



NEW BUSINESS LANDSCAPE

MOBILE MONDAY GLOBAL SUMMIT
HELSINKI, 28 SEPTEMBER 2010

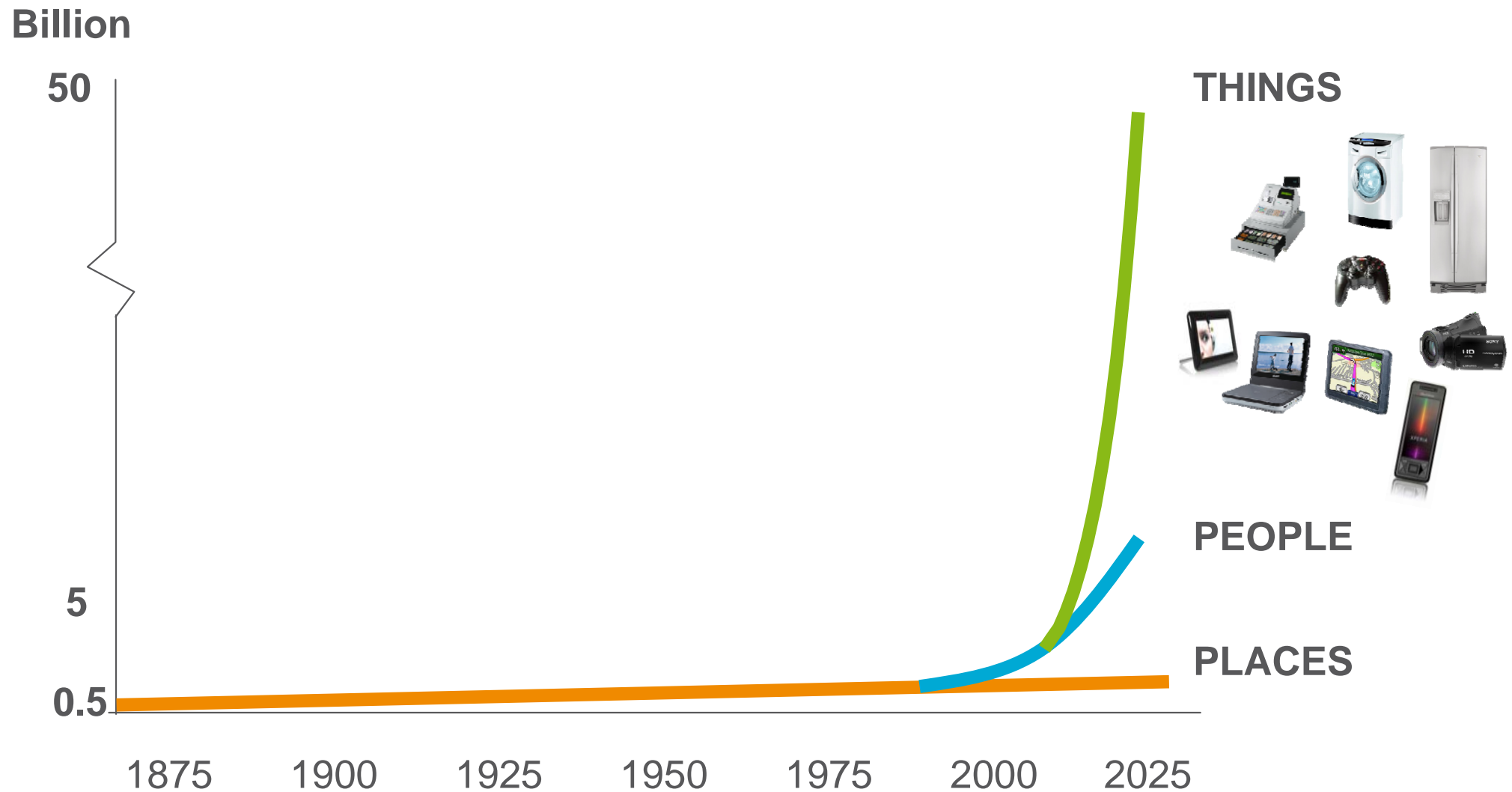
A decorative graphic on the left side of the slide, composed of numerous circles of varying sizes. The circles are primarily blue and purple, arranged in a pattern that suggests a network or a cluster of points.

