



PRESS RELEASE
DECEMBER 22, 2010

ERICSSON ACQUIRES OPTIMI AND EXPANDS NETWORK MANAGEMENT CAPABILITIES

- Acquisition brings further capability and broadens customer base in multi-vendor network management and optimization business to Ericsson
- Full ownership of US-Spanish group Optimis acquired, adding 200 highly skilled professionals to Ericsson's leading workforce
- Strengthen Ericsson capabilities in network modernization and 4G introduction, with focus on multi-technology Self-Organizing network

Today Ericsson (NASDAQ:ERIC) announced the acquisition of Optimis Corporation, a US-Spanish telecommunications vendor providing products and services within the networks optimization and management sector – with a strong focus on operations-support-systems-(OSS-) based optimization services – to leading clients in telecommunications. The terms of the deal were not disclosed.

The acquisition brings in approximately 200 highly skilled professionals and a complete portfolio of services and tools. This is to reinforce and consolidate Ericsson's leadership position in multi-technology, multi-vendor, Self-Organizing Networks (SONs) and OSS-based network optimization. Furthermore it improves the company's global capabilities to deliver value-added optimization services.

Today, network performance is on everybody's mind. Operators want to reduce churn, and see network optimization as a way to both increase quality and reduce cost. For a telecom service provider, network optimization presents the challenge to optimize not only 2G, 3G and 4G networks, but also to balance the utilization of these technologies. This opens up an opportunity for Ericsson to offer products and services providing more efficient planning, rollout and optimization of radio networks.

"The Optimis portfolio complements our existing OSS portfolio, which today is largely deployed among networks managed by Ericsson," said Magnus Mandersson, Senior Vice President and Head of Business Unit Global Services, Ericsson. "Network optimization is already a core business for Ericsson. Today's acquisition is further proof of our commitment to support our customers in the transformation currently taking place within the telecommunications industry. Over the years, we have invested in processes, methods and tools, so it is in our DNA."

Optimi is the global leader, providing mobile carriers with automated design, optimization and management solutions. It has blended innovative technology with practical know-how that enables operators to improve network performance whilst at the same time reducing capex and opex in 2G, 3G and 4G networks. Optimis Products Suite is highly ranked in terms of



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results, accuracy and user-friendliness, being widely recognized as a pioneer and front-runner in multi-technology SONs. Leveraging its global footprint, Optimi offers services and products, which are currently used by more than 50 leading operators across five continents.

Based on its competence in radio network performance, Optimi has successfully built a global business combining a leading OSS-based optimization and management solutions portfolio with a highly recognized professional engineering services offering. This is a good complement to Ericsson's own portfolio, with more and more demands coming from operators who own multi-technology, multi-vendor networks which need to be optimized and modernized. Ericsson is ready to help operators to introduce next-generation technology in the interests of improved quality and reduced costs.

NOTES TO EDITORS:

[Pictures of Magnus Mandersson:](#)

[Ericsson OSS/BSS](#)

[Global Services Backgrounder](#)

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 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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