

**PRESS RELEASE****Ericsson wins managed services deal with du in United Arab Emirates**

**Ericsson (NASDAQ:ERIC) and United Arab Emirates-based operator du, have signed a three-year managed services agreement which will enable du to continue develop operational efficiency of nationwide GSM/WCDMA network operations.**

The partnership provides du with a long-term sustainable operating model, reducing its operational expenses and enabling the operator to focus further on providing attractive new services to its subscribers. The network operations agreement also guarantees the performance and quality of du's multi-vendor network.

Hatem Bamatraf, Senior Vice President, Network Development, du, says, "We are committed to continuously develop and use our network at the optimum level. Our partnership with Ericsson is a positive step in realization of this objective. With Ericsson's experience in managed services, we can bring new mobile telecommunications services to the UAE market more efficiently than ever."

Valter D'Avino, Vice President and Head of Managed Services, Ericsson, says that the deal confirms Ericsson's position as the industry leader in managed services and underscores a shift toward managed services in the region.

"Managed services have become a key to the success of operators in the Middle East, as well as in the wider industry," D'Avino says. "With Ericsson running network operations, du can devote even more attention to providing its customers with the latest mobile services with excellent network quality."

**Notes to editors:**

Ericsson's multimedia content is available at the broadcast room:  
[www.ericsson.com/broadcast\\_room](http://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 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of 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 "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX Stockholm and NASDAQ New York.*

[www.ericsson.com](http://www.ericsson.com)  
[www.twitter.com/ericssonpress](http://www.twitter.com/ericssonpress)

## **FOR FURTHER INFORMATION, PLEASE CONTACT**

Ericsson Corporate Public & Media Relations  
Phone: +46 10 719 69 92  
E-mail: [press.relations@ericsson.com](mailto:press.relations@ericsson.com)

### **About Ericsson's Managed Services offering**

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business-support systems, to hosting service layer solutions, as well as providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 contracts for managed services with operators worldwide since 2002. Including all its current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 350 million subscribers worldwide.

### **About du**

du, the integrated telecom service provider in the UAE, launched mobile telecommunication services in February 2007 across the UAE, in addition to internet and pay TV services that du provides in some of the free zones of Dubai. Call Select, du's nationwide fixed line services for voice telephony, was launched in July 2007. By the end of 2008, over 3 million people in the UAE chose to become du customers.

Among du's many firsts is its historic Number Booking Campaign for both individuals and business, Pay by the Second billing system, Mobile TV, Mobile Payments, first of its kind 'WoW' recharge card (which offers customers the choice between more credit, more time and now 'more international' recharge option with additional credit on international calls) and Self Care. For business customers, du business offers include Closed Business User Group and preferred International Destinations. du Broadcast Services division brings scalable media technology platforms and telecommunication solutions to the broadcast community through its world class teleport (Samacom) and Master Control Room (MCR) facilities.

du products and services for consumers and business are available through du's retail network, currently numbering 34 du shops located in strategic locations across the UAE, more than 3000 authorized dealers Or through du e-shop, accessible at <http://www.du.ae/en/where-to-buy/eshop.html>. du shops are a one stop shop for mobile service, carrier select and the payment of the service bills.

du is 39.5 percent owned by the UAE Federal Government, 19.75 percent by Mubadala Development Company, 19.5 percent by Emirates Communications & Technology Company LLC and the remaining stake by public shareholders. It is listed on the Dubai Financial Market (DFM) and trades under the name du.

### **Awards to date**

- du presented with an award for Best Middle Eastern Local Currency Deal 2008 by UK's EuroWeek
- du won two prestigious awards at UAE Web Awards 2008. du e-shop portal won the best strategic online portal award in the e-commerce category and du media club website won the bronze award in the media and press category.
- du corporate brand launch campaign awarded a Cristal MENA award in 2008
- du declared 'Best Brand' at Telecoms World Awards Middle East 2007 for innovative branding and outstanding brand success

- Second place in the New Brand Launch category at the GMR Effectiveness in Marketing Awards 2007
- Silver Award for the best website in the ICT category at the UAE Web Awards 2007
- du WoW TV Commercial awarded amongst the best 50 TV commercials in mobile telecom category in the world for 2007