
ERICSSON SIMPLIFIES ORGANIZATION AND NAMES EXECUTIVE TEAM

- Simplified organizational structure and appointments to Executive Team will help drive execution of company strategy
- New Business Areas, Market Areas and Executive Team effective April 1, 2017

In line with the business strategy announced today, Ericsson (NASDAQ: ERIC) is simplifying its organizational structure by removing the two-tiered leadership structure, Executive Leadership Team and Global Leadership Team, and forming a single Executive Team. In addition, the geographical setup with ten regions will become five market areas, and the business areas are re-defined and reduced to three. The new Executive Team roles and the new organization will take effect April 1, 2017.

Ericsson President and CEO Börje Ekholm says: “To execute quickly and successfully on the next phase of our strategy, a new leadership team will immediately start working together. We will use the near future to solidify ways of working for the new structure, which will be more efficient and responsive to market and customer needs.”

The following Business Area and Market Area structure will apply to the Ericsson Group as of April 1, 2017:

- Business Area Networks; Business Area Digital Services; Business Area Managed Services
- Market Area North America; Market Area Europe & Latin America; Market Area Middle East & Africa; Market Area North East Asia; Market Area South East Asia, Oceania & India

Effective April 1, 2017, Ericsson’s Executive Team members will be:

President and CEO – Börje Ekholm

Business Area Networks – Fredrik Jejdling, Senior Vice President, currently head of Business Unit Network Services

Business Area Managed Services – Peter Laurin, Senior Vice President, currently head of Region Northern Europe and Central Asia

Business Area Digital Services – Ulf Ewaldsson, Senior Vice President, currently head of Group Function Strategy & Technology

Market Area North America – Rima Qureshi, Senior Vice President, currently head of Region North America

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Market Area Europe & Latin America – Arun Bansal, Senior Vice President, currently head of Business Unit Network Products

Market Area Middle East & Africa – Rafiah Ibrahim, Senior Vice President, currently head of Region Middle East

Market Area North East Asia – Chris Houghton, Senior Vice President, currently head of Region North East Asia

South East Asia, Oceania & India – Nunzio Mirtillo, Senior Vice President, currently head of Region Mediterranean

Technology & Emerging Business – Niklas Heuvel dop, Senior Vice President, currently head of Group Function Sales

Finance & Common Functions – Carl Mellander, Senior Vice President, currently acting Head of Group Function Finance & Common Functions

Human Resources – MajBritt Arfert, Senior Vice President, currently acting Head of Group Function Human Resources

Marketing & Communications - Helena Norrman, Senior Vice President, currently in same role

Sustainability & Corporate Responsibility - Elaine Weidman Grunewald, Senior Vice President, currently in same role

Legal Affairs – Nina Macpherson, Senior Vice President, currently in same role

Advisor to the CEO – Jan Frykhammar, Executive Vice President, currently in same role

Advisor to the CEO – Magnus Mandersson, Executive Vice President, currently in same role

Per Borgklint, Anders Lindblad, Jean-Philippe Poirault and Charlotta Sund will leave the Executive Leadership Team effective April 1, 2017.

Ekholm says: "As we form a new team, I would like to thank those leaving the executive groups. They have contributed to the leadership of Ericsson during important times of change and we appreciate their dedication and perseverance."

[Find high-resolution photos of the Executive Team here.](#)

FOR FURTHER INFORMATION, PLEASE CONTACT

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