

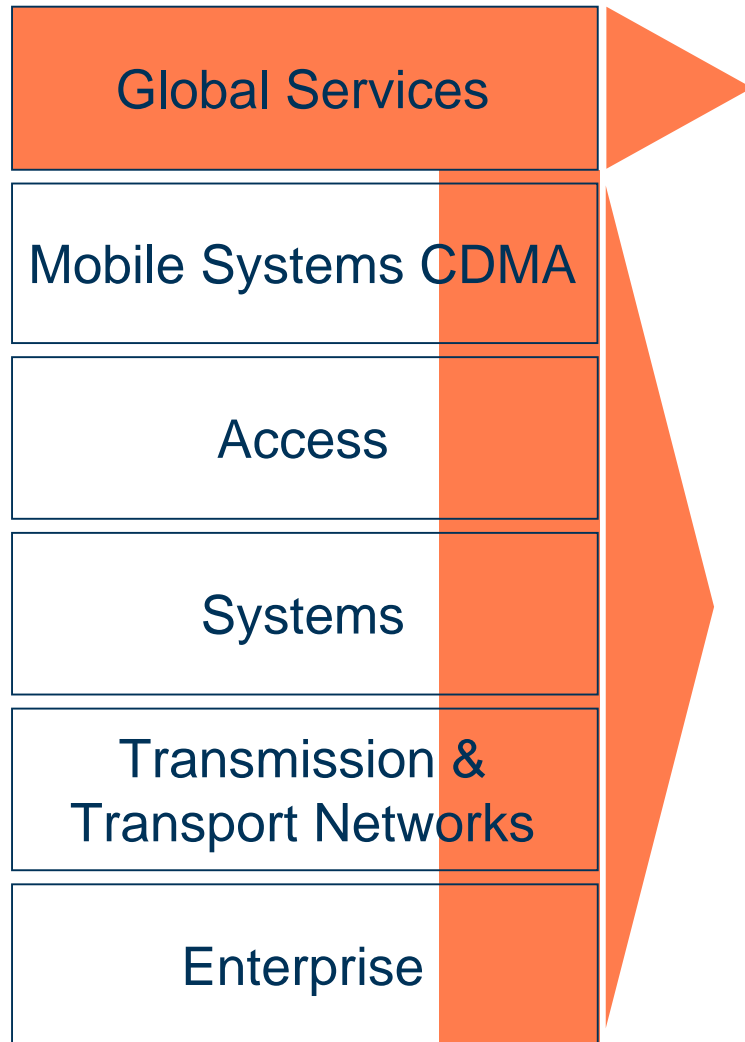
Telecom Services

s **CMD**

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Executive Vice President & General Manager
Business Unit Global Services

