OOREDOO AND ERICSSON LAUNCHES M2M PLATFORM IN INDONESIA

Cloud-based Technology to Realise the Future of Smart Cities

- Adoption of Machine-to-Machine (M2M) solutions by various industries will be a driving force for tremendous growth of Internet of Things (IoT)/M2M technology
- Indonesia first of four markets to launch; Qatar, Algeria and Tunisia scheduled to follow

Ooredoo's Indosat and Ericsson (NASDAQ: ERIC) has launched a cloud-based Machine-to-Machine (M2M) platform in Indonesia. The platform, Ericsson Device Connection Platform (DCP), uses innovative technologies suited to developing markets, which create connected solutions to existing problems. Indosat is the first member of Ooredoo Group to launch this M2M platform with Qatar, Algeria and Tunisia scheduled to follow this year.

Dr Nasser Marafih, Group CEO, Ooredoo, says: "We are proud to offer this cutting-edge technology solution. Our cloud-based M2M service delivers a higher, faster level of support and more agile service for business customers. This launch is the first in a series of group-wide innovations that will deliver better results for businesses. Additionally the platform will play a key role in speeding up the implementation of smart city technologies, supporting our customer's Connected Lives and helping develop smarter economies, smarter infrastructure, smarter environments and smarter governance in the markets that we operate."

In 2020, it is predicted that there will be 50 billion connected devices around the world, enabled through the growing use of IoT/M2M communication. In Indonesia, IoT/M2M technology will drive business growth in sectors such as banking, transportation, energy, and public services through smart city. To contribute to this growth Indosat has a clear strategy and focus as well as an extensive range of IoT/M2M products and services from connectivity, managed connectivity and end-to-end solutions that are relevant and beneficial for businesses, government and consumer society.

Alexander Rusli, President Director & CEO, Indosat, says: "One of Indosat's missions is to provide products and services which enhance the quality of the communities we operate in. Our commitment extends further to promise delivery of the best business customer experience through these services. By partnering to provide best M2M products and solutions we have realized one of our missions and commitments here in Indonesia."

Thomas Jul, Head of Ericsson Indonesia and Timor Leste, says: "M2M will enable the full potential of our vision of the Networked Society, where everything that benefit for being connected will be connected. With Indosat we will explore the opportunities that will arise with M2M and empower people, business and society in Indonesia."

IoT/M2M platforms are increasingly important and today offer businesses, government and individuals countless end-to-end solutions. They enable the management of business processes around the full lifecycle of the device starting from the factory, including logistics, day-to-day usage and retirement, support of Business-to-Business (B2B) processes such as procurement, billing/charging, and even Business-to-Consumer (B2C) processes such as retail towards consumers. They enable real time monitoring of IoT/M2M traffic, including volume and advanced diagnostics, they also support fraud detection features, including the ability to set traffic caps and issue various reports. Online ordering and trouble ticketing functions increase operational efficiency. The API offered allows customers to integrate their back end systems and processes with M2M Platform to access its data and capabilities.

With the launch of this innovative IoT/M2M service in partnership with Ericsson, Ooredoo demonstrates the company's commitment to using its bigger, faster network to provide next-generation services to customers across its footprint. Ooredoo is already working with a number of leading organizations to support the development of smart cities, and has signed a strategic alliance with KT Corporation of Korea to introduce new concepts and innovations.

NOTES TO EDITORS

About Ooredoo Group
Ooredoo is a leading international communications company delivering mobile, fixed, broadband internet and corporate managed services tailored to the needs of consumers and businesses across markets in South East Asia, the Middle East, and North Africa. As a community-focused company, Ooredoo is guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential. The company was named "Best Mobile Operator of the Year" at the World Communication Awards 2013.

The company reported revenues of US$9.3 billion in 2013 and had a consolidated global customer base of more than 95 million people as of 31 December 2013.

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About Indosat
Indosat is the leading telecommunication and information operator in Indonesia that provides cellular services, fixed line, data communications and internet (MIDI). In the third quarter of 2014, the company has 54.2 million mobile subscribers through a variety of brands, among others; IM3, Mentari and Matrix. Indosat operates international direct dialing (IDD) through the access codes 001, 008 and Flatcall 01016. The company also offers corporate and SME

solutions namely Indosat Business that supported by integrated telecommunications network throughout Indonesia as well as satellite services via satellite Palapa-D. Indosat also has a very broad digital services program including a dedicated digital services unit (www.indosat.com/digital), Indonesia's first innovation competition IWIC (Indosat Wireless Innovation Contest) and Indonesia's leading startup incubator Ideabox (www.ideabox.co.id). Indosat is a subsidiary of the Ooredoo Group. Indosat's shares are listed on the Indonesia Stock Exchange (IDX: ISAT).

About Ericsson

Download high-resolution photos and broadcast-quality video at 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 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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