
BRAZILIAN INSURANCE COMPANY LAUNCHES LATEST LTE SERVICES WITH ERICSSON

- Brazilian insurance company Porto Seguro has updated its mobile virtual operator network to enable LTE data services and prepare for future VoLTE services
- Contract includes Ericsson Evolved Packet Core, IP Multimedia Subsystem, and Business Support Systems, as well as services to install, support, and manage the network for three years

One of Brazil's largest insurance companies, Porto Seguro, has turned to Ericsson (NASDAQ:ERIC) to upgrade its operator network to bring subscribers the latest in communications capabilities. Its mobile virtual network operator (MVNO) Porto Seguro Conecta was established in 2012. Initially, its operations were solely concentrated on communication between machine-to-machine devices, though these were expanded in 2013 to offer data and voice services to subscribers. This is an example of the transformative effect that ICT can have on other industries.

Porto Seguro Conecta's mobile network is used by 297,000 subscribers across Brazil. With this contract, the service offering to subscribers will expand to include LTE, the world's fastest commercial mobile broadband technology, and will be able to support Voice over LTE when launched. Ericsson will provide the operator with the latest software upgrades to ensure a high performing network. The contract includes the Ericsson Evolved Packet Core, IP Multimedia Subsystem, Business Support Systems, on-site operations, and customer support.

Tiago Galli, General Manager of Porto Seguro Conecta, says: "The end-to-end portfolio of hardware and software, along with services that allow us to focus on our subscribers, convinced us that Ericsson is the right partner for us in this transformation. By the end of 2015, our subscribers will have access not only to the best voice services that allow unlimited talk and texting to any carrier; they will also be able to browse and navigate using the fastest data connections available today."

Clayton Cruz, Vice President, Latin America & Caribbean, Ericsson, says: "This is our first contract with Porto Seguro Conecta, but it is a continuation of our relationship with their network partners. As Brazilians are expressing a need to upgrade connection services, our Evolved Packet Core, IMS, and software upgrades will meet our customers' demands."

For the next three years, Ericsson will provide customer support and managed services to the MVNO. The network is expected to be launched by the end of 2015.



PRESS RELEASE

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In [Liberation from Location: Country Report Brazil](#), Ericsson ConsumerLab concluded that Brazilians have a high need for connectivity. Around 53 percent of consumers in the country rated the need to remain updated as “highly important.” Additionally, 20 percent of 2G consumers want to upgrade to 4G, while around 37 percent of 3G consumers want to do the same.

NOTES TO EDITORS

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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 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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