

Ericsson on the Market Experiences from APAC

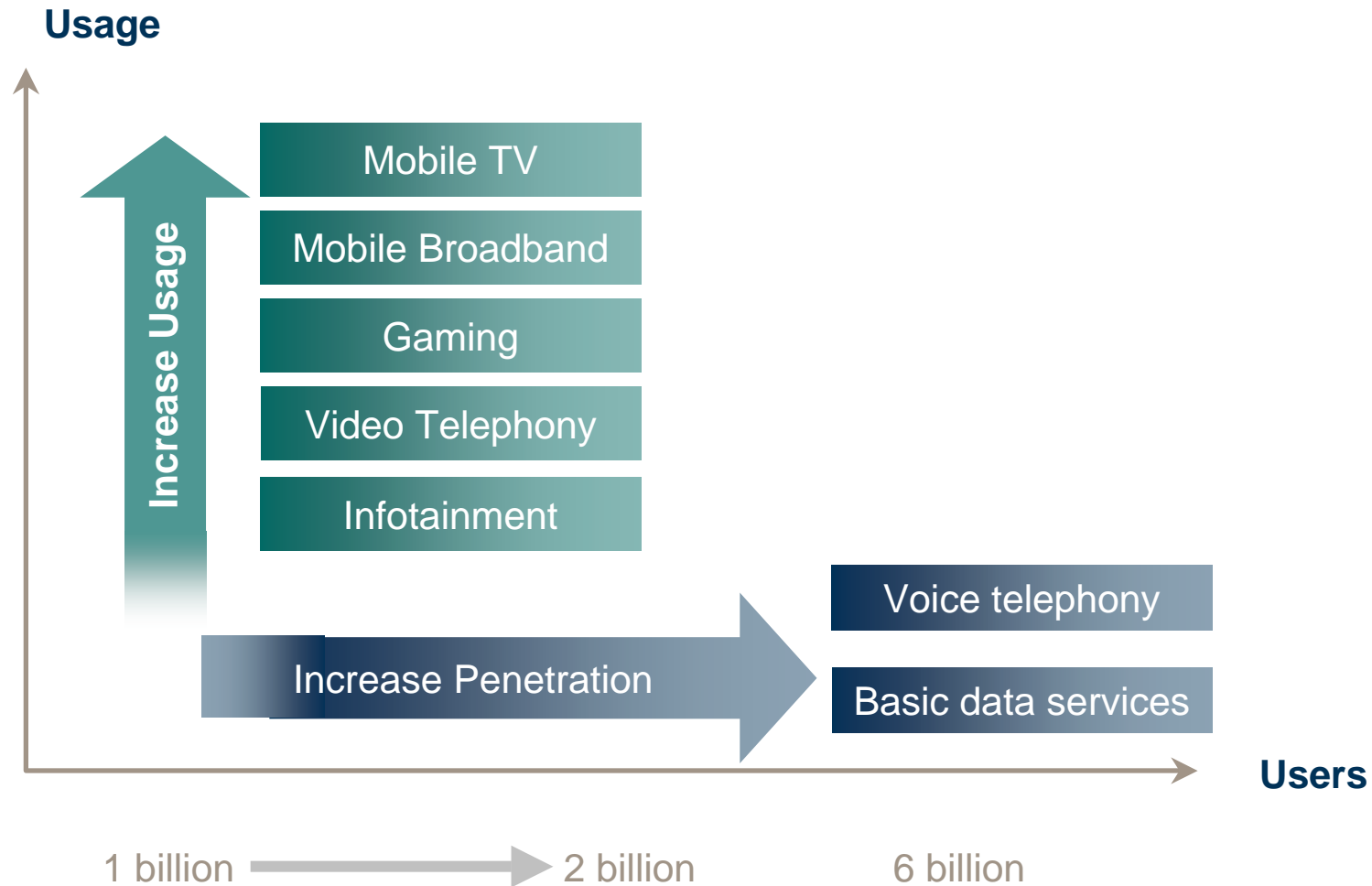
s **CMD**

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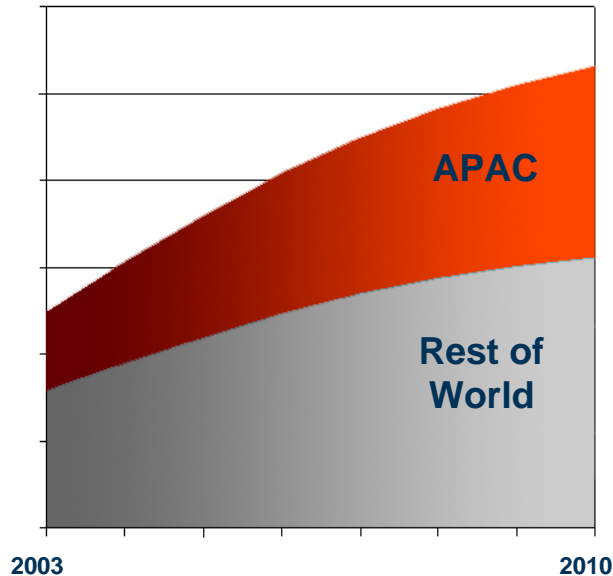
APAC, the world in a nutshell

