

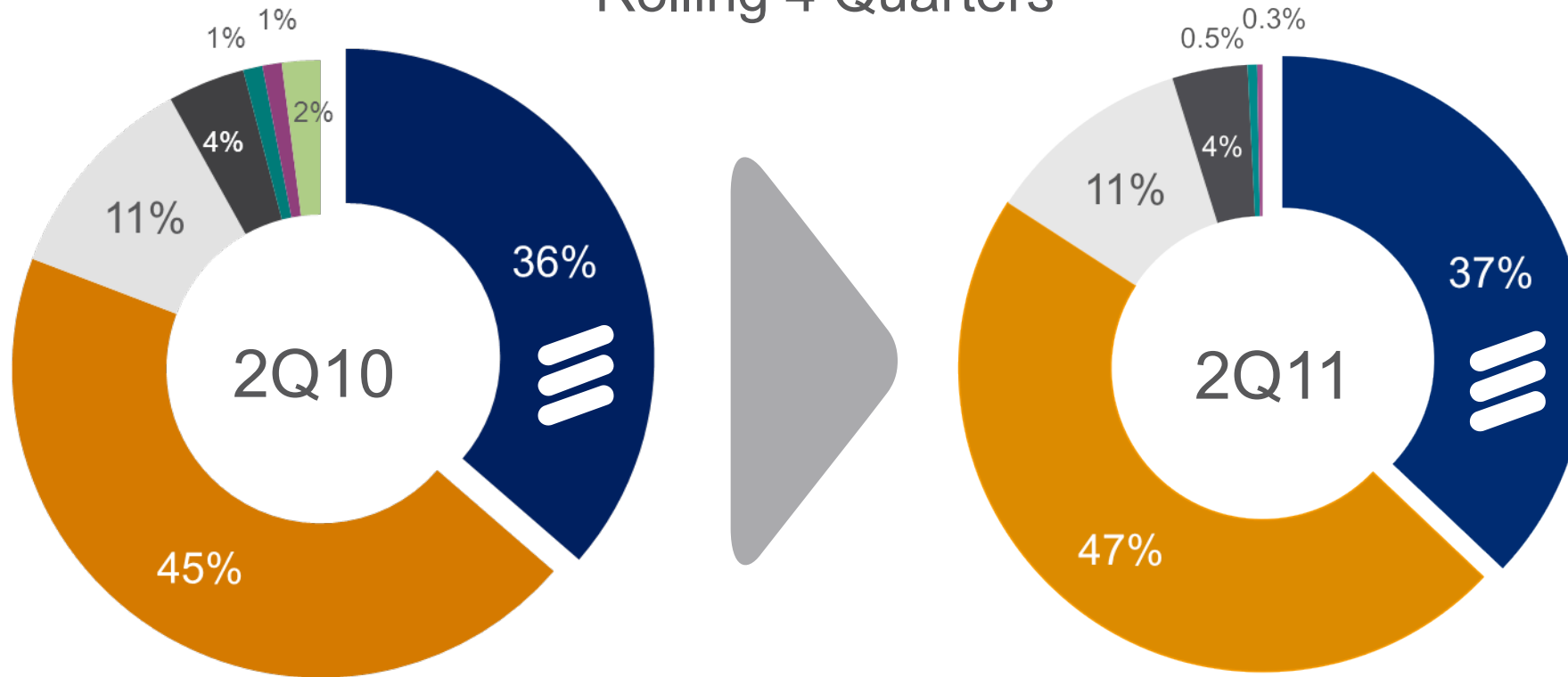


RIMA QURESHI

HEAD OF CDMA MOBILE SYSTEMS AND
SENIOR VICE PRESIDENT

NORTH AMERICA CDMA MARKET SHARE

Rolling 4 Quarters



Source: Industry and company reports; Ericsson

A well-managed acquisition

CDMA STRATEGY

Grow share of wallet
with existing customers
Data & Voice Capacity / Efficiency

Expand into
selected opportunities
Non-North American / Adjacent markets

Evolve customers to
Ericsson LTE solution
Multi-standard RBS / Path to IMS

