



ERICSSON TO PROVIDE INTEGRATED POLICY AND CHARGING SOLUTION TO TAIWAN MOBILE

- The integrated Policy and Charging solution will serve LTE post-paid users
- The solution offers Taiwan Mobile increased flexibility in packaging services, personalizing and monetizing their offering
- Users will benefit from tailored services and full control over their data usage

Ericsson (NASDAQ:ERIC) has won a deal providing an integrated Policy and Charging solution to Taiwan Mobile, one of the leading providers of communications services.

The agreement will see Taiwan Mobile implement Ericsson's Charging System and Service-Aware Policy Controller for its post-paid LTE subscribers.

The implementation of Ericsson Charging System will enable Taiwan Mobile to offer its subscribers the ability to control their costs while getting increased value for their money by availing them of flexible packaging, bonuses and discounts. This will increase the ability of Taiwan Mobile to tailor and market its services in a very competitive Taiwan market.

The Service Aware Policy Controller is a high-capacity, telecom-grade policy server that will also give Taiwan Mobile the opportunity to increase revenues by offering personalized services while optimizing the use of network resources.

Data usage among smartphone users all over the globe continues to grow and Taiwan is no exception. With the ability to set controls on a per user or per group basis, the solution will help deal with fair usage by optimizing network utilization.

Consumers will benefit from increased choice when it comes to data services and smartphone packages and enhanced user experience for services requiring high or varying bandwidth.

CH Jih, CTO of Taiwan Mobile, says: "As data traffic increases in Taiwan, we want to offer our customers greater flexibility, freedom and control over their data usage, and the implementation of this solution will help achieve that goal."

Jan Signell, Head of Ericsson Region North East Asia, says: "As the sole provider, Ericsson will deliver these turn-key solutions to Taiwan Mobile whose subscribers will then be able to control their personal usage in real time, purchasing additional services based on their unique needs."

Taiwan Mobile is one of the largest operators in Taiwan, offering mobile, fixed line, cable TV and broadband services.



NOTES TO EDITORS

About Taiwan Mobile

Taiwan Mobile Co., Ltd., incorporated in the Republic of China ("ROC") in 1997, is a leading telecommunications company in Taiwan offering "Quadruple Play" services covering mobile, fixed-line, cable TV and broadband. The Company launched three brands – "Taiwan Mobile", "TWM Broadband" and "TWM Business Solution" – to promote its Quadruple Play services for the consumer, household and enterprise markets. It was the first private telecommunications company to go public and the first wireless operator to launch 3G services using Wideband Code Division Multiple Access (WCDMA) technology.

The Company has for more than 10 years won extensive recognition at home and abroad for its outstanding performance in information security management, customer service, corporate governance and corporate social responsibility. It has been recognized as one of the most admired and trusted enterprises in Taiwan. For more information, please visit www.taiwanmobile.com.

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, 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 the NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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