VEIKO SEPP

COUNTRY MANAGER
ERICSSON ESTONIA, LATVIA & LITHUANIA

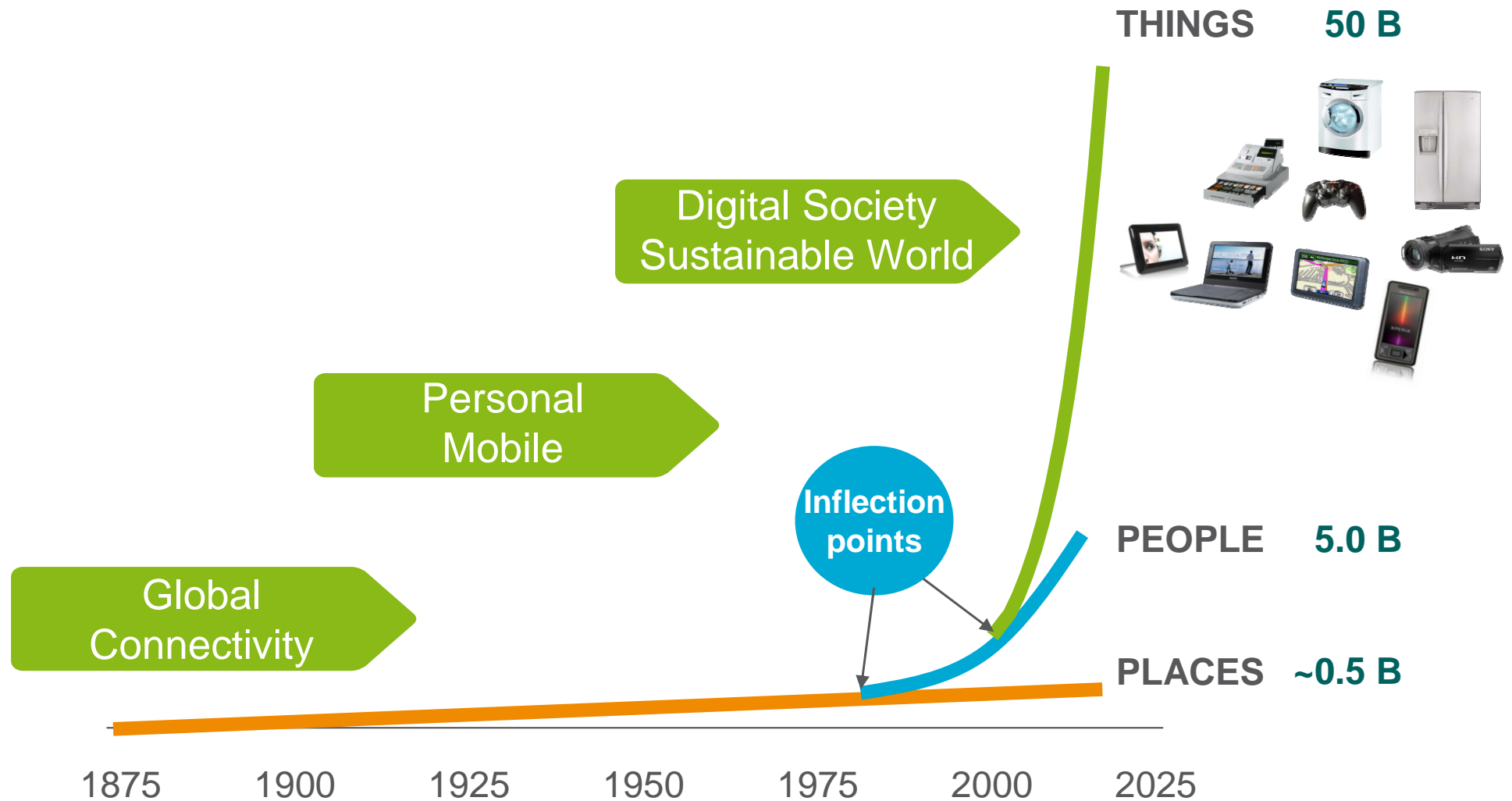
ANYTHING THAT
CAN BENEFIT FROM
A CONNECTION WILL HAVE ONE

INTO THE NEW DECADE



Source: Ericsson
This slide contains forward looking
statements

INFLECTION POINTS DRIVING OUR BUSINESS



CONNECT MY THINGS



“With my shoes connected I could dance virtually with online partners”



“Attach online cameras to balls and rackets to experience sports in new ways”

