
ZAIN KUWAIT SELECTS ERICSSON FOR TRANSFORMATION PROJECT TO IMPROVE CUSTOMER EXPERIENCE

- Ericsson to implement a full Business Support System transformation, allowing for flexibility, innovation and faster time-to-market
- Zain Kuwait customers will benefit from real-time spending control and single invoice for all services
- Ericsson to deploy parts of its Agility Suite and will be prime integrator

Ericsson (NASDAQ: ERIC) has been awarded the entire Business Support Systems (BSS) transformation project for Zain Kuwait. The agreement covers a wide range of products, solutions and system integration services, which will prepare Zain for the opportunities of the Networked Society.

With Ericsson's solutions, all Zain customers will be able to benefit from the advantages of a fully integrated and convergent environment with higher level of flexibility and shorter time-to-market for new and updated offerings. Customers will experience enhanced billing flexibility, single bill and capabilities to try out new services, without facing unexpected costs at the end of the month.

This project marks the second phase of Ericsson's partnership with Zain Kuwait. In November 2014, Ericsson successfully completed the implementation of its Charging System, Multi Activation, Multi Mediation and integration layer for Zain Kuwait.

Omar Al Omar , CEO of Zain Kuwait, says: "Ericsson is a leader in BSS transformation processes and its best-of-suite BSS solutions deliver efficient, innovative, and user-oriented business systems. We are confident in Ericsson's ability to help Zain Kuwait streamline operations, reduce costs, and provide the best possible overall customer experience – in real time."

Rafiah Ibrahim, President Ericsson Region Middle East and East Africa, says: "We are pleased to further strengthen our partnership with Zain Kuwait. Through our BSS transformation project, we aim to help Zain Kuwait consolidate its systems, optimize services, accelerate processes, and decrease costs. Simply put, our mission is to empower organizations to ensure superior results and achieve new heights of success."

PRESS RELEASE

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During Mobile World Congress 2015 in Barcelona, Spain, Ericsson is showing world-leading technology, service capabilities, and innovations. The Networked Society is transforming entire industries. ICT tools have become fundamental everyday resources for businesses, people and society. We lead the way with hardware, services and software solutions that drive development in mobility, broadband and cloud, creating the foundation for new eco-systems, and transformation across industries. The change that transformation brings is in the hands of everyone. That is why we at Mobile World Congress this year will talk about how we enable change-makers in the Networked Society to advance digital experiences.

You can find us at MWC in Hall 2, Stand 2N60. Follow us during the event using @Ericsson and join the discussion using #MWC15. Insights from our experts and Networked Society evangelists are also published on our blog during the event.

NOTES TO EDITORS

About Zain Kuwait

Zain Kuwait is the flagship and most profitable operation of Zain Group, a leading telecommunications operator across the Middle East and Africa providing mobile voice and data services to over 44.3 million active customers as of 31 December, 2014. With a commercial presence in 8 countries, Zain operates in: Kuwait, Bahrain, Iraq, Jordan, Saudi Arabia, Sudan and South Sudan. In Lebanon, the Group manages 'touch' on behalf of the government. In Morocco, Zain has a 15.5% stake in 'INWI', through a joint venture. Zain is listed on the Kuwait Stock Exchange (stock ticker: ZAIN). For more, please email info@zain.com or visit: www.zain.com; www.facebook.com/zain; www.twitter.com/zain; www.youtube.com/zain; www.instagram.com/zaingroup; www.linkedin.com/company/zain

About Ericsson

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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

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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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