
ERICSSON DEPLOYS FLEXIBLE DATA CHARGING FOR VODAFONE EGYPT

- Ericsson deploying Mobile Broadband Charging in partnership with Vodafone Egypt
- Mobile users will have the ability to top up data plans on the go – improving flexibility, personalization and user experience

Ericsson (NASDAQ:ERIC) has been chosen by Vodafone Egypt to deploy Ericsson Mobile Broadband Charging (MBC), which will provide up to 10 million users with a vast array of data options and more flexible on-demand subscriptions.

Ericsson's MBC allows mobile users to personalize both prepaid and postpaid data usage plans in real time. This solution, which is being integrated into the operator's existing Ericsson Charging System, gives users the flexibility to utilize the best plan for their needs at any time. Already fully implemented for all Vodafone Egypt's prepaid data users, the system will soon be rolled out for postpaid subscribers – with the total subscriber base expected to top 10 million data users in 2014.

"We always aim to provide our customers with innovative services that are personalized," says Abdelfattah Mabrouk, Charging & Mediation Head of Department at Vodafone Egypt. "Ericsson's MBC allows us to do that on a whole new level, and provides superior capabilities for data charging. Mobile users do not want to be left without access to mobile data after they unknowingly reach their data limits. Ericsson's innovative solution gives us the flexibility to offer consumers immediate top-ups without penalties."

The new business support solution (BSS) gives subscribers the option of buying daily service packages and data plans and to set up automatic bundle renewal upon depletion of an assigned quota or time. MBC provides an alert feature, which allows users to see the percentage of the current data plan that has been consumed, allowing them time to buy more data if necessary.

Anders Lindblad, President of Ericsson, Region Middle East, says: "Technology is now integrated into almost every aspect of our lives. In the transition to what we call the Networked Society, where everything is connected in real time, consumers are rapidly adopting smartphones and relying on them for everyday activities. MBC helps these subscribers to utilize data plans that suit their needs."

NOTES TO EDITORS

Ericsson Broadband Charging:

www.ericsson.com/ourportfolio/telecom-operators/broadband-charging

Ericsson OSS and BSS:

www.ericsson.com/thecompany/press/mediakits/oss_bss

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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 subscriptions.

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 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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