

sCMD

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Executive Vice President, Sales and Marketing

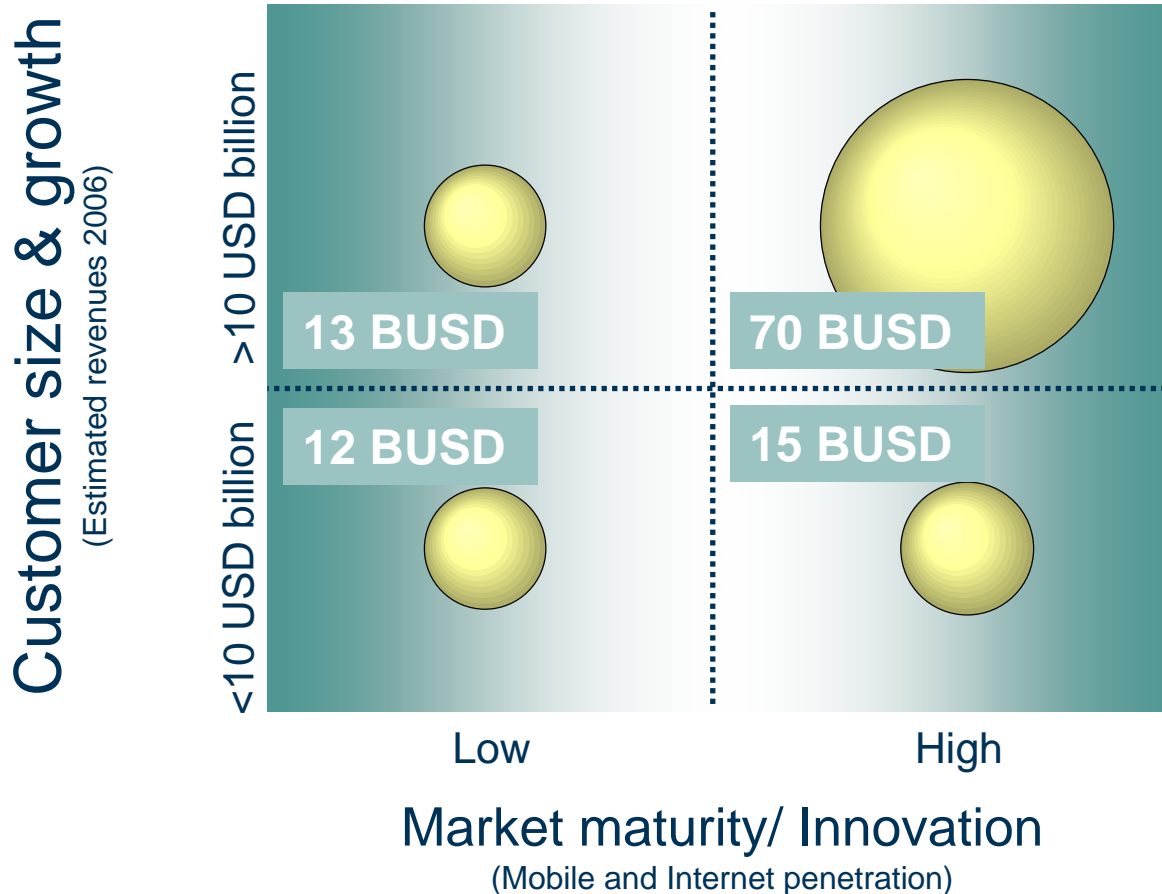
Agenda

Big market potential

Positioned for success

Developing our sales

Serving customers around the globe



* Size of bubble represents total opex and capex spend of operators in that segment

