

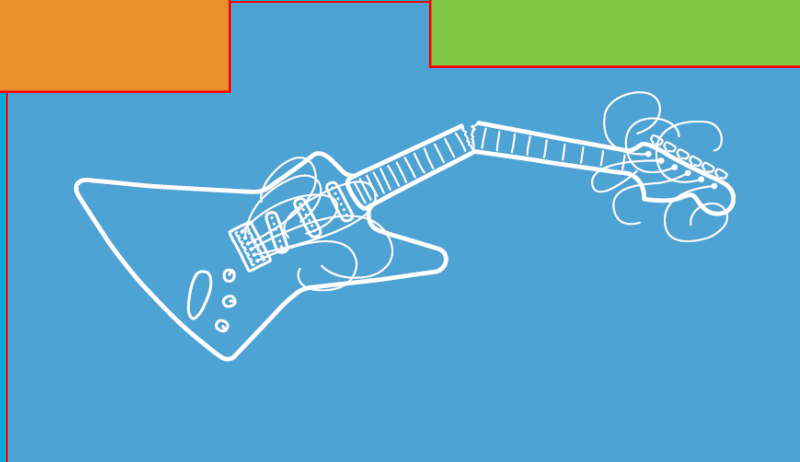
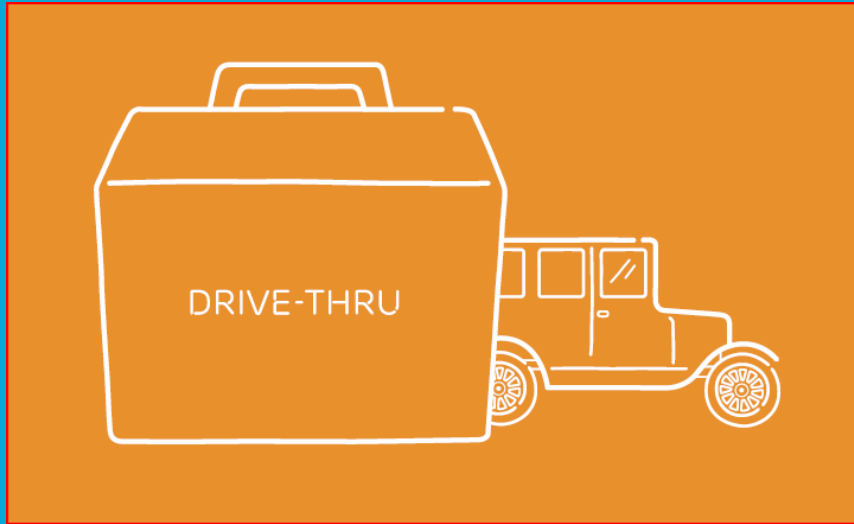


