



PRESS RELEASE
SEPTEMBER 29, 2011

SOFTBANK MOBILE SELECTS ERICSSON TO BUILD THEIR NEXT GENERATION PACKET CORE

- Japan's SOFTBANK MOBILE chooses Ericsson as sole supplier for its next-generation multi-access network architecture; the Evolved Packet Core solution
- Operator to benefit from increased uptake of IP-based services and reduced operational maintenance and equipment costs
- Subscribers benefit from superior user experience and faster communication

SOFTBANK MOBILE Corp. – the fastest-growing operator in Japan – will prepare for an expected increase in traffic by implementing Ericsson's (NASDAQ: ERIC) Evolved Packet Core (EPC) solution. When the EPC, which supports the next generation of mobile broadband services, goes online, SOFTBANK MOBILE's more than 26 million subscribers will enjoy faster communication and an enhanced user experience. By implementing the solution SOFTBANK MOBILE will benefit from a simplified network that facilitates the uptake of mobile broadband and allows it to reduce costs for operational maintenance and equipment.

This next-generation all-IP mobile core network solution, designed and deployed by Ericsson service professionals, also supports various types of access, including both fixed and mobile networks. For example, it supports the operator's existing HSPA, WCDMA and next-generation LTE access networks, as well other network technologies, such as Wi-Fi.

Junichi Miyakawa, Executive Vice President, Director and CTO, SOFTBANK MOBILE Corp., says: "Ericsson's EPC solution is a great investment for us since we are expecting our network traffic to increase. Besides giving our users an improved high-speed connection, it allows us to simplify our network and thereby actually cut costs – all while gaining more subscribers."

Fredrik Alatalo, President and Representative Director of Ericsson Japan, says: "We've been providing SOFTBANK MOBILE with Mobile Circuit Switched and Packet Core networks for almost 20 years and we are excited to continue as its sole vendor by providing its next-generation network."

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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.

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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