Western Europe – towards mobile broadband with 3G

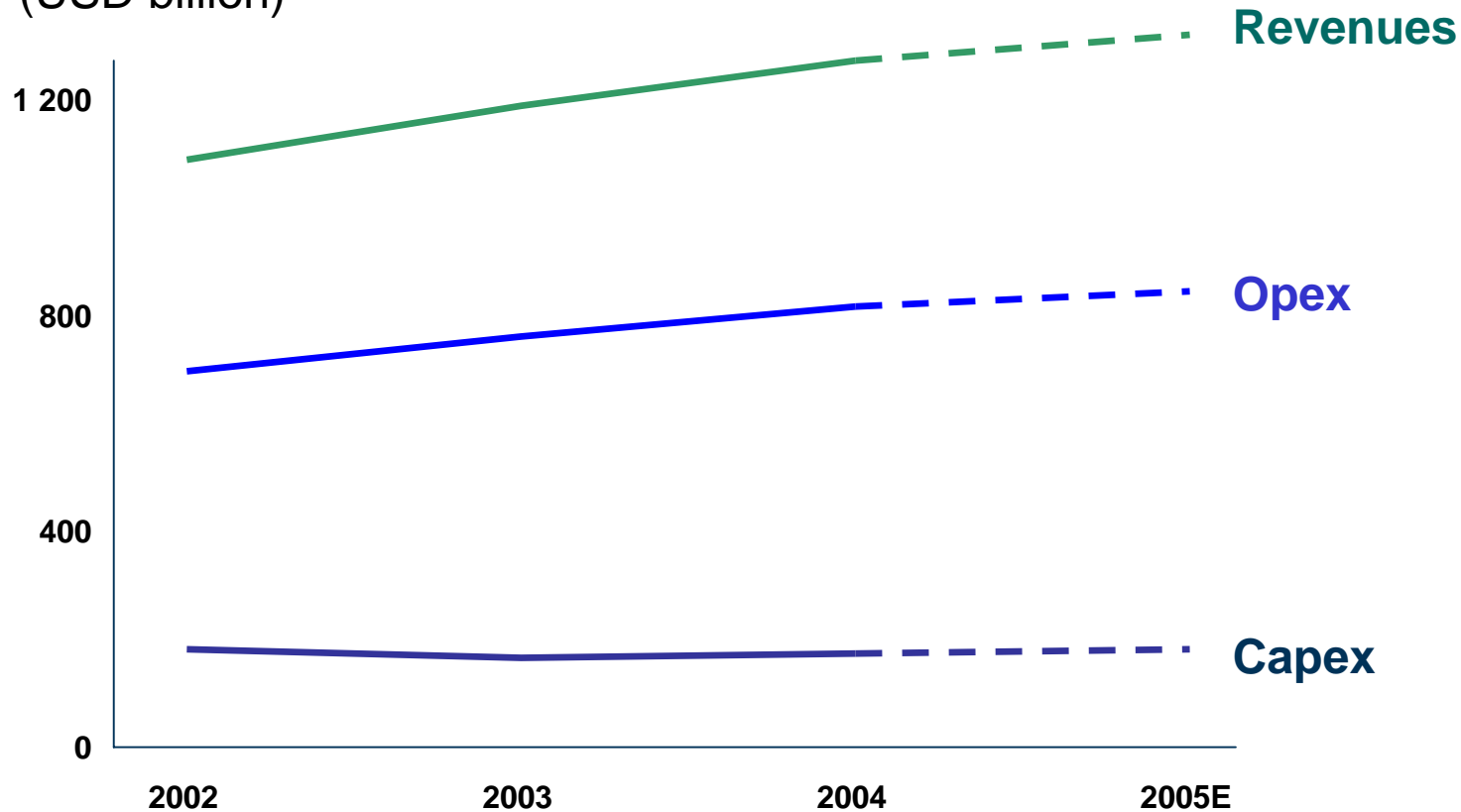
- Expansions eastbound and alliances
- Growing operator confidence
- Wideband taking off – mobile broadband (HSDPA)
- Fixed broadband still growing fast
- Tariff competition – increased MoU

North America – continued investment growth

- Consolidation
- GSM migration to WCDMA/HSDPA to challenge Verizon
- Increased focus on operating expenditure efficiency
- Continued focus on broadband capability

Knowing our customers' priorities growth and confidence

Telecom operators' revenues and spend (USD billion)



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Developing our sales

Winning deals through trust

Gaining market share



Mobile
Core expansions

New customer footprint



Germany break-in

Technology breakthroughs



IMS

New business areas



Mega-deal
in Managed Services

Examples of deals last month

BT, preferred supplier in 21st century network deployment

VIBO Telecom, Taiwan, 3G core network turnkey solution

ICE, Costa Rica, GSM network; deploy, operate, optimize, maintain

MTG Zoo Mobile, IPX solution; content billing

Maxis Communications Berhad, Malaysia, 3G Managed Services

Telefonica, IMS solution for IP telephony and Centrex services

Telebucaramanga, Colombia, Ethernet DSL Access solution

Suntel, Sri Lanka, CDMA2000 1X network

Maltacom, Malta, telephony softswitch solution for network upgrade

TeliaSonera, Denmark, Ethernet DSL Access solution and services

ETC, Ethiopia, GSM expander solution

BayanTel, Philippines, Ethernet DSL Access solution

General Dynamics/US Navy, WCDMA wireless equipment and services

Our position generates growth

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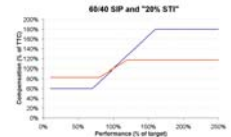
Positioned for success

Developing our sales

Continuously working for excellence in sales

Sales Culture

“A high-performance sales culture based on performance measurements, benchmarks and rewards”



Sales profession, incentives, competences

Sales Execution

“A listening and responsive sales organization set up for growth”



Global accounts

Sales Management

“Simple, common state-of-the-art sales methods, processes and tools”



Sales strategy and planning tools

Responding to evolving customer needs

Customer needs

Identify and capture unique business opportunities

Support with up-and-running system solutions

Well defined products/services with simplified purchasing

Sales approaches

Project sales

System sales

Product sales

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Stockholm 10 may 2005

spring

Capital Markets Day