



PRESS RELEASE

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New platform streamlines M2M for Malaysia's DiGi

- DiGi enterprise customers can connect millions of M2M and consumer devices with faster time-to-market
- Ericsson Device Connection Platform provides M2M connectivity as a service

Malaysian operator DiGi Telecommunications Sdn Bhd ("DiGi") is to implement the Ericsson Device Connection Platform, delivered as a service by Ericsson (NASDAQ:ERIC). The solution will provide DiGi and its customers with everything they need to deploy, manage and monetize millions of machine-to-machine (M2M) and consumer-electronics devices.

The Ericsson Device Connection Platform will allow DiGi to increase revenue and cut both operational costs and time-to-market. The M2M platform will enable DiGi's enterprise customers to monitor devices anytime and anywhere, access information quickly and accurately, and integrate easily into existing systems over the complete device life cycle.

Ericsson will also use its local and global consulting and systems integration expertise to accelerate DiGi's M2M go-to-market plans, while the ecosystem created by the Device Connection Platform will help generate business growth for the operator as well as its customers and partners.

For a mobile operator, M2M business means deploying and managing large numbers of mobile subscriptions on an industrial scale. The new platform will provide flexibility to DiGi's partners and customers in deploying and managing mobile subscriptions for solutions that include M2M functionality. As part of the global Telenor Group, which also owns leading M2M company Telenor Connexion, DiGi can draw on more than 12 years of M2M experience.

According to Akash Das, DiGi's Head of M2M (Strategy), the company already provides M2M services to a variety of customers across several industry verticals, all of which will now be gradually migrated to the Ericsson Device Connection Platform. He says: "This strategic development will allow us to strengthen our M2M offerings to our growing customer base, and it will ready our customers for new business strategies that rely on a broad spectrum of devices as data services become more mature in Malaysia. This new platform will enable DiGi to offer the highest level of reliable and flexible M2M connectivity services to our enterprise customers."

Todd Ashton, President of Ericsson Malaysia and Sri Lanka, says: "As DiGi's M2M partner, we will support its strategy of growing to become one of Malaysia's leading operators in the M2M-services arena. This partnership is in line with Ericsson's vision of the Networked Society where any device that benefits from a connection is connected, making people's lives and businesses better and more efficient. We expect that there will be more than 50 billion devices connected around the world by 2020, mainly using M2M connectivity."



“Enterprises often have to address multiple challenges that hinder them from launching services using connected devices. Partnering with Ericsson removes those barriers, so an M2M business can scale up quickly.”

Ericsson is already providing its M2M solution to leading operators around the world including 3UK, TeliaSonera, MegaFon, Swisscom and XL Axiata.

NOTES TO EDITORS

About Ericsson Device Connection Platform

A managed connectivity platform, the Ericsson Device Connection Platform is a service allowing mobile operators and MVNOs to provide wholesale M2M connectivity to enterprises. It enables operators to address new revenue streams from a vast variety of devices while simplifying the process and reducing the cost of connecting them – benefiting from economies of scale. The platform provides access to key functionalities including subscription and device management, and operator and enterprise self-service portals.

About DiGi

DiGi provides mobile voice and internet services. It is committed to driving Malaysia's growth by building a mobile internet environment that enables true connectivity, creates socio-economic development, and helps businesses grow. DiGi continues to be a game-changer for the Malaysian telecommunications industry, with a solid history of product and service innovation, and is a leader in driving progressive and responsible business practices. Listed on Bursa Malaysia, it is part of global telecommunications provider Telenor Group. For more information about DiGi, please visit www.digi.com.my.

About Ericsson

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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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