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## HELENA NORRMAN NEW HEAD OF COMMUNICATIONS AT ERICSSON

- Effective May 23, 2011
- Member of Ericsson's Executive Leadership Team
- Henry Sténson to leave Ericsson December 31, 2011

Helena Norrman is appointed Senior Vice President, Head of Group Function Communications at Ericsson (NASDAQ:ERIC), effective as of May 23, 2011. Norrman is currently Vice President, Communications Operations at Group Function Communications and responsible for communications strategy, operations planning and CEO support.

Hans Vestberg, President and CEO of Ericsson, says: "Communications plays an instrumental role in supporting the successful execution of our strategy. The need for innovation, new thinking and continuous transformation will require strong communications support and with Helena Norrman we have the right person to lead this work".

With a Master's degree in International Business Administration from Linköping University in Sweden, Norrman has more than 15 years experience in communications. After working as a communications consultant with Swedish firm JKL, Norrman joined Ericsson's Group Function Communications in 1998.

Since then she has held positions within media relations, internal communications, marketing communications, brand as well as communications strategy and planning. In 2006 she was appointed Head of Internal communications and in 2008 Norrman was appointed Vice President, Internal and Marketing Communications at Group Function where she headed the work to develop Ericsson's new brand strategy and platform.

Norrman will be member of Ericsson's Executive Leadership Team as of May 23, 2011, replacing Henry Sténson.

Henry Sténson, presently Senior Vice President, Head of Group Function Communication, will leave the company on December 31, 2011, after more than nine years with the company. Sténson will become a partner with international corporate communications agency Brunswick in Stockholm and will gradually transit into this new role during the remainder of the year.



Helena Norrman



PRESS RELEASE  
MAY 17, 2011

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NOTES TO EDITORS:

Helena Norrman's biography and photos:

[http://www.ericsson.com/thecompany/corporate\\_governance/company\\_management/helena\\_norrman](http://www.ericsson.com/thecompany/corporate_governance/company_management/helena_norrman)

*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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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)

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