



HANS VESTBERG

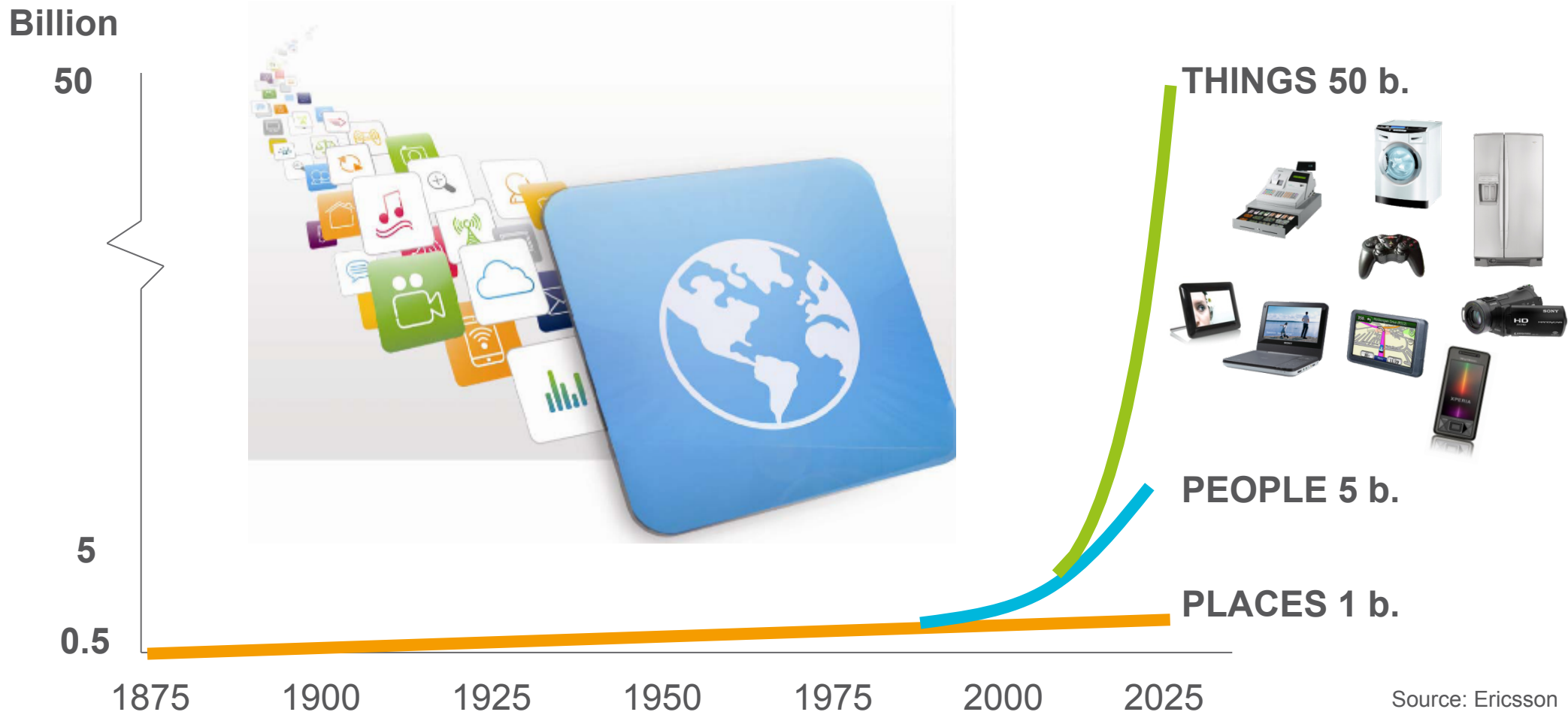
PRESIDENT AND CEO

- 1 MARKET OPPORTUNITY
- 2 LEADING INDUSTRY POSITION
- 3 IPR STRATEGY



1 MARKET OPPORTUNITY

TOWARDS THE NETWORKED SOCIETY



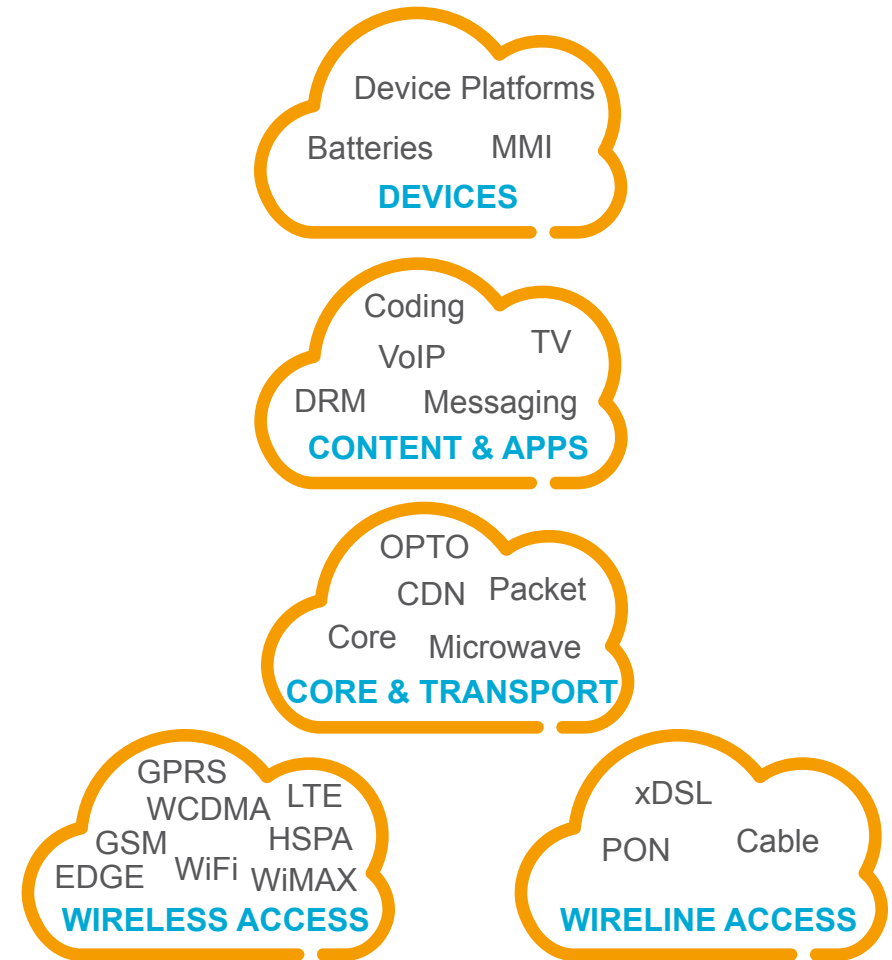
Any company using cellular connectivity needs a license to Ericsson's patents



2 LEADING INDUSTRY POSITION

INDUSTRY'S STRONGEST WIRELESS IPR PORTFOLIO

- › 27,000 granted patents covering a wide range of technologies and the whole ICT value chain
- › Largest number of essential patents in wireless
 - 2G (GSM/EDGE): strong portfolio of essential patents
 - 3G (WCDMA/HSPA): #1 holder of essential patents
 - 4G (LTE): #1 holder with ~25% of essential patents
- › Established licensing program across the whole portfolio



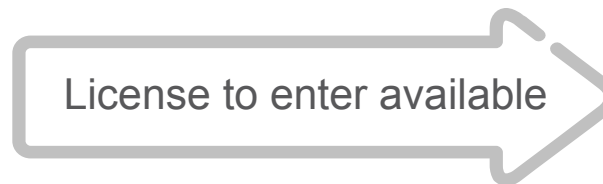
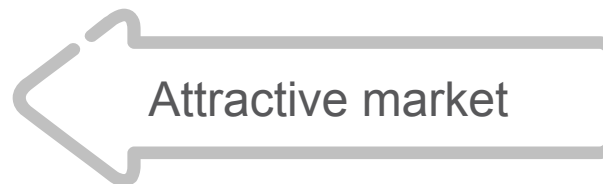
NET RECEIVER WITH +90 LICENSE AGREEMENTS

