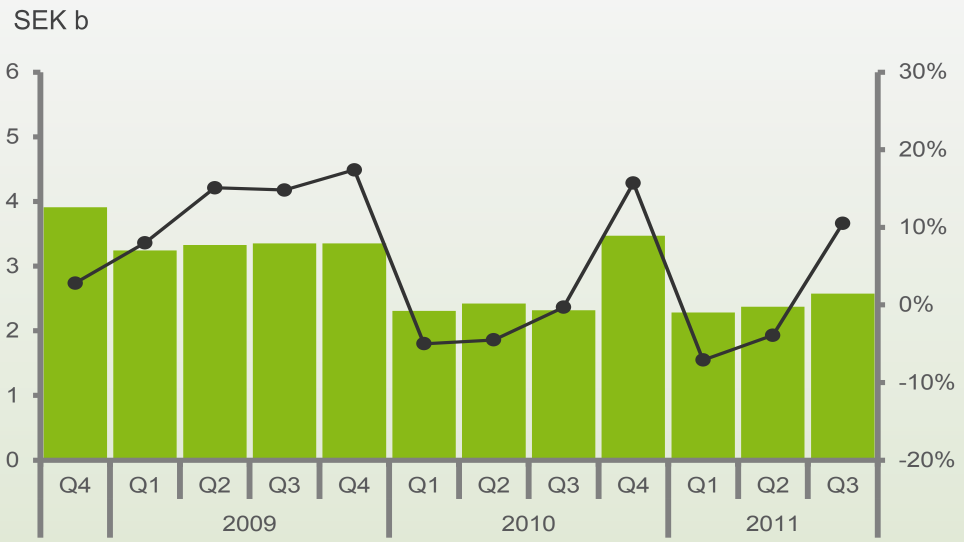
PER BORGKLINT

HEAD OF MULTIMEDIA AND SENIOR VICE PRESIDENT

MULTIMEDIA Q3

- Back to profit
- Revenue management developed favorably YoY
- TV solutions improved QoQ
  - Several IPTV contract wins in the quarter
- EBITA margin improved to +11% (0%) YoY
  - Increased volumes and efficiency program resulted in lower operating expenses
- Good traction for Charging System, 50% of our customers in the process of migrating to the latest release.
- 19 new contracts for Billing/Charging & Billing-in-One (BSCS/CBIO), Customer Management (ECMS), and Activation (EMA).
- Taiwan's largest telecom operator, Chungwa Telecom, has chosen Ericsson to replace their existing IPTV system.



EBITA margin	
3Q11	11%
3Q10	0%
2Q11	-4%

Sales	
3Q11	SEK 2.6 b
Y/Y	+11%
Q/Q	+8%

Multimedia EBITA

Multimedia sales

Numbers 2011 include restructuring charges, numbers 2008-2010 exclude restructuring charges and adjusted for divestment of mobile platforms and PBX business in 2008. Fourth quarter 2008 excl. capital gain of SEK 0.8 b for divestment of Symbian shares.

1 OSS & BSS MARKET OPPORTUNITY

2 OUR OSS & BSS STRATEGY

1 OSS & BSS MARKET OPPORTUNITY

OPERATIONS- & BUSINESS SUPPORT SYSTEMS (OSS & BSS)

