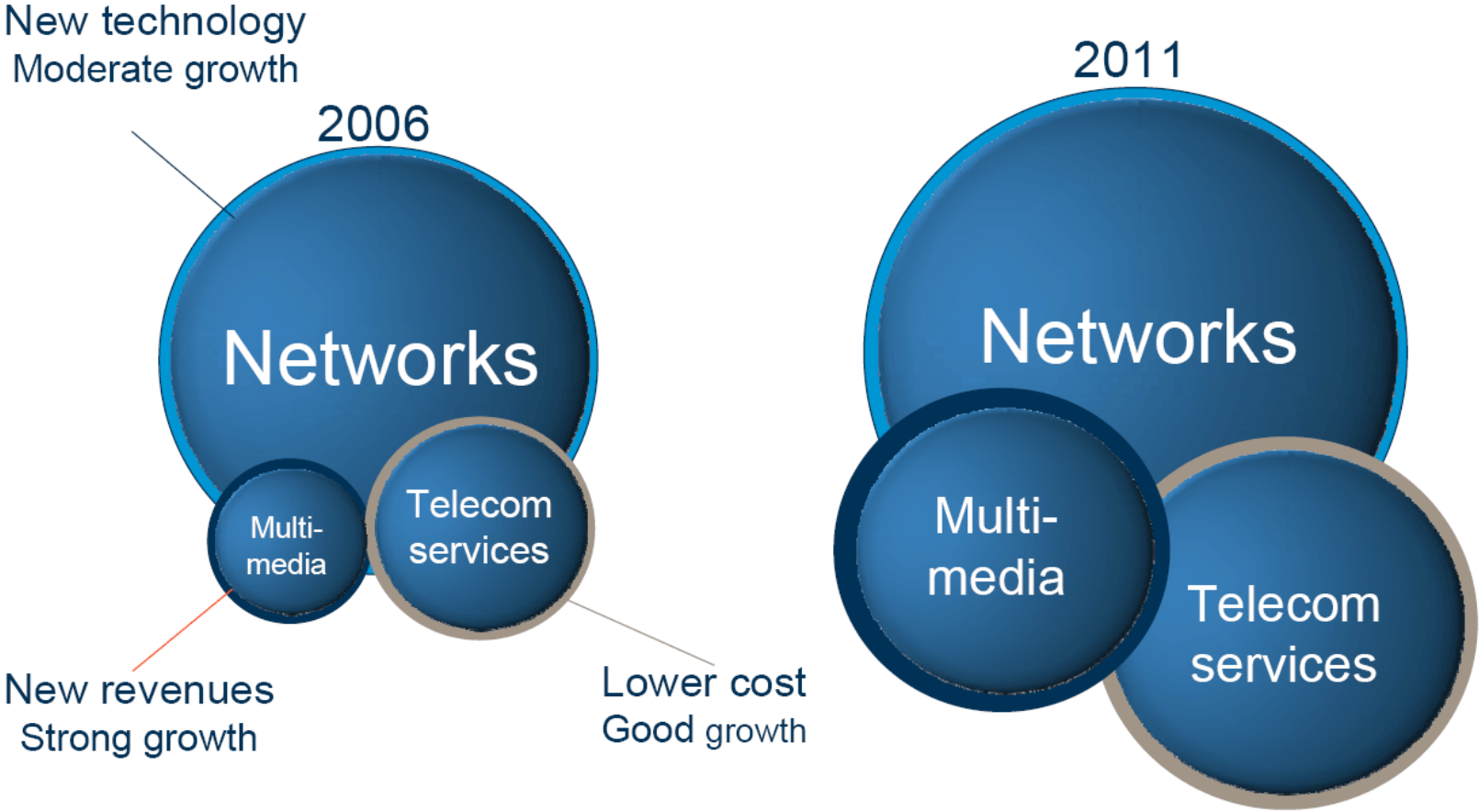


The Ericsson Vision



Same industry – but obvious differences



Organizing for growth

The next phase for connecting the world



- Create the right environment for our businesses to prosper
 - Focused, simple and clear organization
- Our strategy remains
 - Organic growth with bolt-on acquisitions

Balance long-term growth and short-term profitability

The power of the consumer

- § Anything, anywhere, anytime!
- § Individuality and fragmentation
- § Transfer from needs to wants and desires
- § Communication for lifestyles



The consumer of tomorrow



Sara, student



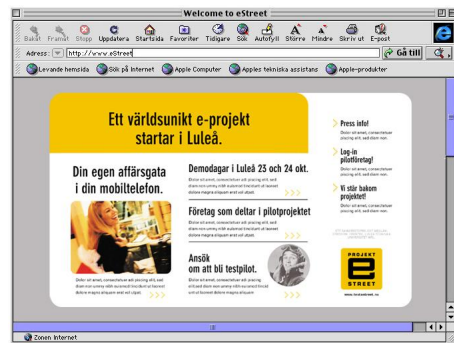
Anne, controller



John, entrepreneur

Live-tests at LivingLab Botnia

- § End-user experience,
- § Mobile Services, Scenarios & Concepts
- § Business cases, Value chains
- § Provider relationships
- § Solutions & E2E architectures



Ericsson is driving growth



ERICSSON 

TAKING YOU FORWARD