
AMÉRICA MÓVIL MAKES MOBILE ADS PERSONAL

- América Móvil to deliver targeted ads based on consumer preferences
- Research shows that consumers are positive about receiving offers and promotions from brands on their mobile phones
- Leading mobile operator in Latin America is introducing an end-to-end mobile advertising solution provided by Ericsson

América Móvil subscribers will be able to get advertisements tailored to their interests through their mobile devices. The leading mobile operator in Latin America is introducing an end-to-end mobile advertising solution provided by Ericsson (NASDAQ: ERIC). Ericsson will also manage the solution and interfaces with all players in the advertising eco-systems.

Research conducted by the Ericsson Consumer Lab in Latin America has shown that consumers are positive about receiving offers and promotions from brands on their mobile phones as long as certain hygiene factors are in place. In the study consumers stated relevance, control and agreement as key requirements to ensure a positive end-user experience.

Based on the Ericsson Ad Orchestrator platform, the solution will enable América Móvil to deliver targeted ads based on consumer preferences to individual network users via various mobile channels. Using campaign management tools and measurement reports, advertising agencies can easily create and maintain their advertisement campaigns.

América Móvil is committed to creating opt-in programs in accordance with legal requirements, giving customers the choice whether or not to receive the ads.

Mobile advertising is a developing medium that is forecast to support new business models and revenue streams for operators. The Mobile device as the most personal medium, provide opportunities for these new business models. The advertising and media industry recognize the mobile device as a prime consumer touch point and operators play an important role in the eco-system by ensuring relevance and value for the consumers.

Marco Quatorze, VAS Director for América Móvil, says: "This strategic partnership between América Móvil and Ericsson meets our need to add relevant advertisements to services for our subscribers. It is crucial that our customers have the choice of opting in to this type of program. Our vision is to make advertisers' media spending more efficient and deliver relevant offers to consumers based on their wants and interests. Ericsson is a crucial partner in realizing this vision, and is willing to help us shape this developing market."

Jan Wäreby, Senior Vice President and Head of Sales & Marketing, Ericsson, says: "Mobile advertising is a growing segment and this collaboration is a way to utilize the telecoms strengths. At the same time explore new opportunities through new business models and supports service providers to deliver new revenue streams."



PRESS RELEASE
FEBRUARY 15, 2011

NOTES TO EDITORS:

Ericsson multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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 175 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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About América Móvil

America Movil [NYSE: AMX] [NASDAQ: AMOV] [BMV: AMX] is the leading provider of wireless services in Latin America with operations in 18 countries in the Americas and the Caribbean. As of December 31, 2010, it had over 225 million wireless subscribers and 51 million fixed RGUs. For more information: www.americamovil.com