
REAL FUTURE PARTNERS WITH ERICSSON TO EXPAND 3G AND 4G COVERAGE IN THAILAND

- Ericsson will provide mobile broadband network for True Mobile's Real Future brand to meet growing data traffic demand in Thailand
- 21.5 million Real Future subscribers to enjoy 3G and 4G/LTE service
- Expanded coverage supports True Mobile Group's commitment to enhancing customer experiences

Thailand's bustling population of 67 million has reportedly reached a mobile penetration rate of more than 130 percent, according to recent government figures. In early 2013, Ericsson ConsumerLab studies have also shown that smartphone penetration in urban Thailand grew more than two-fold from 17 percent in 2012 to 36 percent in 2013.

To prepare for the growing number of smartphone users, Real Future, a subsidiary of True Corporation Plc under the True Mobile Group, has chosen Ericsson (NASDAQ: ERIC) as a key supplier to expand its mobile broadband network in Thailand. This expansion will allow the True Mobile Group to offer their 21.5 million subscribers with improved mobile broadband experiences based on HSPA and LTE technologies.

As part of the expansion project, Ericsson will deploy the latest multi-standard radio base station RBS 6000 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: "This agreement will further strengthen our 3G and 4G leadership in the country and create more exciting opportunities for businesses, as well as new services for subscribers. We expect that greater connectivity will foster further development of Thai society as a whole".

Arun Bansal, Ericsson Head of Region South East Asia & Oceania, says: "This is Ericsson's first project with True Mobile Group. We are pleased to be True's technology partner as they bring Real Future subscribers 3G and 4G connectivity. As a global HSPA and LTE leader, we are committed to work with True Mobile Group in meeting the growing demand for mobile broadband service in Thailand."

PRESS RELEASE

August 19, 2013



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.

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

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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