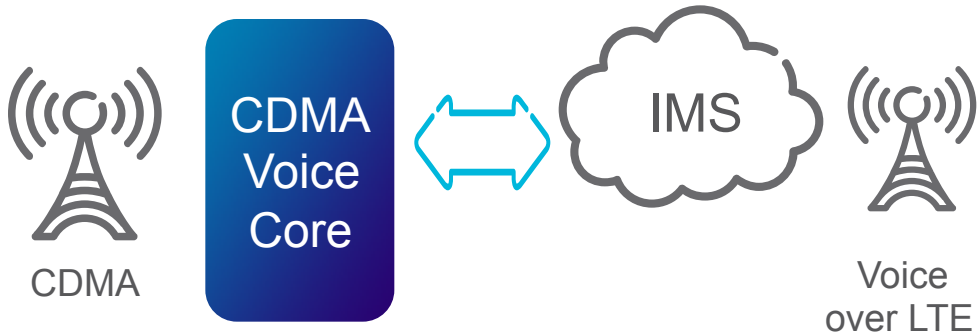
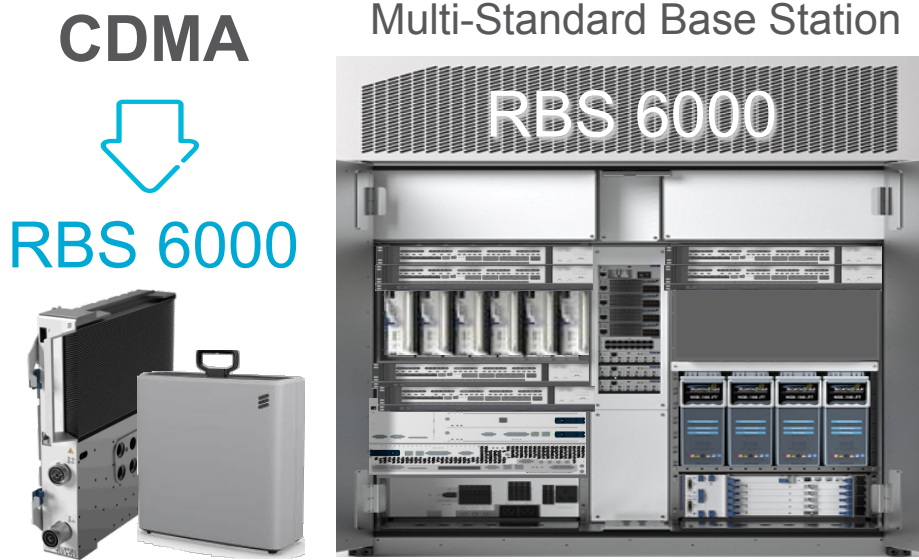


- Growth in North America
- Enabling the data explosion

- Innovating with customers
- Challenging markets

- Delivering the customers
- Common CDMA/LTE platforms

KEY INVESTMENTS TO ENABLE CDMA CUSTOMER MIGRATION TO LTE

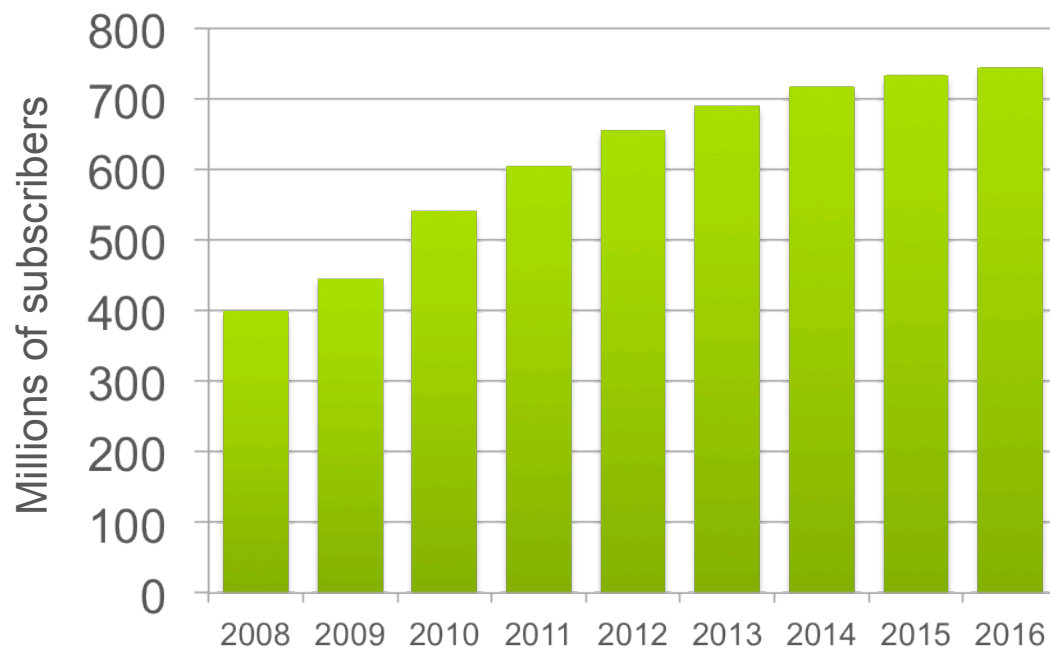


- › CDMA in RBS6000 multi-standard radio access
- › CDMA voice core interworking with IMS/VoLTE
- › Capacity and performance SW upgrades

