
STEPPING UP MARKETING AND COMMUNICATIONS IN SUPPORT OF GROWTH AND TRANSFORMATION

- New Marketing & Communications function created to support business growth, build brand and company transformation
- Helena Norrman appointed Chief Marketing and Communications Officer and Senior Vice President Marketing & Communications

Ericsson (NASDAQ:ERIC) today announced the formation of a new and stronger Marketing and Communications function on the Group level to drive scale, simplicity and speed throughout its marketing and communications operations. The new organization will combine resources and responsibilities from current Communications and Marketing operations on group level to efficiently support Ericsson's market leadership and transformation to becoming a software and services centric ICT player.

Hans Vestberg, President and CEO at Ericsson, says: "The new Marketing and Communications function takes on the important task to translate our Networked Society Strategy into effective and efficient global activities to build brand and perception in support of business growth and company transformation".

Helena Norrman is appointed Chief Marketing and Communications Officer and Head of Group Function Marketing & Communications. Norrman currently holds the position as Chief Communications Officer and will remain member of Ericsson's Executive Leadership Team.

Helena Norrman says: "Marketing and Communications will play a central role in our success as a company going forward and I am excited about taking on this new challenge. We have a great story as a company and an experienced global team. I am convinced that this will be a strong asset for us as we continue our journey into the Networked Society".

The new organization will be effective as of November 1, 2014.

Bio and picture of Helena Norrman can be found at:

www.ericsson.com/thecompany/corporate_governance/company_management/helena_norrman



NOTES TO EDITORS

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 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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