
ERICSSON ACQUIRES CANADIAN OSS/BSS COMPANY CONCEPTWAVE

- Ericsson acquires 100% of the shares of ConceptWave, headquartered in Toronto, Canada, with a current staff of 170 persons
- Strengthens Ericsson's OSS and BSS portfolio with world leading offerings in Order Management and Product Catalog

Today Ericsson (NASDAQ: ERIC) announced the acquisition of the Canadian company ConceptWave in an all cash transaction. The company was founded in 2000 and has developed leading-edge software solutions primarily for telecom operators.

Acquiring ConceptWave complements and strengthens Ericsson's offering in the area of operations- and business support systems (OSS/BSS) with world leading Order Management and Product Catalog solutions, providing solutions to better support network operators with their handling of activities related to personalizing end-user offerings and revenue management solutions.

Elisabetta Romano, Head of OSS in Business Unit Support Solutions, Ericsson, says: "There is a trend towards more personalization of services where end-users want to purchase communications services meeting their individual needs. This puts high demand on telecom operators to be able to offer flexible product bundles with customized pricing packages. In this area ConceptWave's solutions and employees' expertise adds considerable value to Ericsson's portfolio."

Zarar Rana, President and CEO of ConceptWave, says: "Our products and solutions help maximize telecom operators' assets through the creation, implementation and automation of service fulfillment processes for new and differentiated offerings. Joining Ericsson today adds great value to ConceptWave, as we become part of their global organization and leverage their industry-leading technology and services competence."

ConceptWave is headquartered in Toronto, Canada, with a current staff of 170. The company's customers, primarily telecom operators, are located in Canada, USA, Latin America, Europe and Asia. The transaction closed at signing.

With the integration of previously acquired Telcordia, Ericsson today has the industry's most comprehensive OSS/BSS portfolio, a key element of any operator's network strategy.

Ericsson today has a leading position in key areas such as charging and billing, where we serve 1.7 billion people with our solutions.

About Order Management

Order Management is the discipline of handling and optimizing complex fulfillment flow by scheduling and orchestrating tasks, materials and activities over time. For example, orchestration of a customer order that contains software activation, hardware orders and delivery as well as contractor work and installation, where the different parts of the order should be synchronized to one service date despite different lead-times.

About Product Catalogue

A Product Catalog is a system that defines all the detailed components that a product consists of, including e.g. price, eligibility rules as well as interdependency with other products. Surrounding systems will use the product specifications in the catalogue in order to perform activities such as product bundling, campaign packaging and related revenue management. The product catalogue is imperative to dynamically cater for more personalization of services for end-users.

NOTES TO EDITORS

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.

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About ConceptWave

ConceptWave is a leading provider of customer, product, and order lifecycle management solutions that enable communications service providers to rapidly introduce new market offers and to empower superior customer experience. ConceptWave's unique offer is to provide an end-to-end catalog-driven suite of order fulfillment automation software with ConceptWave Order Care® and Rapid CRM™. ConceptWave's products and solutions enable service providers to address competitive requirements and simplify the management of customers, products, and orders, for any product, on any network, in any market, using any channel. ConceptWave® and ConceptWave Order Care® are registered trademarks of ConceptWave Software Inc.

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