
ERICSSON AND CISCO PARTNER TO CREATE NEXT-GENERATION NETWORK FOR 3 ITALIA

- Ericsson and Cisco to support transformation of 3 Italia's mobile IP backbone network
- Transformation positions 3 Italia to meet increasing data traffic demands, deliver high-quality customer experiences
- Ericsson and Cisco signed global business and technology partnership in November 2015

Ericsson (NASDAQ: ERIC) has been selected by telecommunications operator 3 Italia to transform its mobile IP backbone network. As part of this project Ericsson and Cisco will deploy and integrate a variety of technologies and services.

As a result, 3 Italia's network capacity will be expanded and data throughput will be significantly increased. This positions the operator to meet increasing data traffic demands from subscribers and to deliver high-quality customer experiences.

Ericsson and Cisco will deliver their state-of-the-art-router-technology with a highly scalable, consolidated platform that enables personalized services for both fixed and mobile users. The proposed architecture for 3 Italia also includes Cisco's Firepower 9300, a security appliance that protects the mobile packet core to improve both performance and service stability.

Nunzio Mirtillo, Head of Region Mediterranean, Ericsson, says: "We are very pleased to build on our long-standing relationship with 3 Italia, whereby Ericsson has managed the operator's network and IT environments for more than a decade. By leveraging complementary capabilities from Ericsson and Cisco, we are paving the way for 5G, meeting increasing consumer and data traffic demands."

Scot Gardner, Vice President, Europe, Middle East, and Africa, Cisco Systems says: "We are honored to be a part of 3 Italia's network transformation and, in our collaboration with Ericsson, assist them in not only keeping up with their customers' increasing demand for their services but also surpass their expectations for quality as well."

3 Italia, a CK Hutchison company, offers a wide range of mobile communication services and fast Internet connection to over 10 million customers in Italy. 3 Italia operates a HSPA/HSPA+ network that covers over 97 percent of Italian population. In 2012 the operator also launched LTE services.

Ericsson and Cisco – two industry leaders in the development and delivery of networking, mobility, and cloud – formed a global business and technology partnership in November 2015 to create the networks of the future. The partnership offers customers the best of both companies: routing, data center, networking, cloud, mobility, management and control, and global services capabilities. The next-generation strategic partnership will drive growth, accelerate innovation, and speed digital transformation demanded by customers across industries. Please note that the Cisco-Ericsson partnership is effective worldwide, except for Brazil. A separate partnership has been created specifically for Brazil, but that project is still subject to regulatory approval.

NOTES TO EDITORS

[Ericsson at Mobile World Congress 2016](#)

During Mobile World Congress 2016 in Barcelona, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities. We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society.

Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

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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

PRESS RELEASE
FEBRUARY 23, 2016



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.

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