RETHINKING MOBILE BROADBAND

SAM SABA

CEO ERICSSON AUSTRALIA/NZ

THE MARK OF A GREAT INVENTION IS THAT IT CONSTANTLY INSPIRES OTHER GREAT INVENTIONS



ANYWHERE INTERNET 24/7, PLEASE



95% of the Smartphone users want anywhere access

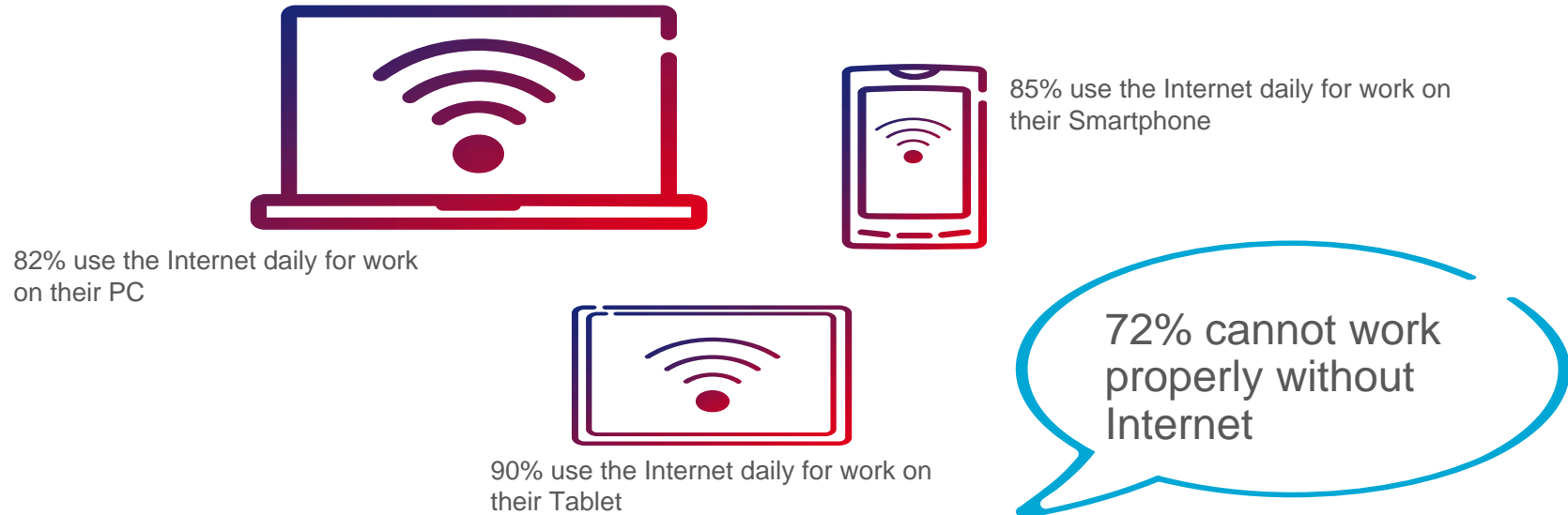
Smartphones make on-the-go laptop usage less frequent

Smartphones complement rather than replaces laptops

Tablets are likely to become a key on-the-go device

Internet everywhere is a pre-requisite, not an option

INTERNET ON ANY DEVICE



Increasing expectations of Internet on all devices

MOBILE BROADBAND INCREASES FLEXIBILITY AND SAVES TIME



55% feels much more flexible

45% says Mobile Broadband saves time in their work

MOBILE BROADBAND IMPROVES PERFORMANCE



80% say using Mobile Broadband makes them more efficient at work

45% are able to get jobs previously not possible

40% say their work efforts are more recognized

Quick responses, time management & staying in touch
increase efficiency

BALANCING WORK AND PRIVATE LIFE



47% think the borders between work & private life will disappear

Mobile Broadband used 50/50 for private and work related matters

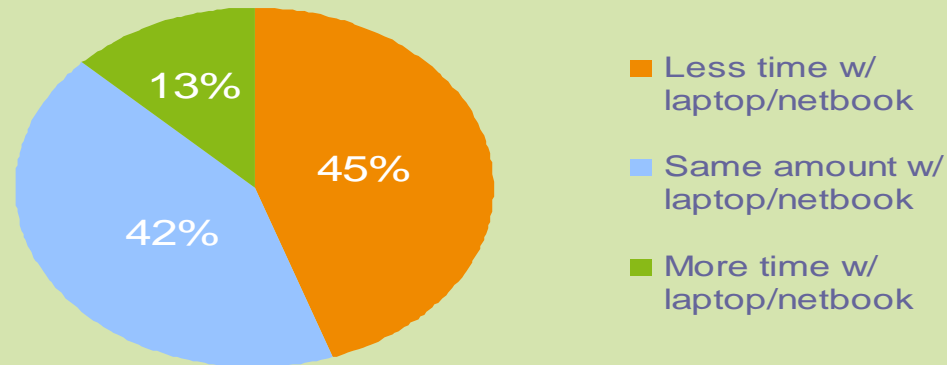
CHANGING ROLES



The laptop is becoming less mobile
Perceived as being heavy and cumbersome
Smartphone becomes a mobile extension of the laptop

The smartphone is replacing the laptop usage to some extent

How has smartphone usage affected the usage of the laptop/netbook?



