
ERICSSON AND MOBINIL EXPAND PARTNERSHIP TO ENHANCE NETWORK CAPABILITIES

- Mobinil chooses Ericsson's solutions to enhance its network, providing an improved customer experience
- Mobinil's customers will enjoy faster mobile broadband speeds, and a more seamless experience via Ericsson's Packet Core solution
- Ericsson will provide professional services such as design and integration of the various nodes of the Packet Core as well as data migration services

Ericsson (NASDAQ: ERIC) has been chosen by Mobinil to enhance the Egyptian telecommunication company's network providing improved data services to its subscribers. Ericsson employees in Egypt and the Middle East region will provide professional services such as design and integration of the various nodes of the Packet Core as well as data migration services.

The new five year agreement will bring enhanced connectivity to Mobinil's customers via Ericsson's Packet Core solution, a solution that provides a solid foundation for delivering mobile data services.

An enhanced mobile broadband experience is an essential component of Ericsson's Networked Society vision, where every person and every industry is empowered to reach its full potential. In partnering with Ericsson, Mobinil will have the ability to empower its customers with the best in class solutions that will lead to an improved, faster mobile broadband connection across its Egypt network.

Yves Gauthier, CEO of Mobinil, says: "The successful implementation of this important project is a sign of long-term sustainability of our investments in Mobinil network and technological infrastructure and gives confidence to our customers, whom we cherish."

Yasser Shaker, Vice President Technology of Mobinil, says: "We are committed to providing our customers with the highest quality and experience. This is especially crucial at a time when smartphone and tablet adoption is growing so rapidly, as it will ensure a superior level of service enjoyed across Egypt."

Rafiah Ibrahim, Head of Ericsson's Region Middle East, says: "By providing Mobinil with the latest in packet core technology, we are proudly assisting the people of Egypt to enter the Networked Society. Our belief is that customer experience through state of the art technology is the key to differentiation for operators to succeed in competitive markets, such as Egypt, and we look forward to the continued growth of our partnership."

NOTES TO EDITORS

About Mobinil

Since its inception in May 1998, Mobinil has strived to maintain its position as one of the leading mobile operators in Egypt and the Middle East. Mobinil is committed to providing the best quality service for its customers, the best working environment for its employees, top value for its shareholders, and proudly contributing to the development of the community.

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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, businesses and societies 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 more than 110,000 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 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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