End user understanding and insights
Business Intelligence

Managing end user interactions
Customer Relationship Management

Assembling and making services available to end users
Service Fulfillment

Ensuring the quality of the services offered
Service Assurance

Rating, charging and billing
Billing and Revenue Management

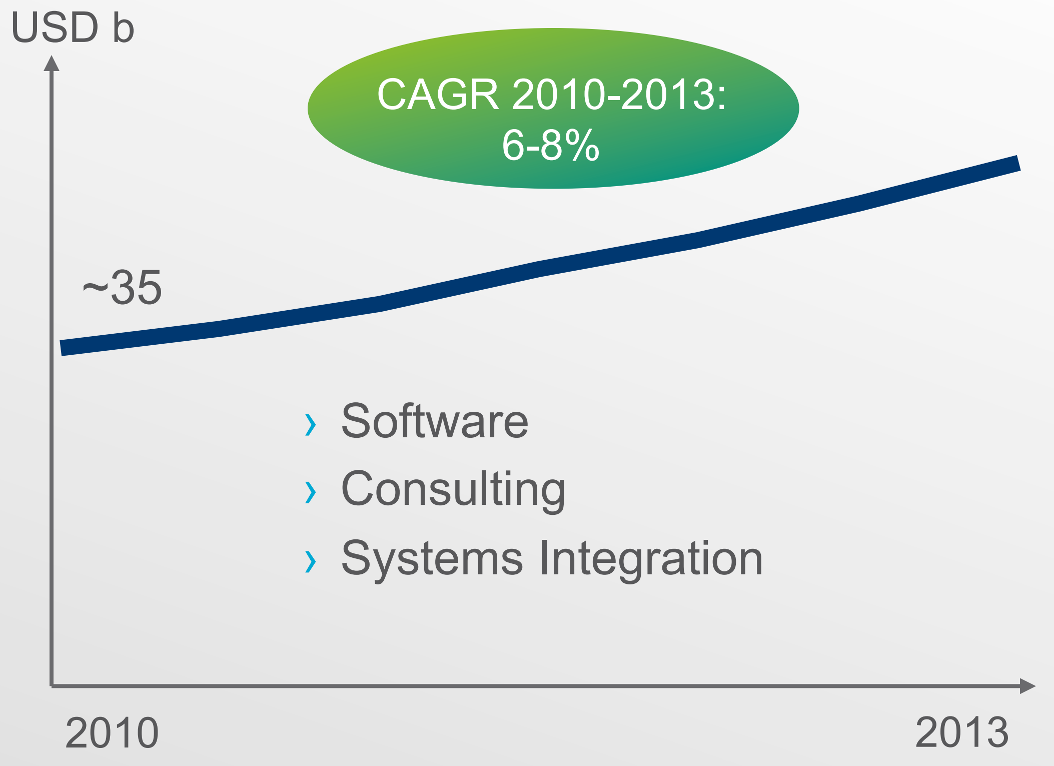
BSS
OSS

THE OSS & BSS MARKET

GROWTH DRIVERS

- END USER EXPERIENCE
- BUSINESS EFFICIENCY
- BUSINESS INNOVATION

MARKET SIZE



Excluding Managed Services and outsourced operations
(Market outlook from announcement of Telcordia acquisition June 2011)

This slide contains forward-looking statements. Actual result may be materially different.

ERICSSON

OSS & BSS MARKET PLAYERS

Business Intelligence

Microstrategy
Microsoft Dynamics
QlikView
SAS
ERICSSON
IBM
SAP
Oracle

Customer Relationship Management

Oracle Siebel
Convergys
SAP
Genesys
Microsoft
ERICSSON
ZTE
Amdocs
AsiaInfo Linkage
Huawei

Billing and Revenue Management

Oracle
Amdocs
Nokia-Siemens
Comverse
ERICSSON
Convergys
Alcatel-Lucent
CSG
Huawei
ZTE

Service Fulfillment

Telcordia
ERICSSON
NetCracker
Oracle
Sigma Systems
Comptel

Service Assurance

bmcsoftware
ERICSSON
Telcordia
IBM
ca technologies
Tektronix
hp
TIBCO
InfoVista
Tekelec

Top 20 players have approximately 55% of the market

2 OUR OSS & BSS STRATEGY

OSS & BSS PORTFOLIO DEVELOPMENT

HW/SW Decoupling

Making the software solutions independent of what hardware it is run on

SW module-based architecture

Make our products even more configurable and flexible to integrate, by packaging them into smaller, well-defined components

Cloudify

Make all our products ready for deployment into any type of cloud environment

THE OSS & BSS BUSINESS

Transformation sales

Simplification and consolidation of processes, operations, systems, platforms.

Key components:
- SW solutions
- Consulting
- Systems Integration

18-36 months project

Avgerage value: USD 5-75 m. + upselling

SW: 25-40%
Consulting & Systems Integration: 60-75%

Product sales

Mainly expansions and upgrades, e.g. upgrading from Ericsson Charging System 4 to 5

Key components:
- SW solutions
- Systems Integration

1-12 months project

Avgerage value: USD 2-10 m. + upselling

SW: 70-90%
Systems Integration: 10-30%

ERICSSON COMPETITIVE ADVANTAGES

Holistic operator perspective

- All – from device, through network and support systems – determines the user experience.
- Ericsson combines competence and capabilities in telecom network, OSS & BSS and managing operators' operations.

True real-time competence

- Real-time is key for user experience.
- Ericsson the clear market leader in real-time solutions.

Configurable product approach

- Agility and scalability is fundamental for operator competitiveness
- Ericsson provides configurable software products based on architectural principles instead of customization

Flexible engagement model

- Every customers' situation and need is different.
- Ericsson can act as a solution partner, a transformation partner, and an outsourcing partner.

Large installed base – 1.3 b. end users charged and billed by Ericsson solutions

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ERICSSON AND TELCORDIA

ERICSSON

- Mobile domain excellence
- Service capabilities
- Leadership in Charging & Billing
- Global presence

Telcordia

- Good customer footprint
- Leading Service Fulfillment and Service Assurance
- Strong presence in North America

- The leader in Service Fulfillment, Network Optimization and Service Assurance
- Leading position in charging and billing
- Significant capabilities to support efficient operations end-to-end
- Strong multi-vendor capabilities

Strong partner for OSS/BSS modernization and transformation

SUMMARY

- USD 35 b. market with strong growth
  - Market driven by user demands and operator needs for efficiency and innovation
  - Becoming increasingly important and complex with the 50 b. connected devices
  - Highly fragmented market
- Competetive advantages
  - Holistic operator perspective
  - True real-time competence
  - Configurable product approach
  - Flexible engagement model

Aspiring to the leading position in the OSS & BSS market

ERICSSON