INCREASED INTERNET USAGE



The traditional approach: Selecting from a multitude of content



The app approach: Aiming directly at specific content

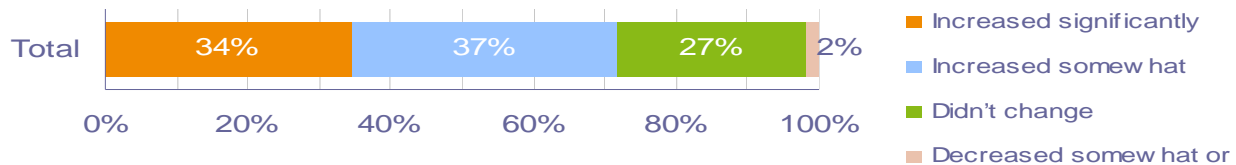


Quick

Easy

Used in micro moments

Have your total time spent on the internet changed since you got your app phone?



Base: All (US)

KEY USER CONCERNS

HIGH END & MASS MARKET DEVICES




SERVICE DIFFERENTIATION



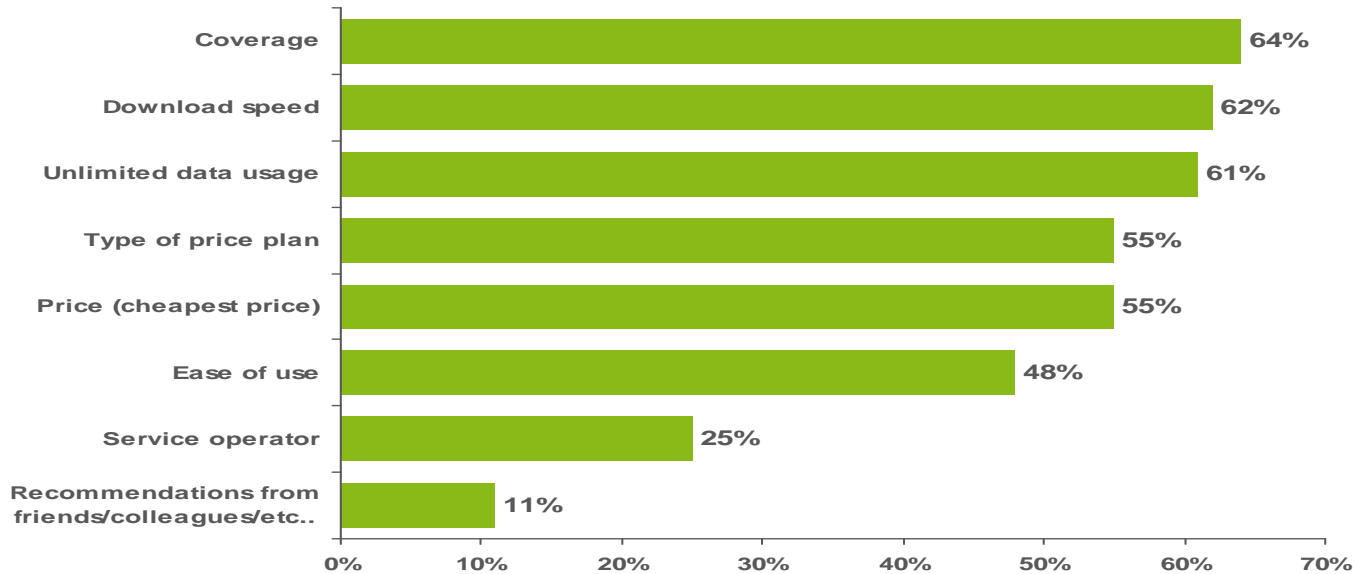
NETWORK IS THE DIFFERENTIATOR

User experience



THE NETWORK BECOMES THE DIFFERENTIATOR

Important for the mobile broadband experience



Coverage, speed and unlimited data usage are vital to enhance the mobile broadband experience

ERICSSON HAS ESTABLISHED LTE AROUND THE WORLD

- › >200 million pops covered
- › 99.999% eNB availability in large networks
- › Dongles, smartphones, tablets and more devices supported
- › Full range of Standardised Frequencies/Bandwidths for both TD & FD modes now supported
- › Signed LTE contracts with 6 of 7 of the top ranked global operators