The strategy remains



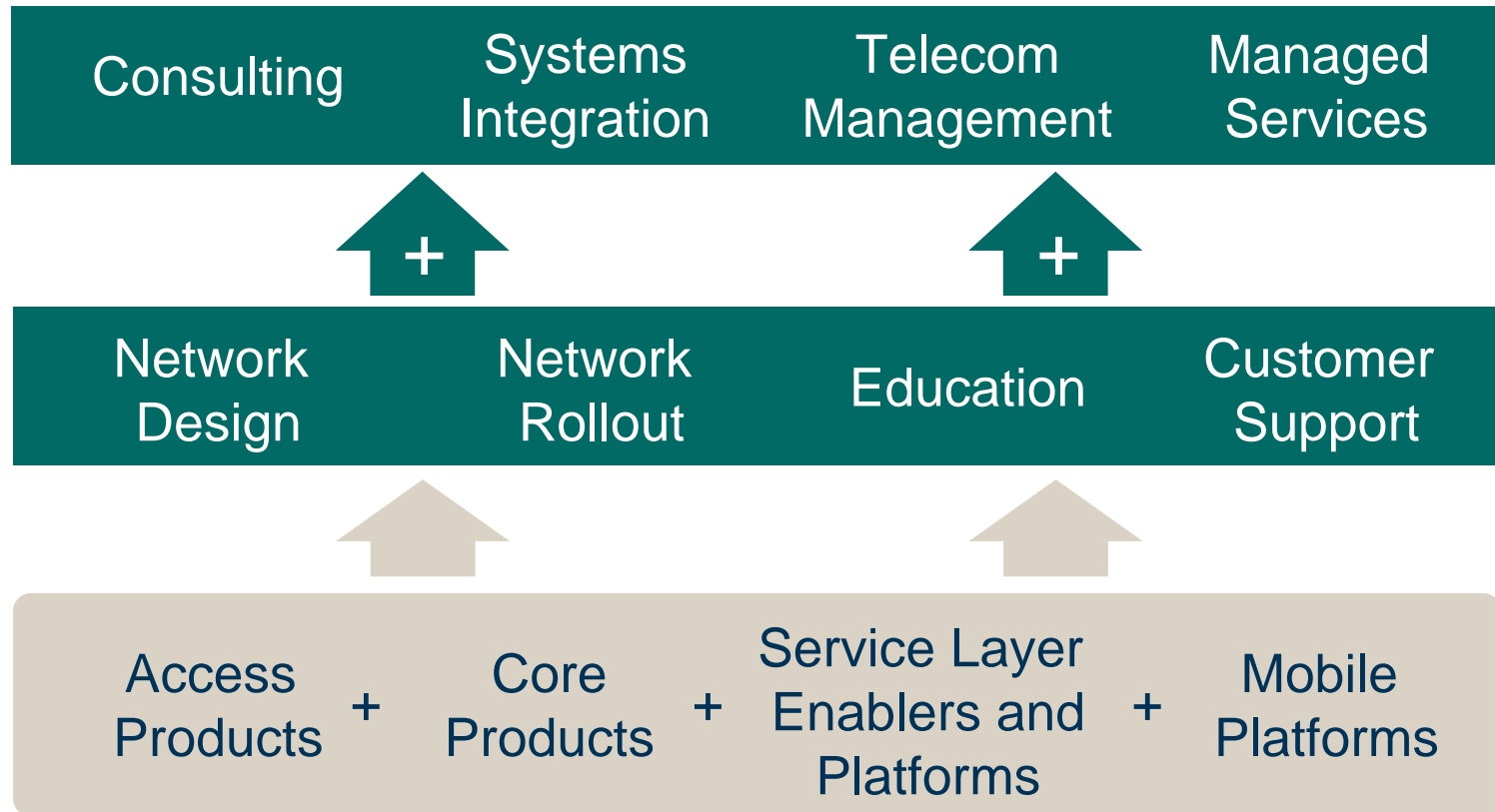
Expand the service scope

- Managed Services
- Business and Technology Consulting
- Systems Integration

Provide services in Ericsson's end-to-end solutions

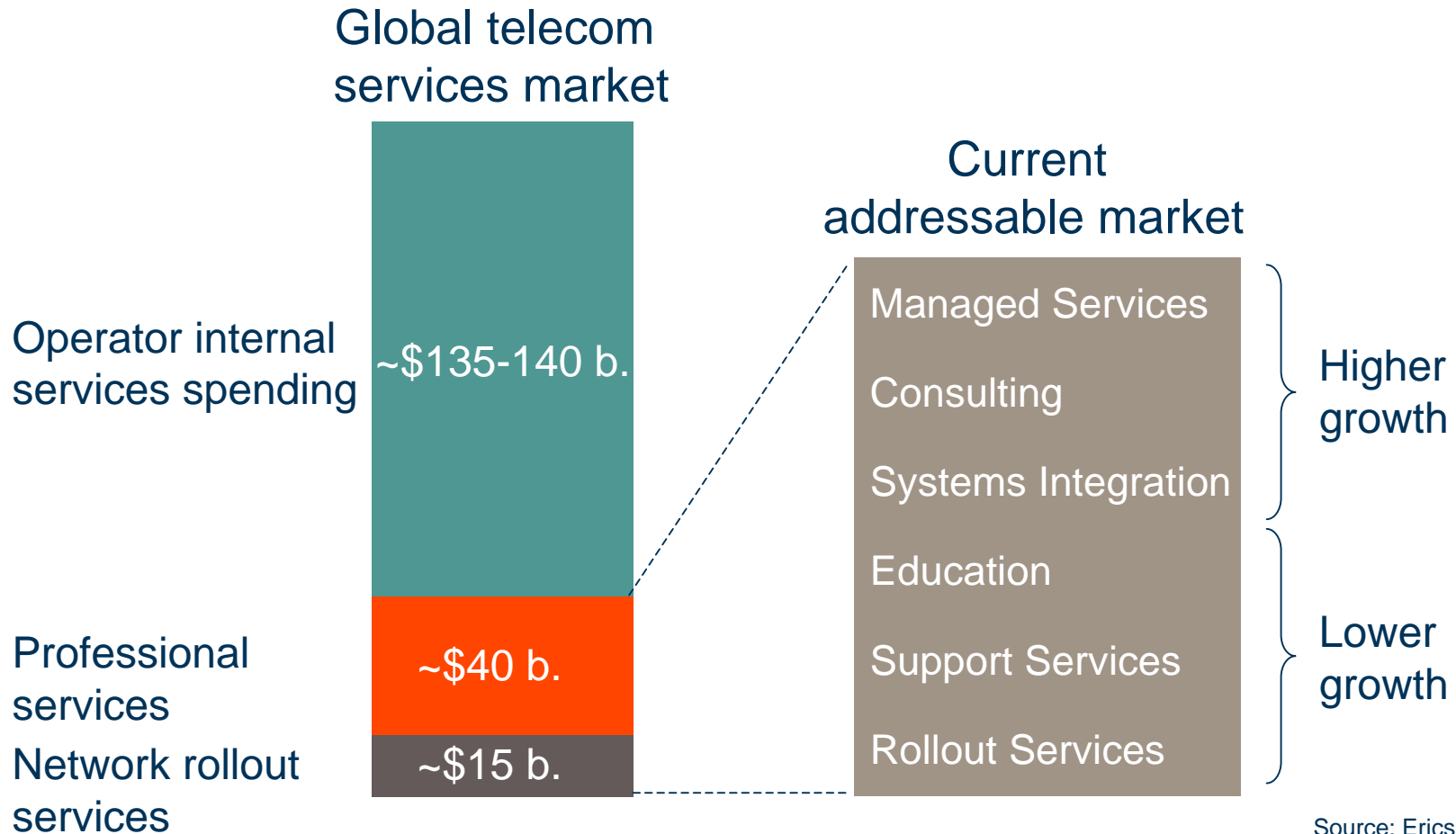
- Network Design
- Network Rollout
- Education
- Customer Support

