

PARIS SAINT-GERMAIN ANNOUNCES DIGITAL EXPERIENCE PARTNERSHIP WITH ERICSSON

- Ericsson will provide football club Paris Saint-Germain with a range of solutions and services that will transform the digital experience for fans, players and support staff
- This will include a sports performance information system, a digital experience backend system, and technology consulting and innovation services
- Together with Paris Saint-Germain's staff, Ericsson will ensure that the international club becomes one of the most technologically advanced

In a press conference held at the iconic Parc des Princes stadium today, Paris Saint-Germain and Ericsson (NASDAQ: ERIC) announced their official partnership, focused on building the new digital experience of the Parisian club. With Ericsson's expertise, the club will become one of the leaders of sports technology.



From left to right: Frederic Longu  p  e, Deputy General Manager at Paris Saint-Germain, Patrick Kluivert, Director of Football at Paris Saint-Germain, Helena Norrman, Senior Vice President and Chief Marketing and Communications Officer at Ericsson, Franck Bouetard, Head of Ericsson France, and Boris Serapian, Chief Information Officer at Paris Saint-Germain

PRESS RELEASE

November 16, 2016



Under the terms of the four-year agreement, Ericsson will become an Official Partner and provide Paris Saint-Germain with a range of solutions and services that will transform the digital experience for fans, players and support staff alike. Ericsson will provide Paris Saint-Germain with three main types of support: a sports performance information system; a digital experience backend system; and technology consulting and innovation services.

This partnership will allow Ericsson to showcase its digital know-how and engage with football fans globally thanks to the club's growing international footprint.

Frédéric Longuépée, Paris Saint-Germain Deputy General Manager, says: "We are delighted to welcome Ericsson to the Paris Saint-Germain family. One of our aims as a club is to become one of the top sports franchises in the world, and digital transformation is clearly a key priority. We are confident signing with Ericsson represents a major step forward. We aim to make the most from existing and future technology to further enrich the experience of all the club's stakeholders."

Helena Norrman, Senior Vice President and Chief Marketing and Communications Officer, says: "We are very excited with this agreement that will both help Paris Saint-Germain to improve its sports performance and its fan experience, as well as allow Ericsson to show its technological leadership. Together with Paris Saint-Germain's staff, we will ensure that one of the most successful football clubs is also one of the most technologically advanced."

Ericsson will create, operate and manage a sports performance information system as a service for Paris Saint-Germain. The information system will consist of a centrally managed data storage platform that stores, manages and controls data captured from all of Paris Saint-Germain's sports-related businesses.

Secondly, Ericsson will create, operate and manage a digital experience backend system which will be the single point of access to data and services required by all of Paris Saint-Germain's digital platforms, including its web site, mobile apps, onsite fan experience solution, and in-stadium big screens and monitors.

Thirdly, Ericsson will provide Paris Saint-Germain with technology consulting and innovation services. A joint team of Ericsson and Paris Saint-Germain staff will analyze and define new solutions, innovations and improvements.

NOTES TO EDITORS

For more information including high-resolution photos regarding this deal, please visit www.ericsson.com/psg

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major

PRESS RELEASE

November 16, 2016



telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

www.ericsson.com

www.ericsson.com/news

www.twitter.com/ericssonpress

www.facebook.com/ericsson

www.youtube.com/ericsson

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com