



PRESS RELEASE
JANUARY 26, 2012

MALAYSIA'S U MOBILE TRANSFORMS ITS BUSINESS SUPPORT SYSTEMS

- U Mobile to transform its business support systems into an industrialized, real-time converged environment
- This transformation will enable U Mobile to become the first operator in Malaysia to offer complete converged packages
- Five-year managed services contract with Ericsson will ensure smooth operations and allow subscribers to enjoy maximum benefit from the new solution

U Mobile Sdn Bhd, a Malaysian telecom service provider, today announced that it has signed a five-year business support systems (BSS) transformation and managed services contract with Ericsson (NASDAQ: ERIC). Under the terms of the agreement, U Mobile's complete BSS architecture will be transformed into a real-time convergent environment.

The five-year managed services contract will allow U Mobile to focus its efforts on product development and at the same time have clearer visibility and more control over capital and operating expense. Upon completion of the transformation, U Mobile will become the first Malaysian operator to offer full-fledged convergent support to its subscribers. U Mobile will also be in a position to offer its customers more innovative services.

The convergent charging solution, based on Ericsson's Charging System and BSCS iX, will be deployed and integrated with the existing U Mobile infrastructure. Leveraging on the new BSS, U Mobile will expand its unique services – such as real-time promotions and notifications, product and services cross bundling, real-time cost control for postpaid subscriptions, subscriber personalization and flexible mobile wallets – which will become the key differentiators for U Mobile in the Malaysian market.

More than 1 million U Mobile prepaid, postpaid and hybrid customers will soon be migrated onto the new platform. By then, customers will be empowered to pick and choose what interests them the most and, at the same time, U Mobile will be able to design and offer promotions and campaigns in real time and in accordance with subscribers' interests.

Kaizad Heerjee, U Mobile CEO, says: "We are delighted to partner with Ericsson. With their expertise in delivering complex transformation projects and convergent-ready architecture, U Mobile will realize a complete standardization and modernization of billing architecture that will ultimately allow us to offer our subscribers more personalized products and, therefore, a higher quality of user experience."

Janne Laitala, Head of Ericsson Malaysia and Sri Lanka, says: "We are pleased to be U Mobile's transformation partner in bringing fully converged business and customer support to its subscribers. U Mobile customers should look forward to new and unique offerings, and an even better customer service experience."



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Ericsson will be responsible for business process consulting, competence development, solution design, deployment and systems integration of the convergent billing solution, as well as managed services.

NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson Consulting and Systems Integration

Worldwide, Ericsson delivers more than 1,300 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 50,000 in-house service professionals working in 180 countries. This includes 40,000 professionals who work closely with customers and 10,000 more in our global or regional centers. Ericsson has more than 65,000 service professionals, including an average of 15,000 subcontractors.

Business Support Systems

www.ericsson.com/ourportfolio/telecom-operators/operations-and-business-support-systems

About U Mobile

Launched on 18 September 2007, U Mobile Sdn Bhd is a 3G mobile service operator, providing voice and data services with more than 1,000 mobile base – stations installed covering Klang Valley, Seremban, Ipoh, Penang and Johor Bahru. U Mobile entered the market with the objective to provide relevant mobile services to targeted customers in both the consumer and enterprise segments. The majority shareholder of U Mobile is U Telemedia Sdn Bhd. For more information, please visit www.u.com.my

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.



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Ericsson is advancing its vision of being the “prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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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