The strategy remains



Competence and expertise based on Ericsson's technology leadership

Telecom services market 2005



Good growth in Professional Services

This slide contains forward-looking statements. Actual result may be materially different.

Support services

- Qualified network support is one of the fundamentals for an operator
 - >550 million subscribers supported worldwide, 24/7
 - System Support
 - e.g. customer service request handling and software updates
 - Hardware Services
 - e.g. repair services and spare parts management



Protecting operator revenues through non-stop quality networks

Innovation in Support services

Ericsson Spare Parts Management

- What is it?
 - Own, store and distribute spare parts for 1st line maintenance, multi-vendor
- Why operators buy it
 - Up to 20% cost reduction
 - Minimizing risk
 - Improving network performance
- Spare parts management for AIS, Thailand
 - Quick response time: Within 4 hours
 - Normal response time: Within next business day
 - Multi-vendor (NEC/Huawei/Nokia/Siemens) for one region
 - 3 years contract
- >100 contracts

Innovation in Education

Learning Solutions

- Traditional way of training
- What operators want! “Learning Solutions”
- Learning solution Cosmote, Greece
 - Deploying WCDMA + fulfilling “3G Olympic Requirements”
 - Competence consulting
 - individual needs analysis & key improvement areas
 - Competence development plan
 - all functions incl. Marketing & Customer Care
 - Delivery
 - Seminars and courses on-site, multimedia, web

Customized competence transfer for increased performance & revenues

Innovation in Managed Services – Hosting

Pre-packaged content/portals

<p>Content & Applications</p>	<p>Proven “bestseller” content Pre-packaged portals for music, gaming, video, multimedia subscriptions & downloads</p>	<p>Announced contracts</p>								
<p>Enablers & Platforms</p>	<table border="0"> <tr> <td>MMS</td> <td>Ring back tones</td> </tr> <tr> <td>Streaming</td> <td>Number portability (fixed)</td> </tr> <tr> <td>Pre-paid</td> <td>Video mail messaging</td> </tr> <tr> <td>Push to talk</td> <td>Voice & e-mail messaging</td> </tr> </table>	MMS	Ring back tones	Streaming	Number portability (fixed)	Pre-paid	Video mail messaging	Push to talk	Voice & e-mail messaging	<p>13</p> <p>11</p>
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<p>Content Settlement</p>	<p>Content Exchange Service / IPX</p>	<p>Reaches > 360 million subs</p>								
<p>Services</p>	<p>Consulting, integration, management and support</p> <p>Regional operation/hosting centers</p>									

Simplicity, Speed & Cost efficiency

H3G, Italy

Managed Services - Operation

- Total management and development of H3G Italy's 3G multi-vendor network
- Management of H3G Italy's advanced 3G-multimedia service environment
- Optimization of H3G Italy's network assets
- Ericsson "Service center"
- Transfer of ~750 employees

Economies of scale

Largest Ericsson contract to date, SEK 15 billion



sCMD

Stockholm 10 may 2005

spring

Capital Markets Day