INDUSTRY ECOSYSTEM

Operators

Infrastructure

Devices



POTENTIAL NEW ENTRANTS

New device and equipment manufacturers



Other industries

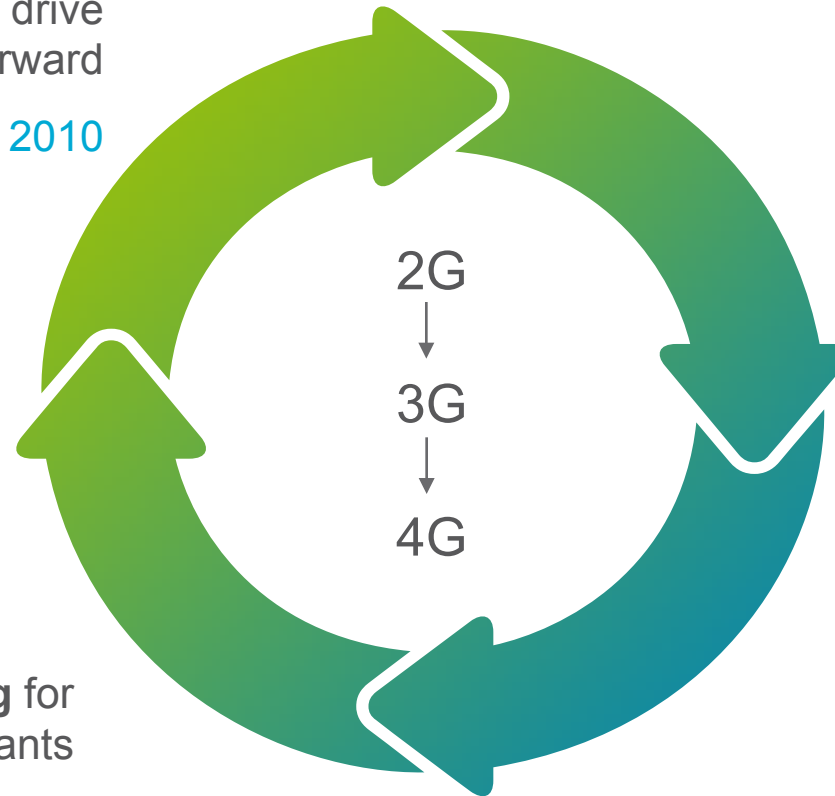


- › More than 90 license agreements
 - Telecom equipment, handsets, tablets and other devices
 - Ericsson equipment is well-licensed, protecting our customers
 - Net receiver of royalties

ERICSSON DRIVING THE ECOSYSTEM

Heavy R&D investment to drive the market forward

SEK 30 b in R&D investment 2010



Creating **industry open standards** (common requirements, concurrent research, sharing results)

Key contributor for 3GPP standards

Fair and reasonable **licensing** for new entrants

IPR revenues—fair return on R&D

Consensus **selection of best solution** (basis for winning essential patents)

27,000 granted patents worldwide (largest holder of LTE essential patents)

3 IPR STRATEGY

IPR STRATEGY



GROW IPR LICENSING REVENUES

- Enforce wireless royalties
- Generate value from the whole patent portfolio
- Licensing to 50 b connected devices



DEFENSIVE VALUE

Cross-license (i.e., protection for Ericsson's infrastructure)

