



PRESS RELEASE  
APRIL 30, 2010

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## GROWING NETWORKS THE SMART WAY

- Telecom operators increasingly recognize the need to reduce their environmental impact while pursuing business growth
- New approach from Ericsson helps operators make better informed investments to minimize both carbon emissions and cost of ownership
- Australian telecommunications operator Telstra – first to try the approach– learned of opportunities to reduce costs and carbon footprint while expanding its network

Growing network traffic and subscriber numbers have resulted in higher carbon footprint and network costs for operators. Operators are being challenged to respond to growing carbon emissions concerns, volatile fuel prices and potential added costs such as carbon taxes while expanding networks and achieving business growth. Growing business can be supported by modernizing and optimizing networks, sharing assets and resources, and changing the energy mix.

To help operators deal with these challenges, Ericsson (NASDAQ: ERIC) is now offering a groundbreaking TCO<sub>2</sub> approach that measures carbon emissions and uses the total-cost-of-ownership methodology. By assessing the best combination of investment options for optimizing energy efficiency, the TCO<sub>2</sub> approach supports operators' environmental and business objectives. It simply helps them save money while reducing the impact on the environment.

During 2009, Australian operator Telstra worked with Ericsson's consultants to conduct a nationwide carbon and energy audit of its wireless network. Mike Wright, Wireless Executive Director at Telstra says: "This study confirmed the benefits that Telstra is achieving through initiatives that have already been implemented. The study also identified the opportunity for us to reduce CO<sub>2</sub> emissions by up to an estimated 30 percent in the radio access network and an estimated 56 percent in the core network. We are continuing to work with our partners to identify further opportunities to reduce our carbon intensity levels, as we work to achieve our company-wide target to reduce our carbon emissions intensity by at least 10 percent by 2015."

Håkan Eriksson, CTO at Ericsson says: "The TCO<sub>2</sub> approach is vital when considering alternative network designs and power-saving features, evaluating capacity enhancements and minimizing environmental impact, not to mention when improving competitiveness. I believe that those players not using a TCO<sub>2</sub> approach will be at a significant disadvantage."

The development of this new approach is part of how Ericsson works to constantly increase focus on energy efficiency in our products and services portfolio, helping customers reduce their environmental impact and costs. More information on this work can be found at the Ericsson Sustainability and Corporate Responsibility website:

[www.ericsson.com/thecompany/sustainability\\_corporateresponsibility](http://www.ericsson.com/thecompany/sustainability_corporateresponsibility)

### NOTES TO EDITORS:

Photos of Håkan Ericsson



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[www.ericsson.com/ericsson/press/photos/hakan\\_eriksson.shtml](http://www.ericsson.com/ericsson/press/photos/hakan_eriksson.shtml)

Ericsson Sustainability and Corporate Responsibility Performance and Assurance 2009

[www.ericsson.com/thecompany/sustainability\\_corporateresponsibility/performance\\_and\\_assurance](http://www.ericsson.com/thecompany/sustainability_corporateresponsibility/performance_and_assurance)

TCO<sub>2</sub> white paper

[www.ericsson.com/res/thecompany/docs/whitepapers/TCO2\\_0211high.pdf](http://www.ericsson.com/res/thecompany/docs/whitepapers/TCO2_0211high.pdf)

Measuring emissions right white paper

[www.ericsson.com/res/thecompany/docs/whitepapers/methodology\\_high3.pdf](http://www.ericsson.com/res/thecompany/docs/whitepapers/methodology_high3.pdf)

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*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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UPCOMING EVENTS

Ericsson's Capital Markets Day, Stockholm, Sweden, May 5-6

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Ericsson Business Innovation Forum, Shanghai, China, May 17-18

For more information please contact the Ericsson Media Relations Team.