
DU TRANSFORMS IOT & CLOUD SERVICES WITH ERICSSON

- New partnership accelerates digitalization in the region, enabling rapid deployment of innovative services in the Internet of Things (IoT)
- Ericsson Enterprise and Cloud Billing solution empowers du to monetize services toward government entities, small and medium enterprises, large corporations and industry

Ericsson (NASDAQ: ERIC) and du, a telecommunications operator based in Dubai, United Arab Emirates, have partnered to accelerate digitalization in the region by deploying innovative solutions that enable faster introduction of new Internet of Things (IoT) services.

The partnership will enable du to offer flexible pricing and billing solutions for IoT and cloud platforms toward enterprise customers. [Ericsson's Enterprise and Cloud Billing solution](#) will also allow du to offer Billing as a Service for government entities and several industry verticals such as utilities, retail and transport.

Farid Faraidooni, Chief Operations Officer, du, says: "Our partnership with Ericsson will enable us to further empower our stakeholders in the digital transformation era by making it easier for them to rapidly take their offerings to market. Ericsson's unique solutions provide the flexibility we require, with little customization efforts needed to integrate into our existing technology. We will continue to offer our customers the latest innovative technologies and this solution reduces our time to market when creating new business models and services for our customers."

Rafiah Ibrahim, Head of Market Area Middle East & Africa, says: "Our latest Mobility Report forecasts 29 billion connected devices by 2022, of which around 18 billion will be in IoT. With this enormous market potential, first-mover operators around the world are positioning themselves to capitalize on this opportunity by deploying solutions that help enterprises rapidly offer innovative new services. Our Enterprise and Cloud Billing solution will allow du to monetize existing services, develop new offerings and accelerate digitalization in the region."

The new partnership deal was signed during a ceremony at GITEX Technology Week 2017, the largest annual consumer computer and electronics trade show, exhibition and conference in the region, held at the Dubai World Trade Centre from October 8 to 12.

NOTES TO EDITORS

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Ericsson is a world leader in communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 111,000 experts who provide customers in 180 countries with innovative solutions and services. Together we are building a more connected future where anyone and any industry is empowered to reach their full potential. Net sales in 2016 were SEK 222.6 billion (USD 24.5 billion). The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York. Read more on www.ericsson.com.

About du

du is a vibrant and multiple award-winning telecommunications service provider serving 9 million individual customers with its mobile, fixedline, broadband internet, and Home services over its 4G LTE network. du also caters to over 100,000 UAE businesses with its vast range of ICT and managed services. Since its launch in 2007, du has many UAE firsts to its credit, including introduction of Pay by the Second® billing system, IPTV and self-service portal.

du is ideally placed to support the realisation of UAE Vision 2021 and transformation of Dubai into a Smart City. du is also the official strategic partner of the Smart Dubai Office and the platform provider for Smart Dubai. Following the successful testing of the Middle East's first Internet of Things (IoT) network, du is on course to complete deployment of its IoT network in 2016.

Brand Finance ranked du as the 12th most valuable brand in the Middle East in 2016. du previously won the coveted Brand of the year title by Superbrands Middle East in 2013. The company has been recognised with several other awards such as ISO 27001 certification of Managed Security Services and having the distinction of opening UAE's first LEED Platinum Certified Green Shop. du also has the unique distinction of the first telecom in the world to release Sustainability Report based on GRI-G4 guidelines in 2014. du is also credited with

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du's world-class teleport is the largest of its kind in the Middle East and ranked among the top teleports in the world by World teleport Association.

du is 39.5 percent owned by Emirates Investment Authority, 19.75 percent by Mubadala Development Company PJSC, 19.5 percent by Emirates Communications and Technology LLC and the remaining by public shareholders. Listed on the Dubai Financial Market (DFM), the company trades under the name 'du'.

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