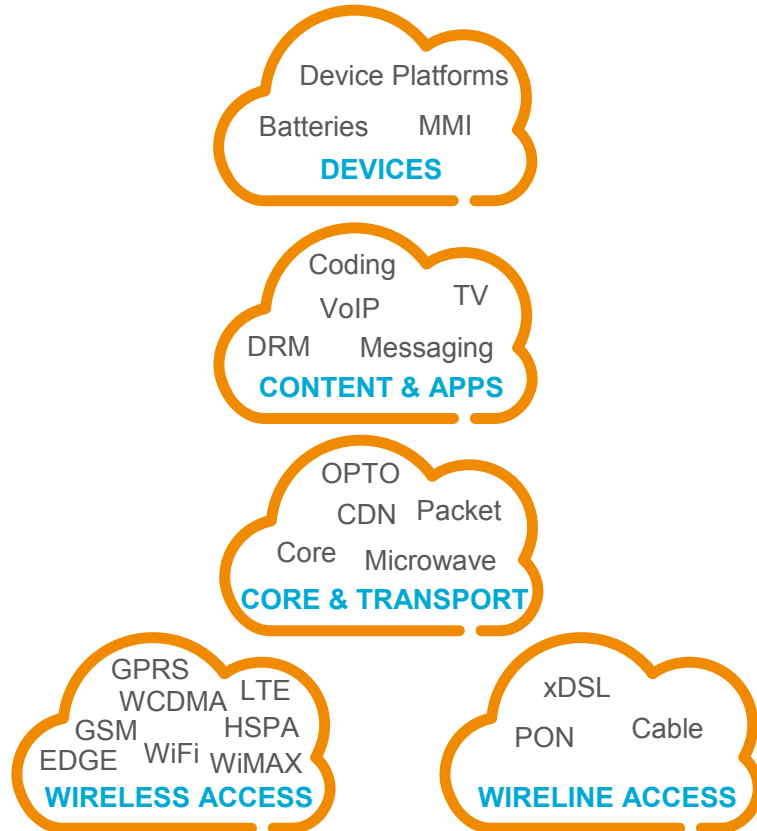
Note:

*Difference between IPR revenues and reported license revenues for 2006-2009 related to EMP revenues.

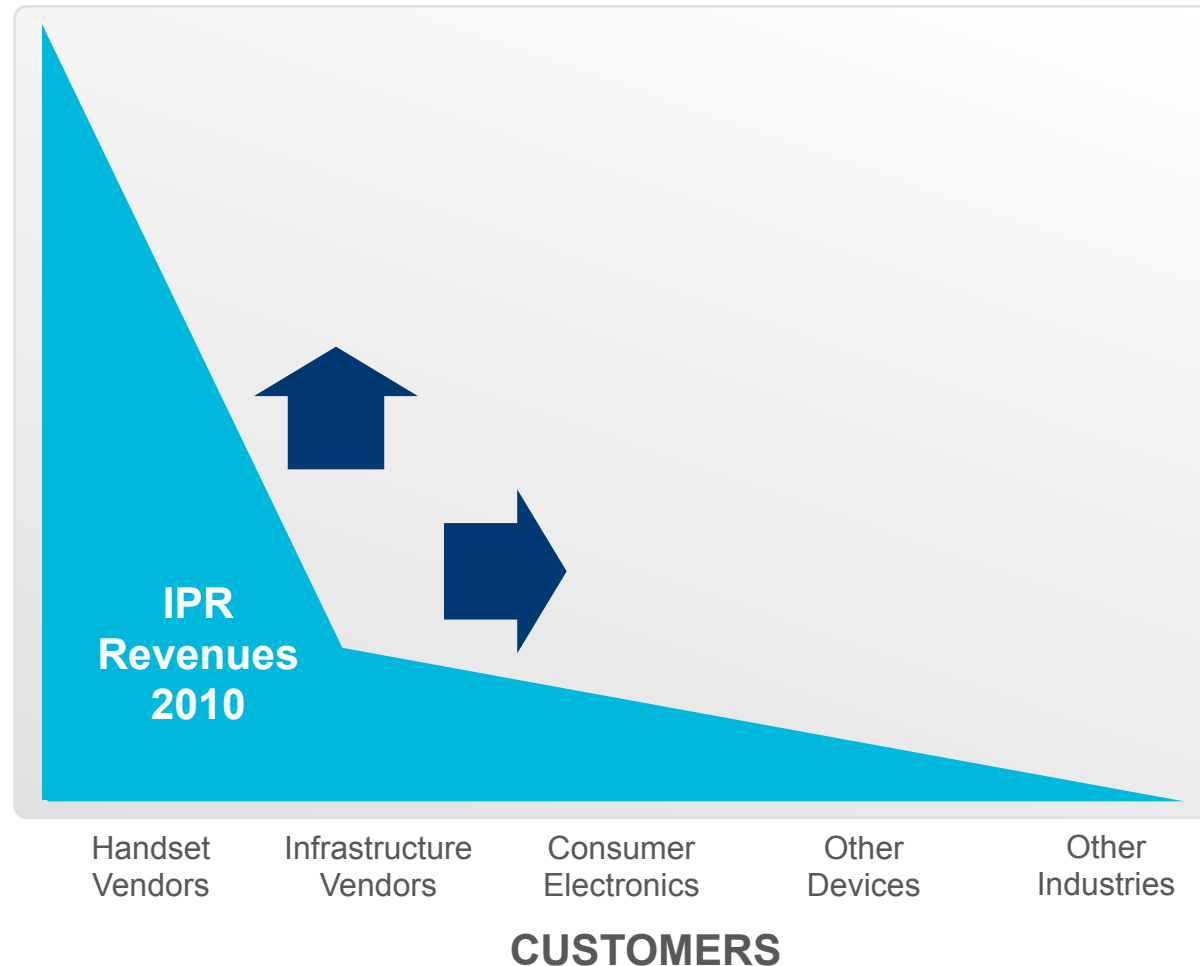
** Revenues in 2008 also include one-off sale of patents.

