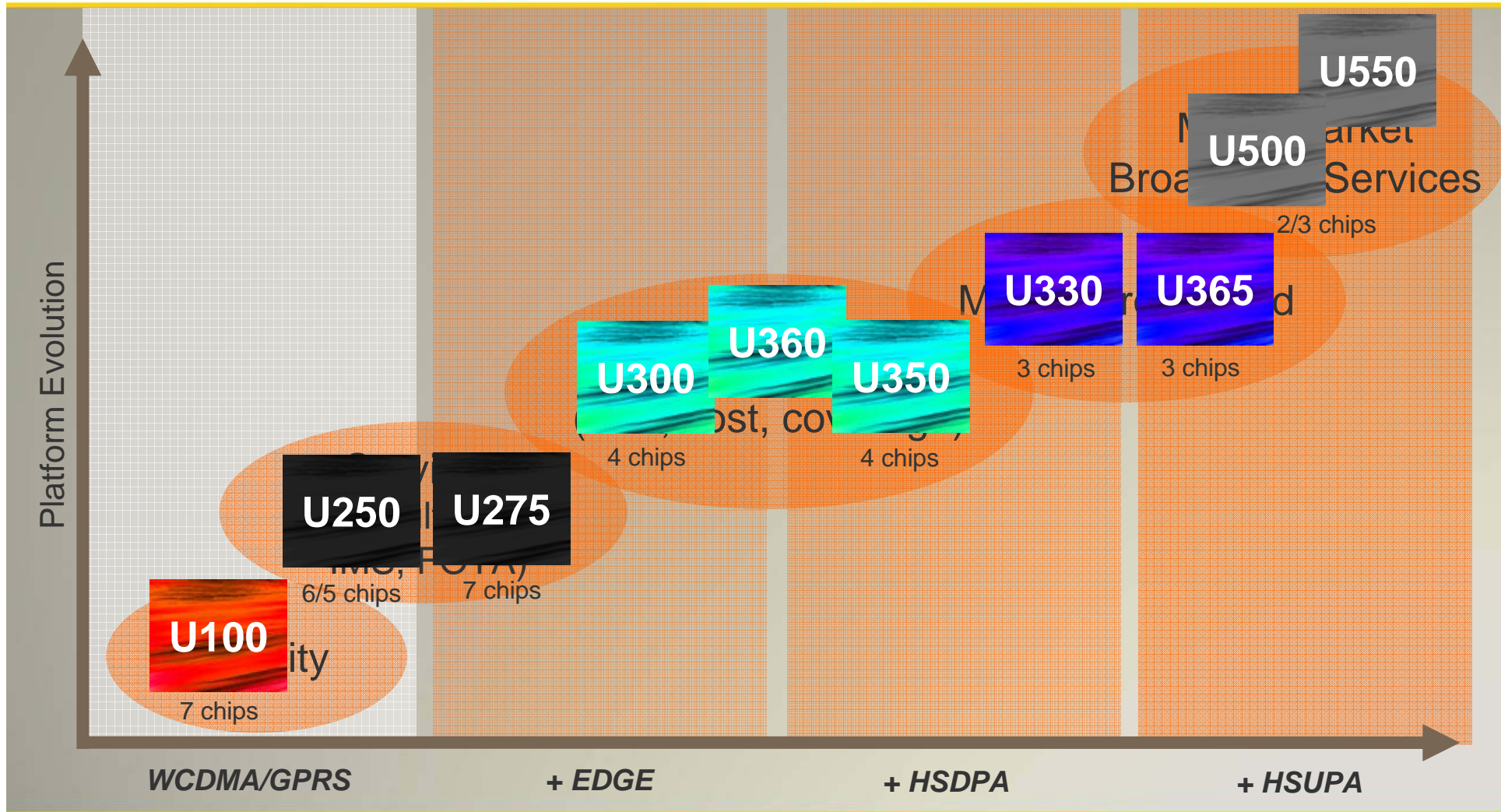
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EMP Delivers Competitive Advantage in 3G



Achieving **Higher Share** in 3G than 2G



Sony Ericsson Application Environment

OSE

Sony Ericsson's proprietary software & application suite, the basis of innovative products like the W700, W800 & W810, continue being a major volume and profit generator



Sony Ericsson Application Environment

Symbian

Still the world's best open OS, adding more products & pushing into mid-price product segment



Sony Ericsson Application Environment

EMS & ODM Partners

Working with **EMS & ODM** partners to deliver low cost phones



Total GSM/UMTS Portfolio



Brand Defining 'Hero' Products

Music

W810

Quad-band EDGE Walkman

Winner at the 1st annual
Photo Marketing Association
Cameraphone Shoot-Out,
CTIA Wireless 2006



Brand Defining 'Hero' Products

Imaging

K800/K790

3.2 mega pixel cameraphone
with autofocus & Xenon flash

Google

Blogger

PictBridge



Cyber-shot