



PRESS RELEASE
JUNE 7, 2011

PER BORGKLINT NEW HEAD OF ERICSSON'S BUSINESS UNIT MULTIMEDIA

- Effective from June 7, 2011
- Member of Ericsson's Executive Leadership team

Per Borgklint is appointed Senior Vice President and head of Business Unit Multimedia at Ericsson (NASDAQ:ERIC) effective from today, June 7, 2011. Per Borgklint was CEO of the Swedish operator Net1 (Ice.net).

Established in 2007, Ericsson Business Unit Multimedia develops and delivers software-based solutions to support customers deliver high quality rich consumer services. With OSS/BSS, TV and enabling applications solutions, the consumer gets personalized experiences. For example: one bill, personalized offerings and full control of their spending for all different type of services that they are using on all their devices, such as tablets, smartphones and PC's.

Hans Vestberg, President and CEO of Ericsson says: "Two of the focus areas for Business Unit Multimedia is our OSS/BSS offering and our TV business. With working experience from both operators and from the broadcast industry, Per will be an important addition in our work to fully explore the potential in Business Unit Multimedia."

Per Borgklint: "I am excited to join Ericsson and look forward to take part in continuing to build on the Multimedia Business Unit and strengthen it's global position within it's main focus areas and enhance customer experiences."

Borgklint joins Ericsson from the Swedish operator Net1 (Ice.net) where he was CEO. Prior to that he was CEO at Canal Plus Nordic. He also was CEO at the Dutch operator Versatel and has had several leading positions at Tele2. He has a master degree in Finance and marketing from Jönköping International Business School.

Per Borgklint will be a member of Ericsson's Executive Leadership team.



Per Borgklint



Hans Vestberg

NOTES TO EDITORS:

Per Borgklint picture and bio:

http://www.ericsson.com/thecompany/corporate_governance/company_management/per_borgklint

Press release: Jan Wäreby New Head of Sales and Marketing

<http://www.ericsson.com/news/1470111>

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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