



PRESS RELEASE
FEBRUARY 2, 2011

ERICSSON LAUNCHES MONEY SERVICES

- Set to create a global ecosystem that makes sending money person-to-person as simple as sending an SMS
- Addressing needs both in developed and emerging markets where consumers will benefit from getting basic banking and payment services into their phones
- Mobile banking could benefit more than 1 billion people with access to mobile phones but no bank account

Aiming to take a driving role in ongoing industry developments to build a global mobile money ecosystem, Ericsson (NASDAQ:ERIC) launches Ericsson Money Services, a new business line that will offer mobile financial services.

Mobile payments and person-to-person money transfers are forecasted to become some of the most-used mobile applications in many countries in the next two or three years. Mobile money will become a foundation for person-to-machine and machine-to-machine connections by 2020, when Ericsson envisions a world with more than 50 billion connected devices. Ericsson has a significant role to play as these trends are realized.

The launch of this new business follows two years of thorough preparation and proof of concept in Europe and Asia. As part of this establishment, Ericsson has developed an end-to-end solution and associated business and operational model, fulfilling all necessary regulatory, legal and security requirements, in cooperation with its operator customers and innovative players in the financial sector.

Through Ericsson Money Services and its Money Interconnect Service, mobile operators, financial institutions and other service providers, wishing to extend their offering with mobile money services, can easily be connected to a real-time, cross-border, cross-currency switching network.

Ericsson Money Services also offers sophisticated end-to-end solutions that can be tailored for different market conditions and needs.

“A new market is opening up consisting of consumers whose first meeting with banks will take place over a mobile phone and who may never own a plastic credit card. People who may never enter a bricks-and-mortar bank now have the opportunity to “walk” into a virtual bank using their phone. They will also benefit from more reasonable fees for routine transactions such as transferring funds”, says Semir Mahjoub, Head of Ericsson Money Services, Ericsson.

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Ericsson Money Services is part of Ericsson's multimedia offering.

The Ericsson Money Services portfolio will be available for demonstrations at the Ericsson Hall (Hall 6, La Fira) during Mobile World Congress (MWC) to be held in Barcelona February 14 to 17.

NOTES TO EDITORS:

Our 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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