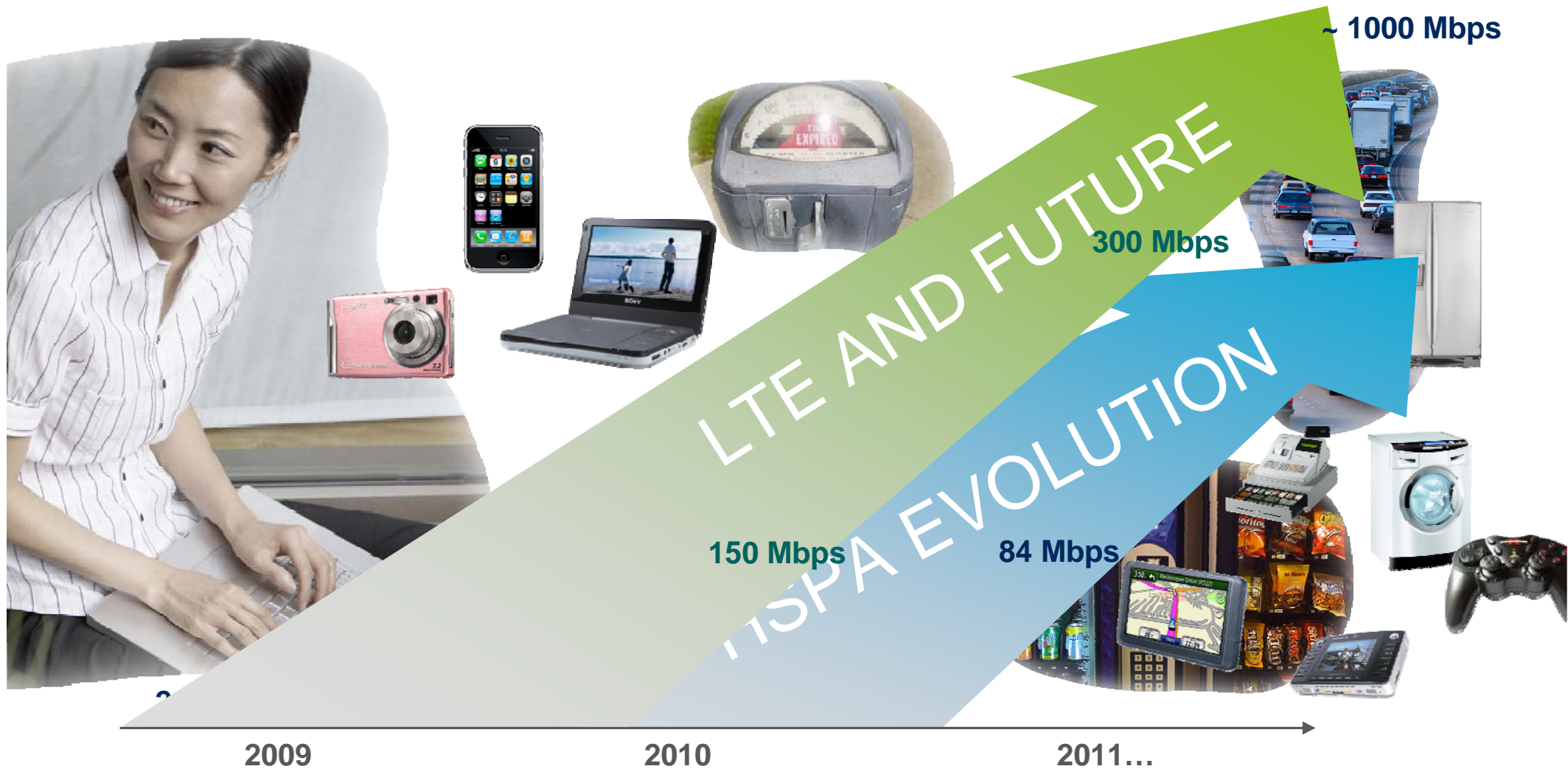


“The mobile phone could display my pet’s emotional status”



“With clothes made from a display fabric you could rent out your body as advertising space”

