
REAL FUTURE LAUNCHES LTE WITH ERICSSON IN THAILAND'S CITIES

- Real Future has completed the rollout of 4G/LTE in Central, Western, Northern and Southern Thailand
- Users will enjoy an improved smartphone experience, with faster web browsing and downloads and better network performance.
- Expansion to be completed in remaining areas during the first quarter of 2014

Real Future, a subsidiary of True Corporation Plc under the True Mobile Group, is stepping up its ambitions to expand mobile broadband coverage in Thailand's urban areas. The expansion will allow the True Mobile Group to offer its 22.4 million subscribers improved mobile broadband experiences based on HSPA and LTE technologies.

Ericsson (NASDAQ: ERIC) is deploying the latest multi-standard RBS 6000 family of radio base stations, along with a range of services including project management, system integration, interoperability testing, network design and implementation, as well as competence development of personnel.

Vichaow Rakphongphairoj, Managing Director & Chief Operating Officer of True Corporation Plc, says: "We are happy to offer our subscribers an improved smartphone user experience, with faster web browsing and downloads. This further strengthens our mobile broadband leadership as the first to launch 4G/LTE in Thailand. It means more exciting opportunities for businesses, as well as new services for subscribers."

Camilla Vautier, Head of Ericsson Thailand, says: "We are pleased to be True's technology partner, and as a global HSPA and LTE leader, we are committed to work with True Mobile Group in meeting the highly growing demand for mobile broadband service in Thailand."

Ericsson is the market leader in LTE. Today, 50 percent of the world's LTE smartphone traffic is served by Ericsson networks, which is more than double the traffic of our closest competitor. More than 180 LTE RAN and Evolved Packet Core networks have been delivered worldwide, of which more than 120 have gone live commercially. Ericsson is present today in all high-traffic LTE markets including the US, Japan, South Korea, Australia and Canada, and has been selected by the top 10 LTE operators, as ranked by LTE subscriptions worldwide.

During the Mobile World Congress 2014 in Barcelona, Spain, Ericsson is showing world-leading technology and service capabilities and innovations. We believe that anything that benefits from a connection will be connected, and we lead the way with solutions that drive the development in mobility, broadband and the cloud, creating the foundation for eco-systems and transformation across industries. We are your guide in the Networked Society.

You can find us at MWC in Hall 2, Stand 2S60.

Follow us during the event using [@Ericsson](#) and [@Networked_Soc](#), and join the discussion using #MWC14.

PRESS RELEASE

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Insights from our experts and Networked Society evangelists are also published on our [blog](#) during the event.

NOTES TO EDITORS

About Real Future

Real Future is a wholly owned subsidiary of True Corporation Plc under the True Mobile Group. Real Future received the spectrum license for International Mobile Telecommunications in the 2.1GHz frequency band in December 2012.

True Mobile Group's business is built around delivering the benefits of the convergence of its products, networks and services to over 21.5 million subscribers.

[Ericsson Mobile World Congress Media Kit](#)

[LTE media kit](#)

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Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2013 the company's net sales were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com