
ERICSSON MEDIAFIRST TV PLATFORM SELECTED BY TELUS

- Ericsson MediaFirst TV Platform enables operators to deliver seamless and personalized TV experiences across devices, underpinned by an agile development and delivery model
- TELUS is deploying Ericsson MediaFirst TV Platform to enhance its Optik TV service
- Enhanced Optik TV App combines features of previous apps, enabling TELUS customers to watch live TV, set recordings and watch On Demand content – all on-the-go from a single interface

Ericsson (NASDAQ: ERIC) has been selected by TELUS, Canada's fastest growing telecommunications company, to power its next-generation TV service.

The Ericsson MediaFirst TV Platform is an end-to-end media platform for the creation, management, and delivery of next-generation Pay TV. Built using leading-edge cloud-based architecture, it enables operators and content providers to deliver seamless, personalized and intuitive TV experiences to consumers anytime, anywhere and on any device.

The platform also provides advanced analytics tools which enable operators to target relevant content and promotions to viewers, increasing revenue opportunities and helping to reduce churn. The cloud-based platform, which is constantly evolving through Ericsson's DevOps approach, also offers flexibility, scalability and agility to adapt to consumers' constantly evolving behaviors and needs.

Angel Ruiz, CEO and President of Ericsson Media Solutions says: "Consumers are enjoying more choice than they have ever had before – not just more content, but also more ways to watch that content, whenever and wherever they want it. Providers have to stand out from the crowd to remain competitive in the competitive TV landscape. We believe that a truly seamless and personalized TV Everywhere service enables an operator to create that distinction. We are proud to partner with TELUS in shaping the future of pay television"

TELUS is using Ericsson MediaFirst TV Platform to enhance its Optik TV service across all platforms and all devices. As part of the first phase, TELUS has recently launched its new Optik TV app to almost one million customers in British Columbia, Alberta and Quebec. The app provides customers with features including the ability to watch live TV and set recordings on-the-go; access thousands of shows and movies on demand; and order a movie at home and finish it on a tablet or smartphone. A browser version of the app launched alongside the mobile app.

Blair Miller, Vice-President, Products & Content at TELUS, says: “We are committed to providing our customers access to innovative TV offerings that makes it easier for them to access their favourite content anywhere, any time. Our selection of the Ericsson MediaFirst TV Platform ensures that we will be at the forefront of new TV technology, offering TELUS customers Canada’s best entertainment experience.”

NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

About Ericsson Media Solutions

With an outstanding pedigree dating back over a quarter of a century, Ericsson’s immense Media Solutions portfolio meets the unique challenges that lie at every single stage of the video journey. From video processing and delivery to TV platforms and beyond, we enable our customers to efficiently deliver a personalized and immersive viewing experience.

Earlier this year Ericsson presented a focused business strategy to revitalize technology and market leadership, improve group profitability and enable customer success. This includes exploring strategic opportunities for the company’s media businesses while continuing to develop solutions to enable the businesses to scale and succeed in the evolving media landscape.

About TELUS

TELUS (TSX: T, NYSE: TU) is Canada’s fastest-growing national telecommunications company, with \$13.1 billion of annual revenue and 12.9 million subscriber connections, including 8.8 million wireless subscribers, 1.7 million high-speed Internet subscribers, 1.3 million residential network access lines and 1.1 million TELUS TV customers. TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video. TELUS is also Canada’s largest healthcare IT provider, and TELUS International delivers business process solutions around the globe.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed over \$482 million to charitable and not-for-profit organizations and volunteered more than 7.7 million hours of service to local communities since 2000. Created in 2005 by President and CEO Darren Entwistle, TELUS’ 13 Canadian community boards and 5 International boards have led the Company’s support of grassroots charities and have

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contributed more than \$60 million in support of 5,595 local charitable projects, enriching the lives of more than 2 million children and youth, annually. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit www.telus.com.

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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 have provided 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). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York. Read more on www.ericsson.com.