Source: GSA, Informa, Telstra, Telefónica, TeliaSonera

GLOBAL LTE HOTSPOTS

SELECTED LIVE & PLANNED NETWORK LAUNCHES BY YEAR-END 2011



TELSTRA LTE LAUNCH

AUSTRALIA'S FIRST LTE NETWORK



- › Refarmed 1800MHz 2G spectrum
- › Soft launch May 2011
- › National launch Sep 2011
- › Dual-mode LTE 1800MHz / HSPA+ 850MHz dongle
- › Range of plans – 1 - 15GB from \$19.95 - \$79.95/mth
- › Kick-start 1800MHz LTE ecosystem



ENERGY AUSTRALIA (AUSGRID) LTE SMART GRID DEPLOYMENT



ENERGY AUSTRALIA'S SMART GRID TO USE LTE

Published at 23/11/2010

Ausgrid will become the first utility to use Long Term Evolution (LTE) for its 4G communications network after agreement with Ericsson as part of the energy company's smart grid rollout.

Ausgrid Managing Director George Maltabarow said a 4G machine-to-machine communications network using standards was being built across about 150 sites in Sydney, Central Coast and Hunter.

"A smart grid needs a communications platform to bring real-time data back from our substations, field devices meters so we can turn it into useful information for field staff, engineers and households," he said.

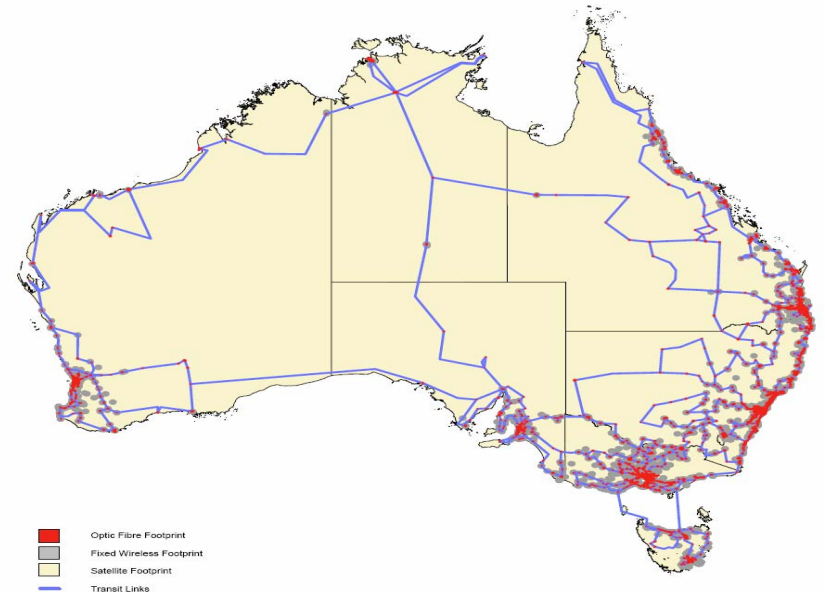
"The communications network is essential to transforming the electricity network into a two-way grid that is more reliable and more interactive for households.

"The 4G network will transmit data between 12,000 smart monitoring devices, up to 3,000 mobile field zone substations.



AUSTRALIA'S NBN FIXED WIRELESS LTE DEPLOYMENT

- › Rural & regional coverage
- › 4% of population or ½ million premises
- › Uniform access price nationwide: A\$24 per month
- › Service by mid-2012: 12Mbps DL / 1Mbps UL
- › Ericsson providing access & core networks plus end-to-end services, including managed services
- › 4-year network build, 10-year agreement
- › Turnkey contract worth A\$1.1 billion

