
PRELIMINARY MARKET SHARE DATA FOR 2012

- Maintained share of global installed base of radio base stations at 40%, and the number 1 position in both mobile equipment market as well as LTE specifically
- Following a very strong 2011, market share for mobile network equipment declined somewhat from 38% in 2011 to 35% in 2012, leading to a somewhat lower market share for the network equipment market going from 27% in 2011 to 24% in 2012
- Strong year for Global Services leading to continued increase in telecom services market share to 13%, in a strong lead before the closest competitor

Ericsson (NASDAQ: ERIC) has today in conjunction to publishing its Annual Report for 2012 also published preliminary market share estimates for 2012.

During 2011, Ericsson introduced a wider definition of the equipment market reflecting the company's R&D investments during the past years. This new definition includes the key segments Radio, IP and Transport as well as Core. Preliminary market data indicates that the market share was at 24%, down from 27% in 2011. The decline is due to lower market share in the mobile equipment market, at 35% down from 38% in 2011, negatively impacted by the ongoing technology shift in China where investments are moving from GSM to other technology areas where Ericsson has limited presence. Ericsson maintained its share of the global installed base of radio base stations at 40%.

Ericsson's market share for LTE is twice as big as the largest competitor, measured in shipments for the full year 2012. This makes Ericsson the world's largest supplier of LTE. The LTE technology is still in an early build-out phase.

In telecom services, internal market data indicates that the company increased its market share to 13% making it larger than any competitor in a fragmented market. After the acquisition of Telcordia, consolidated as of January 2012, Ericsson also has a leading position in the OSS and BSS market.

BACKGROUND INFORMATION

The share of installed radio base stations worldwide is calculated based on the accumulated shipments of base stations since 2004.

The market shares for mobile equipment market and key segments are calculated as Ericsson's share of total network equipment sales to service providers during each year.

The market share for telecom services market is calculated as Ericsson's share of total telecom services sales to service providers during each year.

NOTES TO EDITORS

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PRESS RELEASE

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Ericsson is the world's 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 more than 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 operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company's net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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