

PRESS RELEASE

November 16, 2012



ERICSSON APPOINTS SENIOR VICE PRESIDENT ASIA-PACIFIC

Ericsson (NASDAQ:ERIC) today announced that effective January 1, 2013, Mats H Olsson is appointed Senior Vice President Asia-Pacific (APAC). In this role he will continue to report to President & CEO Hans Vestberg and be a member of the Executive Leadership Team.

Mats H Olsson currently holds the position as Head of region North East Asia, a position he has held since 2010.

In this new role, Mats will become the chairman of the three Ericsson regions located in APAC, region North East Asia, India and South East Asia & Oceania, respectively.

In his new position, Mats will represent the CEO and the Group overall in APAC, reinforcing Ericsson's commitment to its existing and potential customers in the region.

Mats will remain in his current role as Head of region North East Asia until a successor has been appointed.

The Heads of regions North East Asia, India and South East Asia & Oceania will report to Mats H Olsson.

Mats has held various executive positions across Asia-Pacific over the last 25 years. He was appointed President of Ericsson Greater China in 2004, and also assumed overall responsibility for Japan and South Korea in 2010.



[Picture and bio of Mats H Olsson](#)

NOTES TO EDITORS

Region North East Asia: China, Hong Kong, Japan, Macau, South Korea and Taiwan

Region India: India

Region South East Asia & Oceania: Australia, Bangladesh, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, South Pacific Islands, Sri Lanka, Thailand and Vietnam

PRESS RELEASE

November 16, 2012



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

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.

www.ericsson.com

www.twitter.com/ericssonpress

www.facebook.com/facebook

www.youtube.com/ericssonpress

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com