EXPANDING FROM STRONG POSITION IN WIRELESS

IPR PORTFOLIO

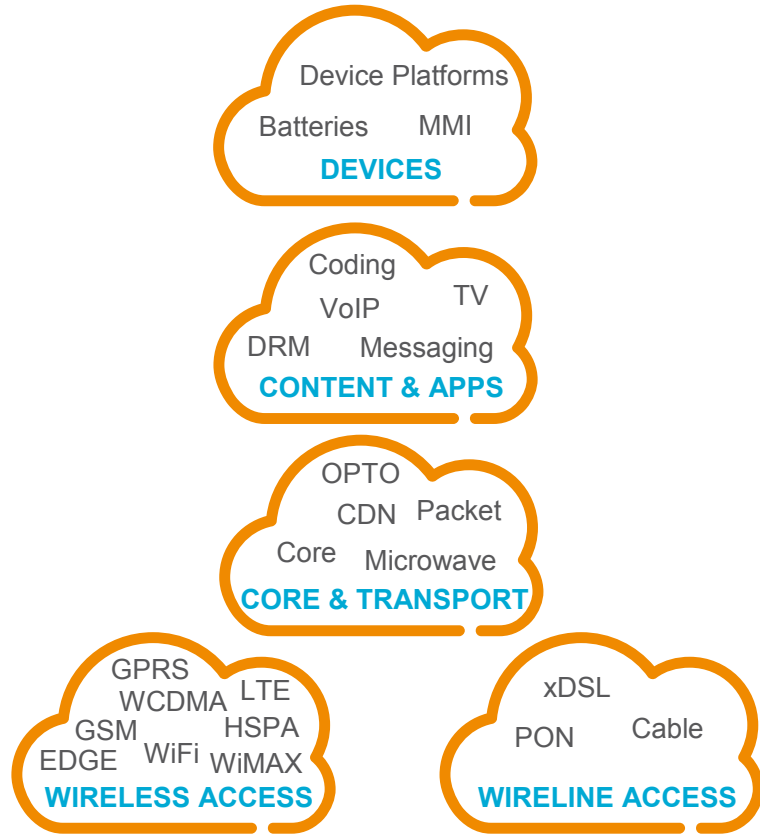


EXPANDING IPR REVENUES (ILLUSTRATIVE)

