

PRESS RELEASE**Ericsson and WWF Sweden partner to promote climate-positive solutions to reduce global CO₂ emissions**

Ericsson (NASDAQ:ERIC) and the World Wide Fund for Nature (WWF) Sweden today announced a partnership aimed to encourage the smart use of telecom solutions across industries to reduce global CO₂ emissions. To achieve this, they will work together to promote climate-smart telecom solutions, and introduce the concept of being “climate-positive” to solution-driven companies in the ICT sector.

The partnership covers three key areas: a methodology for calculating CO₂ savings from emission avoidance; the integration of low-carbon telecommunication solutions in climate strategies for cities; and a support platform for partnerships that promote a low-carbon economy.

Elaine Weidman, Vice President, Sustainability and Corporate Responsibility, Ericsson, says: “Society faces a huge challenge to drastically reduce CO₂ emissions by 2050, while the world economy will as much as triple. Ericsson has a vision of using telecommunications to foster a more carbon-lean society, and we would like to see ICT and telecom on the agenda for the global climate negotiations in Copenhagen later this year, as a viable means of helping policy makers and governments when it comes to reaching their carbon emission targets. The opportunities for broadband to dematerialize and streamline the economy are almost unlimited.”

While the information and communications technology (ICT) industry is responsible for approximately 2 percent of global CO₂ emissions, Ericsson and WWF Sweden believe it has the potential to help reduce more than 15 percent of the remaining 98 percent emitted by non-ICT industries and the public. The partnership aims to encourage other sectors, such as transport, buildings and energy, to better utilize ICT infrastructure and thereby reduce overall CO₂ emissions.

Ericsson and WWF Sweden estimate that smart use of broadband-enabled services can reduce CO₂ emissions by a factor of 10-100, i.e. the use of a telecom service that emits 1kg of CO₂ may enable a reduction of 10-100kg of CO₂. Fixed and mobile broadband can play a leading role in improving basic services while reducing CO₂ emissions – both by replacing physical products with services and by helping society to use resources more efficiently – and can accelerate the shift from physical to virtual infrastructure and services.

Ericsson and WWF Sweden will explore how to measure how an ICT company can help reduce significant amounts of CO₂ in society with low carbon ICT solutions, thereby becoming “climate positive”, i.e. the use of a company’s solutions are promoted and used in a way that result in much greater CO₂ reductions than the company’s internal emissions.

Dennis Pamlin, Global Policy Advisor at WWF Sweden, says: “This partnership is an example of how innovative climate work in the 21st century can look. Together with Ericsson, we can approach the need for reduced emissions as an opportunity, and the urgency for rapid reductions as a driver for innovation and profit. This is especially important in this economic crisis when significant resources are being allocated into infrastructure investments. During the coming months we will explore and promote the use of innovative carbon-lean solutions which can help businesses, industries and governments reduce their carbon emissions and shape a low-carbon economy.”

Rapid urbanization and related investments mean that cities can turn the need to reduce CO₂ emissions into a driver for smart and carbon lean development. The 21st century infrastructure that ICT has created opens up opportunities for investments in smart solutions that can deliver basic services, such as transport, heating, cooling and lighting in resource efficient ways that contribute

to sustainable development for the world's population.

Intelligent transport and communication systems are an example of how emissions can be reduced through a linked network of people, roads and vehicles, which support teleworking, dematerialization and, communicate road descriptions, guides and traffic information. Research conducted by Ericsson shows that introducing telemedicine applications can reduce travel for hospital consultations by up to 50 percent. Ericsson's Smart Grid solutions help utilities and households to better regulate energy use, and Ericsson's Connected Home allows for monitoring and automating energy consumption, lighting and surveillance.

This partnership builds on seven years of interaction between WWF Sweden and Ericsson. Over the next six months, the partnership will focus on intensified effort to get ICT on the global policy agenda for the upcoming climate negotiations in Copenhagen later this year.

Notes to editors:

Background information on energy efficient solutions:

www.ericsson.com/press/facts_figures/doc/energy_efficiency.pdf

Ericsson's 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. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.

For more information, visit www.ericsson.com or www.ericsson.mobi.

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About WWF Sweden

WWF Sweden a national office for one of the world's largest and most respected independent conservation organizations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

More about WWF's work with ICT: www.panda.org/ict