
PORTUGAL'S ZON MULTIMÉDIA SELECTS ERICSSON FOR IT MANAGED SERVICES

- Two-year managed services contract to operate and maintain ZON Multimédia's IT data centers
- Partnership enables ZON to have faster launches and enhanced quality of service for its customers
- Managed services is becoming a reality for a broader range of adjacent industries to telecom

To provide its consumers with the best user experience, ZON Multimédia – Portugal's leading pay TV and internet provider – has selected Ericsson (NASDAQ:ERIC) as consulting, systems integration and managed services partner to operate and maintain its data centers. Under the two-year contract, Ericsson is responsible to optimize the operational performance of ZON's information systems and information technologies (IS/IT).

With more than 1.6 million customers and a countrywide optical fiber network, ZON is the main operator of subscription-based TV and new-generation broadband services in Portugal. By assigning responsibility for its IS/IT management to Ericsson, ZON gains efficiency and flexibility in its operations and can increasingly focus on providing enhanced quality for its customers and faster launch new services.

Luís Lopes, Chief Operating Officer, ZON Multimédia, says: "We have chosen Ericsson due to its global experience and local competence in managing complex projects. Ericsson has proven to have the required capability to deliver IT services and I am confident that this deal will allow us to become more efficient in our operations and more competitive in the market. By partnering with Ericsson we are able to better focus on further developing our offering for ZON customers."

Valter D'Avino, Vice President and head of Managed Services, Ericsson, says: "Operators are facing an increasingly complex IT landscape and need to find ways to simplify their IT operations. By our managed services and consulting and systems integration capabilities we have reinforced our IT capabilities, taking a new leading role in the modernization and optimization of IT infrastructures, with the same commitment and professionalism that we have demonstrated in telecom projects. This contract is a further proofpoint of Ericsson as a trusted partner for the complete ICT environment."

Under the agreement, Ericsson assumes responsibility for the daily operation and maintenance of ZON's data centers, including hardware, software, operating systems, databases, backups and storage. Additionally, Ericsson will act as a consultant and systems

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integration partner, contributing to the optimization of IT processes – specifically, through the conception and definition of a services catalogue – and use of industry standards such as Information Technology Infrastructure Library (ITIL).

This announcement builds on Ericsson’s strong momentum in the areas of managed services, consulting and systems integration and the increased demand for end-to-end network and IT capabilities. Ericsson now manages IT platforms on behalf of operators that serve about 400 million subscribers worldwide.

About Ericsson Managed Services:

Globally, Ericsson has experience from more than 300 managed services contracts in more than 100 countries. Ericsson manages networks on behalf of operators that serve more than 900 million subscribers worldwide. By teaming up with Ericsson, operators can strengthen their competitive edge through improved network availability and capacity, while reducing their operating costs. This, in turn, increases market growth for mobile services, which helps improve the quality of services and the end-user experience.

About Ericsson Consulting & Systems Integration:

Worldwide, Ericsson delivers more than 1,500 consulting and systems integration projects every year in multi-vendor and multi-technology environments to telecom operators, governments, utilities and transport organizations. These range from end-to-end transformation projects to single-solution assignments. Ericsson Consulting and Systems Integration and its 12,000 professionals are part of Ericsson Global Services, with more than 57,000 in-house service professionals working in 180 countries. This includes more than 45,000 professionals who work closely with customers and more than 10,000 in our global service centers. Altogether, including an average of more than 15,000 subcontractors, Ericsson has access to over 70,000 service professionals well positioned to support customer needs for services around the world.

NOTES TO EDITORS

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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.

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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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