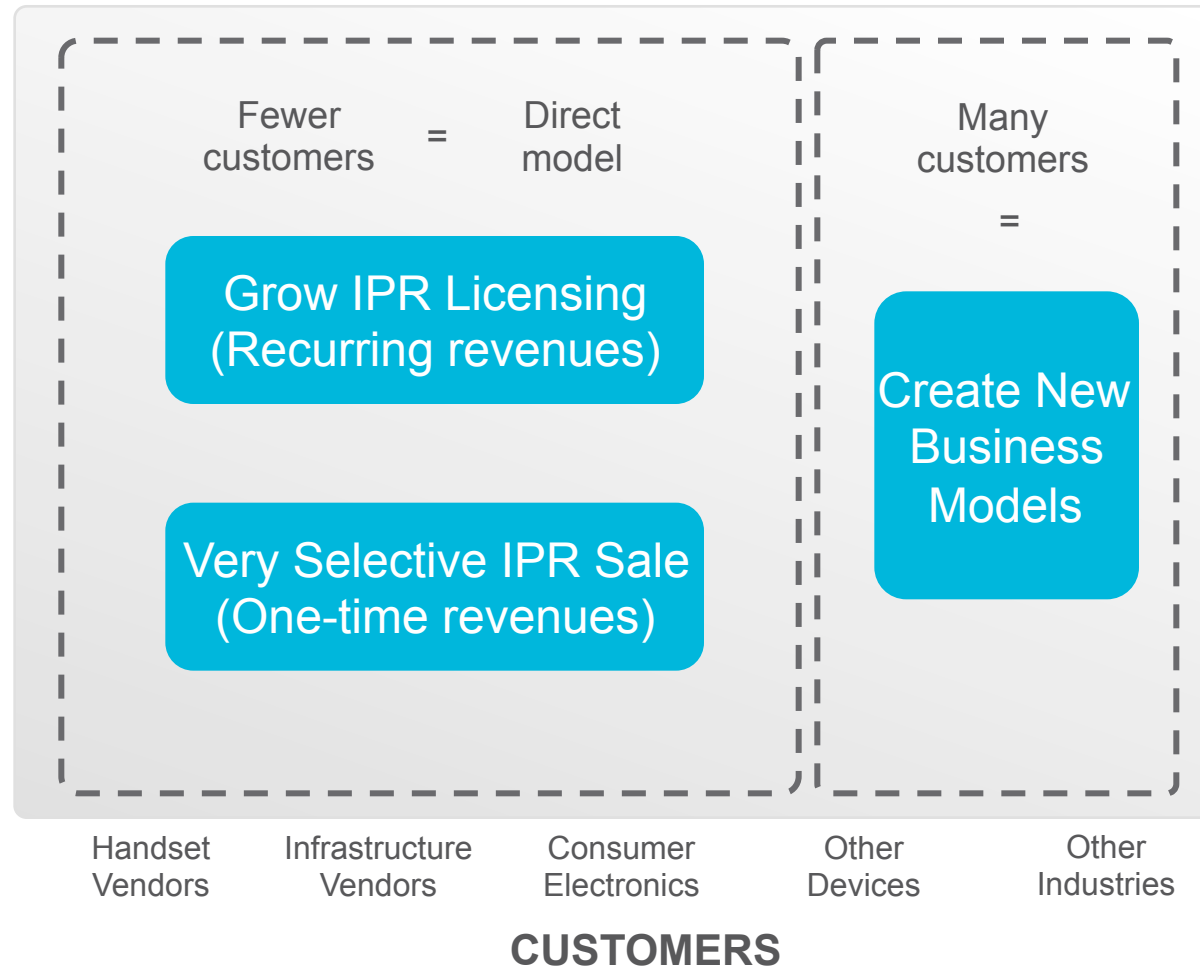


CAPITALIZING ON THE PATENT PORTFOLIO

IPR PORTFOLIO



BUSINESS MODELS FOR IPRs (ILLUSTRATIVE)



SUMMARY

Shared technology approach driving wireless industry growth

Ericsson world leader in wireless patents (27,000 patents)

IPR: strategic asset for Ericsson in a networked society

Strategy focused on further capitalizing on IPR assets



ERICSSON