

s **CMD**

Carl-Henric Svanberg

President and CEO

A growth industry

- 300 million net subscriber adds, nearly a million a day
- Towards 2 billion mobile subscribers already this year
- Yet only in the beginning



Current status in the industry

- Second wave 3G
- Continued good GSM momentum
- All-IP opens new opportunities
- Managed services to strengthen business focus

Ericsson key strengths

- Technology leadership with end-to-end capabilities
- Global presence
- Operational excellence

Technology leadership

- Next generation networks and IMS
- HSDPA enables mobile triple play
- Ericsson Mobile Platforms
- End-to-end capabilities a key differentiator

True industry leadership

Global presence

- 130 years – 140 countries – a unique position
- Balanced market portfolio
- Well positioned for future growth

True industry leadership

Operational excellence

- Organization with simplicity and clarity
- Faster – smarter – inspiring
- Continuous improvements

True industry leadership

Continued leadership

- Technology leadership with end-to-end capabilities
- Global presence
- Operational excellence

sCMD

Stockholm 10 may 2005

spring

Capital Markets Day