



Ericsson Expands Strategy and technology consulting capabilities

- inCode's Strategy and Technology Group assets acquired
- Uniquely complements current capabilities for innovative solutions for business and network transformation
- Deepens and expands relationships with North American customers

Ericsson (NASDAQ:ERIC) today announced the acquisition of certain assets of inCode's Strategy and Technology Group, a premiere professional services firm providing strategic business and consulting services to leading clients in telecommunications.

The acquisition brings approximately 45 highly skilled strategy, business, and technical consultants in the United States and Canada in addition to contracts, technology and intellectual property. With an unparalleled reputation for expertise, credibility, and confidence the inCode team has built an extensive North American client base and has been at the forefront of consultative services around all major facets of business transformations in the telecom industry for the last 10 years. Terms of the deal were not disclosed.

"inCode adds unique expertise in complex, strategic and technical consulting engagements that will enable us to immediately enhance the value that we bring to our customers," said Magnus Mandersson, Senior Vice President and Head of Business Unit Global Services, Ericsson. "It is further proof of Ericsson's commitment to act as the partner of choice for the business transformation currently taking place within the telecommunications industry."

Ericsson has a proactive, consultative approach to working with its customers that closely aligns with inCode's business model. The acquisition enhances Ericsson's ability to assist North American clients in creating winning strategies and solutions that position customers to be more successful in an increasingly complicated and competitive market. inCode will now be able to leverage Ericsson's deep industry presence in mobile broadband, fixed broadband and convergence, consumer and business applications, television and media management and managed services.

The acquired organization will operate as the Strategy Consulting Group of Ericsson North America under the inCode brand.

Notes to editors:

Pictures of Magnus Mandersson:

www.ericsson.com/ericsson/press/photos/magnus_mandersson.shtml



Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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About Ericsson's Consulting and Systems Integration

More advanced end-user services and the need to fulfill consumer expectations, combined with market liberalization, create pressure to transform the world of communication. To remain competitive, operators and service providers need to take a holistic approach to processes, people, tools and technology when transforming and modernizing their business and operations.

Ericsson has more than 10,000 consulting and systems integration experts providing services in the areas of business strategy, operational efficiency, OSS/BSS transformation, competence development and network technology modernization. Ericsson delivers more than 1.300 consulting and systems integration projects per year in multi vendor and multi-technology environments to operators, governments, utilities and transport organizations. These range from end-to-end transformation projects to single-solution assignments