MOBILE BROADBAND SPEED EVOLUTION



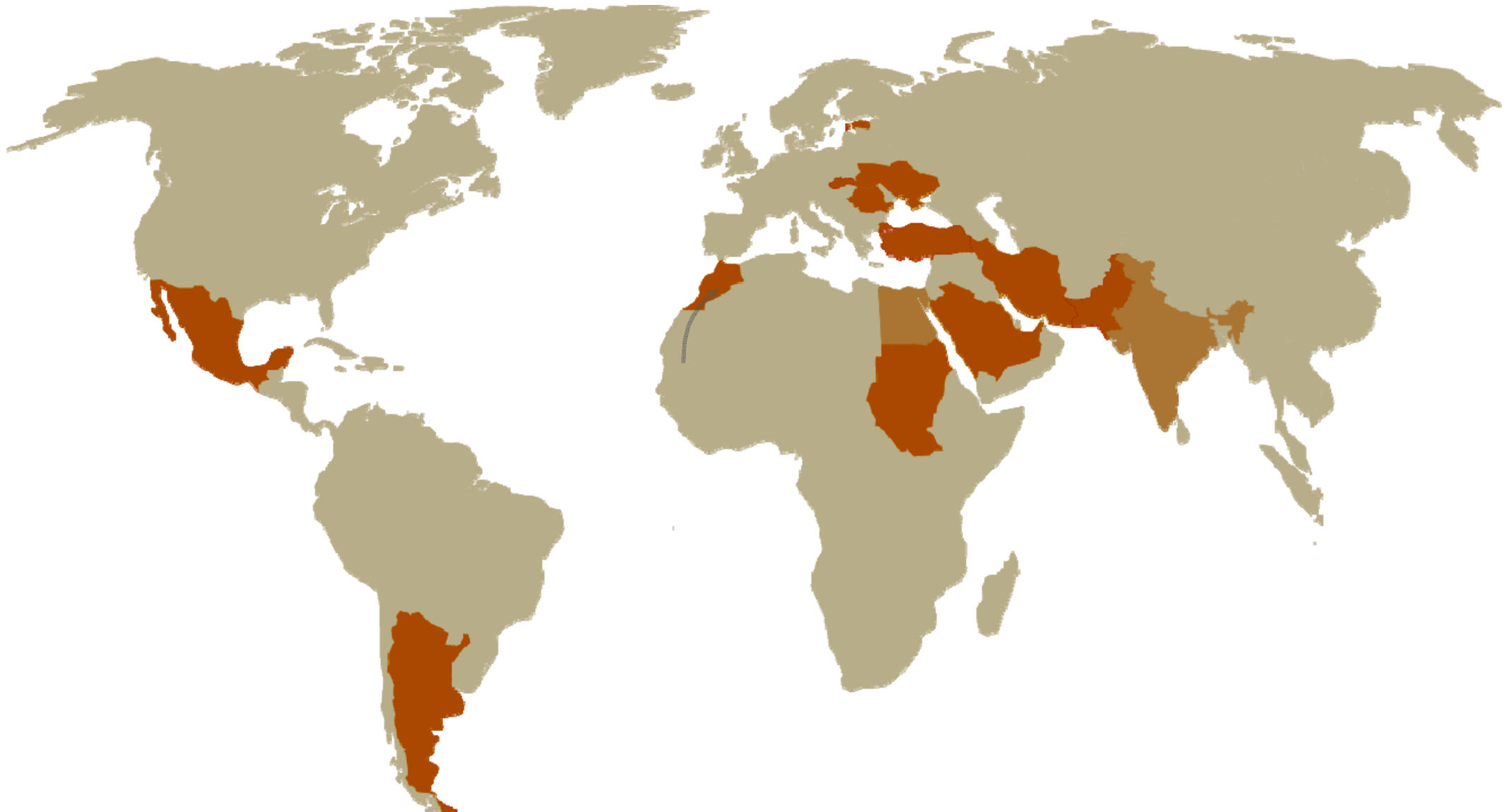
Excellent user and network experience

Reach U

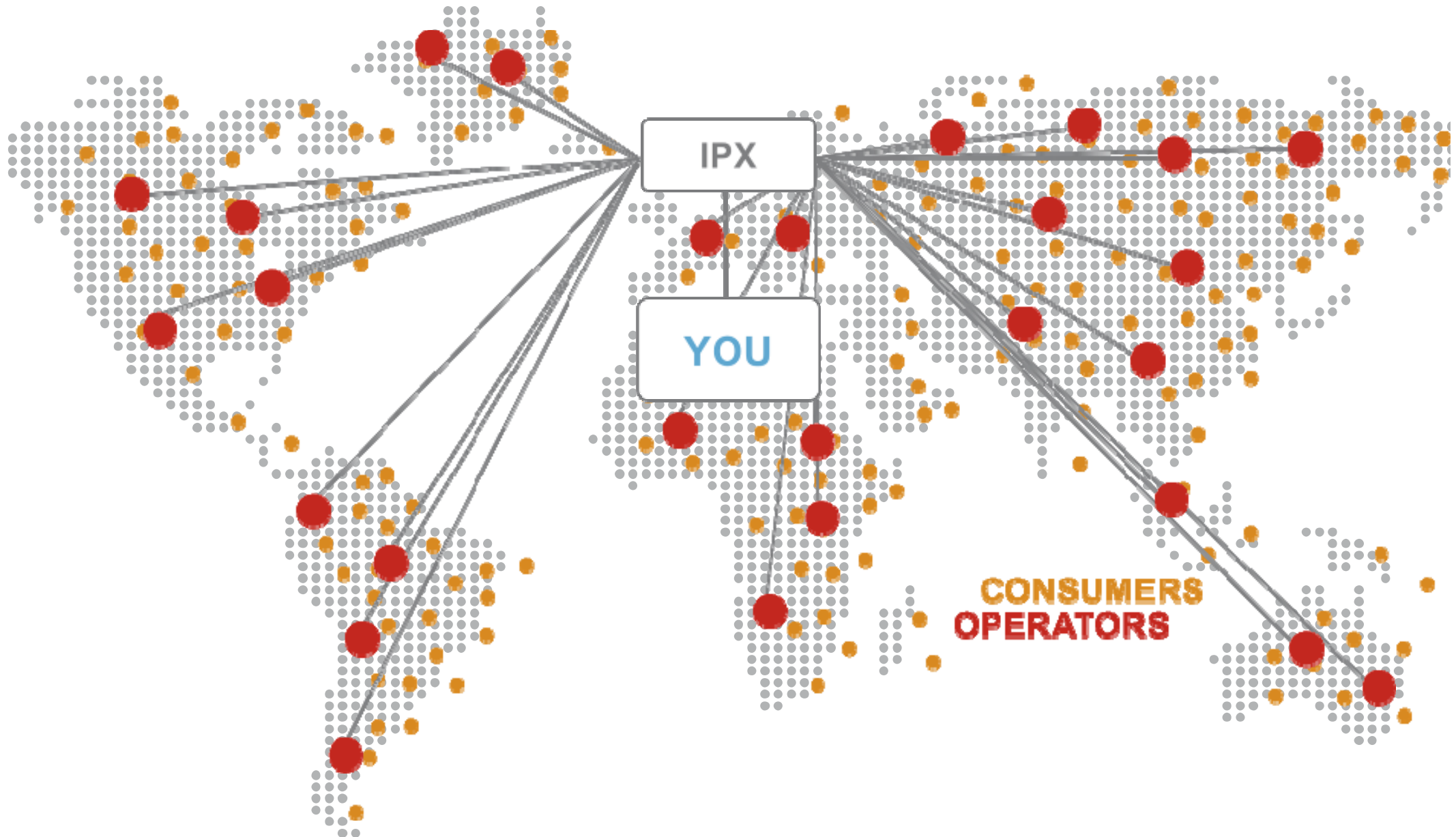
- The largest Ericsson partner in the LBS and mobile positioning business
- Covers the full gap between technology and end-user needs



200 Million Subscribers served



IPX – THE **SHORTCUT** TO YOUR WORLD



FORTUMO

- › Founded in 2007 as the spin-off of Mobi Solutions
- › Premium Mobile Services in 30+ countries
- › HQ in Tartu, Estonia
- › MISSION: adding an SMS Payment service that works all around the world to any site or app should be as easy and cheap as creating a blog or homepage!
- › 35,000+ registrared clients, 100,000+ services created!