The whole scale from advanced to new users with different demands on services

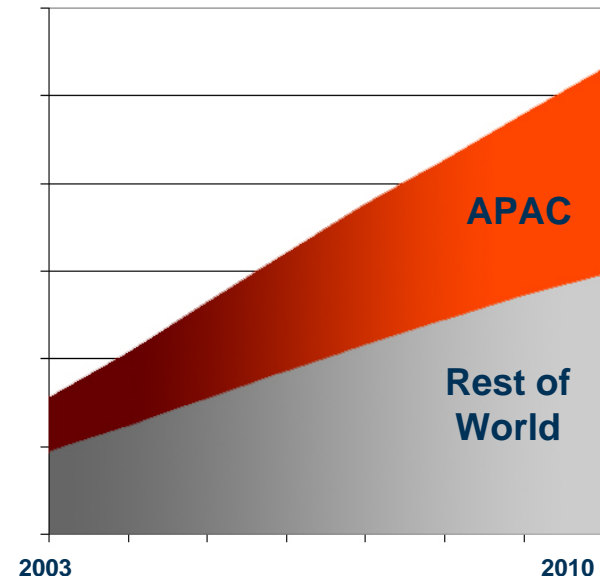


Strong growth open up for new opportunities

Active mobile subscriptions by region



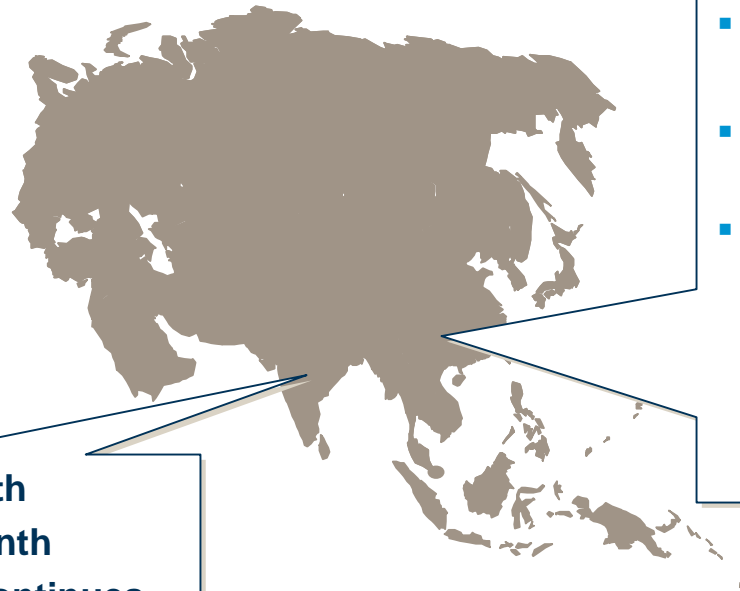
Total voice minutes by region



Critical success factors for operators

- Cost efficient coverage & capacity to cater for more voice traffic
- Start/continue to build successful data businesses

China & India update



- **Strong subscriber growth**
 - 2 million subs/month
- 2G rollout momentum continues
- 3G trial discussions commenced
- Roll-out and launch of EDGE

- **Very strong subscriber growth**
 - 5 million subs/month
- Continued investment in rural coverage and capacity in cities
- Chinese 3G licenses assumed to be awarded 2H 2005
 - Telecom reform
 - 3 licenses expected
 - WCDMA, CDMA and TD-SCDMA

Positioned for success

We have a strong history and future in Asia Pacific



Examples: Ericsson established since

- Local presence and know-how
- Global experiences
- We know our customers

”The eight operators expected to have the highest traffic growth in APAC over the coming five years are all Ericsson customers”

We are committed

We can meet a wide variety of customer needs

Capacity Growth

“Utilize the full capacity potential with high quality”

Mobile Broadband

“Always-on Internet access over 2G & 3G”

Expander

“Cost-efficient expansion into new geographical areas”

Mobile Softswitch

“Evolve to all-IP while slashing Core Network OPEX up to 50%”

Managed Capacity

“Capacity and coverage when and where needed”

Fast Service Launch

“New services in one week”

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Stockholm 10 may 2005

spring

Capital Markets Day