

PRESS RELEASE
February 15, 2019

Ericsson wins iF DESIGN AWARDS for Design System and Brand Identity

- Double recognition for Ericsson from one of the world's largest design competitions
- Ericsson Design System honored for innovative approach to user experience
- Ericsson's overall rebrand also honored

Ericsson (NASDAQ: ERIC) has been recognized for excellence in brand design and user experience implementation, winning two prestigious iF DESIGN AWARDS 2019.

The Ericsson Design System (EDS) - a comprehensive software development platform - was honored in the Apps/Software section of the Communication category, while Ericsson's rebrand was awarded in the Corporate Identity/Branding section of the Communication category.

Organized by Hannover-based iF International Forum Design GmbH, the world's oldest independent design organization, the annual iF DESIGN AWARDS are highly regarded by design professionals across all industries and sectors.

iF International Forum Design GmbH says award winners are arbiters of quality for exceptional design. The awarding body said the judging panel of independent experts from across the world decided to honor Ericsson's "outstanding design" in both categories.

Ericsson Design System is the engine behind Ericsson's ambitions to provide an iconic user experience to customers and end users. It is particularly relevant in the company's digital services offerings where Ericsson Design System has been integrated as a tool for software development, demonstrating Ericsson's commitment to delivering world-class customer experiences.

Ericsson's overall brand identity rebrand is firmly rooted in product design principles, spanning all aspects of the company's brand: from marketing collateral and software design, to experiential and hardware packaging.

The iF DESIGN AWARDS are the second time in six months that the Ericsson Design System and Ericsson rebrand have been recognized – following two [Red Dot Awards for Brand and Interface Design](#) in August 2018.

Jan Karlsson, Senior Vice President, Head of Business Area Digital Services, Ericsson, says: "Recognition from iF DESIGN AWARDS reflects the excellence in user experiences and quality



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standards that we believe our customers, partners, and visitors deserve when they engage with Ericsson.

“Our technology is easy to use, adapt and scale, and enables our customers to capture the full value of connectivity. Ericsson Design System is now a double-award-winning flagship in our commitment to deliver agile, robust and scalable digital experiences to our customers and their end users.”

NOTES TO EDITORS:

[The Ericsson Design System \(video\)](#)

[Ericsson brand design \(video\)](#)

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About Ericsson

Ericsson enables communications service providers to capture the full value of connectivity. The company's portfolio spans Networks, Digital Services, Managed Services, and Emerging Business and is designed to help our customers go digital, increase efficiency and find new revenue streams. Ericsson's investments in innovation have delivered the benefits of telephony and mobile broadband to billions of people around the world. The Ericsson stock is listed on Nasdaq Stockholm and on Nasdaq New York. www.ericsson.com

Ericsson at Mobile World Congress 2019

Join or follow Ericsson at MWC 2019 in Barcelona from February 25 to 28 and experience the future of 5G and IoT innovation. We will present unique insights on 5G business opportunities and showcase use cases that enhance service providers' business and customer experiences. Take the opportunity to learn more about the latest trends and technology shaping the ICT industry, now and in the future. Join us live and online at www.ericsson.com/mwc