NORTHERN EUROPE



CENTRAL AND EASTERN EUROPE



WESTERN EUROPE




ASIA PACIFIC



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INNOVATE WITH US

You have the ideas. We have new experimental APIs and other tools. You are free to use them as you want to create applications.

EXPLORE

Explore our site and learn how our APIs and tools can make your ideas come to life.

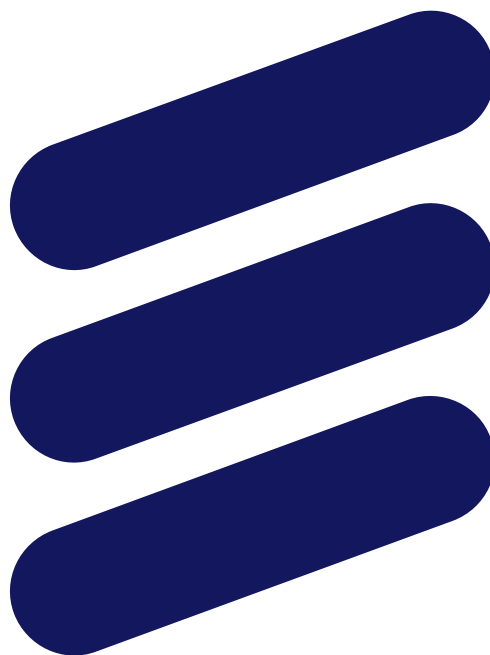
CREATE

Use our APIs to put your application together and take help from our tutorials, code samples and experts in our developer community.

SHARE

Share your application through our application showroom.

› Visit: <https://labs.ericsson.com/>



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