

---

## ERICSSON ANNOUNCES CHANGES TO EXECUTIVE TEAM

- Niklas Heuvel dop appointed Head of Market Area North America
- Will be acting in role as Chief Strategy Officer, Head of Technology & Emerging Business
- Heuvel dop remains Senior Vice President and member of Ericsson's Executive Team

Ericsson (NASDAQ: ERIC) has appointed Niklas Heuvel dop to be Head of Market Area North America, effective September 12, 2017. In addition to his current role as Chief Strategy Officer and Head of Technology & Emerging Business, he has also been Acting Head of Market Area North America since May 2017. He will now, on a permanent basis, lead the organization of approximately 11,500 employees in serving Ericsson's customers in the United States and Canada with industry-leading technology and services.

Heuvel dop will, until further notice, be acting in his former role as Chief Strategy Officer, Head of Technology & Emerging Business.

Börje Ekholm, Ericsson President and CEO, says: "Niklas has maximized his energy and time to put the customer first in North America for the past few months, as Acting Head of North America. Together, we decided that it made the most sense for our customers and our employees to make his role there permanent."

Niklas Heuvel dop, new Head of Market Area North America, says: "This market is incredibly exciting, with leading-edge innovation and outstanding scale. We have successfully established unique partnerships with our customers in North America, allowing us to jointly pioneer new technologies across one of the most competitive markets in the world. I truly look forward continuing to partner with our customers as they accelerate their digital transformation on the path to 5G and new business opportunities in IoT, for example."

Ericsson in North America was established in 1902 in Buffalo, New York. The Market Area is currently headquartered in Plano, Texas and has 31 office sites in the US and Canada, including major research hubs in Montreal. In Q2 2017, sales in North America were SEK 12.5 b.

### NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit [www.ericsson.com/press](http://www.ericsson.com/press)

FOLLOW US:

PRESS RELEASE  
SEPTEMBER 12, 2017



---

[www.twitter.com/ericsson](http://www.twitter.com/ericsson)  
[www.facebook.com/ericsson](http://www.facebook.com/ericsson)  
[www.linkedin.com/company/ericsson](http://www.linkedin.com/company/ericsson)  
[www.youtube.com/ericsson](http://www.youtube.com/ericsson)

MORE INFORMATION AT:

[News Center](#)

[media.relations@ericsson.com](mailto:media.relations@ericsson.com)

(+46 10 719 69 92)

[investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)

(+46 10 719 00 00)

*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).*