

## PRESS RELEASE

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# U MOBILE RENEWS BUSINESS SUPPORT SYSTEM (BSS) DEAL WITH ERICSSON

- Partnership covers convergent billing solutions as well as Managed Services
- More than 5 million U Mobile prepaid and post-paid customers are managed by Ericsson's solution

Ericsson (NASDAQ: ERIC) has further extended its partnership with U Mobile Sdn Bhd to transform the Malaysian telecommunications service provider's BSS into an industrialized, real-time converged environment.

Originally signed in 2012, the partnership has been extended for another five years until 2022. In the ongoing contract, Ericsson is responsible for competence development, solution design, deployment and systems integration of the convergent billing solutions, as well as Managed Services.

Ericsson's BSS solution enables U Mobile to offer a wider range of unique services including real-time promotions and notifications, product and services cross bundling, real-time cost control for postpaid subscriptions, subscriber personalization, and flexible mobile wallets. More than 5 million U Mobile pre-paid and post-paid subscribers are managed by Ericsson.

The five-year Managed Services contract allows U Mobile to focus its efforts on product development while having clearer visibility and more control over capital and operating expense.

Wong Heang Tuck, CEO, U Mobile, says: "U Mobile prides ourselves for always being the first in the country to roll out unique plans and services. To successfully do so, apart from having an unlimited commitment to innovate, we need to ensure that we actively reduce time to market in a way that would not affect customer experience. Ericsson's billing solutions has played a role in enabling our customers to enjoy our new services more quickly and efficiently."

Todd Ashton, Head of Ericsson Malaysia, Sri Lanka and Bangladesh, says: "As U Mobile's digital transformation partner, we are bringing fully-converged business and customer support to their subscribers. Our end-to-end convergent billing and Managed Services help our partners to strengthen their competitiveness, enable flexibility to meet market demands, and reduce costs through streamlined operations."

With more than 200 telecom billing and charging customers worldwide, Ericsson is the preferred end-to-end BSS partner. Two billion subscribers are supported by the supplier's

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world-class BSS offerings, helping service providers address new opportunities that demand the right offer at the right moment.

## **About Ericsson**

*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](http://www.ericsson.com).*