
CABLE TV PROVIDER UPC POLAND SELECTS ERICSSON FOR FIELD MAINTENANCE MANAGED SERVICES & TRANSFORMATION

- Ericsson to assume responsibility for field maintenance, network quality and operational efficiency in UPC Poland's network
- Deal represents Ericsson's first cable managed services contract in Poland

Ericsson (NASDAQ: ERIC) has signed a managed services agreement with UPC Poland, the country's largest provider of digital cable TV and broadband services.

Ericsson will assume responsibility for field maintenance in UPC Poland's network and for delivering continuous improvements in network quality and operational efficiency. Ericsson will also drive preventive and corrective maintenance activities with a focus on process optimization. The five-year agreement will be effective from April 1, 2016. The deal represents Ericsson's first cable managed services contract in Poland.

Severina Pascu, CEO Central and Eastern Europe, Liberty Global, says: "The expansion of infrastructure is our strategic priority, which will enable UPC Poland to significantly increase its scale of operations and investments aimed at advancing of the quality of digital services. Teaming up with Ericsson will facilitate further dynamic growth of the company, providing superior experience to our customers in the ever changing digital world, and a further career development in a stable, international organization for those UPC team members, who will start their employment at Ericsson".

Jean-Claude Geha, Vice President, and Head of Managed Services globally at Ericsson says: "Liberty Global has been at the forefront of technological innovation in high-speed broadband and interactive digital television for decades. The contracts in Poland and Hungary are in line with our strategy to expand Ericsson's Managed Services offering to cable providers. We are committed to enabling cable providers like UPC maintain superior customer experience in the ever changing digital world."

In September 2015, Ericsson announced a similar contract with UPC Hungary. In addition, Ericsson is the exclusive metadata provider for UPC parent company Liberty Global's digital TV platforms in multiple European countries. Every year, Ericsson distributes more than 2.7 million hours of programming in more than 90 languages for more than 500 TV channels. At

the same time, Ericsson manages networks that serve 1 billion subscribers worldwide. UPC Poland is the largest cable television operator in Poland. UPC Poland provides digital TV, broadband internet, and digital (VoIP) telephony services for 3 million households (1.4 million individual and corporate customers). UPC Poland is a Liberty Global Group Company (NASDAQ: LBTYA).

NOTES TO EDITORS

[Managed Services press backgrounder](#)
[Ericsson ConsumerLab TV & Media Report 2015](#)

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 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

PRESS RELEASE
FEBRUARY 29, 2016



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