
ERICSSON CONTINUES TO STRENGTHEN IN SILICON VALLEY

- Head of Business Unit Support Solutions, Per Borgklint, will be based in Silicon Valley to fully leverage key acquisitions made in North America – Telcordia, Microsoft Mediaroom and ConceptWave
- Strengthens Executive Leadership presence in Silicon Valley
- Silicon Valley presence essential for Ericsson to ensure cooperation within regional ecosystem of software developers, universities and media companies

Ericsson (NASDAQ:ERIC) today announced that it will base its Head of Business Unit Support Solutions, and member of the company's Executive Leadership Team, Per Borgklint in Silicon Valley.

Hans Vestberg, President and CEO of Ericsson said: "North America is the driver behind much of the innovation in the ongoing convergence of telecom, IT and media. Our operations in Silicon Valley, where the important ecosystem of software developers, media and other key players are present, ensure that we can fully explore the opportunities for Ericsson across our entire business."

Per Borgklint said: "In 2012, 20 percent of Support Solution's sales were in North America and, with the acquisitions of ConceptWave, Telcordia and most recently Mediaroom, our overall operations in North America are growing in significance. The move will also enable me to ensure that we fully leverage the competence and skills of our new colleagues from these acquisitions. In addition, I want to ensure that we continue to build on the important customer relationships they bring. The move also reflects the growing importance of the Silicon Valley operations across Ericsson's business and portfolio"

In past years Ericsson has built a significant base in Silicon Valley with special focus on Internet Protocol (IP) development for its successful Smart Services Router (SSR) as well as a part of its technology group driving Cloud and software defined networking (SDN) strategy. Once finalized, the acquisition of Mediaroom, will also add significantly to Ericsson's presence in Silicon Valley.

Business Unit Support Solutions develops and delivers software-based solutions for operations and business support systems (OSS and BSS), real-time enablement, multi-screen and on-demand TV, compression and M-Commerce .

In total, Ericsson has some 15.000 employees in North America of which more than 1,100 are in Silicon Valley. Once completed, the acquisition of Mediaroom will bring approximately an additional 300 employees to Ericsson in the United States.

PRESS RELEASE

JULY 18, 2013



NOTES TO EDITORS

Profile and photographs of Per Borgklint:

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

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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