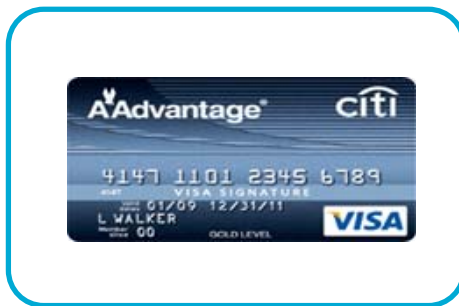


WHOLE NEW WAYS OF DOING BUSINESS REQUIRES WHOLE NEW LOGICS

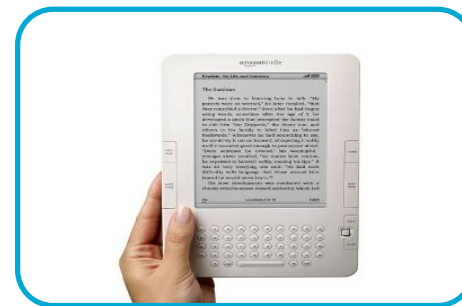
UNPLUG LOGICS



Trickle Logic



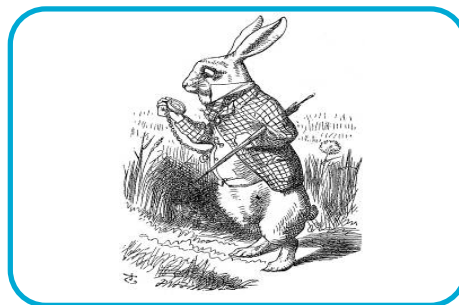
Incentivist Logic



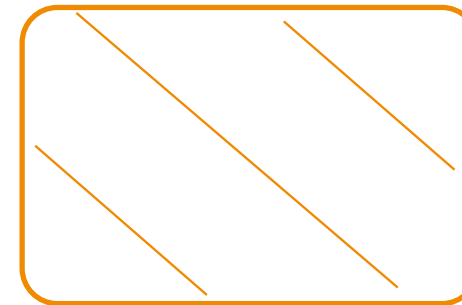
One-trick-pony Logic



Invisible Logic



Here & Now Logic



Let's create it together

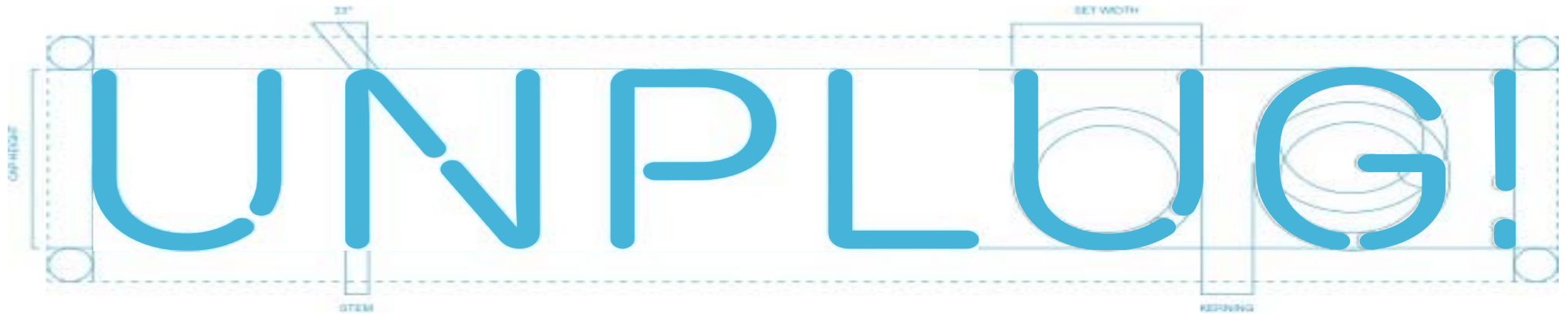
IT'S TIME TO...

Your Business

Your Assets

Your Mind

Your Potential



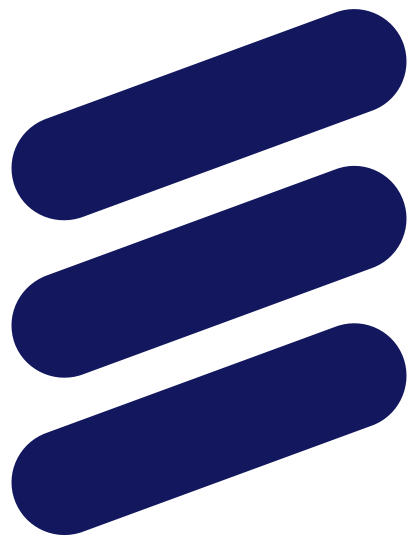
Let's Rethink Mobile Broadband

Commerce

Education

Health

Anything...



ERICSSON