



CHANGES IN EXTERNAL REPORTING

- Change in segments
- Change in geographical break down
- EBITA replaces EBITDA

As of January 1, 2010, Ericsson (NASDAQ:ERIC) will report the following segments: Networks, Global Services, Multimedia, Sony Ericsson and ST-Ericsson. The only change compared to previous years is that Network Rollout is now included in Global Services instead of Networks. All other segments are unchanged. With this change the external reporting is aligned with the new internal reporting structure.

As of January 1, 2010, the geographical reporting structure is changed. Instead of five geographical areas, ten regions will be reported which mirrors the new internal geographical organization. A part called "Other" will also be reported, consisting of business not reported in the geographical structure, e.g. embedded modules, cables, power modules as well as intellectual property rights and licenses.

In 2009, Ericsson reported top 15 countries. As of January 1, 2010, top five countries will be reported.

As of January 1, 2010, EBITA for segments will be reported. EBITA is defined as earnings before interest, tax, amortizations and write-downs of acquisition-related intangibles. Previous years, Ericsson has reported EBITDA. The shift to EBITA is done to better reflect the underlying business.

Numbers for 2009 have been restated accordingly.

The layout of the interim reports has been changed. As of the first quarter 2010, the first page of the report will not have bullets in the beginning. Instead, the first page will start with CEO comments, followed by the ordinary summary of key indicators.

Segments as of January 1, 2010:

Networks
Global Services
 Of which Network Rollout
 Of which Professional Services
 Of which Managed Services
Multimedia
Sony Ericsson
ST-Ericsson

Regions as of January 1, 2010:

North America



PRESS RELEASE
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Latin America
North Europe and Central Asia
Western and Central Europe
Mediterranean
Middle East
Sub-Saharan Africa
India
China and Northeast Asia
South East Asia and Oceania
Other

NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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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UPCOMING EVENTS

Ericsson's Capital Markets Day, Stockholm, Sweden, May 5-6



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Ericsson Business Innovation Forum, Shanghai, China, May 17-18

For more information please contact the Ericsson Media Relations Team.

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