-
- › Enable smooth migration to Ericsson LTE
 - › Maximize Ericsson platform reuse
 - › Drive scale and efficiency in R&D and Supply
 - › Customer capacity and OPEX reduction needs

CDMA MARKET DYNAMICS

Global CDMA Subscribers



Source: Ericsson

- › CDMA subscriber growth
 - Remaining growth localized in Asia
- › Continuing investments in 3G
 - Capacity: Mobile broadband explosion
 - Modernization to enable next generation networks
- › Transition is approaching
 - Operators maximizing return on installed investment

Speed of transition to LTE will impact CDMA tail

WHAT DOES THIS MEAN FOR CUSTOMERS?

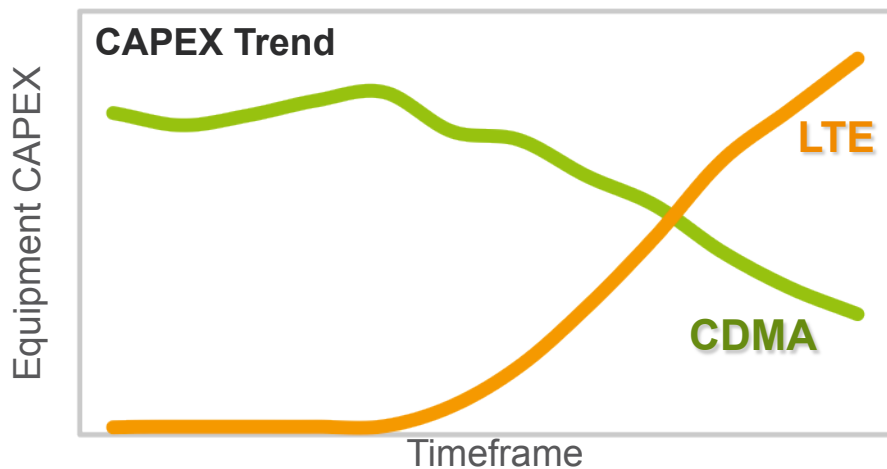
Today

Mid-term

Long-term

- 4G begins to accelerate
- Investment continues for 3G capacity and modernization
- 3G networks continue to provide majority of coverage
- 3G networks expected to perform flawlessly over their lifecycle

- CDMA spending shifts to sustaining, reconfiguration & maintenance
- Focus on network monetization opportunities (M2M, FWA, ...)
- Evolved smartphones and apps continue to stress 3G networks



Drivers of Variability:

- Availability of affordable LTE smartphones for mass adoption
- CDMA traffic continuing to be generated by dual-mode devices
- Operator introduction of 4G consumer incentive programs (based on network capacity & quality and device availability)

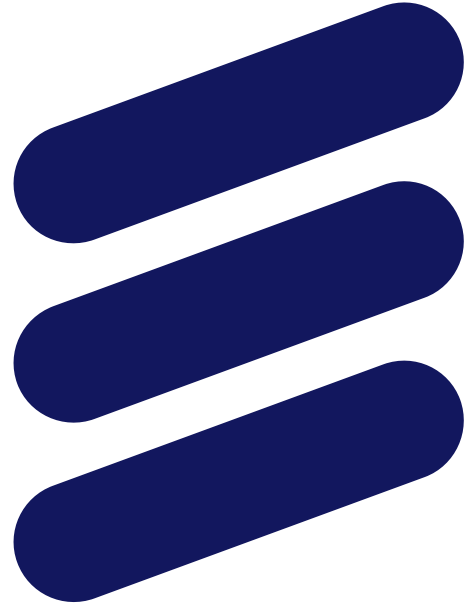
WHAT DOES THIS MEAN FOR THE CDMA BUSINESS?

1 Customer-driven investment strategy

2 Anticipating the transition

3 Business will evolve –
timing depends on market & customer

Taking proactive measures to manage the transition profitably



ERICSSON